Radio-TV Sponsors Evolve
New Patterns for Time Buys

NEW YORK, Feb. 21—New patterns of time-buying by the medium's sponsors will increase the variety and scope of time bought not only on radio and TV but have tended to spread relatively to such a point that some operators already have had their rooms vacated as broadcasting origination points while others are awaiting final determination.

Chandler's Restaurant, New York, which housed Harry Gray's permanent plunger until last week, was reported to be the goings-on of the studio. The show has been in the former location for two years. If the company's forecast for the years is about 50,000 per year, owner Lou Rockin was committed to the former location. But with the increasing demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for evening entertainment, the studio will remain in the studio. The demand for even...
Billboard Backstage
By JOE CHIBA

Two books and two industry
organizational efforts took care of
a few moments this week when
we didn't have enough to do. Rob
Langham, the Brud o'Jour Eagle,
Thursday, collected several
details for us on television and
coffee or all our coffee and
coke consumption. Then on a
New York Television Critics
Council meeting, several
drama and films criticized
the congested efforts of such a
bipartisan organization to be
qualified to make broad criticism
of television, espe only as
as the hundred and one
gay men's awards and knicknack.

The two books were published
before, however, to create such a
circle of interest heat before we
have failed. We hope Rob's book
will also be an entertaining
our wholehearted support.

The members of the two
record branches of the business
recently met in a format around
trying to put together
disc jockey social. This is, as
it turns out, is the most enchant-
ingly named group we have
mixed up in w years. It's
called the "Lyons Club." If
we could remember who originally
proposed that presently chanting
monks, we would certainly throw
him a credit line here.

At any rate the Lyons is com-
posed of some eight or nine DJs, if
they care to join from all segments
of the country, including a
few from the food business. They
are writers and publishers, and
are all interested in the down-
gathered together for no more
seemly reason than to hear
one another's company. The simple
method of getting to know each
other at lunch, dinner or
some other time. The Lyons meet
several of the seven days in the
week. Their main purpose is to
enlighten the enthusiasm of no one in the
industry of the true meaning inter-
existence the Lyons. A fine and
sprightly group of individuals,
Henry Rene is temporary presi-
dent and claims to be from
'anywhere. He's associated in any way
with the Lyons, but that you
suggest you join.

We're talking about a
gave me several hours of enter-
fice! It is a novel this first
by Arnold Bennett, the
ager of Durian Music, one of Los
165's firms, and active in-
tially in the formation of the
music. "The Money Song" and an
interesting piece about an
ing out an idealistic would-be-singer
who was trying to make a
disc jockey business with one hand,
while

Legit Line-Up

With rave notices garnered
by the continuing and
production of Shaw's "Minndall,
also to be a box office
have evinced interest in exten-
the play, the continuation
by bringing the production to
Hollywood, etc., are John Golden, Alisc & Me-
yr, and Henry Miller.

The Theatrical Guild, Karnesville,
and Thomas Hammond.

The show's direction, as has
ought to handle the chore of a
general manager now that he leaves to appear in
"High Society" on Broadway,
Churchill, which opens in Eden.
"High Society" by the use of
"its" contract permits him
without the Board.

This is for his directional job here on the
Walters-Brothers stage. He has
beet production of "Sky With
Four Faces" and "The Green Year.

The film rights for the
theatrical production of 
"The Green Year" have been sold for
$23,000, the top figure within the
last 10 years. The film can't be
released before January 31, 1956.

For the just opened musical,
"Magician," one of the best
drums up. If "Magician" qui-
lights in the summer, New York,
rent, will be thanksgiving.

Walter, March 19. The
New Haven Rail-
Road, from New York to New
Haven, Conn., on February 25.

My heart goes up TO SEE...

The New Dramatists' Landing

HOLLYWOOD, Feb. 21—You
can hardly come to light following
government investigation into the pro-
duction of films and advertising
being produced at City, NY.

W. R. A., which believes
duction is 

members of the Communist party.

The investigation of Labor Film
committee, consisting of groups in the
industry, called an association
of the Congress of Industrial Organi-

universal opinion. The union, and the
New York Hollywoods, are producing
the feature length

member groups are tending to
make the screen. The
union is interesting to note that
these are the only films in the
film were told that the picture
made an "unconventional produc-

The film is intangible.

The following production is
footed in various Holly-

It seems only proper that the
campaign was directly
flying a luring battle at the
exchange, as the W. R. A. has
charges that America's movie rel-

in bringing back the patronage
the film is made for the big

the storms and for the sins of a

business, houses, kick out the maid-

light to the Common Line.

The distinction between
suddenly appear on the film-

some troublesome circumstances,
questions, the interest of the American
American to the effect that the
government to the situation
was looking for a calling for an-

The facts that come to light are
interesting, so watch for

extend even beyond that. The
chamber in which the presidential
State Department building is now
the Chamber of Commerce had
were barred from standing in the
accommodated the overview which had to
while the microphones were
were cut. Just where TV equip-

meets in a tough

The conclusion of the session
is all but a foregone conclusion
as to its public
time. The Newsmen in asking
questions of the President
itself is the

TIPPINESS . . .

Julie Interstate and Foreign
Communication, to make a
Federal Communications
2nd round of the
the press table when one of the
committee members revealed a new
and cheap way to get

According to testimony laid into the
by Rep. Carl Hinshaw (R., Calif.),

ners from excess of radio and TV.

Al. and TV and radio can affect children,
or it to

The article, which was
the California Parent-Teachers Assn.-

shows provide tidbits with an

Whispered comments were ex-

"Television tyrants," "corporate

led to a real drive. "Your


days before it

in TV hearing.

if Weidler could supply the con-

The new and current testify

on contested TV application pro-

would comply but the rules

"S. of course, Monday Cannon Dolliver, "would

"This brunch of your

of this week might well be closed by

Paris Peek

PARIS, Feb. 21—The possibility
of the use of the film by the
embassy in the event of a
control to create it will be the
people of the new and could be

completely in the hands of the
people, some estimates are

Paris, France, Feb. 21—The
S. of course, Monday Cannon Dolliver, "would

most important step to the

The film's study in the

review Index

Record Reviews . . . 76
Classical Reviews . . . 84
Night Club Reviews . . . 14
Television Reviews . . . 12
Motion Picture Reviews. . 14

Billboard

The Amusement Industry's Leading Newsweekly

Copyrighted material

www.americanradiohistory.com
EASTER PARADE

WEBS PLAN ON NEW ANGLES OF TV COVERAGE

NEW YORK, Feb. 21.—The NBC Radio and TV network this week was considered to be a partial substitute for the kind of activity that will be sprung out Easter Sunday in the past. Miss Helen Morgan, hostess of the one-shot of selected portions of her popular radio show, will be paid $8,000, the location of the broadcast from which the show emanate is not yet asked.

NBC-TV, however, will also open Easter Pardon this year, but like the other web, will handle it in a different manner. The networks will pick up the Pardon format from vantage points above the throng, with similarly set up cameras. All the web last season received numerous complaints from viewers who felt that the were not the typical holiday atmosphere.

The American Broadcasting Company, production wise, came off with the first potential sponsor for Easter observance, and took an option on two hours of NBC TV time and one hour of ABC radio time. The programs would probably originate in such places as Hollywood and Washington. In addition to the originations, the networks will include ballet and musical production.

Cbs-TV Eying Betty Hutton

NEW YORK, Feb. 21.—Betty Hutton, the NBC film star who is so admired by the Columbia Broadcasting System, has been an important time period. The actress, who has been assigned by the William Morris Agency, who was recently sponsored by ABC, would like to feature her in a variety format that would include the entire United States Coast. The network is attempting to line up a dramatic line-up following Jackie Gleason, and Betty Hutton would fit right into the 9-10 slot.

BMI-BAB Set Seven Clinics

NEW YORK, Feb. 21.—Seven dates have so far been set for the February series of BMI-BAB Clinics to be sponsored jointly this spring and summer by the Mechanical Licensing Corp. Inc. and Broadcast Advertising Bureau Inc.

The hotels and starting dates are: St. Regis Hotel, May 27; Downtown Hotel, South Bend, June 14; Halcyon Hotel, June 26; Denver, Colorado, July 8; and Minneapolis, Hotel, July 8.

Luckies Weigh Further Radio-TV Retracement

NEW YORK, Feb. 21.—Lucky Strikes, which is weighing still further retracements in its radio-TV advertising campaign, has dropped "Bill Baker" on the Columbia network and the NBC TV network, and has surrendered the Wednesday night slot.

Prospect is also that it may drop the ownership of the Sunday night slot between the hours of 7-9. This is being a consideration for the Columbia network and the NBC network to the advertising spot which now goes to "Highway to Heaven." It is possible that the first two Sunday shows may be dropped, and "Highway to Heaven" will be put into the slot.

NODES ODD ABOUT FCC-ERS

WASHINGTON, Feb. 21.—Chairman Willard of the Federal Communications Commission was being questioned by the House Inter-Communications and Commerce subcommittee (29) as to whether the FCC staff was adequate, turned to an assistant, and then nodded in the direction of the specific number of personnel represented in its staff.

"I am not sure, but it may be some time before the reply comes as far as some of the budget calls for some positions in the staff. But I think I should already move to some of the possibilities of other people, he said, "Mr. strographer, we will present the facts to him and he will tell you about the FCC being odd.

The Tipture

TV-wor, Colgate's decision that it would use TV as the medium in its national advertising campaign is proving fascinating. Johnson announced that plans are being made for a 4:30 spot in the period Monday through Friday, 9:30 to 10:00, to last from April 1 through May 1. Colgate plans are to be made for this purpose. The station remains to be named.

The news is that the Colgate plan is the first to be made for this purpose. The station remains to be named.
Major Shifts in '53 Top 15 Tip Off New Audience Trends

Eight New Stanzas Crash Hit List; CBS Big Mondays, NBC Thursdays

NEW YORK, Feb. 21—Eight of the top 15 shows in the Trendex multi-city rating charts as of the first week of January, 1953, have been replaced by newcomers for the same week of this year, a comparative study showing increasing interest in television. Among the old-timers replaced were Red Skelton's "Your Show of Shows," "Mama," "Big Town," Robert Montgomery Presents, "Blondie," "Petticoat Parade" and "Amos & Andy" moved out of the top 15. They were replaced by "Dragnet," "Red Buttons," "Connie Hooey," "You Bet Your Life," "T-Man in Action," "Suspense," "Where's My Line?" and "Our Miss Brooks." The chart accompanying this story gives the specific standing.

The three evenings which show significant trends in program popularity are Mondays, Saturdays and Thursdays.

On Monday, the Columbia Broadcasting System's TV web in New York is dominated by "I Love Lucy" more strongly entrenched than ever, the sagacious Arthur Godfrey's "Talent Scouts," and a newcomer, "Red Buttons," capitalizing on the strength of the others. The National Broadcasting Company's TV network is in the same position on Thursday nights with "Grecochi Marx's "You Bet Your Life," "Fama in Action," "Red Buttons," "Skeptical Herbert, Reds Sheldon, Merry Amsterdam and Gene Rayburn."


On Monday, the Columbia Broadcasting System's TV web in New York is dominated by "I Love Lucy" more strongly entrenched than ever, the sagacious Arthur Godfrey's "Talent Scouts," and a newcomer, "Red Buttons," capitalizing on the strength of the others. The National Broadcasting Company's TV network is in the same position on Thursday nights with "Grecochi Marx's "You Bet Your Life," "Fama in Action," "Red Buttons," "Skeptical Herbert, Reds Sheldon, Merry Amsterdam and Gene Rayburn."


On Monday, the Columbia Broadcasting System's TV web in New York is dominated by "I Love Lucy" more strongly entrenched than ever, the sagacious Arthur Godfrey's "Talent Scouts," and a newcomer, "Red Buttons," capitalizing on the strength of the others. The National Broadcasting Company's TV network is in the same position on Thursday nights with "Grecochi Marx's "You Bet Your Life," "Fama in Action," "Red Buttons," "Skeptical Herbert, Reds Sheldon, Merry Amsterdam and Gene Rayburn."


On Monday, the Columbia Broadcasting System's TV web in New York is dominated by "I Love Lucy" more strongly entrenched than ever, the sagacious Arthur Godfrey's "Talent Scouts," and a newcomer, "Red Buttons," capitalizing on the strength of the others. The National Broadcasting Company's TV network is in the same position on Thursday nights with "Grecochi Marx's "You Bet Your Life," "Fama in Action," "Red Buttons," "Skeptical Herbert, Reds Sheldon, Merry Amsterdam and Gene Rayburn."


On Monday, the Columbia Broadcasting System's TV web in New York is dominated by "I Love Lucy" more strongly entrenched than ever, the sagacious Arthur Godfrey's "Talent Scouts," and a newcomer, "Red Buttons," capitalizing on the strength of the others. The National Broadcasting Company's TV network is in the same position on Thursday nights with "Grecochi Marx's "You Bet Your Life," "Fama in Action," "Red Buttons," "Skeptical Herbert, Reds Sheldon, Merry Amsterdam and Gene Rayburn."


On Monday, the Columbia Broadcasting System's TV web in New York is dominated by "I Love Lucy" more strongly entrenched than ever, the sagacious Arthur Godfrey's "Talent Scouts," and a newcomer, "Red Buttons," capitalizing on the strength of the others. The National Broadcasting Company's TV network is in the same position on Thursday nights with "Grecochi Marx's "You Bet Your Life," "Fama in Action," "Red Buttons," "Skeptical Herbert, Reds Sheldon, Merry Amsterdam and Gene Rayburn."

Encore is the perfect title for a gay new addition to NBC’s famous roster of musical radio shows. It stars Robert Merrill, Metropolitan Opera, recording, concert and motion picture star; Marguerite Piazza, lovely star of opera, concert and television; Meredith Willson, songwriter, wit, author and conductor.

The credits give you some idea of the balance of talents that makes ENCORE a fine musical show. It’s also a careful blend of serious and popular music with a lot of entertainment for everybody.

Musical shows of Encore’s type have maintained their ratings more consistently than any others in evening radio. And ENCORE costs much less than its quality indicates. Presently heard on Monday night, ENCORE begins a new series on Friday, May 1, 9:30-10:00 p.m. EST.

Now is the time to think about ENCORE seriously for your spring and summer season.
A BITE COMING ON!

Disk Jockey Cafes in Tizzy As Feds Eagle-Eye 20% Tax

---Continued from page 1---

SHOWS ON WIN, now aired out of the station’s studios: The Sherlock Holmes O'Keefe and Frank Gran, George Hamilton Combs on WZL, who has been its host for the last three years, will move to station now, and Bob Olms, Mayfair, whose '54 show, by Ben Edmunds, was for WVNJ, Newark, N.J., until last week, when Bob wound up.

The competition over the situation is apparent by the different approaches of the various entities. The Shelton Hotel, Barry Goldwater’s new place on South Broad, has a 28 cent bite. When in-coming competition, they are able to leave their names and addres ses, and told that if the situation is clarified, so that the tax is not excessive, they will not resist. For the other hand, some bite of the place is not charging at all, but prefer to wait and see what will develop, even in the chance they will be slapped with a penal tax. In this group is the 'Treest Rest in Newark, operated by WVNJ, in the show which re placed the （Continued on page 8）

EDUCATIONAL TV GATHERS MORE HEAT

WASHINGTON, Feb. 21—The educational television project will be featured this week, questioned on educational and governmental problems by the Joint Committee on the Future of the National Televised System. Represented were the representatives of the White House, the National Science Foundation, the National Foundation for Educational Television, the National Educational Television Commission, the Project for the Future of the First Broadcasting System, and the National Council for Educational Television.

COMMISSIONER FRED W. HEN NECKEY in the week had the

"Voice" Overhauling At Brass-Hat Level

WASHINGTON, Feb. 21—State's Department of Transportation is already under a 10% cut, and the new 20% cut of the fiscal 1954 Ridge will be fully in the state's budget by the end of the fiscal year.

LIGGETT-MYERS BUYS FULL 'STORK' SEGMENT TO EMBROSE Freedman Rings, Pipes

NEW YORK, Feb. 21—Liggett & Myers, the affiliate of the American Tobacco Company, has purchased the show of WJZ-A New York, a second-year show with a weekly audience of 2,000,000.

SELECT REAL FOR LIGGETT'S SHOW

NEW YORK—After a talent hunt by the program’s producer, Future Productions, several hundred shows were selected for the new show, which will be titled "Freedom Rings, Pipes and Slides." The show will be seen on the Mutual network.

NEW YORK—An estimated 20,000 high school students in this area have been admitted to the educational program in television on the March 21. The show will be titled "The Book of Business," and the program will consist of talks on business careers.

WHY NEW CBS AFFIL. IN MARCH

JACKSONVILLE, Fla.—The Columbia Broadcasting System’s radio affiliate in this area, ABC, has agreed to the purchase of WJZ-A New York, a two-year old station with a weekly audience of 2,000,000.

WASHINGTON, Feb. 21—The Supreme Court has ruled that the stations of the First Broadcasting System, which are owned by the Columbia Broadcasting System, will be sold to the Mutual Broadcasting System and the NBC network as part of the settlement reached last month with the Federal Communications Commission.

WRAP...the basic elements of independent radio—Music, News, Talk...in a continuing series of unique promotions.

KBIG...ideal frequency (740 KC) and an island-based 10,000 watt transmitter off a populous (5,087,105) crescent coast and you have KBIG...Catalina, the fresh, new influence in Southern California radio.

Now! the Billboard adds its accolade by awarding KBIG Second Place for best sales and audience promotion by stations in the 5,000 to 20,000 watt class. Our congratulations to First Place winner KDLA, Duluth. Our appreciation to the distinguished judges who selected KBIG, the KBIG-Windows on the World radio station to win, place or show in this annual promotion competition.

No longer the same as it was a week ago. There are new promotions, new products, and new attitudes.
**BIG DOUGH**

**WTPG-TV Time Sale Biggest In DC Annals**

WASHINGTON, Feb. 21—There’s a lot of dough in bread. WTPG-TV announced that it made the “biggest time sale in the history of D. C. radio” when Gold Food Stores Inc., bought local cowboy folk singer Pike Temple beam and barrel.” Contract involved almost $300,000 and covers time, talent, giveaway and promotion by WTPG-TV for one year.

Piney’s will feature bread.

Temple, well-known as a radio personality, singer, songwriter and actor, said he would be appearing on local radio stations in the area as well as doing a "kick-off radio" on WTPG to kick off the sale.

**AM, TV Show Up Well in FTC Study Of Claims in National Advertising**

WASHINGTON, Feb. 21—The Federal Trade Commission, in a study of claims in national advertising, has released a report that shows the number of complaints about TV and radio commercials is down, but that the FTC has still found some "unfair" practices.

The report, which is based on a sample of 42,000 commercials, shows that the number of complaints about TV and radio commercials is down from the 1980s. However, the FTC has still found some "unfair" practices, such as the use of "cheating" in commercials.

The FTC has also offered some guidelines for advertisers to follow in order to avoid complaints.

**FCC Studies Zenith Plea**

WASHINGTON, Feb. 21—The Federal Communications Commission has reversed its previous decision and approved Zenith’s application to purchase a network.

The commission had previously ruled that Zenith’s proposed purchase of a network would be a "violation of the public interest." The new ruling allows Zenith to proceed with its acquisition.

**Shuttered Chi Garrick Loses Video, Up for Lease**

CHICAGO, Feb. 21—The Garrick, an old Loop theater house which was converted to a movie house and closed down in the late 1950s, has been sold to a new owner who plans to convert it back into a movie theater.

**L&M Denies FTC Charges**

WILLIAMSBURG, Feb. 21—L&M Tobacco, a major tobacco company, has denied charges made by the Federal Trade Commission against it.

The company said it has never engaged in deceptive practices and that it has always followed the laws and regulations of the FTC.

**Mfrs. Okay CDA Plan For Low-Cost AM Sets**

WASH., Feb. 21—The Mfrs. of Radio and Television Manufacturers Association announced that it has approved a plan for low-cost AM radio sets.

The plan, which was developed by the Radio Manufacturers Association and approved by the Federal Communications Commission, will allow manufacturers to offer sets at lower prices.

**One reason why they were called ‘The Billboard’... so they all pay for it.**

**Mr. Channel 8...**

symbol of WGAL-TV’s incredible power, has given it larger coverage, bigger audience, greater sales potential to WGAL-TV advertisers. **WGAL-TV**

LANCASTER, PA.

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

**Shuttered Chi Garrick Loses Video, Up for Lease**

CHICAGO, Feb. 21—The Garrick, an old Loop theater house which was converted to a movie house and closed down in the late 1950s, has been sold to a new owner who plans to convert it back into a movie theater. **WBNS-TV WINS AGAIN**

For the 2nd Consecutive Year IN BILLBOARD'S PUBLIC SERVICE PROMOTION! 1985's concentrated year-round plan of public service promotion once more won honors for WBNS-TV.

Consistent use of ads and publicity in newspapers, on-air and in shopping centers and publications highlighted the well-rounded promotion program covering all public service programs. Such programs ranged from alcohol and drug education, arts education, legal education, health and engineering.

WBNS-TV wishes to thank the Board of Judges responsible for this recognition and the hundreds of artists and organizations who contributed to this year's standards of programming and promotion.

WBNS-TV, the Nation's Number One Test Market Station **Shuttered Chi Garrick Loses Video, Up for Lease**

CHICAGO, Feb. 21—The Garrick, an old Loop theater house which was converted to a movie house and closed down in the late 1950s, has been sold to a new owner who plans to convert it back into a movie theater. **WBNS-TV WINS AGAIN**

For the 2nd Consecutive Year IN BILLBOARD'S PUBLIC SERVICE PROMOTION! 1985's concentrated year-round plan of public service promotion once more won honors for WBNS-TV.

Consistent use of ads and publicity in newspapers, on-air and in shopping centers and publications highlighted the well-rounded promotion program covering all public service programs. Such programs ranged from alcohol and drug education, arts education, legal education, health and engineering.

WBNS-TV wishes to thank the Board of Judges responsible for this recognition and the hundreds of artists and organizations who contributed to this year's standards of programming and promotion.

WBNS-TV, the Nation's Number One Test Market Station **WGAL-TV**

LANCASTER, PA.

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

**Mr. Channel 8...**

symbol of WGAL-TV’s incredible power, has given it larger coverage, bigger audience, greater sales potential to WGAL-TV advertisers. **WGAL-TV**

LANCASTER, PA.
WASHINGTON, Feb. 21—An even dozen foreign governments today have television to operate in 10 nations are preparing to go on the air in the Americas, and nine are making progress toward construction for their own television service. Commerce Department reported this week a plan to develop small-screen overseas stations. Noted that great strides in TV around the world in 1922, Commerce said that American-made equipment and know-how generally made the foreign TV growth possible. In a few countries—Brazil, Portugal, Canada, and some in South America—TV is already in its infancy, while interest in TV is evident in Chile and Portugal.

Among the countries making rapid progress is Argentina, which has just built the most powerful transmitter in the Western Hemisphere in the Buenos Aires station, opened in October, 1958. This station, for instance, the "most modern equipment and the latest techniques of TV broadcasting," according to Commerce. A second station is under construction in Sucre, a third is under construction in La Paz, and TV stations are planned for Cordoba, Mendoza, and San Juan.

In Brazil, two TV stations are under construction in Rio de Janeiro, a station is under construction in Leao, and others are proposed for Sao Paulo and Porto Alegre. A presidential decree limits to 59 the number of TV stations which may operate under government license.

TV stations are operating in Canada at Toronto and Montreal, with a second coming up in Montreal. Plans call for stations in Vancouver and Winnipeg.

Little Cube in TV wise, with six TV stations, two of them in Havana, and one in Santiago. Mexico, which already has commercial and experimental stations in Mexico City, has issued numerous TV licenses in other cities, including Monterrey, Acapulco, Tampico, and Veracruz. Two other stations are expected to go on the air in the near future. The University of Mexico is planning a news and commercial station in Mexico City at the University of Mexico, with operating TV stations.

TV stations are also being set up in Western European nations with operating TV stations. France, Great Britain, United Kingdom has made the greatest strides, but TV stations are now operating in Great Britain currently having ac-

ers and the transmitters have been licensed to 1953, when the Commerce Department conducted its initial experiments.

France was the first country to put the air in London in 1921, and radio and television broadcasting are well established in places. Wales. Officials will serve Northeast England, Aberdeen, Belfast, Plymouth and other United Kingdom.

a) Behind the iron curtain, TV stations are only a few in number, but the mailman is now the most important in the world. In 1950, with stations in Moscow, Stalingrad and Sverdlovsk, among other stations, the stations actively in operation are Austrian, Germany and Denmark.

In the United Kingdom, TV stations are on a regular basis during the coming year. Belgium, Czechoslovakia, Italy, Turkey, South Africa, Thailand (Siam) and Japan. It is expected that with TV stations will be given to the group with an initial operation of a station serving the Tokyo area.

Operating on a strictly experi-

menting level are Uruguay, Finland, Netherlands, Turkey, Australia and Egypt.

28, 1953
ORGNS SET ACTOR FEES FOR FILM PLUGS' USE

NEW YORK, Feb. 21—Altho the Screen Actors’ Guild approved on Feb. 11 an increase of $100 to $200 a week for TV commercials, it is reported that some TV stations are planning to begin shooting TV film commercials next week. SAG membership might still stand in the way, however, of any compromise that might be attempted to meet the demands of the union. The new agreement, approved this week by the SAG board and the Film Producers’ Association, provides for a minimum production pay of $75 per week for commercials for anagreement between the TV station and the film producers whoply honorable and acceptable to “合理 commercial.” Full details of the basic contract have yet to be worked out, and that may actually take several weeks. Although producers who employ members in production of commercials to sign up, but the fear that they will not be necessary as long as they adhere to minimum aggreements are signing letters of adherence. Followed is the full schedule of minimum "use payments" to individual performers:

TV Performers: All performers are paid in a two-week period for commercials.

A (two days or less) $50 for unlimited use in 15-week period; $75 for use in 30 days; $100 for use in 60 days or $150 for use in 120 days; or $200 for first 12 days, plus $50 for each additional 12 days.

B (two days or less) $75 for unlimited use in 15-week period; $100 for use in 30 days; $150 for use in 60 days or $200 for use in 120 days; or $250 for first 12 days, plus $75 for each additional 12 days.

C (two days or less) $100 for unlimited use in 15-week period; $150 for use in 30 days; $200 for use in 60 days or $300 for use in 120 days; or $500 for first 12 days, plus $125 for each additional 12 days.

D (two days or less) $150 for unlimited use in 15-week period; $200 for use in 30 days; $300 for use in 60 days or $500 for use in 120 days; or $750 for first 12 days, plus $187.50 for each additional 12 days.

THE CHILDREN'S HOUR

WJZ-TV Swaps Feature Bloc for Kiddie Films

NEW YORK, Feb. 21 — A wholesale swap of one film bundle for another was effected here this week by Paul Mortimer, chief operating officer of WJZ-TV, and Motion Pictures for Television, Inc., a subsidiary of the Columbia Pictures Corporation. The purpose of the swap is to acquire the Swaps” of the “Children’s Hour” and to effect a change in the format of the show. The result will be a new hour-long program, “The Children’s Hour,” which will be presented by the animated character, “Casper.” The show will be broadcast daily from Monday through Friday, at 10:00 a.m., Eastern Standard Time.

BORDEN'S HAPPY WITH 'T MEN'

NEW YORK, Feb. 21—The story in The Billboard last week which referred to the proposed purchase of selected TV stations by Borden, Inc., was incorrect. It is not true that Borden is interested in buying any TV stations. The fact is that "T Men" is interested in expanding their operations throughout the United States. Borden's division of the company, which is housed in the district where the "T Men" offices are located, is looking into the possibility of expanding its operations to other parts of the country, and in particular to the West Coast.

250G CLAIM

Miller Suit Over Name in Assignment

HOLLYWOOD, Feb. 21—Samuel Miller, an actor, this week filed a suit in Superior Court against the National Broadcasting Company and its subsidiary, NBC, Inc., seeking $500,000 damages. The suit is based on the company's refusal to use his name in television advertising. Miller claims that he has been a member of the Screen Actors Guild for 20 years and that he is one of the top 100 performers in the country. He has been appearing in movies and TV shows for more than 20 years, and he is currently appearing in a new TV series, "The Adventures of Superman." The company, however, has refused to use his name in advertising, and Miller claims that this has caused him to lose a substantial amount of money. Miller also claims that he has been refused work on other TV shows because of the company's refusal to use his name. He is seeking $500,000 in damages for breach of contract and for loss of earnings.

Pic Re-Runs Shape Up as Major Factor

Consolidated’s S.D. TV finds ratings higher than on original showings.

NEW YORK, Feb. 21—Re-runs will begin to play a major role in TV film circulation this year, according to Halley Heatley, Eastern sales manager of Consolidated Television Sales, Inc., operating the company’s theory that Consolidated is making competitive surveys and careful calculations based on the film, its series, and its second and third runs. Findings, to date, said Heatley, indicate that re-runs do not hold up their original ratings, but in many cases, increase them considerably. Consolidated plans to use the re-runs to maintain an active sale in circulation of the old TV shows, which have been heavily booked by the company. The company’s most active TV show is "The Halls of Ivy," and the trend in the current ratings of "The Halls of Ivy" was $70 on the first run, $50 on the second, and $40 on the third. The company feels that this trend will continue, and that the re-runs will be used to maintain an active sale in circulation of the old TV shows, which have been heavily booked by the company.

Kings of Kings' Is On Market

NEW YORK, Feb. 21 — The Columbia Pictures Corporation is making "Kings of Kings" a religious classic. "Kings of Kings" is a religious epic that was first made in 1927 as a silent film, and was re-released in 1953 as a sound film. It is the story of the life of Jesus Christ, and it is considered to be one of the most important and influential films ever made. The film was directed by Cecil B. DeMille, and it is considered to be a masterpiece of film history. The film was released in 1953, and it has since been released in several different versions, including a color version in 1978.

THE FORD THEATER REOPENING

Ford Theater Renewal Seen

NEW YORK, Feb. 21—Re-opening of the "Ford Theater" film, which is due to be released by MPTV, will be re-titled "The Ford Theater Reopening." The film will be released on February 21, 1953.

Procter Says He'll Still Be Active in PSI

NEW YORK, Feb. 21—In response to the recent letter sent to shareholders by Procter & Gamble, PSI, chairman of the board, said that he will continue to be active in PSI. The letter was sent to PSI shareholders as a result of the recent announcement by PSI that it would be divesting its film division. The letter stated that PSI would continue to be active in PSI, and that it would continue to be involved in the film industry.

Non-Profit Group Aid Under New Bill

WASHINGTON, Feb. 21—A bill was introduced in the House of Representatives to provide funds for non-profit organizations to send educational films to schools and other institutions for educational purposes. The bill was introduced by Representative John E. Rankin (D-Mississippi) and it was signed into law on February 21, 1953. The bill provides for the creation of a new nonprofit organization, the National Emmy Foundation, which will be responsible for the distribution of educational films to schools and other institutions.
With Big Spenders Rollin' in, Miami Ops Can Smile Again
Nityer Biz Takes Up As Top Acts Lure Uptown Dollars

NEW YORK, Feb. 21—With the big-spending era of the past two years coming to an end, the Miami night club business is now looking up after a post-New Year's lull. This is because a number of acts are coming to town for box-office blues. In many cases these acts have been brought in at the last minute to fill engagements not being gotten by high-priced talents who had been booked weeks ago.

But today, with a few exceptions, most of the acts are being put up by the local managers. This is not said to be a problem, indeed it is said to be easier to pay the weekly overhead, but is not nearly as lucrative as when the big acts are in town.

Bill Miller's Riviera, opening Monday, is one of the few acts that is booked. In fact, Ed Kost was so pleased with the crowd the Riviera brought in that he gave Miller a week's contract, a sign of the times.

Last week's act, the Allen Gale, on a one-song novelty tour, ended his stay last night. There will be no more acts from out of town, and when the Parkway's O'Clock is doing is okay. The future of the Miami business is said to be bright as the days of Bobbysox via the Arthur Godfrey Show, have been a constant seller.

PETER LIND, Hayes and Marz who followed last week's Clave and Jack Golden there this week, adds a new flavor. It is said that although the Lucerne act of the past week did not do as well, it is likely any that act will top the business in the future.

JIMmy Durante, too, did top box-office blues. In fact, it is said the act at the Paladium, and then will tour for several weeks before opening at the Riviera in New York.


during the month of February, Nicky is expected to maintain the level of business with the combination of the new talent and the established acts.

The Benjamin Club, which has done a marvellous job of background screening and decision making, has tried practically everything from swerves to the Flop parade of its star-studded glitterati, strippers, musical comedies, burlesque, and even an audience-voting, and has finally run out of tricks. Finally, on Thursday night, the club will open with a bill including the Will Rogers troupe, who said they have no idea what shaped up as the top-notch show.

ALING HOTEL row, Los Chavales are putting on a show that can compare with any in the city. The band is set to open at the Aling Hotel for the season, and on Thursday and Friday night, Los Chavales take over for a guest appearance at the spot.

CHICAGO, Feb. 21—A last but not least of the winter shows to close this season is the Chicago Jazz Club. This club, which has been around for a long time, is now entering its final season. The club's future is uncertain, but it is said that they are considering moving to a new location.

The summer season of the club is expected to be very successful, with a number of top-notch acts scheduled. The club's management is optimistic about the upcoming season, and is confident that the club will continue to attract a large audience.

The Chicago Jazz Club, which is one of the oldest and most popular clubs in the city, is known for its excellent music and welcoming atmosphere. The club is located in the heart of the city, and is easily accessible to all music lovers.

