

Billboard Backstage

By JOE CSIDA

High up on the list of gents most taken for granted around a publishing business is the circulation manager. The people on the editorial side (including me) are quite convinced that thousands of readers stand poised, ready to race to the nearest newsstand to get a load of the latest epic prose they (the writers) put forth. The ad guys, generally, are equally certain that the fascinating messages of their customers are all that is required to get a paper around and perused.

It is only when something like a railroad strike occurs that we scribblers and the space salesman really appreciate the guy who runs the circulation department. The Billboard's own circulation manager, Bernie Bruns, ranks with the best in the business (plays a mean game of handball, too). When the strike hit St. Louis, where this paper is printed, Bernie flew down from Cincy and went into action.

I thought you might be interested in a report from him on what was involved in getting last week's Billboard to you somewhere near the regular weekly time, so I asked Bernie to write one. Here it is:

"What appeared to be a pre-

arranged emergency plan seemed to have been put into operation by railroads and post office which nullified much of the 'casualty loss' expected on account of delayed delivery—at least so far as Billboard shipments was concerned.

"St. Louis was probably picked again as the 'guinea pig' for the test railroad strike because of its strategic importance geographically as well as for the local importance of its terminal facilities. No trains go through St. Louis. Most trains are backed in the St. Louis station by terminal railroad crews. When terminal railroad strikes all railroads entering St. Louis are affected.

"Railway express embargoed all rail shipments. Billboard rail-way express shipments had to be rerouted via U. S. mail, baggage and truck lines. Billboard was prepared to use air freight if necessary. Baggage shipments were loaded in baggage cars made up in trains in outlying terminals: Roselake Terminal for Pennsylvania in East St. Louis, relay station for L. & N. Railroad, etc.

"Many train schedules were cancelled. Although important trains left on time, some delays occurred en route due to assimilating passengers, mail and express traffic from struck New York Central

Lines as well as missing transfers to that line. For instance, Billboard shipments for Indianapolis, Columbus, Pittsburgh, Philadelphia and New York left St. Louis on Pennsylvania Jeffersonian as usual. Train arrived in New York, however, without car carrying Billboards for New York. Instead of 10 a. m. Tuesday morning arrival Billboards did not arrive in New York until 5 p. m. Marco and McCann special delivery service met train and delivery was made to newsstands immediately.

"The postal service accepted shipments as usual at their plant which is across the street from the Union Station and directly connected with it. Trucks were used to deliver the mail to waiting trains around the perimeter of St. Louis.

"Very little delay in the dispatch of The Billboard occurred because there was no backlog of thousands of sacks of mail that might have existed had the strike been prolonged. The once proud and famous 'Railway Mail Service' evidently has seen the writing on the wall and is depending more and more on trucks for transporting mail. The name is now 'Postal Transportation Service.' Trucks are used instead of railroads to make overnight hauls."

Washington Once-Over

By REN ATLAS

WASHINGTON, March 15.—Assigned to Capitol Hill by the State Department's Voice of America this week was a fuzzy-cheeked reporter who looked a lot younger than his years and thereby had several Congressmen muttering to themselves. Not only did he look like a contemporary of the page boys, he sported the navy blue suit which is the standard page uniform in both chambers. On half a dozen occasions he was told, "Boy, take this paper to the floor." His explanation always brought an apology from the bewildered congressman.

"Everything That Goes Up, Must . . ." etc. . .

Some interesting FCC guesses on the TV freeze-lift date turned up this week when a House appropriations subcommittee made public what went on behind closed doors at the subcommittee's hearing on Commission outlays. The Commission estimated that the freeze would be thawed February 1. That guess went into the subcommittee record on February 13. Wayne Coy, testifying as FCC chairman, said the freeze would be lifted March 15. That was his fourth officially wrong guess on the date in formal Hill appearances in three and a half years. FCC-ers emerging late yesterday (14) from their latest week of daily confabs on the new TV allocations plan shied away from further guesses. They've been putting in long and grueling hours on the task, but one FCC-er said sadly, "Let's leave it this

way; anything that's frozen must eventually melt."

Asks "Why Not Fees to FCC From Industry?" . . .

The question of authorizing the FCC to charge fees for broadcast licenses is getting steadily hotter on Capitol Hill over protests of the Commission itself. In hitherto secret testimony on the FCC budget made public this week by the House appropriations committee, Chairman Albert Thomas (D., Tex.) of the subcommittee on independent offices, hammered at Wayne Coy, then still on FCC, to collect fees from radio-TV, which the congressman termed "one of the most lucrative industries in the nation."

"You spend a lot of your time and lot of the taxpayers' money in policing the industry, which reduces in the use and benefit not only of the public, of course, but of these commercial firms," Representative Thomas said. "Why shouldn't they pay a fee for this policing work that you are doing when you study the granting of applications, and so forth?"

Coy said the Commission doesn't like the idea and has told the Budget Bureau so. He said it would be tough to figure out what kind of a fee should be set and that since radio-TV is in the public interest, "it is not advisable to put a fee on them." Congressman Thomas apparently was unconvinced. He demanded to know why the broadcaster instead of "the general public" shouldn't be asked to "pay for defraying" part of the expense of processing a

broadcast application. Thomas's subcommittee colleagues say the chairman is planning to get that question answered.

ABC-UP! Merger Decision Nearer . . .

Some unexplained telescoping of testimony this week shaved the timetable of the FCC proceedings on the proposed United Paramount American Broadcasting Company merger. However, timetable is likely to be thrown out of kilter when the hearing turns to question of whether the merger would be in conformity with FCC's rule limiting TV stations to five under a common owner.

The first week on the job for the new FCC commissioner, Robert T. Bartley, found him absorbing the bulk of former chairman Coy's office staff and exercising a vote in several broadcast actions. Bartley also cast his first vote on TV allocations issued at closed-door confabs. . . . First major step in years on the long road to get Uncle Sam out of the amusement field, or at least to reduce pyramiding Federal-State local excises, was taken this week by the House ways and means subcommittee which launched hearings on the subject. No action can be expected, though, as long as the current emergency exists. A similar move was started in the Senate just prior to World War II, and a committee recommended that the Government get out of the amusement excise field entirely. The war killed the recommendation.

Offer Plan to Cut Gov't Tax On Amusements

WASHINGTON, March 15.—A House Ways and Means Subcommittee which launched hearings this week on a proposal to get Uncle Sam out of the amusement tax field received a preliminary staff report suggesting a "tax credit" system as a possible remedy under which the Federal Government would give credit for taxes paid to states and localities.

This point was included in a lengthy report, prepared by the House Ways and Means Committee's professional staff, on the background of all types of taxes. The sub-committee's hearings seek to determine whether and how the Federal Government can withdraw from imposing excises which are duplicated or overlapped by State taxes.

The staff report reviewed a trend among municipalities in imposing admissions taxes and stressed that admissions also are taxed by 26 States, as well as by Uncle Sam, with the total bite in some instances amounting to about a third the admissions price. On cabaret taxes, the staff said, overlapping is not serious, since only Kentucky and Maryland use this source. The staff said no particular issue is raised by overlapping in amusement machine taxes since the federal tax is "moderate."

Discussing possible remedies to reduce duplications, the staff cited a resolution by the American Municipal Association urging complete Federal withdrawal from these fields. The report stated that unless the Federal Government gave up all types of amusement taxes—and not just the admission tax—it "would be likely to introduce discrimination among the different types of amusements competing for the consumer's amusement dollar."

Another device would be tax-sharing. Under this proposal, States and localities would drop entertainment taxes in return for a share of the loot which the Government collects. This would take a lot of record-keeping, the staff noted.

Less than lukewarm on the two proposals, the committee staff was more enthusiastic about the idea of tax credit. Under this system, the Government would continue to levy entertainment taxes but would give credit to operators for taxes paid to States and localities. "This approach would effectively remove Federal tax rate obstacles to State and local development of taxes to the extent of the credit given," the staff report said. "The crediting device would not further impair uniformity of taxation but actually would improve it, since it would tend to eliminate present multiple rates. Local reluctance to adoption rising from fear and other factors would be eliminated and discrimination among competing forms of entertainment through differential rates would be minimized," it was declared.

14,108 Tunes Copyrighted and Published in '51

WASHINGTON, March 15.—Number of tunes copyrighted and published in the United States in 1951 totaled 14,108, a decline of 86 from the previous year, according to latest copyright figures.

Published foreign music increased to 5,927 from 1950's total of 5,827. Domestic copyrights accounted for the over-all decline. Domestic published tunes dropped from 8,367 in 1950 to 8,181 in 1951.

More songs were copyrighted in the first six months of both 1950 and 1951 than in the July to December period. From January to June, 7,816 songs were published in 1951 and 8,129 were published in 1950. Figures totaled 8,292 for the last six months of 1951 and 6,065 for 1950.

London Dispatch

By LEIGH VANCE

LONDON, March 15.—This week the British Broadcasting Corporation killed television's oldest program, "Picture Page," the weekly interview spot which has run steadily, except for the war, since 1938. For a long time TV heads had been wondering how to get rid of the spot without raising a cry from the large proportion of the four-million viewers who liked the show's amateur-night atmosphere. The BBC finally agreed to compromise by handing it over to the light entertainment department to see what they could do with it.

Top variety producer Michael Mills took on the task of turning the traditionally whimsical weekly romp into something like a program. Right away he ran into Snag No. 1, the average Briton's inability to relax into a microphone, which limited his interviews to showfolk plugging their latest efforts, or let him face charges of being "dull." Original idea was to turn the spot into a hot news corner, but for that he was rapped snarly over the knuckles by the bosses, who didn't like the sazzaz of the program. Brought into the program, Caught between these thorns, the program pleased neither the viewer who liked seeing every week how raffia baskets are woven nor the ones who wanted a slicker sort of spot, and got a body blow after the king's death when a BBC edict went out limiting items to the "sober kind."

Rator "Commercial"

Draws Loud Beef . . .

"Picture Page" started another row, too, over the BBC total ban on commercial advertising. In the last weeks before it died, the spot included an interview with an expert on the history of shaving, who slipped in a plug for a commercial electric-razor firm, although he had been warned against it. Immediately there was an uproar. (Continued on page 33)

Paris Peek

By ANNE MICHAELS

(Art Rosett, former writer of this column for The Billboard, is now managing editor of an American newspaper in North Africa. For old times sake, Anne Michaels, current Paris reporter, has turned her column over to Rosett for this week.)

PARIS, March 15.—After my being in Casablanca for almost a year, Paris despite antiquity and reputation for being a play city, is like a ghost town.

Club Lido, the largest club in the city and certainly one of the finest in the world, is doing less box office than in years. The seating portion of this establishment is mostly taken up by great empty voids. The show, incidentally, is a stinkeroo. Producers Guerin and Fraday have thrown together an abortion based on the much used, abused and misused theme of the Arabian Nights.

Chez Carrol (seating capacity 250), which ordinarily does a capacity business, is now strangely reminiscent of a well-regulated mausoleum. Bartenders, waitresses, waiters, hat check girls, door men, porters and dishwashers spend their time profitably discussing French politics, and when perchance a customer wanders in, it is indeed a red letter night.

Dance Team Creates

Paris Sensation . . .

Sensation of the club is one of the greatest dance acts this writer has seen since a certain act known as Leda and the Swan was performed in Jimmy O'Kelly's Greenwich Village club by a dance team now forgotten. The current team was formerly part of the Katherine Dunham dancers and has since branched out on its own. We honestly believe it will zoom to the zenith of notoriety in its particular field of sensational endeavor. "The Watch and Ward Society," the W.C.T.U. and other representatives of their ilk should (Continued on page 33)

Picture Business

By LEE ZHITO

HOLLYWOOD, March 15.—With Oscar time coming up next week, there's the usual crystal-ball gazing going on to guess the winners. This reporter's vote goes for Vivien Leigh as best actress in Warner Bros.' "Streetcar Named Desire," Freddie March in Stanley Kramer's (Columbia release) "Death of a Salesman"; best director, Elia Kazan, "Streetcar," and best picture of the year, Paramount's "Place in the Sun."

House Investigation

Draws K'wood Beef . . .

Hollywood is still grumbling about the tone of the House Un-American Activities Committee report on Communist infiltration into the film industry. General feeling is that the picture business cleaned its house before the federal probes started looking into them, and therefore the industry should have the credit rather than blame. Furthermore, the House committee

had the sincere, all-out co-operation of leaders from all segments of the industry. In the third place, the industry has produced numerous anti-Red films in helping to wage the war of ideas against Communism both here and abroad. All these efforts, it is felt, were ignored by Washington lawmakers who blame an entire industry on the wrongs of a misguided few.

Vegas Latching Out For Variety Clubs . . .

Las Vegas, Nev., intends to go all out in hosting the 18th annual Variety Clubs International convention (April 22-May 1). Gaming town long has sought to woo national conclaves and now that it won, it makes sure delegates will long remember their Vegas stay. According to present indications, approximately 900 delegates will attend the convention. Talent buying is always keenly competitive in Vegas, but this time hotels will be outdoing themselves (and their

budgets) to entertain the picture business delegates.

Gov't Training Films On the Way Back . . .

Training films, a major part of Hollywood's wartime contribution, are on their way back. Gen. Brooke Allen, head of the U. S. Air Pictorial Service, will farm out a series of 49 training films to various studios. Col. Robert Kearney, service's chief of production, is in from Washington to negotiate contracts with producers. Gen. Allen feels Air Force will save considerably by awarding contracts to producers rather than have the service branch attempt producing the films.

With cameras rolling this week on "The Black Castle," Universal-International hit its peak production so far in 1952 of six films. Others are "The Texas Man," "Ma and Pa Kettle at Waikiki," "Yankee Buccaneer," "It Grows on Trees" and "The Riding Kid."

Movie Houses Pressure Dailies for More Bally

NEW YORK, March 15.—Movie theaters are battling with newspapers to pick up sagging business. Drive utilizes both positive and negative approaches, with real pressure being put on papers considered to be co-operating inadequately with the film houses, and strong new business efforts being hatched jointly with papers willing to work with the picture palaces.

Here in New York, for example, the Buchanan Agency, thru exec Bill Boley, handling the New York and Brooklyn Paramount, is fighting to persuade the 2,000,000-plus circulation Daily News that film houses don't get a fair shake in the paper's editorial columns. The agency has conducted a survey which shows that from July thru December, 1951, films only received 6,000 agate lines of editorial space, while legit, which spends far less in advertising, got 55,000 agate lines of

news and feature space for the same period.

The agency makes the point that, aside from advertising vs. editorial considerations, the paper isn't doing right by its readers, claiming that the great majority of the News readership is far more interested in films and film personalities than in legit. To date the agency has gotten the cold shoulder to its pleas, despite the fact that it has cut its ad appropriations in the News and given more to competitive dailies.

In Hartford, Conn., and Binghamton, N. Y., happier film house - newspaper relationships exist.

In the Connecticut capital, The Hartford Times is running an editorial campaign to determine whether the burghers would prefer the local movie houses to move up the time of the last showing of the feature film from 9:30 p.m. to 7:30 p.m. Campaign is stirring up good response.

In Binghamton, the Gannett newspapers have worked up a special deal for movie houses on advertising, permitting the picture palaces to buy space on contract terms at the local rate, rather than the higher entertainment rate. It is expected that if the Binghamton experiment works out successfully for the publisher he will lower the rate for movie houses on his string of papers thruout New York State.

Lanza Set for European Tour

HOLLYWOOD, March 15.—Mario Lanza will probably leave here some time in September for six months in Europe, bulk of the time to be spent in Italy. Lanza's personal manager, Sam Weiler, said that the Victor recording star will study for four months in Italy and will do two months with the La Scala Opera Company in operatic roles.

In addition he will work in opera companies playing leading European cities, such as Vienna and Stockholm. European tour is being set by Columbia Artists, New York.

After his return from Europe, Lanza hopes to do a month or two of singing with the Metropolitan Opera Company in New York. His only previous work with an operatic company was with a summer company in New Orleans in 1948.

New Gagster Unit Lists 'Consultants'

WASHINGTON, March 15.—An invitation to "interested comedy-minded individuals" was sent out this week by a newly-organizing District of Columbia chapter of the National Association of gag-writers. Listing Milton Berle, Robert Q. Lewis, Jack Gilford, Herb Shriner and Gene Klavan as "comedy consultants," a notice of formation of the local group was issued by Walter Weiper, "Washington director," inviting membership from "comedy-minded writers, comics, humorists, cartoonists, etc."

ROOM FOR TWO

TV Theaters A Relief From Noise at Home

WASHINGTON, March 15.—Leonard H. Goldenson, president of United Paramount Theaters, Inc., testifying at the Federal Communications Commission's hearing on the proposed merger of UPT with the American Broadcasting Company, backed up his opinion about the compatibility of theaters and home TV with some anecdotes. Declaring that "folks like to stay home, and they like to get out, too," he said small-screen home TV sets, surrounded by the distractions of "children, canasta and conversation," can't present feature-length films in the manner of theaters where distractions at home, he said "break the discipline so necessary in dramatic presentation."

He told a story of how a group of 50 officials witnessed a private screening of "Going My Way." "Practically everybody was engaged in conversation during the screening," he said, "and afterwards everybody said the film was a flop. It proved to be one of the biggest successes of the period." Goldenson said that Cecilie B. DeMille has an established rule of permitting no conversation or other distractions during screenings.

Dagwood Unit To McConkey

CHICAGO, March 15.—McConkey Artists Corporation this week signed the Blondie and Dagwood package and will pitch for hotel bookings. Cast includes Pat and Arthur Lake in the title roles, two moppets and five dogs.

Addition of the comic strip characters, which have also been featured in motion pictures and on radio, is a further step in the MTC program to line up film names for personal appearances. Preston Foster, who recently inked a McConkey pact, is already appearing in a package which also includes Henry Busse and his orchestra and supporting acts.

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Highlight Reviews

NIGHT CLUB

Plain Ole Patti Page Stand-Out Hit at Miami's Plush Clover Club

By HERB RAU

Patti Page is a standout attraction in the new bill at the Clover Club, Miami, holding patrons with a socko dramatic song-talk rendition of "Standing Room Only." While that number was the highlight of her stint and got her a huge hand, she also scored with tunes that ranged from the inevitable "Tennessee Waltz" to her latest recording, "Come What May." In a night club area where fem warblers try to outdo

each other in fancy frills, annoying histrionics and low-cut gowns, this gal is a refreshing innovation. Dressed plainly, sans jewelry and loud make-up, she just stands at the mike and sings. And she has the voice to carry it off.

Murray New

Also new to the current stanza is Jan Murray, who got a big ovation for his initial safe stint here in two years, and a hefty mitt for his rib-tickling stories.

Murray came back with a flock of fresh material, along with mild doses of both antiquated and overworked gags. It all went well, tho, and it's apparent the cove has acquired considerable polish during the past two years. Even the yarns of two years ago sounded better, and at the finish he had 'em screaming for more. The opening act is Lewis and Van, a well-synchronized pair of tap-tappers.

LEGITIMATE

Enters Shows Rare Versatility Via Subtle Comedy and Superb Satire

By DENNIS McDONALD

In a season of fine solo performers it is only fitting that the American National Theater and Academy presents Angna Enters, first lady of dance pantomime. Over many years Miss Enters has built a solid following of lovers of the subtle comedy—those who find humor in a quick glance or flick of a finger. She is a true comedienne, basing her comedy on reality, with exaggeration only to that which is necessary to carry over the footlights. But her program is not all humorous. The same easy movements she utilizes in provoking laughter, can evoke reverence, as in her beautiful Gothic "Queen of Heaven" or pathos, as in "Vienna Provincial."

For Miss Enters' bill Saturday night (8), she included three new sketches—a Proustian sequence, "In a Garden"; a satire on mod-

ern, antiseptic art, "Dilly Dilly," and a Commedia dell'Arte, "Figures in the Moonlight." The Commedia and Proust sketches are superior additions to her repertoire, and "Dilly Dilly" is a welcome change in an abundance of period sketches circa 1900. The solid response from her audience Saturday night (8) suggests that perhaps less of the turn-of-century material and more of modern satire would be a wiser program. And achieve a better balance.

True Artist

But if a faint is found in the composition of her program, certainly none can be found by this reporter in her execution. She is a true artist on all counts, dance mime, painting, costuming and writing. All of these she brings to her programs, breathing life

into famous painters of the past such as Toulouse-Lautrec, Matisse, etc.

To watch Angna Enters poses a question: Is she a decadent 19th Century boy Cardinal, a wacky balletomane, a lachrymical Lautrec tango dancer, an indolent Matisse harem girl or a corseted lady cheating at solitaire, who might have stepped from a Sargent canvas? Every movement, expression is absorbed into her mood in meticulous detail, and all create a real figure. She is what she seems to be for the moment.

Fanciers of brassy hokum will likely never flock to see Miss Enters, but, given half a chance, she could draw raucous guffaws even from them. Her high comedy is rarified; her satire, superb. In fact, the lady's good.

TELEVISION

Jacqueline Benny's Fem Stint With Burns and Allen One of His Best

By BOB FRANCIS

Putting Jack Benny onto a fem impersonation routine turned out to be a very funny gag and added up to one of his best TV half hours. The bewigged Benny in an evening gown was something to make the late Julian Eltinge green with envy, and the Benny feat could easily model the larger sizes of J. Miller shoes.

The seg's comedy format was simple and effective, starting with a technical sequence for which guests Burns and Allen had not arrived. George eventually turned up, but Gracie remained conspicuous by her absence, so Jack decided to sub for her. Rochester naturally got into the act as factotum and dresser.

Followed excellent clowning via a team-up of Benny and Burns, with the former giving a reilly terrific fem impersonation, gagging it up just enough to take the edge off any effeminate kick-back. The pay-off, of course, was the belated arrival of Gracie under the impression that her George had got himself a new woman. It all made for good laughs, with everybody concerned seeming to have as much fun as the viewers. The Sportsmen Quartet contributed a sample or two of their fine harmonizing to give the rest of the cast a breather.

The three Lucky Strike elegant commercials, opening with the usual Dorothy Collins intro,

were effectively prepared and projected. Over-all the seg can be accounted one of Benny's best.

The Jack Benny Show

TELEVISION—Reviewed Sunday (9), 7:30-8 p.m., EST. Sponsored by American Tobacco Company, thru Batten, Barton, Durstine & Osborn, via Columbia Broadcasting System TV. Producers, Ralph Levy and Hillard Marks. Director, Ralph Levy. Music, Mahlon Merrick. Announcer, Don Wilson. Cast: Jack Benny, Don Wilson, Rochester, George Burns, Gracie Allen and Sportsmen Quartet.

NIGHT CLUB

Evelyn Knight Tops Slick Persian Room Show; Hctor-Byrd Team Hit

By BILL SMITH

For sheer entertainment the current show of Evelyn Knight and dance team of Hctor and Byrd packs a real wallop. All it has to do now is prove itself at the door. Evelyn Knight has become a very versatile performer. Besides being a pleasant looking and pleasant sounding canary, she's now a consummate entertainer as well. Her handling of novelty tunes such as "Man at the Ringside Table" and "I Wish I Could Understand Texas" pulled Hctor and Byrd in London for the past year or so, came in with a series of contrived choreographical patterns that cap-

ballads showed a delicacy in handling lines that drew hushes; her voicing of the old pop classic "St. Louis Blues" was delivered with such vibrancy it sent chills up and down backs. On many of Miss Knight's novelties she had choral backing from the Dick La Salle band. All in all Miss Knight did a magnificent job; the more so because she followed a dance team, Hctor and Byrd, who were so sensational they threatened to skip the show.

Hctor and Byrd, in London for the past year or so, came in with a series of contrived choreographical patterns that captured the imagination almost immediately. The fact that the young couple looked exceedingly handsome and vibrant was another plus. Hctor opened the act as a single song-talk, segueing into a romp joined in by his wife, Miss Byrd. The effect was instantaneous. A conga tap to a drum beat followed while gal went off for a quick costume change. Their next was a delicately amusing but

(Continued on page 13)

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FCC Studies TV Holdings of United Paramount Directors

To Determine If ABC Merger Plan Will Meet 'Common Ownership' Rule

WASHINGTON, March 15.—The Federal Communications Commission is quietly undertaking a full-dress study of the TV holdings of United Paramount Theaters, Inc.'s directors in seeking to determine whether the proposed UPT-American Broadcasting Company merger would conform to the Commission's "common ownership" rules. It was learned that several FCC operatives have in recent New York visits concentrated on assembling first-hand material on the directorship pattern, and the current merger proceedings before Hearing Examiner Leo Resnick are expected to reach a dramatic climax when the questioning takes that turn.

Any doubt about the importance which FCC legalists are attaching in the relationship of the directorship pattern to the common ownership rule issue was erased yesterday (14) when Frederick Ford, chief of FCC's Broadcast Hearing Bureau, in effect, served notice that he will want the views of UPT witnesses on this at some future date. Ford made the point when Leonard H. Goldenson, UPT president, was on the stand. Ford touched briefly on the disposition of Paramount Pictures, Inc. stock under the court-dictated reorganization corporation, and he said that FCC will want to measure the holdings by applying the FCC's common ownership rule limiting the number of TV stations under common ownership to five.

Goldenson, a tireless and cool-headed witness, highlighted testimony this week by going on record with his view that theater-TV and home TV are "perfectly compatible" interests, and that both can flourish in the expanding

electronics age. At the same time, he questioned whether subscription TV will be able to compete with "free" home TV, declaring that advances are being made so rapidly that home receivers are likely to be able to "unravel" the scrambled impulses of subscription TV. This, of course, would make it possible for folks to see the subscription programs free and would uproot subscription service, he said.

Goldenson declared that theaters are destined to survive because (1) folks like to get out once in a while; (2) the home TV screen is small and technically

can't equal the large screen's feature film image; (3) there are too many distractions in the home, breaking the "discipline" so necessary for dramatic presentation.

In contrast to testimony last week by Veepee David B. Wallenstein of Balaban-Katz, Inc., that B-K was cancelling orders of theater-TV equipment because of losses incurred in theater telecasts (The Billboard, March 15), Robert H. O'Brien, UPT vice president and secretary, testified that UPT's losses in theater-TV did not mean that UPT was discouraged with the medium. He said he regarded the showings as "experimental" and meant nothing conclusive as to success or failure. UPT's theater-TV equipment investment amounts to \$235,217, he said, and cessation of operations was not contemplated.

Morton Galene, counsel for Allen B. Du Mont Laboratories, Inc., cross-questioned Goldenson, asked the UPT proxy if he deemed his views voiced at the hearing consistent with a statement attributed to Goldenson in UPT's annual report of December 30, 1950. In that statement, Goldenson described TV as "competing with us for the public's leisure time and entertainment," and added that the impact of TV was strongest "during the novelty and the installment paying periods." Goldenson said he thought his views have been consistent.

NBC Coast TV Center Nears Construction

HOLLYWOOD, March 15.—Construction work will start immediately on the National Broadcasting Company's multi-million dollar Burbank TV center, with NBC Coast Veepee John West shooting for a September deadline on completion of at least one studio. Structural planning and engineering has been going on continually since NBC bought the 38-acre tract adjacent to Warner Bros. and Walt Disney lots. However, construction was held up until the National Production Authority granted approval this week.

First unit of the NBC-TV center will include two studios, 140 by 90 feet each, with a 500-person seating capacity per studio. Workshops (carpenter, paint, wardrobe, etc.) and rehearsal halls need to be completed.

Not anticipating heavier Hollywood show orientation by fall and is seeking to ease its present tight space situation with the addition of the Burbank studios. Net's Coast origins have been squeezed into the El Capitan Theater and its converted Radio Studio D.

Owens-Corning Buys CBS Doc

NEW YORK, March 15.—Owens Corning Fiberglas this week purchased "You Are There," the old radio documentary, for programming on the Columbia Broadcasting System's TV network. The show, which is owned by CBS-TV, will be slotted in an evening period as yet undesignated. Bill Spier will produce.

Owens-Corning, however, will cancel its one segment of the Gary Moore daytime show on CBS-TV, Tuesdays, 1:45-2 p.m. Fuller, Smith & Ross is the agency.

HERE'S BREAKDOWN ON ABC'S OUTSTANDING INDEBTEDNESS

NEW YORK, March 15.—Following is a breakdown of outstanding obligations incurred by the American Broadcasting Company as of December 31, 1951 (see accompanying story). The total on the principal of notes and mortgages comes to \$10,575,748, according to web toppers. However, one of the mortgages listed below, that for \$225,030 at 3 per cent, was discharged when the St. Nicholas Arena property was sold some weeks ago to William Zeckendorf, real estate mogul, who assumed the mortgage.

Note for credit of \$3,800,600 at 3 per cent from Bankers Trust Company. Of this, \$1,500,000 was borrowed last December and \$500,000 in the past couple of weeks. Payable by June 1, 1953, or within 90 days after ABC

merger with United Paramount Theaters is approved. Note for \$2,500,000 at 3 per cent from New York Trust Company, set about one year ago. Payable in annual installments of \$500,000 beginning November, 1952, except for 1955, when final payment of \$1,000,800 is due.

Note for \$4,662,325 at 4 per cent from a leading insurance company, believed to be Prudential.

Secured note for \$564,961 at 4 per cent on Los Angeles property (tantamount to a mortgage).

Mortgage for \$245,000 at 5 per cent.

Mortgage for \$40,465 at 4 per cent.

Mortgage for \$225,030 at 3 per cent, discharged February 1 when the property (St. Nicholas Arena) was sold.

Crisis at ABC Brings Additional Economies

Continued from page 1

Dixon shifts out of his 11:30-noon strip into at least the 12:30-1 time and possibly the entire noon-1 p.m. period. Web was trying to get the noon-1 p.m. cable cleared out of Cincinnati, where Dixon estimated. Dixon's old time won't be programed by ABC.

The web is reported to be asking packagers and agencies producing their own shows on ABC for payment on production and other costs immediately after each stanza, if possible. Although such payment was not represented as mandatory, at least one packager is known to have recommended to his sponsor that the show move elsewhere.

Other reported moves this week had the network virtually eliminating its messenger service and banning all personnel other than top executives and salesmen from sending wires, except with top level permission. Eight associate directors in New York were said to have been given their notice, marking the first major inroads on the program department here following recent layoffs of TV technicians.

One peculiar aspect of the situation is that even if it so desired, United Paramount Theaters could not offer any financial or other

aid to its prospective partner-to-be. Such a move is specifically forbidden by law, and with the current hearings under way before the Federal Communications Commission on the proposed merger, neither UPT nor ABC dare nor desire to do anything but walk the straight and narrow.

An indication, however, of just how much urgency is placed on the UPT merger may be seen from the terms of the most recent loan, negotiated by ABC from the Bankers Trust Company late last year. This established a credit of \$3,800,000 for the network, payable either by June 1, 1953 or within 90 days after approval of the ABC-UPT merger by the FCC.

ABC thus far has utilized \$1,500,000 of this credit, which was reported to have been secured only thru personal signature of board director Edward J. Noble on the document. The 1,500,000 was withdrawn early in December and another \$500,000 within the past couple of weeks. One top ABC executive said this week that the untapped balance of \$1,800,000 is regarded as a sufficient reserve to enable the network to weather any crisis between now and the fall, by which time the FCC's decision on the UPT deal is expected to be handed down.

Just what steps would be taken to pay off current obligations, much less secure new funds, should the UPT merger be nixed, is a question which at this point is unanswered.

CBS May Shift Gleason Into 9-10 Sat. Slot

NEW YORK, March 15.—The Columbia Broadcasting System is considering slotting Jackie Gleason Saturday 9-10 p.m. next season. CBS-TV Saturday line-up for 1952-53 is expected to be Ken Murray 8:30 p.m., Gleason, and "Songs for Sale," 10-11 p.m.

With Gleason opposite "Your Show of Shows," CBS-TV thinking is that it will attract a different type of viewer and cut in Caesar, Coca and company. The revamped CBS-TV slotting would mean the end of Faye Emerson on Saturday night. But even assuming her renewal by Pepsi-Cola next season, Miss Emerson has not had the rating strength to compete with "Your Show of Shows" and was set to be shifted.

WCCC AIDS POOR OL' TAX BUREAU

HARTFORD, Conn., March 15.—Station WCCC here received a request for free time last Monday (10) from that needy outfit, the Internal Revenue Bureau. In a letter signed by the acting Internal Revenue agent, the station was asked to advertise a job opening in the Bureau... deputy tax collector, grade seven, \$4,205 a year.

The letter concluded, "We do not have funds for paying for this advertisement. Request is made that you announce it as a public service." WCCC did just that. Spot copy quoted the fundless-plea letter in detail, winding up hopefully with, "If you want to be a deputy tax collector, see your nearest civil service office. And for making this announcement maybe we won't have to pay so much income tax."

NEWS CAPSULES—COAST TO COAST

DC-ers Protest "Songs" Nix; New CBS Segs Hot; Smoke Tax Spotted

WASHINGTON, March 15.—Protests from viewers this week forced WTOP-TV, to reconing her renewal of "Songs for Sale" from the program line-up. The stanza is expected to be reinstated shortly. This is a repetition of what occurred when WCAU-TV, Philadelphia, dropped the show and viewer reaction pushed it back on.

CBS Optimistic Re "Draw," "Big Store" Potentials . . .

NEW YORK.—The Columbia Broadcasting System's program department is optimistic about the sales possibilities of "The Big Store" and "Draw Your Own Conclusions." The former show, which features Lew Parker, was destined to become a daytime strip, but the line was so impressive that it is now to be slotted in a nighttime half hour. "Draw Your Own Conclusions," a show featuring Peter Donald and top cartoonists, has been excellently received by the agencies and is expected to be sold as a summer replacement.

Sponsors to Carry Spots On Tobacco Tax . . .

NEW YORK.—Most of the tobacco sponsored radio and television programs will begin carrying spot announcements next week to let smokers know the magnitude

of tax dollars they're paying on cigarettes, cigars and smoking tobacco. The National Tobacco Tax Research Council, made up predominantly of tobacco growers, is conducting the campaign. They expect that a total of 60 shows will give them time each week over a six-week period.

WOI-TV Shows Operating Profit of 1026 . . .

CEDAR RAPIDS, Ia.—WOI-TV, owned by Iowa State College, showed an operating profit of \$102,572 during the fiscal year ending June 30, 1951. Of the \$195,894 total income, \$160,909 came from network programs. Operating expenses were \$93,322. Equipment acquired during the year cost \$163,997.

Davis, Miller Named To K&E Board . . .

NEW YORK.—Hal Davis, vice president in charge of promotion and publicity for Kenyon & Eckhardt, has been elected a member of the agency's board of directors along with Donald C. Miller. Davis came to K&E in 1945.

Big 10 Hears Film Plan for Grid Tele . . .

CHICAGO.—The March Big 10 meetings convened at the La Salle Hotel here yesterday (14) and heard a report from a three-

man committee on a plan to film the Conference's football games for TV showing. The committee includes Ted Baynes, Northwestern; H. O. Crisley, Michigan, and Doug Mills, Illinois.

Frank Named CBS Radio Program Supervisor . . .

NEW YORK.—Norman Frank has been named program supervisor in the radio programming department of the Columbia Broadcasting System. Frank, a veteran of radio and TV, will act as chief assistant to Lester Gottlieb, network program topper, and also will concentrate on the development of new ideas.

WDTV Starts Round-Clock "Swing Shift" Films . . .

PITTSBURGH.—WDTV, here, will inaugurate the first round-the-clock commercial TV program on a regular weekly schedule on Monday (17). Titled the "Swing Shift Theater," the program will feature films from 1 to 6 a.m., and will be aimed at the defense worker audience.

Lustercreme Buys CBS Time for Miss Parsons . . .

NEW YORK.—Lustercreme this week purchased 9:30-9:35 Tuesday nights on the Columbia Broadcasting System for a five-

Alcoa Wants New CBS Slot For "See It"

NEW YORK, March 15.—Alcoa this week was pressuring the Columbia Broadcasting System's TV web to come up with a new time slot for "See It Now." Documentary is scheduled Sundays, 3:30-4 p.m.

Alcoa has asked for Sundays, 7-7:30, but that presents the problem of forcing Wrigley to move Gene Autry elsewhere. CBS-TV has offered Sundays 6-6:30 which the client so far has found unacceptable.

POST OFFICE IS STATION CLIENT

MIAMI, March 15.—One of local station WFPC's sponsors is a United States Post Office. The Rock Harbor U. S. Post Office is listed in a group of 30 business firms which, as a civic service, sponsor a direct by-telephone summary of fishing news at Rock Harbor in the Florida Keys. Show is aired daily over WFPC at 6:45 a.m.

(Continued on page 2)

VIDEO EXPANSION SET

MOT Plans 4 New TV Packages for Spring

NEW YORK, March 15.—"The March of Time" is expanding its TV film distribution department here, in anticipation of a spring release date for a new "MOT" television package.

The 52-week sports package, which features Ed Thorngerson as commentator, is set up with a flexible format, so that films can be augmented with current film clips to cash in on timely sports events.

National Sponsors
Altho five national sponsors are reportedly bidding for series, "MOT's" TV sales head, Frank Shea, still hasn't decided whether to sell the show on a national or local basis.

Thomas Mitchell, Jeffrey Lynn and Gene Lockhart.

Dramatized Idioms
Both "Our Living Language" and the "Ballet de France" are packaged in 15-minute sets in response to increasing demand by stations for good quarter-hour TV films.

Milton Cross has been signed as commentator for the ballet opus, which was produced in France.

"MOT" execs stress the fact that they have lined up varied fare for their first all-out TV film production scheduled, pointing out that this is indicative that "March of Time" does not intend to be typed as "strictly documentary" in television.

House Would Ban FCC Snub To Publishers Interested in TV

McFarland Bill Revamp Keeps Film Threat, Adds Fine to Cease, Desist

WASHINGTON, March 15.—Powerful newspaper and magazine publishing interests bidding for far-flung TV influence at the approaching eve of the freeze-lift will be given a major boost if Congress accepts the House Interstate and Foreign Commerce Committee's revamped version of the McFarland Bill which was reported out favorably by the committee this week.

The Commission has explained this policy as aimed to discourage newspaper concentration of ownership of broadcast frequencies.

Film Interests

In another important revised provision, the House version poses a new threat to film interests vying for position in the TV scramble. The Senate-passed bill's provision designed to give broadcasters a better break in antitrust situations were knocked out by the House committee.

House version includes many strengthening provisions as well as modifying others. About the only parts of the McFarland Bill left untouched by the House committee were the ones providing for administrative reorganization which the FCC has put into effect voluntarily, and the section giving the FCC cease-and-desist orders in the same fashion as the Federal Trade Commission.

Significance

The House version's crack-down on the FCC's policy on newspaper and magazine publishing is significant in the light of current maneuvers by such powerful groups as the Henry Luce magazine publishing interests and the Scripps-Howard newspaper chain to expand TV holdings.

The new bill goes further than the Senate version in giving sanction power to the Commission. Besides the cease-and-desist authority, the FCC would be permitted to suspend licenses for a period up to three months and levy fines up to \$500 a day for Communications Act violations.

On transfers, the committee bill directs the FCC to proceed as if the transferee were the sole applicant for an original license. The Commission must approve the transfer if it determines the public interest would be served. The bill further provides that any application granted without a hearing remains subject to protest for 30 days by any interested party.

Renewals Issue

On renewals, the committee version directs the Commission to renew all licenses if the public interest, convenience and necessity

Smaller Discount in '52 To CBS-TV Sponsors

NEW YORK, March 15.—The Columbia Broadcasting System is giving a smaller discount this summer to advertisers using Class A time on its video network than in 1951.

Last summer all the CBS-TV advertisers except Oldsmobile took advantage of a 33 1/3 per cent program discount plus a 10 per cent time slash. Among the CBS-TV clients who have already bought the new discount package are Westinghouse, Camels, Bristol-Myers and Enrds.

The National Broadcasting Company up to now has only dangled a 10 per cent summer time

discount in front of sponsors. It is believed, however, the web is working on a program discount idea similar to the CBS-TV plan.

Autry Vs. Republic Hearings Concluded; Summations Next

HOLLYWOOD, March 15.—After three days in court, Federal Judge Ben Harrison this week concluded hearing testimony in Gene Autry's suit against Republic Pictures and asked that attorneys file briefs summing up their stands and providing legal basis for their arguments within 30 days.

As in Rogers' case, Autry is seeking to block Republic from releasing his theatrical films to TV, claiming movies will offer unfair competition to his self-produced (Flying A Productions) tele films. Martin Gang, attorney for Autry, tried to establish that if Autry's theatrical pix are sold to TV, they would establish a sponsor identification that would conflict with another identifica-

tion resulting from his client's TV films.

Herman Selvin, defending Republic, introduced evidence that a number of movie houses today are including commercial announcements along with their regular entertainment films and that no conflict in implied endorsement of product exists.

Same Show Nightly For TV Audience

opportunities to pull viewers they otherwise might miss entirely. In line with this, the trade will watch the experiment closely to see whether WOR-TV may have hit upon a formula with enough audience appeal to compete locally with TV's kings, Berle and Godfrey.

General Tire's first major effort to retread WOR-TV's programing will bring station well over \$1,000,000 worth of business if the experiment proves successful. The expansive and expensive move indicates the firm's head man, Tom O'Neil, intends to back both WOR-TV and the Mutual Broadcasting System with strong sponsorship support by the parent company.

The hour and a half shows will probably originate from WOR-TV's new television studios here, with Sam and Bella Spewack's Hollywood farce, "Boy Meets Girl," scheduled to follow "Three Men on a Horse." Series is budgeted at a low \$6,000 a week, and the station plans to use full scripts and original casts whenever possible.

Since this is the first time a 90-minute drama series has been presented on live TV, Television Authority may work out a new scale for actors. Probable solution, tho, is that they will merely total hour and half-hour rates.

Abramson has supposedly lined up several original cast members for the Hohn Cecil Holm-George Abbott "Horse" opus. However Shirley Booth and Sam Levine are both tied up in Broadway and Hollywood, and William Lynn (Erwin) is dead. Full-script scheme may also pose some censorship problems, in view of play's racy lingo. Comedy has

been done before on TV, in an hour-long version for "Prudential Playhouse."

The Billboard Spotlights Chicago TV
... What is the Chicago touch? ... What facilities does Chicago offer a TV producer? ... Can you get more for your money in Chicago? ... How completely does Chicago TV blanket the potential sales market? ... Road the answers to these and other provocative questions on what Chicago TV has done, is doing and CAN DO both as an origination point for TV shows, as well as all-important sales market for TV sponsors. in the APRIL 5 issue

Survey Says 15 Million Listen to Auto Radios

DETROIT, March 15.—Radio's voluntary captive audience in private automobiles reaches a peak of about one-third of a million listeners in the Detroit metropolitan area alone, while the national au-

dience, using the ratio of local to national car registration (42,846,000) as a base for sampling, would be around 15,000,000, spread across the country in peak hours. These are among the facts derived from a study of local car habits in the three-county area here completed by WJR, Detroit, to be presented in a 12-page brochure. The national figure would approximate 16-17 million, according to national figures projected by The Billboard.

Survey was based on a check of private automobiles carrying radio antenna at 172 locations, carefully selected to give a balanced representation of smaller towns, heavy traffic, important shopping centers and parking lots. Only passenger cars with radio antenna visible to a spotter in heavy traffic were counted.

A total of 51,083 cars were counted—42,438 had radio, while 8,646 did not; 83 per cent thus were radio-equipped. The cars checked, representing over 5 per cent of the 1,007,027 private cars registered in the tri-county area, is believed to be the largest sample of auto radio installations ever so polled. Actual installations, projected by use of the percentage, would be 836,330 sets in cars—a figure far in excess of the total number of local television sets.

The average number of passengers in cars was found to be 1.8 in this area, with over 20 per cent of all registered cars in traffic operating at peak periods twice a day. Applying the figure of 83 per cent of cars having radio to basic authoritative statistics, the total auto listener audience in the tri-county area is about one-third of a million.

For the entire primary coverage area, where the car registration figure is 4,110,934, in order to compensate for the lower percentage of radio-equipped cars in rural and small town areas, a figure of 75 instead of 83 per cent was used. A total of approximately one million auto listeners was found for peak hours.

Published in conjunction with the NARTB Convention

Murphy Takes Over CBS Prexy Post In Web's Crucial Hour

Network's Difficult Position Stems From Pressure to Reduce Rates

NEW YORK, March 15.—Adrian Murphy's move into the presidential post at the Columbia Broadcasting System's radio network comes at a crucial time in the web's history. Indications are growing that Procter & Gamble will decide against keeping "Beulah," Lowell Thomas and Jack Smith on the web. CBS is believed to have turned down a P&G request that it be charged daytime rates for the three shows which are programmed between 6:45 and 7:30 p.m. Negotiations have reached so hot a boiling point that Frank Stanton, CBS president, is now conducting parleys with the advertiser in an effort to make an acceptable deal.

The most significant clue to the P&G attitude toward what is believed to be the CBS refusal came when P&G bought 9:30-10 a.m. across the board on the National Broadcasting Company's radio web (see other story, this depart-

ment). This move has been made, it is maintained in the trade, to back up the P&G ultimatum to CBS.

Opinion is that CBS is in a difficult situation. Should the network accede to the P&G demand, all its other large advertisers would probably descend upon it and ask for the same deal or one similar. Such pressure would be impossible to withstand if the P&G rate cut pitch becomes an accomplished fact. On the other hand, P&G is probably the single most important big network advertiser remaining in radio. Its business is vital to the preservation of a healthy CBS radio web.

Former CBS radio network president Howard Meighan meanwhile, has gone to Mexico on vacation. Now moved into a slot in the CBS Corporation where he will act as an administrator, Meighan's eight-month regime was not conspicuously successful. Several of his pet ideas including the "selective facilities plan" and the A&P super-merchandising scheme failed to catch the fancy of advertisers. The latter has met strong resistance by big sponsors, although it still may find acceptance.

The big spending brand advertisers are said to feel that merchandising their products in the A&P, which markets competitive lines under the chain's own Ann Page label is not the most effective way to spend their dollars. The smaller advertisers haven't the kind of dough necessary to pay the bills.

PRECEDENT

Baptists To Sponsor Sportscast

LXINGTON, Ky., March 15.—In a move to revive faith in the honesty of school sports, the Elkhorn Association of Kentucky Baptists last week signed to sponsor the State high school basketball championship broadcasts over WVLK here. Sale is believed to mark first time a church group has sponsored a straight sports broadcast. The four-day, 16-game series will take place at the University of Kentucky's Memorial Coliseum.

"We have faith in all of the young men playing for Kentucky's high schools," said the group's spokesman Dr. T. J. Powers, "and we hope these broadcasts will help them resist certain temptations in the future." As for the commercials, Powers said, "if the biggest business leaders in the country can use sporting events to sell their products over the radio, there is no reason why we can't sell faith in God the same way." Theme for shows will be "It's the church for you in '52."

Goodrich TV Show to CBS

NEW YORK, March 15.—The Columbia Broadcasting System's video programming department has taken over the production of "Celebrity Time." Package formerly was owned by World Video, but Goodrich, the sponsor, thru the Batten, Barton, Durstine & Osborn agency, has made a deal with the packager and has given responsibility for the show to CBS-TV.

CBS-TV has some new ideas for the program which it claims will improve its badly denigrated. Dick Lewine, producer of the program, probably will join the network and continue to handle the stanza.

ATCHER BALLY'S "RANCH" KINE

CHICAGO, March 15.—Just as motion picture stars make personal appearances in conjunction with the opening of a new flicker, so Bob Atcher, who heads the "Meadowgold Ranch" show seen here via WNBQ twice a week, will act as advance agent for the kinescope version of the show, which will be seen in several new markets shortly.

This week Meadowgold sent Atcher to Omaha, and Ames and Davenport, Ia., where he made personal appearances in behalf of the show, plugging, as the program was, the new "Meadowgold Ice Cream." Foots, Cone & Belding is the agency.

"Howdy" TV, Radio Sells Quarter Hours

NEW YORK, March 15.—"Howdy Doody" this week had a 15-minute period sold on radio and another on TV. The AM bankroller is International Shoe while Standard Brands is making a small scale return to TV with a quarter-hour buy on the kid show. Henri, Hurst & McDonald placed the International Shoe business, while Ted Bates placed the Standard Brands business.

The latter outfit was one of video's first big-time sponsors, but bowed out of its heavy commitments a few seasons ago. It is taking over the 5:45-6 p.m. TV slot Thursdays, starting March 20. International Shoe moves into the 9:30-10 p.m. Saturday radio period beginning March 22.

CONGRESS SHOULD SAY

Law Makes Radio Ask 'What Is a Candidate?'

By SAMUEL SPRING

Author of "Rights and Rights in Publishing, Television, Radio, Motion Pictures, Advertising and the Theater" (Norton, 1952). Mr. Spring is a member of the New York law firm of Spring & Eastman.

What is the meaning of the word "candidate" when a television or radio station is sued for defamatory statements uttered in a broadcast political speech? The correct answer, as Philadelphia's Westinghouse station recently found out, is perilously important to the station.

For a high Federal Court recently has ruled that when the chairman of a candidate's political committee, or the candidate's manager, makes a political speech, supporting the candidate, a greater liability as to defamation is imposed upon the station than exists when the candidate himself speaks. A trial judge ruled that the word "candidate" covered his manager and political committee chairman. But the trial judge was reversed by the higher court.

This odd distinction is the result of the obscure drafting of a vital section in the Federal Statute regulating the Federal Communications Commission. This short sec-

tion forbids a broadcasting station, at the peril of losing its FCC license, to censor any political speech by a "candidate." The section also provides that, if the station permits a "legally qualified candidate" to use a broadcasting station, the station shall "afford equal opportunities to all other candidates for that office." But the section adds that no obligation is imposed upon any licensee to "allow the use of its station" by any candidate.

Distinction Is Vital

As the law now stands, as interpreted by the Appellate Court, the prohibition against censoring

(Continued on page 8)

HOUSE UNIT FCC SLASH

Budget-Cut May Clog TV-Thaw Expansion

WASHINGTON, March 15.—As the Federal Communications Commission continues its struggle to lift the TV freeze (see separate story), the House Appropriations Committee yesterday (14) threatened still another freeze-out by slashing the Commission's budget 32 per cent below the requested allocation for 1952. While the House is likely to go along with the Committee's axing, which would seriously stall the processing of TV applications once the FCC's current freeze is lifted, the Senate is figured sure to restore some of the money. However, FCC quarters, it is estimated that anything less than complete restoration will jeopardize TV expansion in the early post-freeze era.

The Committee voted to allow the FCC only \$6,108,460—a reduction of \$1,968,540 in the budget request. In its report, the House group said it "appreciates the heavy work load now being carried by the Commission." But it added, "However, under existing economic conditions, funds cannot be provided to increase appropriations for a peace-time agency,

Affiliates Expecting Revised NBC 'Plan'

Bannister Savvy, Regard for Station Seen Smoothing the Way for Acceptance

NEW YORK, March 15.—With Charles Denny, executive vice-president of the National Broadcasting Company on a European vacation, and the newly appointed vice-president in charge of station relations, Harry Bannister, ready to begin his job for the web April 14, NBC affiliates were anxiously debating whether or not Bannister would attempt to continue the web drive to persuade stations to accept the company's Economic Study Plan.

The fact is—and some high-echelon NBC executives guardedly admit it—that it would make little sense to bring in a man of Bannister's stature and tie him down to a plan which has met with such severe resistance on the part of so many of the web's important affiliates.

Instead, the probability is that Bannister, already quite familiar with the plan, and thoro conversant with the key affiliates' opinions of its good and bad points, will work toward revisions. It is expected he will strive to retain those elements of the plan which the web considers vital to its own future, and at the same time eliminate phases to which affiliates objected most strongly.

The fact that NBC president Joe McConnell hired Bannister is taken by most affiliates as a firm indication that the web prexy is willing to make every effort to work with the affiliates. One of the most persistent demands upon McConnell on the part of the affiliates, at the NBC Boca Raton convention and since, has been for a man in the network with vast station-operations experience, and one for whom the affiliates had a high regard. Bannister fits these requirements completely.

Carleton Smith, in the meantime, this week was set to add important top-level manpower to the owned-and-operated radio and TV stations division of the web, working with the veepee in

'Flying Tigers' To Coca-Cola?

NEW YORK, March 15.—Coca-Cola this week was close to a deal for "Flying Tigers." The program formerly was sponsored by Powerhouse candy over the Du Mont web.

No network has been selected and the date of its debut under Coca-Cola sponsorship hasn't been set. The advertiser hasn't decided whether to go with the show now or early next fall. D'Arcy is the agency.

and it requests the Commission to regulate its work in such manner as will permit retention of its essential functions with the funds provided in the bill."

What Hiring?

In a year when the Commission expects to be hit with an avalanche of new TV bids, the Committee voted to give it exactly \$8,190 less than in fiscal 1952 and 10 per cent less than in 1951 when new TV bids were processed. The Committee said it was giving the FCC \$51,810 to hire new people to process TV bids, but FCC-ers are finding it hard to figure out they are getting money for new personnel when the budget is less than it was.

The FCC must look to the Senate for any restoration of the heavy cut. The House so far has shown little indication to restore any budget cuts made by the Appropriations Committee. The Senate has yet to act on any appropriations bill, so its mood in this section year cannot be judged. In the past, however, the Senate has put back at least a portion of the money which the House had eliminated.

charge of the o.o.s. Jim Gaines. Gaines' operation, by far the most profitable in the entire company, has been expanding in several important directions, and has sorely needed executive manpower of Smith's caliber.

Marx Repeats May Run as Summer Fare

NEW YORK, March 15.—The second TV show to consider airing films of past outings during the summer months is the Groucho Marx stanza on the National Broadcasting Company. Dinah Shore's NBC-TV show already has use of kinescopes under consideration.

Groucho's opus, which airs 8-8:30 p.m. Thursdays, for De Soto, is a film show to begin with, so there could be no deterioration of quality if films were re-run. Only question to be settled is with unions involved for payment to talent and crew for a second airing. If okayed, the radio version also would consist of repeats.

WGN-TV Hikes Film Library

CHICAGO, March 15.—Augmenting its already extensive TV film library, WGN-TV this week acquired exclusive local rights to several hundred more feature and Western pictures, and will start programming the additions within two weeks. Contract, one of the largest ever signed by a TV station, was set with Motion Pictures for Television, Inc., New York.

Included in the package are such titles as "Open City," "Faisan," "The Battle," "On Approval," and "Over the Rainbow," a full-length animated feature. Also included were several films in the Philo Vance, Charlie Chan, Joe Palooka and Gabby Hayes series.

CBS Net Gets TV Bible Seg

NEW YORK, March 15.—The Columbia Broadcasting System this week lured the TV version of "The Greatest Story Ever Told" away from the American Broadcasting Company. The GoodYear-sponsored Biblical series will be seen on film three times—April 27, May 25 and June 22—in the 4:30-5 Sunday afternoon slot, replacing the CBS-TV "Workshop" on those afternoons.

The series is not being programmed regularly on TV this season, it will be shown weekly next season. CBS-TV, naturally, hopes to get the account then and also would like to lure the AM billings away from ABC. Kudner is the agency.

Brenner Exits Coast FCC Job

HOLLYWOOD, March 15.—Federal Communications Commission's Western regional attorney, Joseph Brenner, this week resigned the post he's held for four years to go into private law practice in Beverly Hills with S. V. C. Pritchard. New firm will be known as Pritchard & Brenner.

A former attorney with the U. S. Department of Justice in Washington, Brenner's service in the Commission has included positions as acting chief of the rate section and as a hearing examiner. He is a veteran of many Western radio and television hearings. His re-entry into private practice represents the resumption of a practice interrupted at the onset of World War II, when he was called to Washington on appointment with the special war policies unit of the Department of Justice.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Represented by

ROBERT MEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

Clear R. McCollough, Pres.

EDITORIAL

Back Radio's Watchdog

The radio department this week is filled with story after story dramatizing the tortuous evolution thru which radio is struggling.

In our opinion, oft-stated, one of the most effective contributions of the past year toward preventing a total collapse of radio values, has been made by the All Industry Affiliates' Committee.

At the National Association of Radio and Television Broadcasters convention in Chicago, beginning March 30, the Committee will make its report to broadcasters at large.

UA Film Co. Moves Into DJ Film Field

NEW YORK, March 15.—United Artists has become the second major motion picture firm to move into the TV disk jockey film business by virtue of its arrangement with Tele-Discs, Inc., to distribute the latter firm's productions to video stations.

talent. Distribution via United Artists Television Corporation is on a lease basis to video stations in various ways.

Deals being made by both firms with music publishers for the rights to recorded songs vary greatly.

"WILD BILL"

SF Prefers Radio to TV Version

SAN FRANCISCO, March 15.—Altho both the radio and TV versions of "Wild Bill Heilekok" air on a transcontinental basis, it's the AM outing that appeals to the fans here.

Some 12,000 turned out to greet the pair at a local store, and a sampling was made of 1,000 of the crowd.

Mulson Studio advertisement for 8x10 photos, including contact info and pricing.

Advertisement for glossy photos in 1 day, featuring a price of 5¢ and contact information for Copart.

Advertisement for telephone salesmen, highlighting radio experience and offering a commission.

Advertisement for comedy material, listing various acts and contact info for Billy Glason's Fun-Master.

LAMB ROARS

Op Demands Compulsory Pubserv TV

LANSING, March 15.—Taking a strong stand for compulsory public service programming by commercial telecasters, TV station owner Edward Lamb told a group of video-minded educators here Wednesday (12) that "if the medium remains uncontrolled, serious abuses are bound to crop up."

"Most telecasters," said Lamb, "violently oppose this proposition, usually under guise that this constitutes governmental regulation of program content."

On the subject of the forthcoming allocation of 200 TV channels for educational use, Lamb warned, "Some boards of trustees will be prevailed upon to scuttle your application—and some of the scuttling will come from disinterested elements in the commercial broadcast field."

VANDA'S HEAVY SKED

Phil. TV on Up-Grade; Now No. 3 Video City

By M. H. ORONENKER PHILADELPHIA, March 15.—Without the usual fanfare, Charles Vanda, vice-president of WCAU Stations in charge of TV, is now putting out six TV shows a week for the CBS net.

Added to Saturday's "The Big Top" circus show, and the three Sunday net shows in "M & M Candy Carnival."

White Vanda's docket of shows is particularly heavy for local standards, it's only the beginning, he indicated.

TRAINER SEEKS AGVA COVERAGE

NEW YORK, March 15.—Prince El K. Gor, lion trainer with the Bob Morton Circus, was one of the show's first performers to put in a claim for insurance under the newly written accident policy issued thru the American Guild of Variety Artists.

NBC Sells 30-Min. Radio Strip to P&G From 9:30-10 A.M.

Seg Had Been Station-Option Time; Programs of Sponsor Unselected

NEW YORK, March 15.—The National Broadcasting Company this week sold the 9:30 to 10 a.m. radio strip to Procter & Gamble for two programs yet to be selected.

With this step successfully accomplished, it is deemed likely that NBC will move to secure the 9 to 9:30 a.m. period at an early date, this also being station time at present.

The deal places the sponsor's new stanzas back to back with "Welcome Travelers," which currently opens the NBC commercial line-up in the 10:10-30 a.m. slot.

NBC in its attempts to put thru a series of AM reforms. The switch of station time to the web was one of several projects outlined at the NBC Boca Raton meetings some weeks ago.

Another aspect of the deal is its significance in the light of P&G's current dispute with the Columbia Broadcasting System (see other story this issue).

Inasmuch as that is about the same time the NBC deal takes effect, there is considerable speculation about whether P&G might not move at least one of its CBS evening shows into the NBC morning time, especially since each has a considerable following.

KID TROUBLE CBS Staffer Faces Court Over Miners

NEW YORK, March 15.—Producer Irving Mansfield and the Columbia Broadcasting System this week were summoned to a Manhattan court for permitting three kids under 16 to appear on the "Sam Levenson Show" without permits.

Levenson has been using children as an integral part of his program. They are always accompanied by their parents.

TOSCANINI SETS PODIUM STYLE

NEW YORK, March 15.—Arturo Toscanini was slated to smash longhair music tradition today (15) on the AM-TV simulcast concert of the NBC Symphony Orchestra.

Toscanini said his garb for the occasion would be a black alpaca high-buttoned jacket. This light-weight covering which he usually wears at rehearsals would enable him to dispense with use of a shirt and other tight accoutrements.

NARTB Unit Sets NY Meet

WASHINGTON, March 15.—A group of leading industrialists and businessmen will hold a "shirtsleeves" session on current business issues in New York Wednesday at the Waldorf-Astoria Hotel with heads of the major networks and Richard P. Doherty, director of the National Association of Radio and Television Broadcasters' employer-employee relations department.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by ROBERT MEEKER ASSOCIATES

New York San Francisco



AD MEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

Fever Intensifies As TV 'Thaw' Nears

Last Station Applications Near 520; April 1 Earliest Date for FCC Action

Continued from page 1

down, contenders for frequencies are showing a feverish restlessness over the approaching eve of the freeze-lift, and there were five applications in each of the last three weeks, an average established since mid-February. Of the total applications, 34 are for UHF frequencies.

Last applications this week included one from Fort Myers Broadcasting Company for a station on channel 11 in Fort Myers, Fla. Listed among owners of the corporation are Arthur B. McBride, and Arthur B. McBride, Jr. The McBrides had been affiliated with the recently dissolved Continental Press, racing news service, and radio station WMBE, Miami. Other applicants this week included bidders for VHF frequencies in Lake Charles, La.; Waco, Tex.; New Britain, Conn.; and Idaho Falls, Ida.

Earliest target-date for issuance of the new allocations continues to be April 1. FCC has failed to

reach accord on any major issue so far except that the 800-page final plan will "cover the waterfront" and will not be issued piecemeal. The plan will contain not only a table of allocations, State by State and city by city, as did the last proposed plan, but also it will contain detailed explanations for all assignments and specific procedural rules.

Martin-Lewis WNB Telethon Tills 1 1/4 Mil

NEW YORK, March 15.—Donations of \$1,240,419 for the New York Cardiac Hospital poured in during the 18 1/2-hour telethon staged on WNB by Dean Martin and Jerry Lewis, with an assist from Barry Gray. The show ran from mid-night Friday to 4:30 this afternoon, and the boys looked as tho they were ready for that hospital by close-off.

Backgrounded by a battery of desks and phones, the team brought on top-show business stars and execs. Manufacturers donated products as gifts, with three given away each hour to top donors for each period. A running scoreboard kept an up-to-the-minute tally, hitting over \$1,000,000 by 1:45 p.m. TV set dealers' gave pre-show plugs to this first big telethon with plenty of display ads.

Five Re-Elected, Six Added by NBC's SPAC

NEW YORK, March 15.—Elections for the Stations Planning and Advisory Committee of the National Broadcasting Company turned five of last year's group returned to office, six new members elected and one post-unsettled pending a conclusive ballot, according to Carleton D. Smith, veepee for station relations. The undecided post is that for radio from the third district (Michigan, Illinois, Indiana, Kentucky and western Pennsylvania). First meeting of the new SPAC board will take place in New York in mid-April, with officers to be elected then.

New radio SPAC members include Robert B. Hanna Jr., WGY, Schenectady; Allan M. Woodall, WDAK, Columbus, Ga.; P. A. (Buddy) Suggs, WKY, Oklahoma City; and Ed Yocum, KGHL, Billings, Mont. New video SPAC members are Lee Wallis, WSPD-TV, Toledo, and Stanley E. Hubbard, KSTP-TV, Minneapolis-St. Paul.

Re-elected radio SPAC members are B. T. Whitmore, WFBC, Greenville, S. C.; Ralph Evans, WHO, Des Moines and WOC, Davenport; and Richard O. Dunne, KHR, Spokane, Wash. Returning as video SPAC members are E. R. Vadeboncoeur, WSYR-TV, Syracuse, and Martin Campbell, WFAA-TV, Dallas.

50,000 WATTS AT \$3 PER MIN.

NEW YORK, March 15.—Indicative of fabulously low rates at which some radio facilities are presently being offered is the case of a 50,000 watt station in the East, which is peddling a new package to advertisers. Sponsors can buy one minute spots on this powerhouse for \$3 each, in hours after 10 p.m. if 1,000 spots are contracted for.

WWJ
NBC AFFILIATE
in DETROIT

Owned and Operated by
THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERT COMPANY

MUTUAL SHOWS 10.4% INCREASE

NEW YORK, March 15.—Mutual Broadcasting System chalked up a 10.4 per cent increase in gross billings for the first two months of 1952, as compared with January and February figures of last year. Web's 1952 take for that period totals \$3,278,805.

THREE AND OUT

NBC Lenser Jailed Over Cuban Films

NEW YORK, March 15.—Came the revolution in Cuba last week and Brad Kress got tossed in the pukey three times for smuggling TV newsreel film out of the country to the National Broadcasting Company. Kress was in Key West, Fla., filming President Truman, when he got word that things were popping in Cuba. Together with soundman John Lanzenberger, he managed to get onto the last flight into Havana.

Once on the scene, the enterprising Kress not only got sound films of the street fighting, but also secured an exclusive English-language interview with the revolutionary chief, Gen. Fulgencio Batista, who took over the island. Kress managed to get the films flown to Washington secretly. When the new authorities learned this, a second uprising began, with Kress the victim. He shuttled in and out of jail three times and was questioned at frequent intervals by the Batista boys, before getting out of the country.

'TODAY' TESTS AUDIENCE

Study Shows Average Viewing Time 56 Min.

NEW YORK, March 15.—A special study of the TV audience watching "Today," the early-morning National Broadcasting Company show, indicates that 27 per cent of all adults owning TV sets had seen the program up to the time of the survey, February 5-15. The study was made for NBC by Advertest via personal interviews of 1,011 TV set-owning adults in the New York metropolitan area.

The survey also showed that average daily viewing time was 58 minutes, 59 for women and 46 for men. Males were at their peak in the 7:45-8 a.m. period, while women peaked at 8:45-9 a.m. with secondary peak at 8-8:15 a.m.

Breakdown of the audience's characteristics showed that 49 per cent of the show's viewers were earning \$5,000 and over, while only 35 per cent of set-owning non-viewers were in that bracket. The 30-44 age group is strongest, getting 55 per cent of viewers. Children were in the families of 75 per cent of the show's viewers.

However, strongest portion of the audience is housewives. Of the viewers watching the show most frequently, the top third or "heavy" viewers had a 40 per cent representation of women 30-44 years old with children. These averaged one hour and 21 minutes tuned to the show daily.

Viewer attitudes toward the show were highlighted by 25 per cent singling out news coverage as its best element, and 22 per cent voting for Dave Garroway. Fully 74 per cent indicated the show needs no improvement, with the majority of the remainder urging the show be aired later than its 7-9 a.m. slot. Amount of news aired was deemed just about right by 83 per cent of viewers, with 8 per cent saying there was not enough and 9 per cent saying it was too much. Among set owners who do not

see the show, 45 per cent said their reason for not watching it is that it airs too early, while 30 per cent said they were too busy at the time. Other reasons: not at home at time of show, 10 per cent; not up, 8 per cent; don't like Garroway, 3 per cent.

Continued from page 5

a speech applies only to the speech of a candidate. Not to a speech of the candidate's manager or party chairman. The distinction is vital. For this Appellate Court also ruled that, since a Pennsylvania station may not be liable for defamatory words uttered by a candidate, since the station is forbidden to censor and delete the defamatory parts of the speech, the station is liable for defamation uttered by the manager or party chairman of the candidate. Because the court held that the station had the legal right, under the statute, to censor any political speech, if spoken by anyone except a candidate.

The ruling involved a political broadcast in Philadelphia. The Pennsylvania law in radio and television defamation, is more favorable to the broadcasting station than in most other States. It holds that a station is not liable for slander or libel if the station be not at fault, i.e., if the station's employees did not utter, or sanction, or reasonably know in advance, that the words used by the speaker are defamatory. Elsewhere, generally the rule of absolute liability is imposed in defamation: "not he who is intended, but he who is hit" is the test of liability.

Two Speeches Involved In this Philadelphia case, the chairman of the Republican Central Campaign Committee made two political speeches over the Westinghouse station in support of his party's candidates for municipal offices. These were transcribed and rebroadcast by other stations. All stations were sued, on the ground that the chairman, supporting his candidate, asserted

NEWS CAPSULES

Protest "Songs" Nix; New CBS Stanzas Hot

Continued from page 4

minute chatter program featuring Louella Parsons. The network also succeeded in retaining the General Foods business in the Saturday night 8:30-9 p.m. slot. General Foods has bought "Tarzan" to replace "Hopalong Cassidy."

Knox Gelatine Buys Mon. Piece of "Today" . . .

NEW YORK—Knox Gelatine this week bought the 8:45-8:55 a.m. Monday segment of "Today," beginning March 24. William H. Weintraub is the agency.

CBS-TV Plans Big Confab. Lending Headquarters . . .

CHICAGO—The Columbia Broadcasting System's TV news operation for the conventions next July will be concentrated in a self-contained unit on the second floor of the North Wing of the International Amphitheater. The CBS-TV political headquarters here is expected to match the communications completeness of the New York headquarters in facilities.

NBC "Stars in Khaki" Teas Off, March 30 . . .

NEW YORK—The National Broadcasting Company's radio network will tee off "Stars in Khaki" on March 30. The program has been blueprinted to give talents in the various services their break. It will be emceed by a top network star.

WQXR to Broadcast Live To Studio Audiences . . .

NEW YORK—New York Times radio station WQXR will present live broadcasts to studio audiences from its own headquarters for the first time, now that its new studio is completed. The new layout has a seating capacity of 150 and complete projection facilities for motion picture showings. The WQXR Quartet will play at the first audience shows.

Caley Protests Illinois U. TV Station Plans . . .

CHICAGO—Charles C. Caley, chief of the Illinois Broadcasters' Association, appeared at the annual meeting of the University of Illinois trustees here this week to protest the proposed University of Illinois TV station. The Association, said Caley, was opposed to use of State funds to build a TV station on the University's campus in Urbana until it could be

shown that privately-owned stations could not do a competent job of telecasting whatever educational shows the school had to offer.

Foley Readies Pir Series On Coast Guard . . .

NEW YORK—George Foley this week was blueprinting a new film series based on life in the Coast Guard. The program will cost \$7,500 for five half hours and will use the full facilities of the naval service.

Restless People And the Revolving Door . . .

William B. McGrath, managing director of WHDH, Boston, was elected to the board of directors of the National Association of Radio and TV Broadcasters, representing District 1 (Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island and Vermont). Morgan Ryan and Mitchell Morris were appointed sales representatives for Frederick W. Ziv, with the former handling Southeastern Wisconsin (headquarters in Milwaukee) and Morris representing Ziv in Indiana (headquarters in South Bend). Chester Cheek was promoted to sales manager of WOR's recording department. Richard F. O'Neill has joined the department as salesman, replacing Cheek. The Modernaires will guest on CBS-TV's "Star of the Family," March 20. Leicester H. Sherrill, veepee at Batten, Barton, Durstine & Osborne, Inc. for past 15 years, has joined Ted Bates & Company in an executive capacity, working on the Standard Brands account. Dorothy Leary, ex-personnel manager of George Jensen, Inc. is another new Bates staffer as personnel director. . . . John Wilkoff has joined co-op sales at NBC as promotion manager. Sid Stone appeared on the Ken Murray show last Saturday and went directly from the studio to Flower-Fifth Avenue Hospital, New York, where he underwent surgery. His condition is reported as good. . . . Ira annual meeting of the Communist Party of Illinois trustees here this week to protest the proposed University of Illinois TV station. The Association, said Caley, was opposed to use of State funds to build a TV station on the University's campus in Urbana until it could be

showed that privately-owned stations could not do a competent job of telecasting whatever educational shows the school had to offer.

What Is a Candidate?

Continued from page 5

that the opposing party, particularly its candidate for city treasurer, was "supported, or more or less controlled by" Communist influence. The individual who sued was not a candidate for office. But the chairman named him as one of this Communist group. Falsely accusing a person as being a Communist is generally held to be defamatory. Here the court assumed that the statement involved was libelous of the plaintiff who sued.

Such hair-splitting distinctions, between candidates and party managers, even though sound, stress the need of greater clarity in the radio and television statute passed by Congress. Particularly as to political speeches. And as to what they can do and can not do.

FCC Edict Cited

The FCC, in a lengthy decision some time ago, ruled vigorously that since a station could not censor the political speech of a candidate without losing its license, no State court could impose a liability on the station if defamatory matter were uttered thereon. The Supreme Court of Nebraska held just the opposite. But the Pennsylvania rule agrees with the FCC's views. The other States probably will agree with Nebraska's Supreme Court.

So broadcasting stations must be particularly careful and examine in advance every political speech except that of a candidate. And under the implications of a New York decision there may be a way of doing that. Such are the oddities of the statute and of the divided interpretation thereof by the courts. Congress alone has power to clarify the situation in quick and comprehensive manner.

Autry Vs. Republic

Continued from page 5

Ruthrauff & Ryan's account exec, Howard Ketting, who handles the Wrigley account, testified that Autry's radio show sold far more gum than "Life With Light" show Wrigley reportedly will drop after its current cycle.

Indications are that Judge Harrison will withhold his decision in the Autry case until the Court of Appeals hands down its ruling on Roy Rogers' court victory over Republic.

House Would Ban

Continued from page 5

sity would be served. The FCC would be prohibited from asking a renewal applicant to furnish any information previously submitted or not directly material to the question of renewal.

The committee struck out a Senate provision which would have prohibited the FCC from dividing itself into panels. It retained the Senate provision requiring the Commission to report to Congress on any case of an application not decided within three months of filing or six months in the case of a hearing.

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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 LOS ANGELES

(1,100,000 TV sets; panel size 600)

... According to Videodex Reports

Table listing TV stations and their parent companies: KECA-TV (American Broadcasting Co.), KNJ-TV (Don Lee Broadcasting), KLAC-TV (KNMTR Radio Corp.), KMBH (National Broadcasting Co.), KNKT (National Broadcasting System), KTLA (Paramount Television Productions), KTTV, Inc. (DuM)

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

SINCE the Videodex study of Los Angeles televiewing the first week of October, 1951 (see The Billboard dated November 24, 1951), the Red Skelton show and the Groucho Marx quizzer, "You Bet Your Life," picked up at least 10 points each in this city, putting them in first and second place respectively. "The Spade Cooley Show" dropped a few points since October, but remains the third highest rated evening program. "Texaco Star Theater," which was top show in October is only fourth highest in the chart below.

Columbia Broadcasting System picked up considerable strength in L. A. since October. It has more shows on the chart below than any other webs, whereas the National Broadcasting Company was the strongest in October. But the majority of top shows in L. A. continue to be non-network.

7 P.M. TO SIGN-OFF

Table of Top 10 TV Shows for Sunday. Shows include Red Skelton, Bandstand Revue, The Movies (Four Days Leave), Boston Blackie (Film), Alan Young Show, Search For Girls, What's My Line (Kine), Plainclothesman (Kine), Sarah Churchill (Kine), Golden State Movie (Wooden Horse).

Table of Top 10 TV Shows for Monday. Shows include Love Lucy (Film), You Asked For It, Cisco Kid (Film), Kit Carson (Film), Wrestling, Locker Room, Studio One, Million Dollar Movie, Niagara Falls, Southerner, Dark Interval, Royal Playhouse (Film), Dixie Showboat.

Table of Top 10 TV Shows for Tuesday. Shows include Texaco Star Theater (Kine), My Friend Irma, Ina Ray Hutton, Fireside Theater, Gruen Playhouse, Personal Appearance Theater, Circle Theater (Kine), Danger, Beulah (Kine), Roving Camera.

Table of Top 10 TV Shows for Wednesday. Shows include Frosty Frolics, Jungle Adventure, Brew 'Oz Theater (Son of Monte Cristo), Film (Caged Fury), City at Night, Chinese Theater, Godfrey & Friends (Kine), Liberace, Dude Martin, Kraft TV Theater (Kine).

Table of Top 10 TV Shows for Thursday. Shows include You Bet Your Life (Film), The Ruggles, Lone Ranger (Film), Crusade in the Pacific (Film), Amos 'n' Andy (Film), Wrestling, Beat the Champ, Backet Squad, Hollywood Opportunity, Ranger Rider.

Table of Top 10 TV Shows for Friday. Shows include Lawrence Welk, Chevron Theater, Wrestling, Stu Erwin Show, Charlie Chase Comedy, Life with Linkletter, Harry Owens, Boxing, Mystery Theater, Twenty Questions (Kine).

Table of Top 10 TV Shows for Saturday. Shows include Spade Cooley Show, Your Show of Shows, Your Hit Parade, Saturday Night Movie (Topper: Apology for Muroer), Rometown Jamboree, Ken Murray Show (Kine), First Run Movies (Girl from God's Country), Red Ryder (Comquest of Cheyenne), Murder Before Midnight (of Cheyenne), Hands of Destiny (Kine).

*NBC estimate for February, 1952.

Share of Total Audience Radio vs. TV LOS ANGELES

... According to Pulse Reports Jan.-Feb., 1952

Table showing Share of Total Audience for Radio vs. TV in Los Angeles. Columns include Day, Television % of Total Aud., Radio % of Total Aud., and Sets in Use Radio & TV. Data for 7 P.M. to Midnight, 6 A.M. to 6 P.M., 6 A.M. to Midnight, and Entire Week.

NEXT WEEK Videodex and Pulse Studies of DETROIT

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, subscribe to part or of the full services of the research organizations featured on these pages.

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

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

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

Birdland Buys WNEW Time

NEW YORK, March 15.—Management of Birdland, local jazz niter here, is buying a weekly hour remote over indie WNEW, beginning this week. Show will originate from the night spot every Friday from 8 to 9 p.m. WNEW staffer Al "Jazzbo" Collins will emcee.

Talent line-up for broadcasts will feature attractions currently playing at Birdland, with canary Sarah Vaughan heading up initial airing, followed by Dinah Washington.

Top 5 Radio Shows Each Day of the Week in LOS ANGELES

(1,456,000 Families*)

... According to Pulse Reports

Table listing radio stations and their parent companies: KECA (5,000 watts, ABC), KFAC (5,000 watts, Ind.), KFI (50,000 watts, NBC), KFOK, Long Beach (1,000 watts, Ind.), KPVD (5,000 watts, Ind.), KPWB (5,000 watts, Ind.), KGJF (250 watts, Ind.), KNJ (5,000 watts, MBS, Don Lee), KLAC (5,000 day; 1,000 night, Ind.), KWPC (50,000 day; 10,000 night, LBS), KNX (50,000 watts, CBS, Columbia Pacific), KRKD (5,000 day; 1,000 night, Ind.).

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly (except for New York, which is monthly). Information is obtained by the personal interview roster method, using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

ALTHO shows of the Columbia Broadcasting System topped the list Monday, Tuesday and Wednesday evenings, the National Broadcasting Company had the most top rated shows during weekday evenings in Los Angeles during January and February, the following Pulse study shows. CBS placed only seven shows among the top five each of those nights, highest of which was the "Lux Radio Theater." NBC had almost three times as many toppers in that period. But CBS had all five of the highest rated shows during daylight, Monday to Friday, and most of the heavy ammunition over the week end, daylight and evening, when the highest ratings in Los Angeles were racked up. Notice that earlier airings of Jack Benny and Edgar Bergen drew greater listenership than the rebroadcasts.

6:00 P.M. TO MIDNIGHT

Table of Top 5 Radio Shows for Sunday. Shows include Jack Benny Show, Our Miss Brooks, Edgar Bergen, The Whistler, Romance, Phillip Morris Playhouse.

Table of Top 5 Radio Shows for Monday. Shows include Lux Theater, Railroad Hour, Mario Lanza, Nightbeat, Telephone Hour, One Man's Family, Wea, Lowell Thomas, News of the World.

Table of Top 5 Radio Shows for Tuesday. Shows include People Are Funny, Fibber McGee & Molly, Playhouse, Eddie Cantor, Bob Hope Show, Lowell Thomas.

Table of Top 5 Radio Shows for Wednesday. Shows include Bing Crosby, You Bet Your Life, Red Skelton, Great Gildersleeve, News of the World.

Table of Top 5 Radio Shows for Thursday. Shows include Dragnet, One Man's Family, Wea, Your Hit Parade, Mr. Keen, FBI-In Peace & War.

Table of Top 5 Radio Shows for Friday. Shows include Martin & Lewis Show, Mr. District Attorney, Ozzie & Harriet, Nightbeat, M. Lanza, News, One Man's Family, Wea, Shape, Lionel Barrymore, Passing Parade.

Table of Top 5 Radio Shows for Saturday. Shows include Gangbusters, Broadway is My Beat, Gene Autry, To O'Clock Wine, Camel Caravan.

Table of Top 5 Radio Shows for 6 A.M. to 6 P.M. Monday-Friday. Shows include Second Mrs. Burton, The Guiding Light, Young Dr. Malone, Perry Mason, Ma Perkins.

Table of Top 5 Radio Shows for Saturday. Shows include Theater of Today, Grand Central Station, Stars Over Hollywood, City Hospital, Music with the Girls.

Table of Top 5 Radio Shows for Sunday. Shows include Jack Benny, Amos 'n' Andy, Edgar Bergen, The Big Show, Harris-Faye Show.

*Sales Management 1951 estimate for Los Angeles Metropolitan Area.

Colgate Comedy Hour

Bob Hope

TELEVISION—Reviewed Sunday (9) 8-9 p.m. EST. Sponsored by Colgate-Palmolive-Peet via National Broadcasting Company-TV, thru Sherman & Marquette, William Alty and Ted Bates, Producer. Al Capstaff, Director. Kingman Moore, Writers. Norman Sullivan, Marvyn Fisher, Larry Klein. Music. Les Brown and Orchestra. Cast: Bob Hope, Anna Maria Albergheiti, Martha Stewart, Georgie Tapps.

Doing a show from a service base instead of a television studio presents many production obstacles. But most of these are physical rather than creative, and it was in the creative field that the Hope show fell apart.

A series of two and three-liners interspersed by sketches that fall into slapstick, which in turn depend on laughs for more two and three-liners is hardly a formula which will keep living room audiences glued to Channel 4. Verbal jabs at Crosby: "... he had an accident; he fell off his wallet," is a typical example of the Hope humor. Hope has been skating on thin television ice ever since he entered the new medium. He's a fine performer basically. He's proved it in other fields time and again. But if he wants to make it on a formula that will be completely television he has to come up with a formula that will be completely different from the one caught Sunday night (9).

Good Support

The basic show was ordinary vaude with rudimentary performances by the other acts on the bill plus a closing also. Georgie Tapps' ballet-taps was excitingly presented, with an attention to lighting detail that must have cramped the facilities of the camp. Martha Stewart looked properly attractive, did a little singing and a sketch with Hope.

Anna Maria Albergheiti, a young Italian singer now in pictures, did a few operatic arias in good enough fashion. Unfortunately their cumulative effect was to slow an already slow show to a walk.

The Hope shows need new writers. Wolf calls or gags built on wolf bait may kill a cuffs service audience. They won't keep the people at home interested. Bill Smith.

Al Gannaway's Half Pint Party

TELEVISION—Reviewed Saturday (8) 1:15-2 p.m. EST. Presented 1:15-1:30 by MacLevy Talent Studios. Sustaining 1:30-2 p.m. via WCBS-TV, New York. Producers, Henry Morgenthau III and Charles McGregor. Director, Vern Diamond. Emcee, Al Gannaway.

On its return to video, "Al Gannaway's Half Pint Party" impresses as a program that must more fully explore and exploit its party theme. With a few palatable exceptions, the show, at present, concentrates on the presentation of moppet talent whose chief virtue, cuteness, soon outwears its welcome. It should be evident that the children are hardly ready for showcasing, except to their proud parents.