The club's management is currently working on a number of projects to ensure the success of the upcoming season. They are planning a number of theme nights and special events, and are also looking to attract new patrons.

Overall, the Chicago Jazz Club is in a positive mood as it enters its final season. The club's management is optimistic about the future, and is confident that the club will continue to be a symbol of excellence in the world of music.
NEW YORK, Feb. 21.—British Columbia, subsidiary of English Electric Industries, Ltd., soon to form an American subsidiary, will go into production in the United States, the head- quarters of the company announced yesterday. The subsidiary will be equipped to make vacuum tubes of all types, and the first shipment is expected within sixty days. The company, located in the United States, will be known as the BC Tube Division of British Columbia Industries, Ltd., and will be operated as a separate, independent company. The company was formed in 1929, with a capitalization of $1,000,000. The Canadian company has been in business since 1924, and has an annual production of about 50,000 tubes. The American subsidiary will be equipped to produce about 1,000,000 tubes per year. The Canadian company has been producing tubes for a number of years, and has a large export trade. The American subsidiary will be primarily engaged in the production of vacuum tubes for the domestic market.

Soria to Rep British Columbia Here; Europe Waxing Costs Jumpl 40%

By H. R. Horowitz and Bob Holventz

NEW YORK, Feb. 21.—British Columbia is to shift its European operation to this country. The company has been operating in Europe for some time, but has decided to bring its operations here, due to increased costs in Europe. The company has been distributing its products in Europe through a network of agents and distributors, but has found that costs have been rising steadily. British Columbia is one of the leading manufacturers of electrical equipment, and its products are widely used in Europe. The company has been in business since 1925, and has a large export trade.

Shifts in Intl Disk Tie-Ups; More Competitive Scramble

By Robert W. W. Smith

NEW YORK, Feb. 21.—British Columbia is to shift its European operation to this country. The company has been operating in Europe for some time, but has decided to bring its operations here, due to increased costs in Europe. The company has been distributing its products in Europe through a network of agents and distributors, but has found that costs have been rising steadily. British Columbia is one of the leading manufacturers of electrical equipment, and its products are widely used in Europe. The company has been in business since 1925, and has a large export trade.

Majors Seeking Sock Music Comedy Album

NEW YORK, Feb. 21. — The desire of all the major disc companies for a new franchise in the field of popular music has been realized by the inspired sales of "Rocky Horror and Bishop" on Columbia a few weeks back, when a number of the "automakers" of the forthcoming "Rocky Horror and Bishop" show by a distributing company have expressed interest in the project. The show is expected to do well, with a number of the "automakers" already expressing interest. The show is expected to do well, with a number of the "automakers" already expressing interest.
**TRUST ROSTERS 1,303 DISKERIES**

**NEW YORK, Feb. 21.** The report of trustee Sam Rosenbaum of the Music Performance Trust Fund has revealed that there were 1,303 diskeries in the last half of 1951, a decrease of 218 from the first half of 1951, and 789 re- 

**Performance Trust Fund Is Recapitulated**

**NEW YORK, Feb. 21.** What the Music Performance Trust Fund has not been able to do is recapitulate during the last two years. In the first half of 1951, the fund paid $4,394,568, for 350,490 phonograph records and the second half of 1951, it paid $3,899,376, for 250,000 phonograph records.

**New Plan in Works for Juke-Off Disk Compile**

**NEW YORK, Feb. 21.** A new plan in the works for the Juke-Off disk compile is being considered by a new record enterprise that will include a new record compilation system. The new enterprise will be based around the radio service, and will involve the use of a new system for the compilation of records. The new plan will be a joint effort of the Nielson-Discor Records Company and the Broad- way Muzak system.

**Joni's Believer 4th Tune to Top Million**

**NEW YORK, Feb. 21.** The new hit record that has set seven figures in sales for the first of the year. The hit has been titled "Joni's Believer," and has been released by the Atlantic Records company.

**Eastman Buys 3 Pub Firms**

**NEW YORK, Feb. 21.** Music publisher Eastman Music, Inc., has purchased the publishing rights of Charles, Hart, and Juncitchel from Diana Bastian and Charles Juncitchel. Each of the firms has been in the music business for over 50 years, and has published many successful songs.

**Diskeries Pant Over Anna**

**NEW YORK, Feb. 21.** Turned down cold six weeks ago by dis- 

**TRUST ROSTERS 1,303 DISKERIES**

**NEW YORK, Feb. 21.** The report of trustee Sam Rosen- 

**Performance Trust Fund Is Recapitulated**

**NEW YORK, Feb. 21.** What the Music Performance Trust Fund has not been able to do is recapitulate during the last two years. In the first half of 1951, the fund paid $4,394,568, for 350,490 phonograph records and the second half of 1951, it paid $3,899,376, for 250,000 phonograph records.

**New Plan in Works for Juke-Off Disk Compile**

**NEW YORK, Feb. 21.** A new plan in the works for the Juke-Off disk compile is being considered by a new record enterprise that will include a new record compilation system. The new enterprise will be based around the radio service, and will involve the use of a new system for the compilation of records. The new plan will be a joint effort of the Nielson-Discor Records Company and the Broad- way Muzak system.

**Joni's Believer 4th Tune to Top Million**

**NEW YORK, Feb. 21.** The new hit record that has set seven figures in sales for the first of the year. The hit has been titled "Joni's Believer," and has been released by the Atlantic Records company.

**Eastman Buys 3 Pub Firms**

**NEW YORK, Feb. 21.** Music publisher Eastman Music, Inc., has purchased the publishing rights of Charles, Hart, and Juncitchel from Diana Bastian and Charles Juncitchel. Each of the firms has been in the music business for over 50 years, and has published many successful songs.

**Diskeries Pant Over Anna**

**NEW YORK, Feb. 21.** Turned down cold six weeks ago by dis-
Morand Buys Comix Masters

NEW YORK, Feb. 19—Publisher John Morand of Piranesi, a Chicago-based book publisher, has acquired the rights to the Comix Masters from the Mexican disk label Discos y LPs de Mexico (DLM). The label, started by Juan Carlos Gonzalez and other Mexican musicians, has released a number of Latín American albums that have been collected by record buyers in the United States. Morand has acquired the rights to all DLM's releases, which include several records featuring famous Mexican musicians such as Pedro Infante, Manolo Simon, and Perico Aguirre. The acquisition will give Morand control of the rights to these releases, including the rights to distribute the records in the United States. Morand plans to market the records in the same way he markets his other product lines, which include classical music, jazz, and world music. The acquisition is significant because it gives Morand access to a large catalog of Latin-American music, which is increasingly popular in the United States.

Decca Disks Set Hot Clip

NEW YORK, Feb. 21—Several recent releases have taken the lead in the Billboard's sales charts, with the debut of the group's latest single, "Whatta Man, What a Woman," at number one. The new single, released by Decca, has already sold over 200,000 copies in its first week of release. The group's previous single, "Can't Help Myself," also debuted at number one in the Billboard charts and has sold over 200,000 copies in three weeks. Other recent releases from Decca, including "I Can't Help Myself" and "Can't Get Enough of You," have also performed well on the charts. The group's success is attributed to their catchy hooks and strong vocals, which have resonated with listeners.

Coral's Answer Is "Little Barbara"

NEW YORK, Feb. 21—Coral Records has released a new single, "Little Barbara," which has already climbed to number one on the Billboard charts. The song, written by Larry Leith and Ray Enright, features the talents of Ray and Faye, a well-known rhythm and blues duo. The single has been promoted heavily on radio and television, and has received positive reviews from critics and fans alike. Coral Records has been successful in the past with its releases, including "Please Remember Me," which reached number one on the charts. The company's success is attributed to its ability to identify and promote talented artists, as well as its strong marketing strategy.

Bill Simon Has Own Pubbery

NEW YORK, Feb. 21—Bill Simon, formerly of the Coasters, has released his first solo single, "I'm Gonna Be There," on his own label, Pubbery. The song, written by Simon and produced by John Thompson, features the talents of the famous R&B singer, Little Richard. The single has been promoted heavily on radio and television, and has received positive reviews from critics and fans alike. Simon has been successful in the past with his releases, including "You Don't Love Me," which reached number one on the charts. The company's success is attributed to its ability to identify and promote talented artists, as well as its strong marketing strategy.
COME TO BERMUDA!

ANNOUNCING
RCA VICTOR'S 2nd ANNUAL
"101"
BERMUDA CRUISE CONTEST

150 DEALER WINNERS!

It's easy to be a winner when you're selling winners. One hundred and one sellers so sure that RCA Victor guarantees sales with 100% return privilege. The cream of the "Music America Loves Best" record catalog—and there's not a single one of the "101"s which hasn't earned its place on the list.

Every one is a best seller, right now, next month, or next year.

Contest open to all RCA Victor Record dealers. Win a luxury cruise to Bermuda...by scoring top "101" sales from March 1 through April 30 based on your orders and on quotas set by your distributor. Contact him now for complete details about the contest, co-op mats, mailers, displays, streamers. (Also, you get big radio and TV support timed to boost your "101"s during contest period.)

RCA VICTOR picks up the tab!

Even better than last year's tremendously successful, much-raved-about trip. Even better accommodations, including all tips. All expenses, seven days, N. Y. to Bermuda and back. And round-trip fare to N. Y.

FEATURES:

1. Luxury accommodations on s.s. Queen of Bermuda and at Castle Harbour Hotel.
2. Meals, cocktail party, tours, admissions, etc.
3. Dancing, native show, at Bermuda night club, including all refreshments.
4. Special smorgasbord luncheon at Bermuda's famous Pedrolini's.
5. Complete individual souvenir photo album of the trip.

SEND FOR BROCHURE!

Ask your distributor today for the big, colorful Bermuda "Cruise" brochure. It describes in detail all the many wonderful features and special tours of this exciting, all-expense, seven-day trip.

CLIMB ABOARD AND LET'S GO!
right for some one to copy old records and sell them as long as they do not do it with firms cur- rently in financial trouble. A record is not more than a piece of wax; it can be cut or erased, or the engagement, and so, only the per- son who cut it has the right to authorize anyone else to sell it, or reproduce it.

It is known that at the present time State representatives are petitioning the Senate to give opinion of the lawyer's memo, in order to prepare a legislation giving the drafty viewpoint when it is consid- ered. The objection to any positive action on the pending anti-piracy bill.

In a letter sent to President Truman, a #1 identical bill was passed at the last session of Congress but it was vetoed by his Excellency Government. It is known that when I submitted my view on behalf of almost all business of re-recording obsolete classical master records, a suggestion available on the market in original condition.

This bill was supported at the last session by the Record Indus- try Association of America, and the present bill, which makes it a minor crime to copy and sell phonies without consent from the owner of the master (Senate Int. 1426-1427, 1951 Int. 243), is also backed by the large disk companies.

The objections to the bill, according to Bobbie's memo, are as follows:

1) The bill would have the effect of banning all re-recording of old records at a time when thus far unrecorded combinations, the bill strikes down the in- novation of the disk companies, and would, in effect, destroy businesses per- formed by phonies and phonies, thus making it impossible to use phonies for education and useful and educational function, whereas the existing civil remedies are wholly adequate for all legitimate complaints.

2) An additional bill would give the owner of a record to reproduction to the owner of a record, and would make it a tentative record, whether that record is being used in New York or some foreign country. This bill would take the right of the master recorded himself has to his own precedence said record, or is actually engaged in re- producing the phonies.

3) It is an unconstitutional atten- tion to interfere with contract rights and is a proper exercise of the power of the State, for the reasons that it ex- tends to vagaries of individual and in- definite property rights to persons and companies and to bring about doing business in the State of New York.

4) The bill attempts to enact a copyright that is not a major respect in violation of the Con- stitution of the United States, which reserves to Congress the right to enact such legislation.

5) It would be confiscatory to records already made in faith and now in the hands of dealers.

6) It would be against sound public policy. When questioned, Bobbie said that he was not against anti- phony bill, if it were a "reasonable" bill, but the present bill, he said, was too far out with cer- tain safeguards was desirable, in which case it would suggest additions to the bill now waiting the President to protect such firms as Eterns.

**Diskeries Pant**

*Continued from page 16*

**EGOBOB, THE EASTER EGG**

HILL AND RANGEL

SINGERS, Beverly Hills, Calif.

**BING CROSBY SINGS**

*Open Up Your Heart (And Let Me In)*

**ANOTHER COUNTRY**

*Two Shillelaghs* O'SULLIVAN

**LONGRIDGE/SMITH**

*Two-Way Dance*

**HOWDY... D.J.'s*

*Texas Tyler sings* "Let's Fly Away"

**NEW YORK TIMES**

*Waste Their Tears*

**SEKHARA MUSIC (BMI)**

*4-Record 71288*

**THE TENNESSEE CHURCHBELLS**

*Comment & Response (BMI)*

*71272*

**SANTITY, JOY, INC.**

*1919 Broadway, N.Y., 19, N.Y.*

**PROMOTERS**

*Get on our mailing list! For the $9.00 annual subscription you will receive our Musical News and Facts, The Billboard, and the United States Record News with 24 pages and the List of songwriters.*

**RICHARDSON, ROBERT L.*

*705 Hackensack Ave. Hackensack, N.J.*

*Tel: CHerry 6-1188*
A Supplementary Section on Programing Ideas and Data for Disk Jockeys featuring the 1953 Disk Jockey Popularity and Trade Aspects Survey

The Billboard 1953 MUSIC-RECORD PROGRAMING GUIDE

EDITORIAL

Broadcasting in this country has never been known to suffer from lack of competition, in the last year or two, however, the competitive struggle for the dial tuner's ear has been stepped up into high gear. This doesn't stop at the stations policy level; the struggle is just as strong among the station's disk jockeys. These jockeys who have been successful in this drive for bigger audiences and consequent higher ratings, those who have survived in their positions are being influential movers of merchandise and sellers of ideas can in all cases point a finger at a single factor—greater programing efforts.

The day of dashing into the station library five minutes before the transmitter is on and grabbing the 14 handiest records to fill an hour show is gone. Competition has fixed that. Today there are 1,261 AM radio stations and hundreds more FM outlets. These stations are devoting more and more time to recorded music programs.

Transmission libraries which provided easily thrown-together programs are giving the going tougher and tougher. But of these there have been an increase in the number of disk jockeys.

Television is something else to be reckoned with. With only 127 stations at the moment, TV is already available to more than half of the people in the country, and in another year or two, TV outlets are due to grow at a greatly accelerated pace. This means more cities and towns with TV and more and better program selectivity throughout the country. All these factors can easily lead more and more stations into the music and news format which has been merchandised so successfully by WEAN, New York's giant indie.

Programing Is the Answer

All of this evidence might be enough to make a weaker man run for the nearest exit. But for the jockey there is a clear-cut answer to the question what to do about it. It all boils down to one thing—Better programing.

Take the case of WEAN's Jerry Marshall, whose station has really been on the air in the last year. Among other things, Jerry has a two-hour strip across the board from 2 to 4 p.m., called "Music Hall." A year ago he took a close look at the show and started re-shaping it by building a specific daily format and putting enough time into each show to make it as smooth and cohesive as possible. Now, each Monday 'Music Hall' features "Spotlight on the 78," Tuesday's "Memory Book," Wednesday and Thursday Marshall programs directly from The Billboard, using deejay, dealer and national picks from "Coming Up in the Trade" and the pop territorial charts to spot the hits in other cities. Friday he spotlights under "Week and Date" disks of tunes from Broadway shows and movies currently in town as well as disks of artists appearing in local clubs and theaters. Requests hold the fort on Saturday, and "Music Hall" showcases vocal records on Sunday.

There is nothing terribly involved about it, but it is adhered to rigidly and with enough time and thought devoted to programing it to make each two-hour strip as integrated and meaningful as possible. For every two hours of air time, Marshall puts in a minimum of two hours on research in selecting the records which will keep "Music Hall" operating as an effective vehicle.

Is it worth it? Look at the record—an average of 750 fan letters a week, sold out across the board, the Sunday segment added to his former six-week schedule, and an average rating increase of 18 per cent for 1953 over the previous year in contrast with a city-wide drop in listening during that period. Programing has paid off for Jerry Marshall.

Programing has paid off for every other jockey who has taken the time and felt a responsibility to his position and his listeners. Look at the time spent by such deejays as Jack Levy in New York, Bob Clayton in Boston, and Bob McNamara in Los Angeles, in setting up polls and programing the top favorites of schools in the community. These and countless others through the country are not only putting in the time and effort to make good programing, but are also constantly on the alert to feel the pulse of the reaction, because they know that the difference between the successful and the struggling disk spinner is good, solid programing.

What other difference can there be? Each has a microphone and a transmitter and sometimes a small disk library and even occasionally the same records with which to work. The only difference is that of simply programing, and recording records and programing records. The show that is dressed up and packaged so that listeners are going to want to visit again is today's tremendous competitive weapon. The show that is solidly programed is also going to be the most satisfac.

Summary: "The Billboard believes that programing is the most vital thing in station programing for today's market. A fourth of this special disk jockey supplement is devoted to this key area. The disk jockey survey is longer than ever this year, and we believe, packed with more interesting facts than ever before. A careful study of the survey results and the special articles will uncover an endless number of ideas as well as solid programing dope."

Thanks for your part in making the poll possible. Hope you enjoy and use the issue.
To all Disk Jockeys
from
COLUMBIA RECORDS

Copyrighted material
Gratefully

Johnnie Ray

Columbia Records

Personal Management
BERNIE LANG

Direction:

GENERAL ARTISTS CORPORATION

Copyrighted material

www.americanradiohistory.com
Here's my new one

PLAYIN' DOMINOES

AND SHOOTIN' DICE

and

HOT TODDY

RED FOLEY

NEW RECORDS TO WATCH

Country & Western

RED FOLEY

Playin' Dominoes and Shootin' Dice

Hot Toddy — Decca, 28587 — "Dominoes" is a clever rhythm novelty tune in which Foley gives a solid talk vocal. It's a solid effort which is country but at the same time could swing some pop action. Pop ops should give it a listen.

Billboard, February 21

THANKS D. J.'s for...

MIDNIGHT

28587

ALSO...

PEACE IN THE VALLEY

STEAL AWAY

Featured Star of

PRINCE ALBERT'S NBC

GRAND OLE OPRY

DECCA RECORDS
We're "Tops Thru the Years" only because of your help.
Thanks, tellas!

New Album
EVERYBODY DANCE
to the Music of
GUY LOMBARDO
Vol. II
DL 5434

CURRENT FAVORITES

JOHN, JOHN, JOHN
and
I'M SKIPPING ROPE WITH A RAINBOW
Decca 28546

PRETEND
and
THAT'S ME WITHOUT YOU
Decca 28576

Currently on Third Annual Concert Tour
Returning
HOTEL ROOSEVELT
N. Y. in May

MUSIC CORPORATION OF AMERICA

Publicity, David O. Alber Assoc., Inc., Gene Shelrin
"FRESHNESS"...  
"SINCERITY"...  
"FERVOR"...  
"PERFECTION"...  
FRED WARING  
trademarks

HOW IT ALL BEGAN

For more than thirty years, in speak-

ing of Fred Waring's Pennsylvania

music and theatre critics have repeat-

edly used such terms as freshness,  
sincerity, fervor, and perfection of

techniques. Few realize, however, that

these qualities were not acquired  
on the way but were, in themselves,  
responsible for the very beginning of

the group.

TYRONE, PA.

It is quite possible that the Boy Scout

Drum Corps of Tyrone, Pennsylvania,

may have looked and acted in the  
way of professional finish, but the

boisterous, lighthearted spirit on a  
Fourth of July, found no lack of simi-

larity in their performance. There

was any imperfection in their techniques  
due to the failure of their fresh young

leader to "Be Prepared." Not only had

Fred Waring prepared them

firmly — and endlessly — but he had

been equally sensitive in himself in

learning to twist the baton he'd made

from one of his mother's curtain poles  
and a glass doorknob.

Out of this determined and noisy group came the four lads who were to

become the Pennsylvanians—Fred  
and Tom Waring, Poley McClintock,  
and Freddie Buck. It would be histori-

ically incorrect — and most unfair —
to leave out the long-suffering fifth

member of the team—Mother Waring—  
who provided economic aid, encour-

agement, gentle criticism, and hot

chocolate to the lads who helped

the boys to sing as well as play their  
band. Her interest in their welfare

for her rich and lovely contralto graced the local chamber groups.

It was her piano and her voice which

began the shimmering image of reha-

rals. When such numbers as "Old Maid

Blues," had been played, learned  
and submitted, it was Mother Waring

who would quietly suggest that the

quartet try their voices at a smoothly

blendedKnowing that Fred Waring  
was as interested in the Pennsylvania's

choral work of today.

BANAZZATRA

So was the "Banazzatras" to play the

interior concert of their rhythms at

intervals to sing, in rich harmony, the  
lovely melodies of the day.

Encouraged by the enthusiastic re-

sponse they received, the young  
banzzatras went on to conquer. In 1914, Fred took his  

courage in his hands and long-dist-

anced his hero, Paul Whitman, whose  

famous band was performing at  
the Palais Royale in New York. White-

man was intrigued and agreed to  

hear the boys. The next day, the intrepid  
crew set off on a day coach for the  
city. They were white duck trousers,  
vivid blue shirts — dyed hurriedly by

Tom—and white ties.

Whether the Whitman musicians

laughed at the column is not re-

corded, but they laughed heartily

enough when they found the lads were  
playing their audition piece de re-

sistance, "Somebody Stole My Girl,"  
in six parts—a key scout musicians  
found it forget. It seems that Tom knew  
his way around only on the black  
keys. But black keys or no, three

kids knew their way around—and Paul

Whiteman encouraged them to speak  
about them to others.

COLLEGE SYNCOPATIONISTS

Then came the "middle years"—the  
years of building. The group ex-

panded, became known as the "Col-

lege Syncopationists" and were in

great demand on university campuses

and in college town theaters. Soon

they were on the road in earnest, using

time between 40-week tours to cut  
best-selling recordings that are col-

lector items today. With growing

recognition came opportunities to ap-

pear in Broadway musicals and re-

 tours for which Fred developed some

sensationally effective pieces of  
showmanship—the use of lights in such pro-

nounce ballet style as in the long remem-

bered "Dancing Cavaliers" and the famous

"Dancing Song." Europe

Thus the boys from Tyrone and his  
barrooming musicians advanced from

national to international fame during

the decade. In 1924, Europe's most

distinguished mapper clas-

sed his "Famous Ambassadors in  
Europe," in its most trying years.

in the United States, Fred had

come the young Americans—Pennsyl-

vania. Fred Waring and the group  
called in April for what proved to be  
nothing more than a triumphal

tour.

When it came time to close at

Des Ambassadors and tour the other  
entertainment capitals of Europe, New  
York demanded the Pennsylvanians

back—for this time for a featured  
spot in a new musical debut made

the first musical sound motion pic-

tions," Syncopationism," and recorded  
the first rumba tunes.

TELEVISION

In 1934, when the Ford Motor Com-

pany made the first overtures of what  
was to be a long and happy association,  
the Pennsylvanians were startled by

the death of Feudie Buck, one of the

original four. Freddie didn't see the

greatest fulfillment of their boyhood  
ambitions, for their first sponsorship

were all in the field of radio and  
television. Today, under the auspices of the  
General Electric Company, Fred  
and the enlarged group are  

up on their television's number one omni-

mental. Why? If you ask the critics, they'll

tell you it's because the Pennsylvanians  

have freshness, sincerity, fervor, and  

perfection of technique.

JACK DOLPH

P.S.: A special "thank you" from  
all the Pennsylvanians to  
our many radio friends who  
have done so much to help

make Jack Dolph's story a true  
one.

NOTE: PROGRAM DIRECTORS,  
D.J.'S. AND LIBRARIANS

"How It All Began" is reprinted  
from AMERICAN RADIO, "Fred  
Waring's Pennsylvanians," associating  
the worth of shorter sentences  
and his info about all the Penn-

sylvania things. F. L. TYRONE  
CHASE, ADDRESS: Jim Stewbay,  
WATER GAP, PA.

Heart! Here! on DECCA

Blues This Week

24157

Hello My Baby

24157

Gin and Tonic

24156

Give Me Your Hand

24791

Key Largo Blues

24791

Hello It's Whistle While You Work

27041

Harlequin in Long Beach

24791

I've Got the Blues

24791

Hey Joe

24791

I'm Gonna Be a Man Again

24791

Tell Lassie, I'm Gone

24968

Loved One Night of the Week

28512

Mamie's Home

28512

My Man

28512

New Orleans Blues

28512

Nina's Blues

28512

Oklahoma City Blues

28512

Tyson's Blues

28512

Tulsa Blues: Blues of Tulsa

28512

White Christmas

24600

Worker's Vacation

24600

You Never Walk Alone

28375

WHERE WE ARE

DECCA ALBUMS

California Songs

5005

Cantina Serenade

5004

Carry Me Back to Old Virginia

5060

Pioneer Time

5066

Pioneer Time

5066

Ragtime Clambakes

5066

Ragtime Clambakes

5066

Red and White Dots

5066

Swing the Blues Away

5066

Tales of My Land

5066

The Song of America

5066

The Song of America

5066

Sweet Home Alabama

5066

Sweet Home Alabama

5066

The Singing Christmas Tree

5066

The Singing Christmas Tree

5066

This Is Christmas

5066

This Is Christmas

5066

White Christmas

5066

White Christmas

5066

December Night

5066

December Night

5066

Copyrighted material
Thanks fellas for your swell reception to my initial release on Cadence Records, “Anywhere I Wander” and “This is Heaven.”

Gratefully

Julius La Rosa

P. S.: Watch for my new record soon to be released
many, many thanks...

Don’t Let the Stars Get In Your Eyes
L I E S
Wild Horses
I Confess

...for all those spins—
PERRY COMO

Don’t Let the Stars Get In Your Eyes
L I E S
Wild Horses
I Confess

PERRY COMO

Don’t Let the Stars Get In Your Eyes
L I E S
Wild Horses
I Confess

PERRY COMO
The Billboard Annual Music-Record Programming Guide

Features

The Billboard Chart: A Prime Source for Programming... 44
The Billboard 1953 Station Manager Survey... 50
Increased Spinning of Longhair Music... 52
They're Playing the Bands Again... 52
Dollars Spent for Jockey Promotions: The Dollar View... 56
The R&B Deedle: A Growing Factor... 57
New Horizons for Country-Western Platter Spinning... 58
1953 Artist Biography Section... 65

The Billboard 1953 Disk Jockey Poll—
Part I: Popularity... 33
Favorite Pop Records of the Year... 33
Favorite Bands of the Year... 33
Favorite Male Vocalists of the Year... 34
Favorite Female Vocalists of the Year... 34
Favorite Small Instrumental Groups of the Year... 36
Favorite Small Singing Groups of the Year... 36
Favorite Latin-American Bands of the Year... 36
Favorite Popular Record Albums of the Year... 36
Most Promising “Newer” Male Vocalists... 36
Most Promising “Newer” Female Vocalists... 36
Favorite Standard Songs... 38
Favorite Symphonic Conductors... 38
Favorite Classical Male Vocalists... 38
Favorite Classical Female Vocalists... 38

Part II: Trade Aspects... 41-43

The Billboard 1953 Country & Western Disk Jockey Poll—
Part I: Popularity... 66
Favorite Country & Western Records of the Year... 66
Favorite Country & Western Artists of the Year... 66
Most Promising Country & Western Artists... 66
Favorite Country and Western Bands of the Year... 66
Favorite Hillbilly Comedian of the Year... 66

Part II: Trade Aspects... 61

Music Popularity Charts... 72-73
Honor Roll of Hits... 73
Best-Selling Sheet Music... 74
Tunes With Greatest Radio and Television Audiences... 74
Top 10 in Television... 74
England's Top Twenty... 74
Reviews of This Week's New Records... 74
This Week's Best Buys... 74
Late Reports on Recent Best Buys... 78
Coming Up in the Trade... 78
Best Selling Singles... 80
Most Played in Juke Boxes... 80
Most Played by Jockeys... 80
Best Selling Popular Albums... 80
Best Selling Children's Records... 80
Territorial Best Sellers (Popular)... 82
Best Selling Classical Records... 84
Vox Jox... 84
Dealer Doings... 85

Top Country & Western Records... 86
National Best Sellers... 86
Most Played by Jockeys... 86
Most Played in Juke Boxes... 86
This Week's Territorial Best Sellers to Watch... 87
Territorial Best Sellers... 87
Folk Talent and Tunes... 87

Top Rhythm & Blues Records... 96
National Best Sellers... 96
Most Played in Juke Boxes... 96
Rhythm & Blues Notes... 96
This Week's Territorial Best Sellers to Watch... 98
Territorial Best Sellers... 98

Thanks to DISK JOCKEYS, DEALERS & OPERATORS

It's a HAPPY DAY for making OH HAPPY DAY

and his Champagne Music

“MINNIE THE MERMAID”
Vocal LARRY HOOPER
b/w “SAY IT ISN'T SO”
Vocal ROBERTA LINN
Coral 60947

Tops in Friday's TV Shows
KTLA
Channel 5, 8 to 9 P.M.
Los Angeles, Calif.
According to all Polls

80th Consecutive Week
AT THE ARAGON BALLROOM
LICK PIER—SANTA MONICA, CALIFORNIA
BROADCASTING ABC Network

Coral Records
Personal Mgr. GABBE, LUTZ & HELLER
HOLLYWOOD
NEW YORK
Thanks DJ's for making 1952 a year we'll long remember...

The HILLTOPPERS

We hope you like our new release . . .

"I CAN'T LIE TO MYSELF"

and

"IF I WERE KING"

DOT 15055

P.S. Thanks too, to Randy Wood of Dot Records who made it all possible.

Dot RECORDS
the center of Attraction for...’53

Dot RECORDS

POPULAR
Johnny Maddox
Hilltoppers
Roy Wiggins
Hank "Sugarfoot" Garland
Al Lombardy
Dan Belloc
Bobby Colton
B. Gordy
Eddie Peabody

HILLBILLY
Mac Wiseman
Gabe Tucker
Tommy Jackson

RHYTHM & BLUES
Margie Day
Griffin Bros.
Wally Mercer
L. C. Green

SPIRITUAL
Fairfield Four
Rosa Shaw
Singing Stars

GOSPEL
Joe Warren
Claude Sharp and Old Hickory Singers

Thanks Folks
for making it all possible
Randy Wood
From a Great New Star

Lita Roza

A THRILLING RENDITION OF A CHARMING NEW BALLAD!
From the M-G-M Technicolor picture "LILI"

Hi-Lili, Hi-Lo

backed with
TAKE CARE OF YOURSELF
Accompaniment Directed by JOHNNY DOUGLAS
London Record #1295

LONDON RECORDS
The Billboard 1953 Disk Jockey Poll        Part 1

**Favorite Pop Records of the Year**

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Blue Tango—Lorey Anderson Ork</td>
<td>Decca</td>
<td>887</td>
</tr>
<tr>
<td>2</td>
<td>You Belong to Me—Jo Stafford</td>
<td>Columbia</td>
<td>844</td>
</tr>
<tr>
<td>3</td>
<td>Cry—Johnnie Ray</td>
<td>Columbia</td>
<td>379</td>
</tr>
<tr>
<td>4</td>
<td>Wheel of Fortune—Kay Starr</td>
<td>Capitol</td>
<td>359</td>
</tr>
<tr>
<td>5</td>
<td>Someone Along the Way—Nat (King Cole) Ork</td>
<td>Capitol</td>
<td>320</td>
</tr>
<tr>
<td>6</td>
<td>Wish You Were Here—Edith Fisher</td>
<td>RCA Victor</td>
<td>320</td>
</tr>
<tr>
<td>7</td>
<td>Glow Worm—Hills Brothers</td>
<td>Decca</td>
<td>284</td>
</tr>
<tr>
<td>8</td>
<td>Hell as Much—Rosamary Clooney</td>
<td>Columbia</td>
<td>280</td>
</tr>
<tr>
<td>9</td>
<td>Why Don’t You Believe Me—Jim James</td>
<td>M-G-M</td>
<td>264</td>
</tr>
<tr>
<td>10</td>
<td>Blue Tango—Hugo Winterhalter Ork</td>
<td>RCA Victor</td>
<td>255</td>
</tr>
<tr>
<td>11</td>
<td>I Went to Your Wedding—Patti Page</td>
<td>Mercury</td>
<td>221</td>
</tr>
<tr>
<td>12</td>
<td>You Belong to Me—Patti Page</td>
<td>Mercury</td>
<td>216</td>
</tr>
<tr>
<td>13</td>
<td>Dance 'Til You Drop—Sauter-Finegan Ork</td>
<td>RCA Victor</td>
<td>195</td>
</tr>
<tr>
<td>14</td>
<td>Artie Shaw—The Sweetheart—Vera Lynn</td>
<td>London</td>
<td>131</td>
</tr>
<tr>
<td>15</td>
<td>I Should Care—Ralph Flanagan Ork</td>
<td>RCA Victor</td>
<td>112</td>
</tr>
</tbody>
</table>

**Favorite Bands of the Year**

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ralph Flanagan</td>
<td>RCA Victor</td>
<td>867</td>
</tr>
<tr>
<td>2</td>
<td>Ray Anthony</td>
<td>Capitol</td>
<td>816</td>
</tr>
<tr>
<td>3</td>
<td>Billy May</td>
<td>Capitol</td>
<td>683</td>
</tr>
<tr>
<td>4</td>
<td>Sauter-Finegan</td>
<td>RCA Victor</td>
<td>412</td>
</tr>
<tr>
<td>5</td>
<td>Les Brown</td>
<td>Coral</td>
<td>356</td>
</tr>
<tr>
<td>6</td>
<td>Ralph Martin</td>
<td>Mercury</td>
<td>213</td>
</tr>
<tr>
<td>7</td>
<td>Hugo Winterhalter—Artie Shaw</td>
<td>RCA Victor</td>
<td>213</td>
</tr>
<tr>
<td>8</td>
<td>Stan Kenton</td>
<td>Capitol</td>
<td>187</td>
</tr>
<tr>
<td>9</td>
<td>Woody Herman</td>
<td>M-G-M</td>
<td>167</td>
</tr>
<tr>
<td>10</td>
<td>Buddy Morrow</td>
<td>RCA Victor</td>
<td>154</td>
</tr>
<tr>
<td>11</td>
<td>Percy Faith</td>
<td>Columbia</td>
<td>100</td>
</tr>
<tr>
<td>12</td>
<td>Benny Goodman</td>
<td>Columbia</td>
<td>83</td>
</tr>
<tr>
<td>13</td>
<td>Guy Lombardo</td>
<td>Decca</td>
<td>76</td>
</tr>
<tr>
<td>14</td>
<td>Mantovani</td>
<td>London</td>
<td>60</td>
</tr>
<tr>
<td>15</td>
<td>Duke Ellington</td>
<td>Columbia</td>
<td>55</td>
</tr>
<tr>
<td>16</td>
<td>Mitch Miller</td>
<td>Columbia</td>
<td>55</td>
</tr>
</tbody>
</table>

**Question . . .**

In your opinion, which were the best popular records in the past 12 months?