"Half Pint Party's" problem is complicated by the fact that MacLevy's Talent Studios sponsors the initial 15-minute segment. MacLevy's pitch to parents, based on the fact that their children may have "hidden talent," uses the kid performers as illustrations. The announcer talks during their numbers, and then flashes a phone number on the screen which practically blacks out the entertainment. This is unfair to youngsters who, after all, are not being paid for their work.

Gannaway a Plus

The better part of the program was represented by a children's ballroom dancing contest and by Gannaway's interviewing them as to their reactions to certain situations. The emcee-entertainer's warm Southern manner, ideal for the handling of children, adds to the plus quality of the show.

Estelle Ryan, a teen-ager, was the only young performer with possibilities. However, she needs instruction on how to showcase herself, both physically and vocally, before the camera. Leon Morse.

Dangerous Assignment

TELEVISION—Reviewed Monday (10) 10:30-11 p.m. EST. Sponsored by Piel's Beer thru Kenyon & Eckhardt via WNBC-TV, New York. Producer, Harold Knox. Director, Bill Karn. Writers: Robert Ryf, Adrian Gendot. Cast: Brian Donlevy, Herb Butterfield, Hugh Beaumont, Maria Palmer, Gavin Muir, Paul Frees, Arthur Space, others.

If the new filmed TV series of this Brian Donlevy radio adventure show is going to be judged on the basis of the segment caught, then it figures to be nothing more than a completely ordinary affair. This must be said despite the healthy list of sponsors already grabbed off by the network in various markets. This specific story had previously been done on the radio series, and it was at least as suspenseful and dramatic then as it was in the video version. It may have been even better as a radio program, because it permitted the listeners' imaginations to supply the faces, settings and actions. Now, with everything in the open—including Donlevy's placid deportment in the face of so-called danger—there's little left but an utterly routine video show.

Credit Side

On the credit side were such items as a good cast, good sets, first-rate location shots and the camera work in general. But the debits tipped the scales against the program. When stacked up against such mystery-action shows as "Danger," "Suspense," "The Web," etc., this one must suffer in the comparison.

Story line had Donlevy reporting into his undisclosed government headquarters (Secret Service, maybe) for his latest assignment. The deal calls for him to rescue the son of a European professor from a possible sad fate in Europe. If this can be accomplished, then the prof will spill the name of the spy or spies who are members of the prof's touring lecture group. Anyhow, Donlevy gets it all done before the final commercial.

Commercials for the beer were handed a "listen fellers" pitch instead of the usual salesmanship approach. The idea is good (always has been), but the result was just fair. Joe Martin.

Fibber McGee and Molly

RADIO — Reviewed Tuesday (11) 9:30-10 p.m. EST. Sponsored by Pet Milk Company thru Garden Advertising Agency via National Broadcasting Company-TV. Producer-director, Max Hutto. Musical director, Billy Mills. Writer, Bill Leslie. Announcer, Harlow Wilcox. Cast, Jim and Marion Jordan, Bill Thompson, Gale Gordon, Arthur Q. Bryan.

This program marked the 20th anniversary of "Fibber McGee and Molly" on radio. It was probably the quietest celebration of such an event in the history of the medium. For outside of the last few minutes of the show the anniversary was ignored.

The program was another regular "McGee" opus, pleasant and somewhat chucklesome within its standardized format. Fibber and Molly worried, but it all came out right in the end. The usual visits were paid to "Wistful Vista" by Mayor LaTrivia, Mr. Whimple, Dr. Gamble and Debbie Lynn. Announcer Harlow Wilcox handled his rather long Pet Milk commercials with authority, and the Billy Mills ork and the King's Men were adequate on their musical chores.

During the final minutes, John Kingsley, honorary mayor of Hollywood, presented a scroll to Jim and Marion Jordan, which praised the team, and noted that Hollywood was calling itself "Wistful Vista" for the day. Jimmy Durante paid them a tribute from many well-known TV and radio comics. It might have been a brighter anniversary if a few graduates of the show, like Gledersieve, had showed up, or if the team had rebroadcast one of its early scripts. Bob Rolnitz.

CAPSULE COMMENT

America's Town Meeting (TV), ABC-TV, Sunday (9), 6:30-7 p.m. EST.

The question of the week was whether our country's foreign policy has been a success or failure. Appearing in defense of the administration's foreign policy was Sen. Robert Kerr, Democrat of Oklahoma, and there to condemn it was Sen. Harry Cain, Republican of Washington. The spirit of controversy was quite evident, to the point that each of the Senators showed that he just couldn't wait until the other had finished, so that he could get in with an answer. But, as is almost inevitable under such circumstances, their arguments were not strong on cogency or logic. Senator Cain based his position on the simple line that if our foreign policy were a success, we could not face the danger we do today. He contended that at the end of the war in Europe, U. S. forces should have occupied Berlin and Vienna. Senator Kerr's position was that we have done the best possible under the circumstances and that things could be much worse. But their points were not so clear. At one time both referred to a statement of a past Secretary of State (but neither saw fit to reveal just which one it was).

A lively controversy like this can often be quite interesting, even though it's not very informative. But this was one case in which many viewers must have felt dissatisfied.

Kate Smith Hour (TV) NBC-TV, Wednesday (12), 4-5 p.m. EST.

Kate Smith is still in her video element in the daytime programing field. Gal's warm, wholesome personality is a pleasant afternoon pick-me-up for tired housewives, and she has a surprisingly large following among young after-school viewers. High spot of show caught (12) was the 10 minute "Ethel and Albert" skit, scripted and played with duo's usual excellence.

In rich voice, Miss Smith warbled several pops and standards, including "Sentimental Music" and Gershwin's "Our Love is Here to Stay." She also chatted pleasantly about merits of Gerber's Baby Food, Jergens's Lotion and Dref. Gerber commercials, of course, are sure-fire firm spots, and Miss Smith makes most of them. Pianist Evelyn Tiner contributed a rather flashy solo on "Slaughter on Tenth Avenue," and a legit-voiced baritone and dance team rounded out the show. Host-appearer Ted Collins didn't appear.

Fibber McGee and Molly (Radio), NBC, Tuesday (11), 9:30-10 p.m. EST.

The 20th anniversary of "Fibber McGee and Molly" on radio was perhaps the quietest celebration for this type of event in the history of the medium. The show was a standardized format "McGee" opus, with only final moments devoted to recognition of team's two decades on the air. Would have been a good opportunity for more imaginative program to celebrate anniversary. (See full review this issue.)

On Trial (TV), ABC-TV, Tuesday (11), 9:30-10 p.m. EST.

Interesting programing, with a discussion of topical material presented by men with something definite to say. Tuesday's show considered question of whether the televising of congressional investigating committee should be permitted. Congressman Jacob K. Javits used TV skillfully to buttress his arguments for the affirmative point of view. (See full review this issue.)

Bob Hope Show (TV), NBC-TV, Sunday (9), 8-9 p.m. EST.

A formula that depends on gags, one, two or three-liners, must of necessity burn itself

Surprise Serenade

RADIO — Reviewed Saturday (8), 11:30-12 p.m. EST. Sustaining via the National Broadcasting Company. Program conceived by Don Marcotte. Producer, Mike Clark. Writer, Bob Carmen. Narrator, Don Gordon. Music, Joseph Galliccio conducting the NBC Orchestra.

As a tribute to Leroy Anderson, the well-known conductor and composer recently recalled to the U. S. Army for additional service, the National Broadcasting Company presented this pleasant and enjoyable musical salute. It is not often that a composer is given this recognition, especially one whose musical compositions are closer to the light classics than the pop side of music. But after listening to the remarkable string of lush hits turned out by Anderson over the last few years, it is safe to say that it was well deserved.

Joseph Galliccio and the NBC ork, a stylish and rich-sounding aggregation, did an excellent job of presenting eight inimitable Anderson ditties. These included such popular items as "Sleigh Ride," "Waltzing Cat," "Syncopated Clock," "Fiddle Faddo," and the current hit "Blue Tango." And the ork also performed some of his tunes that are not as well known, the Latin-styled "Serenade," the ballet ditty "Promenade" and "Plink, Plank, Plunk."

Preentious Prose

Between the delightful musical selections, announcer Don Gordon did an acceptable job of telling about the composer, but much of the script contained a lot of pretentious prose. The bouquets thrown at Anderson, tho deserved, could have been expressed in more temperate style. Such expressions as "Are our composers raised on a cushioned throne?" were rather superfluous. Captain Anderson's music speaks for itself.

Musically, NBC and the ork salute a composer who is in the tradition of such semi-classical or opera-type composers as Victor Herbert or Sigmund Romberg. Perhaps when Captain Anderson ends his service at Fort Bragg, N. C., and returns to civilian life again, some producer will realize what a great show score he could write, and commission him to do one. Anderson's musical inventiveness, good humor and appealing melodies superbly fit him for such a task. Bob Rolnitz.

On Trial

TELEVISION—Reviewed Tuesday (26), 9:30-10 p.m. EST. Sustaining via the American Broadcasting Company-TV. Produced by the Public Affairs Department, in co-operation with the Association of the Bar of the City of New York. Director, Jerome Franks. Technical director, Jack McNally. Consultant, David Levitan. Columbia University Law Department. Guests: Gen. J. Edgar Hoover, Jacob K. Javits, (Rep., New York); James M. Landis, former dean of Harvard Law School; Justice Ferdinand Pecora, formerly of New York Supreme Court and Arthur Markewich, Justice of the New York City Court, presiding.

"On Trial," ABC's discussion program airing matters of a topical nature, this week considered the relative propriety of televising congressional investigating committees. The subject is a sensitive one. Even spacing these gags with sketches which at best are a continuation of the one-two-three-liners in costume isn't the solution to Hope's television problems. Current show was a vaude formula with gage. But such a formula depends on speed, pace and flash. This show lacked all the ingredients except a vociferous service audience made up of WACS, WAFS and WAVES. (See full review this issue.)

Kiddie Kollege (TV), WABD, Sunday (9), 12:30-1 p.m. EST.

This is a good idea for an entertaining and instructive show, with a panel of five kids querying guest adults about their professions. But it's impaired by an excess of commercials and a couple of meaningless song-and-dance items. (See full review this issue.)

Kiddie Kollege

TELEVISION — Reviewed Sunday (9), 12:30-1 p.m. EST. Sponsored by Dr. Posner Shoes thru Alfred J. Silberstein-Bert Goldsmith, Inc., via WABD, New York. Produced by Vernon Becker and Milton Stanton for Silverline Productions. Director, Vernon Becker. Emcee, Walter Covell. Cast: Whitey Carson, cowboy; Lt. Lloyd Johnson, pilot; Lorenzo Fuller, pianist-singer, and kids.

"Kiddie Kollege" has the germ of a sound idea for a kiddie show. It has a panel of five kids, ages 5 to 11, querying guest adults about their professions or occupations. And then each member of the panel comments on his reaction to that occupation. The two guests on the preemcast were a jet pilot and a cowboy, both of whom appeared in full panoply. The questions and comments of the kids were usually charming and to the point. They were generally better than the answers they received from the guests.

With this format, "Kollege" could be an instructive as well as a most entertaining show for kids and for their parents, too. But on the first showing, at least, the producer and the sponsor could not let well enough alone. They filled out the half hour with tedious commercials and sundry song-and-dance items that had no relation at all to the panel format. If the powers that be think they will thereby attract a greater audience and sell them more effectively than if they stuck to their idea, it's this reviewer's opinion that they're quite mistaken.

Stick to Format

Also, this display of mediocrity might make it difficult for the producers to get respectable members of the professions to serve as guests. On the other hand, if they stuck to their format, the list of vocations is long enough to assure continuing interest.

The "entertainment" portion of the show had a nervous young drum majorette doing a turn of dancing and baton twirling, and singer-pianist Lorenzo Fuller doing a number, leading into a commercial jingle. The frequent plugs for Dr. Posner's children's shoes included flop cards, table displays, kids modeling the shoes and emcee Walter Covell telling what shoe store he'll visit during the week. Covell kept the proceedings moving along in good style. He is obviously fully capable of handling kids' shoes and keeping the show in a lively vein without all the hash evident on the first show. Gene Plotnik.

Since one, and has been constantly growing more so, particularly since the Kefauver hearings. There are two general aspects to the problem. One is the view that televising such hearings represents democratic government in action. The viewers, as in the case of the Kefauver hearings, become intimately acquainted with the hearings, their interest in government is whetted, and they consequently become better citizens. Against this, it is argued that televising such proceedings is a violation of the witness' civil rights inasmuch as it disturbs said witness.

Congressman Javits, author of a resolution favoring the televising of committee sessions, took the affirmative stand and was aided by his counsel, James M. Landis. Pecora opposed. Without going into the merits of either point of view, it can be stated that Javits was very impressive arguing effectively and astutely that TV, properly used, entailed no violation of civil rights. Rather the converse, in that the witness, via TV, would be able to bring his entire personality into play to support a point of view.

Of the four chief men who appeared on the show—Javits, Landis, Pecora and Markewich, the first-mentioned made much the best use of TV. Javits used his time to greatest advantage, brought his personality into play and was altogether more effective than the others. In his own presentation of his own case, he illustrated how effectively a witness could use television for his own ends.

Part II of this question comes up next week when Sen. John C. Stennis, (Dem., Miss.), appears as the negative witness with Pecora as his counsel. Landis will be the opposing counsel.

It's quite interesting programing and ABC deserves a gracious pat. The program material is topical and the men presenting the affirmative and negative views are rather eminent, with something definite to say. Paul Ackerman.

The Turning Wheel

RADIO—Reviewed Sunday (9), 1:30-2 p.m., EST. Sustaining, via National Broadcasting Company. Produced by NBC documentary unit. Executive producer, Wade Arnold. Director, Fred Wehler. Writer, this show, Dorothea Jay Lewis. Cast: Melvyn Douglas, Butch Cavell, Agnes Young, William Smith, Gertrude Warner, Nelson Olmsted and David Pfeffer.

NBC currently has the attention of its documentary talents focused on several problems of the nation's children in a four-part series entitled "The Turning Wheel," which is heard on the network 7:30-8 p.m., EST, Saturdays, and on the web's New York outlet, Sunday afternoon. The second installment, "Saturday's Child," concerned the problem of the foster home. In scripting, directing and acting, the show was perfectly modeled to illustrate what the foster parents are up against in serving substitute parents for a child during its most trying days.

As its main characters the play had an eight-year-old boy who might be a typical product of a broken home, and a middle aged couple who might be the ideal foster parents. The script illustrated dramatically the several symptoms of the boy's emotional conflicts and the steps taken by the thoughtful foster parents to meet each of them.

Douglas Sets Tone In the end it showed the emotions the foster parents themselves must overcome when the child is finally taken from them. In the role of the social worker on the case and serving as narrator, Melvyn Douglas set an effective tone for the entire production.

It may be said that Dorothea Lewis' script was not a model of dramatic plausibility. The foster parents were just too, too wonderful, meeting each and every problem the boy presented with discretion and poise. And the happy wind-up, in which the lad's real parents are reconciled, was insufficiently motivated. But real drama was not in itself Miss Lewis' aim. It was primarily a didactic script, and as such it was admirably frank about the problems of foster parenthood, and it vividly illustrated the best that can be done about them. Thru the years radio has distinguished itself in the realm of social documentary. The industry can be proud of such specimens as "The Turning Wheel." Gene Plotnik.

Cameo Theater

TELEVISION—Reviewed Sunday (9), 10:30-11 p.m., EST. Sponsored by Regent Cigarettes thru Krooke, Smith, Frank & Durrin, National Broadcasting Company TV. Producer-director, Albert McCleery. Writer, Guy de Vry. Music, Edward Grieg's "Peer Gynt Suite" with additions by Harald Saevarud. Cast: Douglas Montgomery, Wesley Addy, Frances Reid, Winfield Honey, Humphrey Davis, Philip Coolidge, Avin Gordon and others.

The same criticism goes for the final stanza of the Albert McCleery-Guy de Vry tri-half-hour production of "Peer Gynt" as was leveled at the second segment Monday (2). There was not sufficient background tie-up in its introduction to give the story of its "tranquil years" clarity to new viewers.

Comprising the fifth and last act of the play, a more or less pointless wind-up devoted to the final sum-up of the Gynt character, it may be presumed that the shipwreck scene was included to give the proceedings more movement and color. Where the sequence has been necessary, the inclusion left a lot of verbal ground to cover in short order, which made McCleery's customary over-use of close-ups more obvious than ever. However, despite a natural static projection, the drama's philosophy was sufficiently underscored. Gynt's analysis via his onion lecture was extremely well done, and his search for character witnesses to prove him no trivial character gave opportunity for some effective performances.

Sound Characterization Douglas Montgomery gave a good characterization of an aging man, and Frances Reid added excellent assistance as his ever-loving Solveig. There were likewise good character contribu-

Club Date

TELEVISION—Reviewed Monday (10), 12 to 2 a. m., EST. Sponsored by the Clover Club, ABC Mortgage Company, Gainsborough Shoes, Tarlyn's Men's Wear, via WTJV, Miami. Producer, John Behney. Director, Richard Troxel. Emcee, Art Green.

This initial attempt at a remote telecast from a night club amounts to a television version of what is known today in radio as a disk jockey-commentator show. The same ingredients are here: Gab, record spinning and interviews. And, just as in radio, it requires an emcee of dynamic caliber, or guests of high-potency interest, to carry it off successfully.

"Club Date" is skedded for Mondays, Tuesdays and Wednesdays, with a possibility that the show may be extended across the board at a later date. But its initial stanza Monday (10) got wearisome after the first hour. It will have to add some gimmicks or include considerably more meaty material to keep viewers interested.

Mostly of Green

The show opened with a photographic slide of the exterior of the Clover Club, and then moved inside, live, with a pan shot of the lounge. A close-up followed of Art Green, the emcee, who delivered a long monolog, mostly about himself. He then launched into a highly laudatory spiel for his first guest, a woman who chairmanned the recent Miami Beach March of Dimes hotel circuit campaign.

Other subsequent guests included Patti Page and Jan Murray, co-stars of the current Clover Club show; a visiting actress from New York; the club's owner; a columnist and others. In no case were any new or fresh opinions brought out in the interviews. Everything was either saccharine or "great," and nothing representing controversy—which is always an interest-creating sideline—came forth. Most of the guests were interviewed at a raised dais, while Green chit-chatted with others via a hand-mike at their tables. Phone calls were likewise of a mild nature, and long moments of silence while Green was listening to callers, proved disturbing.

Basically Good

The basic idea of the show is good, particularly with the slight night club atmosphere. But even this seemed spoiled with camera views of empty tables, waiters' heads bobbing in front of the lens and close-ups of seat-holders who didn't appear to be having a good time. As it stands at the moment, the sole interest in this show will be created among the small segment of Miami Beach residents who call themselves "cote society." To the greater population of Miami itself, it will mean little. It is unlikely they will stay up after midnight to hear sirupy things said about people they don't know. If enough big names can be brought into the lounge and enough strong gimmicks presented, with a lot of interest-provoking controversy, the show has a chance to succeed. It can't, however, buck its three radio competitors who operate at the same hours. One of the air shows, with a heavy Pulse rating, has been running for three years; another has been in operation several months, and the third just began. All three provide everything (except pictures) of "Club Date" with considerably more interest. Herb Rau.

Comments from Humphrey Davis, Gavin Gordon and Philip Coolidge, and of course, the last act really gave Wesley Addy a chance to get in his best snarling as the Button Molder, a conception of the part with which this reporter has taken issue all thru the series.

In sum, taking all three segments of the "Peer Gynt" production as a whole, this viewer has not been too greatly impressed. There have been some excellent individual scenes and occasional fine personal performances, and there have also been some extremely bad ones. Perhaps, if it ran for a consecutive hour-and-a-half the results would gain in impact. But presented in sections, it seems somewhat of a pretentious experiment. Its day for popularity on household screens has hardly arrived. Bob Francis.

CAPSULE COMMENT

Dangerous Assignment (TV), Monday (10), 10:30-11 p.m., EST. WNBC, New York. The video version of radio's "Dangerous Assignment" series, with Brian Donlevy still playing lead, is just a routine adventure opus. The very same story done on this video show was at least as good, if not better, in the original radio form. Cast, sets and camera work are okay, but the story line and Donlevy's characterization lacked punch and color. (See full review this issue.)

The Jack Benny Show (TV), CBS-TV, Sunday (9), 7:30-8 p.m., EST.

Jack Benny in a few impersonation routine packed laughs and was enough to make the late Julian Eltinger turn green-eyed. Subbing for Gracie Allen with George Burns was an excellent notion for the basis of one of the comic's best half hours. (See full review this issue.)

The Turning Wheel (Radio), NBC, Sunday (9), 1:30-2 p.m., EST.

The second installment of NBC's four-part documentary series on child problems, "Saturday's Child," was perfectly modeled to illustrate what the foster parents are up against in serving as substitute parents for a child during its most trying days. In the role of a social worker and serving as narrator, Melvyn Douglas set an effective tone for the entire production. (See full review this issue.)

Surprise Serenade (Radio), NBC, Saturday (8), 11:30-12 p.m., EST.

NBC's musical tribute to Capt. Leroy Anderson was a pleasant and enjoyable show. The recognition given to the composer was well deserved, and his lush tunes were stylishly presented by the NBC orchestra. This program of Anderson's appealing tunes inspired that he could do a fine job on a score for a Broadway show. (See full review this issue.)

Cameo Theater (TV), NBC-TV, Sunday (9), 10:30-11 p.m., EST.

Same criticism goes for last segment of the three half-hour "Peer Gynt" series as for its second Sunday (2). There was insufficient background introduction to clarify content for new viewers. The Ibsen philosophy was sufficiently underscored, but the over-all quality of the three-part projection stacks up to the notion that the experiment is not ready for popularity on household TV screens. (See full review this issue.)

Al Gannaway's Half Pint Party (TV), WCBS-TV, Saturday (8), 1:15-2 p.m., EST.

On its return to video, this program impresses as a stanza that must more fully explore and exploit its party theme. With a few palatable exceptions, the show, at present, concentrates on the presentation of moppet talent whose chief virtue, cuteness, soon outwears its welcome. The problem is complicated by the fact that the MacLevy Talent Studios sponsors of a 15-minute segment, based on pitch on this entertainment. The program will either become a more rounded presentation of kids partying or just another talent program and, as the latter, its future is dubious. (See full review this issue.)

Cantor Plug For Winery

HOLLYWOOD, March 15.—Eddie Cantor will back up his substantial interest in Welch's Wines by airing its praises on his National Broadcasting Company waxing-whirring show. Cantor inked a five-year pact with the winery for sponsorship to start in August. Philip Morris goes off in April. Intermittent time will be devoted to public service plugs.

THE VOTE CHASERS—6

New Hampshire Voting Gets Good Web Cover

Despite the seasonal snows, the National Broadcasting Company's news crews, covering the primary election in New Hampshire last week, traversed the State and captured a good part of the flavor of the voting for both radio and TV. Quality of the TV film cannot be said to be of the highest caliber, but in general tuners dialed to NBC came off with a good idea of what was going on.

One of the first blasts was a special 30-minute radio preview on Sunday (7), from 10 to 10:30 p.m., EST. Correspondent W. C. Chaplin, George Hicks and Leon Pearson participated and aired some interesting tape recordings from Concord, N. H., where Gov. Sherman Adams, an Eisenhower supporter, predicted the General's victory and that similar wins in a few other States would induce Ike to come home from Europe. Senator Taft was heard addressing a meeting and stating that he hoped to reduce taxes in two years by making economies in government.

Perhaps the most interesting part of this preview show was the airing of the opinions of some everyday citizens, including the skipper of a charter boat, a popcorn vendor and the head of Phillips Exeter Academy. Their thinking was sharply and pungently expressed.

On the TV side, the web's cameramen trailed the candidates for five days preceding the balloting. Films of the first town to vote, Waterville, were made in the early hours of Tuesday, and after several mishaps due to the weather, flown to New York on time for airing on the "Camel News Caravan" on Tuesday night. The Wednesday night edition of that show carried complete returns. In a brief four-minute summation that led off the show, using some good visual bar-charts to show the relative standing of the contestants. A newsreel of Sen. Kefauver making a victory speech, however, was both overlong and almost unintelligible due to poor sound.

The web originated 10 AM and TV shows from New Hampshire Tuesday (11), primary day, although it was unable to set up a proposed live video link with Concord due to the bad weather preceding the voting. Chaplin, Pearson and Hicks worked thru from the early morning sound-only airing on the "Today" video show to the 12:30 a.m. Wednesday election special, which lasted 25 minutes and closed up the web for the night.

With TV coverage literally frozen out by heavy snow on the mountains, radio regained some of its former eminence during the New Hampshire primaries Monday (10) and Tuesday (11). The Mutual web devoted 11 special programs to the event, including four-man-broadcast-team remotes from Concord and Manchester, and special reports by Mutual's top commentators—Fulton Lewis Jr., Frank Edwards, H. R. Baukhage, Robert F. Hurligh and Cecil Brown. Remotes were handled by Hollis Seavey, Everett Holles, Leland Bickford and Lester Smith.

Stormy weather and New England reticence put a mild dampen on Mutual's early coverage Tuesday afternoon. It was obvious that the newsmen were trying to kill time by wrapping up the meager returns in wordy rehashes of old reports. (e.g. 5 p.m. returns: Eisenhower, 24; Taft, 17; Stassen, 4; Kefauver, 4; Truman, 1.) However, staffers did a competent job over-all in view of the generally cold shoulder accorded radio and press by New Hampshire voters.

Interest perked up on the 4:45-5 p.m. show when the chief American correspondent for England's Manchester Guardian expressed his belief that a Taft victory would spark "a depression from the end of the Mediterranean to the end of Scotland." In line with this he took delicate exception to Taft's one-time reference to Great Britain as America's only "reliable ally"; an inference, he said, which though undoubtedly meant as a compliment, left the impression that the enemy would have to be half way across the English Channel before Taft would okay any U. S. aid.

Election eve (10) highlight was contributed on Fulton Lewis Jr.'s program (7-7:15 p.m.), via a remote report on "zero hour" happenings by Everett Holles from Manchester. Newsmen commented on a deluge of local hoopla ("only youngsters spotted campaign buttons") and made several references to "the beauty contest," a term

repeated with irksome frequency thruout Mutual's broadcast coverage.

Altho Eisenhower's subsequent victory proved otherwise, Mutual's staff tended to minimize his impact on voters during Monday and early Tuesday. Holles said general feeling was Eisenhower was "running on his smile and military record." A Tuesday afternoon report surmised "some New Englanders thought the General's team conducted more of a carnival than a campaign." Prize vote-chaser was Eisenhower's ex-chef, who was credited with stamping on a Boston-beans platform.

His story was that "Ike prefers 'em to steak." June Bundy.

Set M'dising and Political Forums For NARTB Meets

WASHINGTON, March 15.—A series of "workshop" sessions at the National Association of Radio and Television Broadcasters convention in Chicago, March 30 through April 2, will feature a variety of topics from "Politics and Broadcasting in '52" to "The Way to More Business—Merchandising." NARTB announced this week.

G. Richard Shafto, WIS, Columbia, S. C., will keynote the merchandising workshop session.

AFRA Wins In Court Appeal

NEW ORLEANS, March 15.—The Circuit Court of Appeals here this week upheld a National Labor Relations Board decision instructing WATL, Atlanta, to bargain with the American Federation of Radio Artists.

Case has been hanging fire since December, 1948, but the court's decision is expected to force J. W. Woodruff, station's owner, to deal with the union.

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Standard Acts Only

Pulitzer Prize Ployhouse

TELEVISION — Reviewed Wednesday (12), 10-11 p.m. EST. Presented by the Celanese Corporation thru the Ellington Agency via American Broadcasting Company TV. Producer, Lawrence Carra. Director, Charles Dubin. Adaptation, Lawrence Hazard, from a novel by Booth Tarkington. Cast: Vincent Price, Anna Lee, Audrey Meadows, Sally Grace, Howard Wierum, Hugh Griffith, Nora Howard, Skedgo Miller and John Hildebrand.

The "Pulitzer Prize Playhouse" version of Booth Tarkington's "Monsieur Beaucaire" was ill-advised. A transparent costume drama with a simple premise, already better handled elsewhere, the story may have its merits as literature, but as television material it had few captivating moments. Half the characters were either fops or giddy females and the few others got lost trying to manage convincing French accents.

The script is about a French nobleman who, for reasons of safety, masqueraded as a barber in England. Jilted by a titled English lady when she discovered his profession, the Monsieur set out to show her blue blood doesn't matter. In the intervening sixty minutes, this combination of Frank Merrill and D'Artagnan duelled half the English nobility, unmasked a cheating British lord and won the admiration and love of his lady fair who was greatly relieved when she learned his blood was as blue as hers. It all went to prove blue blood is thicker than water, especially when you can't see it.

Vincent Price was the French-accented Monsieur Beaucaire. He manhandled the English language, but did not have sufficient charm to carry off the conceit. Anna Lee was his pretty heart interest, without much to do except primp and polish. As the noble English lady, Hugh Griffith was appropriately evil. The entire production, especially the dueling scenes, was well staged. Nelson Case's commercials for Frigidaire and Selma Halpern's spiel for its wonder oven range were succinct and punchy. Leon Morse.

Al Jarvis Show

TELEVISION — Reviewed Wednesday (13), 9 p.m. PST. Participating via KGO-TV. Producer-director, Bob Robb. Technical director, Allen Hess. Set designer, Al Goodman. Writing supervised by Al W. (Connie) O'Connell. Special effects, George Teany. Music, Eddie Truman and combo (4). Vocalists: Ronnie Kemper and Erin O'Brien. Cast: Al and Maralyn Jarvis.

Since switching from indie KLAC-TV to the American Broadcasting Company owned-operated outlet, Al Jarvis has diligently devoted his efforts to glorifying the housewife. This wise approach favors the entire two-hour seg and should pay off in a loyal following and sponsors.

Broadcast shows have exerted a peculiar influence upon our language. Time was when "wife" or "housewife" was considered good taste in referring to the little woman at home. With the advent of the quiz show, the word "homemaker" became prevalent. Jarvis, doggedly determined to elevate the gals to their true state of importance, has decided to discard these ordinary terms of reference. On the Jarvis show they're "domestic engineers." Time will tell whether the imaginary slide rule will replace the real potato peeler.

To be properly accredited among Jarvis' DE's, the little lady must write in for her card. This automatically registers her name, address and phone number with the show and undoubtedly will provide prospective sponsors with an impressive sample of Jarvis' following.

Show as a whole is marked by a warm informality, effortlessly created by the pious disk jockey. As ever, he sells the commercials, with convincing sincerity. His latest gimmick is a "Play ABC" contest played by the "domestic engineers." Contestants phoned are selected from women who write in household hints. (Sample: "To have your work done by noon, start doing it right after the children leave for school.") An electric alphabet board is used with the listener trying to light up the letters contained in song titles.

Entertainment is provided by Erin O'Brien, a talented and telegenic singing lass; vocalist Ronnie Kemper and the Truman combo.

Twin City Lines Annual Shareholders Meeting

TELEVISION—Reviewed Monday (10), 10:30-11:30 a.m. CST. Sponsored by Twin City Rapid Transit Company, Minneapolis. via WTCN-TV, Minneapolis-St. Paul. Produced by Mike Fadell Advertising and Public Relations Agency. Director, Roger Gardiner. Continuity, John J. Polman and Herb Visnar. Cast, John Ford, announcer-narrator. Participants, Fred A. Ossanna, TCRT president, and others.

Billed as "the first telecast ever made of an annual shareholders meeting by any American industry," this one was a definite bid for public goodwill by the operators of the Minneapolis-St. Paul trolley-bus mass transportation system which has made headlines, good and bad, both locally and nationally ever since 1949.

Fred A. Ossanna, company president and chairman of its board of directors, used his silver-tongued oratorical ability which made him a successful trial lawyer (principally divorce and personal injury cases) for years here. And he did an excellent job, for Ossanna, given the chance to talk, is extremely convincing. His facial expressions and gestures are built for TV.

All Ossanna The producer wrung everything out of this one. He opened it with a prayer by Dr. Forrest L. Richeson, pastor of Portland Avenue Christian Church, and followed it with a pledge of allegiance to the flag, led by Ossanna. At least 50 of the 60 minutes the seg was on the air, the cameras were focused on Ossanna who was, for all intents and purposes, the entire show. Off-camera viewers read out the number of proxy votes on file and how they were balloted. When the names of the three candidates for the board of directors, elected unanimously, were read off, the camera panned up the men briefly as they sat at the directors' table. Camera location prevented showing shareholders in attendance unless they went to the front of the company's large reception room where the meeting was held.

Ossanna's annual president's report was replete with the tram story, even including quotes from Shakespeare, Lincoln, the Bill of Rights and the Magna Carta. At one point, as he discussed high cost of materials, he cleverly adapted the situation to the increased cost of bread, butter and coffee as he spoke to the housewives who made up the bulk of his TV audience.

Others Squeezed In Only at the tail end of the show was a little time given to stockholders who were supposed to come up with impromptu remarks on the situation involving their investment. While it all had the appearance of spontaneity, everything was planned, even down to the men who made and seconded the motions. The finale was supposed to be an ad lib call for a vote of confidence for Ossanna, with the president's looking surprised and happy as he rose to acknowledge the standing ovation. It was in the script, but time ran out and neither that nor Ossanna's following instructions—sitting down slowly, shaking his head and smiling at the audience—was shown.

All in all, it was a good show—an all-Ossanna performance. The guy should be good for almost any TV attempt, for he's a top showman. It comes naturally to him. Jack Weinberg.

A quarter-hour seg was turned over to Caroline Leonetti who paraded her model agency's gals while giving fashion tips. Jarvis, a novice on TV, is cute and winsome, and her unprofessional efforts are at times refreshing. Her inadequacies, however, are unfortunately evident when she works beside her fluent and glib husband.

During show caught she inadvertently blurted out that she doesn't own a FF&F Sewing Machine, one of the products plugged on the air. Remark served no purpose other than to create only a negative reaction among the domestic engineers looking in.

Jarvis jealously guards the glorification-angle. Hank Weaver, who inserts a short newscast into the seg, was mildly but firmly repulsed for asking lightly a domestic engineer's suggestion on how to grate carrots. Program shows network potentialities, provided Jarvis can coach his wife into becoming a better performer. Show also needs considerable strengthening among its supporting ranks. Lee Zhitto.

CAPSULE COMMENT

Pulitzer Prize Playhouse (TV), ABC-TV, Wednesday (12), 10-11 p.m. EST.

A transparent costume drama with a simple premise, already better handled elsewhere, "Monsieur Beaucaire" had few captivating moments as adapted for the "Pulitzer Prize Playhouse." Half the characters were either fops or giddy females, and the few others got lost trying to manage convincing French accents. Both the leads, Vincent Price and Anna Lee, were hampered by the material. The commercials were effective. (See full review this issue.)

Terror (TV), WOR-TV, New York, Wednesday (12), 7:30-8 p.m. EST.

"Terror" is no great shakes but show caught (12) had a great human interest gimmick, involving lot-use of canine actors recruited from New York's Bide-a-Wee Home of Animals. Mutts were given full name credit at finish, and a special tag line advised viewers that Bide-a-Wee was open to adoption offers on the video pups. (See full review this issue.)

Faith of Our Fathers (TV), Chicago, Sunday (2), 7:30 p.m. CST.

WGN-TV has struck at its strong Sunday night competition with an excellent religious show of a condensed church service coming from the station's large audience studio. The production and content were of the highest quality, with camera shots and lighting that would be impossible to obtain in a church.

Live and Learn (TV), WNBQ, Sunday (2), 11:30 a.m.-12, CST.

A new educational program, delivered in an entertaining manner, but because it is definitely "higher education" it may have a limited audience. Guest faculty members cover a variety of subjects, the first being "A Study of Semantics." (See full review this issue.)

The Joan Edwards Show (Radio), WCBS, Monday thru Friday, 9:30-10 a.m. EST.

The new Joan Edwards disk jockey show is a relaxed affair. The chanter gives out with a wholesome line of chatter that should please the feminine audience for whom the show is tailored. She handles her chores pleasantly and capably and spins some good disks. (See full review this issue.)

The Pulpit (TV), WNBQ, Sunday (2), 11:15-11:30 a.m., CST.

Inspiring and educational religious series will feature representatives of different denominations each week. Initial program devoted to explanation of Lent done in laymen's language so that all creeds may readily understand the message. (See full review this issue.)

The Pulpit

TELEVISION—Reviewed Sunday (2), 11:15-11:30 a.m. EST. Sustaining via WNBQ. Producer, George Heinemann. Speaker, Rev. Father Edmund Burns.

The timing for this new religious series is just about perfect, with WNBQ selecting the first of the Lenten season, and the approaching Passover period, to inaugurate a new quarter-hour Sunday program which will feature representatives of different denominations each week.

To start the series, station picked the Rev. Father Edmund Burns, De Paul University, to discuss the true Christian meaning of Lent. The result was an interesting discussion, delivered in laymen's language, which proved educational and inspirational, regardless of the listener's religion.

Father Burns, speaking from a plain wooden pulpit, with a backdrop upon which a lighting effect cast a cross, explained the observance of the 40 days of Lent, interspersed his religious interpretation with current events to illustrate his reasoning, and stressed the development of virtues of honesty, justice and love. Program opened with a picture of hands clasped in prayer,

The Joan Edwards Show

RADIO — Reviewed Tuesday (4), 9:30-10 a.m. EST. Participating sponsors Monday thru Friday via WCBS, New York. Producer and writer, Gordon Auchincloss. Cast, Joan Edwards.

There have been many informal deejay shows, but the new Joan Edwards morning stanza is as wonderfully relaxed as any. It is as tho the chanter, having fed her family, sent her hubby off to work and the kids to school, has called in some of the gals (this show is for the gals), to chat and play some records. And she does it all very pleasantly and capably.

Miss Edwards struck the intimate note at the start of the program by singing and playing a few bars of a cordial ditty about coming over to her house. After that she played a pop record. Between her platter spinning during the rest of the show, the singer told about her uncle (Gus Edwards), her hubby and her two kids—introducing one of them, her daughter Judy. She also played a bit of piano and gave out with two commercials, which were introduced so naturally into the dialog that they seemed to belong there.

New Departure The manner in which Miss Edwards chatted about her spouse and children is a rather new departure for disk jockeys. She mentioned that her husband (Jules Schachter) was one of the musicians on Tony Martin's waxing of "Get Ideas," pointing out the spot where he came in and saying "That's my boy" when he finished his musical chores. At the end of the show, she sang the ditty "Slow Poke" accompanied by her daughter Judy, to whom she dedicated the song.

Some of this might be too cute for those who like their jockeys factious or pontifical. But to the feminine audience for whom this wholesome program is tailored, it should prove pleasing. As for musical content, the majority of the disks played on the show caught were among today's top sellers. Bob Rolnitz.

Faith of Our Fathers

TELEVISION—Reviewed Sunday (2), 7:30 p.m. EST, via WGN-TV, Chicago. Sustaining. Producer, Myrtle Stahl. Director, Chris Erskine. Announcer, Harry Christian.

"Faith of Our Fathers" is a church service condensed into 30 minutes, done from a studio instead of a church. The terrific advantage in lighting, camera angles and sound pick-up of doing such a program in the studio was evident on the disk show. WGN-TV has done an outstanding job of creating a church setting and atmosphere in its big audience studio, and it's certain that many in the TV audience thought the telecast was coming from a church. The camera picked up the "congregation" during a hymn, without showing the auditorium itself. The illusion was carried thru to the closing shot of the minister standing at the rear door shaking hands with the guests as they left.

The Church Federation of Greater Chicago will arrange with a different church to handle the service each month. The opening month is being led by the First Congregational Church.

Choir Backdrop The 30-voice choir of the church was arranged at the back of the stage, as a backdrop for the pulpit. Dr. George O. Kirk, minister, is conservative as a speaker. His sermon was simple and effective. It lasted about 12 minutes.

WGN-TV, in scheduling this program against "Talk of the Town" and "Comedy Hour," is continuing its policy of putting strong public service programs against its toughest network competition. It has paid off in prestige, and comparatively good ratings against Berle and in several other spots, and is likely to do well in this spot. The standard set on the first show for content and production will be hard to beat. Jack Mabley

an organ playing, then sequed directly to Father Burns. At the conclusion of the sermon, the picture was again shown as the organ played. Over-all, this series should prove of interest and value to adults and children of all creeds. Norman Weiser.

Terror

TELEVISION — Reviewed Wednesday (12), 7:30 p.m. EST. Sustaining via WOR-TV, New York. Producer-director, Harvey Marlowe. Writer, Mel London. Cast: Linda Reid, Jerome Collamore, Marian Leeds, Richard Earle, Bernie Rich, Canines: Axel, Whitey, Jackie, Binkie. Background music, Al Fanelli.

"Terror" is no great shakes as a dramatic spine-chiller, but the show caught (12) ("The Caged One") had a great human-interest gimmick, involving a group of canine actors recruited from Manhattan's Bide-a-Wee Home for Animals. The dogs appeared throughout the drama and were given full name credit at the finish. A special tag-line advised viewers that if they were smitten with the video pups, the Bide-a-Wee was open to adoption offers. Waifs, of course, were strictly below-scale walk-ons with a big dog-part played by a German shepherd pup, name of Axel.

Axel solved the murder by trotting out with the victim's shoe on cue. He was easily the best performer in the cast. Humans came hard, but (in spite of series' tried-on title) the script was witty and virtually suspenseless. Plot centered about a dreary middle-aged couple—the husband (Jerome Collamore), a kind-hearted, stray-dog collector; the wife (Linda Reid) a nagger and bitterly jealous of her canine competition.

The fem finally carted the pooches off to the local dog catcher. Before she could finish the job, tho, hubby caught her, so she finished him off instead and buried him in the back yard where the last two dogs were staked out. Then she sat around the kitchen for a while acting guilty as anything, until Axel produced the dead man's shoe.

Miss Reid, usually a competent actress, was handicapped by melodramatic dialog and a relentless series of extreme close-ups. The latter camera technique is effective when used sparingly, but quite irritating to viewer and performer when repeated over and over, as it was here.

The old-fashioned dining room set was attractive, but the adjoining gleaming white kitchen unit struck a jarring up-to-the-minute note. Bide-a-Wee orphans were easily the brightest spot on the show, and producer Harvey Marlowe could do worse than build a weekly dramatic show around them, with prominent doggy roles written into each script. The adoption angle is both humane and a natural for publicity. On the other hand, Marlowe could use this same series and just change the title to "Terrier." June Bundy.

Live and Learn

TELEVISION—Reviewed Sunday (2), 11:30 a.m.-12, CST. Sustaining via WNBQ. Producer, Marilyn Metcher. Director, David Waters. Supervisor, Judith Walker. Cast: Guest faculty members.

This is higher education delivered in an entertaining manner—and while it is dished out in everyday language, its very nature may limit its audience. For those viewers who are sufficiently alert on a Sunday morning to absorb the subject nature of the series, however, the program should prove a valuable addition to their listening schedules.

According to the present plan, each subject selected for "Live and Learn" will be covered in three successive programs by as many lecturers, with the fourth being delivered as a panel with all three educators sitting in. Programs are conducted in a studio set up as a classroom, with a number of students present.

Initial subject selected was "A Study of Semantics," with Dr. Irving J. Lee, Northwestern University, delivering an entertaining and informative lecture. This was definitely adult education—and while Dr. Lee is an excellent speaker, to absorb the lesson required constant attention by the viewer. The moral of Dr. Lee's lecture—to preserve the ability to develop and grow—was brought home clearly to those who were interested enough to stay with the program thru its conclusion.

There unquestionably is a place in TV for educational programs of this nature—but care in selection of time should be taken to assure the greatest number of the definitely restricted audience interested in the programs. Norman Weiser.

AGVA CALLS FOR 5-UNION MERGER

All-Out Campaign Put in Motion; Hits Current Move for "AFTRA"

Continued from page 1

a fraud. "If a two-ward merger of AFRA and TVA is railroaded thru, the chances of a five-branch merger will be dead and buried," said an AGVA spokesman.

At a TVA meeting Thursday (13), Heller asked for permission to send a letter already framed to members informing them of the merger plan as presented by George Heller. There were objections because TVA was a trusteeship, not a union. However, permission finally was granted.

The four-page pamphlet which was mailed instead, was not discussed or brought to the floor. The pamphlet, urging vote yes for AFTRA, was signed by Alan Bunce, Staats Cotsworth, Leon Janney, Virginia Payne, Nelson Case, Vinton Hayworth, Frank Maxwell, Beverly Roberts and Martha Shaw.

AGVA spokesman characterized it as a power play. "These are all AFRA people. Neither AFRA

nor TVA can issue such a pamphlet without being called to account, so they hide behind a committee who will do their dirty work."

N. Y. Pix-Stage Fair for Week

NEW YORK, March 15.—A parade of agents will present themselves for questioning and examination of their books by the American Guild of Variety Artists, starting Monday (17).

The latest action was started by Hal Bongard, head of AGVA's Claims Department and Agency Control, based on charges made against a score of percenters for failure to file booking lists and non-payment of money due under the accident insurance program.

AGVA has charged violations of agreements between itself and some members of Artists Representatives Association, Entertainment Managers Association and Associated Agents of America. Under these agreements all members of these orgs bound themselves to furnish AGVA with booking lists and pay \$1 per person per show to cover the accident insurance.

The following agents have been called in so far: Beckman & Pransky, Morty Curtis, Jack Kalchman, Sim Kerner, Tom O'Connell, Bob Starr, Louis Ricardo, Eddie Ross, Sid Hall, Carleton Eub, Helen Keating and Lew Price. More agents will be called in the following week.

Radio City Music Hall (6,200 seats; average \$132,000) did \$103,000 for its ninth week with "Greatest Show on Earth" plus its house stag show, against \$104,000 the previous week.

Roxy (6,000 seats; average \$87,000) exited with \$68,000 for its third and final week with Dorothy Lamour and "Five Fingers." Bill started with \$120,000 and went to \$72,800. New show has Gloria DeHaven, Noonan and Marshall, Norma Miller Dancers and "Headline U. S. A."

Paramount (3,654 seats; average \$55,000) wound up its two-weeker with \$53,000 for Buddy Lester, Billy Williams Quartet, Georgia Gibbs and "This Woman is Dangerous." First week's take was \$57,000. New bill has Ella Fitzgerald, George DeWitt, Richard Hayes, Al Donahue's ork, and "Boots Malone."

Palace (1,700 seats) finished with \$10,500 for Lauritz Melchior, Jean Carroll, Ben Bluc for the second week after an opener of \$24,000. New bill has Olsen and Johnson, Jose Greco troupe, Jackie Miles on the two-a-day.

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Agents Called By AGVA for Investigations

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Violation Shuts Minn. Nite Spot

MINNEAPOLIS, March 15.—The Minneapolis City Council on Tuesday (14), revoked all licenses of Curley's Theater Cafe for afternoon violation on January 15. In arriving at the decision, the council went to its health and hospitals committee, which on Wednesday (12), gave the owners until Friday to sell out or lose all its licenses, including liquor, beer and cigarettes.

Only votes against the motion to revoke were those of the two aldermen of the ward in which the niteery is located.

Owner of record is Curleys Cafe Inc. with Mrs. Jean Gordon, president, and James Hegg, secretary. Meyer (Makey) Gordon, husband of Mrs. Gordon, was convicted in Minneapolis Municipal Court for selling drinks to customers after the regular 1 a.m. closing time.

Judge Tom Bergin, who convicted Gordon in January, wrote the City Council committee he thought the violation was not willful. The city ordinance demands license revocation for willful violations. Judge Bergin later said he was sorry he sent letter, but didn't withdraw it.

Given time by the committee to find a buyer and salvage what was termed a "one-hundred-thousand-dollar investment," Mrs. Gordon proposed Oscar Rubinsky, former cigar store and billiard parlor owner. Police cleared him for a license but the City Council action Friday now leaves the liquor permit fair game for anyone.

Curley's niteery long has been a major loop entertainment spot here.

Convict Ops Of St. P. Club

ST. PAUL, March 15.—Henry Green, owner, and Edward Cooper, bartender of Flame Night Club in St. Paul downtown, were convicted Friday (14), of selling liquor to minors.

Club faces revocation of all its licenses. Green and Cooper face penalties of \$100 fines or 90 days in jail each.

In event City Council revokes Flame's licenses, Greene may reapply for permits after 30 days, but must pay full license fee again if it is granted to him.

Both Green and Cooper denied they sold liquor to minors. Green testified he had done everything possible to keep minors out, posting signs on doors and inserting info into newspaper ads.

'NAZI SUB HERO' GETS IRON GATE

MIAMI, March 15.—Here's one comic who's going to confine his acting to a stage from now on.

Don Tannen, a nitery dialectician, got picked up here Tuesday (11) by border patrol officers when he was overheard kidding a telephone operator with his pet routine, an impression of a Nazi submarine commander.

Incident occurred in the local railroad station upon Tannen's return from a stint at Palm Beach, Immigration officers, on duty at the terminal, heard the heavy-accented voice and made Tannen sweat it out for a half hour until he proved it was all an act.

Ciro's Closed As Miami Hits The Doldrums

MIAMI BEACH, March 15.—Ciro's shuttered Wednesday (12) after creditors filed an involuntary petition in bankruptcy action against the Ciro Operating Company, headed by Maurice Pollock and Sandy Scott. The action followed a suit filed earlier this week by a New York corporation in an attempt to collect a \$25,000 promissory note secured by a second mortgage.

Federal Judge John W. Holland named L. M. Gerstel receiver of the nitery. Gerstel said he may reopen the club in about a week, but wasn't quite certain upon continuing operation until the end of the season. During the past week, with Harry Richman heading the bill, business was way off. Seventy-two patrons were counted for Sunday night's dinner show. Copa City immediately booked Richman to follow the Ritz Brothers. Richman will be backed by Mischa Auer, the Blackburn

AGVA Weighs Ban on Free DeeJay Slots

Foster Proposal Would Cost Up to \$1,500 in Penalty

NEW YORK, March 15.—An effort to ban members of the American Guild of Variety Artists from appearing on disk jockey shows coming from restaurants and night clubs with fine for violators, was made last week by the AGVA executive board.

The original proposal made by Phil Foster, board member, was to fine first offenders \$1,000; second offenders \$1,500 and a six-month suspension for third offenses. Foster charged that while in Miami he was forced to appear on many deeJay shows as a condition of his employment and therefore proposed the rule.

The board, while agreeing in principle, didn't go along on the punishment. The resolution sent to all national board members for a referendum, says that AGVA members will not appear on a deeJay show broadcast from restaurants or any other place in AGVA jurisdiction without receiving the AGVA minimum salary.

If the national approves the rule, teeth will be given it.

Twins and Pam Cavan, and the Muschinos.

Box office is off all along the line in Miami Beach and Miami night spots. Only club that picked up this week was the Bearheart, which has just inaugurated a low price, burlesque and striptease policy. Ops announced that week-end business was heaviest since club opened in December. Hotel rates take a dip today (22) and the reduction is expected to bring in a flock of new vacationists, meaning fresh nitery customers.

Extra Added

New York

Joey Bishop, current at the Latin Quarter, had a series of options picked up that will keep him at the club for seven weeks.

Bill Miller will open his Riviera April 22 with the Ritz Brothers. . . . Palace will go dark for two weeks after Olsen and Johnson show. Will then open with Betty Hutton. . . . Major offices culling their lists and releasing acts who they believe have limited possibilities. . . . Hal Bongard's wife and child won the TV-er "Live Like a Millionaire."

Chicago

Sammy Walsh, back in town after two weeks in Boston, will rest for a few days before continuing his road tour. . . . Mae Murray, mentalist, who has been working club dates thru the Midwest, leaves here April 10 for New York, then planes to Havana for 10-days, returning in Chicago late in the month. . . . Carol Bruce, who returned to the William Morris office last week, plays her first date for the org at the Chez Paree here starting March 21 for two weeks. . . . Sonny Mars renewed for two weeks at Vine Gardens.

Hollywood

Bob Williams and his dog, Red Dust, set for Paramount's "Stars Are Singing." . . . Liberate may play a composer in Tony Martin's next for RKO, "A Song Forever."

Henny Youngman will do a comedy part in Metro's "Plymouth Adventure." . . . Ex-burly and vaude comic Siata Martin plays a character part in "The Story of Will Rogers."

Philadelphia

Sophie Tucker inked in for the March 20 week at the Latin Casino. . . . Dave Stoper adds a week-end policy of entertainment at his suburban Kennett Square (Pa.) Hotel. . . . Eddie White signed with Tony Phillips and Will Weber, with the first date at Phillips' Lexington Casino here, a week-end stand at the Buena Vista makes his first nitery stand in this town in March at Lee Guber's Rendezvous.

Paisley Norman is the new manager at the Latin Casino, with Jack Fink upped to general manager. . . . Station WIP shifted its "Kitchen Kapers" audience participation quiz show, emceed by Mae McGuire and Johnny Wilcox, from Palumbo's to the Latin Casino. . . . Herman Comroz, co-owner of the Powelton Cafe, is West Philadelphia ticket chairman for the Lions' Club annual spring show.

Mervin Shiner will head new Camel Caravan unit which will head overseas after playing a few dates at home. . . . William Greenfield is taking over the darkened Carmen Theater from Samuel Stifel. The new policy calls for no more stagshows. Tower Theater, Camden, N. J., also becomes a straight filmer. . . . Ed Keiner will reopen the Club Ebony.

Billy Kretschmer, clarinet-playing knifecatcher of Jim Sektion, will bring in a series of guest stars for one-night stands to sit in with his unit this month, featuring up Bobby Hackett, Bud Fretting. (Continued on page 53)

Detroit Pic Spot Shifts to Shows

DETROIT, March 15.—The Broadway-Capitol, operated by the Independent Saul Korman Circuit as a second and subsequent-run movie house, is making a bid for the big-name stage shows for the first time in many years, with Tommy Dorsey and his band set to open March 21. Show will have three independent acts, including Radcliffe and Rogers, the Kanazawa Trio, and a third one to fill.

Bookings were set thru the Mike Falk Agency, with Pee Wee King of "Slow Poke" fame, tentatively set for the week of May 7. Deals are under way for other band attractions to follow, typically such shows as "Jazz at the Philharmonic" and Lionel Hampton. Bookings are understood to have been made upon the usual percentage and guarantee basis.

The policy will be spot shows, depending on availability and suitability—similar to the policy at both the Fox, operated by National Theaters, and the Michigan, operated by United Detroit, a Paramount affiliate. If successful it will give the city three downtown houses bidding for shows for the first time in years—even the no day-and-date bookings are anticipated. Recent shuttering of the Paradise—now a church—shut off one outlet for names, although the house played only Negro talent.

All booking for the Broadway-Capitol is being handled by the house manager, Weldon Parsons.

2-a-Day Vaude At Chi Palace?

CHICAGO, March 15.—Probability that the Palace Theater here would go into a two-a-day vaude, oley or house legit shows became stronger this week when it was learned that RKO was seriously considering relinquishing its lease on the large Loop house and the Eitel Corporation, which owns the theater, would avoid a pic policy in the future.

Theater has remained shuttered for several months, last housing the "Gentlemen Prefer Blondes" musical. A planned re-opening on a straight film policy was halted by union difficulties, but these have since been resolved. The RKO Grand has reopened with first-run pictures, but the Palace is still dark.

Two vaude packages, one headed by Betty Hutton, the other by Lucille Ball and Desi Arnaz, have apparently fallen thru, which has just about decided RKO to drop its lease.

Olsen-Johnson Set for Chez

CHICAGO, March 15.—With the current Lenny Kent bill receiving business, Dave Halper, Chez Paree op, this week landed the Olsen-Johnson package for a two week stand starting April 11, and it appeared certain that Jimmy Durante would be in about June 13 after his Palladium appearance.

To fill in between the Kent closing and the Olsen-Johnson opening, Halper set a two-week run for Carol Bruce, Cy Heaves and Son and Sonny starting March 21.

Brian Farnon and a 7-piece orchestra took over the Wednesday thru Sunday period this week, supplanting Cee Davidson, who heads for Las Vegas where he will do location work. Phil Levant will handle the Monday and Tuesday relief nights, succeeding Benny Sharpe.

AGVA Agent To Appeal Ban

NEW YORK, March 15.—Jerry Rosen, indie agent, who had his franchise revoked by the American Guild of Variety Artists, will appeal the decision to the Arbitration Association of America. According to his attorney, Rosen said that pending such decision, he will be permitted to operate as a fully franchised agent.

AGVA disagreed. It ruled that while he can stay in business until a decision is handed down, he cannot sign any additional acts. The revocation was caused by a charge that Rosen conspired with his wife, Ruth, to have performers sign personal management contracts in addition to his exclusive agency AGVA contract. The case came to a head when Orson Bean, a Rosen act, sought a release.

Night Club-Vaude reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 53. Radio-Television Reviews on pages 10 and 11.

Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sales secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

Sides in Current Release

Because of the lack of consistency with which each of the six record companies under consideration issue new releases, individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

Table with columns: Publisher and Total Number of Sides for Week per Label, TUNE, ARTIST AND LABEL. Lists various records from ABC Music, Acuff-Rose, Alamo, Amer. Acad., Amer. Music, Berlin, Bourne, Bregman, Wood-Cohn, Canadian Music, RCA 2, Central, Chappell, Chatsworth, Crestwood, Diane, Disney, Dorsey Bros., Duchess, Feist, MGM 2, Forster, General Music, Goday, M. Goldsen, Harman, Harms, RCA 1, Frank, Jennings, Herbert, Hill & Range, Hillside Music, Hollis, The Hus, Kassner, Laurel, Lear, Leeds-Duchess, Liedtke Chase, Jon, E. H. Marks, Mayfair, Miles, Mills Music, Monette, Music Producers, Northern, Peer Int., Remick, Republic, Ridgeway.

Introducing—New BB Chart For Music-Record Industries "Scoreboard" of Disking Activities Is Unique Weekly Pubber Service

Continued from page 1

radio, films, television, or in-person plugging has long been regarded as insignificant in the creation of big sheet music sellers and big performance tunes. To supply music men with a tally of their own performance as far as ability to get records is concerned, as opposed to their competitors' efforts in the same direction, the "Record Scoreboard" will run in two parts. Part one will show the current records on the various labels secured by publishers. This report includes full information including the names of artists making the records. Thus this section of the Scoreboard is the qualitative evaluation, showing not only how many records a publisher has gotten, but by whom... whether he

got a Patti Page or a Joe Nobody platter. The second section of the Scoreboard is a quantitative, rather than a qualitative study. It merely shows how many records (without indicating artists who made the records) each publisher has received from the arbitrary starting date of January 1, 1952 thru to the present. In the cases of both the current and the first-of-the-year-to-date reports, however, records are broken down into popular, folk (country & Western) and rhythm and blues categories. Record men, too, will find valuable data in the Scoreboard, particularly with reference to the number of sides released by each company, each week, and for the year to date. Here, too, disks are

categorized pop, folk and rhythm and blues. The kick-off Scoreboard brings to light several interesting facts. For example the Feist-Robbins-Miller-Lion group (MGM owned) secured the greatest number of disks for the week, a total of seven between the four firms. Next was Acuff-Rose with six; the ABC-Bourne duo with five, including a Patti Page; the American Academy-Mills firms with five; Shapiro-Bernstein with a like number. Recapping all disks for all publishers back to January 1, the MGM foursome again comes out a strong leader. The quartet of firms accumulated the handsome total of 81 records since the first of the year, with Robbins getting 35, Feist 43, and Miller and Lion six each. Also strong are the Hill & Range (Jean and Julian Aberbach) operations with the H & R company, plus only two of their other affiliates, Aberbach, Inc. and Alamo accounting for 48 platters since January 1. Acuff-Rose and its companion company, Milene, racked up 43 platters since the year's beginning. Both the Hill & Range and Acuff-Rose operations, of course, do quite handsomely in the folk field, though their pop representation is strong too.

House Unit to Hear Diskers on March 21

Manufacturers to Discuss 3 Suggestions For Revision of Present Royalty System

WASHINGTON, March 15.—The fate of suggested revision of the existing statutory disk royalties system (The Billboard, March 15) will be balanced heavily by testimony from the disk manufacturing industry next Friday (21) at a public hearing before the House judiciary sub-committee on copyrights, patents and trade marks. The hearing was originally slated for Thursday (13), but was deferred to next week because of the short notice given to manufacturers. Unable to reach a vote on the Bryson-Kefauver juke box copyrights bill in its present version, the sub-committee has asked the disk manufacturers to submit testimony on the following three alternative suggestions:

mittee were sent to major diskeries inviting them to present testimony March 21. The diskeries also will be given an additional seven days after that to file any supplementary remarks, and presumably the sub-committee headed by Rep. Joseph Bryson (D., S. C.) will resume executive session deliberations on the issue in April.

Testimony will be limited solely to diskeries, a sub-committee spokesman said, pointing out that "all other parties have given their testimony and the record on that score is closed." Celler, who himself strongly favors the Bryson-Kefauver Bill in its present form, sent invitations to the following to testify or be represented at next week's hearing: Decca Records; Glenn E. Wallichs, Capitol Records; John W. Griffin, Record Industry Association of America, Inc.; Kenneth E. Raine, Columbia Records; Paul A. Barkmeier, RCA Victor Records; and Frank B. Walker, MGM Records.

(1) Eliminate the entire compulsory license provision in the present copyright law "and leave the parties to private royalty agreements as to copyrighted musical compositions in the manufacturing of the record." (2) raise the present 2-cent statutory royalty on disks "to an appropriate figure" or (3) establish a special juke box-use label for disks to allow for a still-undetermined statutory royalty rate payment which would be higher than the existing 2-cents-a-side fee for all. This third alternative, in contrast to the present system which makes no distinction between home-use and commercially used records, would alter Section 1 (E) of the Copyright Act of 1909 to read as follows:

The diskeries already have gone on record at prior hearing sessions as strongly opposed to the Bryson-Kefauver Bill to end the copyrights exemption on juke boxes. Raine, speaking on behalf of Columbia, RCA Victor, MGM and Decca, at the first hearing session in October, voiced opposition to any legislation which would hike the cost of disks. He told the sub-committee that coin machines were "important and substantial users of popular phonograph records" because of the public's wide interest in this kind of entertainment, and because coin machines introduce new, popular music."

"The public reproduction or rendition of a musical composition by or upon a coin-operated machine shall be deemed a public performance for profit if a fee is charged for admission to the place where such reproduction or rendition occurs. If no such fee is charged, such reproduction or rendition shall also be deemed a public performance for profit by the operator, unless the playing time of the composition is four minutes or less and if the part of the instrument (hereinafter in this sub-section called 'the record') serving to reproduce mechanically the musical composition is distinctively and permanently marked in a manner visible while such record is in such machine, as intended for use in coin-operated machines, and if a royalty of one-cent for each musical composition reproduced by the record so marked shall have been paid by the manufacturer thereof to the copyright proprietor." After this week's originally scheduled hearing the sub-committee has suggested new alternatives to the Bryson-Kefauver Bill was called off, letters signed by Chairman Emanuel Celler (D., N. Y.) of the full House judiciary sub-com-

cast Ludlow and Porgie. These pubbers, and others, are presently willing to go along TV deejay outfits in order to get plugs for their tunes and to permit the TV-film companies to get started in the business. Major question to be decided is whether the firms making films for use with records are "synchronizing" the music with the action. Music business lawyers claim that it is synchronization and that usual sync payments should apply while the TV-film outfits claim that the disks are background music, not synchronized. Meanwhile many publishers are willing to go along with the infant industry.

Capitol Readies Concert Tour Of Top Stars

NEW YORK, March 15.—Capitol Records is now preparing a concert package of its top disk artists to play a series of 35 to 40 one-night stands this fall. The package, which will play arenas and auditoriums, is intended to feature singers, an orchestra, a small combo, etc., mainly in the pop field. In addition to this package, the firm is also working on another unit featuring country and Western stars who will play thru the country market.

The idea behind the Capitol concert package move is that this (Continued on page 52)

Pubbers Co-Operate in New Video Film Field

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platters for sound say that the top price now being paid is \$50 per song, but that it is merely a token payment. Some pubbers have asked for and received a much higher fee in such machines, as intended for use in coin-operated machines, and if a royalty of one-cent for each musical composition reproduced by the record so marked shall have been paid by the manufacturer thereof to the copyright proprietor."

Among the pubbers who have given some of their songs gratis are Cosmic, Folkways, Tempo, Chappell, Goday, Rush, Broad-

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ASCAP Now Actively Sees New Pubber-Distribution Plan

"More Automatic System" Desired As Result of Southern Music Case

By PAUL ACKERMAN and BOB ROLONTZ

NEW YORK, March 15.—It is now apparent that the American Society of Composers, Authors and Publishers is seeking to devise a new publishers distribution system, or at least introduce into the current system such revisions as may be necessary to quiet the constantly increasing complaints. The decision to revise the distribution system is a direct outgrowth of the Southern Music availability case, followed closely for months in The Billboard. That the Society is now seeking a new method was not publicly acknowledged at press time, but was indicated in correspondence to certain new publisher members who have recently been seeking availability ratings.

A segment of such correspondence, from the Society to a publisher apropos the latter's availability rating, reads as follows: "The whole matter of availability is currently under study, with the hope that a system may be devised that will be more automatic and eliminate as far as possible the committee's appraisal of individual catalogs. When they have reached their conclusions, the publisher membership will be fully advised."

This statement is regarded as of utmost importance. As already indicated, it implies a desperate admission by the Society that some of the intangible factors in the concept of availability must be discarded in the hope of achieving a yardstick which would be more automatic, or at least supply a mathematical

measure of some kind.

One ASCAP exec, who has expressed the belief that the Southern decision would be changed by the introduction of new evidence, stated that the entire matter (availability, publisher distribution) is in the hands of the ASCAP law department. In the event a new system is arrived at, and it is considered likely that something must be arrived at in view of the pressures and strains introduced into the picture by the Southern decision, then what, it has been asked, happens to the old catalog ratings? (One publisher close to the picture stated the new system would not necessarily involve a serious disruption of present catalog standings, and "would not be retroactive." He added that the new, or revamped, payoff system would have performances as its backbone, but would also take into consideration the following: Whether the publisher is stable, or a fly-by-night operator; how long the publisher is in business; whether he "uses the one against the other" (that is, play off ASCAP against Broadcast Music Inc. and vice versa); and whether publishing is the individual's vocation or avocation.

This publisher also pointed out that the new method, when it is arrived at, would be received more kindly by the younger crop of publishers... the kind of publisher whom ASCAP feels must be kept happy, and kept away from BMI, "ASCAP," he said, "is softening up in this regard and realizes it must encourage the publisher who has grown up in the business."

What has actually happened in the past six months may be stated briefly: The old ASCAP publisher distribution system, once it was exposed to the new machinery provided for in the revision of the Consent Decree, fell apart. This new machinery, of course, was the arbitration panel whereby dissident publishers could seek final recourse if not satisfied with the ASCAP ratings.

Record Price War Gradually Widens

Spreads Slow to Other Eastern Cities, With Retailers Unable to Avoid Situation

NEW YORK, March 15.—The price war on records continued here this week, with more and more retailers kicking up their discounts to the now almost standard 30 per cent off. And the price war spread slowly to other Eastern cities, with a few out-of-town retailers giving discounts due to the nationally advertised New York record war.

However, the additional shops here joined the public price cutters, business was not booming this week as it did the last. As one dealer put it, "The public is getting used to the discount and there is no rush for records. Perhaps because price cuts are general in New York, customers see no need to hasten their normal buying."

Stores outside the city, especially in Westchester and Connecticut, started this week to offer discounts or run sales on disks. Most of the discounts given were not as high as those here, but ranged from 15 to 25 per cent.

In other areas of the country price cutting was not starting, at least among any of the plush shops. In Eastern cities where price cutters had existed locally without fanfare, such retailers intensified their advertising.

LP Situation Varies
The situation for the manufacturers of LP disks varied, depending on the company concerned. The large manufacturers were selling a bit more than usual, the medium-sized firms the same as before and the small indie suffering. The large retailers were ordering only what they needed, which means a concentration on fast-moving items exclusively. But the small shops were ordering very little.

In the midst of all the price cutting a few shops in New York continued as before, selling their disks at the suggested list price and finding little difference in sales. These blithe shop keepers, however, either had a very local clientele due to their years of tradition in the music business, or were uniquely located in crowded gathering places, such as bus terminals, etc.

One fairly large manufacturer of LP records, who has been in the business for the last five years, told The Billboard today that he intended to ask the OPS to allow him to raise his wholesale prices to distributors and dealers. He claimed that the prices of every-

thing in the manufacture of LP disks was going up and that he would have to raise his prices by about 10 per cent.

"This," he said, "should put an end to those rumors that prices can be lowered."

WASHINGTON, March 15.—New York's retail disk price battle had an echo here this week when the Discount Record Shop launched a drive publicizing 25 per cent cuts in prices of all LPs and a "special introductory offer" of any four LP records from four different labels at \$16.88. The shop, located in a well-customered Connecticut Avenue, Northwest section, handles major disk labels.

Decca '51 Net 835G; Shares 21c Under '50

NEW YORK, March 18.—The Decca Records, Inc., annual report to stockholders issued this week shows that the company earned \$835,456 net after taxes on consolidated sales during 1951 of \$19,767,536. This compares with the 1950 net income of \$1,004,177 on sales totaling \$21,785,711. Decca Prexy Milton Rackmil reported that the diskery's operations last year "were generally characterized by a stable rate of sales and earnings."

Decca's 1951 earnings were equivalent to \$1.08 per share on the 776,650 outstanding shares of capital stock. During the previous year net earnings were \$1.09 a share. The report points out that 1950 figures were partially due to the company's entry in the 45 r.p.m. field and that the 1951 decline in sales, coupled with higher labor and material costs, still enabled Decca to maintain a satisfactory operating ratio.

Concerning Decca's recent investment in Universal Pictures, Rackmil reported, "The two companies share interests. They operate in kindred fields, and the experience of the one can make a contribution to the operation of the other. Moreover, joint operations, such as the production and distribution of films for television, may provide opportunities which neither company alone is in a wholly favorable position to grasp."

"Your board," continued the statement, "together with the board of Universal, is at the moment studying the possibilities of combining the functions of the companies to whatever extent may prove appropriate." Rackmil also declared that the increased activity experienced by Decca in the last quarter of 1951 has continued into the current year. The annual report showed current total assets at the end of 1951 of \$9,597,260.

Coral Acquires 1,000 Signature Pop Masters

NEW YORK, March 15.—After months of negotiations, Coral Records this week consummated the deal which gives the label over 1,000 Signature Record masters. Contract was between Coral and Bob Thiele and Anthony Tacetta. Among the artists whose disks will now be released on the Coral label are Ray Bloch, Monica Lewis, Alan Dale, Paul White-

man, Connie Haines, Johnny Long, Lily Ann Carol and Anita O'Day. First release of the new disks will be on April 1. Included in the first Coral release of the Signature masters are Anita O'Day's "Boot Whip," Johnny Long's "Happy Birthday," Ray Bloch's "Espan Harlem," and

the Alan Dale-Connie Haines duet of "Dark Town Strutters' Ball." The Brunswick label will also release sides by Flip Phillips, Ben Webster, Johnny Bothwell and Yank Lawson. Coral will follow with the issuance of 12 LP albums of Signature material at the end of April. The deal signed by Coral is reported to be on a lease basis for a minimum of three years with the diskery having options to continue the arrangement. Thiele and Tacetta, meanwhile have agreed to buy out the interests held in the masters by Phil Neufeld and Ray Bloch. Bloch, incidentally, has a separate waxing pact with Coral.

Music Publishers' Record Scoreboard

Continued from page 15

Publisher and Total Number of Sides for week per label	TUNE	ARTIST AND LABEL
ROBBINS	All I Do Is Dream of You	Zippy Ebron, MGM (p)
Cap 2	C-Jam Blues	Dick Bassman, Cap (p)
MGM 1	Just Friends	Low Daring, Cap (p)
J. J. ROBBINS	Star-Gazing	Muse Waterfall, RCA (p)
RCA 1		
ROBINSON	Life Is a Beautiful Thing	Carole Robinson, MGM (p)
MGM 1		
ROCKAWAY	Rough Riders	Bill Davis Trio, Col (p)
Col 1		
RUSH	Hambone	Francisco Ernie, Cap (p)
Cap 1		
SANTLY JOY	Don't Laugh at Me	Erroy Holmes, MCA (p)
MCA 1		
SCHMIDT	To a Wild Rose	George Shearing, MGM (p)
MGM 1		
SESAC	I've Changed My Mind	Chuck Wayne, Cap (p)
Cap 2	Is Your Name in the Book of Life	Chuck Wayne, Cap, Col (p)
SHAPIRO		
BERNSTEIN	The Butcher Boy	Frankie Yankovic, Col (p)
Col 1	Be Anything (But Be Mine)	Moira O'Connell, Col (p)
MCA 1		
Wini Brown, Mer (p)		
Edly Howard, Mer (p)		
Doc Eiter, RCA (p)		
Doc Eiter, RCA (p)		
SIMON HOUSE	Ev'rytime	Doc Eiter, RCA (p)
RCA 1		
SPITZER	Sineze	Bill Farrell, MGM (p)
MGM 1		
UNITED	Somewhere Along the Way	Tony Bennett, Col (p)
Col 1		
WESTERN MUSIC	I Was Just Walkin' Out the Door	Wade Ray, RCA (p)
RCA 1		

Total Sides for Week, Released by Each Record Company

(P—Popular; F—Folk; R—Rhythm & Blues)

Company	P	F	R
CAPITOL	11 P	3 F	3 R
COLUMBIA	11 P	6 F	3 R
DECCA	5 P	2 F	2 R
MERCURY	14 P	2 F	4 R
MGM	18 P	4 F	2 R
RCA	11 P	4 F	1 R

Total Sides Per Publisher Per Label For January 1, 1952, to Date

(P—Popular; F—Folk; R—Rhythm & Blues)

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS
ABC	Cap 1P Mer 1P	2
ABERBACH, INC.	MGM 2F	2
ACUFF-ROSE	Cap 1P, 2F Col 1P Dec 2P, 1F Mer 3P MGM 4P, 15F, 1R RCA 2P	35
ADVANCED	Cap 1P Col 1P, 2P Dec 1R MGM 3P RCA 2P	10
GEO. ADAMS	Dec 1P	1
ADAMS-VEE & ABBOTT	Col 1P	1
ALAMO	Cap 2P Col 1P Mer 1P MGM 1P, 1R	6
ALGONQUIN	Cap 1P Col 3R Dec 1P MGM 2P RCA 2P	7
AMERICAN	Cap 4P	5
AMERICAN ACADEMY	Col 1P Dec 1P MGM 1P	3
ARCH	RCA 1F	1
ARDMORE	Cap 7 Mer 1P RCA 1P	9
ARGYLE	Mer 1P, 1F, 2R	4
ARMED	Mer 1P	1
ARROW	RCA 1P	1
BASS	Cap 3P Dec 1F Mer 3P RCA 1P	6
BARNES & PEPPER	Cap 1P	1
BASSMAN	Mer 1P	1
BAYES	MGM 1P	1
BEECHWOOD	Cap 2P, 2F	4
BENNY BELL	Mer 1P	1
BERLIN	Cap 1P RCA 2P RCA 2P	4
BIRD	Cap 3P	1
BIG "D" MUSIC	Col 2P	2
BISHOP	Dec 1P MGM 1P	2
MARTIN BLOCK	Mer 2P MGM 1P RCA 1P	6
BEN BLOOM MUSIC	Col 1P Dec 2P RCA 1P	4
BLUE CHIP	Cap 1P	1
BLUE RIBBON	Cap 2P	1
BLUE RIVER	Dec 1F Mer 1P RCA 1P	4
BOURNE	Cap 1P	1
BOURNE	Cap 10P Cap 3P Dec 8P Mer 2P MGM 2P RCA 3P	28
BOX & COX	Dec 1P MGM 1P RCA 1P	5
BREGMAN, VOCCO, COHN	Cap 3P Dec 3P Mer 1P MGM 3P RCA 1P	11
BADNER	Cap 1P	1
BROADCAST M. I.	Cap 2P Col 1P Dec 2P, 3R MGM 1P RCA 3P	10
BROADWAY	Mer 1P	1
BULLETT	Cap 2P	2

(Continued on page 18)

See Pages 49-50 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.

An OPEN LETTER to ALL RCA VICTOR DEALERS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

485 FIFTH AVENUE
NEW YORK 20, N. Y.



PAUL A. BARKMEIER
VICE PRESIDENT
IN CHARGE OF
RCA VICTOR RECORD DEPARTMENT

March 14, 1952

TO ALL RCA VICTOR RECORD DEALERS:

Recently a New York record retailer is reported to have stated that "powers that be" among record manufacturers have indicated record prices are too high and that I intend to reduce them.

We do not know the basis for this statement. We can only speak for ourselves, and RCA Victor record dealers are entitled to have the facts as we know them;

1. RCA Victor record prices are not too high. Despite the fact that material and labor costs have risen substantially during the past year, RCA Victor has not increased record prices.
2. RCA Victor has no intention of reducing record prices. It is not economically possible to do so and still adhere to our standard of unsurpassed quality achieved during fifty years of experience in development of recording technique. RCA Victor has never sacrificed quality and has no intention of doing so.

We know that RCA Victor dealers share our pride in both the outstanding artists who record for RCA Victor and in superior quality of our recordings. This applies not only to such magnificent music as played by the NBC Symphony Orchestra under the baton of Maestro Arturo Toscanini but to every RCA Victor record.

The RCA Victor catalog of fine music performed by the world's greatest artists is internationally renowned. There is no substitute for recordings by these great artists. Our trademark -- "His Master's Voice" -- is recognized everywhere as a symbol of quality in all classifications of recording. We intend to keep it that way.

Your interest and confidence in RCA Victor is sincerely appreciated. We shall endeavor to maintain in every possible way that trust. Our objective is to service the American public with the finest records presented for sale through you as an RCA Victor dealer. This is the policy we have followed ever since Caruso first sang into a horn to record his immortal voice on RCA Victor records. Our policy is to continue this splendid relationship and we shall not break the faith.

Sincerely,

RADIO • TELEVISION • TUBES • "VICTROLAS" • RECORDS • ELECTRONICS
* VICTROLA TRADE-MARK REG. U.S. PAT. OFF.

CLYDE McCOY

"AMERICA'S MOST IMITATED TRUMPETER"

Smash HIT!

THE HELLS BELLS



#1986

Music Publishers' Record Scoreboard

Continued from page 16

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER ALL LABELS OF SIDES
BULL'S EYE	Cap 1P Dec 1P MGM 1P RCA 1P	4
BURKE, VAN HEUSEN	RCA 1P	1
CAESAR	MGM 1P	2
CAMDEN	Cap 1P	1
CANADIAN MUSIC SALES	RCA 3P	3
CARAWAN	Mer 1P	1
CARLYLE	Col 1P	1
CARSON	MGM 1P	1
CATRY	Cap 1P	1
CENTRAL	RCA 1P	10
CENTURY	Cap 1P	1
CHAPPELL	Cap 2P Dec 2P Mer 1P MGM 3P RCA 2P	11
CHARLING	MGM 2P	2
CHART	Mer 1P	1
CHATSWORTH	Cap 1P	1
CHERIO	Dec 1P Mer 1P	2
CHRISTOPHER	RCA 1P	1
CLAIRBORNE-DAVIS	RCA 4R	4
COLONIAL	MGM 1P	1
COMET	Cap 1P	1
COMMODORE	Cap 1P	1
COSMIC	Cap 1P RCA 1P	2
CRAWFORD	Dec 1P Mer 1P MGM 2P RCA 1P	5
CRESVIEW	Cap 1P	1
CRESTWOOD	Cap 1P RCA 3P	4
CROMWELL	MGM 1P	1
DARTMOUTH	Cap 3P MGM 1P	5
DAVIS	RCA 1P	1
DAYWIN	Col 1P	1
DESYLVA, BROWN HENDERSON	Cap 1P Col 1P Dec 2P RCA 1P	5
DIAME	Cap 1P	1
W. DISNEY	Cap 1P Dec 1P Mer 1P RCA 1P	7
DORNIX	Dec 1R	1
DORSEY	Cap 1P Dec 2P	3
DRAKE	Dec 2P, SR	9
DUCHESS	Mer 2P Dec 1P MGM 1P	6
ELKAN-VOGEL	RCA 1P	1
ELLIOTT	RCA 1P	1
EMBASSY	Cap 1P	2
ESSEX	MGM 1P	2
REDD EVANS	Cap 1P Dec 3P RCA 1P	5
EXCLUSIVE	RCA 1P	1
FAIRWAY	Cap 1P, 4F	6
FAMOUS	RCA 1P Cap 1P Dec 5P, 1F Mer 1P	9
FARGO	RCA 1P	1
FEEST	Col 1P Dec 1P Dec 10P, 1F, 1R Mer 6P, 1F MGM 4P RCA 3P	34
FIESTA	RCA 1P	1
FILMORÉ	RCA 1P	1
FINDURGH	Cap 1P Dec 1P	2
FISCHER-LAINE	Dec 1P	1
FISHER-MONROE	Cap 1P	1
FRED FISHER	Col 1P	1
FOLKWAYS	Col 1P Dec 2P	3
FORREST	Dec 2P, 6F	8
FORSTER	Cap 1P Mer 1P RCA 1P	4
FOSTER	Dec 1P Mer 1P	2
FOWLER	RCA 1P	1
FOX	Dec 1P MGM 1P	2
FRANCE	Col 1P	1
FRANK	Dec 1P Mer 1P	2
GALA	Cap 2P	2
GALE & GAYLES	Cap 1P	1
GALLICO	Cap 1P Col 1R Dec 2P, 1R RCA 1P, 1F	7
GENERAL	RCA 1P, 2R	3
GOODY	Cap 1P Col 3R Dec 1P, 1F MGM 1R	7
GOLDEN WEST	Col 1F	1
GOLOWMARK	Cap 1P Dec 1P RCA 1R	3
GOLDSEN	Cap 1P	1
GRANNYWHITE	Dec 1P	1
HALSEY	Dec 1P	1
HARDY	Col 1R	1
HARNA & CO.	Col 1P	1
HARMAN	MGM 1P	1
HARMS	Cap 1P Dec 1P Mer 4P MGM 2P RCA 2P	15
T. B. HARMS	MGM 2P	2
HARVEY BROOKS	RCA 1R	1
HAWTHORNE	MGM 1P	1
HENNING	Mer 1P, 1R	2
HENNING	MGM 1P	1
HERBERT	MGM 1P	1
HILL & RANGE	RCA 1P Cap 1P Col 2P, 4F Dec 4P, 2F Mer 1P MGM 3P, 4P RCA 5P, 5F	40
HILLSIDE	Dec 1P RCA 1P	2

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS
HOLLIS	Cap 1P Col 1P Dec 2P RCA 1P	5
HOLLYWOOD	Cap 1P	1
HOWARD	Dec 1P RCA 1P	2
HUB	Cap 1P Dec 1P RCA 1P	3
HUBERT	Col 1P Mer 1P	2
INTERNATIONAL	RCA 2R	2
JEFFERSON	Dec 1P	1
JEROME	MGM 1P	1
JOHNSTONE-MONTEI	Cap 1P Dec 1P MGM 1P RCA 1P	4
KASSNER	Cap 1P Col 1R	3
KELLY-STOOL	MGM 1P Cap 1P Mer 1P	3
KENMORE	MGM 1P	1
KIRBY SMITHE	RCA 1P	1
LAUREL	RCA 1R Cap 2P Col 1P, 1R Dec 3P, 1R Mer 2P MGM 1P RCA 2P	13
ERNE LEE	Mer 1P	1
LEAR	Mer 1P	1
LEEDS	Cap 4P Dec 3P Mer 1R MGM 1P RCA 3P	12
LINCOLN-CHASE	Dec 1R	1
LINDLEY	RCA 1P	1
LION	Cap 1P Col 2P Dec 1P Mer 1P MGM 1P	6
LOWBARDO	Dec 1P	1
LONDON	RCA 1P	1
LUDLOW	Dec 1P	1
LUE RIVER	RCA 1P	1
LYNN	MGM 1P	2
MALABAR	Cap 1P RCA 4R	5
MANNERS	Dec 1P	1
MARKS	Cap 2P Dec 2P Mer 3P MGM 3P RCA 3P	11
MARLO	Mer 1P	1
MARPPET	Cap 1P	1
MARTIN	RCA 1P	1
MASSEY	Dec 1P RCA 1R	2
MAURICE	Dec 2P RCA 1P	3
MAYFAIR	Cap 1P Col 1P Dec 1P Mer 1P MGM 1P	5
MAYPOLE	Cap 1P	1
MELLOW	Dec 1P	1
MELROSE	Dec 1P	1
MERIDIAN	Cap 2P	5
MERTON	Col 1P Dec 1P MGM 1P	3
MIDWAY	Cap 1P Dec 1P, 1R Mer 1P MGM 1P	5
MILENE	Cap 1P Col 1P Dec 1P Mer 1P, 1F	8
MILLER (MGM)	Cap 1P Mer 1P MGM 3P RCA 1P	6
MILLER, BOB	RCA 3P	3
MILLS	Cap 5P Col 1P Dec 1P, 1R Mer 4P, 1R MGM 1F RCA 4P	27
MILLS-LESLIE FISHER	MGM 1P	1
MODERN AGE	RCA 1R	1
MOGULL	Cap 1P	1
MONTELE	Dec 1P	1
MONTAUN	Dec 1P MGM 1P	3
MOOD	RCA 1P Cap 1P	2
MORRIS	Cap 1P Dec 1P Mer 1P MGM 3P RCA 2P	15
MOVIEZONE	Dec 1P Mer 1R MGM 2P	4
MUSIC PRODUCTIONS, INC.	Cap 1P	1
MUSCARANA	Cap 1P	1
MUTUAL	Col 1P	1
NORTHERN	Dec 2P, 4R RCA 1P	7
OLETTE	Cap 1P Col 1P Dec 1P Mer 1P MGM 1P	6
OKEEFE	RCA 1P	1
OLD CHARTER	Dec 1F	1
OLIVER-JACOBS	Dec 1P	1
OXFORD	Cap 2P	4
PARAMOUNT	MGM 2P	1
PARK LANE	Cap 1P	1
PARLIAMENT	RCA 1R Mer 3P, 1F RCA 1P	6
PAXTON	Cap 1P Dec 1P, 1F	8
PEER	Dec 3P MGM 1P RCA 1P Cap 5P, 6F Col 1P, 1F Dec 2P, 4F Mer 2P, 2F	39
PENORA	MGM 1P RCA 3P, 1F	3
PICCADILLY	Col 1P Mer 2P	3
PICKWICK	Dec 1P RCA 1P, 1F	6
PIEDMONT	Dec 2P Mer 3P MGM 1P RCA 1P	1

(Continued on page 22)



DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



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.
16	WONDERING NEW SILVER BELLS	Webb Pierce	46364*
14	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY	Ernest Tubb and Red Foley	46387*
20	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
10	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK BRIDGE	Ernest Tubb	46389*
9	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY	Webb Pierce	46385*
66	JUST A CLOSER WALK WITH THEE STEAL AWAY	Red Foley	14503*
20	ALABAMA JUBILEE	Red Foley	27810*
1	**THEY LOCKED GOD OUTSIDE THE BROWN CURTAIN I CRIED AGAIN	Jim Laney	46403*
19	IT IS NO SECRET He Bought My Soul At Calvary	Andrews Sisters and Red Foley	14556*
3	SOMEONE TO CARE I WON'T HAVE TO CROSS JORDAN ALONE	Jimmie Davis	14596*

SEPIA

3	PEACE IN THE VALLEY NEAR THE CROSS	Sister Rosetta Tharpe with Anita Kerr Singers	48279*
7	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT	Arthur Prysock	27871*
2	I'M GONNA JUMP IN THE RIVER 'TIL MY BABY COMES BACK	Buddy Johnson	27947*
4	LOUISVILLE LODGE MEETING WDEK, BABY, WORK	Louis Jordan	27969**
3	I HEAR A RHAPSODY Am I To Blame	Arthur Prysock	27978*

*Also available in 45 RPM (add prefix '4' to record number)
**Another Decca "Best Seller" makes the "Best Seller" list this week!