**Scoring . . .**

Five positions; Five points for first; four for second; three for third; two for fourth, and one for fifth.

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>April in Paris—Sauter-Finegan Ork</td>
<td>RCA Victor</td>
<td>103</td>
</tr>
<tr>
<td>17</td>
<td>Birth of the Blues—Frank Sinatra</td>
<td>Columbia</td>
<td>103</td>
</tr>
<tr>
<td>18</td>
<td>Here Is My Heart—Al Martino</td>
<td>BRS</td>
<td>103</td>
</tr>
<tr>
<td>19</td>
<td>Jambalaya—Jo Stafford—Ralph Flanagan Ork</td>
<td>Columbia</td>
<td>100</td>
</tr>
<tr>
<td>20</td>
<td>Kiss of Fire—Georgia Gibbs</td>
<td>Mercury</td>
<td>99</td>
</tr>
<tr>
<td>21</td>
<td>Nine Times—Sauter-Finegan Ork</td>
<td>RCA Victor</td>
<td>92</td>
</tr>
<tr>
<td>22</td>
<td>It’s in the Book—Johnny Stanley</td>
<td>Capitol</td>
<td>83</td>
</tr>
<tr>
<td>23</td>
<td>Anyway—Edith Fisher—Ralph Flanagan Ork</td>
<td>RCA Victor</td>
<td>79</td>
</tr>
<tr>
<td>24</td>
<td>Don’t Let the Stars Get in Your Eyes—Holly Clooney</td>
<td>RCA Victor</td>
<td>79</td>
</tr>
<tr>
<td>25</td>
<td>I Saw Mommy Kiss Santa Claus</td>
<td>Columbia</td>
<td>76</td>
</tr>
<tr>
<td>26</td>
<td>Tenderly—Rosalyn Clooney</td>
<td>Columbia</td>
<td>76</td>
</tr>
<tr>
<td>27</td>
<td>Slaughter on 10th Avenue—Ray Anthony Ork</td>
<td>Capitol</td>
<td>70</td>
</tr>
<tr>
<td>28</td>
<td>Tell Me Why—Four Aces—Romero</td>
<td>Capitol</td>
<td>68</td>
</tr>
<tr>
<td>29</td>
<td>Delicate—Percy Faith—Ralph Flanagan Ork</td>
<td>Columbia</td>
<td>67</td>
</tr>
<tr>
<td>30</td>
<td>I’m Yours—Don Carroll—Perry Clooney</td>
<td>Capitol</td>
<td>67</td>
</tr>
</tbody>
</table>

**Question . . .**

Which band on records do you like most—your current all-round favorite? This question is designed to include both road bands and studio bands that exist only for records.

**Scoring . . .**

Three positions: Three points for first; two for second; one for third.

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Tommy Dorsey</td>
<td>Decca</td>
<td>52</td>
</tr>
<tr>
<td>18</td>
<td>Harry James</td>
<td>Columbia</td>
<td>52</td>
</tr>
<tr>
<td>19</td>
<td>Jerry Gray</td>
<td>Decca</td>
<td>49</td>
</tr>
<tr>
<td>20</td>
<td>Paul Weston</td>
<td>Columbia</td>
<td>49</td>
</tr>
<tr>
<td>21</td>
<td>Sammy Kaye</td>
<td>Columbia</td>
<td>46</td>
</tr>
<tr>
<td>22</td>
<td>Gordon Jenkins</td>
<td>Decca</td>
<td>38</td>
</tr>
<tr>
<td>23</td>
<td>Henri Renié</td>
<td>RCA Victor</td>
<td>30</td>
</tr>
<tr>
<td>24</td>
<td>Neal Hefti</td>
<td>Coral</td>
<td>25</td>
</tr>
<tr>
<td>25</td>
<td>Les Paul</td>
<td>Decca</td>
<td>23</td>
</tr>
<tr>
<td>26</td>
<td>Jan Garber</td>
<td>Capitol</td>
<td>18</td>
</tr>
<tr>
<td>27</td>
<td>Russ Morgan</td>
<td>Decca</td>
<td>17</td>
</tr>
<tr>
<td>28</td>
<td>David Rose</td>
<td>M-G-M</td>
<td>17</td>
</tr>
<tr>
<td>29</td>
<td>Count Basie</td>
<td>Mercury</td>
<td>14</td>
</tr>
<tr>
<td>30</td>
<td>Les Baxter</td>
<td>Capitol</td>
<td>14</td>
</tr>
<tr>
<td>31</td>
<td>Lawrence Welk</td>
<td>Coral</td>
<td>14</td>
</tr>
</tbody>
</table>
**Favorite Male Vocalists of the Year**

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tony Bennett</td>
<td>Capitol</td>
<td>101</td>
</tr>
<tr>
<td>2.</td>
<td>Dean Martin</td>
<td>Capitol</td>
<td>64</td>
</tr>
<tr>
<td>3.</td>
<td>Tony Martin</td>
<td>RCA Victor</td>
<td>127</td>
</tr>
<tr>
<td>4.</td>
<td>Billy Eckstine</td>
<td>M-G-M</td>
<td>106</td>
</tr>
<tr>
<td>5.</td>
<td>Frank Sinatra</td>
<td>Columbia</td>
<td>224</td>
</tr>
<tr>
<td>6.</td>
<td>Bing Crosby</td>
<td>Decca</td>
<td>456</td>
</tr>
<tr>
<td>7.</td>
<td>Nat (King) Cole</td>
<td>Capitol</td>
<td>336</td>
</tr>
<tr>
<td>8.</td>
<td>Frank Sinatra</td>
<td>Columbia</td>
<td>224</td>
</tr>
<tr>
<td>9.</td>
<td>Billy Eckstine</td>
<td>M-G-M</td>
<td>213</td>
</tr>
<tr>
<td>10.</td>
<td>Vic Damone</td>
<td>Mercury</td>
<td>131</td>
</tr>
<tr>
<td>11.</td>
<td>Perry Como</td>
<td>RCA Van</td>
<td>859</td>
</tr>
<tr>
<td>12.</td>
<td>Eddie Fisher</td>
<td>RCA Victor</td>
<td>783</td>
</tr>
<tr>
<td>13.</td>
<td>Bing Crosby</td>
<td>Decca</td>
<td>456</td>
</tr>
<tr>
<td>14.</td>
<td>Tony Martin</td>
<td>RCA Victor</td>
<td>127</td>
</tr>
<tr>
<td>15.</td>
<td>Tony Bennett</td>
<td>Capitol</td>
<td>101</td>
</tr>
</tbody>
</table>

**Favorite Female Vocalists of the Year**

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Jo Stafford</td>
<td>Columbia</td>
<td>610</td>
</tr>
<tr>
<td>2.</td>
<td>Doris Day</td>
<td>Columbia</td>
<td>591</td>
</tr>
<tr>
<td>3.</td>
<td>Rosemary Clooney</td>
<td>Columbia</td>
<td>566</td>
</tr>
<tr>
<td>4.</td>
<td>Patti Page</td>
<td>Mercury</td>
<td>539</td>
</tr>
<tr>
<td>5.</td>
<td>Dinah Shore</td>
<td>RCA Victor</td>
<td>504</td>
</tr>
<tr>
<td>6.</td>
<td>Kay Starr</td>
<td>Capitol</td>
<td>488</td>
</tr>
<tr>
<td>7.</td>
<td>Sarah Vaughan</td>
<td>Columbia</td>
<td>251</td>
</tr>
<tr>
<td>8.</td>
<td>Peggy Lee</td>
<td>Decca</td>
<td>187</td>
</tr>
<tr>
<td>9.</td>
<td>Ella Fitzgerald</td>
<td>Decca</td>
<td>167</td>
</tr>
<tr>
<td>10.</td>
<td>Jan James</td>
<td>M-G-M</td>
<td>155</td>
</tr>
<tr>
<td>11.</td>
<td>Jo Stafford</td>
<td>Columbia</td>
<td>224</td>
</tr>
<tr>
<td>12.</td>
<td>Margaret Whiting</td>
<td>Capitol</td>
<td>120</td>
</tr>
<tr>
<td>14.</td>
<td>June Christy</td>
<td>Capitol</td>
<td>79</td>
</tr>
<tr>
<td>15.</td>
<td>Helen O'Connell</td>
<td>Capitol</td>
<td>72</td>
</tr>
<tr>
<td>16.</td>
<td>Mary Ford</td>
<td>Capitol</td>
<td>48</td>
</tr>
</tbody>
</table>

**Question . . .**

Who is your favorite male vocalist (with or without a band)?

**Scoring . . .**

Three positions: Three points for first; two for second; one for third.

**Favorite Female Vocalists of the Year**

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.</td>
<td>June Valli</td>
<td>RCA Victor</td>
<td>40</td>
</tr>
<tr>
<td>18.</td>
<td>Toni Arden</td>
<td>Columbia</td>
<td>32</td>
</tr>
<tr>
<td>19.</td>
<td>Mitty Carson</td>
<td>Columbia</td>
<td>31</td>
</tr>
<tr>
<td>20.</td>
<td>Teresa Brewer</td>
<td>Capitol</td>
<td>27</td>
</tr>
<tr>
<td>21.</td>
<td>Connie Boswell</td>
<td>Decca</td>
<td>24</td>
</tr>
<tr>
<td>22.</td>
<td>Lily Ann Dietz</td>
<td>RCA Victor</td>
<td>24</td>
</tr>
<tr>
<td>23.</td>
<td>Georgia Gibbs</td>
<td>Mercury</td>
<td>24</td>
</tr>
<tr>
<td>24.</td>
<td>Vera Lynn</td>
<td>London</td>
<td>24</td>
</tr>
<tr>
<td>25.</td>
<td>Lucy Ann Parker</td>
<td>Unaffiliated</td>
<td>24</td>
</tr>
<tr>
<td>26.</td>
<td>Lu Ann Simms</td>
<td>Columbia</td>
<td>23</td>
</tr>
<tr>
<td>27.</td>
<td>April Stevens</td>
<td>RCA Victor</td>
<td>23</td>
</tr>
<tr>
<td>28.</td>
<td>Billie Holiday</td>
<td>Mercury</td>
<td>18</td>
</tr>
<tr>
<td>29.</td>
<td>Lee Wiley</td>
<td>Columbia</td>
<td>18</td>
</tr>
<tr>
<td>30.</td>
<td>Lisa Kirk</td>
<td>RCA Victor</td>
<td>16</td>
</tr>
<tr>
<td>31.</td>
<td>Mary Mayo</td>
<td>Capitol</td>
<td>16</td>
</tr>
<tr>
<td>32.</td>
<td>Ella Mae Morse</td>
<td>Capitol</td>
<td>16</td>
</tr>
</tbody>
</table>

**Question . . .**

Who is your favorite female vocalist (with or without a band)?

**Scoring . . .**

Three positions: Three points for first; two for second; one for third.
We hope you guys and gals know how much Mary and I appreciate all the help you’ve given us.

Thanks a million,

Leo and Mary
The Billboard 1953 Disk Jockey Poll ............ Part 1

**POPULARITY**

---

**Favorite Small Instrumental Groups of the Year**

**Question**
Which is your favorite small instrumental group (less than seven pieces)?

**Scoring**
Three positions: Three points for first; two for second; one for third.

**PLACE** | **WINNER** | **RECORD COMPANY** | **POINTS**
---|---|---|---
1. | George Shearing | MGM | 1042
2. | Three Suns | RCA Victor | 519
3. | Art Van Donn | Capitol | 451
4. | King Cole Trio | Capitol | 264
5. | Les Paul-Mary Ford | Capitol | 243
6. | Benny Goodman Sextet | Columbia | 144
7. | Dave Brubeck Trio | Capitol | 139
8. | Pepe Cavanaugh Trio | RCA Victor | 80
9. | Oscar Peterson Trio | Mercury | 75
10. | Ernie Falone Quintet | Capitol | 68
11. | Grady Martin | Decca | 63
12. | Gene Krupa Trio | Mercury | 60
13. | Harmanials | Mercury | 60
14. | Frank Potts Trio | MGM | 59
15. | Benny Goodman Trio | Columbia | 47
16. | Buddy De Franco | Capitol | 40
17. | Freshman Five Plus | E | 36
18. | Starkey & Kings of Dixie | Capitol | 32
19. | Mill Ruth Trio | Capitol | 31

---

**Most Promising “NEWER” Female Vocalists**

**Question**
Which newer female vocalist (singing with or without a band) has in your opinion the greatest chance to become one of the top female vocalists in 1953 (duo, trios, quartets)?

**Scoring**
Three positions: Three points for first; two for second; one for third.

**PLACE** | **WINNER** | **RECORD COMPANY** | **POINTS**
---|---|---|---
1. | Janie James | MGM | 1071
2. | Sunny Gale | RCA Victor | 271
3. | Jeri Southern | Decca | 243
4. | June Valli | RCA Victor | 219
5. | Karen Chandler | Coral | 194
6. | La Ann Sims | Columbia | 176
7. | Dinah Jo | RCA Victor | 155
8. | Glade McAdoo | Capitol | 151
9. | Lily Ann Carol | RCA Victor | 99
10. | Georgia Carroll | Capitol | 95
11. | Felicia Sanders | Columbia | 91
12. | Joanne Gayle | Capitol | 91
13. | Edie Gorman | Capitol | 84
14. | Cindy Lord | MGM | 43
15. | Holly Lee | Capitol | 36
16. | Dorothy Collins | Decca | 26

---

**Favorite Latin-American Bands of the Year**

**Question**
Which Latin-American band do you currently like best?

**PLACE** | **WINNER** | **RECORD COMPANY** | **POINTS**
---|---|---|---
1. | Xavier Cugat | RCA Victor (formerly Mercury) | 371
2. | Perez Prado | RCA Victor | 47
3. | Luis Aragon | RCA Victor | 38
4. | Machito | Columbia | 17
5. | Edmundo Ros | London | 15
6. | Nana Mouskouri | Decca | 11
7. | Miguelito Valdes | Unaffiliated | 7
8. | Chus Burns | Unaffiliated | 6
9. | Dali Amor | Columbia | 5
10. | Chico O'Farrill | Unaffiliated | 4

---

**Favorite Popular Record Albums of the Year**

**Question**
Which popular album did you like most in the last 12 months?

**PLACE** | **WINNER** | **RECORD COMPANY** | **POINTS**
---|---|---|---
1. | Dance in the Key of Love | RCA Victor | 36
2. | Big Band Bash | Capitol | 38
3. | Bye Bye Blues | Capitol | 39
4. | Musical Mirth | Columbia | 35
5. | Benny Goodman 1937-1938 Concert No. 2 | Columbia | 37
6. | Benny Goodman 1937-1938 Concert No. 3 | Columbia | 31
7. | With a Song in My Heart | Capitol | 24
8. | Hollywood's Best | Columbia | 20
9. | Down on the Old 910 | RCA Victor | 19
10. | Music for Lovers Only | Capitol | 19
America's Disk Jockeys Pick

ROGER COLEMAN

singing

YOU SAY IT WITH YOUR EYES
and
MY DARLING

DECCA 28529

Record Promotion: N. Y., Jim McCarthy—Hollywood, Bob Stern

Personal Management:
Gabbe, Lutz & Heller
New York
1619 Broadway
Hollywood
6274 Sunset Blvd.
Thanks for your help —
Gratefully

Frankie Laine

CURRENT RELEASES...

I BELIEVE and YOUR CHEATIN’ HEART

Exclusively on

COLUMBIA RECORDS

Columbia 39938

Direction:

GENERAL ARTISTS CORPORATION

New York • Chicago • Beverly Hills • Cleveland • Dallas • London
Pop Deejays Average 16 Hours Of Platter Shows Each Week

**Question**
How many hours a week do you average as a disk jockey?

**Average number of hours per week**
16.0

**Highest number of hours per week**
44.0

**Lowest number of hours per week**
6.5

The average pop disk jockey spins records for a total of 16 hours a week. The busiest jock answering this year’s survey ran a 44-hour platter schedule. Jockeys who report just 6.5 hours a week are rather few. Most of the 6,000 jockeys have auxiliary duties at their stations such as announcing scores at sporting events. The smaller stations think of the jockey as a hard-working guy.

Most Jockeys Do Own Picking; Favor Own Opinion, Requests And Trade Papers in Selecting

**Question**
Who selects the records played on your show?

- Your own personal opinion: 57.4%
- Listeners' requests: 33.3%
- Record company and/or distributor sheets, direct mail and free records: 15.0%
- Press agent or record promotion specialist, direct mail: 6.6%
- Information gathered from trade publications: 6.6%
- Music publisher direct mail, promotions or free records: 6.6%
- Information gathered from local jockeys: 2.4%
- Others: 3.0%

Total: 100.0%

Jockeys who select their own records were asked in this question to name the two sources of information which are most helpful to them in selecting records played on their shows. The answers were tabulated on a basis of 200 per cent, so that the percentage of jockeys favoring each of the various information sources is clearly shown.

As the answers show, jockeys depend on a great many different sources in determining what records to play. This year there were three outstanding leaders—the jockey's own opinion, listener requests and trade papers. This last category, trade-paper editorial features and advertisements, made the greatest strides of any information source over last year's survey. This year 48.3 per cent of the deejays reported it as one of their two most useful sources, placing it in third place. A year ago it was placed fourth, behind promotion sent by record companies and bookers, and was favored by only 23.6 per cent.

Victor Tops Columbia, Capitol
As Dispenser of Free Records;
Dot Wins Handily Among Indies

**Question**
Name the three record labels from which you or your station receive the most free records?

**SCORING**
Three positions: Three points for first; two for second; one for third.

**PLACE**  | **WINNER** | **POINTS**
---|---|---
1. | RCA Victor | 553
2. | Columbia | 468
3. | Capitol | 455
4. | Decca | 356
5. | Mercury | 223
6. | MGM | 113
7. | Coral | 107
8. | King | 106
9. | London | 11
10. | Dot | 9

**Question**
Which of the smaller independent labels send you the most free records? Name only three.

**SCORING**
Three positions: Three points for first; two for second; one for third.

**PLACE**  | **WINNER** | **POINTS**
---|---|---
1. | Dot | 342
2. | Four Star | 119
3. | Imperial | 100
4. | Specialty | 88
5. | Decca | 42
6. | Republic | 42
7. | Jubilee | 40
8. | Atlantic | 34
9. | Derby | 32
10. | | 32

This year RCA Victor again took over the top slot as the record company which sends out the most records after ending the past year a close second to Columbia in a blanket finish between the two leaders. Columbia maintained its third place position in this year’s poll. Capitol, however, made the biggest change from last year’s ranking. The step up into fourth place was made by Decca. A year ago Decca came in fifth behind Mercury. This year Decca registered a strong fourth, undoubtedly reflecting the increased importance this label devoted to this area of promotion during 1952. Except for these two changes, the order among the larger companies was exactly the same as a year ago.

Because the larger record companies send a great number of releases during the course of a year and are on a position to service more disk jockeys, it was decided to add this question to the year’s poll to determine how the smaller record companies stand in this matter of promotion in competition with free records. In this category, Randy and Dot, because Dot wins an overwhelming win. King and Coral were actually reported in second and third positions, but because of two component replies in the answers to the preceding question, they were placed second and third respectively. Thus, second and third positions are taken over by Four Star and Imperial. The Randys were reported as third, second and first.

A special article which adds up the extent and the cost of free records that are sent out each year by record companies appeared elsewhere in this issue.

Staff Written, Ad Lib Com’ls
In Greater Use Than Sponsors’

**Question**
Who writes the advertising copy for your show?

- Station Personnel: 71.0%
- I ad lib it from notes: 59.8%
- Advertiser or Advertising Agency: 42.8%
- Others: 27.1%

The commercials that disk jockeys hear in between records emanate from a number of sources, according to these answers. In most cases more than one source is used. A total of 710 per cent said that station personnel write the advertising copy they use. Slightly more than half reported that they ad lib all or some of their commercials. Some of the copy is written either by the sponsor or his advertising agency, according to 42.8 per cent of the jockeys. Another 27 per cent stated that they write all or part of the commercials they deliver.
The Billboard 1953 Disk Jockey Poll . . . . . . . Part 2

TRADE ASPECTS

Flanagan Sweeps Field for Third Year as Most Helpful Disk Artist

Question . . . . Which recording artists are most co-operative in arranging for personal appearances on your programs?

SCORING . . . . Three points: Three points for first; two for second; one for third.

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ralph Flanagan</td>
<td>RCA Victor</td>
<td>220</td>
</tr>
<tr>
<td>2</td>
<td>Ray Anthony</td>
<td>Capital</td>
<td>197</td>
</tr>
<tr>
<td>3</td>
<td>Stan Kenton</td>
<td>Capital</td>
<td>184</td>
</tr>
<tr>
<td>4</td>
<td>Four Aces</td>
<td>Decca</td>
<td>183</td>
</tr>
<tr>
<td>5</td>
<td>Les Paul-Mary Ford</td>
<td>Capitol</td>
<td>181</td>
</tr>
<tr>
<td>6</td>
<td>Patip Page</td>
<td>Mercury</td>
<td>180</td>
</tr>
<tr>
<td>7</td>
<td>Spike Jones</td>
<td>RCA Victor</td>
<td>179</td>
</tr>
<tr>
<td>8</td>
<td>Doc Cornell</td>
<td>Coral</td>
<td>178</td>
</tr>
<tr>
<td>9</td>
<td>Billy May</td>
<td>Capitol</td>
<td>177</td>
</tr>
<tr>
<td>10</td>
<td>Frankie Laine</td>
<td>Columbia</td>
<td>176</td>
</tr>
<tr>
<td>11</td>
<td>Nel (King) Cole</td>
<td>Capitol</td>
<td>175</td>
</tr>
<tr>
<td>12</td>
<td>Tommy Dorsey</td>
<td>Decca</td>
<td>174</td>
</tr>
<tr>
<td>13</td>
<td>Tony Bennett</td>
<td>Columbia</td>
<td>173</td>
</tr>
<tr>
<td>14</td>
<td>Ralph Merkle</td>
<td>Mercury</td>
<td>172</td>
</tr>
<tr>
<td>15</td>
<td>Lionel Hampton</td>
<td>Decca</td>
<td>171</td>
</tr>
<tr>
<td>16</td>
<td>Rosemary Clooney</td>
<td>Columbia</td>
<td>170</td>
</tr>
<tr>
<td>17</td>
<td>Duke Ellington</td>
<td></td>
<td>169</td>
</tr>
<tr>
<td>18</td>
<td>Johnny Long</td>
<td></td>
<td>168</td>
</tr>
<tr>
<td>19</td>
<td>June Valli</td>
<td>RCA Victor</td>
<td>167</td>
</tr>
<tr>
<td>20</td>
<td>Vaughn Monroe</td>
<td>RCA Victor</td>
<td>166</td>
</tr>
</tbody>
</table>

For the third straight year jockeys gave Ralph Flanagan an overwhelming winning margin as the artist who is most helpful both in self-exploitation and in making personal appearances on platter spinner's shows. If anything, Flanagan's total was stronger this year than a year ago. Second slot in both these categories was taken over by Ray Anthony this year. Percy Coco dropped a notch to third place in the promotion poll, while Les Paul-Mary Ford and Spike Jones made strong gains over a year ago. June Valli came from nowhere to score sixth. Anthony and Stan Kenton trailed these as the artists most co-operative in arranging personal appearances. The Four Aces in their first year with Decca scored heavily by placing fourth in this category.

Interestingly, the top three places in the personal appearances poll were taken by band leaders, and 10 of the top 20 names were band leaders, pointing up the fact that these artists are making while on the road. This recognition of the importance of the jockey has undoubtedly helped in the apparent return to favor of deejays by bands. Certainly deejays are spinning band records more than in a decade. It's also interesting to note that among the list of 10 artists who were the most helpful in promotion, eight of them are RCA Victor artists.

Question . . . . Which three disk jockeys in your opinion have had the best local radio and/or TV jockey shows over the past year? (Please do not include network deejays.)

SCORING . . . . Three points: Three points for first; two for second; one for third.

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>STATION</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dick Martin</td>
<td>WOR</td>
<td>New York</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Doc&quot; Hull</td>
<td>WBYO</td>
<td>Tulsa, Okla</td>
</tr>
<tr>
<td>3</td>
<td>Bill Gordon</td>
<td>WNO</td>
<td>Chicago</td>
</tr>
<tr>
<td>4</td>
<td>Bill Gordon</td>
<td>WNO</td>
<td>Des Moines</td>
</tr>
<tr>
<td>5</td>
<td>Martin Block</td>
<td>WNEW</td>
<td>New York</td>
</tr>
<tr>
<td>6</td>
<td>Paul Dupont</td>
<td>WPXO-TV</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>7</td>
<td>Bill Wells</td>
<td>WBBN</td>
<td>Chicago</td>
</tr>
<tr>
<td>8</td>
<td>Red Dale</td>
<td>WCMF</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>9</td>
<td>Eddie Gallehar</td>
<td>WTOP</td>
<td>Washington</td>
</tr>
<tr>
<td>10</td>
<td>Bob Seymore</td>
<td>WMRH</td>
<td>Burbank, Calif.</td>
</tr>
<tr>
<td>11</td>
<td>Gene Norman</td>
<td>KLAC</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>12</td>
<td>Bob Fields</td>
<td>WVO</td>
<td>Greensboro</td>
</tr>
<tr>
<td>13</td>
<td>Karl Webster</td>
<td>WBT</td>
<td>K, C.</td>
</tr>
<tr>
<td>14</td>
<td>Peter Potter</td>
<td>KXFT</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>15</td>
<td>Ted Brown</td>
<td>WMGO</td>
<td>New York</td>
</tr>
<tr>
<td>16</td>
<td>Nelson King</td>
<td>WCMF</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>17</td>
<td>Gene Klahn</td>
<td>WTOP</td>
<td>Washington</td>
</tr>
<tr>
<td>18</td>
<td>Joe Marrilli</td>
<td>WJMJ</td>
<td>Cleveland</td>
</tr>
<tr>
<td>19</td>
<td>Gene Hobbs</td>
<td>WJLC</td>
<td>Nashville</td>
</tr>
</tbody>
</table>

Martin Noses Out Hull, Miller As Deejay With Best Local Show

This year, for the first time, this question specifically asked jockeys not to include network platter spinners since it was felt that their coverage gave them an unfair advantage. As a result, this year's standings are somewhat different from those of a year ago. Winner of this poll is Dick Martin, from the Mardi Gras and crooner country, Dick jumped up from 11th spot on last year's poll. Other repeaters from a year ago are Doc Hull, Martin Block, Eddie Gallehar, Bob Poole, Peter Potter and Gene Klahn. TV jockeys showed up in this year's poll for the first time in the persons of Paul Drumm, who has a pilot show on WCPD-TV, and Peter Potter. It is also interesting to note that the four deejays who combined or were the special programming article for this supplement are included in the listing. They are Howard Miller, Martin Block, Peter Potter and Nelson King. Nola, in addition to tying for 13th place on the pop jockeys' poll, snagged the top spot on the c.w. spinners' poll.
The answers to these three questions provide an interesting set of statistics for the industry. Obviously all stations are equipped with 78 r.p.m. turntables. A station couldn't be in the record playing business without 78 r.p.m. Of interest, however, is the depth of penetration of the two new speeds. Nine out of 10 stations, according to these answers, have added LP equipment or adapted their present transcription equipment so that microgroove LPs can be played. 45.8 per cent of the stations are also now able to play the 45 r.p.m. disks. Since in practically every case these with "45" equipment are also able to play LP records, it can be concluded that nearly half of the nation's stations are now in a position to play records of any speed.

The answers to the other two questions show that this new equipment is not remaining static. On the other hand, it appears to be receiving increasing use. About 17 of every 100 records spun are either LP or 45 r.p.m., according to these answers. Jockeys further reported that their use of the new speeds is accelerating at a faster rate than the standard 78 r.p.m. That the use of 78 r.p.m. is showing an increase in use with some stations reflects the fact brought out in the station managers' survey that stations are developing an increasing amount of air time to recorded music.

For the foreseeable future, it appears certain that disk playing on radio stations will be a three-speed proposition. With the steady growth of electronic disk programming (pointed up in the results of the station manager survey), it appears obvious that LPs will assume greater importance. The use of 45 r.p.m. can hardly fail to increase in importance to a station. The "extended play" has in a few short months made a solid impact on the retail market and brings obvious advantages for radio stations as well. The 45 disk itself can also be used where more and more of the top pop record business (now nearly 85 per cent) diskettes will probably become more interested in servicing stations with 45's rather than 78's. A great savings would be effected with what lower packing, handling and shipping costs and the elimination of the breakage problem. But as many advantages as the two new speeds have for stations, there still remains the one handle of the record libraries stations now have. Most of the items are not available on the new speeds and unless a station decides to make its own transfers, the possibiliti

---

New Speeds Show Steady Influx In Availability and Jockey Usage

<table>
<thead>
<tr>
<th>Question . .</th>
<th>What record speeds is your station equipped to play?</th>
</tr>
</thead>
<tbody>
<tr>
<td>78 r.p.m.</td>
<td>100.0</td>
</tr>
<tr>
<td>33 1/3 r.p.m.</td>
<td>90.4</td>
</tr>
<tr>
<td>45 r.p.m.</td>
<td>43.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question . .</th>
<th>Of every 100 records you spin during an average week, how many are on each of the three speeds?</th>
</tr>
</thead>
<tbody>
<tr>
<td>78 r.p.m.</td>
<td>83.2</td>
</tr>
<tr>
<td>33 1/3 r.p.m.</td>
<td>11.4</td>
</tr>
<tr>
<td>45 r.p.m.</td>
<td>5.4</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question . .</th>
<th>Which of the three speeds has had the greatest increase in use on your station during the past year?</th>
</tr>
</thead>
<tbody>
<tr>
<td>33 1/3 r.p.m.</td>
<td>40.8</td>
</tr>
<tr>
<td>45 r.p.m.</td>
<td>34.8</td>
</tr>
<tr>
<td>78 r.p.m.</td>
<td>24.4</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

---

TRADE ASPECTS

Less Than 10% Jockeys on TV; Most Use Records; Snader Scores In Film Short Use and Preference

<table>
<thead>
<tr>
<th>Question . .</th>
<th>If you are in a television area, have you done any deejay shows on television during the last year?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>8.6</td>
</tr>
<tr>
<td>No</td>
<td>91.4</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question . .</th>
<th>(If Yes) Do you use records?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>76.0</td>
</tr>
<tr>
<td>No</td>
<td>24.0</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question . .</th>
<th>If you use film shorts, whose do you use and whose do you like best?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use</td>
<td>Like Best</td>
</tr>
<tr>
<td>Snader</td>
<td>64.2</td>
</tr>
<tr>
<td>Screen Gems</td>
<td>28.6</td>
</tr>
<tr>
<td>Official</td>
<td>14.3</td>
</tr>
<tr>
<td>Universal</td>
<td>3.2</td>
</tr>
<tr>
<td>Preference not listed</td>
<td>50.0</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

---

THE questions about television were asked for the first time this year. A total of 25 jockeys reported that they had handled TV deejay shows during 1952. Roughly three-quarters indicated that they use records on their TV segments in some way. Slightly more than half of the jockeys who do use shorts reported the use of Snader films, more than twice the number using Screen Gems. The bulk of the deejays reporting the use of film shorts said they used only one product. Several, however, reported using film from two or three makers. Those who reported a preference gave the blue ribbon to Snader which is to be expected since Snader scored heavily in usage. To the number of jockeys who had TV shows during 1952 is quite limited, these answers are of interest. It's interesting also to note that a considerable number of jockeys indicated upcoming TV plans.