BEST BETS

... the coming hits as indicated by actual sales.
Stack these fast-moving Decca Records now.

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	ARTIST	DECCA NO.
2	1	YOU'RE NOT WORTH MY TEARS High and Dry	Mills Brothers	28021*
5	2	WISHIN' Goodbye Sweetheart	Russ Morgan	27975*
3	3	FOR THE FIRST TIME Play Them Bones	Francis Croig	27937*
4	4	WHEEL OF FORTUNE 'Til All The Stars Fall In The Ocean	Arthur Prysock	27957*
9	5	HONEST AND TRULY One Little Word	Guy Lombardo	27995*
17	6	HONEST AND TRULY All My Life	Ink Spots	27996*
7	7	THE BLACKSMITH BLUES ANY TIME	Sy Oliver with Trudy Richards	27972*
8	8	POOR WHIP-PODE-WIEE WONDERING	Andrews Sisters	27979*
10	9	MOTHER, MOTHER EVERY HOUR	Gordon Jenkins	27933*
11	10	GRANADA COPACABANA	Bing Crosby with the Bando da Lva	27951*
15	11	I'LL WALK ALONE THAT'S THE CHANCE YOU TAKE	Patty Andrews	28038*
—	12	MISTAKES My Castle In Spain (Is A Shack In The Lane)	Al Morgan and Frankie Frobe	28040*
13	13	BEGIN THE BEGINNING BELIEVE IT BELIEVED	Connie Boswell	27945*
—	14	A GUY IS A GUY That Old Feeling	Ella Fitzgerald	28049*
—	15	I WILL NEVER CHANGE The Sweetheart Waltz	Music by Comarata and Dan Cherry	27755*

COUNTRY

5	1	HONEST AND TRULY Warm'd Over Love	Roland Johnson	46405*
2	2	AS LONG AS THE RIVER FLOWS ON THE WALTZ OF THE ROSES	Rex Allen	27952*
3	3	CHARMING BETSY HIGH HEELS	Lone and Oscar	46399*
4	4	SILVER AND GOLD THE SENATOR FROM TENNESSEE	Mardrosk Gunter	46401*
—	5	AN ANGEL IN DISGUISE I'M OLD KENTUCKY BOUND	Charlie Monroe	46406*
6	6	I'M GOING BACK TO BIRMINGHAM DON'T TRADE YOUR LOVE FOR GOLD	Orval Prephet	46404*

SEPIA

5	1	HONEST AND TRULY I Found A New Love	Little Donna Higlowler	48284*
2	2	I HEAR A RHAPSODY YOU PLAYED ON MY PIANO	Helen Humes with Gerald Wiggins	48282*
3	3	WHEN YOU SURRENDER MY FAVORITE CHICK	Larry Cummings	48281*
4	4	I NEVER LOVED ANYONE BUT YOU WORRIED OVER YOU	Joe Medlin	48283*
—	5	SIT DOWN SERVANT OUIE JESUS CARE	Marie Knight	48285*

*Also available in 45 RPM (add prefix '4' to record number)

NEW RELEASES

SINGLES	There Are Just Things	Tommy Dorsey with Gordon Jenkins	I Know What It Means To Be Lonesome	Connie Boswell	Let's Take The Long Way Home	Audrey Elizabeth
That Ever Levin' Bug	What Is Time?	28039*	Someone Stole My Darlin'	28036*	I Hope Tomorrow Never Comes	46404*
Why Worry?	The Peasey Whistle Song	Leroy Anderson	Sincere	Buddy Stark	Sh' Down Servant	Marie Knight
The Gandy Dancers' Ball	Nurse And Buggy	28037*	Be Anything (But Be Mine)	28039*	Ossie Jesus Care	46285*
The Weavers and Gordon Jenkins	Wild Side Of Life	Hurti Dues and Grady Martin	Blow-Top Blues	Lionel Hampton	I'll Never Stop Loving You (So Tired Of)	Lincoln Chase
Around The Corner (Beneath The Berry Tree)	It's So-Long And Goodbye To You	28055*	Midnight Sun	28059*	Waiting	48286*
28051*	Wishin'	Coleman Hawkins				
Hambone	Trust In Me	28056*				
Come What May						
28057*						

*Also available in 45 RPM (add prefix '4' to record number)

A SLEEPER! NOW BREAKING BIG...

DON CHERRY

and MUSIC BY CAMARATA

I WILL NEVER CHANGE

and THE SWEETHEART WALTZ

Decca 27755 (78 RPM) and 9-27755 (45 RPM)

GOT DISK PROBLEMS?

Guam Dealer Waits 4 Mos., Faces Typhoons

NEW YORK, March 15.—Although disk-price-cutting has yet to hit their Pacific outpost, Mary and

Bill Brady, owners of Trade Winds Music in Agana, Guam, face problems unknown to the normal U. S. disk retailer. The Bradys, who are the sole record distributors for the Marianas and Bonins and operate the islands' largest retail outlet as well, are now in New York on a combination business-vacation trip. Mrs. Brady, well known in West Coast record circles, handles the disk side of the operation, while her husband specializes in instruments and sheet music for the firm.

Typhoons constitute only one of the Bradys' problems. During the typhoon season (September thru May), they experience about four of these tropical storms a month. Wind velocity will frequently exceed 100 miles an hour and as much as five inches of rain will fall in a three-hour period. Oddly enough typhoons are named after girls in alphabetical order. Typhoon Ellen, in 1949, nearly leveled the island. The humidity resulting from these disturbances not only creates excessive disk warpage but also causes jackets and albums to fall apart. To combat this, each night the Bradys move all their displayed stock into "hot lockers"—specially constructed cabinets with heating elements.

8,000 Miles Away

Being 8,000 miles from some diskeries and plagued by uncertain shipping, timing and the ability to gauge orders accurately are key factors in this operation. Shipping time runs anywhere from one to four months. Despite this, Mrs. Brady sold 150 copies of "Cold, Cold Heart" before the disk hit The Billboard charts. All orders must be paid for in advance, and breakage has run as high as 100 per cent. The new speeds which are firmly entrenched have been a tremendous boon in this respect.

According to Mrs. Brady, all

POPS DECLINE BUT LH BOOMS

NEW YORK, March 15.—Sales situation at RCA Victor at the present time is virtually the direct opposite of what it was several years ago. At the moment the pop line is in a rather serious sales slump, but Red Seal sales continue at a highly exciting pace. Still racking up far higher than average sales is the "Treasury of Immortal Performances" set of albums in the classical line. To date the series has sold 448,000 albums, one of the highest classical album sales figures in the history of the industry.

RCA Weighs Kidisk Line

NEW YORK, March 15.—RCA Victor is presently studying the advisability of entering the low priced children's record field. Firm has virtually rejected the idea of putting out kidisks to retail at 25 cents, but is now looking into the possibilities of a 39 cent or 49 cent line. Studies are in the preliminary stages and no serious move in this direction is contemplated in the immediate future.

types of records sell well, and the top Statewide artists are also her best sellers. One of the reasons for this is that American G.I.'s and civilians account for a large percentage of Guam's total population of 80,000. Complicating this, however, is the fact that about 80 per cent of the island's population turns over every 18 months. Her stock includes majors as well as many indie labels. In her words, "I'll carry anything that will sell." Retail prices run somewhat higher than in this country, shipping costs accounting for the difference. For example, a pop disk with a suggested list price of 89 cents (including tax) sells for \$1.10 at the Trade Winds. In general, however, these prices are less than found in Honolulu.

B'gman Again A&R Head at King Diskery

NEW YORK, March 15.—Dewey Bergman was this week named pop a.&r. chief of King Records. This marks the second time in recent years that Bergman has held this post. More recently, he was in RCA Victor's a.&r. department. Bergman will take complete charge of the pop recording division of King and has been promised exploitation on his new diskings.

Bergman's new post does not affect Henry Glover's status with the company. He will continue to work in pop, rhythm and blues and country and Western departments, with King prexy, Syd Nathan. Ralph Bass continues to head the Federal r.&b. label and Elliot Lawrence remains pop musical director of King.

King is also starting to release a catalog of pop, semi-classical and classical LP disks. Eli Oberstein, recently pop a.&r. chief for King, is to supply the masters.

J. Gray Looks For Video Show

HOLLYWOOD, March 15.—Jerry Gray, the ex-Glenn Miller scorer who has become a leading orkster as one of the Miller bend bands, has not renewed his pact with MCA, which expired recently. Gray, currently on the CBS webber, "Club 15," is reportedly asking that MCA come up with a TV show for him.

In addition, Gray has talked to Joe Glaser and Bob Phillips, of Associated Booking, and excess of GAC and McConkey Artists' Corporation, asking that they get a TV job for him and they'll get the band pact.

Gray has made a practice of taking out his Decca recording ork when the CBS show shuttered in June for the summer. Orkster would like to make a similar cross-country sweep this year, and is asking agencies to come up with some TV deals, so they can start setting his ork for the summer tour.

Release New Disk On Dog Obedience

CHICAGO, March 15.—A disk on dog-training has just been released by Arthur Barnett. Called "How to Teach Your Dog to Obey," platter features Willy Necker, who has made a career of dog-training and was a lieutenant commander in the Coast Guard War Dog Unit during World War II.



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



from the M.G.M. film "THE BELLE OF NEW YORK"



A HIT! "TRY ME ONE MORE TIME" ROBERTA LEE—DECCA MARGARET WHITING—CAPITOL

AMERICAN MUSIC, INC. 1216 Broadway N. Y. 10019 Sunset Blvd. Hollywood 6, CA 9-7880 CR 1-3754

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

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



more merriment for Easter-Time!

Rosemary CLOONEY

at her most delightful

"EGGBERT, The Easter Egg"

"BUNNY on the RAINBOW"

with PERCY FAITH and his Orchestra 78 rpm Set MJV 131 * 45 rpm Set MJV 4-131

COLUMBIA RECORDS

FOR MUSIC THAT SENDS THEM . . . TO YOU!

Trade Marks "Columbia," "Masterworks," etc. © Reg. U.S. Pat. Off. March 21, 1951

A Smash Hit Everywhere!

Guy **MITCHELL**

**WITH
ORCHESTRA
and CHORUS**

**Under the Direction of
MITCH MILLER**



**"There's a Pawnshop on a Corner in...
PITTSBURGH
PENNSYLVANIA"**

backed by
"A DOLL with a SAWDUST HEART"

78 rpm 39663 • 45 rpm 4-39663



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

BMI Captures 5 Top Tunes On 'Hit Parade'

NEW YORK, March 15.—For the first time in its history, Broadcast Music, Inc., landed the first five positions on the Lucky Strike "Hit Parade." Licensing agency during the past year has been making an increasingly strong showing on both the "Parade" and The Billboard's "Honor Roll of Hits."

On "Parade" Thursday (13) and tonight (the first AM and the latter TV), the first five places were filled in the following order: First, "Slow Poke" (Ridgway); second, "Tell Me Why" (Signet); third, "Please, Mr. Sun" (Weiss & Barry); fourth, "Cry" (Mellow); and fifth, "Any Time" (Hill & Range). On previous week, BMI also held the first five slots—with the tunes in different rank.

On The Billboard's "Honor Roll of Hits," issue of March 15, BMI tunes grabbed six out of the 10 places, altho first place went to "Wheel of Fortune," a Laurel tune licensed by the American Society.

Gilbert Quits Columbia Post

NEW YORK, March 15.—Dick Gilbert this week resigned his post as director of the Masterworks division of Columbia Records. He had held the position for the past two and a half years. The diskery has not named a replacement, as yet, but David Oppenheim, Masterworks recording director, will handle Gilbert's duties. Oppenheim will report to Veepee Goddard Leiberson.

Gilbert has not made known his future plans. Columbia recently named Gilbert McKean as merchandise manager for Masterworks.

Music Publishers' Record Scoreboard

Continued from page 18

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS
PIPER	Cap 1P	1
POEGIE	MGM 1P	2
	RCA 1P	1
POTER	Dec 1P	1
PRESTIGE	Dec 1P	1
PROGRESSIVE	Cap 1R	1
R.F.D.	Dec 1R	2
RALEIGH	Cap 2R	4
	Dec 2P	2
RED RIVER SONGS	Cap 2P	2
REGENT	Dec 1P	3
	Dec 1R	1
REMICK	Cap 1P	33
	Cap 4P	1
	Dec 1P	1
	MGM 2P	1
REPUBLIC	RCA 1P, 2F	2
	Mer 1R	1
RIDGEWAY	Cap 1P	7
	Cap 1F	1
	Mer 2F	1
RIVERSIDE MUSIC	RCA 1P, 2F	1
ROBBINS	Cap 1P	35
	Cap 1P	1
	Cap 1P	1
	Mer 2P	1
J. J. ROBBINS	MGM 9P, 1R	3
	RCA SP, 1F, 1R	1
	Dec 2P	1
	MGM 2P	1
	RCA 1P	1
ROBINSON	MGM 2P	2
ROCKAWAY	Cap 1R	2
ROWCOMB	Cap 1P	2
	Cap 1P	1
RUSH	Cap 1P	4
	Dec 1P	1
	Dec 1P	1
	RCA 1P	1
SANTLY JOY	Cap 1P	7
	Cap 1P	1
	MGM 3P	1
ST. LOUIS	MGM 1F, 2R	6
ST. NICHOLAS	RCA 1P	1
SAMSON	Dec 1P	1
SAVBY	Mer 1P	1
SCHIRMER	Mer 1P	1
SCHUBERT	Cap 1P	1
SCHWIDT	MGM 1P	1
SCHWARTZ	RCA 1F	1
SESAC	Cap 2P	2
SHAPIRO-BERNSTEIN	Cap 1P	21
	Cap 2P	1
	Dec 2P, 1F	1
	Mer 3P, 1R	1
	MGM 4P	1
	RCA 5P	1
SHAWNEE	Dec 1P	1
SHELDON	Cap 1P	1
SIGNET	Dec 1P	5
	Cap 1P	1
SIMON	Cap 1P	3
	Dec 1P	1
	RCA 1P	1

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS
SKIDMORE	MGM 1P	1
SKINNER	Cap 1P	1
SKYDER	Cap 1P	1
SOPHISTICATE	Dec 2P, 1R	3
SOUTHERN	Cap 1P	5
	Dec 1P	1
	Mer 1P	1
	MGM 1P	1
SPA	Cap 1P	1
SPIN	Mer 1P	1
SPITZER	Cap 1P	3
	Dec 1P	1
	MGM 1P	1
STUART	MGM 1P	1
SUPREME	Dec 1P	1
SWING & TEMPO	MGM 1P	1
TACET	Cap 1P	1
LED TALENT	Dec 1P	1
TANMEN	Cap 1F	0
	Mer 1F	1
TEMPO	RCA 2P, 4F	4
	Cap 2P	1
	Mer 1P	1
	MGM 1P	1
TIMELY	Cap 1P	1
TRIANGLE	MGM 1P	1
TUBB	Cap 1F	3
	Cap 1F	1
	MGM 1P	1
UNITED	Cap 1P	1
VALANDU	Cap 1P	2
	RCA 1P	1
VANGUARD	Cap 1P	1
VOLUNTEER	MGM 1P	1
WARASH	RCA 2R	2
WALDO	Dec 1P	2
	RCA 1P	1
WAKELY	Cap 1F	1
WEDDINGTON	Cap 2P	3
	Dec 1P	1
WEILDER-BORER	Cap 1P	1
WEISS-BARRY	Cap 2P	6
	Cap 1P	1
	Dec 1P	1
	MGM 1P	1
WESTERN	RCA 1P	3
	Cap 1P	1
	Cap 1F	1
	RCA 1F	1
WMAE	Cap 1P	1
WHEELER	Dec 1P	1
CLARENCE WILLIAMS	Mer 1R	1
BOB WILLS	MGM 1F	1
WITMARK	Cap 1P	5
	Dec 1P, 1R	1
	MGM 2P	1
M. WIZELL	Cap 1P	2
	RCA 1P	1
WORDS & MUSIC	Mer 1P	1
WORLD	Cap 1P	3
	Cap 2P	1
YANKEE	RCA 1P	1
ZYTH-HARP	Cap 1F	1

Total Number of Sides, January 1, 1952 to Date, Released by Each Label

Label	P	F	R
CAPITOL	163 P	33 F	
COLUMBIA	76 P	31 F	16 R
DECCA	172 P	21 F	22 R
MERCURY	79 P	17 F	9 R
MGM	115 P	36 F	6 R
RCA	112 P	40 F	26 R

* As The Billboard went to press, publisher information on 50 tunes recorded by Decca Labels were not available. These will be included in tabulations beginning next week.



DEAN MARTIN

Sings the year's **HIT** Ballad

"WON'T YOU SURRENDER"

Record No. 2001



Gale Sets "Piano Parade" 50-Date Concerts . . .

A new concert package, "Piano Parade," featuring Errol Garner, Art Tatum, Meade Lux Lewis and Pete Johnson has been set by the Gale Agency for a 50-date concert tour this spring. The package opens its tour in Detroit, April 12. "Piano Parade" is now being set to play a special college tour this fall.

Audio-Master Readies Selected Disk Guide . . .

The Audio-Master Company is preparing a classical and educational record guide to be issued in May. The book will contain a listing of important classical diskings in all speeds as well as recordings in the documentary, dramatic, religious, scientific fields, etc. It is designed for use by librarians, schools, radio stations and for others who are interested in locating hard-to-find records.

Library of Congress Gets Heifetz Collection . . .

Jascha Heifetz has given the Library of Congress a number of autographed musical scores, letters and early editions of musical compositions for public display and study, the Library announced this week. "Hora Staccato's" original manuscript, made famous by Heifetz and his violin, is included. Also on display in the Heifetz exhibit at the Library is a letter from George Bernard Shaw, commenting on a concert by the violinist.

Jane Froman Records 4 Sides for Capitol . . .

Jane Froman, recently signed by Capitol Records, will cut four sides for the diskery this Sunday (16). Session will be conducted by Dave Cavanaugh. The chanter last recorded for Decca Records.

Decca Opens New Branch in Peoria, Ill. . . .

Decca Records, effective April 1, will open a new branch distributing office in Peoria, Ill. with Carl Wayne, who has been covering the Northern Indiana territory out of the Chicago office taking over as manager. Initial shipments from the branch start April 1.

New York

Frank Sinatra will appear at the Paramount Theater starting March 26, along with the New York premiere of his latest flick, "Meet Danny Wilson." . . . Kurt List joined Westminster Records last week as assistant music head. . . . Paul Weston, Columbia West Coast a.&r. chief, off the first week of April for a four-week trip thru England and Europe. He will be on the lookout for songs and talent for the diskery. . . . A tubby boy, named Alan Robert, was born to Mr. and Mrs. Murray Sporn on Wednesday (12). Daddy is the pubber of "Hambone." . . . Mrs. Peis Dorsains is in the hospital for a few days. . . . Decca Records is cutting several sides with comedian Morry Amsterdam. . . . Decca's Victor Young arrives here next Tuesday (18) to record several albums for the label. . . . Herman Gimbel, MGM Records distributor in the Baltimore area, was in town this week. . . . Ricky Vallo opens at the Monte Carlo, Pittsburgh, April 4. . . . Derby Records named Eddie Wilcox as pop artists and repertoire director. . . . Syd Nathan, King Records prexy, was in town all week. . . . Tunesmith Deecozt Hammit has set up the New Music Company, affiliated with Broadcast Music, Inc. . . . Mr. and Mrs. Lee Newman became parents of a baby boy, Joseph, last week. Momma is personal manager-songwriter Barbara Belle. . . . Eddie White, personal manager for Ricky Vallo and other artists, will marry TV script writer Elyno Fisher on March 30. . . . Elmo White, of Henry Spitzer pubbery just returned from a 10-day deejay jaunt thru Philadelphia, Washington and Baltimore. . . . Elliot Shapiro, of Shapiro-Bernstein Music, is recovering at Roosevelt Hospital after an operation Sunday (10). . . . Sidney Mills, of Mills Music, now on a two-week talent scouting trip thru the South. . . . Publisher Joe Davis informed The Billboard last week that there is no connection between his Beacon disk firm and the new label

Chicago

Nat Tannen in town for a few days to look over the firm's new offices which are headed by Ted Brown, then visited Cincinnati and Nashville before returning to New York. Tannen also attended the opening of "Guys and Dolls" here. . . . Bob Newman flew to Cincinnati to cut several sides for King. . . . Dee Kilpatrick, Mercury hillbilly a.&r. head, in town to cut four new sides with Lulu Belle and Scotty. . . . Bud Kassel, local Decca promotion, back from a jaunt to Detroit and Grand Rapids, Mich., with Bill Darnell, took off again Wednesday (12) for Indianapolis with Bill Snyder for a special tie-up with a new W. T. Grant store in that city. . . . Selma Wayne flew in from Boston to join her husband, Bobby, who heads the new Blackhawk show. Wayne and Kenny Meyers, Mercury promotion head, have been hitting all the d.j. sessions as well as making personal appearances in a number of Loop platter shops. . . . Lee Bennett, former chanter with Jan Garber and who has been free-lancing in local television as both a singer and emcee, is organizing a new 11-piece band, and has been signed by General Artists Corporation. Later has set the band into the Oh Henry Ballroom here starting April 26. New ork will follow the Garber style, with Bennett and a girl, yet to be set, handling the vocals. . . . Capitol, with Don Foreman handling, played host to Lea Paul and Mary Ford Saturday night (15) at a party at the Hotel Sherman for local dealers and disk jockeys. . . . Charlie Soffer, operator of Mayfair Supper Club, Glendale, Calif., has upped his talent budget, and booked Mel Henke and his combo for six weeks. . . . Bill Bailey will cut four sides, country style, for Chess Records next week. . . . Freddy Williamson, Associated Booking vice-president, has inked the Co-Op Dance Company for the ABC stable. . . . Larry Steele and his "Smart Affairs" review

Cincinnati

Ethel Ponce, who with her sister, Dorothy, formed the Ponce Sisters, with Paul Whitman, Fred Waring and in New York radio a few years back, will appear as pianist with the Cincinnati Symphony Orchestra, conducted by Thor Johnson, when the ork plays her original suite for piano and orchestra, comprising three compositions, "Confetti," "Monday Morning" and "GI on Leave," in a pops concert March 28. Miss Ponce, in private life Mrs. Bryan Fenley, a widow with six children, has been appearing at the Netherlands Plaza and Terrace Plaza hotels here the last several years. The Cincinnati Enquirer last Sunday (9) carried a photo of Miss Ponce and her children together with a lengthy story lauding her musical accomplishments. . . . Bob Craven, vocalist, protégé of Forrest Young, local advertising exec, makes his pro debut with Clyde Trask's ork at Castle Farm next Saturday (22).

Chicago

Nat Tannen in town for a few days to look over the firm's new offices which are headed by Ted Brown, then visited Cincinnati and Nashville before returning to New York. Tannen also attended the opening of "Guys and Dolls" here. . . . Bob Newman flew to Cincinnati to cut several sides for King. . . . Dee Kilpatrick, Mercury hillbilly a.&r. head, in town to cut four new sides with Lulu Belle and Scotty. . . . Bud Kassel, local Decca promotion, back from a jaunt to Detroit and Grand Rapids, Mich., with Bill Darnell, took off again Wednesday (12) for Indianapolis with Bill Snyder for a special tie-up with a new W. T. Grant store in that city. . . . Selma Wayne flew in from Boston to join her husband, Bobby, who heads the new Blackhawk show. Wayne and Kenny Meyers, Mercury promotion head, have been hitting all the d.j. sessions as well as making personal appearances in a number of Loop platter shops. . . . Lee Bennett, former chanter with Jan Garber and who has been free-lancing in local television as both a singer and emcee, is organizing a new 11-piece band, and has been signed by General Artists Corporation. Later has set the band into the Oh Henry Ballroom here starting April 26. New ork will follow the Garber style, with Bennett and a girl, yet to be set, handling the vocals. . . . Capitol, with Don Foreman handling, played host to Lea Paul and Mary Ford Saturday night (15) at a party at the Hotel Sherman for local dealers and disk jockeys. . . . Charlie Soffer, operator of Mayfair Supper Club, Glendale, Calif., has upped his talent budget, and booked Mel Henke and his combo for six weeks. . . . Bill Bailey will cut four sides, country style, for Chess Records next week. . . . Freddy Williamson, Associated Booking vice-president, has inked the Co-Op Dance Company for the ABC stable. . . . Larry Steele and his "Smart Affairs" review

into the Regal Theater March 21 for a week. . . . Art Talmadge, Mercury vice-president, and Morris Price, sales manager, returned to their desks last week, the former from a vacation, latter from a business trip to New York.

Hollywood

Bob Millar's band has been inked at the Last Frontier, Las Vegas, until December, giving the crew a 14-month run, broken only by a current two-weeker by Xavier Cugat at the spot. . . . Gene Krupa Trio picks up some of the heavy gold, currently available to names going to Hawaii, when he opens a two-weeker for Eddie Sartan, owner of the Brown Derby there, April 5. He will play auditoriums and service camps, with the final week at the Derby. . . . Van Tonkins, Coast promoter, is considering using a name vocalist and local bands during April, interspersed between the name bands which he normally uses. . . . Wayne Gregg, who gave up his band, is back singing with Jack McLean at the Imig Manor Hotel, San Diego. . . . Barclay Allen, pianist with Freddie Martin's band until he formed his own crew in 1948, is now able to sit up about an hour at a time after convalescing two years from a serious injury incurred in an auto accident. Allen, who lives in North Hollywood, has cut some test acetates for submission to diskeries. . . . Tommy Conn has changed the name of his projected diskery, Beacon Records, to Palace Records. Joe Davis, the New York pubber, still has his original Beacon diskery and Conn cannot use the name (The Billboard, March 8). . . . The Casbah here, which has been using a strip policy since reopening three weeks ago, is moving into musical names, with the Mills Brothers set for two weeks, opening March 25. Billy McDonald, spot's exclusive booker, set the deal thru Henry Miller, of GAC. . . . Wili Osborne is booked by GAC and not McConey Artists' Corporation, as was recently reported. . . . Georgia Auld, who has been selling home siding supplies here, in addition to cutting sessions for Coral, is returning to the bandstand and will take out a quintet for Associated Booking Corporation.

Music as Written

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of

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Victor 21-0489



JACK HASKELL
Coral 60652



ALLEN DALE
Decca 27961



TINY HILL
Mercury 5740



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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).

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received March 12, 13 and 14.

Last Week | This Week

1. 1. Wheel of Fortune

By Benie Benjamin and George Weiss—Published by Laurel (ASCAP)
RECORDS AVAILABLE: Bill Slaters-H. Revs, V 20-4520; Cardinal, Atlantic 450; F. Carle, V 20-4540; A. Castelro-W. Scott, Crescendo C-104; Four Flames, Specialty 423; J. Hartman, V 20-4340; M. Mimes, Dec 48280; S. Kaye, Col 37667; K. Maly, Remington R-25024; S. McDonald, Cap 1993; A. Prysock, Dec 27967; J. Scott, Coral 40050; K. Stary, Cap 1964; T. Truman, King 1031; D. Washington, Mercury 8267; B. Wayne, Mercury 5779; E. Wilcox-S. Galy, Derby 782; B. Williams, MGM 11172.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dove Terry, Associated.

2. 2. Cry

By Churchill Kohlman—Published by Melrose (BMI)
RECORDS AVAILABLE: E. Barden, Coral 40592; R. Casey, Cadillac 103; P. Chapman, Dec 27857; B. Farrell, MGM 11133; Four Knights, Cap 1875; S. Franklin, International 101; G. Gibbo, Mercury 5749; J. Gray, Dec 27966; (L.H.) D. Hightower, Dec 48254; A. Holmes, King 15145; Les Tres Diamantes, V 28-5676; V. Lynn, London 1167; B. McClain, Derby 785; J. Ray, Ebb 4840; C. Singleton, Adler 1003; C. Taylor, Mercury 8262; A. Valli & H. Winterhalter, V 20-4386; B. Williams, V 20-4886.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thebanus; Jerry Gray, Standard; Glenn Oser, Associated.

3. 3. Tell Me Why

By Al Alberts and Marty Gold—Published by Signet World Co. (BMI)
RECORDS AVAILABLE: H. Bailey, Coral 40425; F. Carle, V 20-4518; E. Fisher & H. Winterhalter, V 20-4444; Four Aces-A. Alberts, Dec 27960; Four Tunes, V 20-4427; T. Glenn, Royal Root 545; B. Kage, Cap 777; R. Lee & G. Martin, Dec 27956; B. Martell, Mercury 5767; S. McDonald, Cap 1967; Swallows, King 4513; D. Washington, Mercury 8267.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirova, Associated.

4. 4. Any Time

By Herbert Hass Lawson—Published by Hill & Range (BMI)
RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Carle, V 20-4538; E. Fisher & H. Winterhalter, V 20-4358; A. Hilg, Mercury 6099; B. Holmes, Dec 24506; Leo & Trio, Inco 6006; N. O'Connell, Cap 1895; S. Oiler, 2782.
ELECTRICAL TRANSCRIPTION LIBRARIES: Film Brandt and Wife Co; Thebanus; Speer Cooley, Standard; Lenny Herman, Lang-Worth; Alan Holmes, Associated.

7. 5. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)
RECORDS AVAILABLE: L. Anderson, Dec 27872; L. Baxter, Cap 1966; F. Carle, V 20-4541; D. Maynor, Mercury 5740; G. Lametero, Dec 2803; J. Thomas, Mercury 8268; H. Winterhalter, V 20-4518.
ELECTRICAL TRANSCRIPTIONS LIBRARIES: Julian Gould, Lang-Worth.

8. 6. Please, Mr. Sun

By Ray Getrow and Sid Frank—Published by Weiss and Berry, Inc. (BMI)
RECORDS AVAILABLE: G. Auld, Coral 40647; L. Baxter, Cap 1966; F. Carle, V 20-4538; P. Come, V 20-4453; T. Edwards, MGM 11134; B. Krutz, Dec 27946; J. Ray, Col 37636; J. Raymond, Remington R-25073.
ELECTRICAL TRANSCRIPTIONS LIBRARIES: Chuck Fester, Lang-Worth; Jo Ann Greer, Standard; George Sirova, Associated.

5. 7. Little White Cloud That Cried

By Johanna Ray—Published by Larry Soley (ASCAP)
RECORDS AVAILABLE: L. Dineola, Cap 1892; T. Glenn, Royal Root 543; H. Lanez, Mercury 5761; R. Lee, Dec 27883; A. Ray, Ebb 4840.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Gasman, Associated; Dolly Dawn, Thebanus.

5. 8. Slow Poke

By Pee Wee King, Redd Stewart and Shelton Price—Published by Redway (BMI)
RECORDS AVAILABLE: R. Flinnor, V 20-4175; A. Godfrey-Charlotta, Columbia 39362; J. Gordy-Sweetop-J. Shook, Bullitt 1009; H. Hawkins, King 998; Toby Hill, Mercury 5740; Pee Wee King, V 21-4485; R. Lee, Dec 27782; A. Moway, MGM 11115; N. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1025; B. Villa, Dec 770; B. Villa & Revie & Lanza, Ideal 876.
ELECTRICAL TRANSCRIPTION LIBRARIES: Speer Cooley, Standard; Pee Wee King, Standard; Vincent Lopez Ork, Thebanus; Glenn Oser, Associated.

— 9. Blacksmith Blues

By Jack Holmes—Published by Hill & Range (BMI)
RECORDS AVAILABLE: E. Brite, V 20-4532; B. Darrell, Dec 27968; T. Harper-H. James Ork, Col 37672; L. McCallife, Col 22907; E. M. Morse, Cap 1902; A. Warner, MGM 11171; S. Oiler Ork, Dec 27977.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth.

9. 10. Bermuda

By Cynthia Strother—Published by Goday (BMI)
RECORDS AVAILABLE: E. Anthony, Cap 1956; Bill Slaters-H. Revs, V 20-4422; R. Lee, Dec 27895; J. Palmer, Mercury 5774.
ELECTRICAL TRANSCRIPTIONS LIBRARIES: Alan Holmes Ork, Associated; Henry Jerome Ork, Lang-Worth.

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more action for that "Slow Poke" Gal!

HELEN O'CONNELL



generous with her talent on...

"STINGY"

and "THERE'S BEEN A CHANGE IN ME"

Record No. 1976



TOP SELLERS—CHILDREN

	QUANTITY	78	45
"HOPALONG CASSIDY AND THE STORY OF TOPPER" Hopalong Cassidy (William Boyd)	3110		
"HOPPY'S HAPPY BIRTHDAY" Hopalong Cassidy (William Boyd)	3114		
"I TAUT I TAW A PUDDY YAT." "YOSEMITE SAM" Mel Blanc	3104		
"PETER COTTONTAIL," "THE EASTER EGG PARADE" Jimmy Wakely	3090		
"TWEETY PIE" Mel Blanc	3074		
"I'M A LITTLE TEA POTE," "THE TEDDY BEARS' PICNIC" Frank DeVol	3083		
"BOZO AT THE CIRCUS" Pinto Colvig, Billy May 78 No. DEX 114—45 No. CBXP	3030		
"CARBON, THE COPY CAT," "MR. BUZZARD" Tex Ritter	3103		
"I'M POPEYE THE SAILOR MAN," "THE LITTLE WHITE DUCK" Candy Candido, Billy May	3105		
"LITTLE TOOT" Don Wilson with The Star Lighters 78 No. DAF 90—45 No. CASF	3001		
"BOZO ON THE FARM" Pinto Colvig, Billy May	3078		
"TWEETY'S PUDDY YAT TROUBLE" Mel Blanc, Billy May	3102		
"THREE ORPHAN KITTENS" Don Wilson, Billy May	3096		
"DAFFY DUCK MEETS YOSEMITE SAM" Mel Blanc, Billy May	3073		
"BERR RABBIT'S LAUGHING PLACE" Johnny Mercer, The Pied Pipers, James Baskett	3107		
"HENERY HAWK" Mel Blanc, Billy May	3098		
"BERR RABBIT AND THE TAR BABY" Johnny Mercer, The Pied Pipers, James Baskett	3106		
"TABLE MANNERS," "TRUTHFULNESS" "Baby Snooks" (Fanny Brice)	3115		
"CROSSING STREETS," "KINDNESS TO ANIMALS" "Baby Snooks" (Fanny Brice)	3117		
"BERR RABBIT RUMS AWAY" Johnny Mercer, The Pied Pipers, James Baskett	3108		

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TOP SELLERS—POPULAR

	QUANTITY	78	45	QUANTITY	78	45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Kay Starr	1964			"ALWAYS LATE," "HELL'S BELLS" Clyde McCoy	1986	
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1923			"WHEN YOU'RE SMILING," "MUSIC MAKIN' MAMA FROM MEMPHIS" Jok "Fingers" Carr	1974	
"TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford	1920			"BROKEN HEARTED," "BERMUDA" Ray Anthony	1956	
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912			"WHEN I TAKE MY SUGAR TO TEA," "CHARMAINE" Bilby May	1919	
"ALWAYS," "THERE IS NO CREATOR" Billy May	1995			"ROCK CITY BOOGIE," "STREAMLINED CANNON BALL" Tennessee Ernie and the Ginning Sisters	1911	
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter	1966			"SAILOR'S POLKA," "NEVER BEFORE" Dean Martin	1901	
"EASTER SUNDAY MORNING," "SUMMER IS A-COMIN' IN" Nat "King" Cole	1994			"SUGAR BLUES BOOGIE," "I JUST LOVE AFFECTION" Clyde McCoy	1937	
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole	1808			"WISHIN'," "GOODBYE, SWEETHEART" Gisela MacKenzie	1983	
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely	1965			"NOODLIN' RAG," "YES! YES! YES! YES!" Joe "Fingers" Carr	2009	
"TRY ME ONE MORE TIME," "FOCCY RIVER" Margaret Whiting	1984			"STINCY," "THERE'S BEEN A CHANGE IN ME" Helen O'Connell	1976	
"HERRING BOATS," "SIN" Mickey Katz	1961			"LE FIACRE," "TUN POCKET TUN POCKET" Gisela MacKenzie	1907	
"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole	1968			"DOWN YONDER," "LIVORY RAG" Joe "Fingers" Carr	1777	
"THE DOLL WITH THE SAWDUST HEART," "THE MORE I GO OUT WITH SOMEBODY ELSE" The Four Knights	1998			"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin	2001	
"I HEAR A RHAPSODY," "FOR DANCERS ONLY" Ray Anthony	1973			"I COULD WRITE A BOOK," "I'LL WALK ALONE" Margaret Whiting	2000	
"UNFORGETTABLE," "SILVER AND GOLD" Bilby May	1955			"HAMBONE," "THE GANDY DANCER'S BALL" Tennessee Ernie, Buddy Tobias, Cliffie Stone	2017	
				"BENNY THE BOB-TAILED SUNNY" Gisela MacKenzie	1997	

TOP COUNTRY and WESTERN

	78	45	78	45
"THE WILD SIDE OF LIFE," "CRITIN' IN THE DEEP BLUE SEA" Hank Thompson	1942		"KIMFOLKS IN CAROLINA," "RAINY DAY FEELIN'" Merle Travis	2014
"LET YOUR PENDULUM SWING," "MEAN, MEAN WOMAN" Roy Hogsed	1987		"HONEY, HONEY, HONEY," "CRY BABY BLUES" Rod Morris	1946
"TIME," "I WANT YOU SO" Terry Preston	1947		"VICIOUS LIES," "ALONE WITHOUT YOU" Carl Butler	1996
"BE MY LIFE'S COMPANION," "TELL ME WHY" Skeets McDonald	1967		"YOU SURE DO NEED HIM NOW," "WEIGHED IN THE BALANCE" Martha Carson	1982
"ROADSIDE RAG," "CRACKER JACK" Speedy West	1991		"WHEEL OF FORTUNE," "THE LOVE THAT HURT ME SO" Skeets McDonald	1993
"SATISFIED," "HIDE ME, ROCK OF ACES" Martha Carson	1900		"IT'S OUR GOODBYE," "WOMEN BEWARE" Limmie Skinner	2007
"THEY LOCKED GOD OUTSIDE THE IRON CURTAIN," "CALL OF THE MOUNTAINS" Wesley Tuttle	1992		"TEARFULS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870

TOMORROW'S HITS—TODAY

	78	45
"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011	
"I'LL ALWAYS BE FOLLOWING YOU," "DON'T PLAY THAT SONG" Helen O'Connell and Bob Eberly	1931	
"UNTIL," "MY HEART HAS FOUND A HOME NOW" Dean Martin	1938	
"THEY LOCKED GOD OUTSIDE THE IRON CURTAIN," "CALL OF THE MOUNTAINS" Wesley Tuttle	1992	
"WALKIN' IN THE SUNSHINE," "THERE ARE TWO SIDES TO EVERY HEART-ACHE" The Four Knights	1971	
"NOW CAN I LIE TO MY HEART," "TEARS IN YOUR EYES" Jack Hunt	2003	
"COME WHAT MAY," "BABY, WE'RE REALLY IN LOVE" Helen O'Connell	1944	
"CALL ME YOUR SWEETHEART," "NINE HUNDRED MILES" Gordon MacRae	1990	
"I LOVE THAT FEELIN'," "PARADISE" The Voices of Walter Schumann	1933	
"THE LITTLE BROWN CAL," "WHATSA MALLA" U' Dunning Sisters	2004	

NEW RELEASES

	78	45
"GOD'S LITTLE CANDLES," "WONDERING" Jeannie Cayle	2018	
"CONFETTI," "PERFIDIA" Bob Savage	2019	
"YES," "MAMBO RHAPSODY" Stan Kenton	2020	
"WASHINGTON AND LEE SWING," "YES, SIR, THAT'S MY BABY" Jerry Sherd	2021	
"TEN TO ONE I LOVE YOU," "I'VE GOT NEWS FOR YOU" Rod Morris	2022	
"MISTAKES," "PERFIDIA" Ben Light	2023	
"WORDS," "I'M MISSIN' LOTS OF LOVIN'" Terry Preston	2024	
"COIN' ON A HAYRIDE," "EV-BY-TIME" Peggy Lee	2025	
"THERE'S A HAND LEADING ME," "I'M GOING TO HOLD ON" Goldie Haynes	2026	
"CRY, CRY, CRY," "I'M SINKIN' IN A HOLE" Bootsy Faye and Idaho Call	2027	

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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 12, 13 and 14

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 2. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks	Rank	Title	Artist	Label
5	1	1. WHEEL OF FORTUNE	K. Starr	Capitol 1964 (45)F-1964-ASCAP
18	2	2. CRY	J. Ray	Okeh 784640; (45)A-6840-BMI
7	5	3. AT LAST	R. Anthony	Capitol 1912 (45)F-1912-ASCAP
15	4	4. TELL ME WHY	Four Aces-A. Alberts	Decca 7827860; (45)F-27860-BMI
15	8	5. ANY TIME	E. Fisher-H. Winterhalter	Vocalion 4399; (45)F-4399-BMI
7	9	6. BLUE TANGO	L. Anderson	Decca 7827875; (45)F-27875-ASCAP
11	7	7. BERMUDA	Bell Sisters	Vocalion 4422; (45)F-4422-BMI
11	12	8. TELL ME WHY	E. Fisher-H. Winterhalter	Vocalion 4427; (45)F-4427-BMI
5	6	9. WHEEL OF FORTUNE	B. Wayne	Mercury 7815774; (45)F-7745-ASCAP
7	16	10. COME WHAT MAY	P. Page	Mercury 7815772; (45)F-7725-ASCAP
10	3	11. TIGER RAG	L. Paul M. Ford	Capitol 1920; (45)F-1920-ASCAP
9	10	12. (Here Am I) BROKEN HEARTED	J. Ray	Capitol 39636; (45)A-39636-ASCAP
4	18	13. WHEEL OF FORTUNE	Bell Sisters	Vocalion 4520; (45)F-4520-ASCAP
6	14	14. BLACKSMITH BLUES	E. M. Morse	Capitol 1922; (45)F-1922-BMI
7	13	15. PLEASE, MR. SUN	J. Ray	Capitol 39636; (45)A-39636-BMI
6	15	16. PLEASE, MR. SUN	P. Como	Vocalion 4453; (45)F-4453-BMI
17	11	17. LITTLE WHITE CLOUD THAT CRIED	J. Ray	Okeh 784640; (45)A-6840-ASCAP
2	21	18. BLUE TANGO	H. Winterhalter	Vocalion 4518; (45)F-4518-ASCAP
2	26	19. HAMBONE	F. Laine-J. Stafford	Capitol 39672; (45)A-39672-BMI
2	27	20. HAMBONE	Bell Sisters-P. Harris	Vocalion 4584; (45)F-4584-BMI
2	19	21. BLUE TANGO	L. Baxter	Capitol 1966; (45)F-1966-ASCAP
3	—	22. WHEEL OF FORTUNE	E. Wilcox-S. Gale	Dorsey 781787; (45)A-787-ASCAP
3	28	23. AROUND THE CORNER	J. Stafford	Capitol 39653; (45)A-39653-ASCAP
1	—	24. GUY IS A GUY	Doris Day-P. Weston	Capitol 39675; (45)A-39675-BMI
10	23	25. BE MY LIFE'S COMPANION	Mills Brothers	Decca 7827889; (45)F-27889-ASCAP
8	—	25. I HEAR A RHAPSODY	F. Sinatra	Capitol 39652; (45)A-39652-BMI
2	—	25. TENDERLY	R. Clooney	Capitol 39648; (45)A-39648-ASCAP
2	24	28. PERfidIA	Four Aces-A. Alberts	Decca 7827987; (45)F-27987-ASCAP
1	—	29. I'LL WALK ALONE	M. Whiting	Capitol 2000; (45)F-2000-ASCAP
7	—	30. STOLEN LOVE	E. Howard	Mercury 7815771; (45)F-7715-ASCAP
1	—	30. WISHIN'	E. Barlon	Mercury 7815784; (45)F-7845-ASCAP

VOX JOX

By JUNE BUNDY

Ad Lib Cuttings

Hugh Cherry, WMAK, Nashville, has turned the pianist for a local production of "Kid Lady" at the Nashville Community Playhouse. Mary (Mother) Manning, WLAC, Nashville, has a new 45-minute news and music program tagged "The Woman's World." Al Starck, WNAM, Neenah, Wis., and band leader Les Lerche are promoting a jazz record collectors' convention in Appleton, Wis., May 25 at the Appleton Hotel. The duo hopes to line up Duke Ellington, who will be in town at that time. Bob Larsen, WEMP, Milwaukee, inked to a series of personal appearances thruout Wisconsin for his sponsor, IGA Stores. Most of his shows will be scheduled during the evening shopping hours on week-ends. Harriet Kaitchuck, of Chicago, who signs herself "Eddy Howard's No. 1 Fan," has an irate line or two for Clark Reid, WAKR, Akron. "I was shocked," writes Harriet, "to read your (Clark's) letter where you wrote something against Eddy Howard's beautiful record of 'Stolen Love.' That is one of the top-selling records of the day, and I'm sure if there was anything wrong with it, the record would not be selling the way it is. I have been a Howard fan for 11 years and sure dislike people slammng his records."

Prams

Dick Stadler has joined WMAN, Mansfield, O., and Bob Sullivan, ex-WMBN staffer returned to the station after his release from U. S. Navy. He has taken over the afternoon disk show, "Off the Record." College student Ron Thompson, WWSO, Springfield, O., has replaced Dottie Panella. Arch Harrison moves from WANN, Annapolis, Md., to WBAL-TV, Baltimore. Program Director Marsh Dewey, KVOE, Santa Ana, Calif., has taken over Leo Dekker's spinning duties on "1480." Don Smith, ex-KDAC, Ft. Bragg, Calif., has joined KSUE, Susanville, Calif. Lucky Len Ross, who says he "wasn't so lucky" in Las Vegas, is back at his old station stand KRUX, Phoenix, Ariz., emceeing "Lucky Lager Dance Time." John Gale, formerly with WTAO, Cambridge, Mass., has moved to WINN, Louisville. Baltimore deejay, Doug (Jock) Henderson, has switched to WHAT, Philadelphia. Norman Edwards succeeds Ken Burkhardt at KSIM, Sikeston, Mo. Paul Irving is leaving WEDC, Chicago after three years on the all-night stanza. Destination: Miami Beach, Fla. WGN, Chicago, has renewed Sam Evans' contract for another year. Armo E. Nixon is exiting from KXOL, Fort Worth. Bob Cavanaugh, KRIB, Mason City, Ia., has been named program director, in addition to his disk programs and evening newscast. P. G. Johnston, KGEZ, Kalispell, Mont., is taking over disk duties of Charles Morse, who has moved to KPOW, Powell, Wyo. Jack Thomson, ex-KROS, Clinton, Ia., has taken over Ran Jensen's radio shift on WOC, Davenport, Ia., while the latter concentrates on WOC-TV program chores. Bernie Sandler was upped to the manager post of the Niagara Falls branch studio of WJLL, Tonawanda, N. Y. Tom Fallon, ex-WDYK, Cumberland, Md., is a new staffer at KWOS, Jefferson City, Mo. After three months on the road as "advance man" for Woody Herman, Frank Pollack is back in radio, spinning 'em at WING, Dayton, O. John Pearson has moved to KOWH, Omaha, and according to latest rating there, "tops all other jockeys in listeners." Vince Braccia has replaced George Barron at KCRT as combination announcer-engineer. The latter has moved to KRAL, Craig, Colo.

Best Selling Sheet Music

Based on reports received March 12, 13 and 14

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

Weeks	Rank	Title	Artist
19	2	1. SLOW POKE (R)	Ridgeway
14	4	2. CRY (R)	Mellow
4	1	3. WHEEL OF FORTUNE (R)	Laurel
13	3	4. LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier
10	5	5. ANY TIME (R)	Hill & Range
12	6	6. TELL ME WHY (R)	Signet
6	7	7. PLEASE, MR. SUN (R)	Weiss-Barry
6	8	8. BE MY LIFE'S COMPANION (R)	E. H. Morris
15	11	9. SHRIMP BOATS (R)	Disney
10	9	10. DANCE ME LOOSE (R)	Erwin-Howard
1	—	11. BLUE TANGO (R)	Mills
3	10	12. TULIPS AND HEATHER (R)	Shapiro-Bernstein
26	13	13. DOWN YONDER (R)	La Salle
4	15	14. KISS TO BUILD A DREAM ON (R) (F)	Miller
1	—	14. BLACKSMITH BLUES (R)	Hill & Range

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on program heard on network stations in New York, Chicago and Los Angeles. List is based on John G. Pasternak's Audience Coverage Index. The index is projected upon radio logs made available to Preliminary ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 tunes in the case of list tunes alphabetically. This music checked is predominantly lower 60 per cent. alive.

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

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Rank	Title	Artist
1	Kiss to Build a Dream On (F) (R)	Miller-ASCAP
2	Down Yonder (R)	La Salle-ASCAP
3	Any Time (R)	Hill & Range-BMI
4	Be My Life's Companion (R)	E. H. Morris-ASCAP
5	Down Yonder (R)	La Salle-ASCAP
6	I Could Write a Book (R)	T. B. Harms-ASCAP
7	I Hear a Rhapsody (R)	Broadway Music-BMI
8	I Wanna Love You (R)	Philosoph-ASCAP
9	I'm a Sensational Thing (R)	Farlow-ASCAP
10	Little White Cloud That Cried (R)	Soler-ASCAP
11	Marshmallow Moon (R)	Farlow-ASCAP
12	Once I Loved You (R)	Sam-Corn-ASCAP
13	Down Yonder (R)	La Salle-ASCAP
14	Perfidia (R)	Peer-BMI
15	Play Me a Heartful Tune (R)	Pickens-ASCAP
16	Please, Mr. Sun (R)	Weiss-Barry-BMI
17	Rendezvous (R)	Purple-BMI
18	Silly Dreamer (R)	Wilner-ASCAP
19	Singin' in the Rain (R)	Roberts-ASCAP
20	Slow Poke (R)	Ridgeway-BMI
21	Tell Me Why (R)	Signet-BMI
22	Tend to Me (R)	Adams-ASCAP
23	Tulips and Heather (R)	Shapiro-Bernstein-ASCAP
24	Wheel of Fortune (R)	Laurel-ASCAP
25	Whisper (R)	Mellow-ASCAP

Top Ten-in Television

Rank	Title	Artist
1	Any Time (R)	Hill & Range-BMI
2	Be My Life's Companion (R)	E. H. Morris-ASCAP
3	Blacksmith Blues (R)	Hill & Range-BMI
4	Cry (R)	Mellow-ASCAP
5	Little White Cloud That Cried (R)	Soler-ASCAP
6	Noodlin' Rag (R)	Brogman-Vocco-Corn-ASCAP
7	Please, Mr. Sun (R)	Weiss-Barry-BMI
8	Slow Poke (R)	Ridgeway-BMI
9	Tell Me Why (R)	Signet-BMI
10	Wheels of Fortune (R)	Laurel-ASCAP

England's Top Twenty

Weeks	Rank	Title	English	American
8	1	3. THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Connelly	Sartis-Jay
13	2	2. MISTAKES	Lawrence Welsh	Mills Music
5	3	3. LITTLE WHITE CLOUD THAT CRIED	Larry Soler, Ltd.	Signet
3	4	4. UNFORGETTABLE	Bonnie Music, Ltd.	Bonnie Music
6	5	5. DOMINO	Leeds	Pickwick
4	10	6. SLOW COACH	Staffing	"
7	7	7. DOWN YONDER	Feldman	La Salle
38	5	8. LOVELIEST NIGHT OF THE YEAR	Francis Day	Roberts
9	9	9. WHY WORRY	Mac Medallies	Leeds
24	9	10. BECAUSE OF YOU	Dash	Broadway Music
14	6	11. SOME ENCHANTED EVENING	Williamson	Williamson
4	12	12. ROLLIN' STONE	Kasser	Cornwell
12	12	13. AT THE END OF THE DAY	Chappell	Chappell
14	13	14. LOVE'S ROUNDABOUT	Cinephone	"
3	—	15. CRY	Francis Day	Mellow
2	10	16. I WANNA SAY HELLO	Stirling	John-Lone-Meale
1	—	17. SATURDAY RAG	John Fields	"
23	14	18. LONGING FOR YOU	Stirling	LaSalle
3	—	19. ONLY FOOLS	Sue	"
2	20	20. CHARMAINE	Karla Prosser	Miller

*Publisher not available on The Billboard goes to press.

the PITCH from MITCH



THIS week I'm supposed to tell you something about how we make records. That's no easy thing to do; it's like trying to describe a three-ring circus. Every record takes a different approach, so does every song, and every artist. We never work the same way twice. What we do is experiment until what we've got sounds right to us.

For instance: A year or so ago Tony Bennett was just another pop singer. He had the stuff, all right, but it was a question of presenting it on records so the kids would buy it. Well, we started out with one kind of Tony Bennett, a big dramatic sort of thing that did very well indeed. Remember "Boulevard of Broken Dreams"? It was great, but all Tony got out of it was applause, which you can't eat.

So one day Percy Faith and I were kicking the thing around and we figured maybe we ought to try him on a couple of ballads. Perce wrote a couple of fine arrangements and we waxed them one morning when Sarah Vaughan was also working. We thought they had a nice sound slipped them out on the market and waited around to see what happened.

The answer was, at first, not much, but then we got whammed. "Because of You" and "I Won't Cry Any More" was one of last year's biggest. Next time we tried a little change of pace—a tune from the country catalog. "Cold, Cold Heart," and Alec Wilder's great "While We're Young." Another sensation. And the same with every other record. Now we've got a couple more fine ballads for Tony, with Percy again conducting the arrangements, and they're naturals.

Of course this kind of thing can't happen without a boy who can sing, and sing plenty. You can't polish up a star if the star isn't there already. But that's one aspect of what we do around the office.

Mitch

this week on COLUMBIA

COLUMBIA'S No. 1
 JOHNNIE RAY
 CRY
 THE LITTLE WHITE
 CLOUD THAT CRIED
 Okeh 78 rpm 6840 ★ 45 rpm 4-6840

two lovely ballads for spring!

TONY BENNETT

sings

"SLEEPLESS"

and

"SOMEWHERE ALONG THE WAY"



with those smooth accompaniments by
PERCY FAITH and his Orchestra

78 rpm 39695
 45 rpm 4-39695

PERCY FAITH
 DELICADO
 FESTIVAL
 78 rpm 39708, 45 rpm 4-39708

THE PAULETTE SISTERS
 PUT THE FOOT DOWN (M! Cafelal)
 OH, JOHNNY, OH, JOHNNY, OH!
 78 rpm 39697, 45 rpm 4-39697

THE BIX BEIDERBECKE STORY
 VOLUME I—BIX AND HIS GANG
 LP CL 507, 45 Ser C 4-9
 VOLUME II—BIX AND TRAM
 LP CL 508, 45 Ser C 4-10
 VOLUME III—WHITEMAN DAYS
 LP CL 509, 45 Ser C 11

FRANKIE YANKOVIC
 THE BUTCHER BOY
 SMILE, SWEETHEART, SMILE
 78 rpm 39694, 45 rpm 4-39694

JIMMY BOYD
 OWL LULLABY
 GOD'S LITTLE CANDLES
 78 rpm 39696, 45 rpm 4-39696

your check list—COLUMBIA'S TOP TWELVE

DORIS DAY
 A GUY IS A GUY
 WHO, WHO, WHO
 78 rpm 39673, 45 rpm 4-39673

GUY MITCHELL
 PITTSBURGH,
 PENNSYLVANIA
 THE DOLL WITH A
 SAWDUST HEART
 78 rpm 39663, 45 rpm 4-39663

JIMMY DORSEY
 WIMOWEH
 I'LL ALWAYS BE
 FOLLOWING YOU
 78 rpm 39651, 45 rpm 4-39651

ARTHUR GODFREY
 DANCE ME LOOSE
 SLOW POKE
 78 rpm 39632, 45 rpm 4-39632

**JO STAFFORD and
 FRANKIE LAINE**
 HAMBONE
 LET'S HAVE A PARTY
 78 rpm 39672, 45 rpm 4-39672

FRANKIE LAINE
 THE GANDY DANCERS' BALL
 WHEN YOU'RE IN LOVE
 78 rpm 39665, 45 rpm 4-39665

ROSEMARY CLOONEY
 WHY DON'T YOU LOVE ME!
 BE MY LIFE'S COMPANION
 78 rpm 39631, 4-39631

JO STAFFORD
 AY-ROUND THE CORNER
 HEAVEN DROPS HER
 CURTAIN DOWN
 78 rpm 39653, 45 rpm 4-39653

JOHNNIE RAY
 PLEASE, MR. SUN
 BROKEN HEARTED
 78 rpm 39636, 45 rpm 4-39636

LEFTY FRIZZELL
 DON'T STAY AWAY
 YOU'RE HERE, SO
 EVERYTHING'S ALL RIGHT
 78 rpm 20911, 45 rpm 4-20911

CARL SMITH
 THE LITTLE GIRL IN MY
 HOME TOWN
 DON'T JUST STAND THERE
 78 rpm 20893, 45 rpm 4-20893

**LES COMPAGNONS DE LA
 CHANSON**
 THE THREE BELLS
 WHIRLWIND
 78 rpm 39657, 45 rpm 4-39657

COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

For Reprints 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 12, 13 and 14

Records listed are those selling best in the nation's four-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.

Table with columns: POSITION, Weeks (Last This to Date/Weeks/Weeks), Song Title, Artist, and Record Label. Includes songs like 'Wheel of Fortune', 'Blue Tango', 'Blacksmith Blues', etc.

Best Selling Classical Titles

Best Selling 33 1/2 R.P.M.

Table with columns: Last This Week, Song Title, Artist, and Record Label. Includes titles like 'Debussey: La Mer', 'Verdi: La Traviata', etc.

Best Selling 45 R.P.M.

Table with columns: Last This Week, Song Title, Artist, and Record Label. Includes titles like 'Tchaikovsky: Swan Lake Ballet', 'Rimsky-Korsakov: Scheherazade', etc.

DEALER DOINGS

Gripes and Cheers

A letter from C. A. Anglemire, of Anglemire's Record Shop, Nazareth, Pa., states: "Why do distributors always enclose the wrong window streamers with orders? They will put in streamers for some blues song when we have country records in the order. Or they will send us streamers on some unknown song when the box is full of one of the top hits. Why do they do it? In addition to the gripe against the distributors, I would like to know when the manufacturers are going to reduce prices on LP records, so that we all can sell them at 30 per cent less the way the price-cutters in New York City are doing these days. If LP records are not worth \$5.72 any longer, why not bring them down to the price they are worth on the market these days?"

Chatter

E. R. Green, of the Meltone, Bethesda, Md., says, "I feel sorry for Mr. Carson of Englewood, N. J. He should have an RCA Victor distributor like Southern Wholesale, of Washington. Working extra hours to assure full coverage to dealers, they were getting deliveries to us almost daily before Christmas. We received our last shipment from them at 9 o'clock Christmas Eve!"

Trade Talk

J. C. Priest, of Crawford Priest Music Store, Shreveport, La., brings up an interesting approach to inexpensive LP's in a recent letter. He writes: "I just refused to buy a bunch of Remington Records from their new distributor in New Orleans. I said that the reason their LP's were so cheap was because they did not have to pay any royalties to the American Society of Composers, Authors and Publishers. These customers were in the store at the time, and they told me they appreciated my stand. The salesman claimed I would not cheapen my store by handling the label, for many people who want fine music could not afford to buy it at high prices. However, I am satisfied with handling only the major labels, and do not want the inexpensive lines." We would like to hear from other dealers on handling low-priced LP's.

Best Selling Children's Records

Based on reports received March 12, 13 and 14

Records listed are those selling best in the nation's retail record stores. Records are listed according to greatest sales.

Table with columns: POSITION, Weeks (Last This to Date/Weeks/Weeks), Song Title, Artist, and Record Label. Includes songs like 'Cinderella', 'Peter Cottontail', 'Alice in Wonderland', etc.

Best Selling Pop Albums

Based on reports received March 12, 13 and 14

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire 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.

Table with columns: Last This Week, Song Title, Artist, and Record Label. Includes albums like 'I'll See You in My Dreams', 'An American in Paris', 'Show Boat', etc.

Table with columns: Last This Week, Song Title, Artist, and Record Label. Includes albums like 'I'll See You in My Dreams', 'An American in Paris', 'Show Boat', etc.

Classical Reviews

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

JAN PEECE SERENADE - Jan Peerce, Philadelphia Ork. State F. Festala, Cond. (13) V (33) LM-143 Song of Songs; Sistine; Ah! Sweet Mystery of Life; When You and I Were Young Maggie; Silver Threads Among the Gold; Schubert Serenade; Bliss This Home; Student Prince Serenade. This illustrious set of popular ballads and light-classic songs have a wide appeal. Those for whom the songs evoke nostalgic memories couldn't hope for finer renditions. And the collector of more "serious" disks might do more than nibble at the titles; many prefer operatic fare, they will find in the set a gleaming display of vocal talent. Backed by Festala and the Philadelphia Orchestra, the numbers, "Bliss This Home" and the "Student Prince Serenade," were recorded domestically, with Peerce accompanied by Warren Bass leading the RCA Victor Ork.

JOHANN STRAUSS: ONE NIGHT IN VENICE ALBUM - Vienna Symphony Ork-Album Paoli, Cond.-Esther Rethy-Ork-Friedrich-Karl Preger-Hugo Mayer-Gaebler (12) V (33) SL-119 Columbia Records went to Europe to make this complete diving of Strauss' melodious opera. And they have turned out a capable and satisfactory performance. The light and frothy opera which would please opera lovers and fans of the "Waltz King." The Vienna Symphony Ork under the direction of Anton Paoli, does a good job of conducting by simulating a work of the Breuges Festival. The soloists, from the Vienna State Opera are uniformly good, with Esther Rethy, Karl Preger and Karl Friedrich standing out. This opera is not quite as familiar as "Gypsy Baron" or "Der Fledermaus" but it certainly is colorful and appealing music that is equal to other Strauss works, including "The Emperor's Waltz" ballet. Set in attractively bound and contains a complete libretto, both in German and English. This first complete LP diving of the work should find a healthy sale in the burgeoning opera market.

(Continued on page 82)



VAUGHN MONROE

The ONE You've Been Waiting For!

'LADY LOVE'

From the Columbia Film
"Sound Off"

"IDAHO STATE FAIR"

RCA VICTOR
70-4611 (78)
47-4611 (45)

This week's

New Releases

... ON RCA Victor

FOR the past several weeks the buy-word has been "HERE WE GO AGAIN—WITH THE BIG NEW HITS" with the result that this week's special listing highlights fifteen of the fastest-soaring sales scorchers on the market. This proven merchandise pairs top RCA Victor artists with top tunes to give you a star-studded sales package. Terrific reaction in the field, including a deluge of re-orders, indicates that every one of these items has a strong chance of happening. For that reason, and to give you and the entire RCA Victor record force ample opportunity for a concerted drive, it was decided to eliminate Release 52-12.

All RCA Victor radio and television programs will give the sales-winning collection a boost and leading pop deejays (who have received all the singles) will be spinning the discs for their audiences. Play 'em! Display 'em! You're sure to have winners.

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.

THIS WEEK'S MAILBAG

- \$** **Hambone/Mama's on the Warpath**
Bell Sisters and Phil Harris 20/47-4584
- \$** **Noodlin' Rag/Play Me a Hurtin' Tune**
Perry Como 20/47-4542
- \$** **Tulips and Heather/Please, Mr. Sun**
Perry Como 20/47-4453
- \$** **The Gold Rush Is Over/Why Do You Punish Me?**
Hank Snow 20/47-4522
- \$** **That's the Chance You Take/Porgive Me**
Eddie Fisher 20/47-4574
- \$** **Poor Whip-Poor-Will/Wheel of Fortune**
Bell Sisters and Henri Rene 20/47-4520
- \$** **Easy on the Eyes/Anything That's Part of You**
Eddy Arnold 20/47-4569
- \$** **Blue Tango/The Gypsy Trail**
Hugo Winterhalter 20/47-4518
- \$** **Three Ways of Knowing/When You Want a Little Lovin'**
Johnnie & Jack 20/47-4555
- \$** **Woman Is a Five Letter Word/Got You on My Mind**
John Green 20/47-4348
- \$** **Down South/I've Turned Gadabout**
Spike Jones 20/47-4568
- \$** **Robert the Easter Egg/Peter Cottontail**
Roy Rogers 45-5336/47-0306
- \$** **Senator From Tennessee/Double Shuffle**
Dinah Shore and Tex Williams 20/47-4561
- \$** **Snow White and Sneezy**
Dennis Day Y/WY-447
- \$** **Snow White and Dopey**
Dennis Day Y/WY-448
- \$** **Snow White and the Seven Dwarfs**
Dennis Day Y/WY- 3
- \$** **Top Pops**
Frankie Carlle F/WP-3024
LPM-3024

On March the 5th Vaughn Monroe came in off the road for one day to get in a recording session before he was to go to the west coast to make his new picture for the Republic Studios. Dave Kapp, our pop A & R chief, had two tremendous songs that he felt were just down Monroe's alley and would undoubtedly be tremendous things for him and the RCA Victor Company if they came off. Vaughn's organization came into the Manhattan Center studio late the evening of the 5th and recorded the two sides. First of which was LADY LOVE and the second was IDAHO STATE FAIR. To say the songs came off easy would be very misleading. They were real tough ones and the boys were really sweating before they got out of the studio—but they knew they had a hit. The tapes were rushed down to our other studio on 24th Street where they were transferred to lacquers and the final masters were made and shipped that night to our plant in Indianapolis where they had orders to start pressing. At the same time the disc jockey records were ordered and production was immediately begun. On the morning of the 6th acetates were sent up to our Sales and A & R offices in Radio City and Dave Kapp played them for our General Manager, Larry Kanaga, and the boys in the sales department as well as George Marek, our Director of A & R. All agreed that we had the ingredients of a big Monroe hit. The publishers were called in—Howie Richmond and Larry Taylor—to listen to their respective sides. Howie and Larry, of course, were wild about the possibilities of big hits on their hands. They immediately went to work with their plans for exploitation. The RCA Victor sales organization began to plan the exploitation of the record. Dealers, distributors, disc jockeys and juke box operators were sent special mailings and records proclaiming this as a big hit.

By now you will probably have heard the songs on the air and we hope that you will agree with us in our opinion of this record.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



NOW... *Exclusively*

Two - First Releases...

2 - Great Artists



*Count
Basie*

and his BIG Orchestra

**'NEW BASIE
BLUES'**



**'SURE
THING'**

MERCURY 8964 • 8964X45

*Anita
O'Day*

**'LOVER COME
BACK TO ME'**



**'ROCK 'N ROLL
BLUES'**

MERCURY 8967 • 8967X45



MERCURY RECORDS, CHICAGO, ILLINOIS

On Mercury!



Announcing a Great
New Orchestra...

CHICO O'FARRILL

and his Orchestra



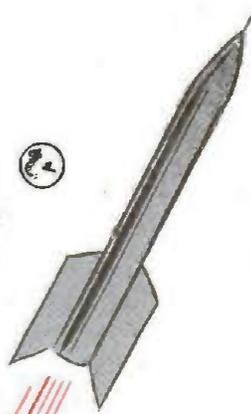
"CARIOCA"

"Flamingo"

MERCURY 8966 • 8966X45



Out of
this World!



Bill
DARNELL

singing

'ALONE
and
FORSAKEN'

DECCA
27994 (78)
9-27994 (45)

coupled with
"LONELY WINE"

America's Fastest Selling Records



THE BILLBOARD Music Popularity Charts

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

Best Selling Pops by Territories

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

Each week, The Billboard in co-operation with Western Union, secures full minute sales reports from key dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the 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. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. GUY IS A GUY—Doris Day—Columbia
8. PERFOIDA—Four Aces—A. Alberts—Decca
9. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
10. HAMBONE—J. Stafford—Columbia

CHICAGO

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. PERFOIDA—Four Aces—A. Alberts—Decca
6. CRY—J. Ray—Decca
7. WHEEL OF FORTUNE—B. Wayne—Mercury
8. COME WHAT MAY—P. Page—Mercury
9. TELL ME WHY—Four Aces—A. Alberts—Decca
10. WINDY—G. Jenkins—Weavers—Decca

LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. CRY—J. Ray—Decca
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. ANY TIME—E. Fisher—H. Winterhalter—Victor
7. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
8. CHARMAINE—Manoroni—London
9. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
10. HAMBONE—J. Stafford—Columbia

BOSTON

1. BLUE TANGO—L. Anderson—Decca
2. PLEASE, MR. SUN—J. Ray—Columbia
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. I'LL WALK ALONE—D. Cornell—Coral
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. GUY IS A GUY—Doris Day—Columbia
7. CHARMAINE—Manoroni—London
8. BLACKSMITH BLUES—E. M. Morse—Capitol
9. I'LL NEVER CHARGE—D. Cornell—Coral

WASHINGTON, D. C.

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. CRY—J. Ray—Decca
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. GUY IS A GUY—Doris Day—Columbia

NEW ORLEANS

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. CRY—J. Ray—Decca
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. TELL ME WHY—Four Aces—A. Alberts—Decca

PHILADELPHIA

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
5. (HERE AM I) BROKEN HEARTED—J. Ray—Columbia
6. GUY IS A GUY—Doris Day—Columbia
7. BLUE TANGO—L. Anderson—Decca
8. ANY TIME—E. Fisher—H. Winterhalter—Victor
9. SLOW POKE—Peg Lee—King—Victor
10. TELL ME WHY—Four Aces—A. Alberts—Decca

DALLAS-FORT WORTH

1. BLUE TANGO—L. Anderson—Decca
2. CRY—J. Ray—Decca
3. WHEEL OF FORTUNE—E. Wilcox—Sunny Gate—Decca
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. ANY TIME—E. Fisher—H. Winterhalter—Victor
7. TIGER RAG—L. Paul M. Ford—Capitol
8. BE MY LIFE'S COMPANION—R. Clopprey—Columbia
9. HAMBONE—F. Laine—J. Stafford—Columbia

PITTSBURGH

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
5. I'LL WALK ALONE—D. Cornell—Coral
6. (HERE AM I) BROKEN HEARTED—J. Ray—Columbia
7. CRY—J. Ray—Decca
8. WHEEL OF FORTUNE—E. Wilcox—S. Gate—Decca
9. PERFOIDA—Four Aces—A. Alberts—Decca
10. ANY TIME—E. Fisher—H. Winterhalter—Victor

ST. LOUIS

1. A KISS TO BUILD A DREAM ON—L. Armstrong—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. TULIPS AND HEATHER—P. Carno—Victor
4. BLUE TANGO—L. Anderson—Decca
5. CRY—J. Ray—Decca
6. YENDELY—R. Clopprey—Columbia
7. BLUE TANGO—L. Anderson—Decca
8. GUY IS A GUY—Doris Day—Columbia
9. TELL ME WHY—Four Aces—A. Alberts—Decca
10. I'LL WALK ALONE—D. Cornell—Coral

ATLANTA

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Decca
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. BLUE TANGO—L. Anderson—Decca
6. HAMBONE—J. Stafford—Columbia

SEATTLE

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. WINDY—G. Jenkins—Weavers—Decca
6. HAMBONE—J. Stafford—Columbia

DENVER

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. PERFOIDA—E. H. Stearns—Victor
5. BLUE TANGO—L. Anderson—Decca
6. TELL ME WHY—Four Aces—A. Alberts—Decca
7. GUY IS A GUY—Doris Day—Columbia

DETROIT

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLUE TANGO—L. Anderson—Decca
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. PERFOIDA—Four Aces—A. Alberts—Decca
6. ANY TIME—E. Fisher—H. Winterhalter—Victor
7. TELL ME WHY—Four Aces—A. Alberts—Decca
8. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
9. BLUE TANGO—L. Anderson—Decca
10. GUY IS A GUY—Doris Day—Columbia



Tops in Country Records

GEORGE MORGAN

Singing

"ALMOST"

Columbia 20906





JIMMY ALLEN

"ROCK CANDY ROCK"

b/w

"YOU UPSET MY APPLE-CART"

MGM 11182

MARTHA CARSON

"WEIGHED IN THE BALANCE"

b/w

"SATISFIED"

Capital 1900



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The top 30 tunes each week from the Billboard

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**STAN
FREBERG**

SOBS HIS HEART OUT ON
"TRY"

... and just for laughs

"PASS THE UDDER UDDER"
SONG OF THE COW WITH 27 SPIGOTS
RECORD NO. 2029



*83 or
"You too can be unhappy
if you T-R-Y"*

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 12, 13 and 14

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 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 Hit Music Popularity Chart, Part 1.

POSITION		LAST WEEK		WEEKS ON CHART		TITLES		ARTISTS		RECORDING DATA	
17	1	1				1	CRY	J. Ray	Decca 784640; (45)4-6040—BMI		
5	4	2					WHEEL OF FORTUNE	K. Starr	Capitol 7811964; (45)F-1964—ASCAP		
16	3	3					ANY TIME	E. Fisher-H. Winterhalter	Victor 78120-4359; (45)47-4359—BMI		
14	2	4					TELL ME WHY	Four Aces-A. Alberts	Decca 78127860; (45)9-27860—BMI		
16	5	5					LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca 78120-6040; (45)4-6040—ASCAP		
9	7	6					PLEASE, MR. SUN	J. Ray	Capitol 78139636; (45)4-39636—BMI		
6	9	6					BLACKSMITH BLUES	E. M. Morse	Capitol 7811922; (45)F-1922—BMI		
5	10	8					BLUE TANGO	L. Anderson	Decca 78127875; (45)9-27875—ASCAP		
6	13	9					COME WHAT MAY	P. Page	Mercury 7815772; (45)5772K45—ASCAP		
20	6	10					SLOW POKE	Pea Wee King	MGM 18121-0409; (45)10-0409—BMI		
7	11	10					BE MY LIFE'S COMPANION	Mills Brothers	Decca 78127805; (45)9-27805—ASCAP		
11	8	12					BERMUDA	Bell Sisters	Victor 78120-4422; (45)47-4422—BMI		
6	15	13					(Here Am I) BROKEN HEARTED	J. Ray	Capitol 78139636; (45)4-39636—ASCAP		
2	26	14					HAMBONE	J. Stafford F. Laine	Capitol 78139672; (45)4-39672—BMI		
11	14	15					TELL ME WHY	E. Fisher-H. Winterhalter	Victor 78120-4444; (45)47-4444—BMI		
4	18	15					PERFIDIA	Four Aces-A. Alberts	Decca 78127987; (45)9-27987—ASCAP		
10	12	17					TIGER RAG	L. Paul-M. Ford	Capitol 7811920; (45)F-1920—ASCAP		
3	18	17					WHEEL OF FORTUNE	B. Wayne	Mercury 7815779; (45)5779K45—ASCAP		
13	16	19					DANCE ME LOOSE	A. Godfrey	Capitol 78139636; (45)4-39636—ASCAP		
1	—	19					FORGIVE ME	E. Fisher-H. Winterhalter	Victor 78120-4574; (45)47-4574—ASCAP		
3	18	21					SILVER AND GOLD	Pea Wee King	Victor 78120-4456; (45)47-4456—BMI		
5	27	21					WHEEL OF FORTUNE	E. Wilcox-Sunny Gale	Decca 7811787; (45)45-787—ASCAP		
1	—	21					PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 78139663; (45)4-39663—ASCAP		
6	—	21					DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas-R. Patton-E. Lawrence	King 78115137; (45)45-15137		
3	17	25					WISHIN'	E. Howard	Mercury 7815784; (45)5784K45—ASCAP		
6	22	25					SLOW POKE	A. Godfrey	Capitol 78139632; (45)4-39632—BMI		
6	22	25					SLOW POKE	E. Howard	Mercury 7815772; (45)5772K45—BMI		
1	—	25					TULIPS AND HEATHER	P. Como	Victor 78120-4453; (45)47-4453—ASCAP		
6	25	29					KISS TO BUILD A DREAM ON	H. Winterhalter	Victor 78120-4455; (45)47-4455—ASCAP		
1	—	29					BLUE TANGO	H. Winterhalter	Victor 78120-4518; (45)47-4518—ASCAP		
1	—	29					WHEEL OF FORTUNE	Bell Sisters	Victor 78120-4520; (45)47-4520—ASCAP		



**BUDDY
GRECO**

with Orchestra Directed by
RICHARD MALTBY



**'It's a Sin
to Tell a Lie'**

with The Heathertones

and



**'Never
Leave Your
Sugar'**

(Standing in the Rain)

Coral 60672 (78 rpm) and 9-60672 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company

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

THE BILLBOARD

Music Popularity Charts

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

Folk Record Releases

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

- Alabama Boogie Boy—Johnny Bond (I Found) Cal 20909
Blame-Eyed Darling—Jimmy Martin-Bob Osborne-Sunny M. Bon (You'll) King 1037
City Slicker—Bill Green (Slicker) Coral 64123
C-Jam Blues—Die Karmusica Ors (Doin) Cap 2015
Comin' Stepp—Billy Harold (Talkin) Coral 64125
Did the Man in the Moon Come From Texas—Die Karmusica Ors (C-Jam) Cap 2015
Don't Cry, Baby—Polly Pasum and Joe Woberton (Snd) Cal 20908
Don't Stay Away (Till Love Comes) Lefty Frizzell (Tearns) Cal 20911
Dressing of a Little Cabin—Wade Mainer (Talk) King 1035

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FOLK TALENT AND TUNES

Communications in care The Billboard, 6600 Sunset Blvd., Hollywood 28, Calif.

By JOHNNY SIPPPEL

Artists' Activities Bill Boyd and his Cowboy Ramblers (Victor) have started a weekly show over WRR, Dallas. Warren Shorter reports that WCKY, Cincinnati, is sponsoring local talent contests thru a three-state area. Contest opened February 14 at Palmyra, Ky., with the local daily, The Outlook, co-operating. Nelson King, WCKY d.j., emceed. ... Cur Herald Goodman, of Dallas, reports that he is public relations director for Leon Theaters, a drive-in circuit thru Texas. He has set up a three-time-per-week interview d.j. show which will be taped from the snack bar of the theaters over KRLD, Dallas. He's seeking information on the whereabouts of the Plechal Brothers, formerly with Decca. He wants to use their record for a theme song. ... Pee Wee King reports that he is keeping his Western band intact and continues to work full-time in the country idiom. Associated Booking has set him and the band for the Ken Murray TV-er March 29 and Holyoke, Mass., March 30. He works the first week of April in Canada. King plans to do his own TV series on film for King Studios, Chicago, for whom he's appeared on the "Old American

C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week. DON'T STAY AWAY YOU'RE HERE, SO EVERYTHING'S ALL RIGHT Lefty Frizzell, Columbia 20911

Barn Dance" series. Dick Marvin, of the William Morris office, is handling him for radio and TV work. Cast of the WLS National Barn Dance received a letter of appreciation from the March of Dimes headquarters in New York thanking them for raising \$521.02. ... Many members of the cast, as well as Bill Bailey, Ted Brown, and other country music figures in Chicago, planned to attend funeral services for Ted Walberg, accordionist, pianist and arranger with Captain Stubby and the Buccaneers, who was killed in an auto accident following the February 23 broadcast. Ray Overholt, WOOD-TV, Grand Rapids, Mich., cut two sides for B & J recently. Tunes were published by Country Music, Chicago. ... Blaine Smith, Dome (Continued on page 37)

Most Played Juke Box Folk (Country & Western) Records

Based on reports received March 12, 13 and 14

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 represent Country and Western records.

Table with columns: POSITION, Weeks Last This to date, Weeks/Week. Rows include: 1. GIVE ME MORE, MORE, MORE Lefty Frizzell; 2. LET OLD MOTHER NATURE HAVE HER WAY Carl Smith; 3. SLOW POKE Pee Wee King; 4. DON'T JUST STAND THERE Carl Smith; 5. SILVER AND GOLD Pee Wee King; 6. WONDERING W. Pierce; 7. BUNDLE OF SOUTHERN SUNSHINE E. Arnold; 8. HONKY TONK BLUES Hank Williams; 9. MISSING IN ACTION E. Tubb; 10. BABY, WE'RE REALLY IN LOVE Hank Williams

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received March 12, 13 and 14

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select lot of over 400 disk jockeys specializing in Country and Western tunes.

Table with columns: POSITION, Weeks Last This to date, Weeks/Week. Rows include: 1. WONDERING W. Pierce; 2. DON'T JUST STAND THERE Carl Smith; 3. GIVE ME MORE, MORE, MORE Lefty Frizzell; 4. LET OLD MOTHER NATURE HAVE HER WAY Carl Smith; 5. BUNDLE OF SOUTHERN SUNSHINE E. Arnold; 6. MISSING IN ACTION E. Tubb; 7. BABY, WE'RE REALLY IN LOVE Hank Williams; 8. SLOW POKE Pee Wee King

Just Released... BUT Watch it... "DID THE MAN IN THE MOON COME FROM TEXAS!" "C-JAM BLUES" Capitol 2015 OLE RASMUSSEN and his "NEBRASKA CORNHUSKERS" FEATURED VOCALIST TED WILDS FIFTH YEAR KXLA PASADENA, CAL

SUE THOMPSON Sings in Her 'OWN CUTE WAY' 'I WAS JUST WALKIN' OUT THE DOOR' Mercury Record 6377

THE BILLBOARD Music Popularity Charts

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

• Best Selling Retail Folk (Country & Western) Records

Based on reports received March 12, 13 and 14

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

POSITION:
Weeks Last This
to Date/Week Weeks

18	1	1.	LET OLD MOTHER NATURE HAVE HER WAY Me and My Broke News	Carl Smith Cap(78)20862; (4534-20862)—BMI
25	2	2.	SLOW POKE Whisper Waltz	Pee Wee King V(78)21-0495; (45348-0489)—BMI
7	3	3.	MISSING IN ACTION Heartiest Soldier on Heartbreak Ridge	E. Tubb Dec(78)445369; (4534-46369)—BMI
12	4	4.	GIVE ME MORE, MORE, MORE How Long Will It Take?	Lefty Frizzell Cap(78)20885; (4534-20885)—BMI
2	5	5.	DON'T JUST STAND THERE Little Girl in My Home Town	Carl Smith V(78)20893; (4534-20893)
8	5	6.	TOO OLD TO CUT THE MUSTARD I'm in Love With Myself	Red Foley E. Tubb Dec(78)445367; (4534-46367)—BMI
5	9	6.	SILVER AND GOLD Ragtime Annie Lee	Pee Wee King V(78)20-4458; (45347-4458)—BMI
9	6	8.	BUNDLE OF SOUTHERN SUNSHINE Call Her Your Sweetheart	E. Arnold V(78)20-4413; (45347-4413)—ASCAP
29	—	9.	MOM AND DAD'S WALTZ Always Late	Lefty Frizzell Cap(78)20837; (4534-20837)—BMI
6	6	10.	WONDERING New Silver Bells	W. Pierce Dec(78)46364; (4534-46364)—BMI

Coming Up

Records listed here in numerical order show sign of increasing popularity according to a limited number of questionnaires from dealers, operators, disk jockeys but do not have strength to be listed in best selling (most played) category.

1.	SALTY DOG RAG	Red Foley	Dec(78)27981; (4534-27981)
2.	MILK BUCKET BOOGIE	Red Foley	Dec(78)27981; (4534-27981)
3.	WILD SIDE OF LIFE	H. Thompson	Cap(78)1942; (4531-1942)—BMI

FOLK TALENT AND TUNES

Continued from page 36

Records, is working personals in Florida, and reports business is excellent. He is featuring his two new recordings, "There Stands the Glass," and "Big Blue Eyes." Leroy Woodward, WVJS, Owensboro, Ky., reports good service from Lee Silvers, King rep for his area. Ann Jones, WGTM, Wilson, N. C., appeared February 16 at the reopening of Uline Arena, Washington along with an all-star cast that included Rosalie Allen and Elton Britt. Miss Jones reports that Sammy Bland, WCEC, Rocky Mount, N. C., has lots of airtime from his outlet.

Disk Jockey Doings

Roy Hansen, a member of Nancy Lee and the Hilltoppers

group, WOWO, Fort Wayne, Ind., is doing a weekly d.j. show on the station. Stan Deppen will handle the h.b. d.j. spot on KNBR, new station at North Platte, Neb. . . . Bob West reports

"OH, MOTHER TONIGHT"
by
THE GOSPEL TWINS
is
GOTHAM RECORD NO. G 414
At Your Nearest Gotham Distributor

lots of requests for Redd Stewart's King diaking of "Last Go Around" from his WGAI, Elizabeth City, N. C., listeners. . . . Happy Hal Burns, WBRC, Birmingham, is now doing a Saturday morning show from a local theater. In addition, he promoted a gospel concert successfully recently and will promote another March 15. . . . Ann Jones (King), WGTM, Wilson, N. C., reports that Elton Britt's Long Island, N. Y., home was burned by fire.

Johnny Rion, WIBV, Belleville, Ill., reports that Jerry Hassen and Sonny Polk of his band were injured in a recent auto accident. . . . Eddie Kirk is doing a daily d.j. shot at KXLA, Pasadena, Calif., according to Cousin Lou Stevens of the station. . . . Lee Sutton and some of the acts at KMA, Shenandoah, Ia., are doing 13-week tour thru his territory. . . . Wesley Tuttle, KFVD, Los Angeles, and his wife, Marilyn, are working the weekly Jimmy Wakely TV set over KNXT-TV, Hollywood. . . . Jack Hunt (Capitol) who does d.j. at KARK, Little Rock, reports his fiddler, Roy Coats, is going into service, with Johnny Lytle of San Antonio replacing him.

• Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO. TUNES COMMENT

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

JOHNNIE & JACK (The Tennessee Mt. Boys)
Three Ways of Knowing
VICTOR (43) 47-4555—Johnny and Jack turn in a powerful rendition of a lively and catchy novelty item that could get a lot of spins and plays. A strong entry. **85--85--85--85**

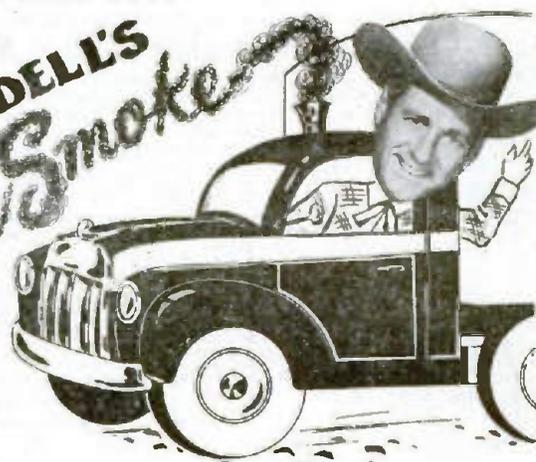
When You Want a Little Lovin'
The boys come thru with a great reading of a fast tempo country waltz, sung tongue-in-cheek, and played with a slight Latin beat. A fine item for juke and juke. **83--83--83--83**

ROLAND JOHNSON
Warm'd Over Love
DECCA 66495—A lively and rhythmic new ditty receives a strong reading from the country singer. Fine for juke. **80--81--78--82**

Honest and Truly
Johnson comes thru with a smooth and persuasive warble on this revival of the pretty folk. A strong item. **78--80--76--78**

It's On the ROAD . . .

DOYE O'DELL'S Diesel Smoke



w/ "IF TEARS WERE GOLD" INTRO 6047
FLEMING ALLEN, AGR Rep.

intro RECORDS Beverly Hills

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ALADDIN-SCORE-INTRO

OUR GRATEFUL APPRECIATION TO D.J.s FOR YOUR WONDERFUL HELP ON "MUSTARD"

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THE CARLISLES

WE'RE NOT "TOO OLD TO CUT THE MUSTARD"
'CAUSE LOOK WHAT WE'VE DONE TO

"TENNESSEE MEMORIES"

COUPLED WITH
"TRUE LOVE"

MERCURY 6388 · 6388X45

MINNIE

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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 12, 13 and 14

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

POSITION	Weeks Last This to date/Week/Week	Title	Artist	Label	United States	Canada
4	1	1. NIGHT TRAIN	J. Forest	United	78110	(45)45-110
12	2	2. THREE O'CLOCK BLUES	B. B. King	RPM	339	-8M1
2	6	3. WHEEL OF FORTUNE	E. Wilcox-Sunny Gale	Mercury	781287	(45)45-787-ASCAP
8	4	4. CRY	J. Ray	Okeh	781640	(45)4-640-8M1
7	3	5. BOOTED	R. Gordon	Chess	1487	-8M1
5	10	6. GIVE ME CENTRAL 209	Lightnin' Hopkins	Mercury	781267	(45)45-787-ASCAP
2	8	7. TELL ME WHY	D. Washington	Mercury	781267	(45)45-787-ASCAP
10	10	7. HOW MANY MORE YEARS	Howling Wolf	Chess	1479	-8M1
2	7	9. GOT YOU ON MY MIND	J. Greer	Mercury	781267	(45)45-787-ASCAP
1	—	10. POUND OF BLUES	J. Hodges	Mercury	781267	(45)45-787-ASCAP

• Best Selling Retail Rhythm & Blues Records

Based on reports received March 12, 13 and 14

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

POSITION	Weeks Last This to date/Week/Week	Title	Artist	Label	United States	Canada
4	2	1. NIGHT TRAIN	J. Forest	United	78110	(45)45-110
7	1	2. BOOTED	R. Gordon	Chess	1487	-8M1
3	4	3. WHEEL OF FORTUNE	D. Washington	Mercury	781267	(45)45-787-ASCAP
12	3	4. THREE O'CLOCK BLUES	B. B. King	RPM	339	-8M1
6	6	5. WHEEL OF FORTUNE	E. Wilcox-S. Gale	Mercury	781287	(45)45-787-ASCAP
2	10	6. WHEEL OF FORTUNE	Cardinals	Atlantic	958	-ASCAP
18	5	7. FLAMINGO	E. Boslik	Mercury	7814475	(45)45-4475-ASCAP
1	—	8. GOT YOU ON MY MIND	J. Greer	Mercury	781267	(45)45-787-ASCAP
1	—	8. THINKIN' AND DRINKIN'	A. Milburn	Atlantic	7813124	(45)13124-45
14	—	10. BEST WISHES	R. Milton	Specialty	414	-8M1
1	—	10. KISS ME BABY	R. Charles	Swingtime	274	-8M1

• 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
SLIM GAILLARD ORK As You Are MERCURY 5792—This r.b. version of a pop arrangement of an old British folk ditty makes for a listenable novelty. Singer is effective and there's some fine sax support. Could happen.	84--85--82--84	★★★★
I Only Have Eyes for You First-rate basic change of the standard has loads of appeal. Straight erk backing sets Gaillard off neatly in this strong ditty.	83--84--81--83	★★★★
ROSCOE GORDON No More Doggin' RPM 350—Gordon gives this solid, driving item a powerful reading and the erk punches all the way. A strong winner.	83--84--80--85	★★★★
Marla An intriguing back dance is handed a strong vocal by the singer with fine backing from the erk.	75--76--73--76	★★★★
ALLEN BUNN Guy With a "45," The APOLLO 436—It's bad business to compete for a gal's affections if your rival is loved, warns Bunn. A swelling harmonica is prominent in the trio backing. A powerful ditty.	81--82--80--82	★★★★
She'll Be Sorry The preposterous rhythmic pattern exerts an almost hypnotic effect in this slow country bluesy opus.	77--78--74--78	★★★★
WINI BROWN (Her Boyfriends) Be Anything (But Be Mine) MERCURY 6370—The baby-faced chucker puts her heart into this peppy new ballad and gives out with a warm and serious vocal. The chorus and erk back the gal with feeling. A good disk.	80--81--79--80	★★★★
Heaven Knows Why Another fine vocal by the throaty, backed smoothly by the boy-ferns, on this new love. Erk lends fine sweetest.	77--78--75--78	★★★★
BETTY McLAURIN (Rex Kearnay Ork) I May Hate Myself in the Morning DERBY 790 (Broadcast, Music-8M1)—Ditty here was penned by Benjamin West's team and was tried on disks some time ago. This version, tho, might rouse public interest in the item. Apple, the deliberate beat is an asset.	79--80--77--79	★★★★
I Hear a Rhapsody (Laurie Music-ASCAP) Chas McLaurens covers the current pop plug capably and impressively. The erk, tho, sets up a big beat.	71--75--68--71	★★★★



THE
GREATEST
SPIRITUAL
OF THE DAY

By The

ORIGINAL FIVE BLIND BOYS
JACKSON HARMONEERS
"WORLD PRAYER"
"HOW FAR AM I FROM CANAAN!"
on Peacock #1553

STILL GOING STRONG!

"COMING HOME"

PEACOCK #1580

"MOTHER, DON'T WORRY"

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ALWAYS on THE JOB!

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Dependable PERMO POINT Performers

It pays to standardize on PERMO POINTS

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DOLORES HAWKINS

"OOOWEE" and "Love Me Long"

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Okeh A PRODUCT OF COLUMBIA RECORDS, INC.

Lyrics: Mark "Columbia" ... Music: ...

3 BIG NEW HITS ON ATLANTIC!

Bang!!



Ruth Brown

"5-10-15 HOURS" and "BE ANYTHING" No. 962

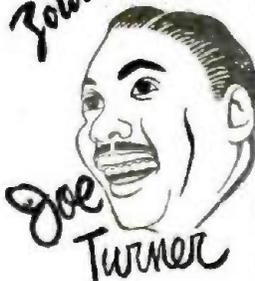
Pow!!



The Clovers

"ONE MINT JULEP" and "MIDDLE OF THE NIGHT" No. 963

Zowie!!



Joe Turner "SWEET SIXTEEN" and "I'LL NEVER STOP LOVING YOU" No. 960

Atlantic Recording Corp. 234 West 56th St. N. Y. 19, N. Y.

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 NOTES

By BOB ROLONTZ

The Gale Agency is sending out a concert package called "Plano Parade" which will feature Errol Garner, Art Tatum, Meade Lux Lewis and Pete Johnson...

Stars start their first West Coast tour on March 19 with a one weeker at the Club Clayton, Sacramento. After that the ork plays two weeks at the Black Hawk, San Francisco, opening March 25; one week at the Tiffany Club, Los Angeles, starting April 9, and a week at the Crole Palace, San Diego, beginning May 1...

Rhythm & Blues Record Releases

- Alabama Boogie—John Lee (Dove) Federal 12054
As Love As You're Satisfied—Joan Powell Ork & Fluffy Hunter (48) Fed 12050
Bitterness—Gay Cross (Pat) Gotham G-279
Blue Because of You—Big Three Trio (Gat) Okeh 6663
Blues For Mimi—Willard McDaniel (Ork) Specialty SP 424

R&B Records to Watch

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

Okeh Records recently parted singer Hadda Brooks, also the Angelic Gospel Singers... Sarah Vaughan will be heard over the national ABC network next week...

HITTING IN ALL TERRITORIES!

"HEAVENLY FATHER" by "I LOVE YOU" Edna McGriff With Buddy Lutes Ork. Jubilee 3073 AVAILABLE ON 45 R.P.M.

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Hollywood

Sherman (Blues) Johnson, who has cut for MGM, Nashboro and Trumpet diskeries, is doing a daily show over WTKR, Meridian, Miss... Ben Waller, since 1949 a Los Angeles r.&b booking agent, has built up a stable which includes: Roy Milton, Joe Liggins, Percy Mayfield and Camille Howard (Specialty); PeeWee Crayton (Aladdin); Jimmy Witherspoon and Willie Littlefield (Modern) and Jimmy Nelson and B. B. King (RPM). He services an area extending North to Vancouver, B. C., East to San Antonio, Tex., and South to the Mexican border...

James-Kallen Cut New Wax

NEW YORK, March 15 — The team of Kitty Kallen and Harry James has been reunited on wax again by Columbia Records. The ex-James ork thrush this week recorded four sides with James' band, but not in the status of a band vocalist. She will get equal billing with the trumpeter-orkster. First two sides will be released on Columbia in three weeks.

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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).

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 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 sales 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: Sing. sales; 15; interpretations; 15; arrangement; 15; name value; 15; record quality (surface, etc.); 5; music publisher's air performance potential; 10; exploitation (record ads—promotion firm, leg. and other "bug" ads); 10; manufacturer's distribution cover; 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			
		W	J	R	S
GUY LOMBARDO ORK Honest and Truly DECCA 27969—This is one of the best Lombardo efforts in many a month. Considering the exploitation behind the disk, the value of the song and the star reading, the figure is a big one.		88	88	88	88
One Little Word A truly lovely ballad with a fine lyric is delivered in typical Lombardo style with Kenny Maxwell's charming effectivity.		78	80	76	78
LEROY ANDERSON ORK Horse and Buggy DECCA 28037—Here is another single disk taken from the Anderson album from which came "Blue Tango." With the expected exploitation to be placed behind this platter, it may well become a big item. Music, of course, light, programmatic stuff typical of Anderson's previous efforts.		86	87	86	85
Penny-Whistle Song, The None of the same on this side. Either side could follow the sales pattern of the composer's "Blue Tango," "Synthesized Clock" or "Fiddle Fiddle." Neither, tho, is as ratchety a work as the aforementioned hits.		86	87	86	85
LOUIS PRIMA ORK Och-Dahdilly-Dah COLUMBIA 35692—A bright, spirited, rhythmic hand-sapper is delivered by Prima. Smith gal and the set in a driving reading. Material is a re-write of the "One O'Clock Jump" hit.		85	85	85	85
Basta Typical Prima Italian-type ditty penned, by, of all people, Alvin Wilder and Marshall Sargent. Prima does well, undoubtedly so far as lyric choruses are delivered by the artist and Kewley Smith.		72	74	70	73
SAMMY KAYE ORK Winnepesaukee (The Indian River Song) COLUMBIA 35688—Bright, new infectious novelty with a string of Indian river names, making up the cute lyric, gets a lively reading from Tony Russo and the Kayettes. The disk backs them terrifically. Noneone else could catch on.		84	86	83	84
I Ain't Lazy, I'm Just Dreaming The singer and quartet are smooth and listenable on a warm, dreamy item about neither nature. Girl supports group nicely.		76	77	75	77
GORDON JENKINS ORK-TOMMY DORSEY There Are Such Things DECCA 28035—A smooth and skillful arrangement of the sentimental title features a new sound from the stellar record artist, plus the lush Jenkins sax and Dorsey on the trombone. A strong disk that could garner its share of the coins.		84	85	83	84
What Is Time? Choir and sax and the Dorsey trombone are effective on this somewhat pretentious new ballad.		70	70	70	70
JOHNNY DESMOND (Tony Martello Ork) Confetti CORAL 60676—Slick treatment of the strings in an interesting arrangement behind Desmond's persuasive chanting lifts this one high among diskings of the plaintive weeper.		84	85	82	84
Festival Another strong etching by Desmond. Powerful chanting, between-teeth whistling, the suggestion of boogie in the beat and odd breaks in the rhythm should garner this one plenty of action.		84	85	82	84
HUGO WINTERHALTER'S ORK & CHORUS What Does It Take? VICTOR 26-4586—Ditty penned by Burke and Van Heusen team is done delightfully by Winterhalter, the chorus and charter Johnny Parker. It's a honky Honk played with a shuffled-beat, pizzicato strings and a typical full ork sound. Fine wae.		83	84	83	83
Star-Gazing Here again Winterhalter's lush studio ork and choral group delivers a lovely new ballad with a full, warm sound.		76	80	73	75
ELLA FITZGERALD Guy in a Guy, A DECCA 28049—Ella's reading of the folk-derived novelty bouncer is as musically and excellent as expected from the singer. It might cut off a big chunk of the action, too.		83	85	82	83
That Old Feeling The fine old standard is delivered warmly here with the aid of a vocal group. A first-rate addition to Ella's catalog.		74	77	72	74
FREDDY MARTIN ORK If You Don't Hug 'ar by Nine O'Clock (You Ain't Gonna Love 'ar At All) VICTOR 26-4575—More Gritlin and the chorus lust in a fine reading of this lively and catchy novelty with its own cute moral. Martin ork lends rich and full support. Could get spins.		83	86	80	82
Colonel's Daughter, The A rousing and spirited etching of a rhythmic novelty, with a loud and treely vocal by Murray Arnold and the chorus and ork. The tune, played in semi-march tempo, could get a lot of plays.		81	84	78	80
INK SPOTS Honest and Truly DECCA 27966—This is one of the four disks released by Decca on the wonderful old Fred flow standard. Bill Kenny does one of his best jobs in lining the disk, while the rest of the Spots supply the background. Quartet's bass does a recitation bit.		83	83	83	83
All My Life Another side here and handle in same way except for Kenny's attempt at a little tender finish which fails to come off.		76	80	73	75
BILLY WILLIAMS QUARTET Confetti MGM 42294—The talented TV foursome make a real production out of the plug weeper. If the song goes, this one should grab a good chunk of the down.		82	84	80	82
Don't Grieve, Don't Sorrow, Don't Cry The devious atmosphere projected by the group here counters the advice in the song title. Effort is an effective mood setting.		76	78	74	76

(Continued on page 42)

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0-39 POOR

Continued from page 40

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
TOMMY DORSEY ORK		
Hambone DECCA 28057—Charlie Shavers is the thrifty character here, in a strong cover job. He's given brassy accompaniment.		82--82--82--82
Come What May Ork turns in a pleasant reading of the slow-paced ballad. Buddy Stark is so-so in the lyric department.		72--72--72--72
GLENN MILLER ORK (Ray Eberle)		
At Last VICTOR 27-0187—This disk was originally issued in 1942 and was a big hit that year. It features a fine Ray Eberle vocal and the rich-sounding Miller ork. The disk sounds newly recorded, as it could catch a large share of the coin on this active disc.		80--82--76--82
Perfidia This side was cut back in 1941 and has been re-issued now that the Four Aces staking is clicking. The Miller version is an exciting item, with Dorothy Clair and the Moderaters backing over a strong vocal with top Miller ork backing. Could be a challenger in the "Perfidia" sweepstakes.		80--81--79--80
DON CHERRY (Sy Oliver Ork)		
Sentimental Tears DECCA 28059—Here's a good and fast coverage of the plug weeper, with Cherry in fine voice. His singing has lush choral and ork support.		78--80--76--78
It Doesn't Matter Where I Go Cherry was no hope as he warbles of low troubles. Ork and chorus Sy Oliver help convey the dolerous mood.		78--80--76--78
MITCH MILLER ORK (The Paulette Sisters)		
Kalamazoo to Timbuktu COLUMBIA 36278—The Paulette Sisters turn in a lively vocal on this happy little ditty, especially a children's item. Clever chorus and ork backing make this a good item.		78--79--77--78
Sing Our Song of Love Peter Macky does a good job on this pretty new ballad adapted from a European folk tune. Chorus and ork back the singer ably.		77--79--75--77
CONNIE BOSWELL		
Someone Stole My Davlin' DECCA 28058—This fitting and sentimental waltz, with a good set of lyrics provides a vehicle for a fine vocal from Miss Boswell, with the chorus and Sy Oliver ork lending stylish backing. A good item, and written by Miss Boswell.		78--80--76--78
I Know What It Means to Be Lonesome The theater turns in another of her fine vocal efforts on this slick, rhythmic ballad. Chorus and ork support her tastefully.		75--76--75--75
JIMMY DORSEY ORK		
I Hear a Rhapsody CORAL 60673—With the tune being revived via the flick "Clash by Night," this disk of ten years ago has been re-issued. Bob Eberly turns in a strong vocal and the ork is, of course the J. Dorsey crew at its peak. Could catch some of the lost of the tune makes it.		78--79--76--79
Serenade in Blue Reissue of the big hit of a decade ago features a persuasive warble by Dorsey and some fine gun from the ork leader.		75--76--71--77
JOHNNY MADDOX (The Rhythmasters)		
Near You DOT 15008—A driving version of the cliché, with the piano pounding out the ditty softly and the ork backing strongly. Could break out as a good one on the sales.		78--79--76--78
Johnny Maddox Boogie Maddox and the ork will go on a strong boogie ditty on this instrumental waltz that builds excitingly through. A solid item for juke.		76--77--74--76
PAUL WESTON ORK (Norman Luboff Choir)		
Law in the Lehigh Valley COLUMBIA 36406—With proper exploitation this one could still do quite a bit of activity. The ditty is a verse-chorus item. Lyrics are handled by the Luboff choir with Thurl Ravenscroft, a fine bass voice, handling the lead. The sound is mighty intriguing.		78--80--75--78
Flapperette Here's an attractive change of pace item as silent George Greeley runs thru the ditty on the keyboard while the Luboff choir is used as a section of the ork. Fine listening wax.		73--77--72--72
ROSEMARY CLOONEY-PERCY FAITH ORK		
Eggbert, the Easter Egg COLUMBIA 36145—Rosemary has thus far been an important disk artist. Here she does the new "Eggbert" ditty in her best style. Disk could pick up some pop action the 15's mainly for the novelty.		77--80--80--72
Bunny on the Rainbow This is another entry in the Easter sweepstakes. Both the ditty and the performance are good, but the competition is rough.		71--72--70--70
DOLORES HAWKINS		
Oop-Wee OHC 8357—The cheater belts out the lyrics on this fanciful blues effort, and the ork backs her with a solid beat. A strong disk.		77--79--75--77
Love Me Long A lively rhythm tune is given a good reading by Miss Hawkins over strong ork backing.		74--75--72--75
FRANKIE CARLE ORK		
Festival VICTOR 451-47577—A sprightly rendition of the big plus tune, disk features a swingy ork treatment. Male chorus takes over for a short go at the lyrics. Competition for this one will be tough if the number catches.		77--76--74--78
I've Tried a Million Times The sweet ballad gets a most pleasant reading by Carle, whose ork and chorus back him to good effect. Rhythm is slow but hot.		75--75--75--75
HENRI RENE ORK		
Stop the Music VICTOR 20-4587—This is a first-rate torch song penned by Sam Costlow and the performance is fine. But the disk may run into some competition on network stations because of the title's connection with the ABC network's program.		76--78--74--76
Beware Johnny Prophet, a first-rate ballad singer, handles the lyrics on this attractive new ditty done in a Latin American tempo by the stringful force.		73--76--72--72
LES BROWN ORK		
Love Letters in the Sand CORAL 16041—Here's another of those fine Brown ork readings of an aside. Lucy Ann Polk handles the lyrics a rhythmic chanting. In all, this is first-rate done wax.		76--80--73--75
Who's Excited It's the ork and the tune's riff qualities which take top honors on this side. Lyric by Johnny Mercer is just a bit too smart to make a dent with the average boogie. Lucy Ann and the Four Hits handle the vocal nicely.		72--75--70--72

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POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"COME WHAT MAY" "RETREAT" Patti Page	5772		"BASIN STREET STOMP," "MARGIE" Basin Street Six	5809	
"CHIMATOWN MY CHIMATOWN," "SHUFFLE OFF TO BUFFALO" Bobby Maxwell	5773		"COPYCAT" "WALK RIGHT IN" Lola Aneche	5812	
"WHEEL OF FORTUNE," "HEART OF A CLOWN" Bobby Wayne	5779		"A-ROUND THE CORNER," "CHIU CHIU" Xavier Cugat and Orchestra	5813	
"SABALU," "MORE THAN LOVE" Richard Hayes and Xavier Cugat	5780		"BLUE TANGO," "JUNOLE FUTE" Xavier Cugat and Orchestra	5817	
"SINCE MY LOVE HAS GONE," "WOULD YOU" Ray Cura	5783		"I'LL WALK ALONE," "TATTLETALE" Richard Hayes	5821	
"STOLEN LOVE," "WISHIN'" Eddy Howard	5784		NEW RELEASES		
"JUMP THROUGH THE RING," "MY FUNNY VALENTINE" Vic Damone	5785		"MISTAKES," "THE LITTLE BOY I KNEW" Dick Thomas	5808	
"WHO," "IT'S A LONESOME OLD TOWN" Jimmy Palmer and Orch.	5786		"YOU'RE NOT WORTH MY TEARS," "SHIP AHO!" Rose Marie	5811	
"MILK BUCKET SOOGIE," "SILVER AND GOLD" Tiny Hill and Orchestra	5789		"TOOT, TOOT, TOOTSIE," "BANCIN' SHOES" Jimmy Palmer and Orchestra	5814	
"THE ACAPULCO POLKA," "THE HILLBILLY MAMBO" Xavier Cugat and Orchestra	5798		"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard	5815	
"LOOKING FOR MY BABY," "BEGIN THE BEGUINE" The Ravens	5800		"LOVE, WHERE ARE YOU NOW," "WHISPERING WINDS" Patti Page	5816	
"BEAUTIFUL TEXAS" "LOVE ME" Bob Kames	5802		"EVERY BABY NEEDS A DADA-DADDY," "DON'T SEND ME HOME" Helen Grayco	5818	
"LITTLE WHITE MAZE," "YOU WILL NEVER GROW OLD" Jo Sullivan	5805		"HOMING PIGEON," "AND SO I WAITED AROUND" Kay Brown	5819	
"NAME," "SEPTEMBER SONG" Billy Daniels	5806		"HOW COULD YOU BLUE EYES," "JUST BECAUSE" Bury Draper	5820	

COUNTRY and WESTERN

	QUANTITY			QUANTITY	
	78	45		78	45
"TOO OLD TO GET THE MUSTARD," "MY HAPPINESS BELONGS TO SOMEONE ELSE" Carlisle Bros.	6348		"LET'S TAKE THE LONG WAY HOME," "PORT OF LONELY HEARTS" Ken Marvin	6382	
"I WOULD IF I COULD," "PATCH UP YOUR OLD LOVE AFFAIR" Carlisle Bros.	6371		"WHEN THE PEARLY GATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story and His Ramblin' Mountaineers	6386	
"ROLL IN MY SWEET BABY'S ARMS," "I'LL JUST PRETEND" Lester Platt, Earl Scruggs and Foggy Mountain Boys	6372		"THEN YOU WILL BE BLUE ALL WINTER," "WHEN WINTER COMES" Roy King	6387	
"YOU'VE BEEN CHEATING ON ME DARLING," "SPRING OF LOVE" Paul and Roy	6374		"TENNESSEE REMEMBERS," "TRUE LOVE" The Carlisle Bros.	6390	
"COLD, COLD WOMAN," "EDUCATED FOOL" Eddie Hill	6375		"A-ROUND THE CORNER," "WISHIN'" Lulu Belle and Scotty	6387	

RHYTHM and BLUES

	QUANTITY			QUANTITY	
	78	45		78	45
"NO MORE BLUES," "DONNA NEED MY HELP SOME DAY" Memphis Slim	8366		"BE ANYTHING-BE MINE," "HEAVEN KNOWS WHY" Wini Brown	8270	
"TELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington	8367		"HEY, HEY," "WALKIN' THE LONESOME ROAD" Big Bill Broonzy	8271	
"TROUBLE IN MIND," "NEW BLOWTOP BLUES" Dinah Washington	8369		"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul O'Nicholls	8271	

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Album and LP Reviews

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

POPULAR

TOP POPPS — Franka Cate (1-10's) **75** PRISONER OF LOVE—Gordon MacRae— 68
V (33) LPM 3024
Any Time, Wheel of Fortune, Until, Tell Me Why, Please, Mr. Sam, Be My Life's Companion, Blue Throat, Tides and Heather.

This is one of the most interesting disk experiments tried in a long time. Sales record of this package should grow whether the public will want an LP containing alone solo readings of eight current pop hits. Cate sticks close to the melody line yet purveys fine dance music with the aid of a rhythm section. It would seem that the buyers of piano albums should be interested in this one. It would also seem as the same of the older folks might prefer their own in this fashion. In any case, the disk and the experiment deserve trade attention and a little extra sales effort on all levels.

GIRL CRAZY — Mary Martin-Louise 70
Caryl-Eddie Chappel-Lenham Emel.
Coe (1-12's)
Col (33) ML-4475
This is the latest addition to the disc'sy's continuing series of previously recorded theme scores. It is, at all, were "Bananas," "Anything Goes," "The John Murray Anderson Guide to Singsong," "Recording orchestras and performances are above reproach. To the students of the theater, the, Mary Martin and Louise Caryl may not be considered ideal representatives of their respective art. Ethel Merman who were in the original cast some 70 years ago. An unlabeled listening however, will convince most buyers that Columbia has done wisely. The Columbia score includes such gems as "I Got Rhythm," "Bible Music," and "Embraceable You." Ted Royal, Miss Maudie's arranger, deserves special commendation for his fine work.

STAIRWAY TO THE STARS — Buddy 70
Bauer (1-10's)
Specialty (33) SP 100

Beyond the Stars, Terrence, Turntable Little Star, Stars Fell on Alabama, Stairway to the Stars; When You Wish Upon a Star; Stardust. Specialty has obtained the Exclusive Records masters to this entire most music album and now is making the set available on LP for the first time. Bauer is a musician of an arresting quality, with a particularly high flare for making much of woodwinds. His arrangement of the half-dozen "Star" tunes are rich, yet never suffer from too much sweetness or too little meat. To be recommended to those who like Karolane, Jenkins, Worenbarber or Dave Rinz.

TANGOS — Emil Coleman (1-7's) 70
V (45) WP-339
Dorothy Vieg, Nostalgia, La Campanella, Curdo, La Milonga, Aca, Bachuchaco, Inapricacion, Caminito, A Media Luz.

The new Emil Coleman tango album contains all the well known tangos of today and yesterday, played cleanly and tastefully by the arr. Best sides are "La Campanella," and "Adios Muchachos" (which is now known also as "I Got (Don't)). The set is excellent for those who dance the tango, and will bring back a lot of memories for those who have danced to Coleman's work at the Waldorf or other fine clubs in New York over the past 25 years. No vocals on this set, just good, well-danced tangos.

SUNSET TO SUNRISE — Art Mooney (1-7's) 70
MGM (33) E-121
Three o'Clock in the Morning, Sunset to Sunrise, Stars Fell on Alabama, Moonlight, Moonlight Cocktail, Sunrise Serenade, Caryl, At Dawning.

A collection that has all the ingredients for a hit: the words, moon, sunrise, stars, dawn, sun, etc. Its long titles has probably as good a reason as any for being. In any case, it does provide some sweet of music to set that offers good music in danceable style—enough justification in itself. Arrangements are on the sophisticated side and smoothly performed by the band. Three of the numbers are instrumental, in the others, Alan Foster chants the lyrics to good effect, except in "Moonlight," where Tony Alma takes over for a Rem bit of vocalizing.

STEVE ALLEN AT THE PIANO (1-10's) 69
Columbia (33) CL-4197

There or When, My Candlelight Gave With the Wind, The Victor March, The King Is the King, Imagination, Stars Fell on Alabama, Fools Rush In. In the year that Allen has been seen on the CBS-TV network, he has built for himself a large and loyal following. He has shown his fine, that he knows his way around a keyboard. For those people, then, this collection of eight pop tunes should be a welcome item. And like the TV star seems in this set that he is an accomplished musician, his pianistic are not of a caliber to appeal to the more casual disk buyers. His style is full, simple and devoted to the basic melody line. "My Candlelight" incidentally, was written by Allen. Backing him are Frank Carroll on bass, Ed Shephard on drums and J. M. Lindell on guitar.

PAGE CAVANAUGH TRIO — Page Cav. 68
MGM (33) E-124

I Dares Stand a Chord of a Grace With You: One for My Baby, Autumn in New York; Body and Soul; I'll Remember April; Moonlight in Vermont; Don't Blame Me; The Man I Love. The Cavanaugh Trio is top-flight. The trio creates in some exciting music on the eight standards in this new LP set, one of the MGM series dedicated to "Keyboard Kings." And the trio features some exciting piano by the trio leader, as well as vocal and instrumental new arrangements on the evergreen included. The selections chosen number some of the prettiest tunes written by such folk composers as Gershwin, Fields and Mercer. The trio creates some sweet music, especially on "Moonlight in Vermont," "Body and Soul" and "One for My Baby." All of the Cavanaugh data ought to be interested in this exciting, and collectors too.

CHANSONS DE PARIS — Andre Tardif 75
(1-10's)
Columbia (33) PL-9537

Valentine, Comme ci, comme ca; C'est de bon coeur; Arive de Paris; La Seine; Un ren va fait chanter; Sans les papiers de Paris. This is a fine collection of fairly familiar French ditties sung by one of the better continental chanteurs. Decry nobody, the recordings were made in Mexico City, where Tardif is tops at his trade. Accompaniment is by an organ, accordion and rhythm group with Tardif playing a bit of guitar on several sides. Those who ride his California TV show or his appearances in such as "The American in Paris" and "On the Riviera" will want this one. In addition, those catering to buyers of French East Side type sides by Charlie Trapanese on trumpet, Eddie Miller on tenor sax, Stan Workman on piano and Matt Matlock on guitar. It's good, if not great, was for the majority of the disk buyers.

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THE BILLBOARD Music Popularity Charts

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

Advance Record Releases

POPULAR

- A-Bowed the Archer—The Weavers-Gordon Jenkins (Candy) Dec 28054
- All My Life—Luk Spots (Honest) Dec 27996
- Alonzo—Leslie Bell Singers (Maple) V (RS) 51-1210
- At Last, At Last—Ray Martin Ork (Dancing) Abbey 15066
- Boris—Louis Prima Ork (Dah) Cal 39692
- Be Anything (But Be Mine)—Chamie Butler-Percy Faith Ork (Harem) Cal 39690
- Be Anything (But Be Mine)—Eddy Howard Ork (Dah) Mer 5815
- Be Anything (But Be Mine)—Helen O'Connell-Narad Memory Ork (Right) Cap 2011
- Be Mine—Luis Arcaez Ork (September) V (45147-4551)
- Be Mine—Helen Ork (Simp) V 20-4587
- Bill—Gus Tapes (How) Atlas 100-A
- Brown Belts—Harry James Ork (Mood) Cal 39678
- Cherry—Berle Kane Ork (Society) 58-20
- Christmas Trail—Charlie Barnett Sextet (Three) Abbey 15063
- Come What May—Tommy Dorsey Ork (Hambone) Dec 28053
- (I Stand and Three) Corbett—Johnny Desmond-Tony Martello Ork (Festival) Cal 39670
- France Me Lonesome—Katie Mahr-Jack Hanson Ork (Whisper) Remington R-25028
- Dancing Belts—Ray Martin Ork (At Last) Abbey 15066
- Dancing With Tears in My Eyes—Mantovani Ork (Dah) London 1175
- Dear Love, My Love—Mantovani Ork (Dancing) London 1175
- Delicado—Percy Faith Ork (Festival) Cal 39708
- Delicado—Boris Wain-All American Band (Waltz) King 15173
- Festival—Les Baxter Ork (Festival) Cap 2005
- Festival—Johnny Desmond-Tony Martello Ork (I Stand) Cal 39670
- Festival—Percy Faith Ork (Delicado) Cal 39708
- Carly Dancers' Ball—The Weavers-Gordon Jenkins (A-Round) Dec 28054
- Go Home, Little Girl, Go Home—Frank Ray-Song Spinners Joe Piza Ork (Goodbye) Anchor A-3
- Goodbye Maria (I'm On to Karol)—Frank Ray-Song Spinners-Joe Piza Ork (Go) Anchor A-3
- Guy Is a Guy—Ella Fitzgerald (Come) Dec 28019
- Harmon—Tommy Dorsey Ork (Come) Dec 28019
- Heaven Knows Why—Bob Connally (Singles) Mer 5799
- Honest and Truly—Luk Spots (All) Dec 27996
- Honest and Truly—Guy Lombardo Ork (Dah) Dec 27995
- How and Why—Leroy Anderson Ork (Penny) Dec 28037
- How Could So Many People Be So Wrong—Gwen Tynes (Bill) Atlas 1004-A
- I Ain't Lying, I'm Just Dreaming—Sammy Kaye Ork (Wine) Dec 28050
- I Hear a Rhapsody—Tommy Dorsey Ork (Seymour) Coral 60673
- I Know What It Means to Be Lonesome—Conan Bennett (Someone) Dec 28036
- It's a Wonderful Life—Les Baxter Ork (Festival) Cap 2005
- It Doesn't Matter Where I Go—Don Cherry-Sybil Ork (Someone) Dec 28050
- It's a Sin to Tell a Lie—Buddy Greco-Heather-Louis R. Malby Ork (Mersey) Coral 60672
- Jan With Sam—Duke Ellington Ork (V.I.P.'s) Cal 39670
- Jungle Bird—Berle Kane Ork (Caribbe) Society 58-20
- Katzenjammer to Timbuktu—Mitch Miller Ork-Paulette Goddard (Simp) Cal 39679
- Let's Have a Party—Guy Lombardo Ork (Little) Dec 28047
- Little Boy I Knew—Dick Thomas (Mistake) Mer 5808
- Little Easter That Could—Guy Lombardo Ork (Let's) Dec 28047
- Love for Sale—Alan Holmes Ork (Was D) King 15164
- Love Letters in the Sand—Lor Brown Ork (Who's) Coral 60671
- Love, Where Art You Now—Patti Page-Jack Rael Ork (Whispering) Mer 5816
- Lonely Night—Denny May Ork-Roy Smeck-Cracker-Jack (Love) 20th Century TC-5000
- Love, This—Denny May Ork-Roy Smeck-Cracker-Jack (Love) 20th Century TC-5000
- Magie Leaf Forever—Leslie Bell Singers (Alonzo) V (45151-1210)
- Midnight—Dick Thomas (Little) Mer 5808
- Moanin' Low—Harry James Ork (Brow) Cal 39678
- Montique Sings You—Ray Anthony Ork (There) Cap 2002
- Never Leave Your Sugar (Standing in the Rain) (Buddy) Greco-Heather-Louis R. Malby Ork (I'm) Coral 60672
- One Little Word—Guy Lombardo Ork (Honest) Dec 27995
- On On On—Luk Spots—Louis Prima Ork (Basia) Cal 39692
- Pennywhistle Blues—Buddy De France Quartet (Bandy) MGM 11206
- Pennywhistle Song—Leroy Anderson Ork (Horse) Dec 28037
- Please Come Back to Me—Mitch Williams (Yes) V (45147-4552)
- Please, Mr. Sun—Joe Raymond-Jack Hanson Ork-Rambone (Hew) Remington R-25023
- Pretty As a Picture—Duke Martin-Dick Stabile Ork (Woo) Cap 2001
- Right or Wrong (My Love Belongs to You)—Helen O'Connell-Narad Memory Ork (Be) Cal 28011
- St. Louis Blues—Bilie Reynolds (Waiting) Mac Gregor 1029
- Sentimental Tears—Doo Cherry-Sybil Ork (I) Dec 28050
- September Song—Luk Arcaez Ork (Boccone) V (45147-4551)
- Serenade in Blue—Tommy Dorsey Ork (I Hear) Coral 60673
- She Took—Eddie Howard Ork (Be) Mer 5815
- Sing Our Song of Love—Mitch Miller Ork-Paulette Goddard (Mantovani) Cal 39679
- Skylark—Bob Connally (Honest) Mer 5799
- Someone Stole My Darling—Conan Bennett (I Knew) Dec 28036
- Star Gazing—Helen Winterhalter's Ork A-Chorus (Woo) V 20-4586
- Stop the Music—Helen Ork (Beward) V 20-4587
- That Old Black Magic—Frank Sinatra (Who's) Cal 39696
- That Old Feeling—Ella Fitzgerald (Guy) Dec 28049
- There Are Such Things—Ray Anthony Ork (Moon-Light) Cap 2002
- There Are Such Things—Gordon Jenkins Ork (Waltz) Dec 28015
- These Faithful Things Remind Me of You—Charlie Barnett Sextet (Chorus) Abbey 15063
- V.I.P.'s Boogie—Duke Ellington Ork (Jam) Cal 39670
- Waltz—Berle Kane All American Band (Ecstasy) King 15173
- Waiting for the Robert E. Lee—Bilie Reynolds (St. Louis) Mac Gregor 1029
- Was—Alan Holmes Ork (Love) King 15164
- What Does It Take—Helen Winterhalter's Ork A-Chorus (Star) V 20-4586
- What Is (That)—Gordon Jenkins Ork (There) Dec 28035
- Wheel of Fortune—Katie Mahr-Jack Hanson Ork (Dance) Remington R-25026
- Who's Got the Most?—Ella Fitzgerald—Chamie Butler-Percy Faith Ork (Be) Cal 39690
- Who's Your Smiling (The Whole World Smiles With You)—Frank Sinatra (That) Cal 39696
- Whispering Words—Patti Page-Jack Rael Ork (Love) Mer 5816
- Who's Excited—Lor Brown Ork (Lone) Coral 60671
- Who's Your Smiling (The Whole World Smiles With You) (I Am) (I) Cal 39688
- Who's Your Smiling—Duke Martin-Dick Stabile Ork (Patty) Cap 2001
- Yes—Mitch Williams (Please) V (45147-4552)

- Mississippi Hop—Firehouse Five Plus Two (Feel) Good Time Jazz 52
- Only You—Max Miller Trio (Just) Life 1011
- Oscar Peterson at Carnegie (1-10')—Oscar Peterson-Mer (33) MG C-107
- Pretty Baby—Bob Scobey's Frisco Band (St. Louis) Good Time Jazz 54
- St. Louis Blues—Bob Scobey's Frisco Band (Patty) Good Time Jazz 54
- Saturday Night Drag Race (Parts 1 and 2)—Joe Darenowski and His Flat Out Five—Cassual 103
- Some of These Days—Bob Scobey's Frisco Band (Gippenwatt)—Good Time Jazz 53
- Too for Two—Max Miller Trio (Gross) Life 1012

LATIN AMERICAN

- El Ranchero on Hollywood—Trio Las Amigas (Salsado) Dec 10578
- El Ya Ya—Tito Puente V Sa Concha (Par) Seco 7168
- Fringi Tin—Papi Campa (Y One) Tico 10-108
- Hay Que Recordar—Bachito Ork (Dance) Cal 39680
- Mambo en El Patisserie—Gear Conception Ork (Sinceramente) Seco 7163
- Mambo College—Tito Puente Ork (Osters) Tico 10-103

RELIGIOUS

- Dance On My Knees—Dorsey Family (Let's) V 28-4579
- He's Able to Carry You Through—Sally Martin Singers-Brother Joe May (Well) Specialty SP-823

POPULAR ALBUMS

- Mama for a Night (1-10')—Nat Broadway Ork (Dec) (33) DL-5242
- Moods for Candlelight (Album) (1-10')—Francis Scott Ork—More Than You Know, The Touch of Your Lips, I Haven't Anyone Till You, I'll Get By, It Had to Be You, How Deep Is the Ocean—Capitol DCA-304
- Severe Dances Without Cliché (Album) (1-10')—Guy Lombardo Ork—Duo (33) DL-5277

HOT JAZZ

- Bites for Home (Parts 1 and 2)—Mild Ork's Creole Jazz Band—Good Time Jazz 55
- Cross Me On Your List—Max Miller Trio (Feel) Life 1012
- Disappointment Blues—Bob Scobey's Frisco Band (Some) Good Time Jazz 55
- Fire Fox—Firehouse Five Plus Two (Mississippi) Good Time Jazz 52
- Jazz Me Blues—Max Miller Trio (Only) Life 1011

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Tommy Edwards FORGIVE ME <i>b/w</i> THE BRIDGE MGM 11170 78 rpm • K11170 45 rpm	Georges Guelary I'LL BUILD A STAIRWAY TO PARADISE MGM 10400 78 rpm • K10400 45 rpm
Barbara Ruick DON'T STOP NOW <i>b/w</i> MAMBO ON MY MIND MGM 11183 78 rpm • K11183 45 rpm	Billy Williams Quartet CONFETTI DON'T BREATHE, DON'T SORROW, DON'T CRY MGM 11184 78 rpm • K11184 45 rpm
Cindy Lord GOODBYE, SWEETHEART <i>b/w</i> WISHIN' MGM 11173 78 rpm • K11173 45 rpm	Bill Farrell HEAVEN KNOWS WHY <i>b/w</i> SINCERE MGM 11193 78 rpm • K11193 45 rpm
Henry Jerome And His Orchestra HOMING PIGEON <i>b/w</i> LET ME DREAM MGM 11174 78 rpm • K11174 45 rpm	Tommy Tucker And His Orchestra BABY DOLL <i>b/w</i> WITH NO ONE TO LOVE TONIGHT MGM 11162 78 rpm • K11162 45 rpm
Buddy DeFranco And His Orchestra PENNYWHISTLE BLUES <i>b/w</i> BUDDY'S BLUES MGM 1206 78 rpm	Tex Beneke And His Orchestra SINGIN' IN THE RAIN <i>b/w</i> THE WEDDING OF THE PAINTED DOLL MGM 11189 78 rpm • K11189 45 rpm
Alan Dean BE ANYTHING (But Be Mine) <i>b/w</i> ALL MY LIFE MGM 11187 78 rpm • K11187 45 rpm	Macklin Marrow FAITHFULLY YOURS <i>b/w</i> WALTZ OF THE PUPPETS MGM 10482 78 rpm • K10482 45 rpm
Danny Davis DEEP WATER <i>b/w</i> PLEASE BRING BACK THE SUNSHINE MGM 11175 78 rpm • K11175 45 rpm	Hank Williams HONKY TONK BLUES <i>b/w</i> I'M SORRY FOR YOU, MY FRIEND MGM 11160 78 rpm • K11160 45 rpm
Ivory Joe Hunter LAUGH <i>b/w</i> WHERE SHALL I GO! MGM 11165 78 rpm • K11165 45 rpm	



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THE BILLBOARD Music Popularity Charts

For Repeals 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.

- LADY LOVE** Vaughn Monroe Ork. *Victor 20-4611*
 Monroe has a pair of lively ditties. The more love, "Lady Love," gets a first-rate treatment. The flip side receives a rousing interpretation from the warbler.
- I'M DANCING WITH TEARS IN MY EYES** Mantovani Ork. *London 1175*
 A hot and sizzling etching of the oodle in the same style as the Mantovani classic "Charmaine."
- THERE ARE SUCH THINGS** Ray Anthony *Capitol 2002*
 The Anthony unit gives the tune a smooth performance with the aid of a choral group.
- THERE ARE SUCH THINGS** Tommy Dorsey-Gordon Jenkins Ork. *Decca 28035*
 The Gordon Jenkins unit and an ethereal-voiced choir hand the title a lovely and warm interpretation.

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 long disk jockeys think tomorrow's hits will be:

1. THAT'S THE CHANCE YOU TAKE Eddie Fisher-Hugo Winterhalter Ork. *Victor 20-4574*
2. FORGIVE ME Eddie Fisher-Hugo Winterhalter Ork. *Victor 20-4574*
3. GOODY GOODY Gene Grant. *Dot 15009*
4. I COULD WRITE A BOOK Margaret Whiting. *Capitol 2000*
5. BE ANYTHING Eddy Howard. *Mercury 5815*

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 the record retailers think tomorrow's hits will be:

1. GANDY DANCERS' BALL Frankie Laine. *Columbia 39665*
2. WON'T YOU SURRENDER Dean Martin. *Capitol 2001*
3. THAT'S THE CHANCE YOU TAKE Eddie Fisher-Hugo Winterhalter Ork. *Victor 20-4574*
4. WOODLIN' RAG Perry Como. *Victor 20-4542*
5. BE ANYTHING Eddy Howard. *Mercury 5815*

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. A GUY IS A GUY Doris Day. *Columbia 39673*
2. NAWSONE Bell Sisters-Phil Harris. *Victor 20-4504*
3. GANDY DANCERS' BALL Frankie Laine. *Columbia 39665*
4. AT LAST Ray Anthony. *Capitol 1912*
5. THAT'S THE CHANCE YOU TAKE Eddie Fisher-Hugo Winterhalter Ork. *Victor 20-4574*

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. EASY ON THE EYES Eddy Arnold. *Victor 20-4569*
2. YOU'RE HERE, SO EVERYTHING'S ALL RIGHT Lela Frizzell. *Columbia 20911*
3. DON'T JUST STAND THERE Carl Smith. *Columbia 20093*
4. ALMOST George Morgan. *Columbia 20906*
5. ANYTHING THAT'S PART OF YOU Eddy Arnold. *Victor 20-4567*

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ASCAP Meet, Dinner Slated For March 25

Nominating Group
Lists Names for
Board of Appeals

NEW YORK, March 15.—American Society of Authors, Composers and Publishers has set March 25 as the date for the Society's semi-annual meeting. Affair will be held at the Waldorf-Astoria Hotel and will consist of an afternoon membership meeting and a banquet.

Meanwhile, the publishers' nominating committee has named a slate for the board of appeals. Names include Ben Bloom, Dave Dreyer, Charles Trotta and Joe Santly. The appeals board also includes a writer complement, elected from a slate named by the writer nominating committee. Ballots will be mailed shortly.

Cleffer Pinky Herman has sent an open letter to ASCAP proxy Otto Harbach, asking that Harbach invite a representative of the Department of Justice to attend the ASCAP meeting. Stating that Harbach is beyond reproach, Herman's letter contends that the application of the writers' 60-20-20 plan has created inequity and hardship. The plan itself is claimed to be not at fault.

H&R Backs Up MPCE Pension Proposal Plan

HOLLYWOOD, March 15.—Jean Aberbach, of Hill & Range, is the first major publisher to go all out for the projected pension plan being promulgated by the Music Publishers' Contact Employees' Union. Aberbach told The Billboard this week that his firm is trying to find outstanding young publisher personnel (see separate story in Music Section) and that he feels the music publishing industry must guarantee a pension plan to newcomers because the pubbery side is today competing with all other forms of organized business for new blood.

He pointed out that these other occupations are offering messy pension plans, tempting outstanding young men to enter these occupational fields. Aberbach pointed out that he now has six employees, one each in Beverly Hills, Nashville and Chicago and three in New York, who would benefit by the MPCE pension program.

Aberbach said that he has studied the MPCE plan and feels that it is extremely well arranged with the pensions guaranteed for life. He added that the provisions accorded to those who leave the profession before reaching the actual retirement age are equally well thought out. Aberbach said that he will talk to fellow publishers and officials of MPCE when he arrives in New York next week, regarding industry support of the plan.

Vogel Ordered Return Tunes

NEW YORK, March 15.—The Appellate Division of the Supreme Court in Albany, N. Y., Wednesday (12), affirmed a judgment of the Supreme Court of Columbia County by ordering Jerry Vogel Music Company, Inc., to return copyrights to Sydney R. Smith, son and heir of songwriter Harry B. Smith.

Among some 65 songs which the late librettist and lyric writer turned over to Vogel are such past hits as "Dancing Fool," "Bright Eyes" and "The Shick of Araby."

Stuart Sprague, of New York City, was the attorney for Smith, and Milton Rosenbloom, also New York, for Vogel. No amount was asked, simply that the tunes be returned.

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Continued from page 49

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THE MUSIC MARKET PLACE

2160 Patterson Street, Cincinnati, O.

No Price Cut Sez RCA Exec

NEW YORK, March 15.—In answer to Ben Kaye, Liberty Music topper, who announced the Madison Ave. music chain's entrance into the disk price-cutting war (The Billboard, March 8), Paul Barkmeier, v.p. of RCA Victor records, has just released an open letter to all RCA Victor disk dealers, further clarifying that diskery's position of maintaining present prices.

By way of explaining his decision to reduce disk prices by 30 per cent Kaye had said, "We believe that the price of records will come down, and we are anxious to clear our inventory before they do. In recent discussions with the powers that be in the record manufacturing industry we are led to believe that the prices of records are too high and if dealers were willing to operate on a smaller margin the price of records could be reduced considerably."

Taking exception, Barkmeier maintains that "RCA Victor records are not too high" and that "RCA Victor has no intention of reducing record prices." The text of the Barkmeier letter follows in part:

"RCA Victor record prices are not too high. Despite the fact that material and labor costs have risen substantially during the past year, RCA Victor has not raised record prices.

"RCA Victor has no intention of reducing record prices. It is not economically possible to do so and still adhere to our standard of unsurpassed quality achieved during 50 years of experience in development of recording technique. RCA Victor has never sacrificed quality and has no intention of doing so.

"We know that RCA Victor dealers share our pride in both the outstanding artists who record for RCA Victor and in the superior quality of our recordings. Your interest and confidence in RCA Victor is sincerely appreciated. We shall endeavor to maintain in every possible way that trust. Our objective is to service the American public with the finest records."

Alexander Eye On Coast Biz; Plans Office

HOLLYWOOD, March 15.—Willard Alexander, in town over-seeing Vaughn Monroe's flicker for Republic, will set up a West Coast outlet soon. Alexander said he is interested in operating a Coast office to stimulate flicker and act trade for the office. He has not yet selected his Coast rep.

Coming out of left field, Alexander nabbed Rus Morgan, whose work has been pitched offers for a tour by every band agency. Alexander concluded his deal with Morgan Thursday (13), with Morgan, for the first time in two years, giving Alexander's office an okay for both location and one-night stands. Morgan left Associated Booking Corporation two years ago, setting up his own office and later giving McConkey Artists his one-nighters, while he booked locations direct. Alexander's office takes over Morgan's booking for six months, starting late in May. Alexander also can submit Morgan for radio-TV work. Morgan is working on a graduated commission deal with Alexander, with Alexander's percentage going up as Morgan's weekly take increases, Morgan said. Alexander's acquisition of Morgan places his office in a competitive picture with other major offices.

Rivals Push Monroe Disk

NEW YORK, March 15.—RCA Victor and two puberries—Howie Richmond's Cromwell firm and Paul Kapp's General Music—are going all out promoting Vaughn Monroe's latest wax of "Lady Love" and "Idaho State Fair." Unusual facets about this push are that two rival puberries are coordinating efforts on one disk and that advance copies are being sent to 300 key record dealers.

Promotion includes 3,000 disks to jockeys, strong trade and consumer advertising, as well as a \$1,000 distributor contest. Pending is a deal with the Idaho State Potato Growers' Association.

ADVERTISING RATES

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PORTLAND ADDS WINTER BOOKINGS

Sports Equipment Installed by Expo To Keep Arena Busy During Off-Season

PORTLAND, Ore., March 15.—Installation of sports attraction facilities at Pacific International Livestock Exposition Arena, which formerly stood idle thru the winter months, has attracted events that drew thousands of spectators, Walter Holt, P-I manager, disclosed this week. Previously, the buildings use was limited mostly to the October fair.

In addition, the new policy has drawn events to other exposition buildings that have brought a bonanza to concessionaires and other elements of show business.

Some 16 basketball games brought a total attendance of 41,000, of which two recent ones between Portland University and Seattle University, accounted for 15,000. A recent boxing match between former heavyweight champion Ezzard Charles and Joe Kaut, Woodburn, Ore., drew more than 7,000 to the arena.

New Floor Installed

For the basketball trade the P-I has installed a sectional maple floor that is removed when the arena is put to other uses. Other installations are two electric automatic scoreboards with 24-inch figures, new-type glass backboards, permanent and portable heating units, double dressing rooms with showers and a lighting system of 68,000 watts.

The maple floor is covered with plywood for boxing events. Besides the seating around the walls of the arena there are chairs around edges of the flooring for a total capacity of nearly 10,000 for boxing. The arena measures 200 by 332 feet.

A large concession area has been established near the arena entrance. This is achieved by erecting partitions in the big Industrial and Land Products Building to provide a heated lobby to the

boxing area where large crowds can mingle between bouts.

The Portland Motor Show opens Saturday (19) for a nine-day run in the Industrial and Land Products Building. Part of the 11-acre exposition grounds under roof and all paved, this area measures 120 by 728 feet.

The Portland Home Show, April 18-27, will utilize the arena, the Industrial and Land Products Building, the dairy barn and part of the beef barn. A Boy Scout Circus, May 9-10, is expected to draw 7,000 persons to the same area. (Continued on page 63)

Int'l Car Show Bally Blasts Greater N. Y.

NEW YORK, March 15.—Bang-up 10-week promotion heralding the forthcoming Fred Pitters-promoted International Motor Sports Show, March 29 thru April 6, at Grand Central Palace here, hit high gear this week, with indoor and outdoor media blasting an ad barrage thruout the Greater City area, and extending as far as Boston and Philadelphia. Ad campaign utilizes billing on all railroads as well as subways, radio, TV, (Continued on page 63)

Aud-Arena Opens at Regina; 1,800 Hear Mpls. Symphony

REGINA, Sask., March 15.—Regina Exhibition Association's new \$600,000 auditorium-livestock building was opened officially Monday (10). A crowd of 1,800 persons was on hand to hear the Minneapolis Symphony Orchestra and Federal Agriculture

2 Shows Score For Van Lopik At Detroit Bldg.

DETROIT, March 15.—Marion Anderson, booked in for a one-night concert at the Masonic Temple last week, grossed a satisfactory \$3,500, after taxes, with an audience estimated at over 2,000.

Israeli bond drive Wednesday (12) drew over 4,000 to the big hall for a show that starred Ray Leizer, handless pianist who plays with four hooks. Also on the program were Molly Picon, Joey Adams, monologist Bess Greenwald, and the dance team of Razy, Oren and Lein.

The Temple will be the kick-off spot April 12 for a new jazz concert package show, "Piano Parade," starring Art Tatum, Erroll Garner, Meade Lux Lewis and Pete Johnson. The unit, being promoted here by Arthur Schurgin and handled nationally by the Gale agency, will play a series of 50 one-nighters this spring, following with a college tour in the fall.

Another major event set for the Temple, according to Manager William Van Lopik, will be a James Melton concert April 14. The usual spring grand opera season has been canceled.

Van Lopik has just signed a series of five symphony concerts for next fall, opening November 5, including the familiar Philadelphia, Toronto and Chicago orchestras and two organizations new to Detroit—the Danish State Orchestra from Copenhagen and the Boston Pops Orchestra.

Henie Damage Suits Pile Up

BALTIMORE, March 5.—Damage suits totaling more than \$500,000 were filed this week against Sonja Henie and others connected with her ice Revue, as a result of the bleacher stand collapse here, March 6. Court clerks disclosed that they anticipated many more damage actions would be filed in the next week.

First damage suits were filed in behalf of 22 claimants, with the biggest of the suits, so far, asking \$50,000 in favor of Beatrice Bowles, who claimed fractures of the back and leg suffered when she fell 15 feet to the 5th Regiment floor.

Also named as defendants besides Miss Henie were her husband, Winthrop Gardiner Jr., the Sonja Henie Enterprises and the seat contractor who erected the stands, Ed Coronati Jr., of New Jersey.

Capitol Readies

Continued from page 15

type of exploitation will be of great value in promoting the sale of the artist's disks. The company plans to have the recording stars visit deejays in each of the cities they hit, as well as key dealers. Distributors and salesmen will be invited to small soirees to get acquainted with the stars.

Other diskeries have sent out concert packages with their artists, the not on as large a scale as the forthcoming Capitol tour. Mercury Records pushed a package a few years ago headed by Frankie Laine, and RCA Victor has had packages out with its classical artists.

The Capitol units will not be booked by the firm but thru one of the established agencies. The tour is expected to tee off sometime in September-October.

Minister James G. Gardiner of Ottawa.

Amphitheater portion of the structure can handle 1,477 persons on tiered seats and 450 with metal folding chairs installed on the main floor. At the opera, 1,000 seats were omitted to make room for the orchestra, which played at floor level.

Other facilities in the 194 by 224-foot building include stalls for 500 head of livestock. Purpose of the building is to provide livestock sale facilities as well as auditorium needs.

Building was begun in 1951 and before completion some bookings into 1953 were made. Concerts, lectures, conventions, sports events, sports shows, trade exhibitions and indoor carnivals are scheduled. Stage of the auditorium is portable and adjustable.

Financing of the building was completed by the association with assistance from the federal and provincial departments of agriculture in the form of \$100,000 grants to be spread over a 10-year period.

A dormitory section provides four 12 by 18-foot rooms which may be subdivided with folding doors. These are designed to accommodate livestock exhibitors or may be used as dressing rooms. A large committee meeting room also is available.

Theater-type entrance leads to a 90 by 110-foot tiled lobby. Check rooms and a 30-foot snack bar opens off the lobby.

Arena Routes

Send to 2150 Patterson St. Cincinnati 23, O.

Davenport, Orla, Circus; Sioux Falls, S. D. 17-22; also Dayton, O. 20-25. Shows on tour of 1952 (Continued on page 15): Municipal Auditorium, Birmingham 21-10; Ice Capades of 1953 (Municipal Auditorium) St. Paul, Minn. 18-23; (The Arena) Chicago, Ill. 24-April 9; Ice Politics of 1953 (Dillon Arena) Washington, D. C. 18-30; (War Memorial) Syracuse, N. Y. 24-April 9; Jones, Spills, Revue (Stadium) Grand Rapids, Mich. 18; (I. M. A. and) Flint 20; (Continued on page 15) (Arena) Toledo, O. 22; (Memorial Hall) Dayton 23; (Auditorium) Zanesville 24; (Auditorium) Canton 25; (High School) New Castle, Ind. 26; Polack Bros' Eastern Circuit (Cannon Auditorium) Erie, Pa. 27-27; (Carmichael Auto) Clarkburg, W. Va. 28-28; Polack Bros' Western Circuit (WFA Auditorium) Cincinnati, O. 19-22.

NEWS NUGGETS

Home, Speed Shows, Music Series Click

DALLAS, March 15.—Sixth annual home show will open here Saturday (22) at the State Fair General Exhibits Building. H. F. Van Horn, managing director, said 200 exhibitors had signed for a record amount of space and attendance is expected to top the 100,000 reported last year.

Advertising budget includes the show's largest billboard and snipe campaign and comparable amounts of newspaper space and radio-television time. Continuous entertainment will feature Uncle Willie mimmie. A number of contests are planned.

Circus, Rodeo Booked

At Uline for April . . .

WASHINGTON.—Uline Arena here will house the Shrine-sponsored Hamid-Morton Circus for a week starting April 28. It will be the Shrine's 11th annual presentation. Also pending for April at Uline is a rodeo, but details are not yet completed.

Portland "Speedorama"

Draws 45,000 at \$1 . . .

PORTLAND, Ore.—"Speedorama of 1952," motor show, drew 45,000 persons at \$1 each to the

Race Reports Busy Month At Ft. Worth

FORT WORTH, March 15.—A hefty schedule for March at Hill Rogers Memorial Auditorium-Coleman and grounds includes an appearance of "Harvey," a trailer show, several concerts, a Guy Lombardo date and daily ice skating. Manager E. M. Race reported this week.

Dallas Symphony Orchestra played a concert Monday (3) and the road company of "Harvey" played under a club auspices on Thursday (6). Charles McKler is bringing the Lombardo band in for Wednesday (12).

The American Male Chorus will have the Auditorium March 16-17 for three concerts. March 22-23 are the dates for a handicraft show produced by the Fort Worth Press Civitan Club. The Poultry Building has been booked for March 24-27 for the Southwest Trailer Show. Fort Worth Civic Music Association has booked the Auditorium for March 31.

Combining with these events will be school and church concerts, dances, meetings, lectures, banquets and company parties to make a total of 28 bookings for the month. Some of these are rentals of reproduction facilities and public ice skating in the Coleman. Most other events are set for the Auditorium.

DEE TOURS

81st Flower Show Closes; Summer Musical Series Set

By DAPHNE (DEE) POLI
BOSTON, March 15.—Annual New England Spring Flower Show closes its 81st run today at Mechanics Hall. Displays built by amateur and professional gardeners included a flower-covered hillside complete with a creek and a number of reproductions of city dwellers' backyard gardens.

Schubert's Plan Musicals

WHITE PLAINS, N. Y.—Lee and J. J. Schubert this week told of plans to stage summer musicals in the 4,000-seat Westchester County Center here. The 12-week series will start June 2 and plans call for it to operate on an annual basis for five years.

Harford Car Show Clicks

HARTFORD, Conn.—National Auto Racing Exposition displayed foreign cars, hot rods, custom automobiles, antiques and racing

Public Auditorium during a four-day run closing Sunday (2). Columbia Timing Association, combination of two sports car groups, indicated the event would be an annual. Ralph Granato was director. Talent and beauty contests supplemented the displays of racing, antique and sports cars.

Columbia Concerts Win

Four Big Crowds in 6 . . .

COLUMBIA, S. C.—Columbia Music Festival Association chalked up two full houses and two near-capacity crowds during its six-concert series. Two other houses made money with three-quarter turnouts in the 3,400-seat Auditorium.

Sadler's Wells Theater Ballet, with a \$4 top, pulled one of the full houses. The other capacity turnout was to hear Artur Rubinstein. Returns this season were the greatest since the war for the association.

Battle to Open New Aud;

Baseball Leads Off . . .

BUTTE, Mont.—New million-dollar civic center here will be dedicated Tuesday (18), following an open-house Sunday (16). Dick Shaw is manager. First event will be a State basketball tournament, March 20-22. Northwest Square Dance Festival is set for an April date. Polack Bros' (Continued on page 77)

Honolulu Aud Shows Booked Thru Club Op

HOLLYWOOD, March 15.—Freddy Matsuo, operator of the Honolulu bistro, Waikiki Lau Yee Chi, which seats 800, has decided to expand into auditorium operations, at least one more, following initial success of the Patti Page concerts which he promoted last month.

He closed a deal here this week whereby the Andrews Sisters will make their first date, booked by MCA (The Billboard, March 8), when they open in the Islands March 20 for nine performances. Matsuo intends to stage six shows at McKinley Auditorium, Honolulu, with the other performances at military installations being offered gratis for servicemen. Matsuo intends to seal the auditorium at a \$3 top. Matsuo told The Billboard that he is primarily interested in record names.

Matsuo will be competing with Eddie Sartan, another Honolulu nitero op, who just completed a big tour with Louis Armstrong. Sartan, too, staged the biggest part of his tour in McKinley Auditorium and told Bobby Phillips, head of Associated Booking here, that he wants more attractions.

Fair Books "Vanities"

HARTFORD, Conn.—Eastern States Exposition, West Springfield, Mass., has booked "Skating Vanities," vaude and fireworks for its large indoor arena as a nightly attraction for the September 14-21 run, it was announced by Jack Reynolds, expo manager.

Meanwhile plans were made for "Vanities" which now is making a tour of Europe to rehearse its 1953 edition at Asbury Park, N. J. The roller show will start rehearsal in July. Formerly it framed its new shows at Westchester County Center, White Plains, N. Y., but that building is unavailable this summer because of the booking of musical shows.

Mobile's Ladd Stadium Gets 4-Day Rodeo

MOBILE, Ala., March 15.—Greater Gulf States Rodeo will be held in Ladd Memorial Stadium here April 2-5, with cash prizes totaling \$5,000. Rea Schuessler, manager, announced this week. Riders from Alabama, South Mississippi and West Florida will participate.

Sponsored by Mobile Cattleman's Association and Junior Chamber of Commerce, the rodeo will climax the sixth annual District 4-H and FFA Fat Stock Show, scheduled for the Stadium, April 1-2. Rodeo performances are scheduled each night of the four-day run. A matinee also is set for the final day.

Ralph Eagle, Marion, Ala., cattleman and rodeo expert who served as general manager of Alabama State Rodeo, Montgomery, last year is registration chairman and managing director of the local rodeo.

Also a combined Wild West and thrill show has been held in the 36,000-capacity stadium the past two springs. This year's event marks the first time a competitive rodeo has been held in this city. Show is the first of several scheduled for the football arena this spring and summer. "Ice Vogues of 1952" is set for its second appearance here June 23-28.

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REVERSE ENGLISH

Milwaukee Leap Year Party Big for Hays

MILWAUKEE, March 15.—Phil Hays' Pallomark Rink utilized a one-in-four-years leap year celebration as a vehicle for doubling normal Friday night attendance, bringing in over 740 skaters for the February 29 event. Improving a good deal of the way, Hays frankly admits that the idea for the promotion mushroomed into a top-notch money maker far exceeding his expectations.

While skating queen nights have been used here with excellent success in the past and "Little Abner" and "Daisy Mae" stunts have added box-office takes when used, this was the first time Hays used a leap year gimmick. The potent pulling power of the twist has convinced him, however, that the idea of selecting a male skater as "king" of the rink for an evening is a device worthy of repetition, and shouldn't be kept in wraps until leap year rolls around every quadrennium.

The party was built around the

idea of girls gasting mimeographed ballots during the evening for their favorite male in attendance that evening. Loads of excitement and good fun was in evidence as the girls campaigned among themselves in behalf of their favorites. All votes had to be in by 9:30 that evening so that the crowning ceremonies and other festivities could be handled. Winner was announced at 10 in the evening and bedecked with a king's robe and other royal accessories rented for the occasion from a costumer. Crowning was followed by a grand march in which all skaters participated. The lucky gent elevated to royal ranks for the night was dubbed "King Henry IX."

In keeping with the leap year format, normal rink procedures reversed, with the accent on dis-taff customers playing up to the male whims and ordinary rink courtesies reversed. Instead of the lads buying refreshments at the soda fountain for the girls, the girls did the treating. Girls asked the boys to skate with them, and in the robbers' waltzes the girls out in for their partner. All even-

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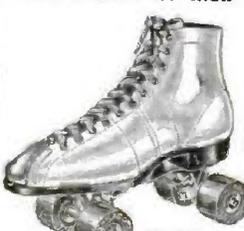
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Mineola Queen Contest Draws

MINEOLA, N. Y., March 15.—A packed house witnessed Mineola Rink's recent 1952 skate queen elimination contest to select a representative for finals of the New York Journal American's annual queen competition.

Over 200 Mineola girls took part in the contest, which was judged by Imogene Coca, star of the National Broadcasting Company-TV "Show of Shows," and Snooky Lanson of the Lucky Strike "Hit Parade" TV show. In addition to Judging, Lanson sang a few songs for the crowd.

Winner of the contest was Barbara Rutter, who received a Wittnauer wrist watch plus a chance in the finals. Second and third-place winners, Joan Burdian and Jeanne Shea, received Chicago shoe skates. Fourth to 11th place winners received Trifari necklace sets, Lanvin perfume, Ronson lighters and Trifari gold pins. In addition, all received gold embossed certificates.

Combo Party At Oak Ridge Skatery Big

GARY, Ind., March 15.—A capacity crowd attended a February 14 leap year-Valentine party at Oak Ridge Roller Dome here under auspices of the Oak Ridge Dance and Figure Skating Club.

A percentage of the proceeds going to the club for its use in carrying on its activities in connection with the United States Amateur Roller Skating Association reports Don Shurr, co-owner and manager.

John Francis, Oak Ridge organizer, arranged a special music program for the affair, with girls given the lead, in leap year fashion, in a skating program that included numbers for couples, advanced couples, trios and dances. Highlights of the evening were the selection of a king and queen and a drawing for door prizes.

Augmenting the program were three races between the Oak Ridge Rockets and the Swank Racing Club of Chicago. Bill Bousher, Virgil Doley and Peggy Hacker, all of the Rockets, took first-place honors, but all racers gained valuable experience in the first competition of the year for each team. The harmonious spirit between Indiana and Illinois USARSA clubs was illustrated by the attendance of many members of the Swank Dance and Figure Skating Club to cheer on their team, said Shurr.

872 Attend Chi Oldtimer Party

CHICAGO, March 15.—A bumper crowd of 872 skaters attended the 13th Anniversary party of the Oldtimers' Roller Skating Club of Chicago February 25 at River-view Roller Rink, highlighted by races, a waltz contest and a special match race between three old-timers—won by Joe Laurey against Riverview manager Vic Frasch and Bill Henning. Harry Palmer, an early old time racer, served as starter. Medals were awarded winners of various contests.

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Roadshow Rep

AUSTIN AND GLADYS RUSH, former rep and vaude performers, have been making their home in Pine Bluff, Ark., since 1942. Austin is connected with a wholesale grocery there. Among recent visitors to their home were Bill and Bess Thebus, former repsters, who have been residing in Little Rock since leaving the road a number of years ago. Bess operates a Nurses Registry at their home and Bill is maintenance superintendent at one of the larger schools there. Pearl and Robert LaThey visited the Rushes while in town recently booking their magic act. The LaTheys work schools in the winter and lay off in the summer. They make their home in Texas, Kan. Tex. Nelson Callahan will have his trailer-museum unit in South Dakota this spring and summer, with opening slated for Winner. Earle Cook reports from Poughkeepsie, N. Y., that he again plans to present his 16mm. pix at camps and resorts in New York. Spots are the same in which he has appeared the past three summers.

got to get some money for your auspices or you wind up with a poor reception for any return date. I met the Greggs, a family unit, at Lakeview, Ore., and they have a good three-cast show. They catch numerous outside dates as they move along. I had a call at one of the towns I played from W. A. Gorman, who plays Oregon and Washington with a trailer-photo-museum. During the winter Gorman works punch and vent in schools and churches. At one time Gorman was with Tom Waters on the latter's one-night stand bills in the East. He also did his vent and punch with the old-time Andrew Downie Circus. I plan to play some Canadian dates on route back East. J. M. Nolan recently concluded his 15th minstrel promotion for amateur sponsors in Pennsylvania. He has two more to go in New England after which he winds up his season. Henri Lavaine has been working to good business in Western Canada despite much snow and cold weather. He will follow thru to Vancouver before starting back East. Gerhard's Puppet Show is making numerous dates in Western Kansas. Unit plans to continue on its way to the West Coast. K. P. Macia, who plans to show his 16mm. film in Canada this year, has some feature pix that he will work at Quebec celebrations and fairs.

HARRY E. BONFIL, solo show operator, writes from Baker, Ore., that he won the contest from New England. "I remained two weeks in Fresno, Calif., and now I'm working my way back East." Bonfil says "Almost anywhere in the country small towns are good for small shows or solo units only. The jumps are long and if you play for sponsors you've

Drivin' Round The Drive-Ins

THIRD annual National Allied Drive-In Theater Owners' Association closed out its three-day meeting in the Continental Hotel, Kansas City, Mo., Thursday (8) with an afternoon booking and buying session. The closed meeting was presided over by Charles Nile of Iowa-Nebraska Allied and National Allied caravan chairman. Day's final session was a mixer at which Allied Independent Theater Owners of Kansas and Missouri, convention sponsors were hosts. Registrations passed the 200 mark by the final day, with exhibitors leaving in each day as highway and rail traffic improved after Monday's (13) blizzard. All-Industry banquet was held Wednesday (4), with Rev. Bill Alexander, Republican party chaplain, as principal speaker. About 350 attended. Janis Carter, in from RKO studios, and Frank Lowery, Warner Brothers actor, also spoke. Exhibitors heard Leon Bamberger, RKO, at Wednesday afternoon's business session. Also giving talks were Wilbur Snasper, New Jersey, National Allied president, and Eddie Aaron, 20th Century Fox Western Sales manager. Ben Marcus, Milwaukee, National Allied treasurer, suggested a plan of establishing a theater's buying ability by a trial of three or four pictures over a 60-day period. Marcus also detailed experiences in which church services in drive-ins were realized as an excellent public relations measure for owners of outdoor theaters. At its fifth annual spring meeting Wednesday morning, Allied Independent of Kansas-Missouri elected four new directors. For Missouri they are; Charles Potter and Beverly Miller, Kansas City. For Kansas: Glen Cooper, Dodge City, and Ben Spainhour, Greensburg. Miller also was made vice-president, replacing Bill Silvers, Cameron, Mo. The board also retained Fred Harpat as general manager, buyer and booker. Jay Means, a director from Kansas City, Mo., is treasurer. New directors serve a three-year term. Group also delegated Jay Wooten, president, as director of National Allied, replacing O. F. Sullivan, Wichita, who resigned because of ill health. The equipment show, under direction of Joe Stark, drew major attention. Exhibitors saw new concession equipment in a variety of models, dust and weed control apparatus, safety lighting equipment, new games and playground equipment, and taped music for use during intermissions and other periods.

HUGO PLAYERS, owned and operated by Mr. and Mrs. Harry Hugo, will launch their 1952 tour April 2 with a six-week circle out of Kearney, Neb. Show's first season is slated to get under way May 19. The Hugos last week returned to Kearney quarters for their annual visit to Hugo, Okla., where they renewed acquaintances with members of the Al G. Kelly & Miller Bros. Circus. They also visited with Mr. and Mrs. Herb Walters and Mr. and Mrs. Tom McLaughlin and sons, Dick and Don, of the Cole & Walters Circus. The Hugos report that they also enjoyed the numerous courtesies extended them at the Hugo Showmen's Association clubrooms. Sam J. Warren Jr., announces from Greenwald, Miss., that everything is in readiness for the Old Reliable New Orleans Minstrels to take to the road early in April. He said rehearsals will get under way soon and that the show's new passenger bus is in quarters and is being painted and

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London Dispatch

By LEIGH VANCE

Continued from page 2
From rival razor firms, who naturally resented the lop-sided ban, and accused the BBC of favoritism.

Out of it all comes a hardening belief that some form of sponsored radio and TV must come within a matter of months. In July the BBC's charter comes up for renewal. "Then," say critics of present policy, "we must make room for a commercial rival. The BBC is too big to continue as it is. All monopolies are bad—and this one is a menace."

"Excitement" Launched

By Arnold Littler

Tom Arnold and Emile Littler launched their latest epic at the Casino, titled "Excitement!" to the tune of a publicity plug announcing it has cost \$100,000. Made up of the old mixture—songs, sex and scenery, this one moves at a faster pace than the others, and in addition two peculiarly British comedians—Jewel and Warriss—who do what they can to help the script.

Quietly Laurence Olivier Productions slipped "The Happy Time" out of the St. James Theater at the end of last week without announcement, so that members of the east were kept busy in a new ring bewildered friends who'd tried to book seats. The players didn't know either. Piece appeared to be a moderate success; opened to slight, misguided bookings, but favorable notices. . . . Into the same theater, but not till April 3, goes Henry Sherek's London version of Odets' "Winter Journey," starring Michael Redgrave and Googie Withers and staged by Sam Wanamaker.

"South Pacific" Profits

For Home-Grown Shows . . .

Rehearsing now, playwright Benn Levy's "Cupid and Psyche" presented in London by Williamson Music, Ltd.—otherwise the London firm of Hammerstein and Rodgers—who aim to plough the profits of "South Pacific" into home-grown shows. . . . Noel Coward's "The Vortex" revived after nearly 30 years to cash in on the current interest in his work since his success with "Relative Values," opened to mingled and moderate notices. Piece stars film actor Dirk Bogarde, playing Coward's original role, and Isabel Jeans.

Reverse English

Continued from page 54

ing the ladies skated on the inside track of the rink and instead of a "ladies only" number, the program scheduled a "men's only" selection.