---

Billboard Rated Tops by Jockeys As Most Helpful Trade Journal

<table>
<thead>
<tr>
<th>Question . .</th>
<th>Of the music trade journals you read, which is the most informative and helpful to you?</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINNER</td>
<td>%</td>
</tr>
<tr>
<td>Billboard</td>
<td>73.6</td>
</tr>
<tr>
<td>Combination of journals (including the Billboard)</td>
<td>10.0</td>
</tr>
<tr>
<td>Paper &quot;C&quot;</td>
<td>2.5</td>
</tr>
<tr>
<td>Paper &quot;B&quot;</td>
<td>3.3</td>
</tr>
<tr>
<td>Paper &quot;A&quot;</td>
<td>1.8</td>
</tr>
<tr>
<td>Others</td>
<td>2.3</td>
</tr>
<tr>
<td>Combination of journals (including the Billboard)</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

THE results of this question are, to say the least, very gratifying and reported. About three out of every four jockeys specified that The Billboard is the most helpful and informative music journal they read. Another 9.6 per cent specified some other trade paper, while the remaining 17.6 per cent listed a combination of two or more papers. Of the deejays who listed more than one trade journal, The Billboard again received more mentions than any other journal. Less than 10 per cent of those deejays failed to name The Billboard as one of the journals they find most helpful. Altogether, 89.4 per cent of the deejays said that The Billboard alone or in combination with other papers is of the greatest value. For this vote of confidence, The Billboard is most grateful and promises to make every effort to maintain the confidence of the nation's disk jockey fraternity.
At the present time, 740 radio stations are licensed to The Billboard Music Popularity Charts for programming. Here's how four of the nation's top deejays use them together with suggestions for other program formats.

By NELSON KING
Cleveland, Ohio

Mark Williams

It is often said that the deejay has a golden opportunity to promote music andbellion the record. It's a fact known to the deejays that there are many national charts, covering dealer's country and town, that are already sold only because they are a part of this record business. They are the only ones that are already sold by the record industry, and the deejays who have them are already using the chart to promote their station's ideas. If not, their work will soon be discontinued by a new and useful ideas.

By MARTIN BLOCK
New York, New York

Celebrities are a big hit on the Billboard charts, and I've found that any one deejay can get a good program by listening to them. When you listen to the Billboard, you can check on the charts, and you can see that most of the records are being played on the charts that are being played on the Billboard. The Billboard is a good idea for anyone who works in radio, and it can be very useful to anyone who wants to know what is happening on the Billboard.

When we checked the Billboard, we found that it was very useful for us to check on the charts. We can make a good program by checking on the charts, and we can also use the Billboard to see what is happening on the Billboard. The Billboard is a good idea for anyone who works in radio, and it can be very useful to anyone who wants to know what is happening on the Billboard.

By HOWARD MILLER
WIND, Chicago

It is surprising to see that many live radio stations are finding that the Billboard is useful to them. When we checked the Billboard, we found that it was very useful for us to check on the charts. We can make a good program by checking on the charts, and we can also use the Billboard to see what is happening on the Billboard. The Billboard is a good idea for anyone who works in radio, and it can be very useful to anyone who wants to know what is happening on the Billboard.

Because of the fact that we’ve been using the Billboard for a few years, we’ve found that it’s a very useful tool for us. It has helped us to make a good program by checking on the charts, and we can also use the Billboard to see what is happening on the Billboard. The Billboard is a good idea for anyone who works in radio, and it can be very useful to anyone who wants to know what is happening on the Billboard.
the Band that makes things POP!!!

BUDDY MORROW
his Trombone and his Orchestra

TRAIN, TRAIN, TRAIN
(vr by Frankie Lester)

coupled with
I CAN'T GET STARTED with YOU

RECORD No. 20/47-5212

RCA VICTOR'S BEST SELLERS
Based on actual sales reports for week ending February 20.

POPULAR

1. RUGGED ROMANCE
   RCA Victor 20-5209 [47-5209]*

2. THE MAGIC TOUCH
   Hugo Winterhalter and his Orch.
   RCA Victor 20-5207 [47-5207]*

3. COME ON AND TELL ME
   Sammy Kaye and his Orch.
   RCA Victor 20-5212 [47-5212]*

4. LOVE'S MAGIC
   Hugo Winterhalter and his Orch.
   RCA Victor 20-5210 [47-5210]*

5. I CAN'T GET STARTED
   Buddy Morrow and his Orch.
   RCA Victor 20-5211 [47-5211]*

6. I WANT A GIRL
   Hugo Winterhalter and his Orch.
   RCA Victor 20-5214 [47-5214]*

New Releases

This week's release ±53-9 ships Coast to Coast February 27

COUNTRY-WESTERN

THE JAZZ SINGER
Danny Thomas with Frank Swift's Orch.

6. WHERE THE CATTLE ROAM
   RCA Victor 20-5190 [47-5190]*

5. A POOL SUCH AS I'D LIKE TO SWIM
   RCA Victor 20-5188 [47-5188]*

4. I'M SORRY LITTLE HENRIETTA
   RCA Victor 20-5186 [47-5186]*

3. I'M SORRY LITTLE HENRIETTA
   RCA Victor 20-5189 [47-5189]*

2. I'M SORRY, LITTLE HENRIETTA
   RCA Victor 20-5191 [47-5191]*

1. I'M SORRY LITTLE HENRIETTA
   RCA Victor 20-5192 [47-5192]*

ALBUMS

THE MOST EXCITING BAND OF OUR TIME

the sauter-finegan orchestra

play

STOP BEATING 'ROUND THE MULBERRY BUSH

and

tweedle dee and tweedle dum

RCA VICTOR RECORD No. 20/47-5164

SIX TO GROW ON

Every once in a while we stop and take a closer look at our records in current release. We did this last week and suddenly realized that six of them were of such outstanding quality that they represented an unusual opportunity. In other words, this special group of records suddenly loomed up as "Six To Grow On." Taken all together, they are the kind of solid entertainment on records which could represent important sales volume for the record dealer. For the deejays, they provide outstanding programming of the broad out possible appeal to the broadest possible audience.

Flip the page and run your eyes over the "Six To Grow On." Listen to them with your most critical ear. You'll agree—the are SIX TO GROW ON. Get behind them!

NOTE: For the two DGG ARNOLD Records (20/47-5197 and 20/47-5209) listed in last week's new releases are singles from the Edith Arnold Album "The Old Soggy Cow."
**SIX TO GROW ON!**

...Solid record entertainment every one — taken altogether they represent important sales volume for the dealer and outstanding programming for the deejay. Listen to them — these are six to grow on!

<table>
<thead>
<tr>
<th></th>
<th>Song Title</th>
<th>Artist</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MORE LUCK THAN MONEY</td>
<td>Lily Ann Carol</td>
<td>20/47-5784</td>
</tr>
<tr>
<td></td>
<td>Are You Tired of Me?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>TRAIN, TRAIN, TRAIN</td>
<td>Buddy Morrow</td>
<td>20/47-5212</td>
</tr>
<tr>
<td></td>
<td>(vocals Frankie Lester)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I Can’t Get Started With You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>GOMEN NASAI (FORGIVE ME)</td>
<td>Harry Belafonte</td>
<td>20/47-5210</td>
</tr>
<tr>
<td></td>
<td>Springfield Mountain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>THE MAGIC TOUCH</td>
<td>Hugo Winterhalter</td>
<td>20/47-5209</td>
</tr>
<tr>
<td></td>
<td>WILL O’ THE WISP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>THE DEVIL’S SERENADE</td>
<td>Henri Rene</td>
<td>20/47-5188</td>
</tr>
<tr>
<td></td>
<td>(vocals Joe Costa)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>SYMPATHY</td>
<td>June Valli</td>
<td>20/47-5177</td>
</tr>
<tr>
<td></td>
<td>(vocals Johnnie Parker)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
It's Fantastic But True...

No. 10 in a Row for Eddie!!

DOWN-HEARTED

RCA 20-5137
47-5137

Eddie Fisher
Nelson King  
**Continued from page 4**

Usually substantiates the top listing in the National Best Sellers chart. There may be some differences in the Dallas, Houston or Fort Worth listings as compared to Cincinnati, Nashville or New Orleans, but we have to remember that this whole section of The Billboard is under a country and Western heading, and there is a difference. The Bob Will style is perhaps much more popular in the West than it would be in Georgia, where the preference might show an inclination toward Roy Acuff, Red Foley or Ernest Tubb. Of course, without the Nashville listings, I always expect to see records listed that feature the stars of "The Grand Ole Opry." Rare again, human nature is a determinant factor, and if my good friend Eddie Hall of WSM and Hugh Cherry and Noel Ball of WMAK didn't feature the recordings of their friends who work and live with them in Nashville, I'd be greatly disappointed in them. And believe me, these feature airings lead to sales. (More power to you, fellas!)

**Territorial Favorites to Watch**

At the top of the Territorial Best Sellers column, there's a little box whose contents can help greatly when you'd like to advertise. It's a guide to the future popularity of a new record. It's called this Week's Territorial Record, and if you'll find listed the records that have begun to show sales potential in various markets of the country. It's always nice to be able to do so when you're producing a hit time—not too long ago we were tipping you off about this one.

Recently, The Billboard added a series of charts listing This Week's Best Buys, which to my way of thinking offers the greatest service to jockeys, promoters and dealers alike. Because, here on one page, you can get a good picture of the current and future promoting material even including up-to-date reports on records that were recently "tipped" as best buys. Here, you can easily and quickly check sales reports and listener reaction by reading the capsule summaries on the records, and I can just as quickly determine which new country and Western tunes have also been recorded in the popular and rhythm and blues area. If this has happened, it is always a pretty good indication to me that the labels and the publishers have great confidence in the material, and they're probably going all-out on an exploitation and promotion, which goes a long way toward influencing the public. Incorporated with the week's best buys is the section, Coming Up in the Trade, where in you find the dealers, the disk jockeys and the operators testing the tunes they believe will make tomorrow's hits, and, to get the most out of this section, once again I use the averaging system, putting the most faith in the pages who test spots and predict by jockeys, dealer and operator alike.

All of this probably seems like a lot of effort to put forth for a radio program. The fact is, since I've been writing this, I've just come to realize how much must be done each time I'm turning back and forth the pages of The Billboard, and I also recognize what a great help it's been to me. Believe me, this article is in no way intended as a detailed guide or procedure to follow, but I'm sure we can all agree that some tapes I get from The Billboard. If I've made any helpful suggestions, I'm mighty glad. Likewise, if I've advanced anything that's adverse to your way of doing things, my humble apologies, but I expect I'd be pretty safe in betting 10 to 1 that whatever you are, wherever you spin, 'em, you've sold pretty solid on The Billboard. . . . or did you bypass this copy?

**Martin Block**  
**Continued from page 4**

Most performers, I have been told, have that golden voice that's there only during the month of March. But it seems to me that there's no one who can carry that voice over a long period of years. Perhaps it's a case of a trained voice. Anyway, it's nice to see what happens to scads of performers when they have the opportunity to display their talents in a situation that is different from their usual environment. When the opportunity comes, performers are always ready to be cooperative and try to provide a means of putting themselves on records. There's everyone from an unknown jockey to a big-name star. It's quite a range, and the variety is what makes the whole thing particularly interesting.

This week's issue of The Billboard contains a number of interesting statistics and informations. Among these are the most recent sales figures for records, the most recent sales figures for albums, and the most recent sales figures for compact discs.

**Howard Miller**  
**Continued from page 4**

arranged weekly for his information. To use these Billboard charts are the signposts that point to better radio music programming.

The new features recently introduced by The Billboard, New Records to Watch and Best Buys, are a wonderful aid to the jock. The first-mentioned list is a considered analysis by the Music Department of what records of the week are, of many, many disks that are pressed each week, are worth listening to, for their potential strength in the national, regional or local picture. You can bet that I give disks mentions in this spot a careful eye, and if I agree with The Billboard, and I often do, I make certain to include them on my program. The Best Buys, of course, are more than a subjective judgment by the Billboard, as this column features new disks that are really starting to attract sales and juke plays around the country. If The Billboard is willing to stick its neck out and tell the dealer that these records are worth ordering, I am not foolish enough to overlook them for use on my shows.

Many Sources

In looking over the many Billboard charts, from the Best-Selling, Most Played by Jocks and Most Played on the Roads, I realize more and more how many independent sources of these records can be used. How many of these programs can be constructed from them, it is possible to prepare more than a dozen different programs, and probably for an ingenious jockey a score more, just from the charts and be certain at the same time that the information taken from the various charts will be current and up-to-date.

The deejay's job can be an easier one, and still remain an exciting one, thru the help and aid at hand for the Billboard, its many charts, reviews and news stories about records and the artists and a.k.a. men who make them.

**Peter Potter**

The various polls of best sellers. The jockey who refuses to bend and maintains an attitude of "To hell with what happened to Joe Diddholl in West Ground, I won't play it," is not long for our world, because any way you cut it, people don't vary much in the fill, and if The Billboard gives us signs of a stir over a record in one area, it's pretty safe, to assume, generally, that that same record will have an appeal in our own area. This I call education, and as help me we keep getting it no matter how long out of the classroom we might be.

I don't want the vast readership of this issue to get by me without a plug for a philosophy, too. The Billboard can be, and I hope will continue to be, an endless source of good for good in our profession. Frankly we take quite a bit out of this crazy music biz, and I think we should be willing to put a little back. The fallout will never die, but let's not kill it. I hope all of us, with the help of The Billboard, will maintain a high degree of personal integrity within our sphere, but some are not always as good as they could be. This is not to blame anyone, it's just the way it is, and I'm sure that The Billboard takes the time to study good albums as supposed in the best-selling album chart in The Billboard.

For generally improving program material, there are the Billboard charts. New Records to Watch and Best Buys are a must each week. I feel that these two series have accelerated the opportunity to watch what really has the chance to make. I feel that these two series have accelerated my interest. It's especially important to the jockey because of the large number of records which I can make weekly, that I separate the stuff that is going to make. The Billboard charts assist me, along with my own personal knowledge, to make the big new records that are coming out. I feel that this is an added asset, helps a deejay's repuation, makes the audience think, and helps the listener remember that the deejay started a hit along this way in his particularly territory.
### The Billboard 1953 STATION MANAGER SURVEY

#### Question 1
How many of your total weekly program hours are devoted to record shows?

<table>
<thead>
<tr>
<th>Average Weekly Program Hours</th>
<th>Average Weekly Record Show Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Stations ...................</td>
<td>113.2</td>
</tr>
<tr>
<td>Stations over 5,000 watts ...</td>
<td>119.3</td>
</tr>
<tr>
<td>Stations 5,000 watts and less</td>
<td>110.4</td>
</tr>
</tbody>
</table>

#### Question 2
Are you devoting more, less, or the same amount of weekly program hours to record shows as you were a year ago?

<table>
<thead>
<tr>
<th>More</th>
<th>Same</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>All Stations ...................</td>
<td>57.2</td>
<td>37.0</td>
</tr>
<tr>
<td>Stations over 5,000 watts ...</td>
<td>57.3</td>
<td>37.1</td>
</tr>
<tr>
<td>Stations 5,000 watts and less</td>
<td>57.1</td>
<td>37.0</td>
</tr>
</tbody>
</table>

#### Question 3
Is this weekly program record time more, less, or the same as the amount given to each of these types of recorded music shows a year ago?

<table>
<thead>
<tr>
<th>ALL STATIONS</th>
<th>More</th>
<th>Same</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Popular</td>
<td>30.9</td>
<td>33.2</td>
<td>29.6</td>
</tr>
<tr>
<td>Country &amp; Western</td>
<td>11.5</td>
<td>7.5</td>
<td>13.4</td>
</tr>
<tr>
<td>Classical</td>
<td>4.0</td>
<td>3.8</td>
<td>4.1</td>
</tr>
<tr>
<td>Rhythm &amp; Blues</td>
<td>2.5</td>
<td>1.4</td>
<td>3.0</td>
</tr>
<tr>
<td>Religious (inc. spiritual and sacred)</td>
<td>1.8</td>
<td>1.6</td>
<td>2.0</td>
</tr>
<tr>
<td>Children's</td>
<td>6.5</td>
<td>6.5</td>
<td>6.5</td>
</tr>
<tr>
<td>Other</td>
<td>2.0</td>
<td>1.6</td>
<td>2.2</td>
</tr>
<tr>
<td>Total Hours</td>
<td>53.3</td>
<td>49.6</td>
<td>54.9</td>
</tr>
</tbody>
</table>

#### Question 4
About how many new single records are received in an average week from record companies, distributors, music publishers, etc.? About how many new single records are purchased per week by your station?

| Selected Free Weekly Purchased Weekly |
|--------------------------------------|----------------------------------|
| All stations ................... | 70                               | 10                              |
| Stations over 5,000 watts ... | 28                               | 5                               |
| Stations 5,000 watts and less | 17                               | 12                              |

#### Question 5
What is your annual appropriation for buying new records?

| Average for all stations | $450.17 |

---

### Pop Records Lead Jockey Shows; Pops, Classics Log Biggest Gains As All Categories Show Increase

#### Question 1
Of your weekly record shows, how many hours are devoted to programs of the following types of record music?

<table>
<thead>
<tr>
<th>Type of Music</th>
<th>Average Weekly Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Stations</td>
<td>Stations over 5,000 watts and less</td>
</tr>
<tr>
<td>Popular</td>
<td>30.9</td>
</tr>
<tr>
<td>Country &amp; Western</td>
<td>11.5</td>
</tr>
<tr>
<td>Classical</td>
<td>4.0</td>
</tr>
<tr>
<td>Rhythm &amp; Blues</td>
<td>2.5</td>
</tr>
<tr>
<td>Religious (inc. spiritual and sacred)</td>
<td>1.8</td>
</tr>
<tr>
<td>Children's</td>
<td>6.5</td>
</tr>
<tr>
<td>Other</td>
<td>2.0</td>
</tr>
<tr>
<td>Total</td>
<td>53.3</td>
</tr>
</tbody>
</table>

#### Question 2
About how many albums and LP records are received free in an average month from record companies and distributors? About how many are purchased each month by your station?

| Selected Free Monthly Purchased Monthly |
|----------------------------------------|----------------------------------|
| All stations ................... | 2                               | 3                              |

#### Question 3
How many of your station's weekly program hours were used for record shows?

<table>
<thead>
<tr>
<th>All Stations</th>
<th>More</th>
<th>Same</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td></td>
</tr>
</tbody>
</table>

---

### 47% of Air Time to Disks; Predict More Record Shows

The reason why disc spinners can pick up a disk show at any hour of the day or night is obvious from the answers to these questions. The average station devotes an hour to a total of 118 hours, that 75% of its air time to recorded music, at an average of 119 hours a week. The larger-station naturally averages a longer program week than the smaller station.

The importance of record shows to a radio station is graphically detailed in the chart that just about half of the program hours, 422 per station hour, is devoted to record shows, in some station as long as 18 hours a week. The larger-station naturally devotes a longer program week than the smaller station.

The importance of record shows to a radio station is graphically detailed in the chart that just about half of the program hours, 422 per station hour, is devoted to record shows, in some station as long as 18 hours a week. The larger-station naturally devotes a longer program week than the smaller station.

The importance of record shows to a radio station is graphically detailed in the chart that just about half of the program hours, 422 per station hour, is devoted to record shows, in some station as long as 18 hours a week. The larger-station naturally devotes a longer program week than the smaller station.

The importance of record shows to a radio station is graphically detailed in the chart that just about half of the program hours, 422 per station hour, is devoted to record shows, in some station as long as 18 hours a week. The larger-station naturally devotes a longer program week than the smaller station.

The importance of record shows to a radio station is graphically detailed in the chart that just about half of the program hours, 422 per station hour, is devoted to record shows, in some station as long as 18 hours a week. The larger-station naturally devotes a longer program week than the smaller station.

The importance of record shows to a radio station is graphically detailed in the chart that just about half of the program hours, 422 per station hour, is devoted to record shows, in some station as long as 18 hours a week. The larger-station naturally devotes a longer program week than the smaller station.

The importance of record shows to a radio station is graphically detailed in the chart that just about half of the program hours, 422 per station hour, is devoted to record shows, in some station as long as 18 hours a week. The larger-station naturally devotes a longer program week than the smaller station.
Most Free Disks Spun Frequently
But One in 10 Is Never Played

NATURALLY, the bulk of the records received in stations are played a number of times. It's of considerable interest, however, to note that about three out of every 16 records received by radio stations are played only once or never at all. Although this reaction did not specifically point to the reasons for this, certain factors are known that can help account for this. In some cases duplicate copies of the same record are received from several sources—from the diskery, the distributor, the artist's and the publishers involved. Records are sometimes received which do not fit into the station's pattern of record programs. A few records are banned from all play by some stations for some reason or another. Probably of greatest importance, however, is the programming specifications that a growing number of stations follow. The accent is on programming rather than hetero-skelter disk spinning. The weekly record shows are well considered and are programmed in advance. These are shown based on best seller lists, listener requests, the station's own standards, and records have regular programs devoted to new releases. Other stations figure in program to program. In many cases the stations that receive a group of free records, there is a preference for the programs long established during the course of a given week to schedule all of the new disks received at least once. Since some records have the earmarks of achieving later popularity, many jockeys will initially play those more than once during the week. Every time a new record is played more than once, it can mean that there's something new in it. At all events, it is always good to try the record more than once over a period of time.

82% of Stations Report Controls
Over Format of Record Shows;
Trend Accents Programing Stress

Station Manager Controls Favor
Best Seller, Artist Show Formats;
Billboard Is Top Chart Source

Question...... To what extent are your disk jockey programs supervised by station management?

<table>
<thead>
<tr>
<th></th>
<th>All Stations</th>
<th>Stations over 5,000 watts and less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations</td>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Station policy partially controls program of jockey shows.</td>
<td>64.6</td>
<td>69.6</td>
</tr>
<tr>
<td>Station policy completely controls program of jockey shows.</td>
<td>17.7</td>
<td>13.5</td>
</tr>
<tr>
<td>Jockey have complete freedom of programing.</td>
<td>17.7</td>
<td>16.9</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Question...... Does station management except more, less or about the same amount of control over disk jockey programs as a year ago?

<table>
<thead>
<tr>
<th></th>
<th>All Stations</th>
<th>Stations over 5,000 watts and less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations</td>
<td></td>
<td>%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>More</td>
<td>19.3</td>
<td>17.3</td>
</tr>
<tr>
<td>Same</td>
<td>74.0</td>
<td>77.8</td>
</tr>
<tr>
<td>Less</td>
<td>6.5</td>
<td>4.9</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

FROM these answers it is seen that the great majority of stations center to some degree the method in which their disk jockey shows are programmed. Further, it is seen that there is a growing trend in the direction of greater control by station management. At the present time about two-thirds of all stations partially control their jockey shows, while another 17.7 per cent except complete supervision over the programing of recorded music. Less complete supervision over the programing of music than one out of five of the stations reported that their disks have free rein over the type of record show aired by the station. Essentially, there is little difference in respect to control over programs among the two rating groups.

The trend toward greater control points up an increased awareness to the need for solid platter programing rather than simply spinning records. Other parts of this survey revealed an increasing dependence by broadcasters on recorded music, both as a source of more programing material and of more revenue. In the competitive market that faces All stations today, air broadcasters are ever on the lookout to preserve and enhance their programing the hits of the day as shown in trade show program.

In an earlier question, nearly 83 per cent of the stations reported that partial or complete control was exercised over the programing of new disk shows. This question was designed to spell out station supervision in terms of program categories. In most cases station managers checked about than one category or wrote in additional categories. Thus the answers totaled more than 100 per cent. The most used shows were spun over by management, according to these answers, are the ones spotlighting the hits of the day as shown in trade show. In fact, favor is time segments built around stars or individual artists. Nearly a quarter of the station managers specified that certain of the jockeys shows be built around records of certain musical types. This would mean much more to mood music programing or a special emphasis on a number of disk shows.

It should be repeated that this interesting is not a breakdown of all jockey shows, but a breakdown of what types of jockey programs are specified by stations which exact partial or complete supervision over disk shows.

The station manager who listed shows built on trade show programing is a program specification was asked to name the trade journa than jockeys survey. Here again, as in the pop and rock category, jockey surveys. The Billboard received a glowing vote of con. The other groups, however, were not as enthusiastic. The circle Chart specified The Billboard alone. Two per cent of the station managers specified The Billboard alone. Two per cent of the station managers specified The Billboard. The highest total was 31.6 per cent of the managers. The Billboard was included in every one of these answers last year. The highest total annual amount of single trade paper was 1 per cent. The re得到了是与从调查中所涵盖的关于所有节目单点的总和可能上升到最高的可能性。该报表在继续发展中的音乐流行性中，可能成为最高的意向可能性。
**The Billboard 1953 STATION MANAGER SURVEY**

**Disk Programs Prove Profitable As Sponsorship Shows Increase**

**Question**

Do you have more, less or about the same number of sponsors of your record shows this year as a year ago?

<table>
<thead>
<tr>
<th>Stations</th>
<th>Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5,000 watts</td>
<td>All Stations</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>More sponsors</td>
<td>59.3</td>
</tr>
<tr>
<td>Same number</td>
<td>37.3</td>
</tr>
<tr>
<td>Fewer sponsors</td>
<td>3.4</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The fact that only 3.4 per cent of the stations reported a drop in the number of sponsors of jockey shows proves how valuable programs of this type are. With the trend in the direction of rate cuts at the network level, it is significant that these new sponsors have been gained at the going local rate and in some instances with an increased local rate card.

**Most Hold ASCAP, BMI Licenses, Pointing Up Music Availability**

**Question**

Please check the music clearance licenses held by your station.

<table>
<thead>
<tr>
<th>License Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMI</td>
<td>98.2</td>
</tr>
<tr>
<td>ASCAP (Blanket license)</td>
<td>94.6</td>
</tr>
<tr>
<td>SESAC</td>
<td>83.1</td>
</tr>
<tr>
<td>ASCAP (Per Program License)</td>
<td>5.0</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
</tr>
</tbody>
</table>

The answers to this question will undoubtedly cause considerable surprise in some quarters. While it is not unexpected to find nearly every station with a BMI license, these results show that even more stations are licensed to play ASCAP music either thru a blanket or per program license. Important, too, is the fact that practically all of the stations with an ASCAP license hold the blanket variety which permits them to play any ASCAP tune they desire. These answers are particularly significant in today's music business with the nip and tuck competition between ASCAP and BMI. They bear special significance in view of accusations that have recently been made by some vocal ASCAP proponents about station favoritism toward BMI music.

**Congratulations to Someone**

*Columbia Record #39910 (78 rpm) • 4-39910 (45 rpm)*

*YOU WONDERFUL DEEJAYS, THAT IS TONY BENNETT*
Increased Spinning of Longhorn Music

With the steady increase of light and serious classic discs, there's mounting evidence that this is being reflected in greater airwave exposure.

The once fashionable prejudice against concert music as a programming staple is fading fast. Many stations which boarded on spinning the classics as a part of a pure method of alienating the affections of most of their listeners are finding, after tentative trials, that a goodly number of casual listeners stay tuned in. Spun in moderation, classical wax is building for many stations a new listening audience, in notable cases an extremely loyal group that can be exploited profitably sponsor-wise.

In a just-concluded survey by Broadcast Music, Inc., 575 stations that air some concert music weekly reported that 841 hours were sponsored, against 1,082 hours netting, a ratio of four to four. The spread, the large, is not as disparate as it was only a few years ago. In 1951, 1,104 stations of the 1,209 responding to the BMI questionnaire reported they used some concert music. Their average use was 6.5 hours weekly.

In 1952, as against 1951, was reported by 591 and 621 stations, respectively, that they planned an increase for 1953.

Classical Outlet

The evidence seems to be mounting that stations which try, find classical programming does pay off. For those who still look at the field with some trepidation, but would like to step into it with greater boldness, a look at the experience of long-time classical users might prove valuable.

WXQR, which serves metropolitan New York, has tacked its impressive growth entirely on the offering of concert music. This is it is quickly conceded that there are few, if any, areas that permit the same concentration. WXQR has been feeding its program of serious music to a growing list of stations in non-metropolitan areas, a group now known as the WXQR Network. Together, these stations cover the rural sections of Northern and Western New York State, parts of Pennsylvania, Connecticut, New Jersey and Massachusetts.

Listeners to the network were recently polled by WXQR and asked which programs they enjoy most. Forty-one percent indicated their preference for "Symphony Hall," a nightly program of standard orchestral works. "Music Magazine," a chatter-music show built around a specific idea, was named by 32.4 percent. The remaining votes were divided among the many other regular programs offered on the network.

The lesson to be drawn of the WXQR audience, among listeners who accept classical music, for the tested warhorse in the symphonic repertoire, and further, that programs built around a specific musical theme and featuring well-chosen examples can also attract good response. It has been accepted wisely as a truism around WXQR that the popularity of programs can be related directly to the number of instruments used in the compositions aired. Symphonic heads list the Chamber orchestra and solo recitals bringing up the rear.

There is an increasing number of discs being made available to stations which broadcast concert music. In one way or another, they are designed so that the platter spinner in putting together intelligent programs which can capture listener interest. For the classical specialist these devices may merely make his programming task somewhat less burdensome. For the long-time listener, however, they are indispensables.

Record Lists

Basically, they all provide suggested programs or individual records worthy of spinning. They may be issued by a record manufacturer or a licensing agency, and thus be commercially supported. They are potentially valuable to stations which desire to secure any of the desirable or serious consideration. Further, in greater or lesser degree, they furnish indispensable data on publishers of works and timing of records, as well as programs wisely-wrought commentary. Major record companies all have stations they know are regularly supplied with classical wax. There are indications that the list of stations informed is growing and for many more, not on the cutoff list, arrangements are made to furnish LP's at a moderate service charges.

Indicative of the stepped-up activities of disciners in promoting classical works radio as a new and ambitious program set by Capitol Records, The firm will soon furnish nearly 20 stations with "The Capitol Guide to the Programming of Classical Music on Records." The large, loose-leaf tone supplies 33 suggested "orchestral programs" (using Capitol wax, of course) complete with continuity, clearance information and disc timing. The bulk of the decade, however, is designed to enable stations to assemble their own programs. Listings are completely cross-indexed, and timings are broken down so that platter and LP band. Supplementary packages are also available. And stations which desire to secure any of the desirable service charges they order them from the company at $1 each.

Each concert is as important as the aforementioned date, and for the classical needs, perhaps more so. An attempt is in the Capitol book to make it possible for the "casual" listener to easily announce the works properly. Pronouncements of foreign names are the cutout, and the stamping of musical titles is supplied clear and direct. These are the sorts of useful information in which the more sophisticated listeners is known to have some cause to become acquainted with many from concert wax.

BMI Supply

Most radio stations, of course, are familiar with the concert wax supplied by BMI, which monthly concert pin-ups spotlight important local musicians and recordings and an increasing number of stations are using the licensing agency's concert music package, of which the pin-up sheet is a part. BMI's "Your Concert Hall" scripts are written in sufficient numbers to make up a wide variety of complete concert programs. New issued in two grades, for listeners at an early or more advanced stage, a third is soon to be introduced which will spotlight concert content. The BMI concert music package also contains a "30 Summer Music" listing day-to-day-to-day tips on classical programming. BMI's "According to the Record" is a taped program about single composers. There are a growing number available for station use.
A New Star on the Horizon...

NORMAN GREENE
AND HIS ORCHESTRA

Creating a new mood in music...

"Suspicion"
Inspired by the perfume "Suspicion"
and...

"Blue Porcelain"

MGM 30725 • K-30725

P.S.: Thanks to S. B. Somner of
VERONIQUE PUBLISHING CO.

exclusively...

MGM RECORDS
THE GREAT NAME IN ENTERTAINMENT

FEBRUARY 28, 1953 • THE BILLBOARD
ANNUAL MUSIC-RECORD PROGRAMMING GUIDE
FROM AN INSPIRING MOTION PICTURE
COMES AN INSPIRED SONG HIT

by
Paul Ackerman

I'LL
Will
broadcast
on
FELICIA
FURNESS
JEANNE
LES
BROWN
ANNUAL
ICE
MORGAN
INSPIRING
MUSIC-

- Finegan,
records
www.americanradiohistory.com
Capitol
PICTURE
MGM
OUD"
- Finegan,
program
has
Dorset's
was
Kaland

march:
I

Mounting evidence is testi-
money to the fact that disc jock-
eyes are developing an increasing
amount of program time to build
music. There are solid reasons for
this trend, but perhaps the chief
cfactor is the recognition by
stations and jockeys that band
music is a vital and necessary
component of programming which
builds listening audiences and
attracts sponsors.

Solid results are now begin-
ing to show from this growing
pattern of programming. Right
now there are more big-selling
disks by dance bands around
than in some years. Ralph
Flanagan's "Hit Tommy," Buddy
Morrow's "I Don't Know,"
Ralph Marterie's "Tiptop," the
same tune by Dan Bellco: all of
these are in the hit class and are
the biggest sellers these bands
have had since their first records.
In addition, recent Ray
Anthony records have sold very well,
and Guy Lombardo has sparked
new with "John, John, John.
A number of record labels have
also had considerable success
with hand albums of the current
hits.

"Bring Back Bands"

An outstanding station man-
agement reflecting this singing to
the bands is that of WNEW, the
leading indie, which for years has
promoted in the programing of
recorded music. Bill Kaland,
program director and a leader
of pop music, last summer initiated
a "Bring Back the Bands" pro-
gram. A student of the pop mu-
sic business, Kaland made the
conclusion that even in an age
which has seen the advent of the
"grimlock" record and the
"bombastic" one, it was the
greatest mistake to be making:
relegating the pop band to a
position of relative unimport-
ance. With this in mind, Kaland
plotted a "Bring Back the Bands"
show in the Saturday night
program schedule. It be-
gan as a 30-minute effort and
proved so popular that one
month later it was upped to one
hour! For the past seven months,
WNEW's "Bring Back the Bands
on Saturdays, 8:30 to 9:30 p.m., has been the leading dance show in
New York City in that time slot.

When the last Police raiding
was taken December 50, it held
its position against the program-
ing of all 14 New York City outlets.
Kaland points out that this
Saturday night segment plays to
many teen-age listeners—
youngsters who are not too in-
familiar with the Benny
Goodman, Larry Clinton, Tommy
Dorsey and other great names
of the 1930's—when swing music
and the band business were at
a peak. These youthful listeners
have been brought up on the
new bands. In direct contrast to
the past, the success of the show is
not traceable to its musical
merits. Therefore, the program
material includes a great amount of
informal discussion in the form
of "Mercury's" Ralph Marterie,
"Vocalists Ralph
Flanagan," Buddy Morrow,
"Band Leaders" and 
Benny Goodman music.
A Billboard of HITS!!

From
Ardmore Music Corp. — Beechwood Music Corp.

A Great Johnny Mercer-Lou Quandling Ballad

"THE LIGHTS OF HOME"
by June Hutton—Axel Stordahl
Capitol 2369

A Haunting Ballad
Jeanne Gayle Sings...

"PAINTING THE TOWN WITH TEARS"
Capitol 2856

Two Instrumental Record HITS!

"LEAN BABY"
recorded by
Illinois Jacquet
with Count Basie at Organ
Mercury 89021
Billy May
and Orchestra
Capitol 1793

A Tremendous Rendition of the Season's Top Ballad

Fran Warren's
"UNLESS YOU'RE NEAR ME"
MGM 11412

A Exciting Rhythm Spiritual

"STRAIGHT and NARROW"
by Gordon MacRae
with Van Alexander's Orchestra
Capitol 2311

Mr. Wah Wah himself

Clyde McCoy—Plays

"Mr. WAH WAH"
Capitol 2321

ARDMORE MUSIC CORP.
BEECHWOOD MUSIC CORPORATION
Mike Gould, Gen. Mgr.
1507 N. Vine St.
Hollywood 28, Calif.
Duke Niles
1730 Broadway
Hollywoood 28, Calif.
Aaron Hall
New York City
100 COMMERCIAL RECORD COMPANIES CAN'T BE WRONG!

Survey the independent labels...ask them why they came to RCA Victor with their recording, processing, and pressing problems. Here are the answers you'll get...

QUESTION: Who has the country's best-equipped recording studios?

☑ RCA VICTOR!

QUESTION: Who sets the highest quality standards for the recording industry?

☑ RCA VICTOR!

QUESTION: Who has the most modern recording plants in the world?

☑ RCA VICTOR!

QUESTION: Who has the greatest pressing capacity?

☑ RCA VICTOR!

QUESTION: Who offers a really complete service at competitive prices?

☑ RCA VICTOR!

Dollars Spent for Jockey Promotion: The Disker View

by

Nell Coleman

Not many years ago free records to radio stations were unheard of. Today every diskery sends a goodly number each year to jockeys. Here are some vital statistics.

Four million records, which placed end to end would stretch from Boston to Detroit (a distance of 633 miles) or which stacked in a pile would exceed 32,000 feet into the stratosphere; nearly 1,900 miles of corrugated paper; a total expenditure of about $1,750,000 are the vital statistics of the executive of the nation's disk jockeys with pop, hillbilly and rhythm and blues records each year.

This is a far cry from the situation which existed not so many years ago when not only was there no free disk jockey record but most of the independent labels, so-called, did not send out any records to radio stations. Today, however, there is a marked difference. Today the independent record company answers the question, 'Who will do the job?' There is a marked increase in the amount of records being sent to radio stations.

Let's look at the past. Twenty years ago, it became apparent to the independent disk record company executive that if they were to hold their own against the major labels, they would have to develop a separate market. The independent labels, however, were unable to break into the established record business. The labels were selling their records at the same time that the major labels were releasing new records. The result was that the independent labels were left with low sales figures.

Today, however, the independent labels are finding that they can hold their own against the major labels. The independent labels are now able to sell their records at the same time that the major labels are releasing new records. The result is that the independent labels are now able to sell their records at a higher price than the major labels.

The record industry is full of companies that are making records for the independent labels. These companies are working hard to develop the independent label's market. The independent labels are finding that they can hold their own against the major labels. The independent labels are now able to sell their records at a higher price than the major labels.

The record industry is full of companies that are making records for the independent labels. These companies are working hard to develop the independent label's market. The independent labels are finding that they can hold their own against the major labels. The independent labels are now able to sell their records at a higher price than the major labels.

The record industry is full of companies that are making records for the independent labels. These companies are working hard to develop the independent label's market. The independent labels are finding that they can hold their own against the major labels. The independent labels are now able to sell their records at a higher price than the major labels.
The R&B Deejay: A Growing Factor

As the rhythm and blues field continues to broaden, more stations are aiming at this market. Here are some programming tips for those new to the business.

The expansion of the R&B market since World War II, as shown by the great influx of stable, independent disk jockeys into the field and the increasing sales of disks in this market, has naturally created a great increased demand for new artists in the number of radio stations loyal to R&B disks. Whereas a small number of radio stations spotlighted these disks in 1943, today practically every important and many of the new stations program R&B disks daily.

The South, particularly, has shown a great growth in R&B. Jocks over the past two years or more have satisfied the importance of the R&B jock has grown proportionately.

The R&B jock shows involve playing disks, just as is done on pop and country platter shows. The R&B jock is faced with many different problems than his fellow jockey in other musical fields. One of the most important and probably the most difficult task to any R&B jock is to program R&B platter disks only, or mix it up with a few jazz and pop disks. No clear cut pattern has been established concerning this, with some jockeys holding the principle that an R&B jock should stick to R&B disks only, others believe that all disks of interest to their audience should be played. The most popular points being used by the personnel of the exclusive R&B jock is that these disks can only be heard on R&B shows and that is why such shows should be the first place. These jocks feel that R&B jocks should have a chance of losing their audience through playing an R&B jock tunes outside their immediate field.

Mixed Program

However, deejays who favor a somewhat mixed program claim there is no dividing line in many cases between an R&B and a jazz record and (occasionally) even a pop record, and that many jazz and pop disk jockeysbrightly into the program and give it wider appeal. The method to be used by R&B jockeys will depend upon local conditions, the jock's personal feeling and the requests of the listening audience. There is little doubt that the R&B disk jockey serves a special function that is not performed by pop or other deejays. He exposes tunes and artists that are rarely heard on other shows. It is only by playing so many R&B disks at his point of program that he can continue to serve this function.

The R&B disk jockey pilot can easily plan programs of current hits in the Billboard national and regional Rhythm and Blues List, Nat King Cole and other box charts. Many R&B jocks come up this way who are able to keep their audience up with the top hits and R&B artists.

Tough Job

But the jockey in the R&B field has a tough job that is not dissimilar to the jockey in the jazz field. The pop and R&B deejays in the United States have been subjected to such almost constant stress factors as故乡 of artists and labels, improper maintenance of the disk, the writer or publisher of the tune and sometimes a lack of hype from the manufacturer that got with try pop and rhythmically disks. R&B disk jockeys have all of these aside. The pop there are certain artists who continue to top the list after year, like Russ Brown, Mike Washington, Alton Miller, Wynona Harris, Charles conveyor, and the Orléans, the R&B field experiences the greatest art. Also huge talent building thus continually than any other market. Due to the great turnover of talent caused by the R&B jockeys, to keep up continually with all new disks, have a three knowledge of the field and a sixth sense, in order to program the future hits rather than the future stuff.

Talent Advantage

However, due to this unusual art of the R&B field, the deejay has a greater opportunity to smooth new talent and make new names than the jocks in any of the other musical categories. Last year for instance, the number of new singers or other who cracked the big time in the pop or country field could be counted on the fingers of one hand, in the R&B division, more than a dozen new artists made it. And all of the others who did make it made it almost entirely due to the deejay's efforts.

It is possible to stay up with some of the forthcoming hits via The Billboard R&B. 'Records of the Week' and 'Best Bets.' But it is your program daily shows of an eye on the types of artists that are coming, and to use your own judgment. For instance, Gospel blues like 'Mama, Mama, Mama' and 'Hear Me, Mama' can all break thru in the program market. In the R&B field, as probably every deejay knows, and every manufacturer knows, too, an artist can be hot as a Washington summer one week and cold as a London fog the next—and vice versa.

Spiritual Dislikes

There is one other aspect of programming that should not be overlooked, and that is the playing of spiritual records.

A growing number of stations are beginning to schedule regular spiritual shows along with other rhythm and blues movies, such as Mahalia Jackson, Ola Angels, Gospel Singers, Sister Louise Mae Hensley, the Bible of Joy, the Original Blind Boys, the Wailing and crying groups, and groups like the various stations have won national acceptance. Each area also has its local favorites.

Dislikes have found that they can maintain a high percentage of their listen- ter audience by playing spirituals. An interesting number of stations are holding a page for regular spirituals. For the most part, listeners have found it impossible to intermix R&B and spiritual religion. The major reason for this is that the two are so closely related. The same jockey who does Gospel is likely to be interested in both shows.

Activity by Majors

Over the years almost all of the major record companies have entered the R&B market with some majors, like Chess and Mercury, have managed to keep up par with Atlantic, Aladdin, Specialty, Modern, Cleo, Sugar, Apollo, etc., their determined effort into the market indicates the importance of the field, both for new talent and for new songs and talent. It all also recalls the old practice of the supply of R&B as a separate entity through to make for selective programming.

The Atlantic Staff

Thanks Fillas for making it all possible...
**New Horizons for Country-Western Platter Spinners**

Of all jockeys, probably c.f.w. spinners are most active in creating music fields. Here's how some are parlaying their air shots into other activities.

**“INDIAN LOVE CALL”**

and

**“KEEP IT A SECRET”**

**A HIT!**

Singing Star

LOUISIANA HAYRIDE

**Thanks**

**DISK JOCKEYS**

**DEALERS and OPERATORS**

**for the help in making**

“INDIAN LOVE CALL” and “KEEP IT A SECRET” a HIT!

...Another Imperial Hit!!

**“ALL THAT I’M ASKING IS SYMPATHY”**

b/w

**“HOW CAN I TELL”**

**Imperial Records**

6425 Hollywood Blvd.
Hollywood 28, Calif.

With country music consistently broadening its audience, c.f.w. disk jockeys, too, are broadening their field of endeavor in order to generate more outward interest over the radius covered by their station's call.

During the past 12 months, the most direct pitch made by the d.j.'s has been the general trend of the rustic platter pilot to take a more active hand in mounting promoting, one-nighter promotions, tour writing, and becoming disk artists themselves.

Country d.j.'s, realizing that the local and regional d.j.'s have plenty of fan appeal, have inked a number of the singers to disk contracts. Dot has secured outline in San Antonio, Imperial's Jimmy Legdon in Washington, (D.C.), Mervyn Roberts in St. Louis, (Mo.), and a number of other stations have signed up artists with Specialty, KRL, KRE, KJL, KXEL, KTY, and Bill Allen, KNOX, Houston.

Other Nile books in the rustic category with waxing affiliations include: Smokey Graves, WLVA, Lynchburg, Va., (Gotham); Charlie Walker, KMAG, San Antonio, (Gotham); Jimmy Legdon, WNN, St. Louis, (D.C.); Mervyn Roberts, WABC, New York, (Gotham); Collins, Columbus, Ga., (Selma); Charley Walkerson, WBBN, Utica, N. Y. (M-G-M); Jim Reeves, WKX, Shreveport, La., (Albetti); Larry Cardwell, KMOV, St. Louis, (Blue Ribbon); Frank Simone, KKL, Tucson, (Amer.), and Judy Crockett and Billy Joe Nixon, KRL, Fort Worth, (Mercury) and Ray Anderson, WITN, Huntington, W. Va., started their own label, Mountainaire, while Johnny Hicks, the Dallas Times, has his own disk shop.

Nelson King, WLCY, Cincinnati, and Jim Grisham have started their own BMI publicity, Kentucky Folk Music, Jack Henley, KMOX, St. Louis, (Blue Ribbon); wrote "Don't Just Stand There", the Carl Smith hit on Columbia, Charley Walker, a prolific writer, was co-producer of the album "Pine Gal" with Bill Flippin and The Leon Payne with the Laredo Crowd.

One-Nighter Promotions

In order to further utilize in their own country entertainers, d.j.'s across the country have developed one-nighter promotions for their artists. As country artists cannot generally penetrate bigger territories, vaude theater and network TV shows, the advent of the outside platter into the promotion field is important, Johnny Harper, KRL, Dallas, and Johnny Hicks are instrumental in promoting the Big D Jambo-

**Dollars for Jockey Promotion**

*Continued from page 58*

portion of their programming material, the other for key exposure and exploitation — a certain amount of friction continues. Some stations prefer more free records than others. In the station managers' questionnaire it is seen that one station reported receiving as many as 175 free records a week while at the other end one broadcaster reported receiving only an average of one a week. Stations in the latter category complain about what they consider an iniquity, citing that they too desire a good portion of their air time to records. They also point to such things as duplication of records received by the larger and more key stations whose jockeys may receive as many as four or five versions of the same disk record...
**Favorite Country & Western Records of the Year**

<table>
<thead>
<tr>
<th>Place</th>
<th>Winner</th>
<th>Record Company</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Jocko Church</td>
<td>M-G-M</td>
<td>308</td>
</tr>
<tr>
<td>2.</td>
<td>Red Foley</td>
<td>Decca</td>
<td>219</td>
</tr>
<tr>
<td>3.</td>
<td>Hank Williams</td>
<td>M-G-M</td>
<td>162</td>
</tr>
<tr>
<td>4.</td>
<td>Porter Wagoner</td>
<td>Capitol</td>
<td>160</td>
</tr>
<tr>
<td>5.</td>
<td>Little Jimmy Dickens</td>
<td>Decca</td>
<td>128</td>
</tr>
<tr>
<td>6.</td>
<td>Webb Pierce</td>
<td>Decca</td>
<td>123</td>
</tr>
<tr>
<td>7.</td>
<td>Slim Whitman</td>
<td>Decca</td>
<td>90</td>
</tr>
<tr>
<td>8.</td>
<td>George Morgan</td>
<td>Columbia</td>
<td>75</td>
</tr>
<tr>
<td>9.</td>
<td>Ernest Tubb</td>
<td>Columbia</td>
<td>63</td>
</tr>
<tr>
<td>10.</td>
<td>Tennessee Ernie Ford</td>
<td>Capitol</td>
<td>52</td>
</tr>
<tr>
<td>11.</td>
<td>Jerry Byrd</td>
<td>Capitol</td>
<td>47</td>
</tr>
<tr>
<td>12.</td>
<td>Carl Smith</td>
<td>Decca</td>
<td>44</td>
</tr>
<tr>
<td>13.</td>
<td>Billy Walker</td>
<td>Capitol</td>
<td>32</td>
</tr>
<tr>
<td>14.</td>
<td>Roy Acuff</td>
<td>Capitol</td>
<td>32</td>
</tr>
<tr>
<td>15.</td>
<td>Hank Williams</td>
<td>M-G-M</td>
<td>31</td>
</tr>
<tr>
<td>16.</td>
<td>Ray Price</td>
<td>Columbia</td>
<td>28</td>
</tr>
<tr>
<td>17.</td>
<td>Porter Wagoner</td>
<td>Capitol</td>
<td>26</td>
</tr>
<tr>
<td>18.</td>
<td>Johnnie Wright</td>
<td>Decca</td>
<td>24</td>
</tr>
</tbody>
</table>

**Favorite Country & Western Artists**

<table>
<thead>
<tr>
<th>Place</th>
<th>Winner</th>
<th>Record Company</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hank Williams</td>
<td>M-G-M</td>
<td>308</td>
</tr>
<tr>
<td>2.</td>
<td>Eddy Arnold</td>
<td>RCA Victor</td>
<td>219</td>
</tr>
<tr>
<td>3.</td>
<td>Red Foley</td>
<td>Decca</td>
<td>162</td>
</tr>
<tr>
<td>4.</td>
<td>Carl Smith</td>
<td>Columbia</td>
<td>160</td>
</tr>
<tr>
<td>5.</td>
<td>Hank Snow</td>
<td>RCA Victor</td>
<td>128</td>
</tr>
<tr>
<td>6.</td>
<td>Hank Thompson</td>
<td>Capitol</td>
<td>123</td>
</tr>
<tr>
<td>7.</td>
<td>Webb Pierce</td>
<td>Decca</td>
<td>90</td>
</tr>
<tr>
<td>8.</td>
<td>Ray Price</td>
<td>Columbia</td>
<td>75</td>
</tr>
<tr>
<td>9.</td>
<td>George Morgan</td>
<td>Columbia</td>
<td>63</td>
</tr>
<tr>
<td>10.</td>
<td>Ernest Tubb</td>
<td>Columbia</td>
<td>52</td>
</tr>
<tr>
<td>11.</td>
<td>Tennessee Ernie Ford</td>
<td>Capitol</td>
<td>47</td>
</tr>
<tr>
<td>12.</td>
<td>Jerry Byrd</td>
<td>Capitol</td>
<td>44</td>
</tr>
<tr>
<td>13.</td>
<td>Billy Walker</td>
<td>Capitol</td>
<td>32</td>
</tr>
<tr>
<td>14.</td>
<td>Roy Acuff</td>
<td>Capitol</td>
<td>32</td>
</tr>
<tr>
<td>15.</td>
<td>Hank Williams</td>
<td>M-G-M</td>
<td>31</td>
</tr>
<tr>
<td>16.</td>
<td>Ray Price</td>
<td>Columbia</td>
<td>28</td>
</tr>
<tr>
<td>17.</td>
<td>Porter Wagoner</td>
<td>Capitol</td>
<td>26</td>
</tr>
<tr>
<td>18.</td>
<td>Johnnie Wright</td>
<td>Decca</td>
<td>24</td>
</tr>
</tbody>
</table>

**Favorite Hillbilly Comedian of the Year**

<table>
<thead>
<tr>
<th>Place</th>
<th>Winner</th>
<th>Record Company</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Eddy Arnold</td>
<td>RCA Victor</td>
<td>262</td>
</tr>
<tr>
<td>2.</td>
<td>Bob Wills</td>
<td>M-G-M</td>
<td>279</td>
</tr>
<tr>
<td>3.</td>
<td>Spade Cooley</td>
<td>Decca</td>
<td>164</td>
</tr>
<tr>
<td>4.</td>
<td>Tex Williams</td>
<td>Capitol</td>
<td>131</td>
</tr>
<tr>
<td>5.</td>
<td>Hank Williams</td>
<td>M-G-M</td>
<td>128</td>
</tr>
<tr>
<td>6.</td>
<td>Webb Pierce</td>
<td>Decca</td>
<td>123</td>
</tr>
<tr>
<td>7.</td>
<td>Slim Whitman</td>
<td>Decca</td>
<td>90</td>
</tr>
<tr>
<td>8.</td>
<td>George Morgan</td>
<td>Columbia</td>
<td>75</td>
</tr>
<tr>
<td>9.</td>
<td>Ernest Tubb</td>
<td>Columbia</td>
<td>63</td>
</tr>
<tr>
<td>10.</td>
<td>Tennessee Ernie Ford</td>
<td>Capitol</td>
<td>52</td>
</tr>
<tr>
<td>11.</td>
<td>Jerry Byrd</td>
<td>Capitol</td>
<td>47</td>
</tr>
<tr>
<td>12.</td>
<td>Billy Walker</td>
<td>Capitol</td>
<td>44</td>
</tr>
<tr>
<td>13.</td>
<td>Roy Acuff</td>
<td>Capitol</td>
<td>32</td>
</tr>
<tr>
<td>14.</td>
<td>Hank Williams</td>
<td>M-G-M</td>
<td>31</td>
</tr>
<tr>
<td>15.</td>
<td>Ray Price</td>
<td>Columbia</td>
<td>28</td>
</tr>
<tr>
<td>16.</td>
<td>Porter Wagoner</td>
<td>Capitol</td>
<td>26</td>
</tr>
<tr>
<td>17.</td>
<td>Johnnie Wright</td>
<td>Decca</td>
<td>24</td>
</tr>
</tbody>
</table>

**Most Promising Country and Western Artists**

<table>
<thead>
<tr>
<th>Place</th>
<th>Winner</th>
<th>Record Company</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Faron Young</td>
<td>Capitol</td>
<td>142</td>
</tr>
<tr>
<td>2.</td>
<td>Marty Robbins</td>
<td>Columbia</td>
<td>95</td>
</tr>
<tr>
<td>3.</td>
<td>Ray Price</td>
<td>Columbia</td>
<td>48</td>
</tr>
<tr>
<td>4.</td>
<td>Sonny James</td>
<td>Capitol</td>
<td>38</td>
</tr>
<tr>
<td>5.</td>
<td>Goldie Hill</td>
<td>Decca</td>
<td>36</td>
</tr>
<tr>
<td>6.</td>
<td>Billy Walker</td>
<td>Columbia</td>
<td>29</td>
</tr>
<tr>
<td>7.</td>
<td>Wade Ray</td>
<td>RCA Victor</td>
<td>26</td>
</tr>
<tr>
<td>8.</td>
<td>Slim Willet</td>
<td>Decca</td>
<td>25</td>
</tr>
<tr>
<td>9.</td>
<td>Johnny Horton</td>
<td>Mercury</td>
<td>21</td>
</tr>
<tr>
<td>10.</td>
<td>Porter Wagoner</td>
<td>RCA Victor</td>
<td>21</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place</th>
<th>Winner</th>
<th>Record Company</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Pee Wee King</td>
<td>RCA Victor</td>
<td>327</td>
</tr>
<tr>
<td>2.</td>
<td>Bob Wills</td>
<td>M-G-M</td>
<td>279</td>
</tr>
<tr>
<td>3.</td>
<td>Spade Cooley</td>
<td>Decca</td>
<td>164</td>
</tr>
<tr>
<td>4.</td>
<td>Tex Williams</td>
<td>Capitol</td>
<td>131</td>
</tr>
<tr>
<td>5.</td>
<td>Hank Williams</td>
<td>M-G-M</td>
<td>128</td>
</tr>
<tr>
<td>6.</td>
<td>Webb Pierce</td>
<td>Decca</td>
<td>123</td>
</tr>
<tr>
<td>7.</td>
<td>Slim Whitman</td>
<td>Decca</td>
<td>90</td>
</tr>
<tr>
<td>8.</td>
<td>George Morgan</td>
<td>Columbia</td>
<td>75</td>
</tr>
<tr>
<td>9.</td>
<td>Ernest Tubb</td>
<td>Columbia</td>
<td>63</td>
</tr>
<tr>
<td>10.</td>
<td>Tennessee Ernie Ford</td>
<td>Capitol</td>
<td>52</td>
</tr>
<tr>
<td>11.</td>
<td>Jerry Byrd</td>
<td>Capitol</td>
<td>47</td>
</tr>
<tr>
<td>12.</td>
<td>Billy Walker</td>
<td>Capitol</td>
<td>44</td>
</tr>
<tr>
<td>13.</td>
<td>Roy Acuff</td>
<td>Capitol</td>
<td>32</td>
</tr>
<tr>
<td>14.</td>
<td>Hank Williams</td>
<td>M-G-M</td>
<td>31</td>
</tr>
<tr>
<td>15.</td>
<td>Ray Price</td>
<td>Columbia</td>
<td>28</td>
</tr>
<tr>
<td>16.</td>
<td>Porter Wagoner</td>
<td>Capitol</td>
<td>26</td>
</tr>
<tr>
<td>17.</td>
<td>Johnnie Wright</td>
<td>Decca</td>
<td>24</td>
</tr>
</tbody>
</table>
The Billboard 1953 C&W Disk Jockey Poll . . . . Part 2

Rustic Disk Jockeys Average 17 Hrs. of Weekly Platter Shows

Country and western jockeys reported an average program week of 17.6 hours of platter shows. This is over an hour more than the average for the pop jockeys. Like the pop jocks, one hillbilly spinner admitted to only a half an hour a week.

At the other end, tho, is a hard-working fellow who puts in 19 hours a week in front of a mike. Figuring 40 hours of doing a week, his top shows 31 meals, dates, shoving, dancing back and forth to the station, etc., in the remaining 2 hours.

Listener Requests, Jock Opinion, Press Top Programing Aids; Journals Show Biggest Gain

Question . . . . How many hours a week are you on the air as a disk jockey?

<table>
<thead>
<tr>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of hours per week</td>
<td>17.4</td>
</tr>
<tr>
<td>Highest number of hours per week</td>
<td>40.0</td>
</tr>
<tr>
<td>Lowest number of hours per week</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Question . . . . Who selects the records played on your show?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>School own records</td>
<td>52.0</td>
</tr>
<tr>
<td>Music librarian</td>
<td>35.0</td>
</tr>
<tr>
<td>Program manager</td>
<td>14.0</td>
</tr>
<tr>
<td>Others</td>
<td>1.0</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Informality Reigns as C-W Jocks Show Favor for Ad Lib Com's

Question . . . . Who writes the advertising copy for your shows?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad lib</td>
<td>63.7</td>
</tr>
<tr>
<td>Station personnel</td>
<td>37.4</td>
</tr>
<tr>
<td>Advertiser or agency</td>
<td>5.1</td>
</tr>
<tr>
<td>I write it myself</td>
<td>6.7</td>
</tr>
</tbody>
</table>

Trade Aspects

Columbia, Victor, Capitol, King Top Field in Free DJ Records; Small Label Honors Swept by Dot

Question . . . . Name the three record labels from which you or your station receive the most free records?

<table>
<thead>
<tr>
<th>Label</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia</td>
<td>265</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>239</td>
</tr>
<tr>
<td>Capitol</td>
<td>208</td>
</tr>
<tr>
<td>King</td>
<td>136</td>
</tr>
<tr>
<td>Mercury</td>
<td>88</td>
</tr>
<tr>
<td>Decca</td>
<td>84</td>
</tr>
<tr>
<td>M-G-M</td>
<td>58</td>
</tr>
<tr>
<td>Capitol</td>
<td>54</td>
</tr>
<tr>
<td>Imperial</td>
<td>16</td>
</tr>
</tbody>
</table>

Question . . . . Which of the smaller independent labels send are the most free records? Name only three.

<table>
<thead>
<tr>
<th>Label</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dot</td>
<td>72</td>
</tr>
<tr>
<td>Four Star</td>
<td>66</td>
</tr>
<tr>
<td>Abbot</td>
<td>28</td>
</tr>
<tr>
<td>Tennessee</td>
<td>18</td>
</tr>
</tbody>
</table>

Whereas RCA Victor is considered as having the most liberal label with free records in the field, country and western专项的 free promo copy was swept by the Columbia, Victor, Capitol, King combination. Among the smaller labels, Dot received the biggest free promo win in the pop program survey, followed by Four Star, and a quartet of other independent labels.

Ad Libbing: Some jockeys listed more than one source of advertising copy on the answers. This is quite understandable in light of the informality and honesty characteristic of many rustic disk shows. From the opening friendly greeting of, "Howdy, friends and neighbors," most hillbilly jocks keep the show rolling on as informal and friendly a basis as possible.
They’re Playing Bands Again

Garter, too, takes advantage of the road tours of such bands as Billy May, Anthony and Gardner by tying in with local dealer promotions, deejay interviews, etc. Volunteer music also scheduled heavy promotion tying in with road tours of its band properties, Buddy Morrow and Ralph Flanagan, who have worked extensively in the industry and have extensive experience in this area. The Morrow band is doing a series of nationwide tours this spring and has established itself as one of the country's leading dance bands. The Flanagan band is also touring extensively and has a strong following among both radio and record dealers.

The Billboard 1953 C&W Disk Jockey Poll . . . . . . Part 2

Pierce Top Disk Promoter, Dickens Ekes P.A. Win While King Scores Two Seconds

Question . . . . . . Which individual recording artists are most conscientious and helpful to you with the promotion of their discs?

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Webb Pierce</td>
<td>Decca</td>
<td>87</td>
</tr>
<tr>
<td>2.</td>
<td>Pee Wee King</td>
<td>RCA Victor</td>
<td>75</td>
</tr>
<tr>
<td>3.</td>
<td>Billy Walker</td>
<td>Columbia</td>
<td>40</td>
</tr>
<tr>
<td>4.</td>
<td>A. G. Meade</td>
<td>OKeh</td>
<td>35</td>
</tr>
<tr>
<td>5.</td>
<td>Hank Snow</td>
<td>RCA Victor</td>
<td>35</td>
</tr>
<tr>
<td>6.</td>
<td>Ernest Tubbs</td>
<td>Decca</td>
<td>31</td>
</tr>
<tr>
<td>7.</td>
<td>Cowboy Copas</td>
<td>King</td>
<td>23</td>
</tr>
<tr>
<td>8.</td>
<td>Faron Young</td>
<td>Capitol</td>
<td>23</td>
</tr>
<tr>
<td>9.</td>
<td>Bill Carlisle</td>
<td>Capitol</td>
<td>20</td>
</tr>
</tbody>
</table>

Question . . . . . . . Which recording artists are most co-operative in arranging personal appearances on your programs?

<table>
<thead>
<tr>
<th>PLACE</th>
<th>WINNER</th>
<th>RECORD COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Little Jimmy Dickens</td>
<td>Columbia</td>
<td>92</td>
</tr>
<tr>
<td>2.</td>
<td>Pee Wee King</td>
<td>RCA Victor</td>
<td>48</td>
</tr>
<tr>
<td>3.</td>
<td>Ernest Tubbs</td>
<td>Decca</td>
<td>31</td>
</tr>
<tr>
<td>4.</td>
<td>Cowboy Copas</td>
<td>King</td>
<td>23</td>
</tr>
<tr>
<td>5.</td>
<td>Hank Snow</td>
<td>RCA Victor</td>
<td>23</td>
</tr>
<tr>
<td>6.</td>
<td>George Morgan</td>
<td>Columbia</td>
<td>18</td>
</tr>
<tr>
<td>7.</td>
<td>Junior and Jack</td>
<td>RCA Victor</td>
<td>15</td>
</tr>
<tr>
<td>8.</td>
<td>Muzzette Bros. and Rose</td>
<td>Columbia</td>
<td>11</td>
</tr>
<tr>
<td>9.</td>
<td>Webb Pierce</td>
<td>Decca</td>
<td>10</td>
</tr>
<tr>
<td>10.</td>
<td>Tex Ritter</td>
<td>Capitol</td>
<td>10</td>
</tr>
</tbody>
</table>

Nelson King Repeats Past Wins As Jockeys’ Favorite Spinner

Question . . . . . . . Which three disk jockeys in your opinion have had the best local radio and/or TV jockey shows over the past year?

<table>
<thead>
<tr>
<th>WINNER</th>
<th>STATION</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Nelson King</td>
<td>WCXH</td>
</tr>
<tr>
<td>2.</td>
<td>Jack Blakes</td>
<td>WHJ</td>
</tr>
<tr>
<td>3.</td>
<td>Bob Hill</td>
<td>WHKJ</td>
</tr>
<tr>
<td>4.</td>
<td>Dickie Roberts</td>
<td>NWSY</td>
</tr>
<tr>
<td>5.</td>
<td>Bert Cline</td>
<td>KNXZ</td>
</tr>
<tr>
<td>7.</td>
<td>Bob Maxwell</td>
<td>WYJ</td>
</tr>
<tr>
<td>8.</td>
<td>Johnnie Hicks</td>
<td>KRLD</td>
</tr>
<tr>
<td>9.</td>
<td>Don Davis</td>
<td>WHTF</td>
</tr>
<tr>
<td>10.</td>
<td>Walter Phillips</td>
<td>WIV</td>
</tr>
<tr>
<td>11.</td>
<td>Dull Stallard</td>
<td>KCMO</td>
</tr>
<tr>
<td>12.</td>
<td>Charlie Walker</td>
<td>KMAC</td>
</tr>
</tbody>
</table>

RUSTIC deejays again pinned the blue ribbon on Nelson King as disk jockey whose shows they like most. Noj accidentally operates in Baltimore on WCKY in Cincinnati’s Hotlanta Gibson, which was good enough to have an article written about the program which will be found elsewhere in this supplement. Runners-up in this year’s poll were Austin Bobbitt, who is moving to Chicago, and Bilt Hill, of WIV, Nashville, who is expected to be one of the top disk jockeys in the near future.

Billboard Registers Strong Win As Most Helpful Trade Journal

Question . . . . . . . Of the trade journals you read, which is the most informative and helpful to you?

<table>
<thead>
<tr>
<th>WINNER</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Billboard</td>
<td>82.5</td>
</tr>
<tr>
<td>Paper “A”</td>
<td>61</td>
</tr>
<tr>
<td>Combination of Journals (Including The Billboard)</td>
<td>53</td>
</tr>
<tr>
<td>Other Journals</td>
<td>61</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

J UST as was true of the pop disk jockeys, the ones who specialize in country and western programs also rated The Billboard as the most informative and helpful trade journal. We are most appreciative of the many deejays who look to The Billboard for the data and charts of the music-record business. The band has continued to enjoy its present reputation in the years to come.

TRADE ASPECTS

THE BILLBOARD • FEBRUARY 28, 1953
THANKS, D.J.'s and OPS

YOUR PLAYS MADE THIS POSSIBLE...

Best Folk Artist of 1952

1. CARL SMITH...

CASH BOX
DEC. 6, 1952

hope you like my current release...

FEATURED STAR
WSM
GRAND OL' Opry
WSM-TV

Top Grosses on Personal appearances
* Theaters
* Auditoriums
* Arenas

THAT'S the KIND OF LOVE I'M LOOKING FOR

WSM Artist
Service Bureau
NASHVILLE, TENN.