Pulling power of the party was a complete and pleasant surprise to Hays, since it put out with a comparatively small layout of expense and effort. Regular mailing lists of skaters was appraised of the affair by postcards, and signs were prominently posted at the rink several weeks in advance asking skaters to "be there to elect your favorite guy."

Cheered by the terrific acceptance of the party, Hays plans to use this year's experience as a guide toward building more nights where the boys get a chance to let the fems fuss over them. Both sexes love it. With a few more novel embellishments and stronger publicity, Hays believes the leap year party idea could pack rinks whenever used.

Copacabana, N.Y.

Continued from page 13

register. It means a heavy burden that few straight singers can carry unless their rep is so great it can command attention. Miss Lee didn't have a happy time of it at the onset, but perhaps that Cohen did too much time ahead of her, or perhaps she's not strong enough to follow him.

But as she kept on she finally got to them with some of her waxed hits, "Do Right" and "Manana." Her "Louisville Lou" with proper bell ringer. Gal was backed by a real hot spot quartet who did a splendid job.

The rest of the show remained basically the same as when previously caught. Bill Smith.

Paris Peek

By ANNE MICHAELS

Continued from page 2
certainly get their kicks out of this act which puts on a promiscuously primitive, pornographic portrayal in pantomime.

Quenten Foster is now performing at Chez Inez, doing his nightly stint of assuaging the emotions of the patrons with his specially written repertoire of songs. Chez Inez, also, is in its death throes.

Peters Sisters a Hit in Cliched Bawdy Show . . .

Peters Sisters, at the Bombino Theater (seating capacity 900) in an operetta called "Three Feeble Women," have been doing good business since the show opened the early part of December. The show itself is a concoction of the typical off-color gag that have been used since Columbia Wheel days. It's a fast, frothy bawdy show which the customers adore. The producers are now thinking of making Spanish and Italian versions and taking the Peters Sisters on tour thru those countries.

During last runs of recently-closed show at the Folies Bergere there were always big blocks of empty sections in the house. . . . The same applies to the Casino de Paris and other music halls thru-out Paris. . . . Bars, eateries and stores, too, are in the doldrums and are complaining of the scarcity of that beautiful, green, wonderful, American look. Rings from cash registers are becoming as rare as uranium. The responsibility for all this stems from several factors. 1. Disturbed economy of the country and the chaos existent in the political scene. 2. The bad publicity Paris is getting about high prices and bawdiness as practiced by the local hoteliers. 3. And probably most important, since these people constitute the bread and butter of the local emporiums of laughter and mirth, all American government employees have had their living allowances greatly reduced and, in many cases, have moved out to governmental living quarters.

Yea verily, Paris, to this writer, at this writing, is just one big, beautiful flopper!

Roadshow Rep

Continued from page 54

lettered, General Agent Burdge is mapping show's route, while Brigade Manager T. C. Morris is assembling his billing equipment. Stage Director Lollypop Jones has his show lined up. Superintendent Thomas Johnson has seven men in his department. Org's spring route will include dates in Texas and Louisiana.

TONY PERMAN pens from Carrollton, Ga., that he was pleased to note the various contributions on Negro tent shows and hopes that they line up business this year. "The writer who brought up the lack of real material has something," Perman says. "I have been on these shows long enough to know that one can't leave it to the performers to make a success of this type show. It's dog eat dog many times, with everyone looking after himself. The days when town-talk took anything are over. They may say nothing, but they won't come back and neither will they hurry hard to buy admissions to any other show until they have forgotten former experiences. A well-produced and well-managed show of this type should be able to grab off sponsors for much of its route, but when it does this it must have something to offer other than the cut and dried song and dance vaude. You also must have the advance sold on the merit of your show."

NARTB Unit

Continued from page 7

NARTB two years ago, have met every fall and spring since the company was created. The idea, sanctioned by NARTB after Doherty originated the plan, is aimed to foster harmonious relationships and to provide an opportunity for a frank exchange of views.

The Final Curtain

ANNOUNCEMENT

is father of Harry Albert, orchestra leader and songwriter in Bridgeport, Conn. March 9 buried in Mountain Grove Cemetery, Bridgeport, March 9.

In Loving Memory

Dear Beloved Wife and Mother

SIGRID AUGUSTAD

(nee Heller)

Good Sister, Yvonne

Husband AUNT Son THOMAS

MAILEY—Arthur E.

retired radio physical director for the Metropolitan Life Insurance Company, March 7 at his home in Miami. From 1928 to 1933 Mailey's voice rounded an estimated four million sleepers and urged them to go thru 10 minutes of sitting-up exercises. His program of health here (at least) became the best known in radio. Later he managed the Mailey company and in 1940 New York World's Fair exhibit. Surviving are two children, Arthur E. Jr. and Mrs. Ruth E. Stemberg.

BARTON—Clara.

retired legit actress and mother of James Barton, star of "Paint Your Wagon," March 10 at her home in New York. She was born in Philadelphia. Mrs. Barton made her debut at the age of 18. She appeared in many plays with her husband, the late James C. Barton. Her final stage appearance was in "The Black Crook" at the Howard Theater in Boston in 1908. Burial was in St. John's Cemetery, Queens.

In Loving Memory

HAMDA BENN

Deceased March 27, 1943

Mrs. Mabel Benn and

Son, Lawrence

CRANLEY—Gabriel H.

retired legit opera singer, March 17 in Pensacola, Fla. He entered show business in the early 1900s and for six years sang in legit opera and musical comedy under the stage name of Paul Hatterly.

CLAYTON—Bena A.

retired manager of Station KJZZ, Jamestown, N. C., March 10 in a hospital at Sioux Falls, S. D., of injuries sustained when struck by an auto.

DIBNEY—Charles.

retired legit actor, 30 years a film studio make-up man, March 9 at the Motion Picture House, Hollywood. He attended the University of California at Berkeley during most of his career and was at one time head make-up man for 20th Century-Fox.

DUFFY—Mrs. Clair W.

member of the ice show at the Benjamin Franklin Hotel, Philadelphia, March 6 at her home in Villanova, Pa., of a self-inflicted gunshot wound. Her husband, Robert, is also an ice performer. Burial March 8 in Philadelphia with burial there.

DUFFY—Frank.

concert truck driver with Alamo Expedition Shows, of a heart attack in his hotel room in San Antonio March 5.

DUNN—Owens.

ballroom manager and dance instructor, March 6 at his home in New York. He was credited with having taught dancing in this country for over 20 years on stage and screen jobs. Survived by his widow, a daughter and a sister.

ESTAN—Cathryn Lester.

wife of Harold Estan, concession manager on the American Beauty Shows, recently in Webb City, Mo. (Details in Carnival Section.)

HOFFMAN—Leo.

vaudeville singer, March 10 at his home in Elizabeth, N. J.

HOFFMAN—Paul Ralph.

Danish stage and radio actor, in Copenhagen March 5.

HENNINGTON—Lawrence.

retired entertainer, March 1 at a convalescent home in Philadelphia. He once played the guitar and sang brava songs. He was a vaudeville performer in this country for years. He appeared for 20 years as emcee at McDonnell's, Philadelphia, and at one time managed his three children in a Kettle Creek act known as the Capital Trio. Surviving are his widow, Maudie, two daughters and a son. Burial March 5 in Philadelphia and burial in West Laurel Hill Cemetery there.

KLEVER—Belle Breitan.

concessionaire, March 12 at the Dayton, O. home of a daughter, Mrs. Sylvia Coody. For 18 years she toured with a Gooding Amusement Company unit and for 23 years worked Ohio fairs. Other survivors are her husband, Gus; another daughter, Mrs. Belle Manning; and two sons, Robert Hodges and Edgar Tilton. Burial March 14 and burial in Memorial Park, Dayton.

Marriages

BLOOM-PAULKNEZ—former owner of the Gold Medal Shows and now owner of the Park Hotel, Army, Miss., and Charles B. Paulknez, owner of the Park, February 23 in Aberdeen, Miss.

GREENE-BUTTERS—Merilee Evans Greene, former show girl, and Thomas W. Butters, February 14.

NEAMSTER-BRUCE—Ira Mason (Blackie) Neamster, concessionaire with the Clyde Realty Circus, and Lois D. Bruce, non-pro, February 13 in Phoenix, Ariz.

WOOD-BREEN—James Wood, manager of Pan American Amusement Company, and Ethel Breen, February 26 in Yuma, Ariz.

MADDEN—Edward.

husband of "By the Light of the Silvery Moon" and "Moonlight Bay," March 11 in Hollywood of complications from a broken hip.

MCDONALD—Mrs. Georgia.

former vaude actress who since retirement is 1200 Iredale Washington March 5 in that city. She and her surviving sister, Amourville Miller, with whom she lived, toured major vaude circuits as Georgia and Honey Campbell.

McKENRY—L. C.

former owner of the Crescent Amusement Company, March 18 in Austin, Tex. (Details in Carnival Section.)

RENNO—Fleury.

noted French actor and son of the well-known Impressionist artist, Pierre-Auguste Renoir, March 11 in Paris after a recent kidney operation. Among films in which he starred were "Marianne," which was shown in New York in 1926, and "Polish Husbands," shown in New York in 1940. At the time of his death he was artistic director of the Alhambra, famed Parisian theater. His brother, Jean, who survives, is a movie producer.

ROGERS—Naylor.

64 executive vice-president of the Keystone Broadcasting System, March 14 in Memorial Hospital, Chicago. He had been an executive of Keystone, a transcription network, since it was established in 1925. Prior to that he had been vice-president and general manager of Station WJZZ, Hollywood, from 1921 until 1928. Surviving are a son and a daughter.

KENNEDY—Leola.

former actress and cartoonist, March 7 of a heart ailment in his home in Cincinnati. Survived by a sister.

ROBELLET—Arnold E.

72 for 40 years a sign carpenter at the Metropolitan Opera House, New York, March 12 at his home in Roselin, N. J. He was a Mason and an Elk. Surviving are his wife, a son, three daughters, a brother and sister.

SCHILLING—Frederick E.

74 former musical comedy singer credited with introducing the song, "Sweet Adeline," March 9 at his home in Santa Barbara, Calif.

SMITH—Hamilton E.

73 veteran Roller Coaster designer and amusement park builder, died in Houston March 7. He had been with Pleasure Park, Houston, for 18 years but was inactive the last four. (Details in Parks Section.)

TEVIS—W. Dean.

56 former newspaperman and pioneer newscaster, March 1 in Beaumont, Tex. He was a staff writer and a staff photographer on the Beaumont Enterprise. His widow survives.

Hugh Herbert

Hugh Herbert, 66, film comedian, playwright and director, died March 12 of a heart attack at his home in Hollywood. After appearing in vaude, revues and on the New York stage, he went to Hollywood in 1927 and became a featured comedian in scores of films. Some of his well-known films were "The Great Waltz," "Kismet," in which he collaborated on the script; "A Miracle Can Happen" and "Beautiful Blonde From Bashful Bend." He was born in Binghamton, N. Y., and was educated at Cornell University. His first acting job consisted of standing behind a silent movie screen and speaking the actors' parts. Later he played bits and dialect roles, and once played seven consecutive weeks at the old Hammerstein's, New York. He wrote much of his own material as well as sketches for others. He was co-author of one of the first talking films, "Lights of New York."

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WALKER—Dr. Leonard.

71, symphony conductor, March 9 in Los Angeles. A native of England, he had conducted the London Symphony and BBC Symphony. At his death he headed the conducting and theory department of the California Academy of Music.

WARREN—Ruth.

wife of Sam B. Warren, manager of Old Reliable New Orleans Minister in Greenwood LeFlore Hospital, Greenwood, Miss., recently following a heart attack. In addition to her husband, two sons, Sam B. Jr. stationed with the Army at Camp Claiborne, Ark., and Jerry, with the Army in Salisbury, Austria, survive. Burial in Graves Hill, Tenn.

WINTERS—Joseph J.

58, figure skater for 64 years, at Liverpool, N. H., February 20. He was an active skater and ice skater, appearing with ice troupes until four years ago. Survived by his widow and one daughter, both of Liverpool.

WHITE—Marjorie.

64, president of Mid-State Theaters, Inc., operator of film houses in Cincinnati, Bryan, Dayton and Lexington, Ohio, and Ashland, Ky., March 1 at his home in Cincinnati. He headed the late Ed Crastin's 20 years in the operation of the Libson-White theater circuit and they later became included in Mid-States. Before coming with Libson, White had been Cincinnati branch manager for Warner Bros.' picture houses. He was also president of the Cincinnati Variety Club and a member of the Miami Lodge of Masons, Cincinnati. He was a member of the Country Club. Survived by his widow, two sons and two sisters. Services March 7 and burial in Hillside Park Cemetery, Cincinnati.

WRIGHT—Arlo.

61, member of the Crank Agricultural Society, Crank, Ark., recently. Survived by his widow, two sons and a daughter. Burial in Crank.

WATKINS—Sedney S.

37, former announcer at Station KMOX, St. Louis, March 1 in an automobile accident at Ottawa, Kan.

Births

COOK—A son, Jeffrey MacDonald, recently in Cincinnati to Mr. and Mrs. Norman Cook. Father is assistant manager of Crosley Broadcasting Corporation.

CHILDS—

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

FREDERICK—

To Mr. and Mrs. George S. Frederick a daughter, Maxine, February 28 in Detroit. Father is former manager of the Times Square and other Detroit theaters.

NATULA—

To Mr. and Mrs. Gus Natula a daughter, Judy, recently in Detroit. Father is engineer at WJZZ, Detroit.

ROTT—

A daughter, Beth Marie 8 to Mr. and Mrs. Joel Rott in New Rochelle, N. Y. Father is a writer and publisher on WJZZ. Mother is a former advertising agency script writer.

KRAMER—

A daughter, Bess Ruth, to Mr. and Mrs. Ted Kramer in Bridgeport, Conn. March 3. Mother is the daughter of Samuel A. Lefkowitz, Bridgeport correspondent for The Billboard.

MAKOVEDIS—

To Mr. and Mrs. George Masouridis, a son, Dean, recently. Father is manager of the Victory Theater, Detroit.

MITCHEUM—

A daughter, Patricia, March 4 in Good Samaritan Hospital, Hollywood, to Mr. and Mrs. Robert Mitchum. Father is a film actor.

NEUFREY—

To Mr. and Mrs. M. and Mrs. Audie Neufrey, Father is World War II's most decorated soldier who turned movie actor.

RICE—

A son, Charles Williams, recently in Fort Worth. Father is a member of the production staff of WJAZ-TV in that city.

BOY—

A son, James Stephen, February 27 to Mr. and Mrs. Joseph E. Boy in Buffalo, N. Y. General Hospital. Father is co-operator of Boy's Amusement Rides.



THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio
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Conklin Rides, Shows to CNE For 2 Years, Concessions 5

Attractions Owner Wants Out After That, He Tells Exhibition Board

TORONTO, March 15.—The executive committee of Canadian National Exhibition this week gave final approval of a contract under which J. W. and Frank Conklin will provide midway shows and rides and operate certain concessions. The contract is substantially the same as the one which is now running out, but without certain clauses

to which Mayor Lamport objected and which crept in when a new one was drawn up.

Major change is that the Conklins undertake to run the shows and rides for only two years while retaining rights to other concessions for five. Ending after two years will be most temporary and movable features, including 17 major and 10 kiddie rides, 8 shows and 3 Funhouses. Remaining for a five-year span, subject to a two-year reopening clause, will be such features as the Amuse-U-Arcade, 10 group games, 1 dining hall and 5 stands for popcorn, custard, etc.

J. W. Conklin has indicated previously his desire to sever his connection with the CNE without in any way harming its efficient operation. His request for a longer contract for the concessions, he said, was to enable him to recover some of the \$70,000 he spent in improvements last year.

Increase rental for bingo at the CNE will probably be paid by

present operators, the Conklins and William Beasley. A proposed third bingo game was eliminated at a meeting of the executive committee Friday (14).

Altho the CNE had advertised for tenders for a third bingo, it was desired to leave this type of operation to the Conklins and Beasley if they would agree to pay \$135 per foot of frontage as against \$50 a foot charge for other concessions.

Up to this year the Conklins paid \$2,000 for 40 feet of frontage and Beasley paid \$5,000 for 100 feet. They have already offered to double this amount. Under the present proposal, if accepted by the concessionaires, the Conklins will pay \$5,440 and Beasley \$13,600, a total of \$19,040.

Directors decided against entertaining a \$40,000 tender for exclusive bingo rights plus certain games now operated by Beasley because it was not a proper tender. The advertisement asked for tenders on only one bingo game.

Ex-Jersey Jurist Backs Legal Bingo

TRENTON, N. J., March 15.—A former Jersey City judge, Robert B. Carey, spoke in favor of a bill to present the legalizing of bingo to a public referendum before a legislative hearing Thursday (13). He referred to the group game as a pastime to which even "heaven" could not object.

Opposing the referendum were the Rev. Roland L. Luerich, president, the New Jersey Council of Churches; spokesmen for the Lord's Day Alliance, the New Jersey Women's Christian Temperance Union, the New Jersey Baptist Conference, Social Action Committee and the New Jersey Conference of the Methodist Church.

A number of veterans and fraternal groups supported the measure. Edmund F. Lyons, State commander of the American Legion, declared considerable welfare work among veterans had been financed from bingo before it was termed illegal in a Supreme Court decision.

Decision on whether to report the bill for a vote was reserved.

Jessop Enthuses Over Prospects; Sees Big Season

CHICAGO, March 15.—S. T. (Sid) Jessop returned here this week from a three months stay in Florida almost bursting with enthusiasm over the season's prospects for carnivals—particularly for back-end shows of touring midway organizations.

"It's going to be a banner year—bigger than any recent year," he declared, adding, "and, you can quote me on that."

The U. S. Tent & Awning Company exec said he based his views on observations of the business registered by carnivals in Florida. "I visited quite a few shows in that State," he said. "Most of them showed far better business than last year. Spending generally was freer, and I think that's the way it will be generally on midways throught the country this year."

While in Florida, Jessop, as president of the Showmen's League of America, represented that club at several outdoor show-people's functions, including the banquet-ball of the Greater Tampa Showmen's Association.

See Page 61 for THE BILLBOARD'S NEW WEEKLY "WHERE-TO-FIND-IT" SERVICE

The Market Place for the For Food and Drink Concessionaires

Consult this new reader service for all of your special food and drink concession needs.

CNE to Undergo Probe by Toronto Management Firm

Exhibition Board Orders Inquiry At Insistence of Acting President

TORONTO, March 15.—The entire Canadian National Exhibition management set-up is headed for a 30-day overhaul by a top Toronto management company after a virtual ultimatum from R. H. Saunders, acting president of the CNE.

The management investigation was ordered at a meeting of the board of directors executive committee this week after Saunders told them: "Unless such an inquiry takes place I will be unable to continue my position here." He said the independent inquiry was required to maintain public confidence in the CNE.

He was, for almost the first time, in complete agreement with Mayor Allan Lamport who has been lampooning the CNE ever since he took office this year.

The mayor told the meeting that the executive could ask for a Royal Commission, but that would entail a lot of time and expense.

"A lot of cracks have occurred to warrant such an examination," he declared. "Unless something is done to prevent them from widening, I couldn't afford to stay on the board."

Saunders was acting president in the absence of President J. A. Northey, holidaying in Florida.

The meeting this week was the first to which the press was admitted, and also the first that Hiram McCallum, newly appointed assistant general manager, attended.

One of the directors, a representative of the city, pressed for the examination to be completed by a group of three directors, but got no support.

In general terms, the examining firm will be asked to report on the following:

- (1) Whether it finds any evidence of improper practice, either on the part of the Exhibition employees or others.
- (2) Whether the accounting system is properly set up in respect to allocations and charges against the different departments.
- (3) An improved system of auditing and accounting to provide adequate protection for the Exhibition.
- (4) Recommendations to improve the system for fixing prices or calling tenders in order to provide a suitable profit.
- (5) Recommendations to improve operations as the examiners deem advisable.
- (6) Whether employees of the

Exhibition should be bonded.

In bonding the employees, the mayor hopes to offset the loss thru thefts and pilfering.

His request for examination of the spending by the departments was prompted by the revelation that one department had overspent its budget by \$50,000 without any authority from the board or the executive.

Morrilton, Ark., Elects

MORRILTON, Ark., March 15.—New officers named recently by Conway County Fair and Livestock Association members included Roy R. Chaney, president; Carl and Davis, vice-presidents and Ray Wood, who was re-elected secretary-treasurer.

MICH. FAIR MGR. UP FOR REMOVAL

One-Man Grand Jury Issues Charges Of Bribe-Taking Against James Friel

TROIT, March 15.—James D. Friel, manager of the Michigan State Fair here, Friday (14) was charged by the one-man grand jury, probing the State Fair's administration, with accepting a bribe from a carnival owner for misuse of State Fair funds.

The charges were made the basis for the possible removal of Friel from the State Fair post. The charges were sent to Charles Figy, director of the Michigan Department of Agriculture, who is the ex-officio chairman of the fair's board of managers.

In issuing the charges, the grand jury did not indicate that an indictment of Friel would follow. An indictment, however, is possible.

\$7,500 Bribe Cited

The grand jury in its charges asserted, among other things, that Friel accepted \$7,500 from a carnival owner to get the 1951 midway contract. The grand jury also charged that Friel secured a job for an individual with an electrical contracting firm that serviced the fair and, that this firm when outbid was given the opportunity of a second bid, which it made at a lower figure than the first. Subsequently, the

Gotham Toy Show Sales Under 1951

NEW YORK, March 15.—The 49th Annual Toy Fair, largest such exhibit ever held, which opened here last Monday (10), failed to hold last year's smash selling pace, altho a record number of new toy designs were previewed to the trade by more than 1,200 manufacturers taking space.

Exhibit, which runs nine days thru next Wednesday (19), was spread over an estimated 13 acres of floor space, requiring seven floors at the Hotel New Yorker, over eight floors at the Hotel McAlpin, plus added space in permanent showrooms at 200 Fifth Avenue, 1107 Broadway and other buildings. Buyer-traffic, however, was less than anticipated, with many of the out-of-town purchasers swooping in for swift pre-show onecovers at permanent offices, altho most exhibitors reported themselves satisfied with orders placed.

General consensus was that business would wind up somewhere between fair-to-good, but nowhere up to last year's pace, when most buyers, alarmed by metal and other material allocations, swamped certain manufacturers. Easing of the materials situation was partly held responsible for the fall-off this year, altho the record number of new toys introduced reflect obvious advances in research and manufacturing techniques. It is felt, however, that the present metal allotments may hold down inventories built to meet holiday demand, to a point where certain merchandise scarcities may develop later in the year.

Increased "play value" was a feature of most new toy lines, with

Kochman Preps Thrill Unit in New Quarters

LAKE WORTH, Fla., March 15.—Reporting the largest number of dates ever signed for his thrill show unit, Jack Kochman is in his new winter quarters here prepping his Hell Drivers unit for the coming season. Quarters were moved here from New Jersey this winter to take advantage of the weather.

Jack, his announcer, Art Hoard, and Neil Hamilton, top driver and mechanic, are busy working out new stunts and new twists for old ones. Personnel in quarters include: Carl and Davis, vice-presidents, Chuck Breit, Joe Reider and C. O. Hart.

Siamese Twins Inked by Golub; Set With Beatty

HOLLYWOOD, March 15.—EYonne and Yvette Jones, the "Siamese Twins" joined head-to-head and now 3 years old, have been acquired by Harry Golub thru an exclusive contract with the mother, Mrs. Willis B. Jones. The children are set to open with the Clyde Beatty Circus at Washington and Hill streets in Los Angeles for 17 days starting March 28.

While the Beatty date was to be the opener, Golub previewed the attraction at the 11-day National Orange Show in San Bernardino. The show closes tomorrow and there is a possibility that the new management may show the twins at the Desert Cavalcade in Calexico for four days starting Thursday (20). On this date they will be on the Pan American Amusement Company's lot.

Golub used an 80-foot scotch light banner line and specially made canvas supplied by Downie Bros., Los Angeles. The top covers both the trailer and the 20 by 40-foot stage on which an X-ray picture exhibit will be given.

(Continued on page 60)

AGVA Battle To Continue, Hamid Says

NEW YORK, March 15.—George A. Hamid, who returned to his booking offices here Monday (10) after a month-long cruise to South America, reported his viewpoint in regard to the American Guild of Variety Artists (AGVA) and its insurance plan unchanged and that he would continue to fight the union until an over-all plan practical and beneficial to performers and employers alike was adopted.

Hamid said he felt no sense of obligation as the result of the signing of an agreement by Bob Morton, his partner in the Hamid-Morton Circus (National Producing Company) and AGVA. Pact, which binds the Bob Morton Circus, covers a number of dates appearing on the route card of the Hamid-Morton Circus.

While Morton may personally continue to pay AGVA insurance premiums for talent appearing under the Hamid-Morton banner, Hamid said that he would neither sanction nor contribute to the program. He said that his fight was for a practical plan that was beneficial to both performers and employers and charged that the union was not interested in a peaceful settlement but only in continuing situations that would result in an avalanche of publicity, since they apparently felt that this would aid their cause.

Hamid said that the contract signed by Morton gained the union nothing since it was only a duplicate of the 1950 pact held by the

(Continued on page 60)

Wagner Again Set With Chitwood

PHILADELPHIA, March 15.—Charles (Buddy) Wagner will again handle a Jole Chitwood Auto Threepiece unit this season, the thrill show operator announced here this week. Wagner, in his second year as a unit manager, will head up one of the two Eastern units, with Chitwood handling the other.

Heavy bookings indicated that five units would be needed, Chitwood said. The Eastern units are booked solid, including a number of first-time Ohio dates scheduled to be played by the Wagner unit. About 102 fair dates have been signed, it was reported.

Wagner, who is also general representative of the organization, accompanied Chitwood to all of the recent fair meetings. An experienced announcer, Wagner probably handle the mike for his own unit.

RIDING HIGH!
Allan Herschell SKY FIGHTER



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CLOSE-UPS: RUSS MOYER
Lean Times, Friends Helped Build Career

By JIM McHUGH
(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

SOMEWHAT like the guy who was "kicked upstairs," Russ Moyer got fired from a prosaic newspaper job into the outdoor publicity field where his great talent for grabbing space in the press and on the airways bore fruit, in the form of juicy plugs, from the start. Altho fired for economy reasons at the height, or more properly depth, of the great depression, Russ won a five-dollar a week raise on his first week out.



RUSS MOYER

Now serving his 12th year as publicity director of Reading (Pa.) Fair and his second term as a director, Russ also is a part-time publicity man for such kindred enterprises as Sam Nunis Speedways and Jole Chitwood's Auto Daredevils. His niche is a happy one and this, modestly enough, he attributes to two persons, rather than crediting to his own ability.

One was his boss on a Norristown, Pa., newspaper who issued him his "walking papers," and the other was the well-known auto race promoter, Ralph Hankinson, now deceased, who thought he deserved another chance. Russ remembers that he thought it was the end of the line when the editor summoned him to his office and told him he was thru for reasons of economy. Jobs were scarcer than hen's teeth and Russ says that he had no way of anticipating that he would be publicity director of one of the East's larger fairs five years later.

Worked at Odd Jobs
Like most newspapermen of the era, there was no cash in reserve, and it was a case of taking almost any job at all as a means of sur-

vival. Russ accordingly washed dishes in a restaurant, where he was at least assured of eating, performed odd jobs at a gasoline station, and even served a hitch as a census taker. None of the jobs taxed his ingenuity, altho there were occasions when his out-sized midget frame creaked with fatigue.

Russ, who had specialized in sports on his newspaper job, made many friends in dealing with the public, among them Hankinson. His ability, co-operative spirit and willingness to work were remembered by Hankinson who put Russ on his payroll in April, 1935, with the proviso that he would make good or be released. The second five-dollar raise and Russ began to breathe easier with the realization that he was in.

Russ worked for Hankinson thruout the 1935 season and that winter was in charge of publicity for the first and only AAA International Stock Car race ever held at Daytona Beach, Fla. He returned to the Hankinson payroll in 1936 and thru the fall the promoter farmed him out to the Reading fair to handle publicity. This was a turning point in his career. Russ feels, since the fair officials at

(Continued on page 62)

A TERRIFIC Money Maker!
Can take in up to \$5 an hour



FLYING DART ALLEYS Can Earn Up To \$1000 a Month

- Built for Amusement Parks and Carnivals.
- Portable—Easily Assembled.
- No Mechanism.
- Nothing to get out of order.

A good clean game of skill for clubs and social gatherings, that anybody, any age, can play. No payoffs nor gambling. Draws the crowds and makes amazing profits.

Ten dart plays (for 5c) takes only 1/2 minute. A score sheet, similar to that in bowling alleys, is kept on each game. Can be organized for team and league play.

Dart alley is 14 ft. long, 5 ft. wide. Can be set up like a bowling alley.

Price . . . 1 game complete with 2 brass darts, 20 dart holders and 500 score sheets . . . \$295.00

If you want to hit the BIGGEST PROFIT MARK you ever saw . . . order NOW . . . or write for details. Terms can be arranged.

J. C. WILLIAMS and CO. (Successor to A. J. Stephens & Co.)
Manufacturers of Bar, Restaurant and Store Fixtures & Equipment.
2800 E. 14th St. Phone CMeatnet 6850 Kansas City 1, Mo.

The TLT-A-WHIRL Ride
'Best Buy in Rides Today' ★ Very Popular and Profitable
★ Good Looking ★ Good Quality
★ Well Built ★ Economical
and What a ★ Repeater!!!
SELLNER MFG. CO.
Faribault, Minnesota

HIT THE DECK
Ideal for Drive-Ins, Parks and other Permanent Locations
Get your share of 1952 profits with our amazing new boat ride. Ideal for Drive-Ins, Parks and Other Permanent Locations.
SMITH SMITH
Send for details today.
Also Builders of AMB and Kiddie Chairplanes, Ferris Wheels, Kiddie Airplane, Merry-Go-Round, Mounted Jeep and Fire Engine Rides.

LOOK! PARKER DOES IT AGAIN
We can make delivery now or in the Spring on our famous KIDDIE RIDES Baby Airplane and Fairy Swing priced as low as \$100.00. Our Teen Ager Baby "C" Carry-Up. All is priced as low as \$5,750.00. We are now taking orders for spring delivery.
Also 36 foot, 42 foot and large Carry-Up. All available, priced as low as \$8,375.00. For particulars write
C. W. PARKER AMUSEMENT CO.
Leavenworth, Kansas, U. S. A.

BE PREPARED FOR THE EVER-INCREASING KIDDIE BUSINESS BY PLACING YOUR ORDER NOW FOR "EVERLY KIDDIE RIDES"
EVERLY AIRCRAFT CO.
SALON, OREGON

FOR SALE NEW 3-ABREAST MERRY-GO-ROUND
At Herschell, 7 Charms. Complete Line of Kiddie Rides. Write for Catalogue.
H. E. EWART CO.
157 EAST GREENLEAF Phone 2 NEVada 4-808. NEVada 6-1976 COMPTON, CALIF.

KIDDIE ROTO WHIP
Like new—Never out of our park
36 ft. Allan Herschell Merry-Go-Round Top. Write to
OLCOTT BEACH AMUSEMENT PARK
Olcott, N. Y.
Curly, contact MR.

MANUFACTURERS OF ADULT MERRY-GO-ROUNDS
COMPLETE LINE OF KIDDIE RIDES Write for Catalogue.
H. E. EWART CO. 707 East Greenleaf St. Compton, Calif.
Phone: NEVada 1-808; NEVada 6-1976

THE BIG NEW 1952 KIDDIE FIRE ENGINE RIDE
As Exhibited at the Chicago Convention
Enter Order NOW for Guaranteed Spring Delivery
OVERLAND Amusements
LEXINGTON, MASS.

Still Think You're Funny?
HERE'S ANOTHER 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 the business and refer to some of the many common but amusing incidents that can arise only in our business.

HERE'S THE THIRD CARTOON . . . AND A SAMPLE GAG
Think You Can Do Better?

CONTEST RULES:

- Everyone is eligible—with the exception of Billboard and Wisconsin De Luxe employees or members of their immediate families.
- Mail your entries to: Wisconsin De Luxe Co. Cartoon Contest 1902 N. Third Street Milwaukee, Wis.
Be sure your name and address are on the coupon.
- Closing date for contest is March 29th. Get your entry in the mail by that date!
- Prize winners will be announced each week beginning with the April 12th issue of The Billboard.
- The judges are Billboard editors. Winning captions will be chosen on the basis of originality, humor and if appropriate to outdoor show business.
- In case of ties, duplicate prizes will be awarded. Decisions of the judges will be final. All entries become the property of Wisconsin De Luxe Co.

LIST OF PRIZES:

- 1st Prize—Traveling Bags (Men's or Ladies'), value \$100.00.
- 2nd Prize—\$50.00 worth of De Luxe Platter or other Merchandise.
- 3rd Prize—Card Table and 4 Folding Chairs, value \$35.00.

3 AWARDS WILL BE MADE FOR EACH CARTOON. TOTAL OF 32 PRIZES. JOIN THE FUN AND TRY YOUR HAND AT "GAG" WRITING!

"TEN A FOOT IN THIS DONKEY LOCATION? I'LL TEAR IT DOWN!"

Win. De Luxe Cartoon Contest 1902 N. Third St., Milwaukee, Wis.

My Caption Entry for Mar. 22nd is:

Name _____ Show _____

Your Business _____

Firm. Address _____

City _____ Zone _____ State _____

3000 BINGO

No. 1 Cards, heavy white, blank back, 5x4 1/4. No duplicate cards. Team sets complete with Calling Numbers, Tally Card, 25 cards, \$2.50. 50 Cards, 50 cards, \$4.50. 100 cards, \$8.50. All cards from 100 to 2000. 500 Cards, Fibre Calling Numbers, Fibre Wood Calling Numbers, 51 Printed Tally Card, 156 Colored Heavy Cards, 25 same weight as #3, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 2 Same Quality, 100 ea. \$1.50.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards not up and down. Light weight cards. Per set of 100 cards, Tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 2,000 size set, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers \$1.00 set, 15c.

Set Numbered Ping Pong Balls... \$12.00
 Replacements, Numbered Balls, ea... 20
 2000 Jack Pot Bingo... \$1.55
 Middleweight Cards, 500, 1000, 2000, Green, Red, Salmon, Yellow... 1.50
 2000 Small, Thin, Heavy, BINGO sheets, 5 colors, loose only, no pads, size 4 1/2 x 7... 2.00
 Plastic Markers, Red or Green, round or square, No. 1000, 2000, 3000, Scallop Edges, Green only, 10... 2.00
 Smaller Size, 1/2 diam. Red or Green Plastic... 1.50
 Adv. Display Posters, size 8 1/2 x 14, Cardboard Strip Markers, 10 in for Rubber Covered Wire Game with Case, Wood Back, 12 Numbered, 12 Board, 3-piece layout for... 15.00
 Thin, Transparent Plastic Markers, Brown, 1/2 inch... 1.00
 Featherweight Thin Bingo Sheets, size 4 1/2 x 7, very numerous, 5 colors, loose, not tabbed, M... 2.50
 Round White M. Cardboard Markers, 2 sizes, 1/2 inch diam., 1000 to 1500 lb. fiber size, 10... 3.50
 Article Bingo Blower, electric operated, complete with 12 Numbered Ping Pong Balls, weight 502... 7.50
 Send for illustrated circular, for 125.00. All above prices are f.o.b. Two beautiful catalogs and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
 53 S. Dearborn St., Chicago 5, Illinois

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Earl Armstrong, former operator of the comedy act bearing his name and now a corporal in the Army, recently arrived in Germany where his unit was moved for occupation duty. Armstrong writes that he expects to wind up his engagement with Uncle Sam in time to go out for the '53 season and in the meantime will try and keep up with show business by visiting circuses and other attractions in Germany.

Loretta LaPearl's boxing dog turn was featured at the recent American Legion Post rodeo staged in Montgomery, Ala., by Dick Ryan. Act also has been signed to play Ryan's dates in Macon and Augusta, Ga. . . . Wally Overman has been renewed for four additional weeks at dates in Montreal. Prior to going to Canada, Overman played 10 weeks of one-nighters in the U. S. Current stand in the Dominion totals 13 weeks.

Colbert and LaPearl, clowns, worked Dick Ryan's American Legion Rodeo in Montgomery, Ala. and are set to play similar dates for Ryan in Macon and Augusta, Ga. . . . Louis and Charis, acro, had their rigging lifted while they were unloading equipment prior to playing the Spruce Club, Millvale, Pa., recently. They report that thru the co-operation of a local clergyman, the rigging was returned to them two days later, permitting them to resume their scheduled dates in that area.

Multiplex Faucet Co. Serving the Trade 47 Years

a 33% Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.

Draws any size drink continuously without turning ever 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, DAD'S, DR. PEPPER, ETC.

Manufacturers: MULTIPLEX FAUCET CO. 4125-S Duquesne Ave. St. Louis 10, Mo.



TICKETS

SPECIAL PRINTED

2,000 \$4.95
 10,000 7.80
 100,000 26.70

KANSAS CITY TICKET CO.
 Dept. 109 West 18th St., Kansas City 8, Mo.

From an INDIANA ADVERTISER: " . . . we've had inquiries from all over the world . . . all responses were directly from our advertising in The Billboard." Signed/ Joseph Mettler.

From a NORTH CAROLINA READER: "I like the advertisements in The Billboard. I can find things advertised there that I cannot find at any other source." Signed/B. C. Powell.

From a NEW YORK ADVERTISER: " . . . results in inquiries, orders and re-orders were most gratifying." Signed/ B. M. Wachter.

Yes... The Billboard is a top salesman gives you more of everything to make

BERMAN

A Reliable Name In Show Business Transportation

Has Available For Immediate Delivery



an UNUSUALLY good lot of first-class USED TRACTORS and TRAILERS

Specially Designed For Carnival Use.

Ask for details on our convenient payment plan

BERMAN Sales Co.
 R.F.D. #1 PENNSBURG, PA.
 Phone Pennsburg 527

BEAUTIFUL NEW GRAB STAND, MINATURE TRAIN, PONIES

Our shop has just completed this Concession Truck that is ready to roll and more than pay for itself this summer. Mounted on a new International White Body Truck that is striped in seven colors, it has two windows on each side and the rear doors hinged to serve from either side. Equipped with electric hot water heater, gas grill, hot plate, refrigerator all new, and coolers to hold 18 cases of pop. Latch on to this bargain at \$1995.00. 48 passenger Miniature Train, streamlined engine completely rebuilt and painted, four cars, 375' of 24 gauge track, Ford industrial power plant, \$750.00. Two beautiful mettland ponies, \$400 for both with new saddles and bridles. All prices F.O.B. Millstown, Pa.

R. S. WORMSER
 Millstown, Pa. Phone 41284

Everybody Wants To Bat

The 1951 Automatic Mechanical Ball Pitcher, PITCHER PETE, pitches 2 1/2 in. sponge rubber baseballs at 3 second intervals. It holds 150 balls, you do not have to go back to the machine only to reload it. Price \$250.00.

C. KESTY
 23 S. 11th St. Sunbury, Pa.

for Bigger PROFITS

Select CRETORS' New Economy Model

Hollywood Jr. 55

C. CRETORS & CO.
 402 W. Cermak Rd. Chicago 16, Ill.

THESE are the kind of sound, solid, profit-making features that buyers of The Billboard Spring Special get . . . the kind of important business help that keeps them using the Spring Special—and

seeing your advertisement

over and over again for months and months and months



The Outlook for the 1952 Outdoor Season
 A round-up of opinion by knowing operators on business prospects in the carnival, circus, amusement park, kiddieland, fair and exposition fields.

Directory of 1952 Fair Dates

Big Year Ahead for Merchandise Concessionaires
 Trends in game concessions strongly indicate a return to merchandise concessions . . . and with it, A SHARP PICK-UP IN SALES BY MERCHANDISE SUPPLIERS

Making Money Out of Food and Drink Concessions
 Eat and drink operators give their views and success stories. This article will also detail the price outlook for eat-drink supplies, equipment and labor.

It Pays to Dish Out Merchandise
 Max Goodman, veteran concession operator, will detail the methods that prove the point, citing his outstanding successful experiences over many years.

Directory of Amusement Parks

What to Expect of the Ride Field in '52
 A comprehensive survey that explains the new equipment picture in the ride field and provides a briefing on the situation in the used ride field.

Outdoor Ops Get a Break as Trailer Field Booms
 How the current boom in the trailer business will make trailer living better than ever before for outdoor show people.

Directory of Kiddielands

Is Canvas to Become Increasingly Scarce?
 What has been happening to the cotton duck market . . . its effect on canvas manufacture and what it will mean to outdoor show business.

Complete List of 1952 Rodeo Dates

TV for Publicity-Promotion in the Outdoor Field
 How TV has been used in the outdoor amusement industry, a record of successes, suggestions on how to use it most effectively.

Census of Elephants in the U. S.

What's New for '52?
 Plenty of "news" that make the outdoor amusement industry more profitable than ever—like Walk-Thru Shows for Kiddielands, TV Theaters for Amusement Parks and many others.

A History of Whale Shows

The **Billboard** Spring Special

• ISSUE DATE APRIL 2 . . .
 • DISTRIBUTED APRIL 8 . . .
 • ADVERTISING DEADLINE APRIL 2 . . .

For Lasting Beauty and Protection



Showmen know that they can depend on R-E Finishes and Hardware for easy application, for a long "brilliant" life, for low cost maintenance. Complete line of primers and finish coats.

Send for latest color cards today!



McDOUGALL-BUTLER CO., Inc.
BUFFALO 14, NEW YORK

THE CENTER OF ATTRACTION AT PARKS, FAIRS, CARNIVALS

"THE TURF"

(all electric, race horse game)

The money maker and most popular of all group games. Tried and tested for 2 years—won't break down. The one and only skill operated group game where a skillful player can't ruin the play—Automatic sound system never out of battery, no other needed—Does everything automatically, even registers the money, and those registers are always "down" with "THE TURF."

Write for FREE details and photo. Made and sold exclusively by ELECTRONIC GAMES, INC., Greensburg, Pennsylvania.

From a CONNECTICUT READER: "We always use the advertising sections of Billboard . . . and have bought many items from time to time." Signed/ Walter Haase.

From a TEXAS ADVERTISER: "Billboard ad brought me over \$3,000 worth of wholesale business." Signed/D. Stevens.

From a NEW YORK ADVERTISER: ". . . the response has been a revelation. We never expected to receive such an enormous response from practically every area of the country." Signed/W. I. Harkett.

Out in the Open

Chester M. Howell, veteran president of Michigan Association of Fairs, has been succeeded by his son, Tom as publicity director of the Chesaning Showboat. Young Howell also is filling his father's old position as managing editor of The Chesaning (Mich.) Argus.

Lee Barton Evans recently presented a song recital in Sharon, Pa., for the Old Timer's Baseball Association. A fat program was also published in conjunction with the event, one of a series that Evans has presented since closing with the George A. Hamid & Son major grandstand revue of which he is company manager. . . . Art Hoard has been spending his time fishing since concluding a job as emcee of the Miami Beach Sports Show. With Hank

Bruns, Florida sportsman, Art reports having hooked 37 kingfish on one occasion and on another trip a sailfish that measured eight feet seven inches. Art will remain around Riviera Beach, Fla., until he heads north to emcee the sports shows scheduled for Cleveland and Syracuse. Come summer he again will be back handling the mike for the Jack Kochman Hell Drivers.

Charles W. Swoyer, secretary of the Reading, Pa., Fair and a director of district number 8, United States Trotting Association, left for Pasadena, Calif., Wednesday (19), to attend the annual meeting of the U. S. T. A., on March 23 and 24. He was accompanied by his wife. This is the fair couple's first trip to California.

READ HOW

MEXIHOT

Barbecue System

- Doubles Your Sandwich Business Overnight
- Helps You Serve Larger, More Delicious Sandwiches
- Reduces Your Costs 30%



BECAUSE:

- MEXIHOT insures you uniformly tastier sandwiches every time
- MEXIHOT saves you 30% on meats, there is no overcooking and excessive shrinkage, preserves the natural juices in meats
- MEXIHOT means delicious, juicy sandwiches that bring your customer's back for more

ADD:

- Time saving cleanliness . . . ABC simplicity of operation



For FREE brochure, literature and the NAME OF YOUR NEAREST DEALER WRITE TODAY!

DICKERSON MANUFACTURING CO
Main P. O. Box 30 - Springfield, Mo.

**any week—and the Spring Special
your advertising sell more and more!**

HERE are some of the **regular weekly buyers**

of The Billboard who will be ordering from your ad



... and you'll get **at least 20,000 more**

in The Billboard Spring Special!

- 5065** Concessionaires
- 2203** Outdoor Show Owners, Managers and Dept. Heads
- 664** Amusement Park Owners, Managers and Dept. Heads
- 220** Arena Operators, Managers and Dept. Heads
- 636** Drive-In Theater Operators
- 833** Rink Owners and Managers
- 793** Fair Secretaries and Officers
- 3279** Performers
- 2316** Merchandise and Novelty Jobbers
- 1309** Pitchmen and Demonstrators
- 2242** Gift, Souvenir and Novelty Stores
- 9052** Coin Machine and Salesboard Operators
- 2589** Miscellaneous (includes Premium and Prize Buyers, Promotional Merchandise Buyers, Auctioneers, Farm Market Operators, Wagon Jobbers and Specialty Salesmen)

RESERVE ADVERTISING SPACE NOW

Write . . . Wire . . . Phone Any of These Offices—

Cincinnati 22, Ohio
2160 Patterson St.
DUmber 6450

New York 36, N. Y.
1544 Broadway
PLass 7-2300

Chicago 3, Ill.
181 W. Randolph St.
CENTral 6-8761

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 0443

Detroit 3, Mich.
Fox Theatre Bldg.
WOodward 2-1100

Hollywood 26, Calif.
6000 Sunset Blvd.
HOllywood 9-5831

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



MAKE \$100.00 A DAY On Candy Floss

Our new Super Deluxe new style bead, glow, breakers, borders, mandle, smooth running, faster rotation and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—read your machine is now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO.
734 Benton Avenue Nashville 4, Tenn.

100 BAGS PER HOUR With Excel's Electric CORN POPPER

\$5-850 daily profit from popcorn with the Excel Popper. Continuous 45 min. continuous working. Pays for itself in amazingly short time because of incredibly low price. Does the work of 8000 machine. Is fully guaranteed. Beautifully finished. Flash gleaming nickel trim. Electric lighted. Decorative with small colored popcorn signs. 17" by 20" weight only 35 lbs. portable and ideal for ANY location. Uses AC or DC current, any cycle, bar many other features. Salesmen, write for proportional.

Excel Mfg. Corporation
Dept. B-222, MUNCIE, INDIANA

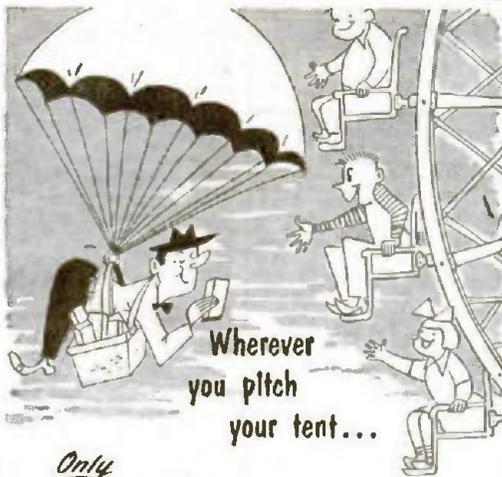
Shooting Galleries

And Supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

Use The Billboard classified pages for **RESULTS!**

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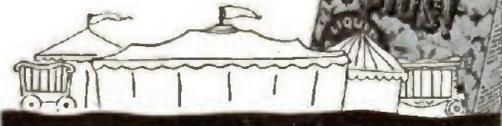


Wherever you pitch your tent...

Only **popsit plus** GIVES YOU THESE ADVANTAGES:

- Real Butter-like Flavor and Aroma
- Liquid in all Weather . . . Easier to Measure
- No Need to Pre-heat
- Gallon-size Can Easy to Handle and Carry
- Costs Less Per Bag—Fewer Duds
- Local Warehouse Stocks

Write For Names Of Distributors Along Your Route



popsit plus!

Made by **C. F. Simonin's Sons, Inc. Phila. 34, Pa.**
POPPING OIL SPECIALISTS TO THE NATION

CONCESSION SUPPLY COMPANY DOES IT AGAIN!

The new deluxe model 120 Press Machine with 2 1/2-inch open aluminum pan is guaranteed to outproduce any other machine on the market or your money back. Keeps two men busy selling the floss onto the cones. Motor has variable speed control. Self-contained in one self-direct drive. Remote heat control. For a few dollars we can also convert your standard model 120 to the deluxe model for unvarnished production. Write for details.

The New 1952 Concession Catalog Has Been Mailed. If You Don't Have Yours, Write for It Today.

CONCESSION SUPPLY CO. 3916 SECOR RD. TOLEDO 13, OHIO

FIREWORKS DISPLAYS for All Occasions!

CELEBRATION COMMITTEES! FAIR SECRETARIES! Write for our catalog of magnificent fireworks displays. Special program made up for favor! Satisfaction guaranteed!

DISPLAYS FROM \$49.50 TO \$69.50

Expert operators available for large shows! Full insurance carried on all operated displays!

WRITE FOR FREE CATALOG!

RICH BROS. FIREWORKS CO. DEPT. 5-D BOX 4111 SIOUX FALLS, SOUTH DAKOTA

Cotton Candy—Snow Cones—Popcorn—Candy Apples

Our 1952 Catalogue listing all the equipment and supplies you need for these stands has been mailed in 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 "must-have for the treatery and the fastest."

GOLD MEDAL PRODUCTS CO. 318 S. THIRD STREET CINCINNATI 2, OHIO

All the news of your industry every week in The Billboard . . . SUBSCRIBE TODAY . . . see page 3 for rates

Mills Imports Flying Act; Slats Beeson to Announce

CLEVELAND, March 15—More new acts coming to this country to join Mills Bros.' Circus were named this week by Jack and Jake Mills. Included in the line-up will be the Great Tognis, eight-piece flying act from Italy, making their first trek to the United States.

The Three Droguettes, South American hat jugglers, and six Mexican girls for ballet productions also will be on hand. The Rosettis, French revolving aerial ladder act, has been signed for another season and will add a bicycle turn, it was announced.

Slats Beeson, former featured wire walker with the Ringling show, will join the Mills show this season and handle announcing chores. His wife will have downtown tickets. Jack Mills told of the new signings upon his recent trip to Florida.

Sailing Saturday (15) from England aboard the Queen Elizabeth are the Wallabies, 12-girl English acro unit. They will come directly to Mills quarters at Greenville, O. Six English clowns are scheduled to sail soon, as will Eric, Austrian one-finger stand import.

More Clowns Contracted

In addition to the English joes, lat will include Arden Beecher, Producing Clown Jack LaPearl, Norbert Prevost and the Al Weir Duo. Hugo Schmidt, chimp and elephant trainer, has been working these animals at quarters, drawing enlarged crowds of weekend visitors.

Charley Brady's construction crew is completing a stateroom sleeper truck. Mechanics Marshall Tharp and Red Haddix have gone over all of the show's rolling stock. Mayme Ward has completed new wardrobe for the elephant number and for an introduction to the menage display. She has started work on Spanish spec wardrobe.

George Strongman and Dean McMurray, assistants to press chief Fred Stafford, have checked in at Cleveland to start work.

Three other press men are being added. Joe Rossi notified Jack Mills that personnel for the band is being lined up and that Rossi will start rehearsals at quarters well before the April 19 opening date.

Merchants' Show Promotion Set by Reading Group

READING, Pa., March 15.—A corporation, National Exhibitions, has been formed in this city to stage a merchandise show and jamboree on the Reading Fairgrounds, June 25-29.

Members of the corporation are Albert L. Swoyer, treasurer of the Reading Fair; John S. Giles Jr., operator of the Fairgrounds Skateland and Lee Hyman, Dave Botvin and Vinson Rachel, joint operators of the Reading Fairgrounds Market.

A spokesman for the group said both indoor and outdoor display space will be made available for exhibitors. Indoor exhibits will be located in Fairgrounds Skateland, one of the largest buildings on the grounds.

Free entertainment and fireworks will be offered in connection with the show. There will be no admission charge, and all automobile parking will be free.

Siamese Twins

Continued from page 56

to show the development and growth of the children. This display will debut with the Beauty show in Los Angeles.

Special Trailer

The infants are being transported in a specially designed trailer made by the Pan American Trailer Company and appropriately called the "Twin-Plex." The vehicle is air conditioned and thermostatically controlled. The sides are of 4 by 6 feet plexiglass, allowing viewing from either side. Golub has equipped the trailer with its own electrical plant and tied in a public address system to carry the singing and talking of the kids to the public inside the tent and on the midway.

In addition to the trailer, Golub has added a two-ton dual transmission truck for the pulling of the house trailer.

Registered nurses are in attendance at all times and they will tour with the attraction on its cross-country trek which will include Atlantic City, Toronto and other cities.

Last year the twins toured with the Lorow Side Show on the Royal American Shows.

AGVA Battle

Continued from page 56

Hamid-Morton Circus. He said he was against any union insurance plan that was not discussed by the performers and a commission including employers, attorneys and insurance representatives.

If an insurance plan is to be adopted, it should not be done until such time as a program could be made workable, Hamid said. He said he was still willing to negotiate with the union.

Gotham Toy

Continued from page 56

Indian-cowboy play still the outstanding leader, overshadowing, by far, the expected boom in science-fiction-inspired gimmicks and uniforms. New plastic and synthetics were in great display, especially in the doll lines, in an effort to make them more realistic. Major visible influence was a continuation of the trend toward making toys more educational, teaching the tots to learn by doing.

J Bar H Preps For '52 Season

CAMDENTON, Mo., March 15.—Jean and Harry B. Nelson's J Bar H Ranch Enterprises have been contracted to present four performances in this Lake of the Ozarks resort area and in South Central Missouri. Ed Gardiner reported this week. The four shows will be held July 11-13.

Permanent grandstands seating 8,000 are expected to be completed in time for the Lake of the Ozarks Dogwood Festival to be held here May 8-11 and the Nelsons are donating the use of their newly developed grounds on the south edge of Camdenton to the festival association this year.

Construction is under way on a 320 by 150 foot modern arena designed by Ken Roberts, of Roberts Rodeo Company, Strong City, Kan., who is supplying the 200 head of rodeo livestock for the July 11-13 event. A feature of the arena will be a silent calf releasing gate. With a \$4,000 cash purse, plus entry fees added, competition will be held in calf-roping, Brahma bull riding, saddle bronk riding, bareback bronk riding and bull dogging.

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(Routes are for current month when no
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possible mailing points are listed.)

Alabama Am. Mobile, Ala.
American Midway, Curro, Tex.
A.M.P., Augusta, Ga.
Bordman, Sabina, Tex.
Brown & Wallace, Savannah, Ga., 20-29.
Carnival of Amusement, Pritchard, Ala.,
31-29.
Dumont, Shelby, N. C.
General Amusement, Lettice, La., 11-29.
Gentich, J. A., Luanda, Minn.
Gold Medal, Selma, Ala., 28-April 5.
Haywood, Murfreesboro, Ark.
Heller's Amuse, Mount Olive, N. C., 22-29.
Mayville 31-April 8.
Rexy Strife, Gladwin, Ala.
Manning, Rour, High Point, N. C.
Marion Greater, St. George, S. C., 22-29.
Million Dollars, Hahala, O. Co.
Orange State, Waller, N. C., 22-29.
Page Am. Co., Columbia, S. C.
Palmetto Expo., Blacksburg, S. C., Clinton
24-29.
Pan-American, Calexico, Calif., 20-29; 30
Cajon 20-29.
Patriot Broadway, (Pair) Euclid, Ohio, 19-29.
Sanford 24-29.
Royal, (Pair) Venice, Fla.; (Pair)
Mulberry 24-29.
Southern Valley, Springhill, La.; Haynes-
ville 24-29.
Steel City, New Boston, Tex.
Stephens, C. A., Green Cove Springs, Fla.
Sutton, J. M., Augusta, Ga., 19-29.
Tasell, Barry, Miami, Fla.; West Palm
Beach 24-29.
Tidech, J. J., Jander, Tex.
United Expo., Liberty, Tex.
Victory Expo., Peoria, Tex.
Wilson Greater, Nogales, Ariz., 18-29.

Circus Routes

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Beatty, Clyde, El Monte, Calif., 27.
Cavell Bros., Soutlake, Tex., 16.
Dover, J. C., Austin, Pa., S. D., 17-29;
also Dayton, O., 20-29.
Hagen Bros., Dayton, Tenn., 17; Orange 18;
Branford 19; Bayona 20; Texas City 21;
W. Columbia 22; San Antonio 24-25; New
Brunswick 26; Austin 27-28.
Hagan, Wallace, Panama City, Fla., 17-18;
Fort Walton 19; W. Pensacola 20; War-
rington 21-29.
Polack Bros., Eastern: (Cannon Audito-
rium) Erie, Pa., 20-22; (Carmichael
Aud.) Charleston, W. Va., 24-29.
Polack Bros., Western: (Traft Auditorium)
Cincinnati, O., 19-29.
Rogers Bros., Homestead, Pa., 19; Hialeah
20-21.
Tiger Billie Wild West, Wauker, Tex., 21;
Schubert 22; El Campo 24; Pasadena
25; Homestead 26; Brennan 27; Mun-
sville 28; Crockett 29.
Wallace Bros., Gonzales, Tex., 22; Austin
24; Temple 25; Bryan 28; Hillabee 29;
Cotisca 24; Garland 29.

Alta. Rodeo Loop Names Stuckey, L. Kathal Excs

STETTNER, Alta., March 15.—
Vic Stuckey, this city, has been
elected president of the Central
Alberta Stampede Association,
consisting of eight rodeos in this
province. L. Kathal, Everett, was
named vice-president; Mrs. Vic
Stuckey, secretary, and Archie
McDonald, Red Willow, treasurer.
The loop, which includes Stett-
ner, Ponoka, Hand Hills, Benalto,
Louisiana and three new addi-
tions, Barrhead, Stoney Plain and
Cochrane, also set up several new
rules. Performers taking part in
rodeos conflicting with those on
the circuit will lose all points
gained in the loop. Other rulings
boosted admission prices throught
the circuit.
Gayland Shows will provide
the midway attractions at all
eight spots.

Mobile, Ala., Rodeo Set for April 2-5

MOBILE, Ala., March 15.—
Greater Gulf States Rodeo at
Ladd Memorial Stadium here,
April 2-5, will offer an estimated
\$5,000 in prizes. Ralph Engle,
managing director, announced.
The event, which is being spon-
sored by the Mobile Cattlemen's
Association and the Junior Cham-
ber of Commerce, will include
calf roping, bareback bronk rid-
ing, saddle bronk riding, steer
wrestling and riding, trick riding
and roping.

Mounties Ready Musical Drill

REGINA, Sask., March 15.—
Preparations for a production of
the famous Royal Canadian
Mounted Police musical ride are
under way in Regina and, police
officials say, a limited number
of engagements will be filled in
Western Canada and Western
United States this year.
The ride, made up of 32 men
and mounts, requires over three
months' training.

New Pitt Date Pays Big for Polack Eastern

PITTSBURGH, March 15.—Polack Bros.' Eastern unit, playing first date in Syria Mosque here, under Syria Temple sponsorship, netted a near-capacity opening matinee Monday (10), but opening night was held down by a heavy rain storm. The break-in date for the local Syrian America's largest, with 22,000 members, runs thru Tuesday (18).
Advance sale, which held up a steady pace before the opening, paid off handsomely with triple shows yesterday (14) and today, sold out as early as last Monday (10). Henry Barrett promoted the date with Florence Galt overseeing ballyhoo.

SPOKANE, March 15.—Spokane Interstate Fair Association has named James S. Gough to manage its 1952 fair, September 12-15. Gough formerly was vice-presi- dent of the North Central Wash- ington Class A fair. Fair offices have been opened at the old Union Stockyards.

THE MARKET PLACE

for
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See, Caramel & Popcorn Machines; 11 tent formula; Cheese Corn, Salt in Shell Nut; Display Warmer, 725 22nd St., Denver, Colo.

Popcorn, Floss, Amusement; good location, bathing beach and apartment park; want man with trailer season starts May 29, 1952. G. W. Kavenross Park, Saratoga Springs, N. Y.

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Only Root Beer requires carbonation. All others are delicious with plain water. These beverages are sold normally and we can supply you wherever you may be. These are brand-name beverages and we are interested in knowing the potential volume from concessionaires.
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188 W. Randolph St., Chicago 1, Ill.

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Popcorn Distributors. One box to a carload. Warehousing principal Eastern cities. Equipment and supplies. L. D. Harris Popcorn Supply Corp., 326 West 44 St., New York, N. Y.

Pre-Pest Popcorn—Shipped everywhere, ready to eat; new 500 popcorn machines, supply Dept. B. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y.

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Minimum \$2.

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New Food and Drink Concession Equipment

AAA Baggies—New Floss Machines, \$219; New Chrome ribbons, \$3 each; \$21 dozen. New Popcorn or Peanut Melters, \$23.50 Jones Equipment Co., 140 Vine St., Philadelphia, Pa.

About all makes Popcorn Machines available from \$35; Candy Corn Machines, \$40. Roadsters, Krazy Korn, 120 S. Halsted, Chicago, Ill.

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Electro-Freeze Custard Machine for sale, good condition. 924 E. New York Ave., Brooklyn, N. Y. Sloucum 6-1903.

For Sale—3 Popcorn Sizz Machines, plus extra parts, \$100. Edwin Hutchinson, 42 Main St., Greenwich, Ohio.

Popcorn Machines, Peanut Roasters, geared aluminum Popping Kettles, new, used, rebuilt; copper kettles, griddles, lowest prices. Northside Co., Inc., Indiana, Iowa.

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THE OUTDOOR MARKET PLACE

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SEND ALL ORDERS AND INQUIRIES TO THE MARKET PLACE, 2160 PATTERSON STREET, CINCINNATI, OHIO

PALISADES BOW SET FOR APRIL 12

Preem to Mark Full-Scale Play; Rosenthals Nix Hike in Prices

NEW YORK, March 15.—Palisades (N. J.) Amusement Park will start full-scale operations April 12, a week earlier than usual, to take advantage of the Easter Week school holidays, Irving Rosenthal announced this week.

Rosenthal said that only good weather was needed for the funspot to register the best season it has ever had. Altho the spot is almost sure to encounter a measure of treacherous weather during its opening weeks, Rosenthal said the gamble has paid off consistently in the past.

As usual, a mammoth ballyhoo program has been planned with 75,000 personal invitations to the opening soon to go in the mails, in addition to 300,000 direct mail circulars. Billing, radio and newspaper promotion are scheduled to go into high gear shortly. Spot annually has to compete with the Ringling circus for snipe spots and notices, but manages to hold its own.

No Price Hike

Rosenthal denied a rumor that price hikes would be instituted this year. The prices will remain the same, he said, adding that if there were changes they would be in the form of cuts. Nominal price scale has long been one of the most attractive features of the funspot.

Admission, pegged at 14 cents, entitles patrons to free parking, dancing and thrill acts, as well as a variety of extra entertainment features carded almost weekly. Management feels, and patrons apparently concur, that it's worth the price of admission to stroll around the dazzling grounds.

Moppets will continue to rate perhaps the cheapest entertainment of its kind in these parts with admission to any combination of six kiddie rides set at 25 cents. Park will hold the line on food items, also, Rosenthal said, with frankfurts costing 15 cents.

More Parking Space

Biggest problem is caring for crowds on big days, Rosenthal said. Proximity to New York's millions, plus its location in a

Huedepohls Return From South America

CHICAGO, March 15.—Mr. and Mrs. Paul Huedepohl returned here this week after a cruise thru the Caribbean to Venezuela, Columbia and the Netherlands West Indies. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, said he located a Kiddieland in Venezuela but otherwise saw little evidence of outdoor show business at the port cities visited.

Architect Joins Fred Pearce Staff

DETROIT, March 15.—The addition of Charles H. MacMahon Jr., architect, to the staff of Fred W. Pearce & Company, was confirmed Monday. He will act as consulting architect and engineer, in the planning and redesigning of rides and attractions operated by the company. The Pearce organization operates Walled Lake Park here, Excelsior Park in Minneapolis and numerous rides and devices in other park operations.

3 Park Ponies Room Thru Houston Streets

HOUSTON, March 15.—Three Shetland ponies from Peter Pan Park here won newspaper attention for the spot Friday (7) when they walked thru an open gate and roamed city streets for about four hours. Police and humane officers corralled the ponies and they were reclaimed by a park employee.

highly developed area in New Jersey, have long posed parking problems. Recent purchases of adjoining parcels of real estate, plus the reclaiming of an additional section within the park, will make it possible to park 800 more automobiles, Rosenthal said.

Luckily, transportation facilities from New York and thruout Jersey are excellent and the bulk of the patronage arrives on public carriers. Elimination of the 125th Street ferries last year, regarded at the time as a serious problem in catering to Gothamites, apparently affected attendance very little.

A fluorescent color scheme, designed by Jack Ray, has been adopted for the park's units, Rosenthal said. Paint job is let out on contract and completed in a few days.

Special features designed to boost attendance on usually dull days this year will include the giving away of dishes on Monday, fireworks on Tuesday and five-cent days on Wednesdays and Thursdays thruout the season. Nickel admissions are held thruout the day with the charges upped to a dime at night.

Rosenthal and his brother, Jack, co-owners, will stage their usual gala opening night preem with a host of celebs slated to attend.

Carroll Spot Skeds Easter Sat. Preem

Riverside Sets Week-Ends for April-May; Daily Play to Commence May 29

AGAWAM, Mass., March 15.—April 12, day before Easter, will mark the start of the 1952 season at Riverside Park. Eddie Carroll has scheduled week-end operations during April, the addition of Friday nights to the week-end schedule for May and nightly operations starting May 29.

Altho handicapped by much snow still remaining, workmen are busy with the reconditioning program. Like last year, a local firm has been awarded the maintenance contract for the season. Construction work of all kinds will be channeled thru the firm.

Major changes at the moment are concentrated in Kiddieland. Spot is being enlarged to twice its former size, with additional rides and decorative motif. Following the opening, Carroll plans the addition of another major ride in the area now occupied by the midget auto speedway.

Name Track Manager

Stock car races also will get under way in the 7,000 seat stadium opening night. Carroll has appointed Harry Tattersall Jr. as race director for the season. The stadium also will be used for shows, special events and promotions all season.

Carroll's staff will be the same as in previous years. Harry Storin heads up promotions, publicity and picnics. Tommy Morrissey

Sunday Magazine Features Oakland Children's Zoo

CHICAGO, March 15.—The children's zoo at Oakland, Calif., was the subject of a colored picture spread in the Sunday (9) issue of This Week magazine, supplemented in many Sunday newspapers.

The zoo, built along the lines which have been attracting interest among Kiddieland operators in many sections of the country, includes setting inspired by Mother Goose stories for the exhibits of domestic animals. The zoo charges 9 cents admission for children and 14 cents for adults. It is operated by a business men's club.

Hamilton Smith, Park Veteran, Dies in Houston

Invented Safety Device; Designed Coasters, Parks

HOUSTON, March 15.—Hamilton S. Smith, pioneer park builder and Roller Coaster designer, died at his home at Playland Park here Friday (7). He came to Houston 12 years ago when Louis and Sam Slusky took over Playland's operation.

Smith was a native of East Liverpool, O. At one time he was with the Kansas City Electric and Fairmont parks, Kansas City. He was active in designing Kennyswood Park, Pittsburgh; Buckeye Lake Park, Columbus; Carlin's Park, Baltimore, and Toledo parks.

He also designed early Roller Coasters and later perfected interlocking safety devices which hold coaster cars on the tracks.

Smith directed refurbishing of Playland when the Sluskys took over and remained active there until about four years ago, when his eyes began to fail. A cottage was built for him at the park and it was there that the park's night watchman found him unconscious early Friday morning.

The veteran park man was 78 years old. His wife died about 10 years ago.

again will be games manager. Stanley Drzyzga is chief steward and food stands manager. Will Stevenson is head cashier; John Simmons, chief auditor, and Sergeant Regnier, in charge of park police.

DETROIT FUNSPOTS PLAN EARLY START

Three Parks to Open Easter Week-End; Walled Lake, Bob-Lo to Wait Longer

DETROIT, March 15.—An early opening will mark the Detroit park season this year, with three parks set to catch the Easter week-end business, April 12-13. A fourth, Walled Lake, will open either April 19 or 20, but probably will operate week-ends only for two or three weeks. Bob-Lo Island Park, with access only by steamer from Detroit, will open about Decoration Day, according to Manager Harold Gorry. No definite date has been set for the new down-river park being built by John Quinn.

Edgewater Park, managed by Milton and Cy Warner, will open April 12, the same date as the Jefferson Beach opening. Edgewater operation is to be seven days a week right from the start, but the new ballroom, converted from the old roller rink, will not open until May 30. Name bands are now being set.

Major new attractions at Edgewater, in addition to the dance hall, will include a Kiddie Coaster, a new pony ride and short-range shooting gallery.

Also being readied for an Easter opening is the West Side Motor City Park, which will have its first full season of operation under Mrs. Helen Horwitz, widow of the park founder, Vic Horwitz, who died last season. No major changes are planned in the operation this season.

Walled Lake will open with a major new addition in the form of a kiddieland, which will have four rides at the start, including a miniature railway. This department will be separately operated

Spangler to Stress Promotions, Picnics

Big Year Foreseen at Rolling Green; Sunday Operations to Start April 20

SUNBURY, Pa., March 15.—R. M. Spangler's Rolling Green Park will launch its new season April 20 with two new rides, an expanded promotion program and a schedule of free acts, band concerts and fireworks.

Spangler said here this week that his outlook for the season is highly encouraging. He said more picnics have been booked so far this year than at the comparable date of any season since he came to the park 17 years ago. Merchants' days and special promotions will be tried on a greater scale, he stated. They were staged on a trial basis last season and the experiment proved successful.

He said he expects to concentrate on picnic booking and promotion work this season while R. M. Spangler Jr. assumes a more active part in the park's management. Superintendent George A. Gower has been directing crews working on renovation and repairs projects for several weeks.

Season's schedule calls for Sunday-only operation to start April

20, week-end operation from May 10 until May 30 and daily business from Decoration Day thru Labor Day. The park will continue for two week-ends after Labor Day.

New rides, which Spangler purchased at Tampa, are an El Ferris Wheel and B. A. Schiff Motor Boats. Spangler returned several days ago from a six-week trip to Florida, Cuba and Mexico. He spent three days at the Tampa fair and then flew to Havana to visit the new Coney Island Park there. From Cuba he flew to Mexico City and visited several spots in Mexico. With Sol Jules, concessionaire at Rolling Green, and at Pleasure Beach, Bridgeport, Conn., Spangler purchased merchandise in Mexico for the coming season.

N. Y. Law Nixes Aerials Without Safety Devices

ALBANY, N. Y., March 15.—Governor Thomas E. Dewey yesterday signed a bill, designed to take effect July 1, which prohibits the presentation of high acts without adequate safety protection, and which holds the management of any "circus, carnival, fair, theater, moving-picture house, public hall or other public place of assembly, resort or amusement," responsible for providing the aforesaid protection.

Introduced by State Senator Hatfield in the form of an amendment to the State labor law, entitled, "protection of aerial performers from accidental falls," the full text of the law reads:

"No person shall participate in any special performance or exhibition on a trapeze, tightrope, wire, rings, ropes, poles or other aerial apparatus which requires skill, timing or balance and which creates a substantial risk to himself or others of serious injury from falling, unless there shall be provided for such performance a safety belt, life-net or other safety device of similar purpose suitably constructed and placed to arrest or cushion his fall and minimize the risk of such injury. No owner, agent, lessee, manager or other person in charge of a circus, carnival, fair, theater, moving-picture house, public hall or other place of public assembly, resort or amusement shall permit any person to take part in a performance specified herein without providing such safety device. Any such aerial performance or exhibition without such safety device in which the height of possible fall is more than 20 feet,

(Continued on page 53)

Spackman to Open Ballroom March 29, Books Two Names

MONTICELLO, Ind., March 15.—T. E. Spackman, manager of Indiana Beach, announced this week that the spot's redecorated ballroom will open March 29. A "reasonably good" season for the ballroom is predicted, he said.

At the same time, he reported that reservations for summer cottages and for rooms at the new Beach House Hotel indicate another capacity season for that department.

Spackman said that difficulty in obtaining special metal for the required building may mean that installation of the spot's Terrainscope will have to be postponed until after this season. The Terrainscope, which will give patrons a reproduced view of the surrounding countryside, is being imported by Ideal Beach.

Heading up the attractions booked at the ballroom are the Ray Anthony and Ralph Flanagan

orchestras. The Anthony band is set for April 16 and Flanagan's ork is scheduled for May 22. Other bookings include:

Tony Prince orchestra, March 29; Tony Papa's orchestra, April 5; Bill Carnegie's orchestra, April 12; Johnny Bruce and his orchestra, April 13, Easter Sunday; Johnny Kay's orchestra, April 19, and Burton Schille's orchestra, April 26.

The spot's roller rink will be opened April 4 for Friday night and Sunday afternoon operation. It will switch to a more complete schedule after May 29. New music on 45 r.p.m. records will be featured.

Hugo Butler, major ride concessionaire at Indiana Beach, and Jim Miller, games concessionaire, are expected to arrive during the first week of April to make preparations for the new season.

FOR SALE

These rides are in good condition and ready to operate. Inspection invited—trains and motor equipment, so able to offer exceptional buys. Will sell separately.

- ★ Pre-War PARKER 2-Abroad Merry-Go-Round with or without transportation.
- ★ No. 5 ELI Wheel with or without transportation.
- ★ EYERLY Baby. New top and side-walk.
- ★ HAN MERSHELL Baby Merry-Go-Round.
- ★ ALLAN MERSHELL 10-Car Auto Ride—Boat Ride 16 boats, 18 capacity; possible steel tank—flame-proof top.
- ★ 8 DRIVE-YOURSELF Boats—2 adults or 3 children per boat. Wisconsin licensed engine, motor, steering, hardwood bumper strips, electric starter, electric boat.
- ★ STEAM TRAIN, portable track, self leveling tracks, water tower. Burns coal or oil.
- ★ GAS DRIVEN TRAIN (steam type). 4 coaches and engine—no tracks.
- ★ KIDIE STRIPPER, 14 capacity—36 feet circle track.
- ★ MINIATURE ROLLER COASTER, 40 ft. long, 3 cars—12 adults or 18 children—used 2 years.
- ★ 1 MIX-UP, teen-agers or children—2-borne electric motor.
- ★ POP CORN, SNOW CONE and COKE MACHINE.
- ★ Elaborate Record Changer and P.A. System.

H. E. EWART CO.
701 E. Greenleaf St., Compton, Calif.
Phone: NIMES 4-0808
NEWSP. 6-1976

RIDES—CONCESSIONS—RIDES

Wanted For WAWASEE AMUSEMENT PARK
Merry-go-round, airplane ride, kiddie auto ride, would like about five or six good kiddie rides, roller coaster, ball game, ballon and dart game, long range gallery, etc. (No fish, no drink or cypress). This park has run two seasons, located in the middle of a resort area, in summer season population high at 25,000 pleasure seekers. Park located on wood side Wawasee 2 miles on State Road 15, nearest park and ride is 10 miles. We have: KIDIE RIDE, Miniature Golf, Log Cabins, Derwent. Fun with darts, roller coaster, bumper train, boat ride, Modern Toilet, 15 acres nice woods. If interested, please let me know at once.

R. H. HUNNELUST
RFD 23 EVANSTON, IND.

FUNLAND PARK

On the Oceanfront
LONG BRANCH, N. J.
OPINING DECORATION DAY
Boat or lease any Motor Ride, except Whirl, Merry-Go-Round, Scooter.
Will book all Concessions and Games Booth or buy Long Range Gallery, Pony Ride.
For Sale—King Train Ride, 100 feet of track, or will trade for Kiddie Rides. Want to Buy—42 Merry-Go-Round Top, Horses, Cars, Roller Coaster, Jumping Horses, Motors for Lasso Scooter Cars.
All replies:

FUNLAND PARK
Box 174 Long Branch, N. J.

FOR SALE

One 8 car Boomerang, in A-1 shape, now in operation.
One 16 seat Metro Derby Game. Will book or buy late Model #5 or #12 Ell.
For Sale—One portable Skooter with permanent metal roof, now operating with 16 cars.

PLAYLAND PARK
9201 S. Main Houston, Texas

FOR SALE

LITE-A-LINE
(Electrical Bimpo)
30 UNITS, A-1 Condition.
George Wiler
1863 So. Wilton Place
Los Angeles 47, Calif.

ORGAN WANTED MAN

WANTED
To repair our 16-8 Wurlitzer, Erwin Reiter, contact us. **FULLER & SALK**
Allyn Herchel Loper, newly painted and overhauled, now operating, \$1,500 cash.
Griffon Amusement Park
Jacksonville Beach, Florida

ANY SIZE

MINIATURE TRAIN CO.
RENSSELAER, INDIANA

FOR SALE—SACRIFICE

BEAUTIFUL PARK MERRY-GO-ROUND
One of the finest. Excellent condition. Original cost \$100,000—now \$18,000. Can be seen in operation now. Season for sale in low of property on Merrick Merry-Go-Round is located. Also Kiddie Elephant Ride for sale. Mechanical electric push button control. Capacity 18 children. Good as new. Selling only because we have other rides.
MAX GRUBBS, 291 E. Broadway, Long Beach, Long Island, N. Y.

Lean Times, Friends Helped Build Career

Continued from page 57

Reading had never heard of him and it is unlikely that he could have secured the job without the strong recommendation he had. And he would never have had his chance with Hankinson if he had not been fired from his newspaper job because, Russ says, the race promoter steadfastly refused to jeopardize his standing with the newspaper by hiring one of their men.

Joins Sam Nunis

Russ continued as a member of Hankinson's publicity staff until the promoter died in 1942. When auto racing was resumed after World War II he was the first publicist to be hired by Sam Nunis, who now operates practically all of the race tracks at which Hankinson was active plus quite a few more.

With the exception of 1940-'42 when he served with the Army and 1943-'45 when the fair remained shuttered because of the war, Russ has handled the nation's publicity advertising without interruption. In January, 1951, he was elected to the board of directors, a position that few fair publicists now hold.

Altho the publicist men have a year-round job with the fair he still finds time to handle other jobs in the off-season. Each spring he leaves the fair pay roll to put in a stint with Sam Nunis and this winter he trotted for the Chitwood show on its Florida tour.

In 1948 Russ handled publicity for the Reading Bicentennial Celebration and last fall he publicized the first Shrine Pretzel Bowl football game in Reading for the benefit of crippled children's hospital. Event showed a net profit of \$18,500. Russ also is on the publicity committee for Civil Defense Council in Reading and Berks County.

The Reading tub-thumper has exploited some of the country's top motorcycle races. In 1937 and 1938 he was in charge of press for the 200-mile national championship AMA motorcycle races at Daytona Beach, and in 1947 he did publicity for the Chamber of Commerce membership drive in DeLand, Fla.

Frames Beauty Contest

When John S. Giles, Reading fair president, decided that the fair should stage a beauty contest in 1948, he called upon Russ to work out the details. Today, the beauty contest attracts the biggest paid grandstand gate of the eight-day, seven-night exposition.

Russ' office during the fair week is a streamlined model of efficiency. Actually, the office is operated by three specialists. While Russ is in charge, Chet Hagan, night deskman in the NBC newsroom in New York, handles radio and television, and Nick Moser, Reading Eagle columnist, supervises the dissemination of fair news. They form a smooth-functioning team and every newspaper and radio representative, no matter how small, is given a royal welcome and this probably accounts, in part, for the tremendous coverage the fair rates annually.

Altho most of Russ' life has been dedicated to the fair business, he also has achieved considerable success as a press agent for AAA

big car races. Writing in his noted "Sock" column, Lamsie McCarley, sports editor of The Philadelphia Daily News, called Russ "the best automobile press agent in the United States."

Russ and his wife, Mary, moved into a new home last fall. While the married trips around the country on behalf of show business clients are likely to continue, the Moyers are firmly rooted in Reading.

New York Law

Continued from page 62

shall be presumed to create a substantial risk of serious injury."

Part Two

"The board of standards and appeals may make rules supplementary to this section designating safety devices of an approved type, strength and location and otherwise effectuating the purposes hereof. The board may also grant variations pursuant to the provisions of Section 30.

"This act shall take effect July first, 1952."

The amendment (State Senate No. 1453), slipped thru the Assembly and Senate quietly, with no opposition from any of the quarters most certain to be affected. Bookers, fair managers, park and resort owners, as well as circus and carnival management learned about the measure too late to marshal any effective protest. Drafted and introduced without receiving any notice, the law went thru the legislative hopper with all the earmarks of a legislative "sleeper." According to the most informed opinion here, the Hatfield bill was conceived as a non-controversial "do-gooder" piece of legislation, against which it appeared there could be no articulate opposition.

Innocent Intent

Another legislative expert surmised that the motives behind the bill were various and sincere, and of the highest intent, but, as with many such vague and generalized attempts to serve public interest, it springs from a colossal ignorance of the amusement business, and particularly of the traditions, crowd-appeal and physical limitations and necessities involved in rigging and properly presenting high acts.

Other legislative experts summed the new law up otherwise: "the bill is virtually unenforceable. Who's to say what constitutes a safety device, suitably constructed?"

Portland Adds

Continued from page 52

boxing area where crowds can mingle between bouts. Final big event of the season will be an Arabian Horse Show, June 27-29, utilizing the arena and horse barn. Preparations then will begin for the 1952 livestock exposition, October 4-11.

Kitchen facilities adjoin the Industrial Building, so that 5,000 persons can be served in one room. If all space is utilized, between 10,000 and 15,000 persons can be served.

Int'l Car Show

Continued from page 52

newspapers, magazines and outdoor.

An added promotional feature of the nine-day event, this year, will be the giveaway of a Singer (English) sports car, as well as the building of a \$20,000 custom car right on the Palace floor, a search-lighted Hollywood-type screen, and the unveiling of an American-built "dream" car, never before seen publicly, which will go into limited production in the U. S. some time after the show.

Another promotional stunt, "Cars of the Stars," will present the unusual custom cars of stage, screen and opera stars, plus the return presentation of the "Concours d'Elegance" famed European automobile beauty contest, with awards and trophies to be won in all classifications.

Show, which has been winning approval and co-operation from all sections of the domestic, as well as foreign-import, divisions of the motoring trade, was particularly well-greeted by Commissioner Walter T. Shirley, of the New York City Department of Commerce, who called it "a fitting tribute to the tremendous contributions which the motor industry has made to the economic life of the world."

BEST MINIATURE GOLF BY EVERY COMPARISON

We build only where our experience shows big profits ahead for park owners. No Cook course has ever failed.

HOLMES COOK MINIATURE GOLF CO.
25 Pearl St. New London, Conn.

SOUTH BEACH

Staten Island, N. Y. C.
While beach attendance in N. Y. C. generally declined last season, South Beach showed an astounding increase of 90% over 1950. ACCORDING TO OFFICIAL PARK DEPARTMENT FIGURES.

In the 100% Location Now Offered FOR LEASE:

- (1) Store, modern, 32x50. (Vacation for past 5 years). Only 50m of its site on beach. Available for suitable amusement game or device.
- (2) Space, 60x100 and 50x100 for Rides and Attractions. Ideal Carousel location.