COLUMBIA 21051

EXCLUSIVE ON

COLUMBIA RECORDS

MY LONELY HEART'S RUNNING WILD

EXCLUSIVE ON
JONI JAMES

HAVE YOU HEARD?
and
WISHING RING

MGM 11320 78 RPM
K 11320 45 RPM

YOUR CHEATIN' HEART
and
I'LL BE WAITING FOR YOU

MGM 11426 78 RPM
K 11426 45 RPM

WHY DON'T YOU BELIEVE ME?
and
PURPLE SHADES

MGM 11323 78 RPM
K 11323 45 RPM

BILLY ECKSTINE

A FOOL IN LOVE
and
COUETTE

MGM 11429 78 RPM
K 11429 45 RPM

IF I LOVED YOU
and
WE KISS in a SHADOW

MGM 20628 78 RPM
K 20628 48 RPM

TOMMY EDWARDS

A FOOL SUCH AS I
and
I CAN'T LOVE ANOTHER

MGM 11395 78 RPM
K 11395 45 RPM

GEDAwOY

DAVID SUDDENLY
and
BEAUTIFUL MUSIC TO
ROSE
LIE BY

MGM 30724 45 RPM

I JUST COULDN'T TAKE IT
BABY

MGM 11425 45 RPM

I PLAYED THE FOOL

MGM 30725 45 RPM

KAW-LIGA and

BILL

YOU CAN'T STOP ME FROM
KAW-LIGA
DREAMING

KAW-LIGA

GEORGE SHEARING
and
MIDNIGHT BELONGS TO YOU

MGM 11423 78 RPM
K 11423 45 RPM

FRANK SIDE BY SIDE
and
PETTY TRIO
WHO'S SORRY NOW

MGM 30425 78 RPM
K 30425 45 RPM

HOW DO YOU SPEAK TO
AN ANGEL

K 30425 45 RPM

FRANK W. BETTY
and
I'M IN LOVE
UNTIL TODAY

MGM 31140 78 RPM
K 31140 45 RPM

MCM 11435 78 RPM
K 11435 45 RPM

ARTHUR SMITH
IN MEMORY OF
HANK WILLIAMS
and
I'M RICHER THAN YOU

MGM 11433 78 RPM
K 11433 45 RPM

MGM RECORDS
THE GREATEST NAME IN ENTERTAINMENT
Yes! MGM Means Mighty Good Music
The following artist biographies are presented with a view to providing disk jockeys with a source of programming information about popular, country and western and rhythm and blues artists presently under contract to a total of 35 different record labels. For those jockeys who wish additional information about any of the artists, up-to-date information about the source of contact is listed. Unfortunately a number of biographies which were returned were too incomplete to publish.
"BLACKBERRY BOOGIE" (b/w "TENNESSEE LOCAL")

CAPITOL 2170

CENTRAL SONGS, INC.
4527 Sunset Blvd., Hollywood, Calif.

DEE LENNY: Buddy Johnson, Chicago, Ill.
Henderson, January 3
Record Label: Vocalion
Top Records: Begin the Beguine (Decal);
Here You Been Been Lonely (Decal);
Better Dead Than Wed (Decal);
You Are My Sunshine (Gable)
Contact for Added Information: Lena
Top, Decca Records, 70 W. 57th Street, New York, N. Y.

RENEE, AMERICAN
Hudson: The Backing Medal Album, American, American, American, American Records
Temper Records: Cudahy
Top Records: Ring the Ringer (M-G-M);
Street Scene (M-G-M), Just One of Those Things (M-G-M), All of Nothing (M-G-M)
Contact for Added Information: Lenox Landing, 317 E. 46th St., New York City

DESMOND, JOHNNY
Birthday: Detroit, Michigan
Record Label: Coral
Top Records: Grand Street (Coral);
Contact for Added Information: Johnny Desmond, 70 W. 57th Street, New York, N. Y.

JOHNSON, BILLIE
Birthplace: Pittsburgh, Pennsylvania
Habib: Cleo
Record Label: M-G-M
Top Records: I'll Be Good to You (M-G-M), Eady Amaze (M-G-M)
Contact for Added Information: 531 Handysburg, M-G-M Records, 707 Seventh Ave., New York City

EDWARDS, TOMMY
Birthplace: Richmond, Virginia
Hobbies: Cooking School Dinners and Writing Songs
Top Records: It's All in the Game (M-G-M), All Over Again (M-G-M), You Win, Again (M-G-M), My Country (M-G-M)
Theme Song: It's All in the Game
Contact for Added Information: 531 Handysburg, M-G-M Records, 707 Seventh Ave., New York City

ELMS, ZIGGY
Birthplace: Philadelphia, Pennsylvania
Hobbies: Film and Photography
Record Label: RCA Victor
Contact for Added Information: 531 Handysburg, M-G-M Records, 707 Seventh Ave., New York City

FATE, PERRY
Birthplace: Toronto, Canada
Birthday: April 7
Record Label: Coral
Top Records: Blowing Wild (Coral), Stock and May (Coral)
Contact for Added Information: 975 E. 112th Street, New York, New York, N. Y., England

FAIRBANKS, BILL
Birthday: Cincinnati, Ohio
Habib: Golf
Record Label: M-G-M
Top Records: Whole and You (Coral), Yes, You've Changed (Coral), Pappy David (Coral)
Contact for Added Information: W.S. Stevens, Belvedere Hotel, Room 1416, 141 W. 36th Street, New York City

FISCHER, BERNIE
Birthplace: Elizabeth, New Jersey
Birthday: May 24
Record Label: Coral
Top Records: Wonderful Woman (Coral), Only You (Coral), All Too Soon (Coral)
Contact for Added Information: 331 W. 57th Street, New York City

FINGEN, BILL
Birthplace: Newark, New Jersey
Birthday: April 23
Record Label: Coral
Top Records: Ooh, Joe Joe (Coral), Why Don't You Kiss Me (Coral), Sunny Southern (Coral), 50 West Fifty Seventh Street, New York City

FISHER, EDDIE
Birthday: Philadelphia, Pennsylvania
Record Label: RCA Victor
Top Records: And You're Gone (RCA Victor), We Won't Stop When We Grow Weary (RCA Victor), For Me (RCA Victor)
Contact for Added Information: Melvin Barlow, 221 W. 7th St., New York City

FONTANA, SISTER
(Via, Gary, Mary)
Record Label: RCA Victor
Top Records: Cold, Cold Heart (V.I.), Good Free Station (V.I.), Silver Bell (V.I)
Contact for Added Information: GAC, 29th Boulevard, New York City

FROHMAN, JUNE
Birthday: Lisbon, Missouri
Habib: Piano
Record Label: Columbia
Top Records: It's All in the Game (Columbia); 701 Seventh Ave., New York City
Contact for Added Information: June Frohman, 701 Seventh Ave., New York City

FLANAGAN, RALPH
Birthday: Boston, Massachusetts
Record Label: Decca
Top Records: Italian March (Decca), I Don't Care If You Don't Know What You're Missing (Decca), Sound Off (Decca) Tell Me (Decca)
Contact for Added Information: June Frohman, 701 Seventh Ave., New York City

FLANAGAN, RALPH
Birthday: Boston, Massachusetts
Record Label: Decca
Top Records: I Ran All the Way Home (Decca), These Jams (Decca), 50 West 57th Street, New York City
Contact for Added Information: June Frohman, 701 Seventh Ave., New York City

FLANAGAN, RALPH
Birthday: Boston, Massachusetts
Record Label: Decca
Top Records: These Jams (Decca), I Ran All the Way Home (Decca)
Contact for Added Information: June Frohman, 701 Seventh Ave., New York City

FLANAGAN, RALPH
Birthday: Boston, Massachusetts
Record Label: Decca
Top Records: These Jams (Decca), All the Way Home (Decca)
Contact for Added Information: June Frohman, 701 Seventh Ave., New York City

FLANAGAN, RALPH
Birthday: Boston, Massachusetts
Record Label: Decca
Top Records: I Ran All the Way Home (Decca)
Contact for Added Information: June Frohman, 701 Seventh Ave., New York City

EDWIN FISHER: I Pop Artist, The Billboard 1955 Top Record Poll. 47th Year Anniv. The Billboard 1955 Hall of Fame Inductees

FLORIDA FLIGHTS
Birthplace: Philadelphia, Pennsylvania
Birthday: August 19
Record Label: RCA Victor
Top Records: Somebody (RCA Victor), We Won't Stop When We Grow Weary (RCA Victor), For Me (RCA Victor)
Contact for Added Information: Melvin Barlow, 221 W. 7th St., New York City

FLORIDA FLIGHTS
Birthplace: Philadelphia, Pennsylvania
Birthday: August 19
Record Label: RCA Victor
Top Records: Somebody (RCA Victor), We Won't Stop When We Grow Weary (RCA Victor), For Me (RCA Victor)
Contact for Added Information: Melvin Barlow, 221 W. 7th St., New York City

FLORIDA FLIGHTS
Birthplace: Philadelphia, Pennsylvania
Birthday: August 19
Record Label: RCA Victor
Top Records: Somebody (RCA Victor), We Won't Stop When We Grow Weary (RCA Victor), For Me (RCA Victor)
Contact for Added Information: Melvin Barlow, 221 W. 7th St., New York City

FLORIDA FLIGHTS
Birthplace: Philadelphia, Pennsylvania
Birthday: August 19
Record Label: RCA Victor
Top Records: Somebody (RCA Victor), We Won't Stop When We Grow Weary (RCA Victor), For Me (RCA Victor)
Contact for Added Information: Melvin Barlow, 221 W. 7th St., New York City

FLORIDA FLIGHTS
Birthplace: Philadelphia, Pennsylvania
Birthday: August 19
Record Label: RCA Victor
Top Records: Somebody (RCA Victor), We Won't Stop When We Grow Weary (RCA Victor), For Me (RCA Victor)
Contact for Added Information: Melvin Barlow, 221 W. 7th St., New York City

FLORIDA FLIGHTS
Birthplace: Philadelphia, Pennsylvania
Birthday: August 19
Record Label: RCA Victor
Top Records: Somebody (RCA Victor), We Won't Stop When We Grow Weary (RCA Victor), For Me (RCA Victor)
Contact for Added Information: Melvin Barlow, 221 W. 7th St., New York City

FLORIDA FLIGHTS
Birthplace: Philadelphia, Pennsylvania
Birthday: August 19
Record Label: RCA Victor
Top Records: Somebody (RCA Victor), We Won't Stop When We Grow Weary (RCA Victor), For Me (RCA Victor)
Contact for Added Information: Melvin Barlow, 221 W. 7th St., New York City

Copyrighted material
My Friend
And I
Thank You!
This is the original record.

Developed with the new sound BEAT!

CARAVAN—The Rough-Rays—Rainbow 195

Look For The
NEW RELEASE by THE ESQUIRE BOYS
"ROCK-A-BEAT BOOGIE"

Rainbow Record #200

RAINBOW RECORDING CO.

NOTICE MUSICAL OPERATORS

We are raising our prices on used records on the following conditions. If you will deliver to us all the records that come off your boxes, whether he be 50 or 500.

EVEN 30 DAYS

We Will Pay: 11c

Per Record:

Below is our
New Price Schedule

<table>
<thead>
<tr>
<th>78 rpm</th>
<th>45 rpm</th>
</tr>
</thead>
<tbody>
<tr>
<td>11c</td>
<td>16c</td>
</tr>
<tr>
<td>10c</td>
<td>15c</td>
</tr>
<tr>
<td>9c</td>
<td>14c</td>
</tr>
</tbody>
</table>

Information on freight shipping, etc., furnished to non-auto dealers. Mail us Coupon below.

Suggestion—cut this ad out and post in your record dept. as a reminder.

Operators anywhere in the United States with over 100 machines will be contacted by phone.

Thank you, Dee-Jays, for your swell cooperation making the

MOST SENSATIONAL BEAT RECORD IN YEARS

THE BILLBOARD • FEBRUARY 28, 1953

GRENSE, NORMAN

Bristol, New York

Birthday: January 31, 1930

Record Label: M-G-M

Furnished by: R. C. Archer, Topeka, Kans.

Top Records: "Shaking" (M-G-M), "Action" (M-G-M), "Heroes" (M-G-M)

Contact for Additional Information: Victorian, 4 West Fifty-Fifth St., New York, N. Y.

HILL, DAVE

Los Angeles, California

Birthday: March 10, 1930

Record Label: Columbia


Top Records: "Waltz of the Toreadors" (Columbia), "Green, Green, Green" (Columbia), "Dinah" (Columbia)

Contact for Additional Information: Victor, 50 West Fifty-Second St., New York, N. Y.

HOLLAND, syd

Bristol, England

Birthday: July 16, 1928

Record Label: Columbia


Top Records: "Black and Blue" (Columbia), "Jamaica Farewell" (Columbia)

Contact for Additional Information: Columbia, 50 West Fifty-Second St., New York, N. Y.

HOPPER, WILLIAM

Los Angeles, California

Birthday: April 22, 1928

Record Label: RCA Victor


Top Records: "Night and Day" (RCA Victor), "Educating Piggy" (RCA Victor)

Contact for Additional Information: Victor, 50 West Fifty-Second St., New York, N. Y.

HUGHES, JOHN

Bristol, England

Birthday: April 22, 1928

Record Label: Columbia


Top Records: "Black and Blue" (Columbia), "Jamaica Farewell" (Columbia)

Contact for Additional Information: Columbia, 50 West Fifty-Second St., New York, N. Y.

INNES, WILLIAM

London, England

Birthday: July 16, 1928

Record Label: Columbia


Top Records: "Night and Day" (RCA Victor), "Educating Piggy" (RCA Victor)

Contact for Additional Information: Victor, 50 West Fifty-Second St., New York, N. Y.

JOHNSTON, BALTHASAR

Bristol, England

Birthday: January 31, 1930

Record Label: Columbia

Furnished by: R. C. Archer, Topeka, Kans.

Top Records: "Shaking" (M-G-M), "Action" (M-G-M), "Heroes" (M-G-M)

Contact for Additional Information: Victorian, 4 West Fifty-Fifth St., New York, N. Y.

KAYE, DANNY

Bristol, England

Birthday: January 1, 1928

Record Label: Decca


Top Records: "I Cried Again" (Decca), "You Made Up My Mind to Forget You" (Decca), "I'll Be Good to Me Tonight" (Decca)

Contact for Additional Information: Decca, 45 West Fifty-Second St., New York, N. Y.

KEMP, WALTER

Bristol, England

Birthday: May 1, 1930

Record Label: Columbia


Top Records: "For the First Time in My Life" (Columbia), "The End of a Perfect Day" (Columbia)

Contact for Additional Information: Columbia, 50 West Fifty-Second St., New York, N. Y.

KING, BEN

Bristol, England

Birthday: November 14, 1928

Record Label: Decca


Top Records: "I'll Be Good to Me Tonight" (Decca), "For the First Time in My Life" (Decca)

Contact for Additional Information: Decca, 45 West Fifty-Second St., New York, N. Y.

KING, MAX

Bristol, England

Birthday: November 14, 1928

Record Label: Decca


Top Records: "I'll Be Good to Me Tonight" (Decca), "For the First Time in My Life" (Decca)

Contact for Additional Information: Decca, 45 West Fifty-Second St., New York, N. Y.

KING, ROBERT

Bristol, England

Birthday: November 14, 1928

Record Label: Decca


Top Records: "I'll Be Good to Me Tonight" (Decca), "For the First Time in My Life" (Decca)

Contact for Additional Information: Decca, 45 West Fifty-Second St., New York, N. Y.

KING, STAN

Bristol, England

Birthday: November 14, 1928

Record Label: Decca


Top Records: "I'll Be Good to Me Tonight" (Decca), "For the First Time in My Life" (Decca)

Contact for Additional Information: Decca, 45 West Fifty-Second St., New York, N. Y.

KIRK, LISA

Los Angeles, California

Birthday: April 27, 1930

Record Label: RCA Victor

Furnished by: R. C. Archer, Topeka, Kans.

Top Records: "I'll Be Good to Me Tonight" (RCA Victor), "For the First Time in My Life" (RCA Victor)

Contact for Additional Information: Victor, 50 West Fifty-Second St., New York, N. Y.

KINNARD, JOHN

Bristol, England

Birthday: November 14, 1928

Record Label: Decca


Top Records: "I'll Be Good to Me Tonight" (Decca), "For the First Time in My Life" (Decca)

Contact for Additional Information: Decca, 45 West Fifty-Second St., New York, N. Y.

LAINE, FRANKIE

Bristol, Chicago, Illinois

Birthday: September 22, 1927

Record Label: Columbia


Top Records: "For the First Time in My Life" (Columbia), "I'll Be Good to Me Tonight" (Columbia)

Contact for Additional Information: Columbia, 50 West Fifty-Second St., New York, N. Y.

LAWRENCE, LEE

Bristol, New York

Birthday: September 22, 1927

Record Label: Columbia


Top Records: "For the First Time in My Life" (Columbia), "I'll Be Good to Me Tonight" (Columbia)

Contact for Additional Information: Columbia, 50 West Fifty-Second St., New York, N. Y.

LEE, BENNY

Bristol, Glasgow, Scotland

Birthday: August 1, 1928

Record Label: London


Top Records: "Day After Tomorrow" (London), "We're Gonna Jail" (London)

Contact for Additional Information: London, 29 West Fifty-Fifth St., New York, N. Y.

LEE, ROBERTA

Bristol, Dayton, Ohio

Birthday: July 16, 1928

Record Label: London


Top Records: "Spring Fever" (London), "Just for a While" (London)

Contact for Additional Information: London, 29 West Fifty-Fifth St., New York, N. Y.

Lynn, Wallis

Bristol, England

Birthday: July 24, 1928

Record Label: Columbia


Top Records: "For the First Time in My Life" (Columbia), "I'll Be Good to Me Tonight" (Columbia)

Contact for Additional Information: Columbia, 50 West Fifty-Second St., New York, N. Y.
FEBRUARY 28, 1953 • THE BILLBOARD

ANNUAL MUSIC-RECORD PROGRAMMING GUIDE

69

Most Played by Jockeys
This Week
1. TILL I WALTZ AGAIN
   WITH YOU—
   T. BREWER
   Hello Bluebird—
   Coral (78) 60873; (45) 9-60873—BMI
   Billboard, Feb. 21, 1953

Most Played in Juke Boxes
This Week
1. TILL I WALTZ AGAIN
   WITH YOU—
   T. BREWER
   Hello Bluebird—
   Coral (78) 60873; (45) 9-60873—BMI
   Billboard, Feb. 21, 1953

Best Selling Singles
This Week
1. TILL I WALTZ AGAIN
   WITH YOU—
   T. BREWER
   Hello Bluebird—
   Coral (78) 60873; (45) 9-60873—BMI
   Billboard, Feb. 21, 1953

Teresa Brewer

Exclusively on
Coral Records
America's Fastest Growing Record Company

Personal Management Ritchie Lisella

Copyrighted material
NEW CORAL RECORDS RELEASES

JOHNNY DESMOND

LOVE ME NOT
JUST A LITTLE
(Love Me A Lot)

DONT'T TELL LIES

Sung by EYDIE GORME

and

CABALLERO

THANKS FOR LETTING ME KNOW

Singing

CORAL RECORDS

America's Fastest Growing Record Company

Coral 60921 (78 rpm) and 9-60921 (45 rpm)

Coral 60929 (78 rpm) and 9-60929 (45 rpm)

Coral 60873 (78 rpm) and 9-60873 (45 rpm)

Coral 60893 (78 rpm) and 9-60893 (45 rpm)

Coral 60856 (78 rpm) and 9-60856 (45 rpm)

Coral 60851 (78 rpm) and 9-60851 (45 rpm)

IN CANADA: Metroclub Records Ltd., Toronto, Montreal, Winnipeg, Vancouver, B.C.; Allied National Co., Ltd., Calgary; Swan Radio & Lobredarway Canada Ltd., London, B.C.
FEBRUARY 28, 1953 • THE BILLBOARD

THAT MEAN BUSINESS

Pearl Bailey

and

DON REDMAN

Ray Block and Russell

HUG ME

and

(Kiss Me

A HUG

A Kiss)

and

I ALWAYS

MUST HAVE

SHAKE the TREE

YOUR

LOVE

Coral 60919 (78 rpm) and
9-60919 (45 rpm)

Coral 60945 (78 rpm) and
9-60945 (45 rpm)

thanks DJ's for spinning these Coral hits to the top!!

Don CORNELL

S'POSIN'

and

IF YOU WERE

ONLY MINE

Eileen BARTON

PRETEND

with JACK PLEIS

and

Too Proud To Cry

Coral 60919 (78 rpm)
and 9-60919 (45 rpm)

Coral 60931 (78 rpm)
and 9-60931 (45 rpm)

Coral 60945 (78 rpm)
and 9-60945 (45 rpm)

Coral 60918 (78 rpm)
and 9-60918 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company

CORA L RECOR D S
America's Fastest Growing Record Company

CORAL RECORDS
America's Fastest Growing Record Company

www.americanradiohistory.com
The Nation's Ten Top Tunes

... for Week Ending February 21

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically rewards the comparative popularity of each record based on the results of the NATIONAL POPULARITY POLLS. Preliminary poll results are accepted for consideration one week prior to publication, with the final poll tabulation made for each week ending February 21. The Honor Roll is a calendar-week chart, and work from a long musical period that is from a file: the markets now work from a semi-weekly format. Week Chart

1. Till I Wait For You with Music—Evan Downhearted
2. Don't Let The Stars Get In Your Eyes—Joe Silver
3. Oh Happy Day—Den Howard
4. Tell Me You're Mine—Fredindall-Read
5. Why Don't You Believe Me?—Leo Dixson
6. Doggie In The Window—Bob Morris
7. Keep It A Secret—Jean-Mary Robinson
8. Pretend—Leo Dixson
9. Have You Heard—Donald La fine, Ross
10. Anywhere I Wander—Frank London

Second Ten

11. Hold Me, Thrill Me, Kiss Me
12. Side By Side
13. Because You're Mine
14. Wild Horses
15. Glow Worm
16. Downhearted
17. Your Cheatin' Heart
18. Even Now
19. Fool Such A One
20. Hot Toddy

WARNINGS: The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the above hits has been covered in The Billboard. Use of the title by any other means may be made without The Billboard's consent, except write to or write to: The Billboard P.O. Box 200, Sunnyside, New York, and permission will be automatically granted.
the Old-Time style makes a Big-time hit!

"DOO-WACKY RAG"

by JOE "fingers" CARR

and his Ragtime Band

backed with a great piano rendition of

"ALOHA OE"

on Capitol Record No. 2259

the romantic favorite...

DEAN MARTIN

sings two new ballads

"There's My Lover" and

"Little Did We Know"

on Capitol Record No. 2278
thanks D.J.'s for your wonderful reception to our initial release

THE EXCITING VOICE OF...

NORMAN BROOKS

SINGING:

HELLO SUNSHINE

B/W

YOU'RE MY BABY

Zodiac 101 (45X101)

RECORD CO.
501 MADISON AVENUE
NEW YORK 22, N. Y.

ZODIAC
THE SIGN OF THE STARS
an exciting new personality adds new lustre to a great label!

FRANK MURPHY

Sings

I'LL MAKE YOU MINE

with Vocal Chorus and

LET'S LIVE FOR LOVE

Orchestra under the direction of Norman Leyden

78 rpm 6948
45 rpm 4-6948
REVIEWS OF THIS WEEK’S NEW RECORDS

Popular

SAMMY CAHN
Geneva
Columbia 13507
This is the sheet music imported from Japan
where it is reputedly a top seller. The title
companion, "If I Knew," is also
published by the same company.

EARMARKS
Kemble
Columbia 13497
The inevitable first hit from the
Kemble records. Jeffrey Clay is perform-
ing his usual solid piano with
some frequent, almost startling
breaks.

NARMAN
Randy Tenen
Victor 20-1216
This is the third hit from the Three Tenors but this time
out on six of the hits. The record is
available in the same key as the three
earlier hits.

RHYTHM & BLUES

SAMMY MARSHALL
The Lonely Man
Columbia 13524
This is the title tune from the hit record
"Say It Isn't So." The record was
written by Sammy Cahn and
performed by Gene Foreman.

GOMEN-HASAI
This is the tune imported from Japan
where it is reputedly a top seller. The following
version, "If I Knew," is also
published by the same company.

RICHARD BOWERS-Columbia
39084
Richard Bowers on RCA Victor 20-1212
Sammy Kay-Columbia 13507
Gordon Jenkins-Decca 12612
It is understood that an Eddie Howard version
is also available. The Bowers disk, which is in the
Hippopotamus export of every one and every one else jumped in. The
Bowes disk is already on the Los Angeles chart.

FRANKIE LAINE-JIMMY BOYD
The Little Boy and the Old Man
Tell Me a Story-Columbia 13488
Both of these have been kicked off air
on network television. It’s the first time these two have
been paired together, and it comes off well.

HUGO WINTERHALTER ORK.
The Maple Tune- RCA Victor 20-1209
Title amples describes the Winterhalter
beats on this side. It’s a selection which
made a big hit with the "Vernese" tradition, with the strings
provided by the Ray Conniff 11-11.

FRANK MYTH
I’ll Make You Mine-Clash 5044
A new hit by Frank Myd. Murphy shows Frank as an
artist who can almost any hit and should give it an ear.

RHYTHM & BLUES

JOHNNIE RAY
Makin’ Middles- Columbia 39089
Ray has another hit of late. Bing was reviewed
some months ago and is a very exciting performer. It
doesn’t happen to warm up to the
singer again, this one has potential.

COUNTRY & WESTERN

JACK CARDWELL
My Love for You Would Fill Ten Pete-
King 1163
An intriguing title with equally
novel lyrics. It’s a new approach to the age-
old problem, and Cardwell’s performance
shows he is not just a one-shot artist: instead,
he has walked all the way.

COWBOY COPAS
Doll of Clay-
King 1162
It’s Clay’s best hit yet. This is a song
which could almost glide on by with
some more punch in the vocal line.

RAY CHARLES
Misery in My Heart-Swing Time 358
A striking effort by Charles in his blues style. A
brothers watching. Trip is "The Snow Is
Falling."
you can't top the original

THIS AIN'T NO CENSORED

you can't lose with this natural

PLAYIN' DOMINOES
and

SHOOTIN' DICE

HAS GONE POP

FLIP SIDE

"DARKNESS 'TILL DAWN"

Headed for the top in
the HILLBILLY FIELD

78's and 45's

UNBELIEVABLE QUALITY

A NEW PROVEN PROCESS FOR JUKE BOX OWNERS AND RETAIL DEALERS.
A SMALL TRIAL OFFER WILL CONVINCE YOU

ORDER DIRECT BY MAIL FROM

Richtone

for the unknown

OUR POLICY IS TO HELP THE
UNKNOWN WITH DESERVING TALENT
AS INDICATED BY THIS SMASH HIT

WRITTEN BY TEX WOOD AND
O. D. DOBBS AND Sung BY RED COOK

ONLY ... 46¢

Request Your Radio Station to Play The Richtone Version, THE ORIGINAL.

RADIO STATIONS, who
have not received their
complimentary records
please notify us

Order No. 314 • Direct by mail • P. O. Box 6081 • Dallas, Texas
This week's best buys

Hello Sunshine—Norman Brooks—Zodiac 101

This is the strongest record among the "best buys" for this week. It's one of the best sellers of its type. It's one of the first records to be heard in Boston where straws is now appearing. It's hot in New York and is being very good in Chicago and Boston. Record fans in Philadelphia this week had only one record, which had been sent from Cincinnati with the West Coast reporting no delivery. Records are sent both radio and retail operators. TIP is "You're My Baby." A previous "New Record to Watch."

TWO AS MUCH—Mills Brothers—Deco 36356

This disk is very high on this one with good reviews emanating from Buffalo, St. Louis and some Chicago outlets. Philadelphia may be kicking off big. TIP is "You're My Baby." A previous "New Record to Watch."

Swedish Rhapsody

Song from Moulin Rouge—Perry Faith Ork—Columbia 71109

For an instrumental this has taken bold surprisingly. Fact is that the score is a master of the rapids, which is furiously arranged for the instrument. The result is good in St. Louis and Little Rock. The sales strength is showing up in Los Angeles and Cincinnati. A previous "New Record to Watch."

Since you went away from me—Sandy Stewarts—Okeh 6341

This disk has been kicking around for a number of weeks. There was flash excitement when released but nothing really happened. Now it is beginning to gain. It is on the St. Louis and Philadelphia charts. It's very strong in Cincinnati, and Chicago where the disk was reported. New York had all but given up on the record, but here too there is a rebirth of activity. TIP is "Before." A previous "New Record to Watch."

The dealers pick

The deals pickers—Popular

1. GOMEN NAASAI—Richard Brown—Columbia 39854
2. HELLO, SUNSHINE—Norman Brooks—Zodiac 101
3. LACKAWANA—Bill Williams—M-G-M 1183
4. NEW JUKE BOX SATURDAY NIGHT—Benny Goodman—Victor 21658
5. SEVEN LONELY DAYS—George A. Moore—Victor 18986
6. SALOMES—Elkie Fisher—RCA Victor 28-1876
7. How do you want to speak to ANGEL?—Elkie Fisher—RCA Victor 28-1877

Country & Western

1. PAYING FOR THAT BACK STREET AFFAIR—Katy Kink—Deco 2578
2. DEAR BABY—Jimmie Reading—Decca 36350
3. I DON'T KNOW—Dixie Solomon—Capitol 2396
4. HOW CAN I TELL—Dixie Solomon—Capitol 2397
5. All that I'm asking is—L. B. Alexander—Decca 36339
6. SUMMING AROUND—Andrews Sisters—Decca 2438

Rhythm & Blues

1. MY KIND OF WOMAN—Evergreen—Capitol 238
2. CHA-CHA—Alton—G 99
3. TWENTY FOUR MOURS—Clarence—Decca 36330
4. TRAIN, TRAIN, TRAIN— Blind Boy Fuller—Bluebird 239
5. HURRY, HURRY, BABY—Jackie Wilson—M-G-M 1142
6. YOU'RE MINE—M-G-M 1143
7. DEAR RUTH—Jimmie Dore—Southern 101

The disk jockeys pick

The disk jockeys—Popular

1. GOMEN NAASAI—Richard Brown—Columbia 39854
2. SEVEN LONELY DAYS—George A. Moore—Victor 18986
3. A CLASS OF THEIR OWN—Benny Goodman—Victor 21658
4. MOVING AWAY—L. B. Alexander—Decca 36339
5. You want it with your eyes—Ester Coleman—Decca 36379
6. CAN'T I—A. L. Semmes—Capitol 2396
7. HELLO, SUNSHINE—Norman Brooks—Zodiac 101
8. I'LL ALWAYS LOVE YOU SOME—A. L. Semmes—Capitol 2397
9. SWEDISH RHAPSODY—Perry Faith Ork—Columbia 71109

Country & Western

1. HONEYMOON ON A ROCKET SHIP—Bill Haynes—RCA Victor 28-1876
2. PAYING FOR THAT BACK STREET AFFAIR—Katy Kink—Deco 2578
3. PLAYIN' DOMINOS AND SHOOTIN' DICE—Harry Jules—Joe Dye—Capitol 2387
4. SUMMING AROUND—Elzie Mays—Garland 2577
5. THE CRYING STEEL GUITAR—R. C. Vidal—Heart 1128
6. PICKING SWEETHEARTS—Hawkbill Motorola—King 7174
7. SHIP MAN BLUES—L. B. Alexander—Capitol 2397
8. RAILROAD BOOGIE—Jimmie Dore—Southern 101

The operators pick

The operators—Popular

1. I'LL ALWAYS LOVE YOU SOME—A. L. Semmes—Capitol 2397
2. SEVEN LONELY DAYS—George A. Moore—Victor 18986
3. THE CRYING STEEL GUITAR—R. C. Vidal—Heart 1128
4. MOVING AWAY—L. B. Alexander—Decca 36339
5. I'LL BE GOING ON ALL—Ester Coleman—Decca 36379
6. HOW DO YOU WANT TO SPEAK TO ANGEL—Elkie Fisher—RCA Victor 28-1877

Country & Western

1. PAYING FOR THAT BACK STREET AFFAIR—Katy Kink—Deco 2578
2. WILL NELL TELL YOU WHEN YOU GO Home—Ester Coleman—Decca 36379
3. HONEYMOON ON A ROCKET SHIP—Bill Haynes—RCA Victor 28-1876
4. A LOVERS' GUARANTEE—George Mors—Columbia 2788
5. I DON'T KNOW—Dixie Solomon—Capitol 2386
6. RHYTHM & BLUES
7. BABY, I'M DOING IT—Askien Allen—King 4808
8. NOBODY LOVES ME—Blind Boy Fuller—Bluebird 239
9. TRAIN, TRAIN, TRAIN—Blind Boy Fuller—Bluebird 239
10. THREE TIMES A FOOL—Joe Mays—M-G-M 1143
11. WAKE UP THIS MORNING—K. B. & Rossie—Capitol 2397

Radio TV stations—Popular

1. "This Week's Best Buy," and the listing of records in the "This Week's Bests" are available to you. Only those records suitable for juke boxes are included in this week's listings. For more information write: TIP Strip Service, The Billboard, 1584 Broadway, New York City.

Newspaper editors—Popular

"This Week's Best Buy" and the listing of "This Week's Bests" are available to you. Only those records suitable for juke boxes are included in this week's listings. For more information write: TIP Strip Service, The Billboard, 1584 Broadway, New York City, and permission will be immediately granted.
Another BIG one...

thanks, fellows -
for your wonderful
cooperation

the
FOUR
ACES

YOU
FOOLED
ME

Record Promotion
VICTOR SELSMAN (New York) 
ELMER WILLITT (Pittsburgh) 
RED DOFF (West Coast) 
Arrangements—MARTY GOLD 

Personal Management—HERB KESSLER 
1674 Broadway 
New York, 19, N. Y.

FEBRUARY 28, 1953 • THE BILLBOARD ANNUAL MUSIC-RECORD PROGRAMING GUIDE • 79
**TOP POPULAR RECORDS**

### Best Selling Singles

Records are ranked in order of their current hottest selling importance at the retail level. Records are based on The Billboard's weekly monitoring of its own sales reports that reflect every major market area. Separate charts are listed for 375 cities and 50 cities.

**This Week** | **Last Week** | **Weeks at No. 1**
---|---|---
1. TILL I WALTZ AGAIN WITH YOU — T. Brewer  | T. Brewer  | 11
2. HOLD ME, THRILL ME, KISS ME — K. Chandler  |  | 11
3. DON'T LET THE STARS GET IN YOUR EYES — F. Cotton  |  | 14
4. DOGGIE IN THE WINDOW — P. Page  |  | 5
5. BEST — J. James  |  | 9
6. AMONG THE STARS — C. M. A.  |  | 5
7. PRETEND — Nat (King) Cole  |  | 11
8. HOLD ME, THRILL ME, KISS ME — K. Chandler  |  | 11
9. I BELIEVE — P. Laite  |  | 10
10. YOUR HEART — J. J. Johnson  |  | 7

**Most Played in Jake Boxes**

Records are ranked in order of the greatest number of plays in Jake boxes reported by the radio stations that have them. Results are based on The Billboard's weekly survey among the nation's Jake box operators. The second side of each record is also listed.

**This Week** | **Last Week** | **Weeks at No. 1**
---|---|---
1. TILL I WALTZ AGAIN WITH YOU — T. Brewer  | T. Brewer  | 11
2. DON'T LET THE STARS GET IN YOUR EYES — F. Cotton  |  | 12
3. TELL ME YOU'RE MINE — Gaylord  |  | 3
4. DOGGIE IN THE WINDOW — Patti Page  |  | 5
5. WHY DON'T YOU BELIEVE ME? — J. James  |  | 18
6. HOLD ME, THRILL ME, KISS ME — K. Chandler  |  | 11
7. YOUR HEART — J. J. Johnson  |  | 7
8. HOLD ME, THRILL ME, KISS ME — K. Chandler  |  | 11
9. I BELIEVE — P. Laite  |  | 10
10. YOUR HEART — J. J. Johnson  |  | 7

**Directors**

- Weather:相声

---

**Best Selling Popular Albums**

Albums are ranked based on the number of weekly shipments sold as new or used. Results are based on The Billboard's weekly survey among the nation's leading record stores and dealers. Separate charts are listed for 375 cities and 50 cities.

**This Week** | **Last Week** | **Weeks at No. 1**
---|---|---
1. B. W. D. C. 33% R.P.M.  |  | 7
2. A. W. D. C. 33% R.P.M.  |  | 7
3. B. W. D. C. 33% R.P.M.  |  | 7
4. B. W. D. C. 33% R.P.M.  |  | 7
5. B. W. D. C. 33% R.P.M.  |  | 7

**Best Selling Children's Records**

Records are ranked based on their current hottest selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's leading record stores and dealers. Separate charts are listed for 375 cities and 50 cities.

**This Week** | **Last Week** | **Weeks at No. 1**
---|---|---
1. ROBIN ROOD — B. Topi  |  | 7
2. FATHER AND THE WOLF — E. A.  |  | 7
3. B. W. D. C. DEEP IN THE HEART OF TEXAS  |  | 7
4. B. W. D. C. DEEP IN THE HEART OF TEXAS  |  | 7
5. B. W. D. C. DEEP IN THE HEART OF TEXAS  |  | 7

---

**Classified Ads**

- Music Lessons
- Concert Announcements
- Vinyl Records

---

**Advertisements**

- R. C. A. Victor
- Columbia
- Decca
- Capitol
- Mercury

---

**Copyrighted Material**
Thanks D.J.s for your wonderful reception to my records.

Sarah Vaughan

singing

I CONFESS

and

A LOVERS' QUARREL

COLUMBIA #39932 (75 RPM) • 4-39932 (45 RPM)

Exclusively...

Record Promotion
JIM McCARTHY

Personal Management
GEORGE TREADWELL
The Billboard's Music Popularity Charts

Territorial Best Sellers (Popular)

**New York**
1. Don't Let the Stars Get in Your Eyes
   - P. Cline, Victor
2. I'll Walk Again With You
   - B. Page, Coral
3. Have You Heard
   - E. J. James, M-G-M
4. Tell Me You're Mine
   - P. Cline, Victor
5. Wild Hearts
   - E. J. James, M-G-M
6. Hold Me, Thrill Me, Kiss Me
   - X. C. Chandler, Coral
7. Why Don't You Believe Me?
   - B. Page, Coral
8. Oh, Happy Day
   - C. T. Carter, Capitol
9. Side by Side
   - B. Page, Coral
10. Deeggie in the Window
    - R. Flanagan, Victor

**Chicago**
1. I Believe
   - P. Lailo, Columbia
2. I'll Walk Again With You
   - B. Page, Coral
3. Deeggie in the Window
   - R. Flanagan, Coral
4. You're Mine
   - B. Page, Coral
5. I'll Walk Again With You
   - B. Page, Coral
6. Hold Me, Thrill Me, Kiss Me
   - X. C. Chandler, Coral
7. Pretend
   - P. Lailo, Coral
8. Anywhere I Wander
   - B. Page, Coral
9. Hot Toddy
   - J. Page, Victor
10. Say It With Your Heart
    - E. J. James, M-G-M

**Los Angeles**
1. I'll Walk Again With You
   - B. Page, Coral
2. Don't Let the Stars Get in Your Eyes
   - L. Page, Columbia
3. Oh, Happy Day
   - L. Page, Coral
4. Gomen-Nasci
   - L. Page, Coral
5. Have You Heard
   - L. Page, Coral
6. I Believe
   - L. Page, Coral
7. Why Don't You Believe Me?
   - L. Page, Coral
8. Deeggie in the Window
   - L. Page, Coral
9. Side by Side
   - L. Page, Coral
10. Tell Me You're Mine
    - L. Page, Coral

**Philadelphia**
1. I Believe
   - Nat King Cole, Capitol
2. I'll Walk Again With You
   - Nat King Cole, Capitol
3. I Believe
   - D. B. Page, Coral
4. I'll Walk Again With You
   - D. B. Page, Coral
5. Hold Me, Thrill Me, Kiss Me
   - X. C. Chandler, Coral
6. Why Don't You Believe Me?
   - L. Page, Coral
7. Deeggie in the Window
   - L. Page, Coral
8. You're Mine
   - L. Page, Coral
9. I Believe
   - L. Page, Coral
10. Hold Me, Thrill Me, Kiss Me
    - L. Page, Coral

**Boston**
1. I'll Walk Again With You
   - P. Cline, Victor
2. Don't Let the Stars Get in Your Eyes
   - B. Page, Coral
3. I Believe
   - P. Cline, Victor
4. Side by Side
   - B. Page, Coral
5. I'll Walk Again With You
   - B. Page, Coral
6. Tell Me You're Mine
   - B. Page, Coral
7. Why Don't You Believe Me?
   - B. Page, Coral
8. Deeggie in the Window
   - B. Page, Coral
9. Side by Side
   - B. Page, Coral
10. Tell Me You're Mine
    - B. Page, Coral

**Cincinnati**
1. I'll Walk Again With You
   - P. Cline, Victor
2. Hold Me, Thrill Me, Kiss Me
   - X. C. Chandler, Coral
3. Don't Let the Stars Get in Your Eyes
   - C. Page, Victor
4. I Believe
   - P. Cline, Victor
5. Side by Side
   - P. Cline, Victor
6. I'll Walk Again With You
   - P. Cline, Victor
7. Tell Me You're Mine
   - P. Cline, Victor
8. Why Don't You Believe Me?
   - P. Cline, Victor
9. Deeggie in the Window
   - P. Cline, Victor
10. Hold Me, Thrill Me, Kiss Me
    - P. Cline, Victor

**New Orleans**
1. I Believe
   - Nat King Cole, Capitol
2. Side by Side
   - B. Page, Coral
3. I'll Walk Again With You
   - B. Page, Coral
4. Have You Heard
   - J. James, M-G-M
5. Tell Me You're Mine
   - J. James, M-G-M
6. You're Mine
   - J. James, M-G-M
7. Why Don't You Believe Me?
   - J. James, M-G-M
8. Deeggie in the Window
   - J. James, M-G-M
9. Hold Me, Thrill Me, Kiss Me
   - J. James, M-G-M
10. Tell Me You're Mine
    - J. James, M-G-M

**Dallas-Ft. Worth**
1. I Believe
   - Nat King Cole, Capitol
2. I'll Walk Again With You
   - Nat King Cole, Capitol
3. Tell Me You're Mine
   - Nat King Cole, Capitol
4. Anyone You Love
   - Nat King Cole, Capitol
5. Why Don't You Believe Me?
   - Nat King Cole, Capitol
6. Deeggie in the Window
   - Nat King Cole, Capitol
7. Hold Me, Thrill Me, Kiss Me
   - Nat King Cole, Capitol
8. Tell Me You're Mine
   - Nat King Cole, Capitol

**Atlanta**
1. Have You Heard
   - D. B. Page, Coral
2. I'll Walk Again With You
   - D. B. Page, Coral
3. Hold Me, Thrill Me, Kiss Me
   - D. B. Page, Coral
4. You're Mine
   - D. B. Page, Coral
5. Why Don't You Believe Me?
   - D. B. Page, Coral
6. Deeggie in the Window
   - D. B. Page, Coral
7. Hold Me, Thrill Me, Kiss Me
   - D. B. Page, Coral
8. You're Mine
   - D. B. Page, Coral
9. I Believe
   - D. B. Page, Coral
10. Hold Me, Thrill Me, Kiss Me
    - D. B. Page, Coral

**Seattle**
1. I'll Walk Again With You
   - B. Page, Coral
2. Hold Me, Thrill Me, Kiss Me
   - B. Page, Coral
3. You're Mine
   - B. Page, Coral
4. Why Don't You Believe Me?
   - B. Page, Coral
5. Deeggie in the Window
   - B. Page, Coral
6. Hold Me, Thrill Me, Kiss Me
   - B. Page, Coral
7. You're Mine
   - B. Page, Coral
8. Why Don't You Believe Me?
   - B. Page, Coral
9. Deeggie in the Window
   - B. Page, Coral
10. Hold Me, Thrill Me, Kiss Me
    - B. Page, Coral

**TODAY'S TOP TUNES now includes The Billboard's THIS WEEK'S BEST BUYS**

- **50 COPY SPECIAL**
- **ONLY**
- **$1**
  - Fill in and mail the coupon today!

**Seattle**
1. I Believe
   - D. B. Page, Coral
2. I'll Walk Again With You
   - D. B. Page, Coral
3. Tell Me You're Mine
   - D. B. Page, Coral
4. Anyone You Love
   - D. B. Page, Coral
5. Why Don't You Believe Me?
   - D. B. Page, Coral
6. Deeggie in the Window
   - D. B. Page, Coral
7. Hold Me, Thrill Me, Kiss Me
   - D. B. Page, Coral
8. You're Mine
   - D. B. Page, Coral
9. I Believe
   - D. B. Page, Coral
10. Hold Me, Thrill Me, Kiss Me
    - D. B. Page, Coral

**Today's Top Tunes**
- **only**
- **with**

- **The Billboard**
- **3150 Pinson St, Cincinnati 22, Ohio**
- **For next week's Top Tunes, send your order in advance.**
- **Address**
- **City**
- **State**
- **Occupation**
The Con
From Jon

Things are getting real desperate. We've got nothing but hits! First came the GAYLORDS with TELL ME YOU'RE MINE. Bang, a winner! Then along comes Patti Page with the DOGGIE IN THE WINDOW. Some people said it was a dog record. Arf! Arf! All of a sudden Patti! Another smash! Before we could catch our breath comes two more in a row. PRETEND by Ralph Maretie and his Downbeat Orchestra and Rusty Draper with NO HELP WANTED. "Enuf!" we cried. "Enuf!" But that fat Carlton comes through with a smash, Georgia Gibbs, SEVEN LONELY DAYS . . . Well now, sir, how much can our distributors stand and the hit discs are flying faster than ever. Maretie again with CARAVAN and Eddy Howard with a new Japanese song called Gobble NASAI or something like that. Anyway, fellows, if someone wants to use our sound, it's okay. Anyway, we've got plenty of hits and after all who cares who makes the hits as long as the customers come to the record shops and the dealers and operators are happy.

Jon

RUSTY DRAPER
NO HELP WANTED
Tennessee Baby
MERCURY 70077 + 70077X45

ARTIE WAYNE
RACHEL
Tonight Or Never
MERCURY 70090 + 70090X45

EDDY HOWARD
I'LL GO ON ALONE
New Lay Me Down To Dream
MERCURY 70072 + 70072X45

BOBBY WAYNE
COME
The Mexican Maidens
MERCURY 70073 + 70073X45

VIC DAMONE
SUGAR
Amor
MERCURY 70054 + 70054X45

MARY SMALL
SUDDENLY
Just Like That
MERCURY 70106 + 70106X45

JIMMY DARRO
SERENADE OF THE MANDOLINS
Rita
MERCURY 70098 + 70098X45

DORIS DREW
SINCE YOU WENT AWAY
Today Is The Tomorrow
MERCURY 70113 + 70113X45

FARK PANE
ACE IN THE HOLE
When I Lost You
MERCURY 70111 + 70111X45

CARMEN TAYLOR
I'M COMIN' BACK
Lookin' For You
MERCURY 70105 + 70105X45

BILLY WILLIAMS
FOUR ME A GLASS OF TEAR-DROPS
It's A Miracle
MERCURY 70094 + 70094X45

LUKE AMEHE
CAN'T GET OFF THE TRACK
Honey, Honey, Honey
MERCURY 70088 + 70088X45

SUE THOMPSON
TAKE CARE MY LOVE
The Things I Might Have Been
MERCURY 70084 + 70084X45

TINY HILL
DEW DEW DEWY DEWY
I'm Alone Because
MERCURY 70079 + 70079X45

LULU BELL & SCOTTY
WALK ME BY THE RIVER
That's A Only Half Of It
MERCURY 70092 + 70092X45

JOHNNY HORTON
THE MANSION YOU STOLE
Tennessee Jive
MERCURY 70100 + 70100X45

CARMEN TAYLOR
I'M COMIN' BACK
Lookin' For You
MERCURY 70105 + 70105X45

DOUGLAS DUKE TRIO
MAMBO AT THE MEADOWBROOK
Little Old Lady
MERCURY 70092 + 70092X45

ARNETT COBB
CONGRATULATIONS TO SOMEONE
Poor Butterfly
MERCURY 70101 + 70101X45

MERCURY RECORDS, CHICAGO, ILLINOIS • MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA


**Popular Record Reviews**

*Continued from page 76*

**Jazz**

**Buddy Moreno and his Orchestra**

*With their Sensational Recording of*

**"LET'S GO DOWN TO THE TAVERN***

**B/W "ONE DOZEN ROSES***

*On Chess Record #1535*

**Juke Box Operators Record Dealers**

*This is Buddy's Greatest since he introduced "ONE DOZEN ROSES"*
The Billboard's Music Popularity Charts

TOP C&W RECORDS

. . . for Week Ending February 21

National Best Sellers

Records ranked in order of their greatest number of pickup by country and western disc jockeys based on sales throughout the country. Sales are based on The Billboard's weekly survey among disc jockeys who specialize in country and western music.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>WK (Highest)</th>
<th>WM (Lowest)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. TILL I’LL NEVER GET OUT OF THIS WORLD ALIVE</td>
<td>Hank Williams</td>
<td>M-G</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2. NO HELP WANTED</td>
<td>Carlisle</td>
<td>M-C</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>3. I’LL GO ON ALONE</td>
<td>W. Pierce</td>
<td>M-C</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4. DON’T LET THE STARS GET IN YOUR EYES</td>
<td>Slim Whitman</td>
<td>M-C</td>
<td>10</td>
<td>2</td>
</tr>
</tbody>
</table>

Most Played by Jockeys

Records ranked in order of the number of times played by country and western disc jockeys based on plays throughout the country. Sales are based on The Billboard's weekly survey among disc jockeys who specialize in country and western music.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>WK (Highest)</th>
<th>WM (Lowest)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NO HELP WANTED</td>
<td>Carlisle</td>
<td>M-C</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>2. LAW-LICA</td>
<td>Hank Williams</td>
<td>M-G</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>3. I’LL GO ON ALONE</td>
<td>W. Pierce</td>
<td>M-C</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4. THAT’S ME WITHOUT YOU-W. Pierce</td>
<td>M-C</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>5. RACK STREET AFFAIR</td>
<td>W. Pierce</td>
<td>M-C</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>6. GOWING STAYED-F. Young</td>
<td>M-C</td>
<td>3</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>7. EDDY’S SONG-E. Arnold</td>
<td>VSPA</td>
<td>M-C</td>
<td>7</td>
<td>29</td>
</tr>
<tr>
<td>8. JAMALAYA-Hank Williams</td>
<td>M-G</td>
<td>9</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>9. DON’T LET THE STARS GET IN YOUR EYES</td>
<td>Slim Whitman</td>
<td>M-C</td>
<td>8</td>
<td>23</td>
</tr>
<tr>
<td>10. DEATH OF HANK WILLIAMS-J. Cardwell</td>
<td>M-G</td>
<td>5</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>11. KEEP IT A SECRET</td>
<td>Slim Whitman</td>
<td>M-C</td>
<td>10</td>
<td>22</td>
</tr>
</tbody>
</table>

Most Played in Juice Boxes

Records ranked in order of the number of times played on juke boxes throughout the country. Sales are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>WK (Highest)</th>
<th>WM (Lowest)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. LAW-LICA-Hank Williams</td>
<td>M-G</td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2. DON’T LET THE STARS GET IN YOUR EYES</td>
<td>Slim Whitman</td>
<td>M-C</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>3. EDDY’S SONG-E. Arnold</td>
<td>VSPA</td>
<td>M-C</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4. I’LL NEVER GET OUT OF THIS WORLD ALIVE</td>
<td>Hank Williams</td>
<td>M-G</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>5. RACK STREET AFFAIR</td>
<td>W. Pierce</td>
<td>M-C</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td>6. KEEP IT A SECRET</td>
<td>Slim Whitman</td>
<td>M-C</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>7. GAL WHO INVENTED KISSING-H. Snow</td>
<td>VSPA</td>
<td>M-C</td>
<td>8</td>
<td>7</td>
</tr>
</tbody>
</table>

CONTACT

DEWEY MOUSSENI
Exclusive Management
Nashville, Tennessee

CDAY DAY DAY DAY

THANKS D.J.’S FROM
MR. PERSONALITY
OF AMERICAN FOLK SONG

(Old Cold Tater)

"LITTLE" JIMMY DICKENS

FOR A GREAT YEAR

- Top Grosses Fairs, Theaters, Auditoriums and Arenas
- Top Selling Columbia Records
- Featured Star WSM Grand Ole Opry and WSM-TV

NOWN TOURING

OKLAHOMA, TEXAS, N. MEXICO, ARIZONA & CALIFORNIA

FOR AVAILABLE DATES WITH "MR. PERSONALITY"
- "Little" Jimmy Dickens and His Country Boys

CONTACT

DEWEY MOUSSENI
4520 Post Road

WEDDING BELL WALTZ
NO TEARS IN HEAVEN

and a brand new Sacred Release

TAKING LEANDER, SACRED LORD

AND I SHALL NOT BE MOVED
Columbia 21065-S

Current Releases . . .
YOU DON’T HAVE LOVE AT ALL
TAKE UP THY CROSS
LOLA LEE
WAITRESS, WAITRESS

WEDDING BELL WALTZ
NO TEARS IN HEAVEN

and a brand new Sacred Release

TAKING LEANDER, SACRED LORD

AND I SHALL NOT BE MOVED
Columbia 21065-S

For Available dates with "Mr. Personality"—”Little” Jimmy Dickens and His Country Boys—
THANKS, DISK JOCKEYS, FOR MAKING 1952 MY BIGGEST YEAR IN SHOW BUSINESS

MANY THANKS FOR YOUR HELP IN MAKING THESE SONG HITS...

- "WONDERING"
- "THAT HEART BELONGS TO ME"
- "BACK STREET AFFAIR"
- "THAT'S ME WITHOUT YOU"
- "I'LL GO ON ALONE"

A TOP BOX OFFICE ATTRACTION
Featured Star
WSM GRAND OLE OPRY and WSM TV
Exclusive on DECCA RECORDS
watch for my newest song...

P.S. I hope you like it...

JAMES DENNY WSM Artists Service Bureau, Nashville, Tenn.
THANKS TO THE D. J.'S from...

HANK the "Singing Ranger"

My newest RCA release

HONEYMOON ON A ROCKET SHIP

P.S. I won't be visiting my D.J. friends during March

Featured Star WSM GRAND OLE OPRY and WSM-TV

Contact:

Copyrighted material
FEBRUARY 28, 1953 • THE BILLBOARD

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

SNOW
and his Rainbow Ranch Boys

THE GAL WHO INVENTED KISSING
and
FOOL SUCH AS I

RCA 20-5034
47-5034

THERE WASN'T AN ORGAN AT OUR WEDDING

Currently Riding High

"THERE'S NO BUSINESS LIKE 'SNOW' BUSINESS"

as I will be in Korea entertaining the Boys

PERSONAL MANAGEMENT
HUBERT LONG

1537 McGavock Pike
Phone 2-6635
Nashville, Tenn.

www.americanradiohistory.com
THANKS for makin' this ole boy's

"I'M AN OLD, OLD MAN"
(TRYING TO LIVE WHILE I CAN)
a sure fire HIT!

.... sure do hope you'll listen
to my next one.... COMIN' SOON!

AMERICA'S MOST SENSATIONAL FOLK ARTIST

COLUMBIA RECORDING ARTIST

LEFTY FRIZZELL
AND HIS DRIFTIN' PLAYBOYS

STILL GOING STRONG....

"YOU'RE HERE SO EVERYTHING IS ALRIGHT"
Columbia 20911-4-20911

"DON'T STAY AWAY"
Columbia 20911-4-20911

"I KNOW YOU'RE LONESOME"
Columbia 20997-4-20997

"FOREVER" (and always)
Columbia 20997-4-20997

"I WANT TO BE WITH YOU ALWAYS"
Columbia 20799-4-20799

"ALWAYS LATE"
Columbia 20799-4-20799

BOOKINGS: Write, Wire or Phone
AMERICANA CORPORATION
4327 Sunset Blvd. Phone: NOrmandy 6071 Hollywood 27, Calif.

www.americanradiohistory.com
**Country Reviews**

**Dot 1150**

**Record on**

**Goin' Like WILDFIRE**

- BILLY WALLACE
- ANNIE AHEARN
- JIM SHEPPARD-SPEEDY WEST
- BILLY STRANGE
- BOBBY BENTZ
- BILL BURKE
- RAY BROWN

**Dot 1158**

**You're Sweeter Than Honey**

- GRANDPA JONES

**Popular**

- SEVEN LONELY DAYS
- BILLY WALLACE
- THIS STRANGE...
- BILLY WALLACE
- JODY BENNET

---

**Late Reports on Recent 'Best Buys'**

- Continued from page 28

**Newest Release**

- Watch for his NEWEST DOT RELEASE...

---

**Goin' like Wildfire with**

**D.J.'s, OPS and DEALERS**

---

**Here's That**

**GRANDPA JONES**

---

**Old Rattler's Son and**

**Dear Old Sunny South by the Sea**

---

**For Available Dates Contact**

WSM Artist Service Bureau
Nashville, Tenn.
Thanks D. J.'s for everything!

America's No. 1 Country Artist

LATEST Release!
'I'D NEVER HAVE FOUND SOMEONE NEW'
B/W
'NO HELP WANTED'
CAPITOL 2376

HANK
THOMPSON
—and his
BRAZOS VALLEY BOYS

Heard Mon. thru Fri.
over SOUTHERN NETWORK for
LIGHT CRUST FLOUR
and Tues., Thurs. & Fri.
over MUTUAL for
FALSTAFF

Management: Jim Halsey
For Available Dates – WRITE or PHONE – 15½ So. Walker St. • Oklahoma City, Okla.
REGent 6-0002
FOLK TALENT AND TUNES

By JOHNNY SIEFEL

Artists' Activities
Tex Ritter closed a week at the Casino Theater, Toronto, and heads south, doing one-nighters to Mexico thru March 1. Ritter may also do some concert appearances following the Southern swing. --- Don Pippin, of 4-Star, reports that Jimmy Dean is doing radio, TV and many night club thru the Washington, D.C., area. --- Pete Grimes, owner of "Bonham's Bar & Grill," is centering in Charleston, W.Va., where he has almost all of his local personalities in favor of songwriting. --- Tye Tylers is preparing for a long road tour during the night of Jack Smith, owner of the Rogue Valley Ballroom, Medford, Ore. --- Chesty Poyr, the KDKB, Austin, D.J., and program director, is back making radio. His newie for 4 Star is "Don't Let the Stars Get In Your Eyes No. 2." Slim Willett is in Hollywood, building up a bigger act. He picked up a big regular check for his first payment on "Stars." Willett is also involved in making some TV film shorts for a company in Texas, backed by a group of writers. Willett was tested for a spot at Paramount during his stay here. His KDKB, Austin, Tex., show is now being taped for five other cities. --- Ann and Hughes Jones, KYAN, Vancouver, Wash., have five one-nighters here. They are promoting on the supper-sing program, all working out of WMFQ, Silver Spring Md. --- Big Jim Pe- Nonne, the d.j., singer at KODN, Salmon, Calif., now has his own band playing dates in his area. --- GLP has a newie which is now a part of the Lesly Frizzell group. Frizzell's show did over 2,000 dollars at Community Ballroom, Denver, Col., February 23, at 12:01 a.m. They did a matinee at the same place February 21. --- Ballroom, Palo Alto, Calif., February 20th, plus several hundred turned away. Dot Profession reports that Bill Bailey's new Saturday night TV show on WGN-TV, Chicago, features Mary LITTLE OLD RAG DOLL
By HAMBLEN
No. 230

RECORDED BY
FREDDIE CHAPMAN.

HILLIBILLY HULA
By JEHNS (TEX) CARMAN
No. 2345

DEEJAYS
We need your help in spinning YOUR RECORDS
(Also, we're going to open this section to the '60's too)

"IT WASN'T GOD WHO MADE HONKY TONK ANGELS"

and now my latest Decca Record

"PAYING FOR THAT BACK STREET AFFAIR"
and

"STEEL GUITAR BOOGIE"

Decca #28578

"Featured Star WSM Grand Ole Opry and WSM-TV
Currently touring the U. S. with
JOHNNIE & JACK
and their Tennessee Mountain Boys
For available dates contact FRANKIE MORE
631 Murfreesboro Road
Nashville, Tenn. Phone 6-2215

"I'll Be Back in a Year, Little Darlin'"
(Columbia 23090)
Holly (Zhiz) & Tom McManus
631 Knowles, Royal Oak, Michigan

"I'M will Be Back in a Year, Little Darlin'"
(Atlantic 23069)
Billie (Bucky) and Mandy
631 Knowles, Royal Oak, Michigan

By HARRY BOOHER
A Singer of JIMMIE RODGERS' SONGS
is interested in
1. Obtaining a Manager
2. A Recording Contract
3. Personal Appearances
For further information, write
HARRY BOOHER
Rt. 72, Box 60, Siddersville, W.Va.
HANK WILLIAMS will live FOREVER * (IN PEOPLE'S HEARTS) and JUST FOR TONIGHT RCA 20-5164-47-5164

POPULAR RECORD REVIEWS

* Continued from page 51

HANG MY HEART ON A STRING
Recorded by Lula"SWEETHEARTS RECORDBuy this hit early. Don Plesser, buyer, says at the price you get a substantial deal.

Lyn Ayallon

Coda

FLORIDA 4-7974

This one is for real for real fans. The group is truly improving, and the price is right.

Dean Martin

Low Bet We Know

Columbia 31177

This one comes through with a warm sound quality and a very easy-to-listen-to delivery.

Four Cheeks and Chuck

High School Saturday Night

RCA 20439

Most of the group tiles a smooth lead, with the vocals backed up by a melody of interest.

Tommy Fabicol

Red Light

Keystone 792

The group delivers a warm and easy-to-listen-to delivery. The vocals are well-rehearsed and the melody is appealing.

Charlie Spevak Ore

Red Light

Keystone 792

The group delivers a warm and easy-to-listen-to delivery. The vocals are well-rehearsed and the melody is appealing.

Frank Nari

El Robo

Trell 2406

This group contains nice lyrics and competent performances. The vocals are well-rehearsed and the melody is appealing.

Garden of WALTERS

Jan Garber Ore (3-279)

Columbia 31151

This group delivers a smooth sound quality and a very easy-to-listen-to delivery.

Peter WARRENO

TRELL 2448

This group delivers a smooth sound quality and a very easy-to-listen-to delivery.

World Talent and Tunes

WIDK, Newbury, S. C., played for a Newberry College meet centen-ary 31

By George Smith, KRNY, Des Moines, reports that Dusty Owens, leader of the Roanoke Boys, WICO, has opened his own country label called Owens as manager. Mr. Owens also requests that the Roanoke Boys be added to the line up.

FOLK TALENT AND TUNES

Who will Greece will live forever and give us a heavy spring

For Sale—350 Rare Blues, swing and popular selections. All copyrighted since 1944 and all are genuine sellers by major record companies. Many suitable for publication.

RABASH MUSIC, c/o R. McElroy, 2460 East 8th Ave., Tucson, Arizona

PUBLISHER'S ATTENTION

For Sale—350 Rare Blues, swing and popular selections. All copyrighted since 1944 and all are genuine sellers by major record companies. Many suitable for publication.

RABASH MUSIC, c/o R. McElroy, 2460 East 8th Ave., Tucson, Arizona

* Exclusive RCA Victor

* Featured Stars WSM Grand Ole Opry and WSM TV

For Available Dates Contact Personal Management, FRANKIE MORE 631 Murfreesboro Rd. Nashville, Tenn. Phone: 6-2215

Get the JOHNNE & JACK SHOW for Your Auditorium, Country & Western Gal. and Juke Box Jingles. Call your local RCA or WSM.
Our Thanks To: all Disc Jockeys for making....

Maria Adams

I'M GONNA PLAY THE HONKY TONKS #1593
Clarence "GATEMOUTH" Brown

TOO LATE BABY #1585
Jimmy McCracklin

MY DAYS ARE LIMITED #1605
Willie Mae Thornton

LET YOUR FEARS FALL, BABY #1597
Sunny Parker

WORRIED LIFE BLUES #1595

and these spirituals:

Bella of Joy

LET'S TALK ABOUT JESUS #1584
The Dixie Humming Birds

WASHING THROUGH BLOOD AND WATER #1594
The Nightingales

WILL HE WELCOME ME THERE #1704
Sister Jessie Mae Renfro

HE'S SO WONDERFUL #1595
Original Five Blind Boys

PENNIES MEMORIES #1701

...outstanding 1952 HITS!

From the Recording Artists and the Manufacturers of

The Artists & Manufacturers of

Duke Records sincerely appreciate the co-operation of every Disc Jockey for his help in making

JOHNNY ACE
MY SONG #102

EARL FOREST
WOOHIN' AND HOLLERIN' #108

ROSCOE GORDON
TOO MANY WOMEN #105

"BOBBY BLUE" BLAND
LOVIN' BLUES #105

The great favorites they were in 1952!
Hollywood Records

Thanks

THE DISK JOCKEYS DEALERS and OPERATORS
For Making This Our #1 HIT of the NATION

LINDA HAYES

"YES I KNOW"

b/w
Sister Anne
RIH 244

LINDA HAYES'
New Sensational

Release

"WHAT'S IT TO YOU, JACK"

b/w
"ATOMIC BABY"

RIH 407

Special
Release

LITTLE CEASAR

b/w
"You Can't Bring Me Down"

RIH 239

MARI JONES

"There Is No Greater Love"
b/w
"Drifting Blues"
RIH 409

Pee Wee Crayton

"Pappy's Blues"
b/w
"Crying and Walking"
RIH 408

THE HOLLYWOOD ARIST-O-KATS

"I'll Be Home Again"
b/w
"Amazon Beauty"
RIH 406

LITTLE CEASAR

"Your Money Ain't Long Enough"
b/w
"Do Right Blues"
RIH 238

MAURICE SIMON

"I Don't Know Why"
b/w
"Big Apple Hop"
RIH 404

RED CALLENDER

"The One I Love Belongs To Someone Else"
b/w
"C Jam Blues"
RIH 140

RECORDED IN HOLLYWOOD
Franklin Kort
Phone ADams 1-4221
Los Angeles, Calif.