RESPONSIBLE OPERATORS ONLY

APPLY
D. PALMER
364 Beach 85th St.
Rockaway Beach, N. Y.
Ph. Bella Harbor 5-0933

THE BUG

A good ride in good condition. Must be seen to be appreciated.
ANY REASONABLE OFFER ACCEPTABLE
We are liquidating. Can be seen at Eastwood Park, Detroit.

Contact
A. C. ROSENZWEIG
18492 Northlawn Detroit 21, Mich.
Phone: University 4-3597

WANT TO BOOK RIDES

for Kiddie Park. Have Train, Ponies, Auto, Handcar, Merry Go-Round and Scooter, Coaster, Sky Fliker or any other rides not conflicting. Year-round operation. Attractive proposition for right parties in this profit able spot.

O. D. DRANE
10970 So. Main Houston, Texas
Phone MO 9181

GIVE TO THE RYUNYON CANCER FUND

High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

A WONDERFUL OPPORTUNITY
FOR TWO OR FOUR PARTNERS
Wishing to retire, I have a beautiful spot on the Boardwalk at St. Pleasant Beach, N. J. It has over 200 ft. frontage on the Boardwalk and about 400 ft. deep to Ocean Blvd. right on the corner at Trenton Ave. There is one building, 60x100 ft., housing a 25-car Lasso Scooter, new in 1949, a building, 37x30, with a beautiful gift shop, very modern, new 1949; another building, 25x20, which has a Wadding Charlie, new 1944, hotel—20 rooms, 7 baths, large garage with apartment above, not new. This is the only piece of property for sale on this Boardwalk that I know of. The real value is at least \$200,000. I will let go at \$100,000 and leave a substantial mortgage.
If interested see **J. E. LIVINGSTON**
1401 LAKEVIEW AVE., S. E., PETERSBURG, FLA. Phone: St. Petersburg 19-1635

PARK, PIER, BOARDWALK, RESORT LOCATION, WANTED UNTIL JULY 14TH, FOR DIC DILLON'S MECHANICAL CITY
It is the result of 6 years of hard labor with a pocketknife, consisting of 50 scenes, 21 characters, 30,000 mechanical working parts. Carried in Europe, the exhibit depicts the activities of everyday normal life in war-torn Europe. Has played the key cities of the United States at Home, Foot, Spans, Builders' Shows, etc. Has complete indoor or outdoor settings, travels on and shows from three 45 ft. overall length. Can be seen at Danubius National Sportsman's Show, Toronto, Canada, March 16-22. Only top location considered, as this exhibit is a \$100,000 investment.
Permanent address:
DIC DILLON, Thompson Hotel, East Liverpool, Ohio

FOR RENT
Very desirable location in center of popular beach resort—200 ft. (front) by 100 ft.
Excellent for many outdoor attractions or will build to suit tenant.
P. O. BOX 24, SALISBURY BEACH, MASS.

A 12 OR 14 UNIT GREYHOUND RACE
CAN MAKE MORE MONEY FOR YOU
LEGAL EVERYWHERE
GREYHOUND AMUSEMENT DEVICE CO., INC.
2724 SURF AVE. Esplanade 3-6810 BROOKLYN 24, N. Y.

STROBLITED DARK RIDES

Mystifying! Amusing!
Stroblite will add new thrills to your Pretzel and Dark Rides. Countless intriguing and colorful effects. Call for details with Stroblite Luminescent Colors that glow in the dark and Stroblite U.V. Lamps (Black Light).
Write for information
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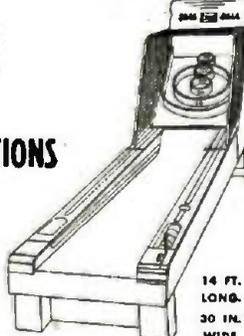
FOR SALE

Electro Freeze Custard Machine, model #10, perfect condition, purchased 1949, floor model.
MANAGEMENT, CASINO PARK
Box 339, Virginia Beach, Va.

SKEE-BALL ALLEYS

FOR SALE
14 ft., all mechanical.
For information
Call 217 7431
or
Write Julius Seidel
741 E. 42nd St. Brooklyn 3, N. Y.

SKEE-BALL
880 U & PAT OFF
America's Favorite Skill Game
FOR PARKS, ARCADES, RESORTS, LOCATIONS
NO OTHER GAME, INDIVIDUALLY PLAYED,
HAS EQUAL POPULARITY
HIGH EARNINGS WITH TROUBLE-FREE
OPERATION PROVEN BY HUNDREDS OF
INSTALLATIONS
14 FT. LONG.
30 IN. WIDE
80 GAMES AN HOUR WITH EITHER 5c* OR 10c* SLOTS—OPTIONAL
COASTERS & PARTS **PHILADELPHIA TOBOGGAN COMPANY** **FUN HOUSE STUNTS**
130 E. DUVAL STREET PHILADELPHIA 44, PA. LAFFING FIGURES



Cole Bros. Sells 29 Cars, Calliope

Show Keeps Bull Car; Flats, Cooches Up for Resale; Fan Purchases Wagon

CHICAGO, March 15.—Cole Bros. Circus train with the exception of the elephant car has been sold to the Erman Howell division of the Luria Steel & Trading Company of Chicago. Bill Horstman of the Cole show, said that 29 cars were included in the deal. At the same time Horstman re-

vealed that the "America" steam calliope had been sold to F. W. Hainer, vice-president of the Cleaver-Brooks Company of Milwaukee. Hainer, a calliope fancier who already has an air model, purchased both the wagon and instrument from Cole Bros.

Several other bids were made on the calliope, Horstman stated. In addition, offers were received for the elephant car, but the Cole show probably will keep it for the present.

Walter Roth, representative of the firm which bought the train, said that the 15 flat cars and the single private car would be offered for sale and, in the absence of an early sale, probably would be held for a long term.

Four Cars Scrapped

The four stock cars already have been scrapped, Roth said. In addition to the private car, there are three sleepers, including a former bill car which had been converted into a sleeper-pie car. The sleepers will be offered for sale but probably will be scrapped if no buyer turns up.

Cars were delivered to the Chicago firm Sunday (9) and were stored in the yards near 87th Street.

Sale of the train was the second in the circus field in the past 18 months. Dailey Bros. cars were sold to the Hyman-Michaels Company after the 1950 season. During the same period several railroad carnivals disposed of equipment but others added cars. Disposal of the Cole cars leaves only the Ringling-Barnum and Clyde Beatty shows in the railroad circus class.

The Cole transactions are part of a current series in which the show is disposing of all equipment for which it has no immediate need. It plans to retain only the horses and ponies, 10 elephants, several trucks and the Peru, Ind., winter quarters. These will be used for the show's April date at the Chicago Stadium and for special bookings. Some elephants, trucks, generators and other equipment already have been sold.

Lydia Miller Owns Share In Cole & Walters Circus

HUGO, Okla., March 15.—It was confirmed here this week that the one-fifth share in Cole & Walters Circus, which formerly was held by Obert Miller, has been transferred to Lydia Miller. Other shares in the show are held by Herb Walters, manager; Tom McLaughlin, general agent; D. R. Miller, and Kelly Miller.

The show is scheduled to open March 27.

St. Paul Date Running Ahead For Davenport

ST PAUL, March 15.—Orrin Davenport's circus unit played to upped attendance and gross thru the first six performances here at Municipal Auditorium under Shrine auspices. The show opened Monday (10) with a matinee and will wind up Sunday matinee (16). Three shows are set for Saturday (15).

Walter Frederickson, Shrine finance chairman, said that thru Wednesday night the attendance was 26,521 and the gross was about \$32,000. This report represented an attendance increase of 1,250 over 1951 and a \$4,000 boost in the take.

He reported that concessions were up about 8 per cent, and that the \$16,000 program is about 2 per cent better than last year's. Tickets are scaled at \$2.40, \$1.80 and \$1.20, with children's general admission ducats going at 60 cents.

Hansen Indoor Tour a Winner

CENTRALIA, Ill., March 15.—Hansen Bros. Circus closed its most successful season of indoor stands with the conclusion of its local engagement. Wendell Hansen, co-owner said this week. He reported that attendance was good at all spots played and that the stand in Marion, Ill., required an extra performance to take care of 1,300 ticket holders who had to be turned away at the regularly scheduled show.

Tama Frank and Patsy Lee, Whirl of Death, presented the free attraction. Hawaiian Lee Kaku and Albert provided the musical setting. Other features included Bertelle's Birds and Jumbo, the ostrich.

Polack Plays S.R.O. For 10 Days in Chi

CHICAGO, March 15.—Polack Bros. Western Unit moved toward a new record for its Chicago Shrine date this week-end as it tallied results of a 10-day sellout. All seats have been sold for each night performance since Friday (7) and thru the final showing Sunday (16).

At most of the performances, from 500 to 1,000 persons were turned away after standees were admitted to Medinah Temple, 4,100-seater. Shrine ushers were aided by an augmented force of professional ushers this week-end to handle the turnaways.

In what was believed to be a nearly unprecedented move, Polack press men, Justus Edwards and Al Sweeney asked newspapers and radio and television stations to curtail publicity. Sweeney said that he asked newspapers not to run three pending feature stories. Several radio and TV guest appearances were canceled late in the week and the stations were asked to omit the remaining scheduled spot announcements, which were being broadcast on a public service basis. The moves

were taken, it was reported, because the show already was assured of more business than it would be able to handle.

Sunday (9) was the best Sunday in the show's Chicago history, with 14,400 persons catching the three performances. Monday (10), usually light, was a full house. On Wednesday (12) box office sales were nearly double those of a year ago, and several hundred persons were turned away. Thursday followed with a turnaway of about 1,000.

The Polack score here was more impressive because of the reported box-office slump being experienced by most other Chicago attractions. Weather hampered early days of the run which opened February 29, but business was good later that week with the exception of Thursday (6). With three performances on three Sundays and two Saturdays, but one show on each Monday, the circus will have given 37 performances by its wind-up Sunday. Polack opens in Cincinnati Wednesday (19). Two Wallenda members wed in Chicago Friday.

Van Tilburg's Mpls. Crowds Increase 10%

MINNEAPOLIS, March 15.—Annual Shrine circus staged by Noel Van Tilburg at Minneapolis Auditorium here won a 10 per cent increase of the 1951 attendance, according to Shrine Potentate Bud Johnson. Customers numbered 167,000 this time, compared to 151,000 last year, he said. The show gave 19 performances, opening February 28 and closing Saturday (8).

Five sell-outs and one near-capacity crowd in the 9,000-seat auditorium were reported by Johnson, who in past years has been general circus chairman. He yielded that post to C. S. Lagacquist on a temporary basis this year.

While final figures were not available, receipts were reported to be up, primarily because the Shrine this year passed the 20 per cent federal admission tax on to the patrons. Thus, the 50-cent general admission was boosted to 60 cents and other tickets were for \$1.20 and \$2.40.

Concession sales generally were up about 10 per cent, with peanut sales up and ice cream sales on the decrease.

M. L. Clark Show To Be Revived By E. E. Coleman

DAYTON, O., March 15.—E. E. Coleman, veteran circus operator, confirmed this week that he plans to put a show on the road in 1952, probably under the title of M. L. Clark & Sons.

He said that his show equipment, part of which is stored at Prescott, Ark., and part of which is in Ohio, would be moved to Missouri. The show will be organized there for a late April opening, he said.

Coleman stated that he would operate the show in partnership, but he did not identify other participants. He said staff members would be named soon. Whether the show will operate under an auspices plan has not been definitely decided, Coleman said, and that decision will be reached in the next several days.

The program will be strong on animal traits, according to Coleman. Animals already are trained and will give about 50 minutes of the show, Coleman also said that elephants would be bought or leased.

Choice of a title is not yet final, he said, but the Clark tag is likely to be used. It was used last on a Coleman show about 1945.

Howe's Names Marquis G. A.

MEMPHIS, March 15.—General agent of the Howe's Famous Hippodrome Circus will be George Marquis, it was announced this week. Marquis formerly was with Kelly & Morris Circus and for several seasons was with Dr. R. R. Bailey Circus units which play a string of Southern fairs in the fall.

The Howe's show, in quarters at the Mid-South fairgrounds here, is the former Biller Bros. Circus. Arthur Sturmak is general manager.

Arden Larry, Kreisch Of Wallendas Married

CHICAGO, March 15.—Two members of the Great Wallenda Troupe were married here Friday (14). They are Arden Larry and Norbert Kreisch.

Rietta Wallenda was bridesmaid and Joe Wallenda was best man. Dr. Cecil Y. Dunlap, of Detroit, gave the bride away. Judge F. Allen, of Circuit Court, performed the ceremony.

Beatty Show Hypes Auspices Schedule

17 Sponsors Signed in Los Angeles Area; Staffers Include Smith, Moore, Petty

EL MONTE, Calif., March 15.—The Clyde Beatty Circus will play more dates under auspices this year than ever before. With 17 such dates in West Los Angeles alone, the show will play under sponsorship in Long Beach, Santa Ana, Pomona, Salinas, Pittsburg, Portland, San Diego and San Fernando.

In Long Beach for two days the circus will appear under the sponsorship of the Junior Chamber of Commerce and also for this group in Pittsburg, near San Francisco. Civic groups thru the Lions are backing the Santa Ana date and San Diego's four days also are for this club. Pomona's two performances will be for the benefit of the Pomona Valley Hospital.

Merchant Tie-Ins

The show is scheduled to play two performances here March 27 with a ticket campaign being worked thru the Crawford's Market. In Los Angeles, where the show opens March 28, a special ticket tie-up has been made with the Owl Drug Company. These tickets will be good for afternoon performances only.

With the nearness of the 1952 start, the official roster has been announced as William Moore, general agent; George Smith, manager; William Petty, auditor; Al Moss, superintendent; John Cline, equestrian director; Vander Barbette, director of production numbers; George Davis, steward; Joe Applegate, boss canvasman;

Add Johnson To RB Press

NEW YORK, March 15.—Ringling-Barnum advance personnel, which suffers few changes from year to year, experienced a recent reshuffle with the resignation of A. J. Clarke, veteran contract press agent. Clarke intends making a new show business connection, after a long vacation here, followed by an extended trip abroad. Eddie Johnson, now huddling with hoopla boss, Roland Butler, in Sarasota winter quarters, will replace Clarke.

New R-B Pitch Seen Nicking Other Routes

NEW YORK, March 15.—Paul Eagles, Ringling Bros. and Barnum & Bailey Circus promotion manager, winding up his last week of operations out of his headquarters here, reports he is still receiving unsolicited long-distance phone calls and telegrams requesting details on future outright buys of the Big One, as a result of an article carried in The Billboard, some months ago. Some of the queries, a few of which came from clear across the continent, were from organizations and fraternal lodges of which Eagles had never heard.

Altho the R-B promotional executive did not divulge contractual details regarding future dates still awaiting inking, it was learned here that the Big Show's all-out drive for outright sale engagements is making definite inroads on the long-established, but smaller, promotional circuses, both indoor and outdoor. Potential sponsor's ability to sign the Big One, on a flat minimum price of \$28,000 for a one-day, two performance, date, is beginning to hurt even the most solidly entrenched promotional circuses, even tho the R-B deal excludes fund-raising advertising, program books, banners and the use of phone crews.

Other Problems

Weighing in the smaller circuses favor, however, is the steep

Pat Graham, trainmaster; Raymond Maxwell, transportation superintendent; Charley C. Cox Jr., announcer; Dan Dix and Anthony Greenshaw, contracting agents; Dick Shipley, in charge of elephants; Floyd Lee, electrician; Nate Slob, concession manager for Jacobs Bros.; Jack Knight, press representative; Shirley and Norman Carroll, special television, radio and promotions; Maurice Etheridge, tickets; William (Hammerhead) Dwyer, properties; Tex Johnson, ring stock; Joe Walsh, wild animal superintendent; Glenn Booth, advance car, and H. F. Petty, No. 2 car. George (Red) White will manage the Beatty Side Show again this year.

Ringling Specs In Rehearsal; Acts Arriving

SARASOTA, Fla., March 15.—Several European acts have arrived here, and rehearsals of spec and ballet numbers are under way at winter quarters of the Ringling Bros. and Barnum & Bailey Circus.

Theme of the major spec will be "The Good Old Days" and the menage number will be based on the Mardi Gras. Girls and clowns are rehearsing from 9:30 a.m. to 5 p.m. daily. Antoinette Concello is directing training for the aerial ballet which will include swinging ladders and a neck-loop swivel finish.

Dick Barstow is directing the menage number. Pat Valdo is in charge of spec production and is assisted by Barstow. More people than usual are employed in the show's wardrobe department, supervised by Joe McCarthy, and the circus is turning out more of its own costumes, horse trappings and elephant blankets this season. The Oscar Konyot comedy cat act is being presented at quarters here, followed by a stand-and-steel arena rather than the newer mesh model because in one phase the cats jump against the arena bars.

R-B price, plus the furnishing, free, to R-B of lot and license, water supply, and police and fire protection. Also a factor in favor of smaller shows is the Big One's greater necessity to follow a rigid route, and its increasing difficulty, over the past few years, in securing satisfactory lot locations, a physical difficulty in a large way responsible for last year's trimming of Ringling-Barnum's menagerie top.

Financial advantage to R-B is immediately obvious, but not so well understood, generally, is the fact that the straight sale deals take the Big One off the hook, pass-wise, with the committee buying the show being handed the free pass headache, as well as helping to secure choice billing locations and greater press and radio handouts. Billing, press and radio budgets are not cut by Ringling, however, on straight sale dates, even tho the \$28,000 is guaranteed to be in the till. As previously reported, Side Show, concessions and regular R-B program sales are not affected by the flat sales, with all receipts being kept as on usual open-gate stands.

To help outright show buyers this year, Ringling is sending its own ticket sellers out two weeks in advance of a straight R-B unit and the downtown ticket sales. Last year, ticket men were sent out only six days in advance.

Under the Marquee

Mr. and Mrs. Scotch Mack, who were bagpipers on the Tom Mix show, are operating a filling station and restaurant, known as Scotty's Place, four miles north of Dublin, O. . . . Claude and Goldie Stone, high-wire artists, are operating a dog kennel in Columbus, O.

Mother Eckhart's home in Columbus, O. was the scene recently of a surprise party honoring Doc Waddell, of Mills Bros' Circus. Gladys Fonda, the daughter, was the receiving hostess. Guests present were: Mr. and Mrs. Parson Waddell, Mr. and Mrs. Scotch Mack, Mr. and Mrs. Claude Stone, Jack Swetsman, Mr. and Mrs. Buzz Wallace, Mr. and Mrs. Arthur Kepler, Mr. and Mrs. Ray Zirkel, Mrs. Bessie Grady, Fred Stafford, Jack Mills, Mr. and Mrs. Howard Ahrkart, Daddy Eckhart, deceased, was a high diver, trapeze artist and high-wire walker. The

late husband (Claude Fonda) of Gladys Eckhart, was killed in an automobile accident at Flymouth, Ind. The party closed with Waddell holding a brief remembrance ceremony for them.

Mr. Bessie Grady, widow of Richard Cyril Grady, steam calliope player on the old John Robinson Circus, is director of the news and refreshment stand in the Greyhound Bus Station at Columbus, O.

Raymond Aguilar, bandmaster, has returned to San Bernardino, Calif., following a stay in Mexico City. He has signed with the E. K. Fernandez Circus for its forthcoming tour of Japan. . . . Elbert Underwood, veteran billposter of Portsmouth, O., will be on the advance of Hunt Bros' Circus again this season, marking his third year with the show.

While Polack Bros' Eastern Unit was playing Wilkes-Barre, Pa., Willie Robbins, of the Flying Hartzells, was called to the bedside of his father in St. Petersburg, Fla. . . . When John Walling, CFA, was sworn in to serve as radio man for the Springfield, Tenn., police department he made certain his oath would not obligate his working while a circus was within 50 miles of the city. For 10 years Walling has held to this policy and with Howe's Famous Hippodrome Circus soon to be in that area, John has put in his notice for two days of circus visits. . . . Walling has permitted Howe to use his collection of circus models in department store windows in advance of the show.

Omer Keayon passed thru Chicago last week on his way to a Shriner's session at San Francisco. He'll return to the East for Hamid-Morton's Canadian dates. Albert Fleet's chimpanzees are to be with Stevens Bros' Circus. C. H. Woolrich will have the show's band. . . . Mr. and Mrs. Rink Wright visited at Minneapolis Shrine show. . . . Chester (Bob) Barnett, Polack clown, was ill last week and out of the show part of the time. A truck formerly used for tuberculosis X-rays in Oklahoma is being rebuilt to carry the new elephant act framed by D. R. Miller and Bill Woodcock. The baby bulls will ride in what used to be a doctor's office.

Ernie White has a sign shop in Chattanooga and may not be on the road this season. . . . Brownie Gudath clown at the Chattanooga opening of "The Greatest Show on Earth" three days and returned to Atlanta for a similar assignment while Hi Lo Mack and other Shrine clowns worked the Chattanooga wind-up. Gudath will be with King-Cristiani. . . . Don Cavilla will clown on the Beatty show this season. He's playing schools in Georgia this winter.

Jack Birmingham, former circus billposter and ethnographer, has recovered from a two-year illness and will be promotion and publicity director of New Scarborough Downs race track at Scarborough, Me. He and his wife will leave New Orleans about April 15. . . . E. K. Fernandez, who's framing a show for Tokyo appearances, was in Chicago last week. . . . Happy Kallems, en route from the Minneapolis Shrine date to Evansville, Ind., last week, will start soon on preparation of a Minstrel Show for a company at Evansville. He will play the Cole Bros' Circus date in Chicago during April and stage the minstrel show in May. Kallems was with Gene Autry this winter, closing at Miami.

Vincent (Irish) Deady, who was with Cole Bros' Circus for many years, is ill in Ward 6 Veterans Hospital, Louisville. He would appreciate hearing from old friends.

Herb Glassfelter, Hammond organist, recently played the rondo in Kingsbridge Armory, Bronx, N. Y. He will appear at grandstand shows for Klein's Attractions this season. . . . Donald Marcks' Miniature Circus will be on display in the lobby of the United Artists Theater, Berkeley, Calif., April 2-5.

Herbie Weber, owner of the Circo Flamante and a wire performer, will be with the E. K. Fernandez show in the Orient. . . . Stanley MacLilly, who was with Howard Ingram's Ameri-Congo Animal show last fall, has been ill and is in Atlanta.

Polack Eastern

Wilkes-Barre, Pa., a new date for the org. and the Irem Temple Shrine at Kingston Army, under promotion of Clyde and Nelda Harrison, was big. Many veterans, orphans and crippled children were entertained at the matinee by the Shiriners. Mr. and Mrs. Ruben Olivera, appearing at Penn Theater, were honored guests Thursday night. Courtney Harrison joined and worked several shows with the Sandys on their trampoline. Harriet Lewis has recovered from the flu. Don Dorsey has rejoined at the exhibition station.

Lola Dobritsch has recovered from a virous infection. Herta Claussen, who had the flu, is back to work. P. Dobritsch has new wardrobe. Lani Harrison has recovered from a recent illness. Don Dorsey and the writer were entertained by John L. Mullen and friends, who motored from Scranton, Pa., on show's closing night in Wilkes-Barre, Pa. Fred Proper and George Cutschall did a good job of handling the crowds. Nina Unis has been taking lessons on the trampoline from Pedro and John, of the Four Sandys. Gaby Norberry has some flashy wardrobe.

Recent visitors included J. C. Cooley, CFA; Al Lochie, J. H. Dolan and family, Art Nolan, Ricky Ricardi, M. C. and Oliver Penny, Mr. and Mrs. J. K. Dorn, Mr. and Mrs. Ruben Olivera, the Nortons, Pete Crowley and Mr. and Mrs. Paul Olney.—BOB LORRAINE.

Orrin Davenport

There are some new acts in our line-up at St. Paul. Among them are Dorita and Alex Konyot; Kelly-Miller elephants and hippo; the Marvels, teeterboard and comedy acrobatics; Shyretto, cyclone and comedy; Unus, one-finger stand; Josephine Beronini; Eva Mae Lewis; Percy Rudemacher and Gloria Peebles. . . . When the Kelly-Miller hippo, Miss Oklahoma, circles the track it is reminiscent of the old Al G. Barnes Circus days with Lotus the hippo.

Visiting in St. Paul were Mr. and Mrs. Rink Wright, producers of the Omaha Shrine show, and committees from Minneapolis and the Duluth Shrine Club. . . . Saluting clown alley were Johnny Johnson and Bert Dearo, who sell refreshments and gifts. Duke Anderson is the originator of a new clown gag. The Romigs are 7 a.m. shoppers. Otto Griebling is studying material pertaining to sea gulls. Jimmy Armstrong and Irving joined the table rock act.

The program follows: 1—Display by tournaient; 2—Dick Lewis, tables and the Marvels, comedy; 3—George J. Keller's Animals; 4—the Ortons, high pole; 5—Joe Geiger and the Eldonas, jugglers; 6—clowns; 7—Labolone Trio, comedy aerials; 8—Roland Tiedeb's Seals; 9—the Shyretto; unicycles; 10—Lemery Bears; 11—clowns; 12—Misses Grace, Corrine, Marjorie, Valories and Orton, swings and loops; 13—Dorita and Alex Konyot, high school horses; 14—walk-around; 15—Unus, balance; 16—Harry Haag Dogs; 17—Conley, Sonny Moore and Roustabouts; 18—Miss Ruby's Educated Canines; 17—the Eldonas, trapeze; 18—Ely Ardely and aerial ballet; 19—Kinko and his automobile; 20—Antaieks, high perch; 21—Rodry Brothers, trapeze; 22—Seven Mor-

Polack Western

The Chicago date was big. Promotion Manager Mickey Blue's staff included Madeline Mahoney, secretary; Ralph Rubenstein, Jim Harrison, Ed Mathias, Niles Madden, Charles Parr and Jack Twit, phone men; Theresa Kaplunson, Jean Merkel, Irene Pinea, Eleanor Buerger, Frances Tischer, office staff, Earl Shipley, AGVA representative, presented Harold Ward with an indestructible union card. Showmen's League of America attended the show in a body Monday (10) evening. Madeline Mahoney's singing in the aerial ballet made a big hit. The Therons, the Myrons, Joe Lempe and his chumps, Laurence Cross, Rusty Benson and the writer gave a special performance at Hines Army Veterans' Hospital. Joe Sherman has a new specially designed clown wig.

Visitors included Earl and Hattie Shipley, Hartzell Spence, Paul Geyer, Don Cass, Tom Parkinson, of The Billboard; Homer and Herbie Hobson, Jack Klippel, Stephan and Janice Mustapha and children, Joe and Vicki Coyle, Gus and Selena Madgouranis, Alfred Shyretto, Curt and Hilda Oranto, Walter Shyretto, Joe Basile, Norman Atwell, Nick Vengor, Naomi Haag, Erma Asher, Happy Maxwell, Nick Francis, Walter Long Sr., Ferris Healy, Otto Griebling, Dick Lewis, Jack Andrews, Bob Raupfer, Claudette Crumley, the Cristiani family, Charlie and Thea Borza, Jack Hendrix, Snell brothers, Frank Stroud, Donahue, and LaSalle, Hedy (Lalage) and Wolfgang Roth, Edna Curtis, Myrna Carsey, Joe E. Ward, Dr. and Mrs. H. H. Conley, Tom Carroll, Herm and Mary Linden.—HARRY DANN.

Hagen Bros. Show's opening stands thru Texas have been greeted by good houses and windy weather. Acts are sporting flashy new wardrobe, and clown Fancher Pierce, doubling in the warhorse department, has made horse pony and elephant blankets as well as other wardrobe for the show. Fred Conley's Flying Saucers feature gets plenty of applause. Big show organist Bill Ward plays the show with novel arrangements of popular music. Boss canvasman Paul Pyle and his crew get it up and down in good time. Many of the show personnel visited Mexico when we played Brownsville, Tex. In Brownsville, Side Show Manager Tommy Arenz acquired an assortment of reptiles from Snake King for his line-up, which also includes veteran magician Frank Webb Show. Many of the show personnel visited Mexico when we played Brownsville, Tex. In Brownsville, Side Show Manager Tommy Arenz acquired an assortment of reptiles from Snake King for his line-up, which also includes veteran magician Frank Webb Show. Many of the show personnel visited Mexico when we played Brownsville, Tex. In Brownsville, Side Show Manager Tommy Arenz acquired an assortment of reptiles from Snake King for his line-up, which also includes veteran magician Frank Webb Show.

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Ringling Juggles New Eng. Dates

ADAMS, Mass., March 15—Ringling Bros. and Barnum & Bailey Circus, which had opened negotiations with local Lions Club for a planned outright sale date here, was forced to call the deal off, due to impossibility of changing the R-B Pittsfield (Mass.) stand on July 8. Playing Adams would have forced the circus to play Pittsfield on Saturday, July 8, which would have put the Big One into undesired competition with an annual firemen's muster.

As a result of the attempt to book Adams, and the decision to play Pittsfield on July 8, circus had to switch dates for Schenectady, N. Y., and Poughkeepsie, N. Y. Pittsfield date will be bought by Lions Clubs of that city and of Great Barrington.

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Advanced High Schooled Horse, Fire and other Jumps, Menage, also Horse Trainer.

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524 South Calle Santa Rosa, Palm Springs, Calif. Phone 4402

WANTED

Experienced Phoneman who can sell Banners on 15 Elephas in old fashioned mid-town street parade, also TPC's and Book. Police deal here. Good salaries. Pennsylvania, New Jersey, other New England States. In follow. Contact: **ELMER YATES** Agent King Bros' Circus Sir Walter Hotel, Raleigh, N. C.

PHONE MEN

Experienced. Four months' steady work starting with cerebral palsy deal, not in Albany. Contact immediately. **Charlie Watts** 131 N. Pearl St. Albany, N. Y.

WANTED

Catcher for established Flying Act. Please contact. **BOX D-172** Care The Billboard Cincinnati 22, O.

WALLACE BROS. CIRCUS

Bob Stevens wants McMullen, Buck Rezer, Buckie Ringgold to contact him at once. Lew Lyles, contact Jim Plunkett Show opens Gonzales, Tex., 22. Austin, 24; Temple, 25; Bryan, 26. Room as per rate.

PHONEMAN

Shrine Circus, steady work, pay daily, guaranteed delivery. U.P.C.'s, Banners. Phone immediately. **L. ALLEN** Beazee Hotel, Penn. Indiana

MICHAEL HUNT WANTS

Phone and Personal Contact Men, State Convention E.I.O. Labor Deal. Year round work to follow. Fish, Smith, Big Ed Walsh, Howard & Marie, call—3-2158, Mobile, Ala. No collect calls.

Phone Men Wanted

Books, Banners and Tickets, King Bros. Circus. Daily street parades. Fifteen telephone to sell. Drunks, Acrobats, Houdinis, Jugglers, etc. Fair your own. Wire or call.

Charles Underwood

Park Hotel Warren, Ohio

4 PHONEMEN

25 per cent. Tickets, Phones in Year's work. Military Order of the Purple Heart. Welverton Motel, Detroit. Phone: Woodward 3-9000, Extension 215

PHONEMEN—NOW

Gadsden, Milledale, Florence, Ala.; Bluefield and Central Bar Performers and States to follow. Careless of Amount and kind Dates. Can always use good Phonemen and new Promoters. **TERRILL & TERRELL** Chattanooga Office Phone 8-1818 Chattanooga, Tenn., P. O. Box 421

Cole and Walters Circus

Opening Monday, March 24, Wood, Ohio. WANT for Side Show with plenty of animals. Manager boss caravan and sets. Big Men and few Workmen. Can play Texas or Family Act in Big Show. Good Cook House and working conditions.

CIRCUS PEOPLE WANTED

Colored Musicians, all instruments, for Side Show Minstrel Band. Must be able to play and sing. Banner Painter immediately after Band. Car Performers. Show opens April 5. **KING BROS. & CRISTIANI CIRCUS** Mason, Ga. Central City Park

PROMOTER . . . PHONEMEN

Best Deals in the Midwest. Solid Year's Work. Ray Potts, Jim Moran, Bob Burns, contact at once. Phone: Wood River, Ill., 4-7045. No Collect Calls, Please. **ACTS WANTED** OPENING LIME CYS. Send Photos and Letters. c/o CHAIRMAN, VFW CIRCUS COMM., 231 Edwardsville Road, Wood River, Ill.

HELP WANTED

Due to large shipment of African Animals to arrive soon, we will need men for year-round help who can groom horses and help take care of other animals. Can use single men or men with wife. First-class living quarters and good pay offered. Prefer man who can drive semi. Write or wire.

TONY DIANO

1000 Warner Rd., S. E. Canton, Ohio

3 PHONEMEN—3 EXPERIENCED JR. CHIEF OF COMMERCE CIRCUS

Apply CIRCUS MANAGER Pioneer Hotel, Fayette, Ind If near, come in—otherwise phone

WANTED

Fifteen to twenty good trained goats prefer Billies. Suitable for eating cauders in carts. Contact **MARVIN JOHNSON** 411 Phoenix National Bank Building Phoenix, Arizona

PHONE MAN WANTED

Tickets only. Five weeks, all under good auspices. Must be able to produce. Wire, call. **BRITISH AFRICA 200** 926 C. TRUBK, Asst. Manager 217 E. Water, Phone 1-1800 Wichita, Kansas

4 PHONEMEN 4

U.P.C. Tickets and Banners. Good aux. prices. No collect calls, please. Those who answered Pittsburgh advertisement, please contact. **JACK SCHENCK** Grand Hotel Anderson, Indiana

FOR SALE COMPLETE CIRCUS

Four trucks, ticket, light plants and concession trailers, side show and 4000 sq. ft. main structure, two employees, animals, all shops, complete, ready to go. **WALTER W. WILSON** Route 24, Chambersburg, Penna.

General Agent-Booker

For internationally famous show. Appearance. Rare opportunity for producing, high caliber. Individual earnings \$25,000 up.

Box D-170

c/o The Billboard Cincinnati 22, O.

5 PHONEMEN WANTED

Best deal on road, \$12,000 top lot have 20 to 30 per cent paid daily. Phone or wire **V. C. "ANDY" ANDRE** Hotel Martine, Grand Rapids, Mich.

PHONEMEN

Five every night. Mills Bros' Circus date. Good prospects. 8778th Avenue, did not get telegram in time. Tex Dodgson, Al White, also call. **DICK ROGERS** 2-7993 — 8-1290 Lansing, Mich.

WALLACE & CLARK CIRCUS WANTS

Prop Men, Happy, come on. Working Men in all departments. Buck Negar needs banner painter. Two clowns, Best Blunters and Flow Man. Fairgrounds, Mt. Springs, Ark.

Nat'l Orange Show Matches '51 Gate Despite Drenching

Pulls 120,350 in First Seven Days To Trail Last Year by Mere 243

SAN BERNARDINO, Calif., March 15.—The 37th National Orange Show, thru Wednesday (12), seventh of its 11 days, was almost matching its '51 attendance and was doing it despite rain on six days. Total front gate count to that point was 120,350.

a mere 243 under the comparative '51 figure of 120,595.

Only clear day during that period was Sunday (9) when the turnstiles counted 40,028, topping the same day a year ago by 7,563. This power also was demonstrated on three other days. These were Friday (7) when it poured nearly all day, Monday, when the showers were so hard that some of the concessions and midway shows could not open, and Wednesday when afternoon showers cut the crowds.

Attendance on Saturday (8) was 27,194 to edge last year's 27,159, although the grounds were deluged by rain, sleet, snow and hail. Altho it was kids day with free admission from 10 a.m. to 4 p.m., the showers kept the grounds empty.

This year's event was managed by Earl Buie, who moved up from the publicity director post to replace Russell Z. Smith, who was killed in an automobile accident less than three weeks before the annual opened.

Using as its theme, "The Circus Comes to Town," the Orange Show has gone all out to give the grounds a tanbark atmosphere. Old circus relics were acquired from the United Tent & Awning Company, Los Angeles, and placed around the grounds. Tented commercial and educational displays were fronted with banner lines to carry out the motif.

The three-ring idea was also carried out in the exhibits in the Swing Auditorium. Displays were given such titles as Big Top, Midway, Side Show, Tight Rope Walker, Circus Rides in the Sky, Merry-Go-Round and The Big Show with oranges picturesquely placed to carry the theme. Outstanding from the show angle was circus parade entered by the San Bernardino County Fair at Victorville.

Returning to the job after a layoff of two years, the shows were booked by Fanchon & Marco, Los Angeles. Produced by Russ Stapleton of that office, the vaudeville presentation in the Swing Auditorium featured bands. Starting with Frank DeVol, the list included Ina Ray Hutton, Lawrence Welk, Spade Cooley, Ada Leonard, and Jan Garber. Welk pulled 18,345 on Tuesday to beat a mark of 17,360 last year when Bob Hope broadcast from the stage. There were two performances daily with the regular \$1 gate admission also covering this show. Seats in the balcony (the exhibits cover the main floor) were 50 cents.

Fanchon & Marco also supplied the two-ring free circus located (Continued on page 72)

Saskatoon Ex To Show Cattle

SASKATOON, Sask., March 15.—Saskatoon Industrial Exhibition is planning to go ahead with its livestock competitions at the summer fair, according to S. N. MacEachern, manager. The statement was made following a report that the livestock section of the Regina Exhibition is almost certain to be dropped this year because of an outbreak of foot-and-mouth disease in the Regina area. MacEachern said he did not expect the horse race program to be affected but thought livestock entries might be down from last year.

Oregon Assn. Files Petition To Protect Aid

SALEM, Ore., March 15.—Oregon Fairs Association this week filed a preliminary initiative petition designed to protect revenue devoted to fairs in event of the success of another initiative action that would ban dog and horse racing.

Herman H. Childgren, of Molalla, immediate past president of the association and a veteran member of the State Legislature, filed the petition here. It provides that if racing is banned in the November election, fairs at the State would receive \$496,000 annually from the State general fund.

Children's petition notes that the State general fund received \$317,574 from racing after the 1951 season and \$5,867,368 since the pari-mutuel law was enacted in 1933. The law distributes 60 per cent of those receipts to the State fair, county fairs, the Pendleton Round-Up and the Pacific International Livestock Exposition.

Lincoln, Neb., To Play Revue Six Nights

LINCOLN, Neb., March 15.—Nebraska State Fair has added one performance to the run of its night grandstand revue this year, and the show, produced by Barnes-Carruthers Theatrical Enterprises, Chicago, will play six nights instead of the five programs of recent years. Ed Schultz, manager, announced.

The final night of the fair, Friday, had been occupied by a thrill show, which has been shifted to a matinee. In addition to the extra performance of the B-C revue, Theatre-Duffield Fireworks, Inc., will get an additional night of pyro display.

Other attraction plans differ little from last year. National Speedways, Inc. (Al Sweeney-Gaylord White) will put on three programs of auto racing, one stock and two big car meets. Swenson Thrillride and Joie Chitwood Auto Dare-devils will play one matinee each, and Royal Crown Shows will be back as the midway attraction.

Blackfoot, Idaho, Names Moir Prexy; Sets Attractions

BLACKFOOT, Idaho, March 15.—Jack Moir, Idaho Falls, this week was elected president of Eastern Idaho State Fair here, succeeding E. R. Buehler, Pocatello. Claude C. Johnson, of this city, was named vice-president, and Hiram Bilyeu was named to the board to succeed Buehler.

Mrs. Ruth C. Hartkopf was re-named secretary-manager, a post she has held since 1949. Attraction program was announced to include a night grandstand show by Barnes-Carruthers Theatrical Enterprises, Chicago, and two afternoon programs of auto racing by National Speedways, Inc. Other events will include running races, horse pulling contests, a horse show, free acts, 4-H contests and a home talent show.

Mineola Sets Finale, Plans 1953 Merger

MINEOLA, N. Y., March 15.—The Mineola Fair will have to find a new site after the September 9-13 showing, J. Alfred Valentine, president of the sponsoring Agricultural Society of Queens and Nassau counties, announced here this week. Plans not yet completed are under way for the Society to combine with another civic organization for the presentation each year of a combined county fair and industrial exposition, possibly starting in the fall of 1953. In the event that these plans mature, they will materialize on a site along Old Country Road, east of Mineola.

The 110-year-old event, which has occupied the present grounds for the past 88 years, has been losing acreage annually. For the past several years the county, which owns the grounds, has whittled away land needed for the erection of public buildings.

At a recent meeting Valentine, his directors and Charles T. Bochner, manager, announced that an effort would be made to make the final showing on the present grounds the most elaborate and gala in the history of the event.

The directors, all of whom have been associated with the event for most of their lives, also announced that they were determined to maintain the institution indefinitely, regardless of the proposed consolidation. It was also their desire, they said, to put an end to the rumors concerning the end of the Mineola event that had circulated for years.

The directors, besides Valentine, are Harold Van Sise, Samuel S. Underhill, Raymond G. Fish, William T. Lowden, Charles Joseph, Arthur V. Youngs, Harold J. Simonson and Charles Hewlett.

Tevis Paine Joins Pomona

SACRAMENTO, March 15.—Tevis Paine, veteran ringmaster at the California State Fair horse shows, former assistant secretary-manager of the event and more recently a field manager for Western Fairs Association, joins the staff of the Los Angeles County Fair in Pomona April 1. He will serve on the general management and public relations staffs there.

He has been in the fair business for 40 years, starting as a youth with his father, the late Charles W. Paine, who was secretary-manager of the State Fair for 36 years. Tevis Paine left the fair as assistant manager at the start of World War II and was associated with the California Thoroughbred Breeders' Association as general manager in Los Angeles. He was with Western Fairs the last five years.

Paine discontinued his coast-wide horse show activities some years ago, returning only recently to the State Fair to participate in the arena event. His new assignment will make it impossible for him to appear in these events. His brother, Ed, has directed the shows in recent years.

St. John Plans For 1952 Hazy; Directors Named

ST. JOHN, N. B., March 15.—While the Saint John Exhibition Association Thursday (6) elected 21 directors and will name 10 more within the next two weeks, no plans were announced for the staging of an event this year.

The association operates the former raceway grounds, where it plans to hold events in the future. Lack of materials has prevented the construction of a plant that would be comparable to the former Saint John Exhibition, association officials said.

Officials are H. G. Harrison, president; G. G. Murdoch, first vice-president, and John N. Flood, second vice-president.

Pine Bluff, Ark., Maps Bldg. Plan

PINE BLUFF, Ark., March 15.—South Arkansas Livestock Show will spend \$25,000 to increase livestock exhibit facilities, George Heiland, director, announced at the annual's regular board meeting here.

Dates this year will be September 15-20, he said, in order to avoid conflict with other livestock events in the State.

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Treasurer
BOX 627 COLUMNA, TENN.
Phone 2190

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Cavalcade Pushes For March 28 Bow

Many New Faces to Go Out With Show; New Still Date Territory to Be Played

MOBILE, Ala., March 15.—Winter quarters make-ready of the Cavalcade of Amusements is being pushed for the season's opening here March 28, with Owner-Manager Al Wagner directing operations. Until recently Wagner has been in out of the city, but with the approach of the opening he plans to remain here, supervising operations.

With less than two weeks to go for the tee-off, practically all of the rides and shows are re-

ported in readiness as a result of work started in early February. A large crew currently is at work, and the number of workmen will be increased in the final week of the show this season, Wagner said. W. H. Burke now heads the paint department, having replaced Eddie Marconi, who died last year. Fred Nash this year will serve as Wagner's assistant. Nash has been busy in quarters, rearing the tractors and mules.

Tom Bush, who will handle the train, will be accompanied on the road this year by Mrs. Bush. Under Bush's direction, flat cars have been redecked and the train is now being repainted in a new color scheme.

Leo Hout heads the electrical department, Walter Garner and George Harr will supervise lot activities, and Archie Wagner, now here with part of his crew, will direct the concession department. Guy West will have the bins.

Everett Fillingham has his own crew here, overhauling and repainting the drome. Mrs. Wagner, who is in Florida, is expected here within a few days to ready the commissary. General Agent Herb Shive is on the road, lining up still dates that will take the show into new territory.

Both the revue and Posing Show will be office-owned and operated, Wagner said. Charlie Taylor again will have the Minstrel Show. New scenery has been ordered for both the Posing and Minstrel shows.

W. Collins Eyes Booked-On Rides As Help Solution

MINNEAPOLIS, March 15.—William T. Collins, owner of the show bearing his name, plans to open the season at his winter quarters lot here about May 1 and to remain in operation there at least until the last week of the month. "I may keep some of my equipment at my park all season," Collins said, referring to the winter quarters lot. "It is an excellent location and requires a minimum of man power."

Scarcity of ride help plagued Collins most of last season, and he doesn't expect the help situation to get better but to worsen.

Because of this, he is seriously considering leaving some of his equipment in operation at his park and substituting booked-on rides for his show's route. That, he points out, would relieve him of some of the strain caused by the help situation.

He emphasized that, in any event, the show's strength on the road will be held up. His route, except for four North Dakota still dates—Minot, Williston, Fargo, and Devils Lake—is made up of fairs which will carry the show through September 18.

Collins currently has seven men busy at winter quarters. He said he will open on the quarters' lot with 12 rides.

Blue Grass Adds Pretzel, Light Towers

OWENSBORO, Ky., March 15.—Blue Grass Shows has added a Pretzel and three Downey light towers in preparation for its April 17 bow here in quarters. C. C. (Speck) Groscurth, owner-manager, announced. Org. is awaiting delivery of a semi and tractor.

Back-end line-up is being readied and will include five new shows. In addition, Col. Lew Walters will have the Side Show; Ray Marsh Brydon will have two units with Ray Thomas in charge, and William (Weasel) Krieger will manage the Funhouse.

Following Midwest still dates, Blue Grass gets into its fair season July 7 at Franklin, Ind., and 15 annuals and celebrations will follow, Groscurth said. Most prominent addition to the org's fair list is Mid-South Fair, Memphis. Repeat annuals include DuQuoin, Paris, Carmi and Charleston, Ill.; Princeton, Ind., and Caruthersville, Mo.

Show staff is little changed from last year. M. G. Stokes will again be secretary-office manager; Cash Wise, general agent; Grant Chindler, superintendent; B. L. Rabon, electrician; Porter Bowers, marquee superintendent; and Doc Angel, mallman and The Billboard agent.

Concession row will have several Blue Grass veterans, including Mr. and Mrs. V. Jeter, Arcade; Mr. and Mrs. Starbuck and Thelma and Charles Lake. Charles Miller will be back with his cookhouse after a year's absence.

Miami Group Names Cook Exec Secy.

MIAMI, March 15.—Phil Cook has been named executive secretary of the Miami Showmen's Association to fill out the unexpired term of Col. Howard E. Sessler, who resigned recently because of ill health.

Cook has been active in outdoor show circles for about 37 years, having spent the last seven years as a manager of one of Robert K. Parker's units. As the result of his experience, long-standing interest in club activities and service with many shows, Cook is one of the best known individuals in carnival circles.

With the last meeting of the season held last Tuesday (11) and the exodus of members to join shows already on, Cook said that he intended to spend considerable time on the road this season on behalf of the club's membership campaign.

In a special appeal for new members, President Leo Bistany announced that the club's initiation fee would be dropped this year.

Crafts Host 600; PCSA Nets 2G From Benefit

SAN BERNARDINO, Calif., March 15.—With approximately 600 members of the Pacific Coast Showmen's Association the guests, Tuesday (11), of the Orville N. Crafts Shows playing the National Orange Show here, the day ended with a show-within-a-show getting nearly \$2,000 for the club. Sam Dolman was chairman of the Showmen's Day at the annual event.

Switching from its usual policy of the caravan departing from Los Angeles in the mid-morning, the PCSers gathered at 1 in the afternoon. About 50 automobiles, and several buses transported the members to the Orange show. The fund raising show was held in A. W. McAskill's Hell's Belles illusion show, top, starting at the close of the day. Drinks were donated by the PCSA and the Ladies' Auxiliary. Food was contributed by Crafts and served at midnight.

Mackey Contribution

G. P. (Jerry) Mackey, PCSA president, was unable to attend but started the ball rolling with a sizable check for the cemetery fund. Dolman presided over the proceedings with Eleanor and Orville Crafts, Charlotte and Frank Warren, Roger Warren, Everett W. (George) Coe, M. J. Doolan, Charles Walpert, Hunter Farmer, J. Ed Brown, Al Flint, Dolman on the rostrum. Walpert was co-chairman of the function.

Committees included: Entertainment—Hunter Farmer, chairman; Buster Odle, co-chairman; Ladies' Auxiliary Committee—Nina Rogers, chairman; Margaret Farmer, refreshments—Marie Tall, chairman; Claudette Esifair, Clara Connors, Marie Bernard, Mary Taylor, Peggy Forstall, Tickets—Ann Doolan, chairman; Mary Taylor, Peggy Forstall, Mabel Brown, Food—Madison Hopes, chairman; Hazel Connors, Esther Carley, Treasurer—Betty Coe and Al Weber.

Approximately 800 tickets were sold, and donations included a check from Sally Rand, now appearing at the Chi Chi in Palm Springs.

Prineville, Ore., Inks Davis Shows

PRINEVILLE, Ore., March 15.—Davis Amusement Company, of Portland, Ore., will supply carnival features for the Crooked River Round-Up here August 8-10. Christianson Bros. Eugene, will provide bucking horses and cattle,

Crafts' Orange Show Gross Okay Despite Rain 6 of 1st 7 Days

Three Units Merged for Event; 20 Major, 15 Kid Rides in Line-Up

SAN BERNARDINO, March 15.—With the National Orange Show running slightly ahead of its attendance for the first seven days of the 11-day run to end tomorrow, Crafts 20 Big Shows, which include that show as well as Crafts Exposition and Crafts Fiesta, reported business satisfactory despite six days of rain. O. N. Crafts, owner of the organization, reduced per foot rate this year to \$15 from \$20 in 1951.

So far the show has had only one day of decent weather and that was Sunday (9). The clear weather followed a rainy Saturday during which the grounds were drenched by an early afternoon shower that included hail, sleet and some snow. The deluge hit in the middle of the first Saturday's kid day when the moppets were admitted to the grounds free from 10 a.m. to 4 p.m. and rides were 8 cents. The rain caused somewhat of an exodus and affected the night business.

Crafts followed his usual pattern of lot layout. The concessions are squared around the rectangle lot with the rides down the center. Using four Ferris Wheels and a Spitfire at the entrance, the moving rides along with 35 40-foot towers flash up the layout. Three neon arches and four 80-inch searchlights add to the carnival glamor.

The equipment set up includes 20 major rides, 15 kid rides, 10

twice daily. No kid rides are on the midway.

Lot Layout

(Continued on page 72)

Ill. State Fair Formally Inks ACA Contract

Org Again to Have Western Show; Set Back-End Units

SPRINGFIELD, Ill., March 15.—Formal award of the midway contract by the Illinois State Fair, Springfield, to the Amusement Company of America (the one-time Hennies show) was announced this week by Hubert Elliott, fair manager.

Signing of the contract, a repeat for the ACA, had been expected for some time. J. C. McCaffery, one of the owners of the show, who is also the show's general agent, left his Chicago office early this week for a brief visit to his Miami home.

Before his departure from Chicago, McCaffery announced that the ACA again will carry a Hollywood-type Western show. The unit will be headed by Steve (Smoky) Wade and will have Dude Sizemore, comic, as a feature.

Other back-end units set include Milo Anthony's Side Show, Charlie Taylor's Minstrel Show, Arnold Raybuck's two-headed bull and unborn shows, and Nat Rodgers' War Show. Dorothy and Del Crouch will handle the Motor-drome for the third straight year.

Red Rogers has been signed to produce and operate the gal show. A new portable Roller Coaster obtained from B. A. Slover and Sons, Tampa, will highlight the ride line-up.

Ralph Meeker Signs Yakima For Fifth Year

YAKIMA, Wash., March 15.—Meeker Shows, headed by Ralph Meeker, has been signed to play the Central Washington Fair here September 24-28. This marks the fifth straight year for the organization at the midway here.

Contract was signed by Perry Woodall, president of the fair association; J. Hugh King, secretary-manager; and Meeker, who represented the show. Meeker said his organization will feature a Kiddieland at the annual along with 10 major rides and about 8 shows.

Show is also scheduled to open its still-date season here April 19, with about 15 weeks of still dates and 12 weeks of fairs skedded, according to Meeker.

First celebration on the route is the Washington State Apple Blossom Festival, Wenatchee, April 28-May 3. Other dates include the Columbia Water Basin Festival in Pasco, and the Little World's Fair in Ephrata, latter May 28-June 1. It is sponsored by the Chamber of Commerce.

Hill's Greater Gets Okay Bow

DEL RIO, Tex., March 15.—Hill's Greater Show moved here this week for their first road stand after opening to good business in Aransas Pass, Tex., quarters.

All equipment is freshly pointed and an elephant, Susie Q, has been purchased by Owner H. P. Hill as a kiddie attraction.

Staff here, in addition to Hill, included Mrs. H. P. Hill, secretary; N. L. Dixon, legal adviser; Bill Johnston, electrician; Mrs. Donovan, front gate, and Bonnie Holifield, mallman and The Billboard sales agent.

Ride line-up includes Merry-Go-Round, with Leonard Garcia as foreman, and Joe Pinchard, second man. Midget Autos and the front arch is handled by Ernest Johnston, assisted by Edward Brown, Tilt-a-Whirl, Red Patrick, Scooter, Maurice Rogers, second man, and Dale Hanson, third man. William McTheeney and Leon Seigman; Spitfire, James Standford and F. S. McGorry; Ferris Wheel, J. H. Bright and Albert Olte; Rolloplane, Hubert Key and LeRoy Siegman, and Kiddieland, Jack Burns and Bucks Grishman.

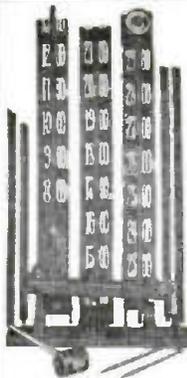
Clyde Davis has the "Venise" and "Secrets" shows; Linda Lopez, the Gal Show, and L. Roazico, Snake Show and "Paris After Midnight."

Concessionaires include Mr. and Mrs. Joe Ulear, Mr. and Mrs. Benj. Spencer, Joe Rosen, Ken Davis, Edna Anderson, Mr. and Mrs. Donovan, Mr. and Mrs. Kelly Lloyd Lea, Mr. and Mrs. Floyd Matters, Nick and Tom Evans, Bill Dexton, Mrs. N. L. Dixon, Bonnie Holifield, Bill Harper, Mr. and Mrs. Jackie Shore and Mickey Goldberg.

Mrs. Harold Eutah Dies After Stroke

WEBB CITY, Mo., March 15.—Funeral services were held here recently for Cathryn Louise Eutah, 61, wife of Harold Eutah, concession manager for American Beauty Shows, who died following a stroke.

Mrs. Eutah was born in Pottsville, Pa., and following a musical education at the Philadelphia Conservatory of Music, played with the Philadelphia Symphony for two years.



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Shows of all kinds—good territory for Minutal Shows. Wrestling Show. Will give full back end to reliable man.	Any Thrill Ride not conflicting.	
RIDES	All kinds—Photos, Scabs, Age, Hoop-La, Darts, Ball Games, Glass Pitch, Baskets, Long and Short Range Gallery, Fresco Custard. Have a good deal for a clean Cook House.	
CONCESSIONS	All kinds of Ride Help—Merry-Go-Round, Wheel, Chairlaine, Octopus, Kid Rides. NO DRUNKS	
HELP	Rajah Raboo, have a good proposition. Clarence (Skin) Barber, Maynard Garden. All help formerly with me success. They show out 22 weeks.	

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Now Booking Attractions for "The Battle of Flowers" on the Streets of San Antonio, Texas. Same location as Always, April 21 to 26.

Want Second Man on all Rides. Can place Side Show following "Battle of Flowers" for Mineral Wells, Texas, Spring Festival. We have top end banner line SHOWS. Can place Man capable of handling first-class Fun House, Hawaiian Show Manager, Athletic Show Manager. We have all equipment. Want Motorcades, Mechanical Show, Snake Show, Billposter who can handle special details and banners; I have Panel Truck. Can use good, reliable Show Painters. Have Novelties open for "Battle of Flowers". All contact

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ATTENTION SHOWMEN **ATTENTION RIDE OWNERS** **ATTENTION CONCESSIONAIRES**

WANT FOR 4 STILL DATES AND 15 PAIRS

Show opens May 1st and Pairs start June 19th in North Dakota.

RIDES: Will book Spitter, Caterpillar, Looper, Dark Ride, Little Dipper or Roller coaster, Rock-Plank, Mr. Davis, get in touch at once. The shows will book very responsible for the season. SHOWS: Want Monkey, Mechanical, Midway, Hill, Dilly, Big or any other Show with an equipment and transportation. Want Operator for Old Reuse and Posing Show. Must have talent and own sound systems. Roulette, get in touch at once. Man for Combination Fun House. CONCESSIONS: Can use any legitimate Concessionaire except Bingo, Long Range, J.C., Popcorn, Concessions and Crabs. No Mill Camp and no Crabs please. Write, will answer.

RIDE HELP: Want Foreman and Second Man for Top Wheel, Kid Octopus, set of Kid Rides, Roll-Plane, Second Man for Fly-Plane. Want General Help such as Man for Front Gate, Towers and Searchlights. Winterquarters now open. All help come in now

WM. T. COLLINS SHOWS
WM. T. COLLINS, OWNER 2121 WEST SIGNOR, APT. 107,
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Have openings for Concessionaires such as String Game, Country Show Wheel, Fresco Custard, Bumper Game, Duck Pond, Cork Gallery, High Striker, Long Range Lead Gallery, Fish Boat. Will book one of a kind only. What have you?

Want Ride Man who are children and sober and will stay that way. Will pay you every dollar that you are worth. Have good trucks to drive. We do not carry gift, prizes or unprofitable items. Have clean shows at 30 percent to office. We have ten Rides and a good route of Falls.

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P. O. BOX 1397, OWENSBORO, KY.

Truck Drivers Wanted

Who can drive straight job or semi. Must be able to up and down concessions. Want single Man over 30 years old. Can place Manager for Glass Pitches on railroad show on east coast. Good proposition for proper party. Contact:

GLASS PITCH CASSADY
Bon-Air Hotel, Augusta, Ga., March 19-19.
Carlyle Hotel, Washington, D. C., April 1-14.

CONCESSION HELP WANTED

Concession help of all kinds. Agents to take charge of Mouse Game and Pan Game, also for Card Stores and Lay-Downs. All write:

MORRIS LIPSKY
Stephan Decatur Hotel, Benning, Ga. Winterquarters open at 425 E. Water St., Bainbridge, Ga.

FOR SALE, LEASE OR TRADE
1947 Allan Herschell CATERPILLAR RIDE

Will trade for Dark Ride in good condition.

Also B. T. Davis exists in Glider. Champion in good condition for sale cheap. Will book one not conflicting Major Ride for the season.

FORSYTHE & DOWS RIDES, Sterling, Colorado

Louis Goebel Re-Routes for Sports Show

LOS ANGELES, March 15.—Louis Goebel's Pan American Amusement Company will skip the still date it had planned to play following the four-day Desert Cavalcade in Calexico ending March 23 and go into San Diego for the Sportsmen's Show. The latter event, originally set for April 1-6, will open March 25 for six days.

Jimmy Wood, manager of the carnival that specializes in community fairs, opened its season several weeks earlier this year at the California Midwinter Fair in Imperial. Business there was reported good, with Holtville the following week reported only fair. The show is currently in El Centro, where it closes the still run tomorrow. While the organization uses committee operated concessions, this policy was changed following Imperial, where the show played thru March 2.

The San Diego Sportsmen's Show is being held in conjunction with the Junior Chamber of Commerce's Sixth Annual Yellowtail Derby. It will be held on the paved parking lot of the Convair Aircraft Company's No. 2 parking lot. Wood is supplying a 360 by 80-foot big top for the exhibits which will include boats, trailers and other items appealing to sportsmen.

In connection with the show, the "Ice Classics of 1952" will be featured nightly. Admission is 60 cents for adults with children under 12 free. One ticket is good for the Sportsmen's show as well as the ice skating exhibition.

Rides will be under the direction of the layover with their members manning the ticket booths. A special price of 9 cents for kids will be in effect on the devices.

Royal Crown Sets Macon, Ga., Stand

MACON, Ga., March 15.—City council granted a free license for the Royal Crown Shows to play here April 7-12, but a hitch has developed in plans to use Central City park.

A. Mack Dodd, chairman of the city's parks committee, opposed use of the infield of the mile track on the grounds it would interfere with horse training activities. At a council meeting Tuesday (11) the body accepted Dodd's recommendation against use of the park, but voted to grant the McCarray-Adams DAV Post a free license for the shows if another suitable location is used.

General Agent Bob Mack said two other sites are being considered.

Schoonover Inks Fearless Gregg

FRESNO, Calif., March 15.—Fearless Gregg, cannon act, will be featured on the Cavalcade of the West Shows this season. Bob Schoonover, owner, said. The show will open in April.

Danny Ferguson, manager of the carnival, recently returned from a trip into Canada and Washington, where, he said, a strong route had been booked. After opening California, the organization will make its way up the Pacific Coast into the area recently signed.

Hiscock, Crawshaw Pact PNE Midway

VANCOUVER, B. C., March 15.—George Hiscock's Rainier Shows and Crawshaw's Rainier Canadian Shows will again supply midway attractions at Pacific National Exhibition, Dave Dauphine, superintendent of concessions for the fair, announced.

In addition to the orgs, extra shows and rides will be booked.

FOR SALE

New Merry-Go-Round. 100 ft. cast aluminum, 80 ft. in. by 35 ft. by 10 ft. Similar to Parkers show. Weight 57 pounds each. Also size 41 ft. by 25 ft. by 10 ft. in. Price and picture on request. Can make shipment within 30 days. This is a bona fide deal. Only 75 E.V.A. Transmitter D. E. Price \$200. One 35 ft. Allan Herschell Merry-Go-Round, new Horion, new Canvas, good condition, price \$500. Gunner Bicycles \$200. Allan Herschell Ten Car Kid Ride, \$1000. The Flying Aces Ride, \$1000. Concession 1000. Frames, Show Teats, Trucks \$1000. For details write to: C. A. DORR, A.M., Texas Phone 473

Serfass Inks Westbrook as Business Mgr.

NEW YORK, March 18.—Harry (Buster) Westbrook, operator of an independent string of concessions in the East for a number of years, has been named business manager of the Penn Premier Shows. Owner-Manager Lloyd Serfass announces.

Reporting the best route in a number of years and predicting a banner season ahead, Serfass and Westbrook have been on a goodwill tour, cementing final contractual details.

Serfass has returned to the show's Goldsboro, N. C. winter quarters where considerable work is in progress preparatory to an opening early in April. All rides are being reconditioned and scenic artists are busy adding decorative details.

Reynolds-Wells Bows April 21

MUSKOGEE, Okla., March 15.—Reynolds & Wells Shows will open their season here April 21 for a week under auspices before hitting the road on a split-week basis. H. Wells, owner, announced. Org will play street celebrations until July 25 when it moves into its first fair date at Breckenridge, Minn.

Activity at winter quarters here is picking up with Lou Barber supervising. Mrs. Wells, in charge of the cookhouse here, is feeding 22 men daily. New cars have been ordered from the Austin Manufacturing Company, England, for a new kiddie ride now under construction. A. L. Cresco was in to overhaul the Merry-Go-Round organ and then left for points north.

Mr. and Mrs. Charles Elders and Mr. and Mrs. James Dunlavey spent the winter here but left recently to join their respective shows.

Visitors have included Mr. and Mrs. Blackie Jett, who booked three concessions for the season and Clyde McKibben who also will go out with the show. Others were Jack Eyerly, of the Eyerly Aircraft Company; Jack Vomberg, Badger State Shows, and Lee Parks.

Mt. Morris Fete To B. & C. Expo

DANVILLE, N. Y., March 15.—B. & C. Exposition Shows have been contracted to play the Mount Morris, N. Y., Centennial to be held July 28-August 2, Karl Middleton, general agent, announced this week following his return to local quarters from Mount Morris. Parades, fireworks displays and free attractions will be among features, Middleton said.

Tentative plans are under way by the community to dedicate the recently completed Mount Morris Dam during the celebration.

Tom Baker Resumes After Operation

INDIANAPOLIS, March 15.—Tom L. Baker, owner-manager of the Baker United Shows, has resumed the business direction of his shows' affairs following a major eye operation in the Methodist Hospital here.

Baker has established temporary quarters here in the Claypool Hotel, where he will remain until his wife returns from a short trip to the motel they own and operate at Pompano, Fla.

Upon his wife's return, Baker will shift his operations to the shows' winter quarters.

Mrs. Belle Kliver Dies

DAYTON, O., March 15.—Mrs. Belle Bretzius Kliver, 58, well known Ohio concessionaire, died March 12 here at the home of her daughter, Mrs. Sylvia Cody. For 18 years Mrs. Kliver was associated with a Gooding Amusement Company unit and played Ohio fairs for 28 years. (Details in the Final Curtain.)

HANKY PANKS

Our New Style SIX CAT has been accepted by the outstanding Six Cat Workers... \$15.00 ea. Maple base, heavy sail canvas, hard as rock, packed with hair. Will not soften up.

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\$20.00 deposit, balance C.O.D.

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GREATER DIXIELAND EXPOSITION

Opening April 12

Wants Help on Wheel, Jenny, TUL, Ballgame, Octopus, top wages. Those who can drive and stay sober. Place capable Electrician and other useful Showmen that know what it's all about. Want Concessions, Bingo, Popcorn and all other legitimate Stock Concessions. Make for stock only. No flea, percentage or spread. Place any ride show with or without own equipment. Rate, wire or come on. Winterquarters now open; plenty of parking space. Attractions and Celebrations now booked; route is illustrated. Address: 11111th Ave., Forest Hill, Louisiana.

HAROLD EUTAH

Wants—Agents—Wants

For Popcorn, Fish Pond, Dart Ballroom, Pea Pond and Pan Game

For Sale—Stock Ball Game, Cakes Outfit, Ball Game, Die Bowl, Bottle Billiard Ball Game, Penny Pitch; also one of the most beautiful string games on the road. These are all complete, ready to work. Also, Amusement Shows. They are also booked if you wish. Show opens April 12. Bill Bennett, write at once. Address: 1111th Ave., Forest Hill, Louisiana. Address mail: Box 443, Joliet, Mo.

WANTED

EXPERIENCED RIDE HELP

For Merry-Go-Round, Ferris Wheel, Top-Whirl and Octopus. Must drive semi. Good pay. All season's work. No drinks.

SAM MENCHIN
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Phone: 5U-7243 or 9 a.m. to 5 p.m. call Stewart 3-0271.

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Shrunken Heads, Rattles, Devil Child, Treatment, All Size Boy, Wild Boy, man's head, All Size Head made up, Free folder.

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Want Fresh and Nevelty Acts. Rate okay and all particulars in first letter.

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For: Ferris Wheel Foreman, Tilt-a-Whirl Foreman, Merry-Go-Round Foreman, Kiddie Ride Foreman. Good salary, good treatment. Concessions of all kinds.

MOUND CITY SHOWS
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FOR SALE

Late 1948 Model Octopus, original paint, perfect condition, complete with special framed trailer for ride. I handled this ride myself. Sale price \$3500.00 cash. Original cost \$12,000.00. Also one fine Chevrolet Van Truck, a deal at \$1250.00 cash.

J. C. DUNCAN JR.
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WANT

Skum Store Agents, Must drive Open March 25; two weeks, then San Antonio "Battle of Flowers".

A. LITVIN
Riverside Tourist Camp, Austin, Texas

WANTED

Hanky Pank Agents (DUTCH) R. M. ANCHERS

(if not in touch)

Have a good deal for you. Above mentioned \$27.00 each.

SCHOOL BUS FOR SALE

A-1 Shape—\$250.00.

FRANK COLE
3948 Webster Detroit 8, Mich.

Midway Confab

Madge and Clarence Thames have their Tina Show on the winter unit of the Cavalcade of the West Shows. . . . Paul Miller, for many years with B. Ward Beam's attractions where he handled concessions, has signed with Thomas Joyland Shows for 1952. He joined the org March 6 after wintering in Tampa. Other recent additions to the shows include Al Everhart and Johnny Bordave. . . . Johnnie Tesque, concessionaire, letters from Ben- ton, Ark., that he visited Jack Wallace at his home there and found Jack much improved after suffering a heart attack. He said that Wallace plans to work a set of rides in a park this season.

R. M. Palussa has booked his Girl Show on Mickey Percoll's Pioneer Shows for the 1952 tour. C. Lovejoy reports from quarters in Waverly, N. Y. Other recent additions, Lovejoy reports, include Mack Kline, electrician, and Herb Sober and William Harrison, who joined the ride crew. Recent quarters visitors included Jake Stein, Lew Abrams and Mr. and Mrs. Fisher. . . . Joseph Lehr, sport worker, has returned to his home in Philadelphia following a week's stand at the Frederick, Md., army, where he worked a spot store for Slim Kerns, who manages Buck Suter's concessions. Lehr says that Suter put on the show for the Armvets Post there. Ray Mond, the magician, was a feature. Suter has another indoor barnaz date after which he joins Marion Greater Shows in South Carolina. . . . Charles Conlon, formerly with Tom Mix and Ringling circuses and Endy Bros.' Shows, has retired from the road and with his wife, Gerry, is operating Gerry's Bar at the Carlton Hotel, Daytona Beach, Fla.

Henry Mayerhoff, former owner of Crescent Shows, recently returned to his Penticon, B. C., home following a European tour. . . . Fred (Pop) Lewis, veteran concessionaire, will have three stands on this year's Pacific National Exhibition midway in Vancouver, B. C.

Goldie Restall, Motordrome operator, reports that he is again set for spring and summer dates at Belmont Park, Montreal, with fair dates to follow in conjunction with the Conklin Shows. . . . Louis J. Kane, cookhouse operator, last week concluded negotiations to handle all of the catering at a professional golf tournament to be held in New Rochelle, N. Y.

Rabbit Foot Minstrels

WANT
Capable, experienced, reliable and strictly sober White or Colored People for following departments: Box Carriers—man who knows how and will take care of good equipment; two advance Billers familiar with Southern States territory; one Combination (Electrician/Mechanic for glowing Light Plants, Mack and Ford rolling stock, all in good or new condition. Man and Wife preferable with own transportation) to sell merchant advertising announcements; handle soups, work refreshment concession—Popcorn, Snow Cones, Juice (no malted), Food and more related to rink and temporary people. Those who previously applied write again if not advised.
RABBIT FOOT MINSTRELS
Box 100, Erwin, Tennessee

\$75 REWARD

For information as to whereabouts of

CLIFFORD H. GRAY

(Concessionaire)
Phone collect.

GEORGE TURNER

Britton 2136, Oklahoma City, Okla.

FOR SALE

Sky Fighter Ride, used one season, and late model Fly-o-Plane in good condition including paint, with transportation for both. See them in operation Cuero, Texas, March 20-21-22.

D. R. STECK

AMERICAN MIDWAY SHOWS

CAN PLACE
SHOWS, RIDE HELP, STOCK CONCESSION
Playing Mack Show, Cuero, Texas, this week. Big Soldiers' Pay Day April 1.
DON BRASHEAR, MGR.

this summer. Lou reports having his usual fair dates back with Macon, Ga., added.

Bobby Kork and Jean Nadia recently caught the Ringling Circus movie "Greatest Show on Earth" at Radio City Music Hall, New York.

W. S. (Eddie) Pasterczyk info from Tampa that he will be with the Snapp Greater Shows again this season. . . . Evelyn West, who headed her own girl show on the Amusement Company of America last season, recently closed a 10-week engagement at the Moulou Rouge, New Orleans, and opened at the Show Club, Calumet City, Ill.

D. D. (Don) Black, concessionaire for the past 20 years with various carnivals, has purchased a business in Rockport, Tex., and will not return on the road this season. . . . Bobbie Jewel Cochran has returned to Atlanta after a two-week motor trip to Calexico, Calif., in her new car and trailer.

Johany Fulghum, Richmond, Va., circus fan, was a recent visitor at World of Mirs Shows winter quarters, where he visited with Al Moody, trainmaster. Fulghum reports a bustle of activity there as the show is being readied for the road.

Jack Montgomery, Chicago booker, received commitment to book talent for revues with Cavalcade of Amusements, W. G. Wade's No. 1 Unit and J. C. McCaffrey. Jack is providing comics, straight, chorus lines and other talent.

Bred W. Thurman, back-end show operator arrived in St. Louis recently after a 20-month tour of duty with the Army in Japan and Korea and will operate grind shows this season. . . . Jack Birmingham, former advertising agent, reports he has recovered from a recent illness and has accepted a position as publicity and promotion man for the Scarborough Downs Raceway, Scarborough, Me. He and Mrs. Birmingham are skedded to leave New Orleans soon to take over publicity chores at the track.

John Oulna, former owner of World of Pleasure Shows, left his winter home in St. Petersburg, Fla., recently en route to Detroit to complete plans for the opening of his amusement park there. . . . Ben Morrison, president, Michigan Showmen's Association, left Detroit recently on a quick plane trip to Los Angeles where he still has business interests.

Frank Cook, formerly with Down River and Hennies Bros. is lining up his string of seven hanky ponks to open with Sam Goldstein's Majestic Greater Shows, currently in the Detroit area.

J. R. McSpadden, owner of Lone Star Shows, was a recent visitor in Macon, Ga., where he expects to open this year altho no specific dates have been set. Bill Porter, legal adjuster on the McSpadden org last season, recently sold his restaurant in Macon and left to join the Dumont Shows as adjuster.

Ward Hall writes that work is getting under way on the new front for the Hall and Leonard Snake Show at Buff Hottie Shows winter quarters in Covington, La. The duo's Side Show front is being repainted.

Larry Bean reports that he will be with Thomas Joyland Shows this season. Last year Larry tramped with the Penn Premier Shows.

Dick Dillon is presenting his Working World at the Toronto Sportsman's Show.

Harry (Slim) Martin has been re-engaged as Ferris Wheel foreman on W. G. Wade Shows for 1952. . . . Percilla and Emmett Bejano returned to their home in Tampa Monday (10) from a vacation in Havana, Cuba. They have signed with Dick Best at River-view Park, Chicago, for the coming season. . . . Mrs. Clarence Straton, well known in carnival circles, entered Clinic Hospital, 125 East Fifth Street, Michigan City, Ind., to undergo surgery. . . . Whitney Brecht and Louis Mayer are confined in U. S. Marine Hospital, New Orleans, and would like to read letters from friends.

MIGHTY HOOSIER STATE SHOWS

FIRST CALL FIRST CALL

INDIANA'S FINEST MOTORIZED CARNIVAL
OPENING APRIL 21, 1952 AT JEFFERSONVILLE, INDIANA, ACROSS STREET FROM COLLEGE FACTORY, WILL PULL ON LOT APRIL 18TH.

WANT—Hanky Ponks. All open except Popcorn, Cotton Candy, Cook House, Six Cats, Glass Pitch, Short and Long Ranges.
WANT—Photo Gallery, Ball Games, Duck Pond, String, Cork Gallery, Pitch-Till-Win, Cakes, Basket Ball, Jewelry. Any legitimate Concessions working for stock.
SHOWS—Fun House, Glass, Monkey, Snake. What have you?
WANT—Man and Wife for 3 Kid Rides, P.C. on gross; wonderful opportunity.
WANT TO BUY—Late model Octopus, Mr. Duncan, waiting your reply.
WANT—Ride Foremen for Terpillar, Flying Scooter, Rollopians, Second Men on all rides. Must drive. No tickets or blankets. Bring your bed roll. Free board for your labor until opening, then salary tops—and sure.
All Replies W. R. GEREN, Box 29, Greensburg, Indiana

LAWRENCE Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL
LAST CALL LAST CALL
OPENING NEW BERN, N. C., FOR 10 DAYS — APRIL 3 TO 12
2 — BIG MARINE PAY DATES — 2

CONCESSIONS Can place legitimate Concessions. WILL SELL EXCLUSIVE on CUSTARD, AGE, SCALES, Jewelry, Long and Short Range Galleries, French Fries, Derby Racer. No Flats, please.
SHOWS Arcade—Motor Drome—have complete UNBORN Show. Want party to handle UNBORN Show. BILL MARTIN WANTS Man to handle Monkey Show, also Talks on both Snake and Monkey Shows. PREACHER MONROE WANTS Side Show Acts. WANT FUN HOUSE OPERATOR.
HELP Foreman for Twin Ferris Wheels, Fly-o-Plane, Caterpillar, Who, Kiddie Rides, Ride Superintendent, Lot Superintendent. Man to handle Front Gate. Electrician who can handle Diesel FRITZ THE PAINTER, get in touch.
HAVE FOR SALE Motor Drome and Girl Show Front. Write or Wire
SAM LEVY or MORRIS LIPSKY, P.O. Box 691, Dunn, N. C.

CENTRAL STATES SHOWS

OPENING APRIL 7, GREAT BEND, KANSAS

14 MODERN RIDES 10 SHOWS
RIDE MEN: Want Foremen and Second Men on Wheel, Merry-Go-Round, Rollopians, Octopus and Man to handle Kid Rides. Also Electrician's Helper and Light Tower Men.
Want Banner Man or Promoter to handle Saturday Specials and Merchant Tickets. State experience and proposition. Can place Advertiser Man.
Can place good Free Act (must be first class) to work on gate P.C. up until July 4. Can use a couple more Shows of merit. Want Wild Life or Monkey Show.
CONCESSIONS Following Concessions still open: Basket Ball, Long and Short Range Galleries, Cigarette Gallery, Novelties, Custard, Bumper, Derby, Goldfish, Cane Rack, Nitae Miss or Whiskey Bottle Ball Games.
First class equipment—fun class route.
Write or wire **W. W. MOSER, MGR.** Winterquarters, Hazelton, Kansas

20TH CENTURY SHOWS

OPENING MARCH 28
BATON ROUGE, LOUISIANA
ON THE FLORIDA STREET EXTENSION
WINTERQUARTERS NOW OPEN AT OPELOUSAS, LA.
WANT USEFUL SHOW PEOPLE IN ALL DEPARTMENTS.
SECOND MEN WHO DRIVE; TOP WAGES.
EDDIE BUNCH, CONTACT
Address: **ALBERT MARTIN, 20th Century Shows, Opelousas, La.**

CAVALCADE OF AMUSEMENTS

LAST CALL LAST CALL LAST CALL
SHOW OPENS MARCH 21—MOBILE, ALA.
FOLLOWED BY SPRING FESTIVAL (BARONS' PAY DAT) PENSACOLA, FLA.

SHOWS Have Wild Life Show open to reliable operator. Snake Show open. (Share top and full layout. You furnish your own banners.) Excellent opportunity for high-class Freak Show with own equipment. Can place Hottie Show (will furnish tent for same, if necessary). Operator for show-owned Glass House (Johnny Pame, answer). Manager for Posing Show. Must be good Talent and capable of running show.
CONCESSIONS Want responsible Man to operate after-noon Slim Concessions. This is a rare opportunity. Must know how to handle help and take care of equipment. (See Slim Concessions open to responsible Operators. Billie Hunter can place Six-Cat Operators (Sam Wolf, answer).
HELP—ALL KINDS Need Man to join immediately. \$1000.00 per week—we have our own wagon.) Man for Office Assistant must understand all forms of taxation—no bookkeeping. Union Billposter (account of workmen, can place good Billposter. We furnish tent for same.) Tractor Driver, Blair Skinner, Poles and Chalkers for Train.
RIDE HELP OF ALL KINDS: Foreman for Fly-o-Plane and Philadelphia Tobaccanary Merry-Go-Round (George Bidman, contact me at once.) Top salaries. Can place Second Men for Ferris Wheels. Mrs. Wagner can place Gridleman and Waiters for Cookhouse.
All Address: **AL WAGNER, Mgr., Box 66, Mobile, Ala.**

SHAN WILCOX BROS. SHOWS

WORLD'S CLEANEST MIDWAY

Opening Maryville, Tenn., Saturday, March 29

Want Custard, Novelties, Fish Pond, Coke Bottle, Ball Game, Cigarette Gallery, Cane Rack, Sizing Game, Balloon Darts, Bumper, Basketball, Hoop-La, Heart Pitch, Hi Striker, Age, Scales and American Palmistry. Limit of three concessions to one owner. Especially want nice Penny Arcade.

Want Freaks and Performers for Side Show or will book complete Side Show with A-1 equipment and Acts. Have new 80 ft. Panel Front for party capable of producing high-class Girl Revue.

Want Mechanical City, Unborn and Wild Life.

Musicians and Performers for Minstral.

Want Foremen for Tilt and Chairplane. Second Men on all rides. Must be licensed Drivers.

SHAN WILCOX, Mgr.

Phone 495 MARYVILLE, TENN.

MIGHTY HAMMONTREE MIDWAY

OPENING APRIL 14TH IN CHATTANOOGA, TENN.

First carnival to show in Chattanooga in the spring in 10 years

CONCESSIONS: Want Stock Concessions of all kinds. Want Hoop-La, Bowling Alley, Balloon Darts, Bumper, Darts, Pick Tilt U Win, 5 Cents and Buckets.

SHOWS: Will book or buy Motodrama, Funhouse and Penny Arcade.

RIDES: Will book Tilt and Little Dipper.

HELP: Want Foreman and Second Men on Octopus and Loop-Flame. Want Second Men on Wheel, Jeany, Chairplane and Kiddie Rides. Want Manager and People for 10 in 1 Side Show. Want Manager for one of the largest Animal Shows on the road. Rick Allison answer.

All wires and supplies to
WILLIAM O. HAMMONTREE, General Manager
1313 East 30th Street Chattanooga, Tennessee

GRAND VIEW PARK

MOBILE, ALABAMA

OPENING Easter Sunday with egg basket, 30,000 free Easter eggs for the kiddies and big fireworks display. Best food and fresh water fishing in the South. 1,200 sq. ft. dining and swimming pier. Dance pavilion, bar-B-Q pit, fresh water lake in park, 2 1/2 acres, picnic grounds, 600 seats, 4000 people to draw from. Park opens open until Labor Day and then we play Street Entertainment and until Christmas.

RIDE HELPS: Ride Superintendent to handle Little Dipper, 4-Armed Merry-Go-Round in building, Ferris Wheel, Tilt, Tilt Train, Kiddie Rides—Ray Fighter, Auto, Boat, Miniature Merry-Go-Round. All new. Superintendent must know about Rides and be capable to locate help and handle same. You will be to full charge. This is a high-class position with good working conditions for the year around.

RIDES: Will book 25 Wheel, Great Train, Big Trotter, contact, Tilt of any Flat Ride not conflicting.

CONCESSIONS: Need Agents for Cork Gallies, Rifle Range, Ballroom, Scales, Snow Cones, Candy Floss, Pop Corn, Photos, Nail Game, Six Cents, Buckets, etc. Blackie Littlefield and others who have been with me, contact. This is it.

ALL CONTACT JACK DOWNS
Cawthon Hotel (Phone 2-7473) or 63 Government St. (Phone 2-3434)
P.S.: This party does not interfere with my position as General Agent of the Wallace Bros. Shows.

NATIONAL SHRINE CONVENTION

1952 — IMPERIAL COUNCIL SESSION — 1952
MIAMI, FLORIDA, JUNE 16-20, 1952

All Concessions are sold by bids. Bids now invited on all Concessions. Please explain in detail as to what articles you are interested in. Remember April 1st is the deadline on bids.

DIRECT ALL REPLYES TO—CONCESSION CHAIRMAN
Harry M. Goldstein, 2731 N.W. 2nd Ave., Miami, Fla.

HARRISON GREATER SHOWS

LAST CALL — LAST CALL — LAST CALL
OPENING MARCH 23, SOUTHPORT, N. C.

All people contacted and booked with this show report not later than March 20th. Due to disappointment want Popcorn and Candy Apples must be up to standard in this show. Can place French Fries, all items (concessions) open. All other Concessions sold. Want at once set of Kiddie Rides. Will book one or set. One to disappointment want A-1 Rides/Man who can handle Dimey plants. Want Octopus and Ballroom. Foreman and Second Men on all Rides. Can use useful Show People in all Departments. Danny Donahut Wants Bumper Help, Balloons and Raffle Agents and General Concessions Help. No time to write. Write or come on. All wires to FRANK HARRISON, Manager, DAN DONAHUT, Bus. Manager, Wilmington, N. C.

E & B AMUSEMENTS

WANT WANT
Foreman for Roll-Plane and Caterpillar. Can use General Ride Help. Report to work for March 21 opening. All employees who have been engaged, contact.
JOHN A. BASS
124504 Union Turnpike (Phone: Fieldstreet 7-0451) Long Island, N. Y.
Important: No Drunks.

WANTED CHEROKEE AMUSEMENT COMPANY

WANTED WANTED
OPENING DATE APRIL 19TH, PARSONS, KANSAS, ANNUAL SPORT SHOW
CONCESSIONS: Photos, Novelties, Coke Bottles, Roman Targets, Cork and Leaf Gal, Joke, Jewelry, Pickups, Bumper, Sizing, Hoop-La, Hoop-La, Hoop-La, and Age. Want Agents for office owned Ball Games or will book yours. No Gift or Mill Camps, please. SHOWS: Mechanical, Snake, Minklers or Wild Life. Can use 1150 Help that is capable and can drive.
Contact: J. W. MANAFFEY, Erie, Kansas

SUNSET AMUSEMENT COMPANY

CONCESSIONS open: Soda Water, Short Rides, Custard or Ice Cream, Country Mare, Fish Bowl, Clarinet Pitch, Penny Pitch, Hoop-La, Milk Bottle, Funks and Basket Ball. Help: Can use second Men who drive on all Rides; salary, rates and hours. Cigar-Brilliant and Pairs start week of June 21.
P. O. BOX 448, DANVILLE, ILLINOIS

Club Activities

Greater Tampa Showmen's Association

Tampa, Fla.
TAMPA, March 15.—President Nat Rodgers called the regular meeting to order. Also on the rostrum were C. J. Sedlmayr Sr., second vice-president; O. J. Weiss, third vice-president; Vern Korhn, secretary, and Harry Julius, treasurer. George Ringling delivered the invocation, followed by the salute to the flag.

Secretary Korhn read minutes of the previous meeting and reported that the club has 670 paid-up members. Eddie Lowe announced that the blood bank contains 67 units. Sick list included J. Griffin and Bill Carsky. Uncle Joe Early received a gift of \$120 from personnel of the Royal Crown Shows.

Eddie Zaechani announced that he has engaged the Army for the New Year's Eve party. Membership and board of governors passed a motion that members who raise \$500 or more for the club will receive plaques this year.

Approximately 275 turned out for the Saturday night dance, according to Jack Young. Bob Graham's band provided the music, with entertainment supervised by a committee including Johnny Carnes, Sammy Scanlon, Jack Norman, Esther Young, Bertie Perrot, Myrtle Jeters and Bill Perrot.

Mr. and Mrs. Bill Kemp and Mr. and Mrs. Joe Serrett won the prize waltz. Mr. and Mrs. Al Havin celebrated their 25th wedding anniversary at the party.

Included among the guests were Mr. and Mrs. Otto Saylor, Alva L. Evans, Edna Razland, James N. Dowlan, Mr. and Mrs. Jack Zimmerman, Olive Habie, Mr. and Mrs. Henry Bowen, Dick James, Mr. and Mrs. W. B. Britt, Mary Bolts, Mrs. W. H. Munden, Mr. and Mrs. W. Jones, Mr. and Mrs. Melvin Schorer, Mr. and Mrs. Frank Fisher, Esther Sutton, Mary C. Tarrell and Gerald (Shorty) Furlong, the latter from Calgary, Alta.

Ladies' Auxiliary

First regular meeting saw Betty Rodgers, first vice-president, officiating. Committees were named for the year and 25 members donated gifts and money for which tickets will be sold during the year. Awards will be made during the annual Florida State Fair. Club took over a section of Tampa to solicit funds for the Red Cross. Evelyn Kleider was chairman, with Grace Fillingham and Bertie Perrot as co-chairmen. About 20 members volunteered for the work.

Eight cribs and two beds a nd mattresses were delivered to the Children's Home. These were purchased with money raised at the lun festival. The Wagner Club dinner was held at the Bayshore Royal Hotel Skyline Room. Fun festival chairman for the coming year include, candy booth, Betty Rodgers, miscellaneous, Myrtle Jeter, Vera Haeck; palmistry booth, Vera Ringlin, Ruth Winters; handiwork, Susan Stewart, Vaughn Pease; jewelry, Mickey Wenzik; Pop Show, Bonnie Norman; baked goods, Dolly Weiss, Ella Stoppel.

Apron booth, Kitty Burkhardt, Nancy Young; flowers, Clover Garden Circle president; photo gallery, Esther Young, Evelyn Kleider; hot dogs, the Mob, Rosie Hunter, president; blood pressure, Elsie Johnson, and cigarettes, Helen Julius.

New members include Jean Wunder, Rosanna Hall, Chickie Powell, Florence Dean, Geraldine Sollenberger, Mrs. Teddy Palmer, Hilda Bergen, Lucille Vaughn and Lois Crangle. Twin bed spreads, donated by Leon Miller, were won by Mrs. Lloyd Serfass. On the sick list are Vera Hancock, Edna Stenson, Mrs. Sol Wasserman and Lucille Malunga. A hit-the-road party was held in the club rooms March 8, with members donating covered dishes. Esther and Jack Young were in charge of entertainment.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, March 15.—Fred Silber, third vice-president presided at the regular weekly meeting, with Lou Rosenthal, treasurer, and Jack Dickstein, secretary, also on the rostrum. Last meeting of the winter has been set for March 31. Games, refreshments and entertainment have been programmed for that night. W. G. Wade Jr., has been named to serve on the board of directors, replacing the late Joe Bennett. George Harris was appointed to the building committee.

Plans for the club and Ladies' Auxiliary St. Patrick's Party tonight were arranged by Bessie Gallagher and Max Kahn. George Lewis, a new member, was introduced to the membership. Visitors included A. Magid and Bill Smith of Cleveland.

Ladies' Auxiliary

On the rostrum at the last meeting were Grace Ziegler, president; Leona Bennett, second vice-president; Pat Crognale, third vice-president; Marion Dickstein, treasurer, and Dorothy Miller, secretary.

This meeting marked the first for Lenett Airhart. On the sick list are Fay Stone, Cora Polock, Lottie Johnson and Edith Shullon. Back after a long absence were Tiene Gordon, Belle Phelps, Sylvia Sommers and Saddle Swartz. Refreshments were served by Bessie Gallagher.

National Showmen's Association

1564 Broadway, New York

NEW YORK, March 15.—On the sick list are Floyd E. Gooding, Wilmer Institute, John Hopkins Hospital, Baltimore; Joseph Amico and Isadore Reichenbach, Brooklyn Veterans' Hospital; Edward K. Johnson, Willis Eye Hospital, Philadelphia; Jack Lichter, Kingsbridge Veterans' Hospital, Bronx; Harry Levine, Jane Brown Hospital, Providence, R. I., and Jules Lasures, at his home, 417 S. W. 12th Street, Fort Lauderdale, Fla. Sol Alton has been discharged from hospital and is recuperating at home. Shut-ins are True O. Perkins, James Cox and Irving Udowitz. Thank-you letters were received from Harry Levine, Jules Lasures, Sidney Herbert and James Cox for the gifts received during their illnesses. Jack Lichter phoned to thank members for remembering him during his illness.

Regular meeting of the board of governors and general assembly was held Wednesday night (12) under direction of Vice-President Phil Isser. With him on the dais were Second Vice-President Joseph McKee, Chaplain Fred C. Murray and Colonel Max Hoffmann, President Emeritus, George A. Hamid, who had just returned from a South American tour, gave an interesting account of his trip. Recent visitors included Ned Torti, Pat Purcell, Jeff Harris, Charles Schatt, Irving Sherman, Max Tabis, Charles Zucker, Arthur Rothbard, John Kravitz, Charles Saffer, Max Tonkin, Jerry Gottlieb, Louis Scherer, Morris Levi, Aaron Hymes, Murray Spitzer, Larry Benn, Morris Black, Sam Miller, Morris Sommers, Morris Glass, Alfred McKee, Louis Pergoff, Harry Miller, Harry Wehman, Clayton J. Ely, Sam Stillman, Joseph Greengrass and L. J. Spiegel.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, March 15.—At the meeting March 8 were President Al Prosseri, Secretary Fuby Cobb, Treasurer George Regan and Assistant Treasurer P. E. Waughan. An impressive talk was made by Secretary Cobb, he urging members to get behind the club this season. Leo Lan, John Francis and Ed Campbell also spoke.

HARRY "BUSTER" WESTBROOK

Wants Agents for NEW PENN PREMIER SHOW

Opening Early in April
New Shows—Blower—Coutt Stars
Agents I know, contact me at once as we will carry only four grand shows and will operate every week.

Contact
HARRY "BUSTER" WESTBROOK
Business Mgr.
or
PAT MCGEE
Concession Mgr.

WINTERQUARTERS, GOLDSBORO, N. C.

FOR SALE

New Parker Merry-Go-Round, 30 ft. x 20 ft. 1000 lbs. four months, 25 ft. 1000 lbs. mechanically perfect (would cash under trade for shortish Octopus) 1600 lbs. 1000 lbs. complete, some stock, also Semi to haul same: 1500 ft. Rubber-Covered Cable, A-1 condition. Combination Fun and Claw House mounted on semi, built by Norman Roth. Trucks and Semis for above rides if desired. 1 V type belt, new model. Latex Rollers, 1000 lbs. 1000 lbs. Deluxe All-Combined Power Unit, both models. All new show equipment may be seen at Fair Park, Little Rock, Ark.
Y. A. FUZZELL
5300 Edgewood Rd., Little Rock, Ark. Ph. 3-7300

MAD CODY FLEMING SHOWS

OPENING APRIL 26, HAVE 11 FAIRIS

Doc Warner, Buck McLean, Carmel Eddie Herman with. Want to hear from capable General Foreman who can get results instead of excuses. Will buy trained Shetland Ponies or young stock for circus or other Animals, except big Fair Cars. Always in market for new Rides, have ready cash.

MAD CODY FLEMING
Hickox, Ga.

WANTED AT ONCE!

TEN TO TEN
AGENTS AND TALKERS
Can be single but must have own transportation
JOE ROADSHOW RELIGIOUS MOTION PICTURE
Write, wire or call. Pay your own. M. G. DODSON
539 N. E. 121st St. Miami, Fla.
Note: Preacher Minnors, this is your ally—contact us today.

COUNT AND PIN STORE AGENTS WANTED

Opening Summer, S. C. Army Payday, March 28.
Nightly Page Shows. Contact
JOE REYNOLDS
Page Show #2
Clister, S. C. Week March 17

American Beauty Shows

WANT FOR APRIL 12
OPENING AT DE SOTO, MO.

CAN STILL USE SOME STOCK
CONCESSIONS
Bingo Caller, also Man for Louie Range Riders. For more details contact Man on all rides. All replies to:
JOE H. SHARP or H. W. BARTHOLOMEW
Box 29, Perryville, Mo. 63771
(Telephone) Old address 2116
P.S.: Blackie Humphill, contact us.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1952
RIDES — SHOWS — CONCESSIONS
MICKY STARK, Owner
P. O. Box 722, Springfield, Ill.
(Phone) 278
Winter Quarters at Fairgrounds

Tivoli Exposition Shows

WANT
Rides, Shows and Concessions, 1800 sq ft. with new equipment. 1800 sq ft. beginning June 28th already contracted. Contact
M. V. PETERSEN
P. O. Box 722, Springfield, Ill.

HELP WANTED

Two Foremen for No. 5 Wheels, Foreman for Atlas, Handball, Merry-Go-Round; must be sober and reliable. Top wages. Mike Larkin, have Ride open for you.
A. J. SUNNY
3006 East 130 St., Cleveland 20, Ohio
Phone: WA. 1-4679

MERRY-GO-ROUND WANTED

Want Merry-Go-Round for entire season in Cleveland, 20 weeks work. Will book on preference. Know. Must be in top shape, no junk.
A. J. SUNNY
3006 East 130 St., Cleveland 20, Ohio
Phone: WA. 1-4679

B. & H. AMUSEMENT CO.

OPENING SATURDAY, S. C.
March 23 thru 29—2 Saturdays—2 Big Pay Days.
All Concessions open except Bingo and Pop Corn. Shows—Minstral, Animal, Snake or any thing Show. Rides—One or more nice Kiddie Rides. Sandy Sears and Talbert, contact at once. We have route of proven spots in industrial sections.

SOUTHERN VALLEY SHOWS
WANTS WANTS
 Concessions of all kinds. Agents for Pin Store and Blower. Shows with own outfit. Motor-drome for 1952 season. Have good route of Reunions and Fairs. Springfield, La. (down town), this week; Natchitoches, La. (down town), next week; then Bastrop, La. (down town), following week.
EDDIE MORAN, Mgr.
 Per Route

BLUE GRASS SHOWS
 NOW CONTRACTING FOR 1952
SHOWS—RIDES—CONCESSIONS
 P. O. Box 621 Owensboro, Ky.
 Phone 25321

W. B. J. SHOWS
 NOW CONTRACTING 1952
 OHIO — MICHIGAN — INDIANA
 #2 UNIT
 Write WILLIAM JACOBS, Warren, O.

WANT SHOOTING GALLERY AGENT
 Excellent proposition for man capable of handling large Long Range Gallery. We will furnish the best in portable equipment and book your route, etc.
King Amusement Co.
 Mt. Clemens, Mich.

Lawrence Greater Shows
 Now contracting Rides Shows and Concessions. Capable Rides and Show Men welcome at all times.
 Sam Levy of Morris Shipley
 Winter Quarters, Grayson Warehouse, Durr, N. C.

CARNIVAL WANTED
 FOR JULY 4-54
Annual Water Carnival
 Contact
H. FREITAG
 Box 65 Muskogee, Okla.

WANT CARNIVAL
 For Fair and Horse Show for week of Aug. 25th to 30th, 1952. Sponsored by American Legion and VFW. Contact
DR. JOSEPH SCHICKEL
 Buckersville, Ky.

WANTED
 Rides, Concessions and Free Acts
 For Labor Day Celebration
 August 26 to 28 and September 1
 Write to
HAROLD KRAMER
 125 E. Brewster St. Ashtabula, Wm.

PENNY ARCADE FOR SALE
 50 machines, top, 30x60; wide walls, poles, complete. Semi Trailer to haul same. Stock and extra parts in a top shape. Reason for selling, bad health. No reasonable offer refused.
CLARENCE CHURCH
 222 N. Beach St., Daytona Beach, Fla.

WANTED
 CONCESSIONS—RIDES—SHOWS.
 Last part of June.
 Sponsored by Odd Fellows' Lodge
BRACE BLAIR, CHAIRMAN
 Pearl Hillman

L. J. HETH SHOWS
 NOW BOOKING FOR SEASON 1952
 Shows, Rides, Concessions. Can place Rides Men, must drive.
 Address: North Birmingham, Ala.

WANT CARNIVAL
 For week of July 6-12.
 Wire or Phone 4078, Mt. Vernon, Ill.
WALTER RHODES
 Mt. Vernon State Fair Assn.

FOR SALE FERRIS WHEEL
 Jones make, which is about same as '35 Wheel. Very good condition.
 57,000.00 CASH.
C. A. GOREE
 Acto, Texas (Phone 431)

GOLD MEDAL SHOWS
 OPENING SATURDAY, MARCH 29, SELMA, ALABAMA
 TWO SATURDAYS—TWO SATURDAYS
 Due to disappointment can place Girl Show and Pony Show. Good opening for Wild Life, Glass House, Ride Men, attention! Bill Allen is no longer connected with this show. Can place Foremen for Twin Wheels. Also good opening for Mechanics. Must have own tools.
 Phone Johnny Deaton, 40930, or wire Bethan, Ala.

Miami Showmen's Association
 235 W. Flagler St., Miami
 MIAMI, March 15.—Final meeting of the season was held Tuesday (11) with President Leo Bistany presiding. Also on the dais were William Cowan, first vice-president; William Moore, third vice-president; Mel Dodson, treasurer; and Howard E. S. Prier, executive secretary. Judge Harry Llewellyn, Mount Airy, N. C., was invited to the rostrum. Phil Cook, chaplain, delivered the invocation. Named to the nominating committee were Isadore Beck, Raymond (Shep) Blumberg, Marty Weiss, Cliff Wilson, William Tucker, Harry Modele, Ben Glassberg and two alternates, Maxie Herman and Michael Roman. On the election committee were Epp Glosser, Michael Roman and William Tucker.

President Bistany announced that the initiation fee would be dropped to stimulate the signing up of new members. Cliff Wilson, chairman of the building committee, reported prospects good and the possibility that the club might have a new home by next year. Sam Taylor attended the meeting, having been discharged from the hospital. Leaving to join shows are Abe Zuckerman, Al Lytton, Harry Modele, Duke Geffen, George Lewis, Maxwell Kane, Rip Weinkle, Tubber Heiman, Harry Newfield, Murray Leavitt, Fred Conti, Epp Glosser, Maxie Herman, Lew Lange, Kenny Meyer, Ben Glassberg, Bobbie Allen and Fred Karl. Following applicants were approved for membership: Harry Kirchenour, sponsored by Harry Matisoff; Johnny Applebaum, Sam Cohen and George F. Lewis by Michael Roman and Joe Ross; Louis Gordon, by Maxie Sharpe and Edward Turbin.

Ladies' Auxiliary
 Mrs. Jack Levine, president, along with four other officers, presided at the March 10 meeting. Ben Tarbes gave the invocation. Dolly Young, past president, was welcomed to the meeting and sat on the rostrum. The following were placed on the nominating committee: Hilda Roman, chairman; Dora Pierson, Ann Tara, Ethel Weir, Mildred Finn, Klitty Glosser, Nan Rankin and alternates, Agnes Grosso and May Nelson. Welcomed to their first meeting of the year were Mabel Baysinger, Dora Covington and Winnie Edwards. Bea Truesdale reported the following ill: Anna Crooks and the mother of Ann Tara. Agnes Grosso has a baby boy, Garrett Michael, born March 5.

Peggy Minden, chairman of the by-laws committee, announced that new by-laws have been completed and accepted. Copies will be available for members when they return in the fall. Recess was called for the dark horse and flower fund. The dark horse was won by Mae Ross. Frances Barnett donated \$5 to the Kay Edwards memorial fund in the memory of Laura Walsh.

Missouri Show Women's Club
 415A Chestnut St., St. Louis
 ST. LOUIS, March 15.—Regular meeting was called to order by President Jennette Hart. Other officers on hand were Marguerite Lohmar, treasurer; Fay Davis, secretary; Past President Estel Regan, who took over the social secretary duties of Babe Weinstein, whose father is critically ill; Nora Gdynia, sergeant at arms, and Rose Brown, chaplain. Members were grieved over the death of Mrs. Kathryn Eutah. Letters from Edith Maxville, Estel Regan and Jane Bunting were read. Lotis Francis is expected to enter Missouri Baptist Hospital soon for examination and treatment.

LANSING, MICH. HOBBY SHOW
 MARCH 25-26-27-28.
 Space for demonstrators.
L. VERNE SLOUT
 Vermontville, Mich.
 Phone 2137

Showmen's League of America
 54 West Randolph Street, Chicago
 CHICAGO, March 15.—President S. T. Jessop called the Thursday night (13) meeting to order, the first one in the new Randolph Street quarters. With him at the table were James P. (Jimmy) Sullivan, first vice-president; Walter F. Driver, treasurer; Joe Streibich, secretary, and past-presidents J. W. (Patty) Conklin and Lou Keller. Conklin and Sullivan spoke briefly. Charles Wilson was in for his first meeting. The membership was saddened by the death of L. C. McHenry. Sick list includes Jack Klein, W. D. Sullivan, Bill Carsky, Louis Belden, Jack Benjamin, Clifford Darling and Lou Leonard. Bob Lohmar reports plans for the summer fund drive are being formulated by the ways and means committee. Chester Barker is busy on welfare committee work.

Pacific Coast Showmen's Association
 1235 S. Hope St., Los Angeles 16
Ladies' Auxiliary
 March 10 meeting was called to order by President Lucille Dolman. Past Presidents Edith Walper and Lillian Schue were invited to sit on the rostrum. Other officers present included Fay Prosser, second vice-president; Maree Rhodes, third vice-president; Grace Merkle, secretary, and Peggy Forsall, treasurer. Maria Bernard introduced Gwennie Mortensen, a new member, and Maria LaDeaux introduced Mrs. Youngblood, her guest from Lansing, Mich. Margaret Farmer reported Lucille Gillingan on the sick list. Dottie Jensen has returned home from the hospital. Sam Jones is reported to be seriously ill in a local hospital. Elsie Brenndine is hospitalized with injuries sustained in a fall. The bingo party, charmaned by Nina Rogers, past president, netted \$220.

Winter Quarters
Wolfe Amusement
 LANDRUM, S. C., March 15.—Quarters work has been completed and shows are all set to open here March 21. Blackie Holts' broken kneecap is slowly healing. He will resume his duties as electrician soon. Owner-Manager Bernie Wolfe successfully underwent an eye operation. Recent quarters arrivals included Mr. and Mrs. Smiley, Mr. and Mrs. Hammer, the Taylor family, John Lytel, Ferris Wheel operator; Mr. and Mrs. George Kee, Octopus operator and ticket seller respectively, and Mr. and Mrs. Jernigan. Dallas Duncan is legal adjuster and the writer is general agent, office manager and lot superintendent.—ERNEST SYLVESTER.

Groves Greater
LAKE CHARLES, La., March 15.—Shows are readying for March 29 opening here for 12th annual route in this State and Arkansas. Owner - Manager Ed Groves will be with the org. He will close his local business April 15 for the summer. His wife and Rose Mary Fuqua will be in the office. C. B. and Peggy Stranton; Harry, Pete and Edna Madison; Theo. and Marie Duhon and Curley March have arrived here. H. G. and Elsie Stevens called at quarters.

W.G. WADE SHOWS
 OFFICIAL OPENING, FRIDAY, MAY 2, NEAR DETROIT
 (All Contract Holders Please Acknowledge)
 Can Place Some EQUIPMENT FOR OUR EARLY PRE-OPENING DATES IN AND AROUND DETROIT.
WANTED
SHOWS
 CIRCUS SIDE SHOW
 ILLUSION
 WILD LIFE
 MECHANICAL
 MOTOR DROME
 GLASS HOUSE
RIDES
 ROLLOPLANE
 LOOPER
 FLYING SCOOTER
 Can place a complete set of KIDIE RIDES on one unit. Must be good equipment, well kept and efficiently operated.
CONCESSIONS
 HANKY PANKS AND STOCK GAMES OF ALL KINDS.
 Also OUT AND OUT SALES, such as Novelties, Pennants, Hats, Ice Cream, Sugar Waffles, etc.
 Netted—Certain Concessions can open our early lots in and around Detroit, opening March 20 and later Sunday.
W. G. WADE SHOWS
 CPO Box 1488, Detroit 31, Mich. Western Union: W. G. Wade Shows, Detroit

Barney Tassell Unit Shows
 WANT FOR WEST PALM BEACH, FLA., WEEK MARCH 24
 AT THE FAMOUS FARMERS' MARKET FOR THE ELKS' FAIR
 10,000 TO 11,000 PEOPLE A DAY
 RIDES NOT CONFLICTING. SHOWS OF MERIT. CONCESSIONS OF ALL KINDS. NO GRIFT. WIRE THIS WEEK, DADE FAIR, DADE COUNTY ARMORY GROUNDS, MIAMI, FLA.

WANT TO BOOK—RIDES—WANT TO BOOK
 FOR NEW AMUSEMENT PARK IN FORT WORTH, TEXAS
 Ideally situated in populous area and a long season.
 MERRY-GO-ROUND, FERRIS WHEEL, TILT-A-WHIRL OR ANY OTHER RIDES THAT DO NOT CONFLICT.
 Address
BILL HANES
 P. O. BOX 1377 FORT WORTH, TEXAS

CONKLIN SHOWS
 "The World's Finest"
 Can place legitimate Merchandise Concessions, Hanky Panks, Ball Games, Refreshment Stand, etc. also outstanding Shows of real merit at 3 great Fairs in Eastern Canada: THREE RIVERS, QUE., Aug. 15th to 21st; SHEBROOKE, QUE., Aug. 22nd to 29th; and EXPOSITION PROVINCIALE, QUEBEC CITY, Aug. 30th to Sept. 7th.
 Apply **FRANK R. CONKLIN**
 BRANTFORD, CANADA

LONE STAR SHOWS
 OPENING MARCH 31, PART OF THE HOOBIE AREA, WITH THE FINEST ROUTE OF STILL DATES AND FAIRS IN SOUTH CAROLINA, NORTH CAROLINA AND WEST VIRGINIA.
 CONCESSIONS—Cookhouse, Popcorn, Flow, Custard, Candy Apples, Novelties, Bingo, Ball Games, Lead Gallery, Six Cats that will work for work only. Phones and Hanky Panks of all kinds. No Frills, SHOWS, Motorcycles, Funhouse, Tennis, One, Smoke or any Show of merit with own transportation. HALL Foremen and Second Men on Merry-Go-Round, Ferris Wheel, Tilt and Rolloplane. Must be able to drive well. Top salary. Address all mail and wires to
J. B. McSPADEN, Jacksonville, Fla., then per route.
 P.B. Happy Simon and Marie Parris, contact Don Terry, general agent.

DIESEL ELECTRICIAN WANTED
 Capable of handling four 6 M C 6-71 Plants on a 16x32 truck show, references required, must drive one light plant and. Want experienced Truck and Motor Mechanic with own tools for up to date fleet of trucks. Want them kept up to date, must drive well. Have several major rides open to suitable, select Forman, choice of excellent percentage proposition or top salary. All drive semis. Need Man for new Doney Light Towers, Night Watchman, Second Men on all Show Rides, all must drive semis. Season opening LIVING, Texas, April 12. All replies
DON FRANKLIN SHOWS
 Winter Quarters open—Fairgrounds, Beattie, Texas

CETLIN & WILSON SHOWS
 OPENING SATURDAY, APRIL 26, IN PETERSBURG, VA.
 WINTER QUARTERS will open in full swing March 24 at Fair Grounds, Petersburg, Virginia
 CAN PLACE a few experienced Foremen and Second Men on all Rides and Shows. Workmen in all departments wanted. Best salary and treatment. Train crew, all address Johnny Brooks here.
 CAN PLACE all legitimate Merchandise Hanky Panks. Positively no exclusives. Our circuit of major fairs starts in July.
 Can place Man to take full management of our Fun House.
 All address or come in.
P. O. BOX 787, PETERSBURG, VIRGINIA

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION, DIRECT POSITIVE PHOTOGRAPHERS... DIRECT POSITIVE PHOTOGRAPHERS... COMIC PHOTOGRAPHS, BACKGROUNDS...

DIRECT POSITIVE PHOTOGRAPHERS - We make... DIRECT POSITIVE PHOTOGRAPHERS - GRANT, Direct and... DIRECT POSITIVE PHOTOGRAPHERS - GRANT, Direct and...

PHOTO BOOTH OUTFITS CHEAP - All items... PHOTO BOOTH OUTFITS CHEAP - All items... PHOTO BOOTH OUTFITS CHEAP - All items...

THE EASTMAN IMPROVED TYPE DESIGN - Positive Paper... THE EASTMAN IMPROVED TYPE DESIGN - Positive Paper...

PRINTING

FINE PRINTING AT THIRTY PERCENT - Booklets, leaflets, stationery... FINE PRINTING AT THIRTY PERCENT - Booklets, leaflets, stationery...

100 LETTERHEADS AND ENVELOPES - 100 letterheads and envelopes... 100 LETTERHEADS AND ENVELOPES - 100 letterheads and envelopes...

SALESMEN WANTED

ANYONE CAN SELL HOOPER DU PONT - Nylon Uniforms... ANYONE CAN SELL HOOPER DU PONT - Nylon Uniforms...

SALESMEN - QUICK CASH, ROOF LEAD - Roof lead... SALESMEN - QUICK CASH, ROOF LEAD - Roof lead...

WRITE 3 WORDS - COLLECT \$745 ON 10 second demonstration... WRITE 3 WORDS - COLLECT \$745 ON 10 second demonstration...

SCENERY & BANNERS

NIEMAN CARNIVAL CIRCUS BANNERS - The best... NIEMAN CARNIVAL CIRCUS BANNERS - The best...

TATTOOING SUPPLIES

AT TATTOOING MACHINES, DESIGNS - Colors, needles, outfit... AT TATTOOING MACHINES, DESIGNS - Colors, needles, outfit...

AT LIBERTY - ADVERTISEMENTS

3c a Word Minimum \$1 - Remittance in full must accompany all ads... 3c a Word Minimum \$1 - Remittance in full must accompany all ads...

AGENTS & MANAGERS

MANAGER - 10 YEARS' EXPERIENCE - 10 years... MANAGER - 10 YEARS' EXPERIENCE - 10 years...

MISCELLANEOUS

OPPORTUNITY - WELL-KNOWN CONSULTANT - on entertainment... OPPORTUNITY - WELL-KNOWN CONSULTANT - on entertainment...

MUSICIANS

COLORADO ORGANIST DESIRES SPOT - in New York City... COLORADO ORGANIST DESIRES SPOT - in New York City...

COMMERCIAL TRUMPETER - VOCALIST

Read, fast, reliable, neat, married; South... COMMERCIAL TRUMPETER - VOCALIST - Read, fast, reliable, neat, married; South...

EXPERIENCED PIANO MAN - READ

30 years' experience; other desirable... EXPERIENCED PIANO MAN - READ - 30 years' experience; other desirable...

FOR SALE - COMPLETE TATTOOING OUT- FIT - good condition... FOR SALE - COMPLETE TATTOOING OUT- FIT - good condition...

GET YOUR 1952 TATTOOING SUPPLY CATALOG - including 125... GET YOUR 1952 TATTOOING SUPPLY CATALOG - including 125...

GOOD USED TATTOOING OUTFIT IN CASE

3 machines, flash, stencil, etc... GOOD USED TATTOOING OUTFIT IN CASE - 3 machines, flash, stencil, etc...

WANTED TO BUY

ALAN HERNIMAN, DR SPILLMAN - Merry-go-round horse... ALAN HERNIMAN, DR SPILLMAN - Merry-go-round horse...

HELP WANTED - ADVERTISEMENTS

RATE - 15c a Word Minimum \$3 - Remittance in full must accompany all ads... RATE - 15c a Word Minimum \$3 - Remittance in full must accompany all ads...

CLOWN WHO CAN DRIVE & HAVE TRANSPORTATION

Clown who can drive and have transportation... CLOWN WHO CAN DRIVE & HAVE TRANSPORTATION - Clown who can drive and have transportation...

DANCE MUSICIANS ALL INSTRUMENTS

Clubs, hotels, restaurants... DANCE MUSICIANS ALL INSTRUMENTS - Clubs, hotels, restaurants...

DANCE MUSICIANS WANTED FOR NIGHT CLUB

Clubs, hotels, restaurants... DANCE MUSICIANS WANTED FOR NIGHT CLUB - Clubs, hotels, restaurants...

LIVE WIRE PERFORMERS

Clubs, hotels, restaurants... LIVE WIRE PERFORMERS - Clubs, hotels, restaurants...

GUITARIST FOR COMEDY QUARTET

Clubs, hotels, restaurants... GUITARIST FOR COMEDY QUARTET - Clubs, hotels, restaurants...

WANTED - ACTORS, PIANO, ALSO MUSICIANS

Clubs, hotels, restaurants... WANTED - ACTORS, PIANO, ALSO MUSICIANS - Clubs, hotels, restaurants...

LEAD ALTO - GARNER

Clubs, hotels, restaurants... LEAD ALTO - GARNER - Clubs, hotels, restaurants...

MUSICIANS FOR COMMERCIAL TRUMPET

Clubs, hotels, restaurants... MUSICIANS FOR COMMERCIAL TRUMPET - Clubs, hotels, restaurants...

WANTED - A DAMNED GOOD JOB

Clubs, hotels, restaurants... WANTED - A DAMNED GOOD JOB - Clubs, hotels, restaurants...

THIRD ALTO MAN - WEEKLY SALARY

Clubs, hotels, restaurants... THIRD ALTO MAN - WEEKLY SALARY - Clubs, hotels, restaurants...

WANTED - COVERED WAGON, WHITE - Arthur L. Benson... WANTED - COVERED WAGON, WHITE - Arthur L. Benson...

WILL BUY PHOTOGRAPH RECORDS - Collections of dealers' stock... WILL BUY PHOTOGRAPH RECORDS - Collections of dealers' stock...

SOMETHING TO SELL TO COIN MEN?

See the New MARKET-PLACE Listings in the COIN MACHINE

LOOKING FOR A JOB IN THE COIN MACHINE OR MUSIC BUSINESS?

See The Billboard's New MARKET-PLACE Listings in the Coin Machine Music Sections

PIANIST - HARMONIC ORGANIST, DESIRE

single hotel or cocktail lounge... PIANIST - HARMONIC ORGANIST, DESIRE - single hotel or cocktail lounge...

STEEL GUITAR - WESTERN SWING PRE-ferred

radio experience, would like steady location... STEEL GUITAR - WESTERN SWING PRE-ferred - radio experience, would like steady location...

TENOR CLARINET - NAME BAND EXPERIENCE

current symphony orchestra... TENOR CLARINET - NAME BAND EXPERIENCE - current symphony orchestra...

TRUMPET - LOCATION WITH COMBO preferred

see 37, rate runs up to all requirements... TRUMPET - LOCATION WITH COMBO preferred - see 37, rate runs up to all requirements...

TRUMPET - LOCATION WITH COMBO preferred

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ACROBATIC AND BALANCING CO. ACT

work full 4 hour 30 tricks for indoors or outdoors... ACROBATIC AND BALANCING CO. ACT - work full 4 hour 30 tricks for indoors or outdoors...

B. A. L. O. O. N. ASCENSION, PARACHUTE

Clubs, hotels, restaurants... B. A. L. O. O. N. ASCENSION, PARACHUTE - Clubs, hotels, restaurants...

EXPERIENCED MACDONALD AND HIGH SHALLOW WATER DIVING

Clubs, hotels, restaurants... EXPERIENCED MACDONALD AND HIGH SHALLOW WATER DIVING - Clubs, hotels, restaurants...

EXPERIENCED HIGH AERIAL ACTRESS

Clubs, hotels, restaurants... EXPERIENCED HIGH AERIAL ACTRESS - Clubs, hotels, restaurants...

SENSATIONAL ACROBATIC BALANCING ACT

Clubs, hotels, restaurants... SENSATIONAL ACROBATIC BALANCING ACT - Clubs, hotels, restaurants...

WRITE - CHARLES LA CROIX, HIGH

Clubs, hotels, restaurants... WRITE - CHARLES LA CROIX, HIGH - Clubs, hotels, restaurants...

VAUDEVILLE ARTISTS

Clubs, hotels, restaurants... VAUDEVILLE ARTISTS - Clubs, hotels, restaurants...

COMEDY MAGIC, MATTER CEREMONIES

Clubs, hotels, restaurants... COMEDY MAGIC, MATTER CEREMONIES - Clubs, hotels, restaurants...

3.60 EA. 27-PIECE BAMBOO FISHING SET - Consists of 12-ft. 13-section bamboo pole with brass ferrules... 27-PIECE BAMBOO FISHING SET - Consists of 12-ft. 13-section bamboo pole with brass ferrules...

7.50 EA. 20-PIECE STEEL ROD FISHING SET - Consists of 4-ft. tapered steel rod with varnished wood handle... 20-PIECE STEEL ROD FISHING SET - Consists of 4-ft. tapered steel rod with varnished wood handle...

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25% Deposit With Order, F.O.B. Chicago. SEND FOR FREE FOLDING COOK BROS. 876 W. MAXWELL STREET CHICAGO 8, ILLINOIS

NEW! WONDERFUL! DIRECT FROM HOLLYWOOD! SEND FOR NEW WHOLESALER LIST

Mr. & Mrs. Droopals, George London, really sensational... Mr. & Mrs. Droopals, George London, really sensational... NEW! WONDERFUL! DIRECT FROM HOLLYWOOD! SEND FOR NEW WHOLESALER LIST

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Towels, Toys... Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Towels, Toys... Merchandise You Have Been Looking for

IMPORTANT: To obtain the Proper Listing Be Sure and State in Detail Your Business and Type of Goods You Are Interested in

JUST OFF THE PRESS - NEW CATALOG - No. 33 for Enamelware, Demonstration... JUST OFF THE PRESS - NEW CATALOG - No. 33 for Enamelware, Demonstration...

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PARISIAN ART PRODUCTS - 1st EDITION - 1st Edition... PARISIAN ART PRODUCTS - 1st EDITION - 1st Edition... HAWAIIAN NUDDIE DOLL

THANK YOU - 100 Signs, 11" x 17" - \$7 BRINGS BACK \$55 - 100 Signs, 11" x 17" - \$7 BRINGS BACK \$55

NAME BRANDS THAT MAKE SELLING EASY - Showcase Products, Williams A... NAME BRANDS THAT MAKE SELLING EASY - Showcase Products, Williams A...

SELL ULTRA-BLUE SIGNS - 100 Signs, 11" x 17" - \$7 BRINGS BACK \$55 - SELL ULTRA-BLUE SIGNS - 100 Signs, 11" x 17" - \$7 BRINGS BACK \$55

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Has Designed for Our
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SPECIALY PACKAGED
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A Sweetheart For Sale

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SWETHEART
4 Piece—Dual Purpose
JEWELRY SET

Master craftsman Necklace
and Brooch, Fulgore Bracelet
and Earrings to match. Separ-
ating hand pronged rhinestones
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No pads, no glue.
Beautiful ivory plastic case
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Only **\$3.25** EA. SET

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Tote Decorated Baby Chairs	\$ 8.00 Dz.
Palm Caps, Men's and Boys', Assorted	39.00 Cr.
Palm Fringe Hats	30.00 Cr.
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Feather Bird Cards, Hand-Tooled Bags, Curios, Novelties, etc.
25% Deposit, Balance C.O.D. Request Price List.

F. L. de ARKOS

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SEND IN **Free COPY TODAY!**

Our general catalog illustrates the most complete line of Novelty and Premium Merchandise including Blanket Electric Appliances. A lot in our store. Hundreds of other items.

GELLMAN BROS.

ELGIN • BULOVA • BENRUS • GRUEN

Brand new 1952 model cases for gents and ladies! Rebuilt movements, guaranteed like new.

\$9.95

15-J \$12.65 17-J \$14.65 21-J \$18.95
• Gold Plated Stretch Band, 45¢ add.
• Men's Mesh & Expansion Combination Band, \$1.49 add.

• Plastic Gift Box, 75¢ add.
Wholesale Only—lots of 4 (5) additional for complete. 25% deposit with order, balance account credited houses.

MIDWEST WATCH CO.
53 Wabash Ave. Chicago 3, Ill.
Send for Our Free Promotional Flyer

Merchandise Topics

Chicago

Harry Elwan, of Topic Toys, reports the firm has four new items on which it is getting good action from the trade. The firm's Project-Or-View, carrying a suggested retail price of \$1.49, comes complete with two strips of 8mm. film, 50 pictures on each and a flashlight attachment. The device may be used as a viewer or to project pictures on the wall. Additional film subjects are available, 10 films retailing at \$1. Topic Toys' Jet Bomber, retailing at 49 cents, is an authentic streamlined toy jet bomber with cross line bomb sight and bomb release. It holds five bombs in a visible bomb rack. A third item is the Mary Hartline Barrett, carrying the autograph of the TV star. They are carded and retail two for 29 cents. Moody Mutt is a plastic, hand-painted toy retailing at 49 cents. When its hind feet are pulled like a trigger, the dog's bright eyes narrow to pin-point Tury. With a yelp, the peaceful pooch is transformed into a ferocious hound with gleaming fangs.

Detroit

Hy Rose Lamp & Novelty Company, established by Herman and Rose Mitrom, is expanding operations in the carnival supply trade. The firm manufactures a line of novelty lamps and other novelty items designed for this field, and deals thru established outlets.

From All Around

Greenglass Sales Company is offering a 14-piece fishing outfit for \$3.95. . . . Novelty scarfs with sports, State and regional, rodeo and Western, and armed forces themes in pictures are offered by Rivoli Scari & Novelty Company. . . . O. Faust is claiming rock-bottom prices for its line of kitchen gadgets, jewelry, premiums, notions, novelties, ball pens and trick goods. . . . For the Easter trade Herrix Novelty Company offers its line of mechanical toys that include a miming chick, rabbit pulling cart, carrying passengers, hopping fur dog and hopping fur rabbit. . . . N. Shure Heavy Company has a line of imported heavy duty men's flexible expansion bracelets in chrome-plated or gold-plated finishes.

Kipp Brothers is plugging a long list of joke novelties in anticipation of April fool's day. Prices for the various items vary from \$2.75 to \$7.20 per gross. . . . Sunbeam Products and the Sunbeam firm have introduced plastic rayon towels to the pitchman and demonstrator fields. It is claimed that grease and ink stains, etc., rinsed from the towels in cold water and the towels are dried for re-use. . . . K. Gross offers the novelty trade its mystic light bulb which lights in the hand, altho there are no wires or connections. Price is \$6.25 per dozen. . . . Ginnon Sales Company offers women's full-fashioned, 51-gauge, 15 denier, duPont nylon hose at \$6.50 per dozen pairs. Available in the latest shades, they are packed one-quarter dozen of a size and shade to a box.

16-PC. STARTER DISH SET



Beautiful colonial picture, 4 square, 4 plates, 4 cups, 4 dessert, 10 attractive Tivoli display box. Lim. \$6.95. Sample \$1.50.
We sell lots of a . . . \$3.75 ea.

SPECIAL Glass Cutting Edge, 4 1/2 x 11 stainless steel spoons, 15.95 value. Lot of 4, \$2.00 ea.

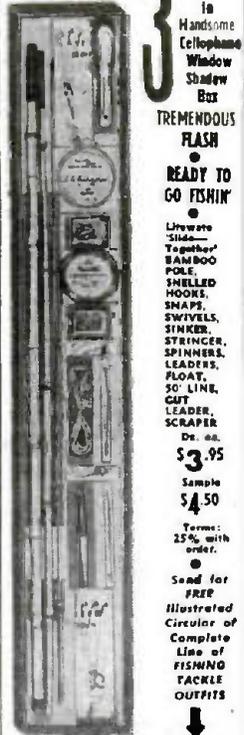
Write for new 1952 Spring Catalog. Ready soon. Please state your business.

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NEW Complete 14 pc. FISHING OUTFIT

With 3-in-2 BAMBOO POLE
NEVER BEFORE AT THIS PRICE **\$3.95**



in Handsome Cellophane Window Shadow Box
TREMENDOUS FLASH
READY TO GO FISHIN'

Liveware Slide-Tapered BAMBOO POLE, SHELLED HOLES, SNAPS, SWIVELS, SINKER, STRICER, SPINNERS, LEADERS, FLOAT, 50' LINE, CUT LEADER, SCRAPER, Dr. 40.

\$3.95
Sample \$4.50
Terms: 25% with order.
Send for FREE Illustrated Circular of Complete Line of FISHING TACKLE OUTFITS

GREENGLASS SALES CO.

39-22 NORTHERN BLVD.
LONG ISLAND CITY 1, N. Y.

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The Newest Item Out Today
STOP PAYING BIG PRICES

My price \$2.50 per doz. Sample 50¢ in stamps. Money back if not SELLERS. No Postcard. We are some party who introduced the Western Tackle Market. **GET BUSY, BOYS!**

C. GAMEISER
22 Franklin St., New York 28, N. Y.

BRONZE WESTERN SADDLE HORSES

Height and Dozen Price

10 1/2"	8 1/2"	5 1/2"	4 1/2"	2 1/2"
\$21.00	\$16.00	\$6.50	\$4.00	\$1.80

25% Deposit Required With Order
F. O. Cook, Wholesale Only

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Saw anything like our
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of **GORGEOUS** model
"Darling Darlene"

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Precision made of brass. Changes 4 nickels into 4 dimes! No 2¢ 11¢ required. Every body wants one! Retail for \$1.50. SAMPLE \$1.00 Postpaid WHOLESALE PRICES—85 per doz. postpaid. Permit with order. DEALERS! Ask for No. 18 Wholesale Catalog of our selling Tricks and Jobs.

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"... we've had inquires from all over the world . . . all responses were directly from our advertising in The Billboard." (Signed) Joseph Mettler.)

... from a **NORTH CAROLINA READER:**
"I like the advertisements in The Billboard. I can find things advertised there that I cannot find at any other source." (Signed) B. C. Powell.)

... from a **NEW YORK ADVERTISER:**
" . . . results in inquiries, orders and re-orders were most gratifying . . ." (Signed) B. M. Waechter.)

... from a **CONNECTICUT READER:**
"We always use the advertising sections of The Billboard . . . and have bought many items from time to time." (Signed) Walter Haack.)

... from a **NEW YORK ADVERTISER:**
" . . . the response has been a revelation. We never expected to receive such an enormous response from practically every area of the country." (Signed) W. J. Hackett.)

... from a **TEXAS READER:**
" . . . Billboard ad brought me over \$3,000 worth of wholesale business." (Signed) D. Stevens.)



Yes, The Billboard is a top salesman each and every week of the year, and The Billboard's Annual Spring Special gives you more of everything that goes into making your advertising sell more and more and more . . . Additional Data on Pages 58 and 59.

To Fete Rosen At \$100 Plate Charity Event

NEW YORK, March 15.—Harry Rosen, dean of coin machine distributors in this area, will be honored at an all-industry testimonial dinner May 27 for the benefit of the United Jewish Appeal. The partner in the Atlantic and Seaboard New York corporations will be feted at a \$100 per plate affair at the Waldorf-Astoria Hotel.

Rosen was designated guest of honor at a special meeting Thursday (13) at headquarters of the Automatic Music Operators' Association here. Under the chairmanship of Sidney H. Levine, AMOA attorney, an industry committee laid initial plans for the dinner that is expected to raise a considerable contribution for the charity.

Departing from past custom, the committee is considering no separate appeal for donations. All efforts will be expended on boosting attendance at the dinner, with receipts from the event to comprise the entire industry contribution.

Serving with Levine on the committee are: Albert S. Denver, AMOA president, co-chairman; Max Weiss, M. W. Vending; Lou Price; County Enterprises; Max Iskowitz, Maxwell Music; Charles Aronson, Brooklyn Amusement; Arthur Herman, Boro Automatic; Mike Munves, Mike Munves Corporation; Frank Callan and Barney Schlang, Local 788; Dave Simon, Simon Sales; Barney Sugarman, Runyon Sales; Al Bodkin, Forest Hills Automatic; Teddy Blatt, attorney for the Associated Amusement Machine Operators of New York; Joe Young, Young Distributors; Meyer Parkoff, Atlantic New York, and Jack Semel.

Gotham Jobber In New Outlet

NEW YORK, March 15.—American Vending Company, jobbers of coin-operated amusement equipment, last week opened a store at 615 10th Avenue. Milton Green, company head, has other outlets at 2359 Coney Island Avenue, Brooklyn, as well as expansive operating interests.

The manager of the new store is Teddy (Champ) Seidel, who has held various posts in the industry here in recent years. The store, formerly occupied by Rite-way Sales & Manufacturing, is due for extensive remodeling, Green said.

Calendar for Coinmen

- March 19—Westchester Operators' Guild, Inc. monthly meeting, American Legion Hall, White Plains, N. Y.
- March 20—Progressive Music Guild of South Jersey monthly meeting, Wait Whitman Hotel, Camden, N. J.
- March 24—Photograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- March 24—Central States Photograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
- March 24—Amusement Machine Operators' Association of Greater Baltimore, Mandell-Ballou 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 1—Central Association of Music and Coin Machine Operators, monthly meeting, Bellerive Hotel, Kansas City, Mo.
- April 7—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- April 8—Automatic Photograph Owners' Association, monthly meeting, Sheraton Gibson Hotel, Cincinnati.
- April 8—California Music Guild, monthly meeting, 311 Club, Oakland.
- April 8—Amusement Machine Operators' Association of Dade County, monthly meeting, El Comodoro Hotel, Miami.
- April 9—Music Operators of Northern Illinois, monthly meeting. Site to be announced.
- April 10—Michigan Automatic Photograph Owners' Association, monthly meeting, Macraebes Building, Detroit.
- April 10—Photograph 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.
- April 14—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- April 14—Wisconsin Photograph Operators' Association, monthly meeting. Site to be announced.
- April 20-24—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.

USO AID LAUDS SHUFFLEBOARD

CHICAGO, March 15.—Shuffleboard has proved itself as one of the most popular indoor sports with servicemen at the USO located at 308 North Michigan Avenue, according to Miss Waldron, in charge of recreation at the center here.

The boards at the USO were donated by a local operator some months ago and are re-surfaced without charge by the Purveyor Shuffleboard Company periodically. Miss Waldron stated that the boards have been kept in action almost every hour of the day by marines, sailors, soldiers and airmen.

Purveyor, headed by Herb Perkins, has been one of the key firms in this area participating in USO amusement activities. Currently the firm is installing a separate re-furbishing department for shuffleboards equivalent in facilities with its coin machine repair division.

Unveil Bally Horse at Toy Fair in N. Y. C.

NEW YORK, March 15.—The first showing of "Champion," production model of Bally Manufacturing's new coin-operated horse, was held here this week, with company officials announcing that deliveries to the trade would begin next week. The showing was held at the American Toy Fair, at the McAlpin Hotel.

Jack Nelson, Bally executive, said the horse was brought to the fair to spark placement interest among retail store owners. Several thousand representatives of variety, department and other retail outlets are expected to view

(Continued on page 91)

NPA Eyes Materials For Hardship Cases

WASHINGTON, March 15.—In an announcement somewhat encouraging to the coin machine industry the National Production Authority declared this week that sufficient controlled materials would be made available under the small business hardship account to help all small manufacturers of civilian-type products who face failure or prolonged shutdown because of reduced al-

LONG-RANGE PROGRAM

Foresighted Coinmen Plan Chicago Game Trade Assn.

CHICAGO, March 15.—In what is hoped will result in a long range program to legalize straight amusement games in Chicago, a group of independent coinmen have banded together to sponsor a city-wide meeting of operators in the Grey Room of the Hotel Sherman here Thursday (20) at 8 p.m.

In a letter of invitation sent to local game operators this week under the signature of Charles Schutz, temporary chairman of the embryo trade group, it was stressed:

"One of the reasons for the un-

certainty of our future is that many city officials have the mistaken impression that the operation of amusement games is dominated by an undesirable element.

"We all know that, altho various injunctions have been sought for shuffle games, such actions have not been qualified for best advantage. Expert legal counsel has advised us the best way the operation of amusement games can be licensed is to have an effective, well organized association which can show city officials and the courts that this industry is composed of honest,

legitimate businessmen who are engaged in legal enterprise."

The letter concluded with a brief explanation that the independent coinmen calling the meeting—Homer Godfrey, Bill Knapp, Mike Detsck, Frank Pelt, Abe Frumhoss, Harold Lieberman, Frank Roehke and Schutz—had met four times in recent weeks and formed a committee which then called the organizational meeting.

In reviewing the previous informal sessions, Schutz stressed the committee agreed unanimously that the key requirement for membership would be that the operator be of proven reputation.

The three have been several trade associations in this general area in the past and some still are active. This will be the first group formed exclusively for Chicago game operators, it was pointed out. Others covered Chicago and neighboring towns and suburbs and were formed by operators who specialized in music machines. The budding Chicago association would also permit membership of juke box operators.

DOLLAR FREEZE

Bars Growth, Says South African Op

NEW YORK, March 15.—Music and game operation in South Africa is a static, the profitable business, with further expansion pegged to the eventual removal of import restrictions. And there is little likelihood that current bans on "non-essential" dollar purchases will be lifted soon, according to R. A. Whitehead, largest operator in the coastal city of Port Elizabeth.

Here to visit American relatives, Whitehead said he has not been able to import any new coin equipment since 1949, when the controls were imposed. Equipment working South African locations is all of American origin, he said, and he and other operators have been forced to make do on pre-ban purchases.

American Amusements, formed by Whitehead about five years ago, operates 26 juke boxes, 30 pin

games, about 20 arcade pieces and a number of bells and one-balls. There are a few operators in his city who run smaller numbers of units.

Phono Set-Up

Photographs, he said, are located in hotel lounges, milk bars and cafes, with the hotel spots, where liquor may be sold, the top earners. Price per play is six pence (about 7 cents), with three disk plays offered for one shilling (14 cents). Commission to location owners is 25 per cent.

While commissions may be low according to American standards, juke box operators in his country are subject to a healthy bite from the Performing Rights Association of South Africa. Whitehead pays the association the equivalent of \$30 annually per location in royalty fees. Efforts to fight the fee requirement in the courts have proved unsuccessful.

The cost of records is roughly equal to what operators pay in the States. Most are pressed in South Africa by affiliates of American diskeries, and the wearing quality

(Continued on page 91)

Sells Interest In Roc-a-Ride; Kohn Now Mgr.

PHILADELPHIA, March 15.—Sam Kohn has sold his interest in Roc-a-Ride Sales to Leo Martella, it became known this week. Kohn, however, has been retained as general manager of the firm, which acts as national distributor agency for coin-operated products manufactured by Merry-Go-Round Sales. The transfer is understood to have occurred on February 18.

No change in distributor set-up is anticipated under the new ownership, it was said. Roc-a-Ride recently appointed outlets to handle sales in all parts of the country and in several foreign territories. Kohn still remains owner of Merry-Go-Round, now in production on the mechanical horse, Thunderbolt.

Royal Sets 27 Horse Distributors

INGLEWOOD, Calif., March 15.—Royal Engineering Company here, increasing production on its Royal Mustang coin-operated horse, announced it now has 27 distributors in 17 States. Firm's entry in the expanding horse field is constructed of laminated hardwood, is on dime operation and has a weight of 366 pounds and is equipped with a 1/2 h.p. motor which works on 115 volts a.c., 60 cycle. The distributor list follows:

(Continued on page 91)

JAPANESE PINS

Tokyo Official Cites Spread Of Game Trade

PORTLAND, Ore., March 15.—The vice-governor of Tokyo while visiting here this week offered added proof of the pinball craze which has swept the principal Japanese cities the past year.

The official, Hikosaburo Okayasu, pointed out that there were only a few pinball machines in Tokyo early in 1951, "today they are everywhere."

Okayasu, who called on Mayor Dorothy McCullough Lee, gave his views thru an interpreter. He drove here from Seattle and following the completion of business in the United States will attend the Japanese Trade Fair in Rio De Janeiro.

Tokyo play is virtually standardized at 20 yen (slightly more than a nickel) and is taxed to a maximum of 1,000 yen monthly (\$270). The vice-governor stated that thus far the Japanese type pin games (The Billboard, March 8) have been used but believes other amusement units will become popular in the near future.

Williams Reps Hold Slugfest Game Showings

CHICAGO, March 15.—Williams Manufacturing Company, thru Vice-President Sam Stern, announced showings of the new type baseball game, Slugfest, have started at all the firm's distributor headquarters.

Based on the realistic action of the national pastime, Slugfest features three dimension ball player manikins which actually circle the bases within the backboard. An all-skill amusement game, Williams' newest product offers replays for a high number of runs and high batting average score. Special ball traps on the diamond score home runs and light up thumper bumpers and all base rollovers to increase high score on batting average points.

Player Appeal

In addition, there is a player appeal feature developed from a bottom rollover switch. When this switch is lit by making all three ball traps and when all five lanes are illuminated by the 1 thru 8 number sequence, special scoring results giving patrons extra ap-

(Continued on page 91)

See Page 88 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.

Juke Exports Jump in Value, May Top \$3 Million for 1951

Return of Canadian Market Boosts Exports, "Historical" Markets Good

By GEORGE LUEHRING
CHICAGO, March 15.—Judging by U. S. Department of Commerce figures, juke box exports are becoming increasingly important as distributors.

The department's figures indicate that dollarwise the number of juke boxes exported during 1951 may top the \$3 million mark for the first time since 1947. Figures for the first 11 months of 1951 show that 7,620 juke boxes were exported with a total dollar value of \$2,725,140.

The sharp increase in exports, probably reflects the return of Canada as a market and the continued high imports of the "historical" markets of Central and South America.

In the first two years following

World War II, juke box exports showed a tremendous increase over the two prewar, comparatively normal years of 1939-1940. (See accompanying chart). In 1946, 6,170 phonographs were exported with a total dollar value of \$2,075,936 and in 1947, 12,379 machines with a total dollar value of \$3,967,859, were shipped.

However, in November 1947, the Canadian Government, faced with an acute shortage of dollars, imposed an embargo on all luxury goods, including juke boxes. As a result, only 3,894 machines, valued at \$1,623,978, were exported in 1948. In 1949, only 2,954 machines, with a total dollar value of \$1,260,859, went out of the country.

Beginning in 1950, the Canadian Government started relaxing controls and U. S. exports began to climb. Some 4,332 machines were exported, 1,374 more than in the preceding year, with a total dollar value of \$1,872,732.

Canada Controls

In 1951, all Canadian controls were relaxed, with the result that juke box exports climbed near the \$3 million mark for the first 11 months. This figure may possibly be topped when the final month of December is counted.

Exporters point out that the first two postwar years were lush ones of great demand and short supply, but soon other countries besides Canada found themselves with acute dollar shortages and slapped embargoes on the importation of coin-operated machines. Thus it was not only the loss of the Canadian market, but the tightening of markets in other countries, which accounted for some of the drop in the years, 1948 thru 1950.

Average Price Hikes

Despite the almost three-year blackout of the Canadian market, the average price per exported machine for the postwar years showed a steady rise, indicating an increase in the number of new machines going into foreign markets. In 1946, the average price (Continued on page 82)

Juke Box Exports 1939-1951

Year	No. of Mchcs	Total Value	Average Price Per Mch
1939	3,689	\$ 641,004	\$173.76
1940	3,395	566,896	166.97
1946	6,170	2,075,936	336.45
1947	12,379	3,967,859	320.53
1948	3,894	1,623,978	417.04
1949	2,954	1,260,859	426.74
1950	4,332	1,872,732	432.30
1951*	7,620	2,725,140	357.63
Total for 1946-1951	37,349	\$13,520,304	Av. Price 1946-'51 \$362.16

* The figures for 1951 include only the first 11 months of this year. The figures for the final month, December, have not yet been released by the Department of Commerce.

The five year gap in exports between 1940-1946 was caused by World War II. All manufacturers were converted to war work during that period and the little exporting that was done was mainly for the use of military forces overseas.

HOMECOMING PARTY

Seeburg Cage Team Honored By Employees

CHICAGO, March 15.—A basketball homecoming party, typical of the many employee-recreational program activities at J. P. Seeburg Corporation, was held here Friday (14) in honor of the firm's topnotch cage team.

The team recently swept to second place in the Chicago Major Industrial League, losing the final championship play-off to a First National Bank team by five points.

Some 400 employees attended festivities in a local YMCA. Highlight of the event was a basketball game with the Procter & Gamble team. This was followed by refreshments, dancing in the gym and mixed swimming in the Y pool.

Many Activities

Ralph M. Isackson, Seeburg's personnel director, said that starting from a small meeting of employees in 1937, the firm's recreational program has grown to encompass many activities. In addition to sports, these activities include such varied features as masquerade balls, picnics, skating parties, fishing trips, table (Continued on page 82)

APOA Sets Election Date

CINCINNATI, March 15.—Discussions on balloting procedure for the annual election of officers to be held April 8 in the Hotel Sheraton Gibson highlighted the recent monthly meeting of the Automatic Phonograph Owners' Association in the hotel here Tuesday night (11). President Charles Kanter presided.

Other members on hand included Nat Barfield, Sam Chester, Abe Saliman, Fred Engel, Jerry Levy, John Toney, Raleigh Davis, Jerry Weiner, Ike Klayman, Harvey Hobbs and Leonard Goldstein. A telegram from the Music Guild of America advising of the defeat of the Bryson Bill was read to the membership. A copy of the telegram was sent to all members.

Membership voted to permit only members of the association to attend the election meeting. It also was unanimously decided that all members must have their dues paid in full by April 8 in order to participate in the elections.

Juke Pilfering On Increase, Say Illinois Ops

CHICAGO, March 15.—A sharp increase in the looting of juke boxes in the Chicago area and ways to combat the outbreak was the main topic at the monthly meeting of the Music Operators of Northern Illinois Wednesday (12).

Some 17 members of the association attended the dinner meeting at the Villa Bianco Restaurant at Highland Lake, Ill. The Hapsburg Inn, three miles north of Des Plaines, Ill., on the River Road, tentatively was decided upon for the next meeting, Wednesday, April 9.

Bob Lindorf, president of the group, said the rise in the number of juke box robberies noted by operators within the past two or three months, had reached serious proportions.

Almost all the looting, he said was done on machines while the locations were open. He reported that four of his own machines, all in tavern locations, were broken into within the past week.

The usual method employed by the thieves, according to members of the association, is for four or five to gather in front of a machine and pretend to be debating selections to play. While in the huddle, one of the men opens the cash box.

An interesting sidelight, the members said, is that almost all the cash boxes were relocked by the robbers. Often, Lindorf said, operator victims were unable to tell when their machines had been looted. As a result many members, he said were putting steel plates over locks on the cash boxes.

Lindorf also reported that (Continued on page 82)

Hardship Scarce Metal Bids Filed by Juke Men

CHICAGO, March 15.—A survey of juke box manufacturers this week revealed that with one exception all have filed hardship applications for additional allotments of copper and aluminum for use during the second or succeeding quarters of 1952.

The National Production Authority last week set Thursday (13) as the deadline for the filing of such applications. It stated at

that time that the hardship allotments would be made from 30 million pounds of aluminum and 20 to 25 million pounds of copper made available by the defense production administration for such supplementary allocations.

In a subsequent announcement this week, the NPA specified small manufacturers would be required to show thru lack of copper and aluminum they faced prolonged shutdowns because of shortages of these metals and their inability to obtain defense contracts.

This announcement quoted Henry H. Fowler, NPA administrator, as saying "sufficient controlled materials will be made available under the small business hardship account" from those released by the military services "to cover screened requirements of all hardship applications received by March 13."

Fowler said that companies "will not be precluded" from filing after March 13 "but may receive smaller supplemental allotments" than those filing before the deadline.

The announcement also said that only part of the controlled materials recently released by the military was to be "earmarked" for the small business (Continued on page 82)

42 Ops at Neb. Guild Meeting

KEARNEY, Neb., March 15.—Forty-two operators, approximately half those in the State, attended the regular quarterly meeting of the Music Guild of Nebraska held here at the Fort Kearney Hotel Sunday (2).

Howard Ellis, secretary-treasurer, described the session as the best since the organization was formed last May. He said the large attendance was particularly pleasing in view of the fact bad weather conditions had coated roads with ice.

Much of the meeting's business session was devoted to ways of improving co-operation among members of the Guild.

The annual election of officers will be held at the Guild's next meeting in June at the Hotel Paxton in Omaha.

Geo. Miller to Plump For 3-Day Fall MOA Convention-Exhibit

Group's Prexy Reported Ready To Seek Re-Election at Chi Meet

OAKLAND, Calif., March 15.—George A. Miller, president of the Music Operators of America, said this week he would recommend that the MOA hold a fall three-day convention and exhibit either before or just after the National Automatic Merchandising Association's convention.

The NAMA convention is scheduled in Chicago's Palmer House September 14-17. Miller said it was his conclusion that the MOA convention and annual election of officers should be divorced from the NAMA.

It also was indicated that Miller again would be a candidate for re-election as president of MOA. Following the recent Bryson Bill hearings in Washington, there were reports that Miller was undecided whether or not to run again.

Public Relations

Miller said his decision to recommend to the MOA executive board that a convention be held rested mainly on his belief of the "absolute necessity" for a "sincere and extensive public relations" program.

He said the Bryson Bill hearings proved beyond a doubt the value of such a program and that it also would have to be carried on in conjunction with, and by, the various local associations to carry MOA's story to local and State governments.

Miller said he also felt a convention was necessary in order that all components of the music industry be brought together to discuss their common problems and also to elect new officers.

Opportunity

Elaborating, Miller said there was "no greater need nor opportunity" than the present for a public relations program. He said he also realized during the Washington hearings more than ever

the necessity of a better understanding between the operators and the manufacturers.

Such a program also would be of value in fostering co-operation between industries allied with the juke box field, such as the tavern associations, he said. Miller pointed out that since the Washington hearings he and Ray Adams, president of the California tavern group, met and found common ground for assisting each other.

Name All Coin Evans Distribub For Fla., Cuba

CHICAGO, March 15.—All Coin Amusements Company, Inc., was named this week as distributor of the H. C. Evans Company line for Eastern Florida and Cuba.

All Coin is headed by Joseph Mangone with offices at 1303 North Bayshore Drive, Miami, and has been a distributor of Gottlieb equipment in four Southeastern States for the past five years. Mangone has been associated with the coin machine industry for 20 years.

Les Rieck, manager of Evans' music division, said the appointment was another move toward rounding out the company's distributorship set-up and that further distributor appointments would be made in coming weeks.

He reported that production of the new Evans 40 selection, 45 and 78 r.p.m. Jubilee model juke box increased this week and that full scale production was expected in the next few weeks. The new 100-selection 45 r.p.m. Evans Century model is in the tooling process.

Disk Firms to Testify On Juke Royalty Bill

Continued from page 15

He pointed out that if the cost of popular records is to be hiked 50 per cent, this source of sales may dry up. He asserted that singers, writers and players who perform for disks "are paid on the basis of sales" and "their income will rise or fall with sales." "Any bill which will reduce phonograph record sales is harmful to everyone in the music and record business," Raine added.

All signs presently pointed to likelihood that testimony from the diskeries next Friday will carry great weight in the sub-committee's final determinations. The sub-committee hopes to get a mass of detailed facts and figures on the extent of current statutory fees, where they go, and what the problems are, if any, in their administration. The group is prepared to ask numerous questions as to

whether any of the suggested alternatives to the Bryson-Kelauer Bill would be impossible to administer. None of the suggested three alternatives has been drafted formally into a bill or amendment to the Bryson-Kelauer measure.

Cleveland Assn. In General Meet

CLEVELAND, March 15.—The Cleveland Phonograph Merchants Association held its monthly general meeting Thursday night (6) at the Hollenden Hotel.

At the meeting, conducted by James S. Ross, of the J. R. Music Company, vice-president of the association, a new member was accepted—Charles E. Metro, of the C. M. Music Company.

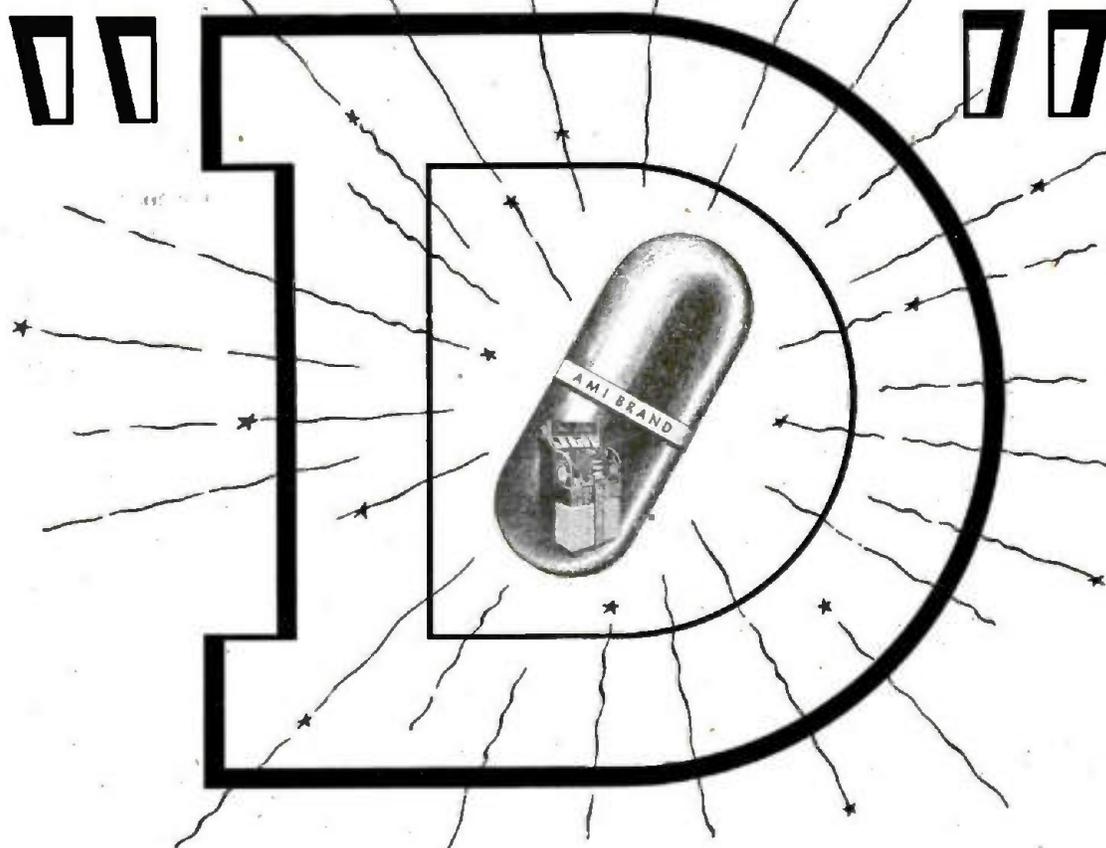
Miami Group Widens Free Juke Program

MIAMI, March 15.—The campaign of the Amusement Machine Operators' Association of Dade County to donate juke boxes, including free upkeep, to needy organizations in this area is rolling into high gear, according to Willie Blatt, president.

Miami Herald columnist, Jack Bell, ran a brief item recently, inviting needy groups to submit applications for five music boxes offered by members of the AMOA.

A flood of letters resulted within 48 hours, one of which proved (Continued on page 82)

sunshine vitamin



Is your equipment listless on location, not playing as it should?

When that happens, you can expect the puny "take" that results.

Better act now and recover in a hurry with AMI's new "D." It's the

"sunshine vitamin" that builds a robust, healthy income. It puts a

song in your heart—and more music in the location!

Ask Your AMI Distributor to Prescribe for You!

AMI *Incorporated*

General Offices and Factory: 1500 Union Ave., S. E. Grand Rapids 2, Mich.

Exports Jump in Value

Continued from page 80

per exported machine was \$336.45. This rose to a peak of \$432.30 in 1950.

The average price per machine showed a sharp drop to \$357.63 for the first 11 months of 1951. However, exporters explain the decline this way:

During the war no new machines were produced. As a result, used equipment skyrocketed in price. When production was resumed after the war, used equipment still remained so high many foreign buyers felt it advisable to pay a little more and get new machines.

Used Equipment

However, during the last year, the supply of postwar used equipment became plentiful and the price reasonable enough for the first time to tempt foreign buyers. The result was a decrease in the number of new machines exported in 1951 and a rise in the export of used equipment.

All thru the postwar years to date, the "historical" markets of Venezuela, Cuba, Salvador, Columbia have ranked high. Belgium also figured prominently through these years and now Canada has been returned to the fold.

Most of these countries have maintained relatively free and open markets where the currency of various nations could be freely exchanged. Exporters explain that Venezuela's economy is backed by oil; Columbia's and Salvador's by coffee, and Cuba's by sugar. When the revenue from these sources comes in, these countries relax import controls and licensing and can be counted on to buy heavily.

The figures over the postwar years show that no pattern can

be established as to what the best times of the year are for exporting. In some years the mid-winter months were strongest; in others spring, fall and summer.

As things now stand, exporters feel the foreign markets are going to become increasingly important as an expanding, stable market and that more and more domestic distributors will be shipping equipment abroad.

Foreign markets, they say, are now approaching normalcy and, with the price of used equipment dropping, the proportion of used equipment being sold is leveling out to a more standard, realistic ratio. As more and more foreign areas open, exporters feel overseas markets are going to be greater in size and value to both manufacturers, distributors and the industry generally.

Miami Group

Continued from page 80

so touching that the writer was notified immediately by Blatt's office that her pet project, the South Miami Convalescent home for Negroes, would get one of the machines.

The writer, Mrs. Paul High of Kendall, wife of a Miami Beach police lieutenant, explained that she was a volunteer worker at the South Miami institution. In the appeal in behalf of her charges at the home, Mrs. High wrote:

"They have nothing at all in the way of amusements and I feel that with a little music, they would at least be able to have a few hours of gladness while lying on their beds for the rest of their lives. You have no idea what joy this bit of music would bring into their lives."

The machine for the South Miami home will be donated personally by Blatt, who has given away three other boxes in the past few months. Its maintenance and servicing will be undertaken by another as yet unnamed AMOA member.

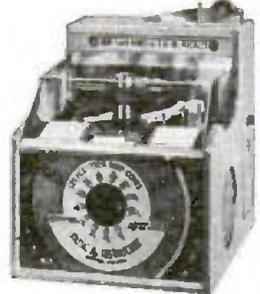
A committee of AMOA members will decide, after screening the applications, which organizations are to receive the remaining four machines. When the selections are made, the Herald columnist stated he will publish the details including the names of the lucky organizations.

MR. OPERATOR:
A limited number of parts for
**PACKARD
PHONOGRAPHS
AND
WALL BOXES**
available from
WURLITZER FACTORY

RISTAUCRAT S-45

The Only Successful Small Music Box Ever Made

Try This Proven Profit Maker on Your Locations



Ristaucrat, Inc.
1216 E. Wisconsin Ave. Appleton, Wis.

Homecoming Party

Continued from page 80

tennis, calisthenics, horseback riding and hobby clubs.

Isacksen estimated that over-all some 80 per cent of Seeburg's 1,400 employees participate in the program either actively or as spectators. However, depending on the activity, such as a dance for example, attendance might be near 100 per cent.

Major expenses for athletic equipment and picnics are paid by the company but the employees thru dues, and profits from their plant canteens support most of the activities.

Program is built around an employees' association. Officers are elected annually and membership is open to any employee who has been with the company 30 days. Dues are 10 cents monthly or \$1 a year.

Publications

Incorporated in the program are two publications—the Seeburg Voice and a sports bulletin—devoted strictly to employees. All work, except the actual printing, is done by the employees and the publications are divorced from any company policy or interference.

The next big event scheduled will be the Old Timers Club meeting April 11. Club is composed of Seeburg employees who have been with the firm 10 years or more and there now are 300 members.

Isacksen described the event as a closed, banquet affair, strictly for members. It has been one of the most popular and active groups at the plant, he said. As an example of the club's exclusiveness, Isacksen said, even officers of company who have not been with Seeburg for the required 10 years cannot attend its functions.

Scarce Metal

Continued from page 80

hardship account but did not say how much.

A spokesman for NPA in Chicago emphasized that the hardship allotments apply only to small businesses and that there are other conditions rather than failure or shutdowns which a manufacturer might have to meet to get more copper at a minimum.

He pointed out that the needs of manufacturers who filed before the March 13 deadline would be met first and that the materials then left over would be parceled out on the basis of need.

Comments from the juke box manufacturers, who filed the hardship applications, indicated that apparently all of them are doing all in their power to get more scarce metals, particularly copper, and that the need was immediate.

The one manufacturer who did not file for the additional or supplemental allotments said that the current allotments of materials were enough to meet his production needs.

Only one of the juke box manufacturers did not fall under the small business category and consequently did not file.

Juke Pilfering

Continued from page 80

members of the association were satisfied with the current trend of business, particularly in regard to dime play. He said most operators in the area now would not even consider buying nickel-play routes offered for sale.

Country & Western Records

Most Played by Folk Disk Jockeys

- Continued from page 36
- 2 9 9. WILD SIDE OF LIFE H. Thompson
Cap (78) 1942; (45) 7-1942—BMI
 - 6 9 10. SILVER AND GOLD Pee Wee King
V78 20 4158; (45) 47-4158—BMI
 - 8 — 10. TOO OLD TO CUT THE MUSTARD Curlies
Mercury 6348—BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from disk jockeys, disc stores and disc clubs 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
Decca 7546 357; (45) 9-4637—BMI
- 2. IT'S GOODBYE AND SO LONG TO YOU Lone Pine
V78 120-4482; (45) 147-4482
- 3. EASY ON THE EYES E. Arnold
V78 20-4569; (45) 47-4569—ASCAP

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

Classical Reviews

Continued from page 28

MOZART: SINFONIA CONCERTANTE IN E FLAT MAJOR FOR VIOLIN & VIOLA (K. 364) AND SINFONIA CONCERTANTE IN E FLAT MAJOR FOR WIND INSTRUMENTS (K. 279a)—Prof. Max Baer, conductor. RCA Victor, LP-7320 (11-12") 75

By eliminating a couple of repeats, Max has succeeded in compressing the entire and vivid work on one LP side with the equally charming woodwind solo making up the other. Disk thus probably is the most complete other releases available, each of which uses up two sides for the string work. Performances are sensitive with the solo groups blending faultily with the orchestra. The two Sinfonia Concertante, both in the same key and closely allied in happy mood, make for a fine coupling.

A TREASURY OF EASTER SONGS—Robert Shaw Chorale-Robert Shaw, cond. (11-12") 75 (33) LM-1201

This is probably one of the most comprehensive discographies of Easter music ever issued. Twenty selections, including familiar and obscure tunes, from England, France, Holland, Wales, Scotland, Germany, Russia and America, covering the 12th to the 20th century, are all included on this set. Many are from the traditional hymns of the Easter service, are sincere and moving musical expressions of deep religious faith. The tunes, some newly selected from the great works of Bach and Handel, also include popular and traditional Easter folk tunes. The Shaw chorale, unquestionably one of the finest choral groups in the nation, sings in a magnificent style on these songs. Many are from their first recordings and superbly recorded. The chorale makes this set an indispensable one for an Easter disk.

ERZIO PINZA IN OPERA BROADWAY AND HOLLYWOOD—Erzo Pinza (11-10") 75 (33) LM-157

RCA Victor has tried here to satisfy the various Pinza fans by including operatic arias with stand-by and pop tunes. Artistically, the results are successful. Commercially, the result figures to be fairly good. For the operatic disk buyers there's "Veni, Veni, Veni" from "L'elisir d'Amore," "Tutte e Dispositi" and "Aprite le porte" from "Pagliacci" and "The Waltz" from Faust. Pop standards are "All the Things You Are," "So in Love," "One Song," "Dancing in the Dark" and "The Way You Look Tonight." Pinza does better with the operatic material than with the Top Ten Alley ditties. He attacks the latter items with the feeling of "The Continental" and the vocal ability of the first tenor. For the fan, the disc is a treat and a delight.

SCHUMANN: SYMPHONY NO. 3, IN B FLAT, OP. 61—The Boston Symphony Orchestra, Charles Munch, cond. (11-12") 75 (33) LM-1190

The Boston Symphony, one of the world's finest under Serge Koussevitzky, has received the highest under its new leader Charles Munch. This is amply demonstrated by the new set featuring an outstanding reading of Schumann's First Symphony. The work, which was started in the incredibly short time of four days during Schumann's prolific years, was dubbed the "spring" symphony by the composer, and means to represent a "longing for the spring." Munch has captured the romantic and exultant feeling that pervades the entire work. There are other LPs of this work on the market, but this should appeal strongly to symphonists since it is the definitive reading of the Schumann opus.

SCHUMANN: SYMPHONY NO. 2 IN C, OP. 61—The Boston Symphony Orchestra, Charles Munch, cond. (11-12") 75 (33) LM-1194

Schumann's Second Symphony is one of his brightest works. It carries a spirit of cheerfulness and joyousness of life. Written when the composer was recovering his health in Dresden, the work was an expression of optimism, his delight in being able to compose great music again. The reading by Munch, however, does not seem to have caught all the brightness of the mood of the composer. But the one reading is completed. There are two other versions of this work on LP today, however, both by the Munich Philharmonic on Mercury, and the Sibelius name should help push this reading with Schumann fans.

ALEXANDER GLAZUNOV: Ballet Suite from THE SEASONS, OP. 67 ALBUM—The French National Symphony Orchestra, Roger Devoaux, cond. (11-12") 75 (33) P-8157

It is somewhat surprising that Glazunov's ballet suite has not been recorded on LP previous to this Glazunov edition. For in the view of the members of the Russian national music club (the "Five"), whose music has proved so popular in 19th century, Glazunov was taken under the wing of the other members of the club (the "Five") and the French National Symphony Orchestra have turned out a top-drawer edition of this work, stressing the gaiety and

brightness of the music. And it is a fine recording by measuring standards as well, with a commendable closeness to concert-hall sound. Three-jukebox or a strong appeal among ballroomers for this LP.

BERLIOZ: THE TRUJANS AT CARTHAGE—Orchestra De L'Academie De Concerts Lamoureux-Jean Martinon, cond. (11-10") 70 (33) E-127

This new recording contains selections from Berlioz's lengthy and vast opera "Les Troyens" which was first presented in 1863 in Paris. The opera as performed at that time was a failure, and it is hard to make the composer an enlightened man during the last years of his life. Today, however, Berlioz and his work are undergoing a re-evaluation, and parts of this neglected score are being recorded for a new audience. The disc includes four selections from the opera: "The Overture" as "L'entr'acte" which was added by Berlioz as an introductory prelude about the destruction of Troy; the familiar, "Hail, Helen of Troy"; the "March of the Trojans," a symphonic interlude; and the "Trojan March," which runs like the opera as a leitmotif. This is not the only reading of selections from "Les Troyens." The other is by Herck and the Paris Conservatory Orchestra, but it is a fine performance by the Lamoureux Orchestra under Jean Martinon. Recorded in 1948.

BACH: SIX TRIO SONATAS FOR ORGAN—Heinrich Walcha (11-12") 70 (33) DE-114

Decca has set itself an imposing task in its "Archives Series"—selecting less than 100 recordings as well as neglected classical discographies from the earliest times to the middle of the 19th century. The complete organ works of Bach are to comprise the first segment. Thus the organist's work of Heinrich Walcha, it has brought out here as generally the set of works written originally for the clavichord, but ideally suited to the more resonant sonorities of the organ. The musical element of the sonatas is the most varied and equally important parts, or voices, hence the term "trio" in the titles. Heinrich Walcha, a great organist with a profound knowledge of the organ, has brought out the best of the works that date back, in part, to Bach's lifetime. Final characteristics are said to be aesthetic for the period. Packaging, art and notes are excellent.

MILHAUD: CONCERTO NO. 1 FOR PIANO & ORCHESTRA AND NOBES-GER: CONCERTO FOR PIANO AND ORCHESTRA—Philharmonia Orchestra of London, Andre Faubert-Fabre-Jacques Jacquot (11-10") 70 (33) E-122

Commercially, this 10-inch LP should do fairly well because the Milhaud piece is not otherwise available and because the Philharmonia and Nobes-Ger are well-known to disk buyers. Competition on the Homage is fairly strong with an Oscar Levant reading. Recording and packaging here are excellent and the results are very good. Increases in a few places. Musically, the approach is to the collectors of the more modern classical pieces, the many others would probably buy this if they were given the chance to buy it. The "Concerto" is a lovely work combining the jazz idiom with French folk melodies. The somewhat longer and heavier "Concerto" is still a sparkling work done with spirit and feeling by the orchestra and pianist. The latter selection is one of the composer's best.

BACH: ARIAS AND DUETS FROM CHURCH CANTATAS—The Bach Aria Group, William H. Scheide, Director (11-10") 68 (33) E-115

It is estimated that Bach composed nearly 300 cantatas for use in church on specific ecclesiastical occasions. Of these 300, more than 50 have already been released on LP. However, only one of the ten cantatas in this set have been recorded for LP before, which could make this a valuable one for Bach fans. The Bach Aria Group fares in some excellent performances on this recording. Says Norman Ferriss and soprano Jean Carillon are outstanding, and the other singers and the musicians are sincere and reverent, bringing out the religious meaning that Bach has in all his cantatas. The compositions which are sung in German are translated into English on the back of the album.

BACH: SUITES FOR UNACCOMPANIED VIOLONCELLO, NO. 3 IN G MAJOR AND NO. 6 IN D MAJOR—James Starner (11-12") 68 (33) SP-P-543

Individual movements of the cello suites have so far had more popularity via transcriptions for other instruments, but the works are not so often heard in their original form. They pose most difficult technical and musical problems and it is the rare cellist who conquers them with grace. But they are certainly listenable when rendered by a first-rate artist, such as Starner shows himself to be. The first cello of the Metropolitan Opera Orchestra projects a beautiful tone. Recording is excellent and has a "live" quality. (Continued on page 83)

ROCK-OLA Rocket

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.



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2D QUARTER OUTPUT BRIGHTENS

Mfrs. Predict Production Hikes in All Vender Fields

CHICAGO, March 15.—Increased supplies of steel and copper allocated the vending industry during the second quarter (The Billboard, March 15) may make possible individual production increases up to 45 and 50 per cent over the first quarter, spokesmen for leading candy, ice cream and drink vender manufacturers predicted this week.

Non-refrigerated equipment, mechanical or electric, will fare well production-wise under the new quotas. A limiting factor here, as for all major-type vender production, may be availability of slug rejectors, which require cobalt, a metal not included in the increased supply group. Many equipment makers, however, stated that the slug rejector supply so far has not been the determining factor in vender production. Slug rejectors have been available for all the units that could be produced under the limited steel and copper supply.

Increased supplies of carbon and alloy steel during the second quarter will benefit manufacturers of all types of vending equipment. Production of electric models, due to the bettered copper wire pic-

ture, also will be assured. To date, however, supplies of electric conduit have been adequate to permit full utilization of available steel supplies in automatically operated machines, spokesmen said.

Increased allocation of alloy steel, used in the form of stainless steel for tubing and other vender components coming in contact with bulk products (soft drinks, coffee, etc.), is seen as easing the output restrictions for this field.

In the zero refrigeration field, ice cream vender firms point to the cut in aluminum allocations as a factor adversely affecting production. Aluminum is most suitable

for interior fittings which may be exposed to possible melt downs.

Manufacturers requiring aluminum for such purposes in most instances, reported making hardship applications to National Production Authority during the past two weeks.

A factor easing the over-all supply of slug rejectors is the growing use of dime and quarter mechanisms, according to spokesmen for National Rejectors and A. B. T. While nickel rejectors require two magnets, they pointed out that dime and quarter rejectors require only a single magnet, thus stretching the cobalt supply.

Belvend to Produce Ice Cream Venders Under Arctic License

To Offer Second Bar Machine Line Following Dresko Corp. Purchase

CHICAGO, March 15.—Belvend Manufacturing Company, Inc., announced this week that its pending purchase of Dresko Machine Corporation (The Billboard, March 15) contrary to earlier reports does not mean that the Arctic ice cream vender will be replaced in its Jolly Boy promotion program.

Bel E. Hall, president, stated that a 10-year contract had just been signed with Arctic Vender Sales Company, Inc., licensing it (Belvend) to produce the Arctic machine until April 30, 1962, on a per-unit royalty basis. Prior to the agreement with Gordon the Arctic president, Belvend had settled earlier financial commitments made with the Menasha, Wis., firm.

The Jolly Boy ice cream vender, under the new license arrangement, will be produced for Belvend by Acorn Sheet Metal Corporation, Chicago. Hall said that Acorn's first run of 300 units under the license agreement will be under way shortly.

Two Sales Plans

Upon completion of the Dresko purchase, Hall added that the Dresko name will be discontinued. The machine, unlike the Jolly Boy unit, will not be offered on a promotion basis. It will be marketed along regular sales lines and offered to established operators who will make their own installation arrangements.

Initially, the Dresko model will be offered only in its present form as a non-selective unit; a second model introduced later

will offer two selections.

Hall said that with the final papers on the Dresko purchase set for signing this week, Belvend had assigned an engineer to redesign the cabinet exterior. Basic mechanism and lines will be retained, but fluorescent lighting will be featured on the upper cabinet. Bar capacity will be retained at 100 in the vending and 215 in storage sections.

Dresko Machine manufactured a total of 215 machines in its non-selective automatic model, of which 51 remain as inventory to be included in the purchase. Hall stated these will be sold without alterations.

The redesigned Dresko single-

DIVERSIFICATION DOLLARS

Pitts Op Credits Ice Cream for Route Growth

PITTSBURGH, March 15.—Because it helped pioneer ice cream vending, Victory Vending Company in two and a half years has become one of the larger single operations of its kind in the county, handling ice cream, cigarettes and candy, according to A. Majeski, partner.

Originally a location owner, Majeski operated one part of an establishment, while his partner-to-be, George Terzis, headed another. Each out of curiosity installed several ice cream vending machines on their premises.

The sales in each case were satisfactory, and both Terzis and Majeski felt that by multiplying the number of machines they could successfully operate a route of their own. So they formed a partnership.

"Getting our machines into initial locations wasn't too difficult," Majeski explains, "because ice

"KISSING SWEET"

Bow Cloret Venders in N. Y. Subway

NEW YORK, March 15.—American Chic Company this week okayed the installation of machines to vend Clorets in city subway stations, launching an extensive test to determine how well its chlorophyll gum will sell thru automatic equipment.

More than 75 units will be placed in the transit locations by Interborough News Company, which operates all-dry merchandise venders in the subway for American Chic, holder of an exclusive vending contract with the board of transportation.

While no plans have yet been made to offer the breath-sweetener gum to operators generally, results of the transit test are expected to point out the potential for broader machine sales.

Robert B. Kyle, sales promotion manager, said several inquiries from operators about the avail-

(Continued on page 87)

Cig Ops Face NYC Pack Tax

NEW YORK, March 15.—Operators here face a hefty cost increase that they will be unable to pass on to consumers if a city tax of a penny a pack is imposed on cigarettes. The established machine price is now 25 cents and a hike to 26 cents would create a difficult penny problem, as well as cut sale volume seriously, in the view of operators.

While no official word on the fate of the proposed tax was forthcoming this week, it is generally felt that the cigarette levy will be one in a nuisance-tax package to be imposed soon to bolster the city's financial position. Operators appear to have given up hope that the municipal tax can be averted.

Calif. Ops Up Dues, Prepare Sales Tax Aid

Year's Free Vend Subscription for Paid-Up Members

LOS ANGELES, March 15.—An increase of \$1.50 on both the active and associate memberships of the Western Vending Machine Operators' Association and the setting of the fiscal year to end December 31 were voted at the regular monthly meeting held at the Unique Restaurant. The group also passed a motion to include a year's subscription to Vend (The Billboard's sister publication of automatic merchandising) for each member upon payment of the dues. President M. I. Slater also presented the schedule for assessing valuations to be used by the County of Los Angeles.

In voting upon the increase in dues, the members also took advantage of the time to establish a fiscal year for its cards. Heretofore, dues for the members expired at various times. Upon a vote, the beginning of the fiscal year was set for January 1. In the future new members coming in after that time will be assessed on a prorata basis.

The group has two classifications of membership. The active one was increased from \$9 to \$10.50 and the associate from \$5 to \$6.50. The payment in either case-

(Continued on page 87)

New Cedar Hill 3-Flavor Milk Machine; \$595

CINCINNATI, March 15.—Cedar Hill Farms, Inc., has resumed production of its milk vender, discontinued in July, 1951, in the form of a three-selection manual model at \$595.

Called the Dari-Mari Model 1000, it features a 130-carton vending capacity with 150 cartons in pre-cool. Standard model dispenses products without conversion from straight nickel to 25 cents. A changemaker is furnished as optional equipment.

The vender is produced for Cedar Hill Farms by the William Cutlery Company, Seaman, O.

Formerly, Cedar Hill marketed an eight-selection automatic milk vender, which also was available as a multi-purpose food vender. Introduced in June, 1949, this model offered 80-carton vending capacity, with 300 additional cartons in pre-cool. Production was stopped last year when the contract manufacturer, Cincinnati Metalcraft, was sold to new interests which decided to use their metal plant for 100 per cent defense production.

Vending Forum To Be Feature Of NATD Meet

New York, March 15.—Tagging vending machines "as an integral part of our distributive economy," the National Association of Tobacco Distributors has set aside a morning "Workshop Forum" for a discussion of automatic merchandising as a feature of its national convention in Chicago, April 20-24.

Under the chairmanship of Charles J. Cooper, of the Cooper Tobacco Company, Lancaster, Pa., the forum, scheduled for April 22, will concern itself with the general topic: "How can the wholesaler tobacco distributor avail himself of the expanding vending machine market?"

Among the topics to be discussed are the relative merits of independent operation versus operation thru a subsidiary to a parent (jobbing) company; the most efficient method of commission payments and the potential for jobber operation in the field of cigars, soft drinks, candy, ice cream, sandwiches and other products.

While the conflicting theories of direct sales versus route operation have not been scheduled for specific treatment, it is expected that the controversial issue will get detailed attention at the confab. An NATD spokesman said the agenda of the meeting will be considerably amplified after additional suggested topics are received from members. Some 50 wholesaler-operators have been asked to forward questions upon which general discussion can be based.

Before the Workshop Forum convenes, the NATD vending council will hold a breakfast meeting, also under Cooper as chairman.

Elect Swinger V-P of Canteen

CHICAGO, March 15.—Bill Swinger has been elected vice-president of the Canteen Company of America. He will be in charge of operations.

Swinger leaves a post as service manager of the Chicago Canteen operation, which he held since 1941. He joined Canteen as a route serviceman in 1929, became service manager of the Detroit operation in 1938. He left the Detroit post to become assistant general manager of Canteen Company in 1940.

10c Cup Trend Gains in Miami

MIAMI, March 15.—Trend to dime cup drink vending in Greater Miami has grown noticeably in recent months, says Lean Hersh, of Modern Vending Company.

Where formerly the only dime spots were theaters and certain tourist attractions, Hersh now finds that new locations invariably insist upon the 10-cent beverage. And many of the old ones are falling into line, adds Hersh, when they discover that altho volume has a tendency to drop off when the nickel tariff is increased to a dime, they nevertheless wind up with larger commission checks at the end of the month.

Hersh reports that business this winter is running well ahead of last year in Miami and Miami Beach, due in no small measure to the fact that the weather has been milder than a year ago.

105 Machine Dresko Route Up for Sale

CHICAGO, March 15.—With the sale of the Dresko Machine Corporation nearing completion (see separate story this section) negotiations were also being conducted for the firm's ice cream vender operation, the 105 machine Vender-Bar Corporation.

A Dresko official stated this week that Joseph B. Quinn, a Chicago lawyer and head of two established vender operations, Quinn Sales and Automatic Sales, was negotiating the purchase of the route.

Form Canadian Vending Assn.; Elect Officers

TORONTO, March 15.—Formation of the Canadian Automatic Merchandising Association and election of provisional officers, was announced following a recent meeting here of leading vending industry representatives.

Sparked by A. M. King, president of Polar-Mat, Ltd., and N. F. Leach, merchandising manager of Cole Products Canada, Ltd., the new association will be patterned after the National Automatic Merchandising Association in the U. S. It was stressed, however, that CAMA will be a completely separate and independent organization apart from NAMA.

During the initial meeting at the King Edward Hotel here, provisional officers elected were T. V. Havlik, president; E. G. Piggott, vice-president; Leach, sec-

Fewer G.I.'s at S. C. Base Curbs Juke Play

COLUMBIA, S. C., March 15.—Operators in this area are hoping a new training division soon will replace the 17,000 soldiers in the Dixie Division which has been transferred to Texas.

The there still will be upwards of 25,000 men on hand at the base, operators and owners of the five arcades in downtown Columbia feel their over-all play affected sharply by the departure of the Dixie men.

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THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 15	Issue of March 8	Issue of March 1	Issue of Feb. 23
Acme Shoe Shine Machine.....	\$49.50			
Advance Model D Ball Gum.....	7.45	57.45		
Alan Hot Nut.....	39.50	39.50		
Alco Hot Nut, Sr.....	19.50	19.50		
Rayed Philette Cigar Mach., 75 Cigars.....	32.50	32.50		
C-B Electric.....	159.50			
DeGrenier Candyman.....	62.50	62.50	\$62.50	\$62.50
DeGrenier Champion (9 Col.).....	97.50	97.50	97.50	97.50
DeGrenier Champion (11 col.).....	97.50	120.00	97.50	120.00
DeGrenier Model S (7 col.).....	79.50	89.50	89.50	89.50
DeGrenier Model W (9 Col.).....	90.00	89.50	90.00	69.50
Eastern Electric.....	155.00			
Ermine Ic.....	6.95	6.95	6.95	6.95
Exhibit Card Vendor, Ic.....	15.00	30.00	15.00	
Exhibit Post Vindicator.....	95.00			
Fast Vindicator.....	119.50	119.50	119.50	119.50
Keeney Deluxe Electric Cig Vendor.....		199.50		
Keeney (9 Col.) Elec.....	150.00			175.00
King Guster Scale.....	60.00			
King Shoe Shine.....	69.50			
Lehigh PK 8 Col.....	159.50	135.00	135.00	135.00
Lehigh PK Electric (8 col.).....	139.50	139.50	135.00	135.00
Lehigh PK-10 Col.....	7.45	7.45	7.45	7.45
Master Sc.....	8.50	8.50		
Master Novelty, 35.....	10.00	10.00		
Master No. 2 Ic & Sc comb.....	10.00	10.00		
Master No. 6, Sc.....	10.00	125.00	125.00	125.00
Microscope Card Vendor (2 col.).....	29.50			
NAB B-Sign Machine.....	95.00			
National Cig Mach.....	125.00(2)	89.50	100.00	125.00
National 900.....	79.50(2)	99.50	120.00	85.00
National 950.....	100.00	120.00	120.00	120.00
Northern 10 Col.....	89.50(2)	140.00	140.00	140.00
Northern 33 Ball Gum.....	7.45	7.50(2)	7.45	7.50
Northern 33 Ic Praxel.....	7.50	7.50		
Northern Deluxe.....	13.95	15.00	13.95	15.95
Northwestern Model 99 Ic.....	7.45	7.45	7.45	7.45
Northwestern Model 40 Ic bark.....	6.95	6.95		
Pap Cam Ser.....	49.50	50.00	69.00	69.50
Pap Cam Ser.....	49.50	69.50	69.00	69.50
Rewe Electric (8 col.).....	125.00	79.50	92.50	92.50
Rewe Imperial (8 Col.).....	92.50	95.00	99.50	92.50
Rewe President (8 col.).....	145.00	145.00	145.00	145.00
Rewe Royal (8 Col.).....	97.50	97.50	97.50	97.50
Rewe Royal (8 Col.).....	115.00	125.00	125.00	125.00
Rewe Royal (10 Col.).....		110.00		
Silver King Ball Gum.....	22.50	22.50		
Silver King Ball Ic.....	8.00	8.00	7.45	7.45
Silver King Sc bark.....	8.00	8.00		
Silver King Charm King, Ic.....	8.00	8.00		
Silver King Hot Nut, Sr.....	12.50	12.50		
Silver King Hunter.....	19.50	22.50	19.50	22.50
Silver King Up.....	50.00	50.00	50.00	50.00
U. S. Candy Vendor.....	99.50			
Uneda, Model A (8 Col.).....	80.00	85.00	89.50	89.50
Uneda, Model A (8 Col.).....	85.00	85.00	89.50	89.50
Uneda Model B (9 Col.).....	90.00	92.50	92.50	92.50
Uneda, Model E (6 Col.).....	70.00	70.00	70.00	70.00
Uneda Model E (8 col.).....	87.50	85.00	87.50	87.50
Uneda Model E (9 Col.).....	87.50	87.50	87.50	87.50
Uneda (9 Col.) Model 500.....	87.50	85.00	87.50	87.50
Uneda (15 Col.) Model 500.....	79.50	79.50	90.00	79.50
Uneda Pat. Model B (6 col.).....	50.00			
Uneda Pat. Model 500 (7 Col.).....	99.50	130.00	130.00	130.00
U Select Ic.....	22.50	49.50	49.50	49.50
Yu-Chu Ball Gum, Ic.....	6.00	6.00		

Silberman New Cole Products Division Mgr.

CHICAGO, March 15. — Cole Products Corporation announced the appointment of Albert Silberman as divisional sales manager for California and Arizona. He will headquarter at Cole Divisional Offices at 2251 West Pico Boulevard, Los Angeles.

At the same address, Cole Equipment & Supply, Inc., will maintain parts and service facilities. It was announced by Richard Cole.

Silberman's appointment effects a re-association with Cole interests. He was originally with Drink-O-Mat, Inc., as franchise manager on the West Coast in 1948. In 1948, he joined Badger Sales in Los Angeles. Later set

PRICE NOW HAS WHISTLE CHARMS

NEW YORK, March 15.— Adding sound to sight values, the Paul A. Price Company plans next week to release colorful plastic whistles, said to vend perfectly as charms.

The inch-long whistles are molded of two-tone plastic, altho they will emit only a single note when blown. Price to operators is \$10 a thousand, it was said.

up a special distribution arrangement with Badger, which activity he maintained until recently.

Cole also announced the addition of the following district managers. Texas division, Hy Rosenthal; New York division, James L. Bagley, and Baltimore division, Charles Shapiro.

It was announced that Henry Roberts, who joined Cole Products as general sales manager last November, has resigned.

MORE PROFITS—STEADIER INCOME WITH VICTOR'S TWO SUPER SALESMEN...

BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound.

VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and vends two for one cent (2 for 1c).

The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than tab gum vending — there are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading; JUST POUR YOUR CHICLE TREETS IN BABY GRAND and YOU ARE OFF LIKE A FLASH.

VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural.

BABY GRAND holds 5 1/2 pounds of CHICLE TREETS and takes in about \$8.25 each time it empties.

GET STARTED NOW — TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo-size ball-gum, 100 count per pound.

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of JUMBO 100 and JUMBO-SIZE BALL GUM has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vendor ever devised.

The outstanding JUMBO 100 cabinet is made of solid oak beautifully decorated in blue, red, yellow and chrome and holds 750 to 800 jumbo-size ball-gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER SALESMEN.

VICTOR VENDING CORPORATION
5701-13 W. Grand Ave.
Chicago 39, Illinois

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY LESS WORK



The biggest profit maker operators have ever engaged in the bulk vending field...

THE NORTHWESTERN CORPORATION 829 S. ARMSTRONG ST., MORRIS, ILL.

New Multi-Coin Cig Vender Unit

SAN FRANCISCO, March 15.—Edward A. Sears, vending machine operator has established the All-Coin Company to manufacture a coin conversion unit for cigarette machines.

Sears said that the unit can be installed on Crusaders, Presidents, Royals and Imperials in about 20 minutes.

The unit will sell for about \$25, Sears said.

Mills Exec's Kin Dies

CHICAGO, March 15.—Funeral services were held for Mrs. Mary Blesius at St. Henry's Church here Saturday (15).

Mrs. Blesius is survived also by a daughter, Maria, and five grandchildren.

COAL MARKETING

Cincy Dealer Uses Vender To Sell Heat

CINCINNATI, March 15.—A custom-built coal vender has been put into operation by Leo J. Moelder, president of Moelder Coal Company in suburban Winton Place here.

Moelder said he conceived the idea after watching an ice vending machine in operation.

The coal package vender was developed," Moelder says, "to satisfy customers who at times would call up at night or on Sundays wishing to purchase coal.

The packages, filled with smokeless coal, are on a conveyor belt. When coins are inserted, the belt moves and the bags slide down a rubber-covered chute to the waiting customer.

Supplies In Brief

January Candy Sales

WASHINGTON, March 15.—Commerce Department's Census Bureau announced estimates of dollar value of confectionery manufacturers' sales in January at \$89,248,000, 1 per cent below January of last year.

Average wholesale price per pound of confectionery was slightly above the previous January, but a 3 per cent decline in poundage was reported.

Confectionery sales in January totaled \$89 million, a drop of one per cent from sales in January, 1951, Department of Commerce reported.

Confectionery Sales

WASHINGTON, March 15.—Confectionery sales in January totaled \$89 million, a drop of one per cent from sales in January, 1951, Department of Commerce reported.

Fla. Sales Tax Legal On New Deposit Bottles

TALLAHASSEE, Fla., March 15.—The State Supreme Court has ruled that soft drink bottlers must pay the State sales tax on purchases of new "deposit" bottles from manufacturers.

The high court reversed a Leon County Circuit Court ruling which declared that such purchases were not taxable as retail sales under the 3 per cent limited sales tax law enacted by Florida in 1949.

The court held that the bottlers were subject to the tax because retail purchasers of soft drinks must pay a deposit on bottles taken from the place of purchase.

Okay More Bottler Plant Construction

WASHINGTON, March 15.—The National Production Authority this week announced higher construction allowances for soft drink bottling plants.

As an industrial facility the limit for self-authorization purposes for soft drink plants is now 25 tons of carbon steel and alloy steel, including all types of structural shapes (not to include more than 2 1/2 tons of alloy steel and no stainless steel).

Okl. Cig Tax Returns

OKLAHOMA CITY, March 15.—State Revenue Department reported cigarette tax collections for February totaled \$739,987, an increase of \$85,112 over collections for the same month a year ago.

Time NOW for 3/8 Inch BASEBALL CHARMS

NOW is the TIME when OPERATORS display Baseball Charms in the front of their machines.

Copper-Plated \$8.00 per 1,000 SILVER-Plated \$9.00 per 1,000

These are the kind that Athletics like as prizes. They are really beautiful!

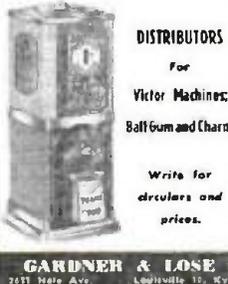
SAMUEL EPPY & CO., INC.

91-15 144th Place, Jamaica 2, N. Y.

IN STOCK VICTOR'S



VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa.



GARDNER & LOEB 2671 West Ave., Louisville 10, Ky.

30 DAY MONEY BACK TRIAL

Northwestern Sensational TAB GUM 10-Colum 1g Selective PRICES

Table with columns for Machine Model, Price, and Merchandise. Includes items like ZENOBIA PISTACHIO, CASHEW WHOLE, etc.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 438 WEST 42nd STREET, NEW YORK 10, N. Y.

VICTOR'S BABY GRAND

513.00 ea. 100 or more \$12.00 ea. Vends Chlorophyll Gum (Nature's Miracle Green) 1 Ball for 1c. Gum costs 60c per lb. Vends for \$2.10 per lb. (210 count).

CHICLE TREETS

2 for 1c. Gum costs 45c per lb. Vends for \$1.50 per lb. (300 count). Beautiful decals free with each Baby Grand ordered.

Now DELIVERING I Victor's New BABY GRAND CHICLE MACHINE

Hands 5 1/2 lbs. of Chicle Treets. Vends 2 for 1c. Chicle Treets, 45c lb.—New Chlorophyll Chicle Chews, 1 lb. 2 1/2 lbs.—25 lb. drum. No changes or conversion necessary to vend Chlorophyll Gum.

GET NEWER CHARMS Lower prices from America's largest Charm manufacturer. Over 40 new and different series of Charms. Our prices are lowest! Send 3c for complete samples. PENNY KING CO. 415 Neptune Street Pittsburgh 10, Pa.

From LITTLE ACORN'S mighty INCOMES grow! Don't Delay... Order NOW! ACORN The only completely die cast aluminum, precision built ALL-PURPOSE VENDOR

WAK mfg. co., inc. 11411 Knightsbridge Ave. Culver City, Calif.

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 NATIONAL MECHANICALS — 79.50

Breath-taking News! Chlorophyll Gum for Venders! Now thousands of new locations—cafes, restaurants, clubs, etc.—open to you! Don't miss this opportunity for tremendous profits!

BALL GUM, INC. Leads the field Again! 2610 W. 19th St. Chicago, Illinois

Coinmen You Know

Chicago

Herb Perkins, Purveyor Shuffleboard, was busy catching up on correspondence following the return of his secretary, Dorothy Johnson, who was sidelined by illness for 10 days. Perkins says play is holding up well on shuffle games and shuffleboard. Firm's premium business has been steady the past three weeks. Sam Schnayer, B & B Hobby Company, is back at the office after recovering from a spinal operation. He had been confined three months. Firm specializes in bulk vending routes.

Milt Marmer, Sicking, Cincinnati, was a visitor at the Bally and United plants. Johnny Casola, United ace roddman is back at the factory after a four weeks' trek thru the South. Mrs. Casola also made the trip which was of the combination business and vacation variety. Sales Manager Billy DeSena has had his hands full expediting orders for Bolero and the Deluxe 6-Player Shuffle Alley.

With the baseball season on the way Al Stern, World Wide Distributors, is all set with his pennant winning predictions. He says they'll be Williams' Deluxe World Series and Sluggfest. Len Micon virtually was tied to his desk all week by persistent requests for deliveries on new and used games. Meanwhile, Monty West and Fred Skor handled inquiries on the Rock-Ola phonograph line.

Paul Hubsch, back from a trip to Appleton, Wis., in the interest of Keeney's TV line, found a pile of orders on his desk for De Luxe League Bowler. President Roy McGlinn is expected back from Miami about April 1. He has recovered from a virus ailment.

Over at First Distributors, Mal Finkle, manager of the premium division, was enthused over reaction to a tiger striped blanket which the firm has started to handle. Joe Kline and Wally Finkle had a busy week conferring with Wisconsin, Illinois and Iowa operators. They say their best

game repeater is the Keeney De-Luxe League Bowler.

Marvel Manufacturing has made rapid strides in repairing its fire-damaged factory and hopes to have the new scoreboard reproduction line back in action in a couple of weeks. Ted Rubenstein was relieved when the new roof was completed Wednesday (12) for the recent snow and heavy rains were getting a little hard to handle. Near-by Mid-State, headed by Bruno Kosak, was back to normal. This distributing company was also hit by the fire.

News from Merit Industries, relayed by Owner Col. Lou Lewis, indicates shuffle games are going well in South Side and Northern Indiana locations. He says vending operators look for a steady trade pickup in the next few weeks. At National Coin Machine Exchange the emphasis was on shipments of Gottlieb's Quartette. . . Allied Coin & Premium House is carrying a line of

(Continued on page 89)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

CLASSIFIED ADVERTISING

Help Wanted

Need Restroom, Service Mechanic, for route addition of coffee vendors. Must also have knowledge of music machines. Pay at usual Chicago rates. Complete background first letter. Box No. 495, The Billboard, 188 W. Randolph, Chicago 1.

Parts, Supplies & Services

Charms, Charms, Charms, Charms, Charms—The Newest, The Biggest and Best Line, that supply bulk machines fastest. Get on our mailing list. Eddy, 91-15 144th Place, Jamaica 2, N. Y.

Health Drop Chute and Switch, 56, 106 or 256 play. Nicotine leather touch pull type, 18, 24, 36, 104 or 256 play. Immediate delivery from stock. Health Distributing Co., 243 3rd St., Macon, Ga.

Immediate Delivery—Complete Line Tab Gum, Bulk Vending Supplies, Parts. Write for price list. Bader Sales, 2251 W. Pico, Los Angeles 6, Calif.

Stamp Folders—Direct from manufacturer. Low, low prices! Complete delivery for prices and samples. J. Schoenbeck, 1645 Bedford Ave., Brooklyn, N. Y.

Stamp Folders—Direct from manufacturer. Unlimited quantities, immediate delivery. Write for prices. Vecchio Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcusT-7-1448

Universal Phonograph Covers—Will fit all juke boxes. All-purpose, weather proof leatherette cover with stands. Universal 1-Ball and 5-Ball Covers, \$13.95 ea. Wilco Corp., 2907 N. Paulsk Rd., Chicago, Ill.

Juke Box, Vending and Games Mechanic who can really keep the equipment running; must relocate self and family to warmer climate; health condition of child regular. Salary not sufficient but secondary. Can make change quickly, but prefer to start about June 1. Best references. Box No. 495, c/o The Billboard, 188 W. Randolph St., Chicago 1.

Salesman—Wide acquaintance with beverage cup-vending operators. Looking for products like cup waste cans, syrups and concentrates, filters, rubber mats, or what have you? Will do both personal contact and own direct mail. Please send your literature. Will contact you only if you can do a real job. Not interested in commission in your first letter. Let me see product list. Box No. 494, c/o The Billboard, 188 W. Randolph, Chicago 1.

Service man with location and many years factory production experience; go anywhere; own tools. Write Carl Pickands, Box No. 493, The Billboard, 188 W. Randolph, Chicago 1.

Routes For Sale

Southern California Route for Sale

Income over \$10,000 per month. Complete Going Business. 300 pieces, Latest Music, Shuffle Bowlers, Wired Music Studio. Includes shop, two trucks, etc. Owner retiring. Will sacrifice for \$9,000. Will finance for responsible party.

Used Coin-Operated Equipment

A-1 Bargains: Cigarettes and Candy Vending Machines. All makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

Arcade: Telescope Punching Bags, \$100; Kirk Gunner Scale, \$60; Mutoscope Movies, \$45; Exhibit Card Vendors, \$4; also models, \$25; Anderson Roller, \$80; Exhibits Love Meters, set of 3 & Lase, \$125; also sets of Wheel of Love—3 monkeys, 3 wire work. Cher Rollard Play Football, \$100. Comb. Gripper & Electric Shock, \$18. Also, \$50; also others. Joe Frederick, 2265 Newton, Detroit 11, Mich.

Glar Machines 75 capacity, 10¢ coin value, 125 each. 13¢ decal. Kambing Vending 11 Hunters Lane Roslyn, L. I., N. Y.

For Sale—Ritzartur Non-Selective Phonographs, like new, \$65 each; Wilcox-Coy Records with stands, like new, \$100 each; King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

For Sale: Mills Jennings, Pace, Watling Balls, beautifully reconditioned; Bally Clover used Pin Games, Alloys, etc. Trades accepted; 12 years of reliable dealing. General Coin Machine Co., 225 N. 9th Street, Philadelphia, Pa. WAIne 2-3787.

For Sale: 10 Best-D-Mates, like new; will sell cheap or take to responsible party. King-Pin Equipment Company, 826 Mills St., Kalamazoo, Mich.

Headquarters for Coin Vending Machines. Mills vendors (rebuild and guaranteed by factory) dispensing DeWitt's, Beecham's, Adams Chicles; new low price on both machines and gum, ensuring steady profits. Write now to R. H. Neeks, 55 West 42nd St., N. Y. C. 18, N. Y.

Pinball Bargain: Gottlieb's Double Feature. Used four months, like new; Gottlieb's King Arthur, very good; Aquacade, good, \$200. Takes coin, W. C. Carter, 705 So. Youth St., McAlester, Okla.

Sonberg Coin Operated Automatic Piano—Has five instruments, piano, xylophone, tambourine, castanets and bells in perfect working condition. Model about 1925. Write Bernie Cohen, 361 W. Madison Ave., Syracuse 5, N. Y.

5 practically new Exhibit Silent Salesman Card Vendors with base cabinets, \$69.50 each; 40 Victory Basketball 1¢ counter; 40 good condition, \$10 each. Star Amusement, 7515 Alouette, Houston, Texas.

Want to Buy

Wanted—Clean late model pin games—One Balls, Arcade Equipment and late model Midewaters, Box No. 4, The Billboard, Cincinnati, Ohio.

Will trade Turf Kings (like new) for Music. Cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

50 5¢ new type Backley 2D and 24 Selection Boxes, 55 each. Supreme Distributors, Inc., 3700 N. E. 2nd Ave., Miami, Fla.

125 Penny Machines, amusement and multi; 75 on location, Write or phone 5874, Irvin Sudduth, 1709 South Church, Jonesboro, Ark.

Wanted—Clean late model pin games—One Balls, Arcade Equipment and late model Midewaters, Box No. 4, The Billboard, Cincinnati, Ohio.

Wanted—Cigarette Machines; lot, good condition and best price for lot. Goodman Vending Service, Lebanon, Pa.

Wanted—Metal Toys, any condition; Groetzer or Standard, Red Daugherty, Nashville 9, Tenn.

Wanted—National Cigarette Machines, 9M and 7M; Eastern Electric Cigarette Machines, 25; United Shuffle Alley; Seaburg Bear Gums; Cigarette Machines, to be 25¢ or with change maker; all equipment must be complete and in proper working condition including playing surface on Shuffle Alley; write, give best prices. Maestro Music Inc., 121 E. Broadway, Turcon, Ark.

Want to Buy—All Late Model Phonographs for cash. State quantity, condition and price in letter. Saccato Distributors, 1200-B North Ave., Elizabeth, N. J.

Wanting Sales. Late post-war Models 400 and 7M. Must be clean and cabinet finish in good condition. Advise age, serials, condition and best cash offer. Write P. O. Box 835, Bluefield, W. Va.

Wurflizer 800's All you have and all you receive in the future. Laredo Exporting Co., Laredo, Texas.

REPRINTS AVAILABLE

To secure additional sources of supply of personnel, products, services or opportunities, readers are invited to write for reprints of previous issues. Address:

THE COIN MACHINE MARKET PLACE

2160 Patterson Street, Cincinnati, O.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard from 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 readers, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 15	Issue of March 8	Issue of March 1	Issue of Feb. 23
ABC (United).....	\$295 000Z2	295 000Z2	295 000Z2	\$ 295,000Z2
Advance Rolls (Genco).....	39.50 69.50	39.50	39.50	39.50
Alice in Wonderland (Gottlieb).....	39.50	39.50	39.50	39.50
Aquacade (United).....	49.50 60.00	49.50 60.00	49.50 65.00	47.50 49.50
Arctura (United).....	69.00 89.50	69.50 94.50	50.00 89.50	94.50
Baby Face (United).....	109.00			22.50
Ballerina (Bally).....	24.50 39.00	29.50	49.50	49.50
Basic (Exhibit).....	89.50 119.50	89.50 99.50	89.50 119.50	119.50
Bank-a-Ball (Gottlieb).....	49.00 49.50	39.50 40.00	49.50	
Barcade Bill (Gottlieb).....	49.00 49.50	49.50	49.50	
Baseball (Gottlieb).....	134.50	134.50	134.50	134.50
Baseball Game (Chico Coin).....	225.00 275.00	225.00 275.00	225.00 275.00	225.00 275.00
Basket Ball (Victor 10).....	114.50	114.50	114.50	114.50
Be-Bo (Exhibit).....	114.50	114.50	114.50	114.50
Big Top (Genco).....	65.00 79.50	39.50 79.50	35.00 79.50	79.50
Scramble (Chicago Coin).....	69.50	69.50	69.50	69.50
Blip-a-Roll (Genco).....	135.00	135.00	135.00	135.00
Bingo Range.....	59.50 79.50	54.50 59.50	23.00 54.50	39.50 59.50
Black Gold (Genco).....	59.50	54.50 59.50	59.50	59.50
Blue Star (United).....	54.50	54.50	54.50	54.50
Bomber (Chicago Coin).....	124.50	124.50	124.50	124.50
Booker (Williams).....	85.00 104.50		79.50 89.50	89.50
Bowling Champ (Gottlieb).....	57.50 69.50	57.50 59.50	57.50 59.50	49.50
Bright Lights (Bally).....	350.00 365.00	345.00 355.00	345.00	355.00 365.00
Bright Spot (Bally).....	369.50 375.00	395.00Z2	375.00Z2	375.00 395.00
Bright Star (Bally).....	435.00 445.00	425.00 445.00	445.00 445.00	425.00Z2
Buckaroo (Gottlieb).....	39.50 69.50	39.50	79.50	79.50
Bull Fight (Gottlieb).....	79.50	79.50	79.50	79.50
Bull's Eye (Exhibit).....	39.50	39.50	39.50	39.50
Buttons and Bows (Gottlieb).....	79.50	79.50	79.50	79.50
Canoe Caravan (Genco).....	69.50Z2	65.00 69.50Z2	65.00 69.50Z2	69.50Z2
Carnegie (Exhibit).....	114.50	114.50	114.50	114.50
Carnegie (United).....	99.00 119.50	95.00 119.50	95.00 119.50	119.50
Carnival (Bally).....	59.50	59.50	25.00 59.50	59.50
Carolina (United).....	42.50 49.50	42.50 49.50	42.50 49.50	49.50
Catalina (Chicago Coin).....	55.00	29.50Z2	29.50Z2	29.50Z2
Champion (Bally).....	74.50 95.00Z2	60.00 79.50	69.50 79.50	54.50 67.50
Champion (United).....	99.50Z2 109.00	109.00 99.50Z2	99.50 95.00	69.50 85.00
Champion (United).....	139.50	139.50	139.50	89.50 95.00
Champion (Chicago Coin).....	69.50 72.50	69.50 72.50	72.50	100.00 139.50
Champion (United).....	75.00 89.50	75.00 89.50	69.50	69.50 89.50
Champion (United).....	39.50 45.00	39.50 45.00	39.50 45.00	39.50 45.00
Champion (United).....	50.00 59.50	39.50 49.00	49.50Z2 50.00	47.50 50.00
Champion (United).....	60.00 85.00	60.00 85.00	65.00 69.50	60.00 85.00
Champion (United).....	84.00 109.50	84.00 109.50	74.50Z2 85.00	74.50Z2 85.00
Champion (United).....	109.50	109.50	109.50	134.50
College Daze (Gottlieb).....	109.50	89.50 109.50	65.00 89.50	109.50
Copy (Iland Bally).....	449.50 450.00	450.00 495.00	450.00 495.00	425.00 465.00
Copy (Iland Bally).....	475.00 485.00			475.00
Copy (Iland Bally).....	175.00	175.00	175.00	175.00
Copy (Iland Bally).....	249.50	249.50	249.50	349.00
Copy (Iland Bally).....	25.00 45.00	25.00	25.00	25.00
Copy (Iland Bally).....	29.50 45.00	29.50Z2	29.50	29.50
Cyclone.....	149.50	149.50	149.50	175.00
Delia (Williams).....	49.50 65.00	49.50 65.00	40.00 49.50	49.50 79.50
Delia (Williams).....	69.50 79.50	69.50 79.50	65.00 65.00	79.50
Devil (Williams).....	119.50	119.50	75.00 119.50	75.00 105.00
Devil (Williams).....	39.50 45.00	39.50	39.50	39.50
Double Feature.....	164.50	164.50	164.50	164.50
Double Sheriff (Gottlieb).....	75.00 89.00	94.50	94.50	94.50
Dreamy (Williams).....	99.00 124.50	110.00 124.50	124.50	124.50
El Paso (Williams).....	49.50	49.50	49.50	89.50
Fighting Irish (Chicago Coin).....	99.50 139.50	115.00 139.50	105.00 115.00	139.50
Fire Star (Universal).....	199.00 255.00	195.00 255.00	195.00 255.00	159.50 255.00
Fire Star (Universal).....	250.00 255.00	245.00 250.00	275.00	255.00 275.00
Fire Star (Universal).....	275.00	275.00	275.00	275.00
Football (Chicago Coin).....	49.50 64.50	64.50 85.00	40.00 59.50	125.00 129.50
Football (Chicago Coin).....	99.50	99.50	64.50 85.00	59.50 99.50
Football (Chicago Coin).....	99.50	99.50	99.50	99.50
Four Horsemen.....	125.00	114.50	114.50	114.50
Four Horsemen.....	114.50	144.50	144.50	144.50
Four Horsemen.....	79.50 99.00	79.50	79.50	79.50
Four Horsemen.....	95.00	184.50		
Four Horsemen.....	24.50 49.50	34.50 49.50	34.50 64.50	44.50 64.50
Four Horsemen.....	64.50 74.50	64.50 65.00	65.00 74.50	65.00 84.50
Four Horsemen.....	74.50			95.00
Gamma (Chicago Coin).....	19.50	60.00	60.00	24.50
Gamma (Exhibit).....	55.00	60.00	60.00	34.50
Grand Award (Chicago Coin).....	69.50	69.50	69.50	69.50
Harvest Moon (Bally).....	90.00 99.00	90.00 109.50	90.00 109.50	90.00 129.50
Harvest Moon (Genco).....	129.50	245.00 285.00	129.50	275.00
Harvest Moon (Genco).....	245.00	245.00	245.00	275.00
Harvest Moon (Genco).....	109.50 129.50	109.50 129.50	75.00 109.50	75.00 109.50
Harvest Moon (Genco).....	29.50	29.50	29.50	29.50
Harvest Moon (Genco).....	42.50 69.50	42.50 55.00	42.50 55.00	34.50 69.50
Harvest Moon (Genco).....	69.50	69.50	69.50	69.50
Holiday (Keeney).....	385.00 400.00	385.00 400.00	385.00 400.00	385.00 400.00
Holiday (Keeney).....	124.50 149.50	124.50 149.50	124.50 149.50	124.50 149.50
Holiday (Keeney).....	65.00 69.50	69.50 75.00	69.50 75.00	69.50 75.00
Holiday (Keeney).....	79.50 124.50	79.50 124.50	79.50 124.50	79.50 124.50
Holiday (Keeney).....	29.50Z2	29.50	29.50	29.50
Holiday (Keeney).....	49.00 49.50	39.50 50.00	49.50	34.50
Holiday (Keeney).....	29.50			
Holiday (Keeney).....	49.00 49.50	39.50 50.00	49.50	34.50

ADVERTISING RATES

REGULAR CLASSIFIED

Display, wanted style, one paragraph, no usual first line set in 6 pt. bold, balance 10 pt. C. Carter, 705 So. Youth St., McAlester, Okla.

3 or more CONSECUTIVE or 36 lines each, per week..... \$ 30

12 CONSECUTIVE insertions..... 16

per week minimum \$1.

DISPLAY CLASSIFIED

Any advertisement using display make-up or white space. Figure space between copy and headline. 1st. rate better than 2nd. only on ads of 10 lines or more.

3 or more CONSECUTIVE or 36 lines each, per week..... \$1.00

12 CONSECUTIVE insertions..... .96

per week minimum \$1.

Shaffer Specials In Better Quality Buys

Seeburg
Shoot the Bear \$299.50

National
Electric 9 Col. Chg. Machine \$124.50

AMI
Model "D" new Write
Model "C" \$499.50
Model "B" 399.50
Model "A" 299.50

Seeburg Wall Boxes

W1-LS6 \$12.50
3W2-LS6 21.50
W4-LS6 34.50
3W5-LS6 39.50

Wurlitzer

1400, new Write
1250 \$424.50
1015 169.50
1080 149.50

Terms: 25% Deposit, Balance C.O.D. All Items Subject to Prior Sale

SHAFFER MUSIC CO.

COLUMBUS, OHIO CINCINNATI, OHIO INDIANAPOLIS, IND.
604 1/2 High St. 2333 Gilbert Ave. 1327 Capitol Ave.
Main 5561 CApoll 1435 MAin 3571

MODERN DISTRIBUTING COMPANY

3222 TEJON STREET
DENVER 11, COLORADO L. B. SHULMAN, MANAGER
TELEPHONE: GRAND 6834 DISTRIBUTORS FOR COTTLES, WILLIAMS AND ROCK-OLA
New Delivering:
Cottlieb QUARTETTE, Williams DE LUKE WORLD SERIES and SPORTSMAN.
ONE-THIRD DEPOSIT WITH ORDER.

- The following 5 Balls have been thoroughly shipped and cleaned and are ready for location:
- 1 Gottlieb Selectard \$8
 - 1 Gottlieb Jack & Jill 15
 - 1 Gottlieb Just 21 15
 - 1 Gottlieb College Gate 15
 - 1 Gottlieb Bank-a-Ball 119
 - 1 Gottlieb Buttons & Bows 75
 - 1 Gottlieb Knuckouts 129
 - 1 Gottlieb Burials Bill 129
 - 1 Gottlieb Harvest Time 129
 - 1 Gottlieb South Pacific 119
 - 1 Gottlieb Scramble 119
 - 1 Gottlieb Big Saver 99
 - 1 Gottlieb Big Top 99
 - 1 Gottlieb T-Scors 119
 - 1 Chicago Coin Super Hockey 79
 - 1 Chicago Coin Major 89
 - 1 Chicago Coin Temptation 89
 - 1 Chicago Coin Rally 89
 - 1 Chicago Coin Grand Award 89
 - 1 Chicago Coin 119
 - 1 Chicago Coin Thing 119
 - 1 Chicago Coin Playball 99
 - 1 United Saver 89
 - 1 United Ramona 89
 - 1 United Be-Bo 89
 - 1 Bally Batteries 89
 - 1 Williams Virginia 119
 - 1 Williams W 119
 - 1 Williams Shoe Shoe 119

SPECIAL!!!! BRAND NEW 5 GENCO TRISCORE, 5 BALL...\$175

SPECIAL "THE BEST BUY OF THE YEAR" ROCK-OLA MODEL 1432, 50 Selection Phonograph \$500

USED SHUFFLE ALLEYS

- 4 Beams Shuffle 10 Strike \$ 35
 - 4 Gottlieb Bowlers 31
 - 1 Universal Super Twin Bowler 141
 - 3 Universal MI Score Bowler 141
- BINGO GAMES**
- 3 Bally Bright Sights \$425
 - 10 Universal 5 Stars 250
 - 3 United ABC 295
 - 2 United Loner 425
 - 1 United ZINGO 325

OUR PRICES ARE LOW...LOWER...LOWEST!

All Machines Thoroughly Reconditioned

- Bowling Champ \$ 69.50
- Banjo 24.50
- Snop & Go 109.50
- Thumbleweed 84.50
- Buccaneer 39.50
- Fighting Irish 99.50
- Football 49.50
- WMS. JALOPI 289.50
- Humpy-Dumpy 29.50
- Floating Power 39.50
- 2-3 29.50
- Wisconsin 29.50
- Knockout 99.50
- Speer Bowler 99.50
- Thing 79.50
- Tri-Score 79.50
- Bally Turl Kings \$199.50
- Bally Champions 74.50
- WMS. JALOPI 289.50
- Bally Citations 59.50

WMS. DOUBLE-HEADER \$49.50
CHICOIN TROPHY BOWL \$74.50

One-Stop Service—Records—Parts—Premiums

GOVEN

distributing company
3181 Elston Chicago 18, Ill.
Independence 2-2120

The Finest Names in Coin Machines. Exclusive With Bally Products and Wurlitzer Phonographs.

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

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, frequently with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of both vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 15	Issue of March 8	Issue of March 1	Issue of Feb. 23
Ace Bomber (Microscope).....	\$95.00	\$95.00	\$95.00	\$95.00
Air Raider (Keeney).....	124.00	124.00	124.00	124.00
All Stars (Williams).....	49.50 109.50	79.50 109.50	109.50	109.50
All Star Baseball.....	99.50	99.50	99.50	99.50
All Star Hockey (Chicago Coin).....	59.50	59.50	59.50	59.50
Ball-a-Scor (Eban).....	225.00	225.00	225.00	225.00
Belling Practice (Scientific).....	75.00	75.00	75.00	75.00
Big Bronco (Eban).....	497.50(2)	497.50	497.50	497.50(2)
Big Game (Bally).....	185.00(2)	185.00	185.00	185.00
Big Game (Scientific).....	100.00	100.00	100.00	100.00
Bouncing Basketball (Carr).....	45.00	45.00	45.00	45.00
Challenger (ABT).....	19.50 22.50	19.50 29.50	23.50	24.50
Chicago Sam (Seeburg).....	75.00 105.00	75.00 100.00	75.00 105.00	75.00 105.00
Counting Game (Mercury).....	25.00	109.00 109.50	109.50	109.50
Dale Gun (Scientific).....	59.50 69.50	65.00 69.50	69.50 75.00(2)	69.50 75.00
Defender (Bally).....	75.00(2) 84.50	75.00 84.50	84.50 85.00(2)	84.50 85.00
Deluxe Athletic Scale.....	115.00	95.00	115.00	95.00
Deluxe Athletic Scale (Mercury).....	69.00	69.00 69.50	69.00 69.50	69.00 69.50
Dromedary (Microscope).....	150.00	150.00	150.00	150.00
Duck Hunters (Silver King).....	17.50	17.50	17.50	17.50
Fishing Well (Microscope).....	125.00	125.00	125.00	125.00
Flash Hockey (Coles).....	75.00(2)	75.00	75.00	75.00
Fortune Teller.....	69.50 75.00	39.50 44.50	79.50 95.00	90.00 99.50
Gallie (Chicago Coin).....	99.50 110.00	79.50 99.00	99.50 125.00	100.00 125.00
Gen Patrol (Eban).....	225.00 235.00	225.00 235.00	225.00(2)	225.00(2)
Henry Miller (Bally).....	69.00 69.50(2)	69.00 69.50(2)	69.00 69.50(2)	69.00 69.50(2)
Hits-a-Homer.....	75.00	75.00	75.00	75.00
Hotter (Chicago Coin).....	99.50 79.00(2)	75.00	75.00	75.00
Jack Rabbit (Amusement) Corp.).....	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jungle Joe (Scientific).....	195.00	195.00	195.00	195.00
Kicker & Catcher (Baker).....	22.50 37.50	37.50	37.50	37.50
King of the Hill (Eban).....	100.00	100.00	100.00	100.00
Mike's Ski Ball (Chi Coin).....	229.50	229.50	229.50	229.50
Phantom With Peek.....	295.00	250.00 295.00	250.00 295.00	250.00
Phonograph (Bally).....	195.00	195.00	195.00	195.00
Phonograph (Microscope).....	350.00(4)(4)	350.00(4)(4)	350.00(4)(4)	350.00(4)(4)
Pistol Pete (Chicago Coin).....	88.50 100.00	100.00 135.00	100.00 149.50	100.00 149.50
Plush Em & Bet Em (Scientific).....	185.00 195.00	185.00	185.00	185.00
Play Football.....	100.00	100.00	100.00	100.00
Play & Learn.....	59.00 99.50	59.00	59.00	59.00
Pozorino (Scientific).....	95.00 99.50	99.50	99.50	99.50
Pop Express (Eban).....	295.00 375.00	295.00 375.00	295.00 375.00	295.00 375.00
Pool Table (Eban).....	75.00	75.00	75.00	75.00
Punch Bag (Microscope).....	100.00	100.00	100.00	100.00
Quizzer.....	85.00 95.00	75.00 85.00	75.00 85.00	75.00 85.00
Q-Ball.....	79.50	79.50	79.50	79.50
Rapid Fire (Bally).....	100.00 125.00	100.00 125.00	125.00	125.00
Reckless (Wilco-Gay).....	150.00	150.00	150.00	150.00
Rocky (Art. Shaw).....	49.50	49.50	49.50	49.50
Shooter (Acme).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg).....	299.50 349.50	299.50 349.50	299.50 349.50	299.50 349.50
Shooting Star (Seeburg).....	349.50	350.00(2)	349.50 350.00	350.00
Shout Your Way in Talkie.....	95.00 100.00	100.00	100.00	100.00
Silver Baller (Eban).....	150.00	150.00	150.00(2)	150.00 175.00
Six Shooter (Eban).....	150.00	195.00	195.00(3)	195.00
Slide Ball (Eban).....	64.50	64.50	64.50	64.50
Slide Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skill Gun (ABT).....	29.50	29.50	29.50	29.50
Skill Test (Chico Coin).....	45.00 69.50	69.50	69.50	69.50
Star Fighter.....	110.00	110.00	110.00	110.00
Solar Microscope.....	89.50 100.00	54.50 100.00	95.00 100.00	79.50 95.00
Star Series (Williams).....	135.00 199.50	139.50	139.50	100.00 139.50
Sue Gun (Keeney).....	95.00	95.00	95.00	95.00
Submarine (Keeney).....	100.00	100.00	100.00	100.00
Super Bomber (Eban).....	19.50	19.50	19.50	19.50
Target Skill (Silver King).....	9.50 19.50	11.00	11.00	11.00
Tease Hockey (Eban).....	110.00	110.00	110.00	110.00
Tenquet.....	199.50	199.50	199.50	199.50
Ten Strike (Eban).....	69.00 75.00(2)	75.00(2)	75.00(2)	75.00(2)
Total Score.....	35.00	35.00	35.00	35.00
Toughness.....	29.00	29.00	29.00	29.00
3-Way Grasper (Gottlieb).....	80.00 95.00	95.00	95.00	89.50
Undersea Raider (Bally).....	395.00 525.00	395.00 525.00	395.00 525.00	475.00 525.00
Voice-a-Graph (Microscope).....	100.00	100.00	100.00	100.00
Western Baseball.....	85.00	85.00	85.00	85.00

Coinmen You Know

Continued from page 89

Myrland, engineer, Barney Sugarman and Irv (Kempy) Kempner, of Runyon Sales, local Bally distributor, were up to see the new "Champion," as was Si Redd, Boston distributor.

Ron Whitehead, who operates jukeboxes and games in Port Elizabeth, South Africa, arrived here on a visit last week. After side trips to Syracuse, N. Y., and Philadelphia, he heads for the West Coast to visit with relatives. ... Teddy (Champ) Seidel, who manages Milky Green's new outlet on 10th Avenue, now selling used jukeboxes as well as games.

Out-of-towners shopping on Coinrow last week included Tony Canolone, of Siffern, N. Y., and Nat Lesser, of New London, Conn. ... Local game ops experienced little trouble getting license permits for 1952. The new licenses, at \$50 each, became effective March 15.

It was another robbery for Lester Paul, of Western Distributors, Thursday (13), the third in the past couple months. This time burglars, who forced entry thru the rear window, got away with an estimated \$2,500 worth of premium merchandise. And Paul's insurance was revoked after the last break-in. He's now mulling the advisability of closing the 10th Avenue outlet.

Pittsburgh

The job of keeping vending equipment in first-class condition takes us more than two hours a day, says Morris Moskowitz, partner, Sidmor Vending Company. ... The public's reaction, not your own personal taste, determines the vending success of a new candy bar, says Howard Crombie, district sales manager, Tri-State Automatic Candy Corporation.

M. J. Abelson, general sales manager at a Calk Manufacturing Company, notes that coin-operated horses have been out for several years heretofore, interest in them then was nowhere near the trend toward them now.

Ben Herman, of Standard Distributing Company, is pleased with improved business this year compared to early last year. ... Sidney Rabinowitz has a suit made for ops. It is on wheels, operates on a quarter.

At least one operator has his eye on the Union Bus Terminal building as a site for vending machines. George Held announces that he will stage the first weekly series of parties there, with dancing, entertainment, games, group singing. ... Raymond W. Waits, district sales manager, Mills Automatic Merchandising Corporation, says Pittsburgh is a good transient town for vendors.

ARCADES-OPERATORS AMUSEMENT PARKS

EXHIBITS **BIG BRONCO**

EXHIBITS **JET GUN**

NEW BASKETBALL SET SHOT

A. B. T. RIFLE SPORT

Shooting Gallery
3 or 5 Gun Outlets

EVERYTHING IN ARCADE EQUIPMENT — Cards, Parts and Supplies

FREE 14 Page, 160 Item Catalog

MIKE MURVES

577 10th Ave. (at 42nd St.)
New York 18, N. Y. BRyant 9-6677

WANTED

EXPERIENCED COIN MACHINE REPAIRMAN

All Games
Phone: CA 5-0791

ALLIED COIN MACHINE COMPANY

786 Milwaukee Ave. Chicago, Illinois

CONVERSIONS

UNITED EXPRESS TO 4 PLAYER \$150.00

5 Player 170.00

6 Player 190.00

This conversion includes Formica playboard, rebound, 25-30 ball, ball completely repainted and finished. We install Formica playboard on any Shuffle Alley.

1/2 deposit with order.

Iteal Manufacturing Co.
St. Paul, Minn. Webster, Minn.

for better buys buy **McGinnis**

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Carroll Time \$90.00
Coral Caravan 69.50
Tallit 77.50
Catalina 79.50
Moonlighter 79.50
Cover Girl 79.50

Mrs A. Runz \$190.00
Nempey (C.C.) 75.00
K.C. Jones 75.00
Williams Star Series 89.50
Catalina 59.90
Champion (Bally) 99.50
L. New-Lime 225.00

BOWLING GAMES

Keeney League Bowler \$225.00 & Keeney King Pin \$55.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

Keeney Deluxe 4-Way Bowler Keeney Electric Cigarette Vender
Keeney Electric Cigarette Vender Keeney Electric Cigarette Vender
Keeney Billiard Bagged Sandwich Machine
Across the Board—Spot Lite—Bakers—Quartette

ROY MCGINNIS CORP.

2811 MARYLAND AVE., BALTIMORE 10, MD. PHONE: BELMONT 1800

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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 15	Issue of March 8	Issue of March 1	Issue of Feb. 23
ABC Bowler (Keeney)	\$39.50 60.00	\$39.50 60.00	\$39.00 50.00	\$49.50 50.00
ACE Bowler (Chicago Coin)	85.00 89.50	110.00 125.00	125.00	119.50 99.00
Baseball (Bally)				89.50 99.00
Bowl-Ball (Genco)				89.50
Big League Bowler (Keeney)	265.00	265.00 275.00	265.00(3)	265.00 275.00
Bowllets (Gottlieb)	24.50 39.00	24.50(2) 39.00	24.50 39.00	24.50 39.00
Bowling Alley (Chicago Coin)	45.00 59.50	45.00 49.00	45.00 49.00	45.00 49.00
Bowling Alley, 2 Player (Chicago Coin)	99.50 109.50	135.00	99.50 135.00	135.00
Bowling Champ (Keeney)				135.00
Bowling Champ (Keeney) 2 Player	89.00 135.00	89.00 135.00	89.00 135.00	89.00 135.00
Bowling Classic (Chicago Coin)	130.00	158.00 165.00	165.00	165.00
Bowling League (Genco)	24.50 45.00	24.50 45.00	24.50 45.00	24.50 45.00
Drum Bowler (Williams)	65.00 110.00	125.00(2)	125.00(2)	125.00(2)
Double Bowler (Keeney)				145.00
Double Bowler Rebound (Keeney)		74.50		
Double Header (Williams)	49.50 59.50	49.50 59.50	49.50 59.50	49.50 59.50
Double Header (Williams)	99.50(2) 125.00	99.50 99.50	99.50	119.50 125.00
Double Shuffle Alley (United)	75.00 79.50	60.00 75.00	75.00 79.50	74.50 75.00
Double Shuffle Alley Express Rebound (United)	159.50	139.00 159.50	139.00 159.50	139.00 159.50
Dutch Plan (Keeney)		134.00 125.00	95.00 114.00	125.00
Five Player Shuffle Alley (United)	275.00(2)	275.00	300.00 305.00	309.50 510.00
Five Player Shuffle Alley Rebound (United)		305.00	305.00	515.00
Four Player Shuffle Alley Rebound (United)		275.00	285.00	285.00
Four Player Shuffle Alley (United)	250.00	250.00	250.00	275.00(3)
Glider (Genco)	29.00 29.50	29.00(2) 30.00	29.00 29.50	29.00 29.50
Hi Score Bowler (Universal)	95.00 195.00	165.00 195.00	165.00 195.00	165.00 195.00
Moab Bowler (Bally)	195.00 215.00	149.50 199.50	215.00	215.00 225.00
King Pin (Keeney)	55.00	55.00		
League Bowler (Keeney)	150.00 210.00	219.50	219.50	219.50 235.00
League Bowler, 2 Player (Keeney)	215.00 250.00	215.00	244.50	199.50 249.50
Lucy Furber (Keeney)	24.50 35.00	24.50 35.00	24.50 35.00	24.50 35.00
Pin Lite Bowler (Chicago Coin)	149.50	149.50	149.50	159.50
Shuffle Alley (United)	24.50 35.00	24.50 35.00	24.50 35.00	24.50 35.00
Shuffle Alley Express 2 Player (United)	125.00 169.50	125.00 169.50	125.00 169.50	125.00 169.50
Shuffle Alley, 6 Player Rebound (United)	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shuffle Alley Express (United)	55.00 59.50	49.50 59.50	49.50 59.50	49.50 59.50
Shuffle Alley 6 Player Deluxe (United)	310.00 325.00	325.00(2)	325.00(2)	300.00 325.00
Shuffle Alley 6 Player (Chicago Coin)	79.50 95.00	95.00	85.00 95.00	85.00 95.00
Shuffle Bowler (Bally)	35.00 49.50(2)	35.00 49.50	38.00(2) 49.00	35.00(2) 45.00
Shufflecade (United)	150.00 179.50	179.50 199.50	179.50	179.50
Shuffle Champ (Bally)	49.50 55.00	49.50 55.00	75.00 85.00	75.00 85.00
Shuffle Jangle (Rock-Ola)	30.00	30.00	30.00	30.00
Shuffle Lane (Rock-Ola)	24.50	24.50	24.50	24.50
Shuffle Lane (United)	125.00	169.50 195.00	169.50 195.00	169.50 195.00
Shuffle Lane (Bally)	95.00 99.50	60.00 95.00	95.00 99.50	95.00 99.50
Shuffle Slingshot (United)		99.50 115.00	115.00	115.00
Shuffle Table, 6 Player (Genco)	275.00			
Shuffle Target (Genco)	99.00 149.50	114.50 130.00	150.00 179.50	185.00 195.00
Shuffle Target (Genco)	150.00 179.50	175.00 179.50	185.00 199.50	199.50(2)
Shuffle Target (Genco)	185.00 199.50	185.00 195.00	215.00	215.00
Single Shuffle Alley Rebound (United)	89.50 95.00	89.50 95.00	89.50 95.00	95.00 99.00
Shay Alley (United)	50.00 99.00	99.00	139.50	169.50
Speed Bowler (Bally)	49.00 49.50	49.50 55.00	49.50(2) 55.00	49.50(2) 55.00
Super (Bally)	55.00 59.50	59.00 64.50	59.00 65.00	59.00 65.00
Super Shuffle Alley (United)	39.50 45.00	24.50 39.50	39.50 45.00	45.00 49.50
Super Tote Bowler (Universal)	99.00 99.50	95.00 99.00	99.00 99.50	99.00 99.50
Super Tote Bowler (Universal)	119.50 124.50	99.50 119.50	119.00	125.00(2)
Super Tote Bowler (Universal)	125.00	125.00	125.00(3)	135.00
Tan Pins (Keeney)	24.50 45.00	19.50 24.50	24.50 45.00	24.50 45.00
Trophy Bowl (Chicago Coin)	74.50 79.50	94.50 114.00	114.00	114.00 125.00
Trophy Bowl (Chicago Coin)	114.00 140.00	125.00 140.00	125.00	150.00
Twin Bowler (Universal)	49.50(2) 65.00	69.00 49.50(2)	49.00 49.50(2)	49.00 49.50(2)
Twin Bowler (Universal)		65.00	65.00 75.00	75.00
Twin Polestar	165.00			
Twin Shuffle Alley Rebound (United)	215.00 219.50	215.00(2)	195.00 200.00	195.00 215.00
Twin Shuffle Alley Rebound (United)		219.50	219.50 225.00	219.50 225.00
Twin Shuffle (Williams)	24.50 35.00	24.50 35.00	24.50 35.00(2)	34.50(2)
Twin Shuffle-Cade (United)	239.50 250.00	225.00 239.00	225.00 250.00	275.00

Dollar Freeze

Continued from page 79

of the records is excellent, according to the head of American Amusements.

But records must be changed much more frequently than here, he said. Because patronage of most locations is confined largely to repeat business, the demand for tone variety is strong. The average location gets from 12 to 15 new records every two weeks, he said.

The tunes South Africans will pay to hear are almost all American. Whitehead declared, with the conditions the same that make top money here. The most popular artists in Port Elizabeth at present, for instance, are Pat Page, Frankie Laine and Vic Damone, among others, he said.

\$11.20 Mini

While phonograph income varies from spot to spot, Whitehead stated it doesn't pay him to operate any location that returns him a minimum of four pounds (about \$11.20) weekly. When income dips below this minimum, the machine is relocated.

Pins, set for three-piece operation, all return free plays to patrons for high scores. Machines, tho, are adjusted to limit the number of free plays to seven, in order to boost income.

Arcade pieces are normally located in route stops, said Whitehead, with target games among the most popular. During the summer season (November to February) a number of the machines are spotted in a sea-side arcade.

Port Elizabeth has yet to be introduced to merchandise vending, Whitehead asserted. While there are a few machines similar to domestic penny candy units, no major equipment has been placed.

Bally Horse

Continued from page 79

exhibits at the fair before it closes Wednesday (19). The show opened Monday (10).

Champion will be sold to operators thru regular Bally distributors, Nelson said. Placement leads secured at the fair will be turned over to operators thru the sales outlets, he added. List price of the horse will be announced soon.

Pony Make-Up

The body of the coin pony is made of spun glass reinforced with steel. The palomino coloring is molded into the material, rather than painted on, and the device is fitted with a leather saddle and realistic Western accessories. Tension on the reins increases the speed of the ride from a gentle lope to a brisk gallop.

The horse is mounted on a base made of thick, laminated maple and is equipped with rubber pads to prevent "creeping" and protect location floors. Service is accomplished thru the rear panel, which access to the mechanism may be had thru any of the four sides. A national coin mechanism, that will accept nickels and/or dimes is fitted to a self-contained "hitching post."

Royal Sets

Continued from page 79

Badger Sales Co. and Paul A. Laymon Co., Los Angeles; Emarcy Distributing Co. and R. F. Jones Co., San Francisco; R. F. Jones Co., Denver; F. A. B. Distributing Co., Atlanta; Midwest Midget Movies, Chicago; F. A. B. Distributing Co., New Orleans; Automatic Games Supply Co., St. Paul; Central Music Distributing Co., Kansas City, Mo.; Brandt Distributing Co., St. Louis; H. B. Brink Co., Butte, Mont.; Central Music Distributing Co., Omaha; Miebbrand Corp., New York; Bilotta Distributing Co., Newark, N. J.; Culp Distributing Co., Oklahoma City; T & L Distributing Co., Cincinnati; R. F. Jones Co., and the Moore Co., both of Portland, Ore.; F. A. B. Distributing Co., Columbia, S. C.; American Distributing Co., Dallas; Mextec Sales Co., El Paso; Fort Worth Amusement Co., Fort Worth; Rutherford Enterprises, Amarillo, Tex.; R. F. Jones Co., Salt Lake City; and R. F. Jones Co. and Northwest Sales Co., both Seattle.

Royal Engineering expects to appoint additional distributors in the next few weeks.

Bally Awarded 5th Contract

CHICAGO, March 15.—Bally Manufacturing Company was awarded its fifth major defense contract this week.

One of the leading producers of precision equipment for the Army and Navy in World War II, Bally for which it was awarded the coveted efficiency emblem, Bally is at work on contracts for all three branches of the service.

Williams Reps

Continued from page 79

opportunities for replays. Besides home runs, it is possible for the patron to make the other hits in regulation baseball—singles, doubles and triples.

The most successful manufacturer of baseball theme games in the past decade, Williams has some all out to make Sluggers a key game for operators. Among the eye appeal features is a self-lighting diamond which offers the patrons a grandstand view of the game even in dimly lighted locations.

Keeney Holds TV Showing in Canada

MONTREAL, March 15.—The television line manufactured by J. H. Keeney & Company, Chicago, was exhibited at the Eastern Canada All-Electric Show here Monday thru Friday (10-14). Canadian representatives, Gaston Amplem and Germain LaCoste, will direct the showing.

Prior to this event, Keeney held a four-day showing of its expanding TV line at the 14th annual Housewares Show in Appleton, Wis., with Sales Manager Paul Huebsch directing the exhibit.

Feature of the Keeney models is its clear reception in fringe areas. They are made in large screens only.

COME AND GET THEM

50
Bally used Chation, \$25.00 each.
We need your room.

PHONOGRAPHS
Wurlitzer Model 1400 Write
5 Rock-Ola Model 1428, 1430
New \$375.00 Each

Write for prices on new and used

FRANK SWARTZ SALES CO.
513-A Fourth Ave. S.
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FIRST Signs of Spring!
ALL EQUIPMENT GUARANTEED

CONVERSIONS
JUMBO 9-INCH
LITE-UP PINS
For C.C. BOWL, ALLEYS
UNIV. TWIN BOWLERS
Complete! Installed in
minutes! All the Pleasure of
the Pinset! \$24.50

NEW KEENEY
Shuffleboard Conversions
For Short Boards
RECONDITIONED
4 PLAYER MATCH
LEAGUE BOWLER, 1954
3 PLAYER BOWLING
CHAMP \$125

ARCAD
NEW
BRIMBY BIRD
C. C. 4 PLAYER DEBBY
TOMMY \$139

Reconditioned and
Refinished
BY PONY EXPRESS \$375
SHOOT THE BEAR 135
BIG GUN TROL 225
ACTION
TELEQUIZ 150
TEAM HOCKEY 110
BAG & BUNNY 100
AMPS JACK RABBIT 95
C. C. COIN GAMES 95
KEENEY AIR RAIDERS 95
BALL OF FIRE 85
QUIZZER w/tilt 75
CHICKEN SAM 75
4 HORSEMAN 125
KNOCKOUT 110
SWEETHEART 100
ARIZONA 100
SOUTH PACIFIC 95
CALABAT 95
SMARTTOWN 95
HARVEST TIME 95
SOUTH PACIFIC 95
DIN DUMMAY 95
DOUBLE SHUFFLE 85
GIRLING CHAMPION 85
LUCKY SPINNING 75
SHARDON 75
OKLAHOMA 75
MAYLAND 75

SHUFFLE GAMES
KEENEY'S
DeLuxe
LEAGUE
BOWLER
"Year col-
lections
with 50
new 1954
models!"

BINGO 5 BALLS
NEW
Bally SPOT LIGHT
UNITED BOLERO
NEW CLOSOUT!
UNIVERSAL 5 STAR
Lafayette Model
\$295

RECONDITIONED
Bally CONEY Island
Bally BRIGHT SPOT
LIGHTS \$375
UNIVERSAL 5 STAR
UNITED ABC 295
United 3-5 285
Universal 5-STAR 285
Keeney LITE-A-LINE 285

5 BALLS
AQUACADE 69
DALLAS 69
MAYBE OF '52 69
TAMPIO 69
BIG TOTE 65
JUST 31 65
SNOWBODAY 59
CAROLINA
PINCH HITTEE 55
PUDDING HEAD 55
BANDANA
BARNACLE BILL 49
GRAND AWARD 49
JACK B JILL 49
KING COLE 49
MOON GLOW 49
ARIZONA 49
STAB DUST 45
CINDERELLA 45
COVER GIRL 45
HEE-HAY 45
DEN WADITTY 45
DIZMO 45
MADEI GRAS 45
SCREWBALL 45
SWEETSTORY 45
SPIDEWAY 45
RAINDOW 45
MONTREBBY 45

Formal 1/2 deposit, bal-
ance sight draft

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1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

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Buckley CRISS-CROSS JACKPOT BELLS
5c-10c-25c-50c-\$1.00
Also made for many foreign coins

BUCKLEY 76-772
WALL AND BAR Record Selections
MUSIC BOXES 5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

★★ MORE KING-PIN SPECIALS ★★
FIVE BALLS

\$69.50 each
Three Feathers
Bull's-Eye & Bow
Buffle Bill
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Tuxedo
El Paso

\$89.50 each
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Freshie
South Pacific
Sharpshooter
Tri-Scene
Stadium
Boston

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Mercury
Punch-Out
Harvest
Hills & Rains
Wild & Awe
Red Shoes

BALLY Regional Distributor for Michigan
KING-PIN EQUIPMENT COMPANY
826 MILLS STREET PHONE 5-1151 KALAMAZOO, MICHIGAN

GIVE TO DAMON RUNYON CANCER FUND

FOR SALE

- 3 Williams Double Header Shuffles. Ea. \$ 50.00
- 2 Chicago Coin Horseshoe Shuffles. Ea. 50.00
- 1 United Alley Express Shuffle 39.50
- 1 Quitzer 75.00
- 1 Keeney's Pin Boy 39.50
- 4 '46 Seeburg Phonographs. Ea. 100.00
- 10 Gottlieb Grip Machines Ea. 10.00

1/3 deposit with order

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540 2nd Avenue, North
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Immediate Delivery

- Chi. Coin BAND BOX
- Chi. Coin DERBY, 4-PLAYER
- Genco SPRING TIME
- Keeney DE LUXE BOWLER
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Write for Complete Price List
Of New And Used Equipment

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Exclusive AMI Dist. Ea. Pa.
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RIDE'M COWBOY

Proven Winner for Dime and Department store Locations. Overall height, 84" length, 48" width, 22" shipping weight, 300 lbs. Manufactured by KING AMUSEMENT CO., Mt. Clemens, Mich.

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Far Music Operators

SEEBURG PHONOGRAPHS—USED

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- Model Envy 39.50
- Model Major 39.50
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- Model Cadet 39.50
- Model Mayfair 39.50
- Model Classic 39.50
- Pre-War R. C. Special 29.50
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FOR UNIVERSAL & CHICAGO GAMES

Colors—Gray, Blue, Yellow.

For Chicago Coin. Lots of 4.

\$15.00 Each. Sample \$17.00

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\$19.00 Each. Sample \$21.00

ALLIED COIN MACHINE COMPANY
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CONVERSION

45 RPM Conversion for Seeburg 146, 147, 148, 636 complete with full instructions. Satisfaction guaranteed or your money back \$19.99 High Fidelity Cartridge \$5.99 1/3 deposit with order.

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Get in on the ground floor of this NEW NATIONAL, PROFITABLE business. For small investment we can show you 100% returns. Requires only a few hours a week. Write: Coin Radio & Television Corp., 170A Duane St., New York City.



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Trade Mark

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DIRECT DRIVE
MONEY-MAKING
MECHANICAL
PONY**

Pats. Pend.

Thunderbolt

"That's the horse we like to ride!!!"

Kids all over the country are having the time of their lives with the sensational Thunderbolt. It gives them a good ride—they love it—they come back for more and more and more—and that means bigger and bigger collections for you. Don't wait! Cash in now! Order from your nearest distributor for IMMEDIATE DELIVERY!

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You receive a free five-year service policy with each Thunderbolt you buy. It entitles you to ship Thunderbolt back to us freight prepaid once a year for five years. We'll repaint it, refinish the saddle, replace the blanket and recondition it thoroughly at NO CHARGE. Then we'll ship it back freight collect. The only expense you'll have will be the freight.

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When you buy Thunderbolts we can arrange for you to get 100% liability coverage (personal and property) at very nominal cost.

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T. B. Holliday Co.
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18-20 in. SPECIAL WRITE
In Excellent Condition

SHUFFLEBOARD SUPPLIES

- Shuffle Game Wax, Case (12) 8.30
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IT'S NEW — IT'S TERRIFIC
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"SLUG FEST"
THE CREATIST BASEBALL BALL PIN GAME EVER MADE
TO BE SOLD AT REGULAR PIN GAME PRICES
NOW ON DISPLAY AT TRIMOUNT
EXCLUSIVE GOTTlieb, WILLIAMS AND SEEBURG DISTRIBUTORS
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Remember IN NEW ENGLAND IT'S TRIMOUNT!
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SLUGFEST

GIVES YOUR LOCATIONS

Grand Slam Baseball Action!
Play-Stimulating . . . Profit-Producing!

IN-A-BACKBOARD DIAMOND

3-Dimension Ball Players actually run bases within the backboard! Wide-angle "grandstand" view of lighted diamond, colorful ball park and base-running action converts spectators into cash-paying players!

HOME RUN BALL TRAPS . . .

score Home Runs—light up Thumper Bumpers and all Base Roll Overs to increase High Score on "Batting Average" Pointal

SPECIAL SCORING

when Bottom Roll Over is lighted by making all 3 Ball Traps . . . when all 5 Lanes are lighted by 1 to 8 Number Sequence!

SINGLES—DOUBLES—TRIPLES—HOME RUNS!
REPLAYS FOR RUNS and HIGH "BATTING AVERAGE" SCORE!

A DELUXE GAME WITH COSTLY EXCLUSIVE FEATURES
AT THE REGULAR 5-BALL PRICE!

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AT YOUR
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NOW!



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4242 W. FILLMORE STREET
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YOU'RE IN FOR A Shower of PROFITS

GENCO'S

SPRING TIME

KEEPS 'EM PLAYING
KEEPS 'EM PAYING

Exclusive "CARRY-OVER" FEATURE
Keeps nickels pouring into machine
Balls remaining at top of back rack provide opportunity for greater number of replays in next game. Enticement play for hours!

LIVELY!
EXCITING!
THRILLING!

CONSTANT ACTION
either in BACK RACK or on PLAYING FIELD

SPRINGTIME IS FAST!
Less than 2 minutes per game.

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LOW PRICES MAKE IT EASIER FOR YOU TO MAKE MORE MONEY!

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LUNCH COUNTER GAME
(500) START ROUTE,
O. game collections, \$39.50
con. \$6 m. 2 to 99.50 con.
Wholesale price, 15% deposit
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Every Conceivable kind of
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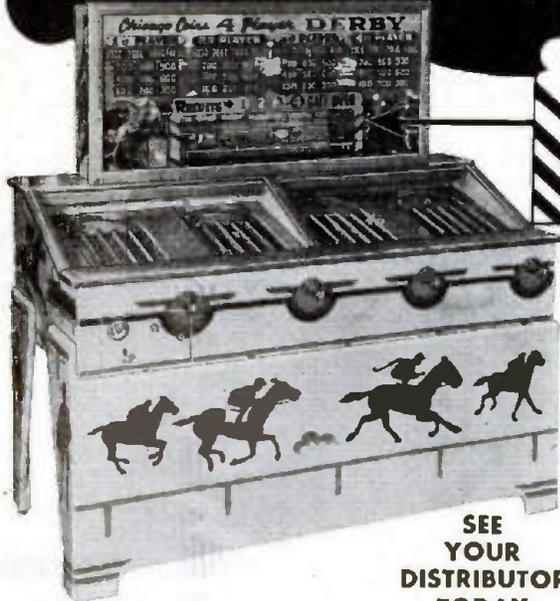
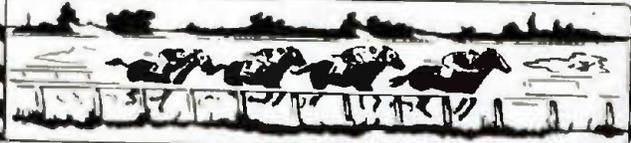
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4 PLAYER
1, 2, 3 OR 4 CAN PLAY
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3 DIMENSIONAL HORSES MOVE AS GAME IS PLAYED



**4 TIMES EARNING POWER OF
A SINGLE PLAYER GAME**

**4 COINS IN ABOUT ONE
MINUTE**

60% OF PLAY BY 4 PLAYERS

4 PLAYER COMPETITION

SEE
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Seeburg 1140	147.00	Bally Bright Lite	395.00
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Write for Complete List of Reconditioned Bargain Equipment.

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RECONDITIONED EQUIPMENT	NEW EQUIPMENT
United 8-Player	4-Player Derby
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C. C. Trophy Bowl	Goalie's Quarter
Bally Hook Shooter	Bally Spot Lite
Williams Double Header	Genie Spring Time
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Keenby League Bowler	Keenby Deluxe
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Write for Complete List All Types New and Reconditioned Equipment.

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Seeburg Chase
Saw-Lite
Jet Gun
Pin
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Keenby Deluxe
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NEW

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Wurlitzer 1250
Wurlitzer 1100
A.M.I. Model A
A.M.I. Model C
Wurlitzer 1250
Seeburg 142 Island
Rock-Ola 1425

NEW

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Bowler
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COMPLETE STOCK OF ALL
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WILLIAMS DOES IT AGAIN!

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STAR SERIES
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Remember
NOW...

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TOPS THEM ALL**

We Are Taking Orders for Immediate Delivery

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GOTTLIEB'S
Quartette
 with a Foursome of Fascinating Features in High-Stepping, Fast Action!

MULTI-VALUE ROLL OVER

at bottom center of playfield—
scores Replays when numbers
1 to 8 are hit or when all 4
"Pop" Bumpers are lit.

SUPER REPLAY AWARDS

When numbers 1 to 8 are
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filled, Multi-Value Roll Over
lights for Extra Special Replay
Awards.

BALL TRAP provides HIGH SCORE — lights corresponding
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4 "POP" BUMPERS

4 FLIPPERS

and Foremost in Gorgeous,
Dazzling Color and Design!

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**PROFIT STIMULATING
COUNTER GAMES**

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!



SIZE:
12"x24"x2"

**MONTE
CARLO**

Good for Clubs, Fraternal Or
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Write for descriptive literature.

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SEE EVANS' JUBILEE AND CENTURY AD ON PAGE 83

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with good background
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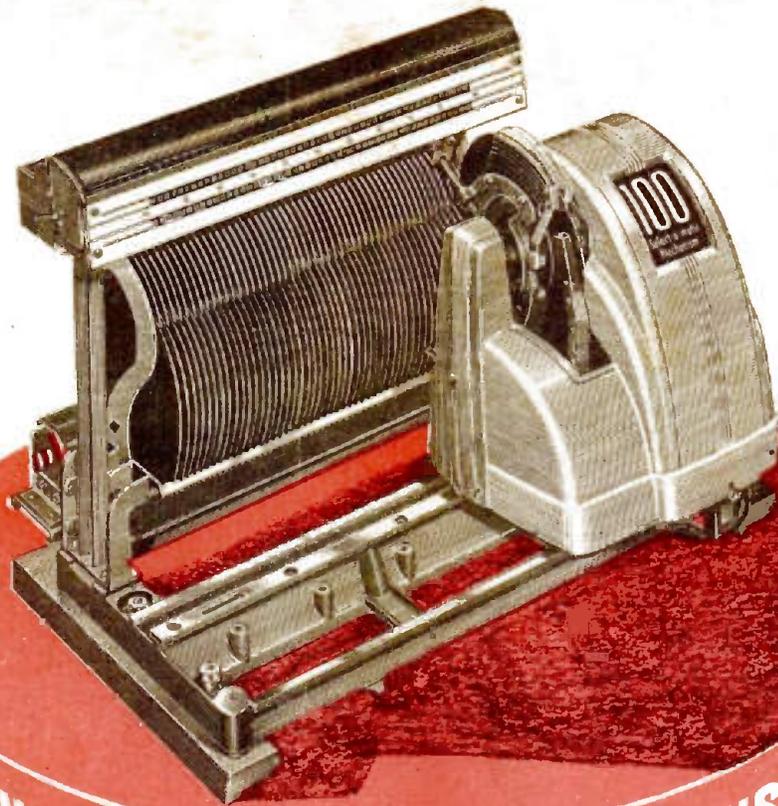
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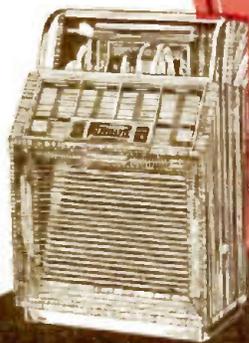
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