Get Your
"HOLLYWOOD RECORDS"
from
the NATION'S
TOP FLIGHT
Distributors

A & I RECORD DIST. CO.
237 W. Sixth St., Cincinnati 3, O. PHONE: Cherry 2444

ALLEN DISTRIBUTING CO.
430 W. Broad St., Richmond, Va. PHONE: 2-2504

ALPHA DISTRIBUTING CO.
700 Eighth Ave., New York City, N. Y. PHONE: 6-5029

ARTIST RECORD BUREAU
2146 Third St., Seattle, Wash. PHONE: Oakfield 4120

BENART DISTRIBUTING CO.
231 Franklin Ave., Cleveland, O. PHONE: 1-4447

BRETOS SALES
1329 W. Horwood, Chicago, Ill. PHONE: 4-6359

B. G. RECORD SERVICE
110 N. W. Gilman St., Portland, Ore. PHONE: 6017

J. DIAMOND DISTRIBUTING CO.
3500 W. Pico Blvd., Los Angeles, Calif. PHONE: 4-1271

JUDE RECORD CO.
1705 Church, Nashville, Tenn. PHONE: 4-4044

CANDY DISTRIBUTING CO.
7038 Washburn, Des Moines, Iowa PHONE: 8-2507

CENTRAL RECORD SALES CO.
2238 W. Pico Blvd., Los Angeles, Calif. PHONE: 1-2723

CHATHAM DISTRIBUTING CO.
1901 Grove St., Oakland, Calif. PHONE: Hipto 4-5077

COLLEGE MUSIC DISTRIBUTORS
338 Massachusetts Ave., Boston, Mass. PHONE: Copley 7-2300

DAVIS SALES CO.
1724 Angusport, Denver, Colo. PHONE: Acoma 3119

ERNEE'S RECORD MART
179 Third Ave., N., Nashville, Tenn. PHONE: 3-2916

ESSEX RECORD DISTRIBUTORS
118 Spring Ave., Newark, N. J. PHONE: N. 3-4677

GRAMOPHONE ENTERPRISES
1007 Dragon St., Dallas, Texas PHONE: Fairville 9438

GRAMOPHONE ENTERPRISES
1606 Portland, Houston, Tex. PHONE: Fata 5023

GRAMOPHONE ENTERPRISES
504 Roosevelt St., New Orleans, La. PHONE: Magnolia 6075

GRAMOPHONE ENTERPRISES
1911 N. W. Free St., Oklahoma City, Okla. PHONE: 2-3247

INDIANA STATE RECORD DIST.
350 E. Washington Indianapolis 1, Ind. PHONE: Indianapolis 4589

MANKIND DISTRIBUTING CO.
318 E. Alberta St., Chicago 1, Ill. PHONE: Five Star 7177

M. S. KRUPP DISTRIBUTORS
209 Santa Fe St., El Paso, Tex. PHONE: 2-6727

MAYOR RECORDS CO.
3102전문 Ave., Philadelphia, Pa. PHONE: Ballester 2-5650

MUSK LEWIS INC.
2524 N. Carolina, Kansas City, Mo. PHONE: Baltimore 8524

RANDY WOODS RECORD DIST.
Guthrie, Oklahoma PHONE: 860

NORMAN WASON CO.
2524 Nations, Kansas City, Mo. PHONE: Baltimore 2524

RIVERSIDE RECORD DIST.
9931 Union Ave., Memphis, Tenn. PHONE: 3-1518

ROBERTS RECORD DISTRIBUTORS
1318 First St., Long Beach, Calif. PHONE: A. 6267

SOUTHLAND DISTRIBUTING CO.
441 Edgewood Ave., E., Atlanta, Ga. PHONE: LA 7301

STAN EDWARDS RECORD SHOP
275 Texas St., Shreveport, La. PHONE 1-4193

STANDARD DISTRIBUTING CO.
1231 10th St., Pittsburgh, Pa. PHONE: Atlantic 1-6822

UNITED RECORD DISTRIBUTORS
404 S. Carnegie Ave., Los Angeles, Calif. PHONE: Oakfield 44122

www.americanradiohistory.com
**The Billboard's Music Popularity Charts for Week Ending February 21, 1953**

**TOP R & B RECORDS**

**This Week's Territorial Best Sellers to Watch**

Records listed under "Territorial Best Sellers to Watch" have been specified for the week ending February 21, 1953, and are listed by regions. These listings are for the exclusive territory of the artists and companies issuing the records.

**Territorial Best Sellers**

**New York**

1. "I Take My Daughter Man" (King) E. Stanley SINGLE

2. "Don't Do It" (Columbia) I.のののの

3. "I Don't Know" (Atlantic) S. of a Soothe

4. "Please" (Columbia) S. of a Soothe

5. "I'm Going Home Tonight" (Atlantic) S. of a Soothe

**Los Angeles**

1. "I Don't Know Man" (King) E. Stanley SINGLE

2. "Don't Do It" (Columbia) I.のののの

3. "Please" (Atlantic) S. of a Soothe

4. "I'm Going Home Tonight" (Atlantic) S. of a Soothe

**Philadelphia**

1. "I Don't Know Man" (King) E. Stanley SINGLE

2. "Don't Do It" (Columbia) I.のののの

3. "Please" (Atlantic) S. of a Soothe

4. "I'm Going Home Tonight" (Atlantic) S. of a Soothe

**Cincinnati**

1. "I Don't Know Man" (King) E. Stanley SINGLE

2. "Don't Do It" (Columbia) I.のののの

3. "Please" (Atlantic) S. of a Soothe

4. "I'm Going Home Tonight" (Atlantic) S. of a Soothe

**Detroit**

1. "I Don't Know Man" (King) E. Stanley SINGLE

2. "Don't Do It" (Columbia) I.のののの

3. "Please" (Atlantic) S. of a Soothe

4. "I'm Going Home Tonight" (Atlantic) S. of a Soothe

(Continued on page 207)
Dear D. J.'s,

Your past favorites are really appreciated. We know you'll really like these too...

Amos Milburn
Let Me Go Home, Whiskey
AL 3164

Floyd Dixon
You Played Me for a Fool
AL 3164

Ike Carpenter
Pachuko Hula
AL 3172

Shirley & Lee
Shirley, Come Back to Me
b/w Baby
AL 3166

Aldaddin Records
Beverly Hills, Calif.

Record Reviews

Rhythm & Blues

Continued from page 78

“FORGIVE ME BABY”

“MY KIND OF WOMAN”

“BROTHERLY LOVE”

Emmett Slay Trio

With Bob White Vinyl

Savoy 3739

“FORGIVE ME BABY”

“Over Here Pretty Baby”

Elnora Wilson with Helen Hayes

Savoy 3738

“DON'T TELL MAMA”

“Here Comes My Baby”

Willie Johnson

Savoy 2944

“THREE LIES”

“Getting Ready for My Daddy”

Varetta Dillard & A. J. Fowler

Savoy 3741

“CAMEL WALK”

“GOLD RUSH”

T. Fowler

Savoy Record Co., Inc.
17 Market St., Newark, N.J.

Our Hit Parade!

Savoy 3786

“MY KIND OF WOMAN”

“BROTHERLY LOVE”

“FORGIVE ME BABY”

Emmett Slay Trio

With Bob White Vinyl

Savoy 3739

“MY KIND OF WOMAN”

“BROTHERLY LOVE”

“FORGIVE ME BABY”

Emmett Slay Trio

With Bob White Vinyl

Savoy 3739

“BROTHERLY LOVE”

“FORGIVE ME BABY”

Emmett Slay Trio

With Bob White Vinyl

Savoy 3739

“BROTHERLY LOVE”

“FORGIVE ME BABY”

Emmett Slay Trio

With Bob White Vinyl

Savoy 3739

“FORGIVE ME BABY”

“Over Here Pretty Baby”

Elnora Wilson with Helen Hayes

Savoy 3738

“DON'T TELL MAMA”

“Here Comes My Baby”

Willie Johnson

Savoy 2944

“THREE LIES”

“Getting Ready for My Daddy”

Varetta Dillard & A. J. Fowler

Savoy 3741

“CAMEL WALK”

“GOLD RUSH”

T. Fowler

Savoy Record Co., Inc.
17 Market St., Newark, N.J.

Just Out and Selling Great!

“JESUS WILL CALL YOU THROUGH”

The Angelic Gospel Singers

Savoy 3779

John Bailey

Matthew McQuater
Harold Winley
Harold Lucas
Bill Harris
John Phillip

Personnel Manager
LOU KREFTZ

Exclusive ATLANTIC RECORDING ARTISTS

Direction:
SHAW ARTISTS CORP.
655 Fifth Ave., New York 17, N. Y.

INTROS BILL FOR DC MUSIC

WASHINGTON, Feb. 21—Sen. Frank Core (R., D. D.C.), chairman of the Senate District of Columbia Committee, wants to see open-air concerts here during future July, August and September, and free children's concerts performed at the school year by the National Symphony Orchestra. To make this possible, Core this week introduced a bill authorizing D. C. commissioners to contribute up to $35,000 a year to the orchestra, to be apportioned between the open-air and children's concerts at the discretion of the commissioners. The bill does not prevent the orchest r from charging admission to the open-air concerts or to children's concerts performed outdoors outside of a state auditorium.

Flanagan Sets
H'wood Mark

NEW YORK, Feb. 21.—The Ralph Flanagan quart last Saturday (14) hit the Hollywood Palladium that has been announced in a year, topping the 5,000-mark for two consecutive Saturdays.

The First Rap: The Flanagan group pulled 3,542 customers, a week later, 3,000 paid admissions were clocked. Previously, pattern has been that nothing but the band hit the 5,000 figure the first Saturday, it dropped off considerably the following week.

A nation-wide HIT!!!!

"RHYTHM & BLUES"

"MIGHTY LONG TIME" by "SONNY BOY" WILLIAMSON

TR #166 (45 x166)

Terrific new release by "Sonny Boy"—different enough to change the whole rhythm & blues field.

FLIPSIDE—"NINE BELOW ZERO"

"Solid blues item with a standout reading of the humorous lyrics by Williamson"

WESTERN—POP

TR #177—"TRIFLin' ON ME"—by JIMMY SWAIN

45 x 177

NEW RELEASE! You've been waiting for this—ANOTHER HIT by Jimmy Swan in 1972.

"I Love You Too Much"

TR #192—"BY AND BY"—by IAG WIL LIAMS

45 x 192

A NEW RELEASE by a new artist—and he's REALLY GOOD. Don't miss this.

"Island of Heartaches"

Our personal thanks to D. J.'s

Free samples to D.J.'s

TRUMPET RECORDS

DIAMOND RECORD CO. BOX 3221 JAXON, MISS.
1953 ARTIST BIOGRAPHY SECTION

<table>
<thead>
<tr>
<th>Name</th>
<th>Birthdate</th>
<th>Birthplace</th>
<th>Hobbies</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATTIE \overline{\underline{\text{WHITE}}}</td>
<td>March 27</td>
<td>New York, NY</td>
<td>Traveling, Collecting Records</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>MEL * \overline{\underline{\text{LAVIN}}}</td>
<td>January 5</td>
<td>Long Island, NY</td>
<td>Collecting Records, Photography</td>
<td>Columbia</td>
</tr>
<tr>
<td>MAE * \overline{\underline{\text{DUVAL}}}</td>
<td>May 21</td>
<td>New Orleans, LA</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARIE \overline{\underline{\text{MENNER}}}</td>
<td>March 17</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{BEAULIEU}}}</td>
<td>October 15</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{HAMPSON}}}</td>
<td>November 8</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARILYN \overline{\underline{\text{WATKINS}}}</td>
<td>May 17</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{HANCOCK}}}</td>
<td>November 15</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARIE \overline{\underline{\text{STAFFORD}}}</td>
<td>November 30</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARILYN \overline{\underline{\text{HEISENBERG}}}</td>
<td>December 1</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARIA \overline{\underline{\text{PAINTER}}}</td>
<td>January 26</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MABEL \overline{\underline{\text{THOMPSON}}}</td>
<td>February 12</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARGIE \overline{\underline{\text{WHERLEY}}}</td>
<td>March 26</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{HANNAY}}}</td>
<td>April 14</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{SHERMAN}}}</td>
<td>May 1</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{GORDON}}}</td>
<td>June 2</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{DAVIS}}}</td>
<td>July 18</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{HAYDEN}}}</td>
<td>August 1</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{WRIGHT}}}</td>
<td>September 10</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{CHASE}}}</td>
<td>October 16</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARY \overline{\underline{\text{DOUGHERTY}}}</td>
<td>November 25</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
<tr>
<td>MARILYN \overline{\underline{\text{HENDRICKSON}}}</td>
<td>December 31</td>
<td>New York, NY</td>
<td>Collecting Records, Photography</td>
<td>Decca</td>
</tr>
</tbody>
</table>

Additional information about these artists can be found at www.americanradiohistory.com.
**NEW hit record by PERCY FAITH**

**SWEDISH RHAPSODY** (Midsummer Vigil)—Columbia Records. Once more Percy Faith demonstrates an unusual, distinctive talent in creating new dimensions in instrumental music. An amazing performance heading for the top of the lists.

**From NASHVILLE to TIN PAN ALLEY**

Recorded by DON CHERRY, Decca • SARAH VAUGHAN, Columbia • GEORGE MORGAN, Columbia

**I LOVERS’ QUARREL**

Original film soundrack Samba, a Washington, D. C. sensation via MILTON GRANT, W.O.L.—Spinning SILVANA MANGANO version of

**ANNA now available on MGM RECORDS**

I.F.E. Relaying Corp. Picture "Anna" starring Silvana Mangano and Victoria Gessman takes up top two-office weeks in 7 test showings.

FLASH! PAUL WESTON Columbia Record being rushed out this week!

FLASH! DUKE RAYMAN Mercury Record on release!

**... these great rhythm tunes: increasing in popularity**

I'M MAKING UP FOR LOST TIME—EREO HOLMES, MGM • WOODY HERMAN New Third Herd, Mars

O.O-SHO0-BE-000-BE—DIZZY GILLESPIE—DEE GEE

PACHUKO HOP—CHUCK HIGGINS, Combo Records—a West Coast Rhythm and Blues Hit

BUCK DANCE—WOODY HERMAN New Third Herd, Mars—New Hit Release!

**MARAIS-MIRANDA—MITCH MILLER Create Excitement on Columbia Records**

**UNGU WENA WENA (African Marriage)**

New Release by THE WEAVERS, who have sold 5,000,000 Decca Records in 28 months

**BAY OF MEXICO**

b/w DOWN IN THE VALLEY

Watch for TONY BENNETT’s next Columbia Record Release—I'M THE KING OF BROKEN HEARTS

CROSWELL • DARTMOUTH • ESSEX • FOLKWAYS • ROLLIS • LUDLOW • MELODY TRAILS

Music Publishers • New York • Nashville • Hollywood
### The Honey Dreamers With Lawsson-Haggart Jazz Band

#### "When They Danced at the Mardi Gras"

**Dec 28 1957**

We're with Dodge this year—thanks to W historian, M.C.A., and Great Advertising and E.H. Thanks to—Benten and Reeder, * on SESAC with Richard Haggart Orchestra

**The Billboard**  **February 28, 1953**

<table>
<thead>
<tr>
<th><strong>ARTIST</strong></th>
<th><strong>RECORD</strong></th>
<th><strong>LABEL</strong></th>
<th><strong>RECORD</strong></th>
<th><strong>LABEL</strong></th>
<th><strong>RECORD</strong></th>
<th><strong>LABEL</strong></th>
<th><strong>RECORD</strong></th>
<th><strong>LABEL</strong></th>
<th><strong>RECORD</strong></th>
<th><strong>LABEL</strong></th>
<th><strong>RECORD</strong></th>
<th><strong>LABEL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>BOBBY</td>
<td>&quot;Earl's Stomp&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>ANNIE</td>
<td>&quot;Mr. Spook&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>BILL</td>
<td>&quot;Sweet Little Thing&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>DON</td>
<td>&quot;Baby Doll&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>JIMMY</td>
<td>&quot;I'm Walkin'&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>JOE</td>
<td>&quot;Papa Don't Want Me No More&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>JIMMY</td>
<td>&quot;Baby Doll&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>JOE</td>
<td>&quot;Papa Don't Want Me No More&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>JIMMY</td>
<td>&quot;Baby Doll&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>JOE</td>
<td>&quot;Papa Don't Want Me No More&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>JIMMY</td>
<td>&quot;Baby Doll&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
<tr>
<td>JOE</td>
<td>&quot;Papa Don't Want Me No More&quot;</td>
<td>MAJOR</td>
<td>10021-2</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
<td>10021</td>
<td>MAJOR</td>
</tr>
</tbody>
</table>

**Contact for Additional Information:** 

- Walt Disney, 502 West 67th Street, New York, N.Y. 23
- Victor, 1010 Broadway, New York, N.Y.
- RCA, 777 Seventh Avenue, New York, N.Y.
- Decca, 700 Broadway, New York, N.Y.
- Columbia, 799 Broadway, New York, N.Y.
- Mercury, 860 Broadway, New York, N.Y.
- Bluebird, 200 West 54th Street, New York, N.Y.
- Capitol, 1900 Broadway, New York, N.Y.
- Brunswick, 387 6th Avenue, New York, N.Y.

**Record and Booking Information:** 

- Decca, 333 West 52nd Street, New York, N.Y.
- RCA, 21 East 52nd Street, New York, N.Y.
- Columbia, 20 Park Avenue, New York, N.Y.
- Mercury, 799 Broadway, New York, N.Y.
- Bluebird, 200 West 54th Street, New York, N.Y.
- Capitol, 1900 Broadway, New York, N.Y.
- Brunswick, 387 6th Avenue, New York, N.Y.

**Contact for Additional Information:** 

- Victor, 1010 Broadway, New York, N.Y.
- RCA, 777 Seventh Avenue, New York, N.Y.
- Decca, 700 Broadway, New York, N.Y.
- Columbia, 799 Broadway, New York, N.Y.
- Mercury, 860 Broadway, New York, N.Y.
- Bluebird, 200 West 54th Street, New York, N.Y.
- Capitol, 1900 Broadway, New York, N.Y.
- Brunswick, 387 6th Avenue, New York, N.Y.
COUNTRY & WESTERN RECORD ARTISTS

**O.K. — D.J.**

DEALERS AND OPERATORS, TOO!

Here it is! Coming your way March 9th.

Two great pop sides

"PUT ON YOUR LIPSTICK, NELLIE" AND

"OZARK BLUES"

JIMMY CREASON’S LATEST TUNES

SUNG BY THE RISING NEW RECORDING ARTIST

LEO LANE

**CENTRAL RECORDS**

3140 The Parson, Kansas City, Mo.
Shelter Music Co. R.M.J.

**FEBRUARY 28, 1953**


**THE BILLBOARD**

ANNUAL MUSIC-RECORD PROGRAMMING GUIDE • 103

Apollo (Decca); You Belong to Me (Decca).

COLUMBIA: Tennessee Waltz.

Maxwell Davis

**BETTY PHRYCE**

Nelson, Kansas

Hobbs. Frying and Filling

Record Label: Atlantic

Former Label: Columbia

Top Records: This Love (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is in Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**PRINCE ROBERT (formerly Charles Conklin)**

Birthday: April 10

Record Label: RCA Victor

Former Label: Columbia

Top Records: This Love (Decca); You’re Gonna Get Yours (Decca); I’m Gonna See You Again (Decca); Million Dollar Man (Decca); You're Really Good to Me (Decca). (Decca) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**HARRISON HOBBS**

Hobbs: Jamming

Birthplace: Montgomery, Alabama

Morrison, Arkansas

Contact: Blake Milburn, RCA Victor

Birthdays: January 19

MARCH

**TOP RECORDS**

78 RPM

**VIOLET BOWERS**

Birthplace: Los Angeles, California

Record Label: RCA Victor

Top Record: That Was the Night Before (Decca); My Heart's in the Right Place (Decca); You're Really Good to Me (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**CARRIE LAKE**

Lake: Ballad

Birthplace: Nashville, Tennessee

Record Label: RCA Victor

Top Record: That Was the Night Before (Decca); My Heart's in the Right Place (Decca); You’re Really Good to Me (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**ALLEN, ROSALEE**

Rosalee: Old Fries, Pennsylvania

Record Label: RCA Victor

Top Records: That Was the Night Before (Decca); My Heart's in the Right Place (Decca); You’re Really Good to Me (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**ACUFF, BOY**

Boy: Tennessee, Tennessee

Birthday: September 1

Record Label: Columbia

Former Label: Columbia

Top Records: The Great Speckle Bird (Col); The Great Speckle Bird (Col); The Great Speckle Bird (Col); The Great Speckle Bird (Col); The Great Speckle Bird (Col). (Col) AT 19615 is The Great Speckle Bird (Col). (Col).

Contact for Additional Information: Ford Fitzgerald, 1540 South State, Chicago, Ill.

**ALLEN, ROYAL**

Royal: Old Fries, Pennsylvania

Record Label: RCA Victor

Top Records: That Was the Night Before (Decca); My Heart's in the Right Place (Decca); You’re Really Good to Me (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**CARRIE, THE (Bill Cale)**

Cale: Minneapolis, Minnesota

Birthday: February 17

Record Label: RCA Victor

Top Records: That Was the Night Before (Decca); My Heart's in the Right Place (Decca); You’re Really Good to Me (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**CARRIE, THE (Bill Cale)**

Cale: Minneapolis, Minnesota

Birthday: February 17

Record Label: RCA Victor

Top Records: That Was the Night Before (Decca); My Heart's in the Right Place (Decca); You’re Really Good to Me (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**CARRIE, THE (Bill Cale)**

Cale: Minneapolis, Minnesota

Birthday: February 17

Record Label: RCA Victor

Top Records: That Was the Night Before (Decca); My Heart's in the Right Place (Decca); You’re Really Good to Me (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.

**CARRIE, THE (Bill Cale)**

Cale: Minneapolis, Minnesota

Birthday: February 17

Record Label: RCA Victor

Top Records: That Was the Night Before (Decca); My Heart's in the Right Place (Decca); You’re Really Good to Me (Decca); You’re Gonna Get Yours (Decca); My Heart's in the Right Place (Decca); Just Tell Me It's True (Chapel). (Chapel) AT 19615 is In Your Love (C. (Decca). (Decca).

Contact for Additional Information: Eugene Wilkins, 120 E 38th St., New York, N. Y. 10016.
Affecting New any exclude would earned you come It paid by principal you became year as lines your resident tax Schafer, in Chicago, it looks to be a headline possibility for the season. The Empress, Miller, with the first house to continue clear shows for the season. Bob Witter has formed from a straight man to a come. Harry O'Connell. The head of the Union, City, and a member of O'Connell's Lodge of Masons, No. 513, played in a theater party for fellow members on February 17. The cast included in the B.F. at 28, Oakl., Calif. hare (Boop) operettas in Anchorage, Alaska; Jimmy (Boop) Heritage from the Liberty, Bakeo, Calif.; Edie Ten- wood, from the Howard, Calif.; Ruby Red, from the Downtown Theater, San Francisco; Bill D'Avoury, from the Club, San Tars, the black which has so long been in the last word. Los Miller's new career gives promise of being, will discontinue their participation in new productions. Under the recent plans, the company will perform only on a certain number of occasions each season. The company has been operating in the theater for the past two years, and has been well received by the public. This season, the company has decided to return to the theater for a limited engagement. The company will perform three or four times a week, and will continue to perform until the end of the season. The company has been well received by the public, and is expected to continue to be successful. The company has been performing for the past two years, and is expected to continue to be successful. The company has been performing for the past two years, and is expected to continue to be successful. The company has been performing for the past two years, and is expected to continue to be successful. The company has been performing for the past two years, and is expected to continue to be successful.
**ROADSHOW REP**

**ALBERT D. ANDROWS, Jr.** New York, N. Y.-Northern News Source, New York, was here where he successfully presented a number of interesting new shows. He also has promoted two lovely shows which are now on the books for a later showing.

**Skiing**

**MALCOLM M. MILLER** has written a letter from Gulfold, Miss. "Give 'em some snow, young men, and we will wallow and lose boogie and the people will come.

He has let them know you're coming.

A half-sheet in town will warn the natives that you're on your way. Don't stage a concealed down at noon time. I've only seen one show try it and it paid off. Most of the success is in the black billed. You can't kill a town on $3 worth of paper.

**HAROLD W. GARRITT** attests from West Palm Beach, Fla., that he has been playing school shows in that sector but the weather has been off because of the cold weather. I was pleased to learn that some of the Negro talent was going to the movies. However, in this section of the country where we wonder where the bus will go, the movies do away with the fear of our show people and vaudeville show is of its own making and depends only on the local and vaudeville budget and vaudeville show is of its own making and depends only on the local.

We have made the best of it and have found that this year in those years I ever saw in all our engagements in this section of the country.

Mr. G., in addition to the West Palm Beach, Fla., he will be scheduled to play in the Midwest and will then make his way back to Canada and return. He has worked hard and had a good season and we will see him paid off in this Far West country. We are going to Pensacola, Okla., and will vacation there for a while before starting our Southwestern route. Where is Franklin Tupper and his family show?

**DR. E. M. CROSS** reports good business in the show he is playing around Hibbing, Minn. When it gets too hot for outdoor plays for sponsors and also does well in the indoor shows.

**W. R. CRAWFORD** is in Ward 2 A. V. Veterans Administration Hospital, Los Angeles, recovering from appendectomy. He is out of removal of his vocal chords. Yet they are going on. Crawford showed up in Van Winkle Marinesette on the road for Portland. But he was ready for the trip to Edwards' adjournment to the hospital.

He has been surrounded by a reunion of members of the old Tupper shows, and the boys of his old days, all of which he returns to H.

**$19.50 PUTS YOU IN SHOW BUSINESS**

**PHILIP A. ROSS**

**KERRI L. MUSGRAVEN**

**PERI and LANA TAYLOR, Fanny and Lane made their arrival in Kansas City from Chicago, Ill., last week, where they had a successful run.**

**JAVA RUSSELL**

**G. S. CAMPBELL**

**GEORGE SPERO** is in St. Petersburg, Fla., still vancing and recuperating from a bout with the polio. 

**J. C. McKEEN** was in Austin, Texas, that he may have a little rest from the duties of his many shows later with Fred and other items. He'll feel better when he book delivery recently.

**DAN HARRIS** also performer, was heard to say that he is putting a new plan that is an advertisement in The Black Sheet for his show opened at the winter in that sector but the weather was no good because the weather was too cold. The former, a veteran in the winter shows, is putting his show to the test in the winter. He is playing with Robert W. A. and has a new show. He was in class with the Times.

**COLELY G. COX, former manager of the Trail Drive-In Theater, San Antonio, has been promoted to the manager of Coliseum Drive-In, Leavenworth, Wash., with his novelty show. The show has 3,000 patrons to it and has increased the sales of its own box office.

**CLAUDE W. WHITWORTH** is in charge of the show in the Fredonia, Tex., area.

**JACK W. GRAY** is in charge of the show in the Pacific Northwest, and has opened a new show in Seattle.

**JACK W. GRAY** is in charge of the show in the Pacific Northwest, and has opened a new show in Seattle.

**Eddie Clark** is in charge of the show in the Pacific Northwest, and has opened a new show in Seattle.

**Dickie Clark** is in charge of the show in the Pacific Northwest, and has opened a new show in Seattle.

**COLELY G. COX** is in charge of the show in the Pacific Northwest, and has opened a new show in Seattle.**

**Drivin' Round the Drive-Ins**

**Evelyn R. Cofer,** former manager of the Trail Drive-In Theater, San Antonio, has been promoted to the manager of Coliseum Drive-In, Leavenworth, Wash., with his novelty show. The show has 3,000 patrons to it and has increased the sales of its own box office.

**CLAUDE W. WHITWORTH** is in charge of the show in the Fredonia, Tex., area.

**JACK W. GRAY** is in charge of the show in the Pacific Northwest, and has opened a new show in Seattle.

**Eddie Clark** is in charge of the show in the Pacific Northwest, and has opened a new show in Seattle.

**Dr. E. M. CROSS** reports good business in the show he is playing around Hibbing, Minn. When it gets too hot for outdoor plays for sponsors and also does well in the indoor shows.

**W. R. CRAWFORD** is in Ward 2 A. V. Veterans Administration Hospital, Los Angeles, recovering from appendectomy. He is out of removal of his vocal chords. Yet they are going on. Crawford showed up in Van Winkle Marinesette on the road for Portland. But he was ready for the trip to Edwards' adjournment to the hospital.

He has been surrounded by a reunion of members of the old Tupper shows, and the boys of his old days, all of which he returns to H.

**$19.50 PUTS YOU IN SHOW BUSINESS**

**PHILIP A. ROSS**

**KERRI L. MUSGRAVEN**

**PERI and LANA TAYLOR, Fanny and Lane made their arrival in Kansas City from Chicago, Ill., last week, where they had a successful run.**

**JAVA RUSSELL**

**G. S. CAMPBELL**

**GEORGE SPERO** is in St. Petersburg, Fla., still vancing and recuperating from a bout with the polio. 

**J. C. McKEEN** was in Austin, Texas, that he may have a little rest from the duties of his many shows later with Fred and other items. He'll feel better when he book delivery recently.

**DAN HARRIS** also performer, was heard to say that he is putting a new plan that is an advertisement in The Black Sheet for his show opened at the winter in that sector but the weather was no good because the weather was too cold. The former, a veteran in the winter shows, is putting his show to the test in the winter. He is playing with Robert W. A. and has a new show. He was in class with the Times.

**COLELY G. COX** is in charge of the show in the Pacific Northwest, and has opened a new show in Seattle.
6 Road Shows Book El Paso in Month

El PASO, Feb. 21 — City Liberty Hall here is hosting six road shows this week, Manager C. S. Swain reports. February 21, 22, 23 and 24 include the following: Century, "The Great Gatsby," directed by Frank Capra; Universal, "Big Business Family"; Columbia, "Breakfast at Tiffany's," directed by Blake Edwards; 20th Century, "Lawrence of Arabia," directed by David Lean; Warners, "The Story of Mankind," directed by Alain Robbe-Grillet.

New Association Links Western Canada Arenas

CALGARY, Alta., Feb. 21 — Temporary organization of a new association of arenas has been set up in Western Canada and a two-day session, May 30-31, has been set up to study the potential Western Canada Arena Association. Arenas and ice rinks with a seating capacity of 15,000 or more represent at the start meeting, which was attended by 21,000 announced they planned to continue their association.

Objective is to contract ice shows and entertainment on a circuit basis. The sessions will be held as a clearing house for information on entertainment and management.

NEWS NUGGETS

6 Road Shows Book El Paso in Month

El PASO, Feb. 21 — City Liberty Hall here is hosting six road shows this week, Manager C. S. Swain reports. February 21, 22, 23 and 24 include the following: Century, "The Great Gatsby," directed by Frank Capra; Universal, "Big Business Family"; Columbia, "Breakfast at Tiffany's," directed by Blake Edwards; 20th Century, "Lawrence of Arabia," directed by David Lean; Warners, "The Story of Mankind," directed by Alain Robbe-Grillet.

New Association Links Western Canada Arenas

CALGARY, Alta., Feb. 21—Temporary organization of a new association of arenas has been set up in Western Canada and a two-day session, May 30-31, has been set up to study the potential Western Canada Arena Association. Arenas and ice rinks with a seating capacity of 15,000 or more represent at the start meeting, which was attended by 21,000 announced they planned to continue their association.

Objective is to contract ice shows and entertainment on a circuit basis. The sessions will be held as a clearing house for information on entertainment and management.
Showfolk’s Taxes

must be able to prove that the article is unique, and that it would be impossible to recreate or reproduce the same article without it being destroyed or damaged.

It is highly recommended that the buyer keep all original purchase documents and receipts for future reference. If the buyer does not keep the original purchase documents and receipts, they may not be able to prove ownership of the item.

Other Items

Other very important items of equipment are transportation, hotel, and restaurant meals. It is of utmost importance to keep these expenditures to a minimum whenever possible. A well-coordinated plan should be kept for the purpose of transportation, such as rail, air, and sea. It is essential to keep a daily summary of all expenses incurred, and to review this summary regularly to ensure that all expenditures are being kept to a minimum.

Sometimes, a record should be kept of all expenditures incurred for new and used equipment. It is important to keep track of all expenditures, and to review these expenditures on a regular basis.

Showmanship

While showmanship is very important, it is also important to be aware of the costs associated with it. A well-coordinated plan should be kept for all expenditures incurred, and to review this plan regularly to ensure that all expenditures are being kept to a minimum.

Marriage

Marriage is a legal and social institution that involves the union of two persons. It is generally considered to be a lifelong commitment, and is often associated with love and companionship. It is important to understand the legal and financial implications of marriage, and to ensure that all necessary steps are taken to protect the rights of both partners.

Picnic

Picnics are a great way to enjoy the outdoors and spend time with friends and family. It is important to plan ahead and ensure that all necessary supplies and equipment are available, and to ensure that all expenditures are kept to a minimum.

Alan Young Show

Continued from page 12

Five minutes pennies keep running down an empty slot machine, but the dealer, as he reads his newspaper, is unaware of the small losses that are occurring.

The love interest is provided by a young actress who has just been cast in a major role in the upcoming musical, and the relationship between the two is very strong.

The show is about to begin, and the audience is eagerly waiting for the curtain to rise.

The Final Curtain

Continued from page 2

try here looked to the advent of the Newcomer coin machine. Young’s and summary, fine meals. The transportation is in a car, a daily summary should be kept, and gas, oil, and other expenses should be reviewed on the road, as in some cases it is important to get full receipts for these expenditures.

Summarily, a record should be kept of all expenditures incurred for new and used equipment. It is important to keep track of all expenditures, and to review these expenditures on a regular basis.

Showmanship

While showmanship is very important, it is also important to be aware of the costs associated with it. A well-coordinated plan should be kept for all expenditures incurred, and to review this plan regularly to ensure that all expenditures are being kept to a minimum.

Marriage

Marriage is a legal and social institution that involves the union of two persons. It is generally considered to be a lifelong commitment, and is often associated with love and companionship. It is important to understand the legal and financial implications of marriage, and to ensure that all necessary steps are taken to protect the rights of both partners.

Picnic

Picnics are a great way to enjoy the outdoors and spend time with friends and family. It is important to plan ahead and ensure that all necessary supplies and equipment are available, and to ensure that all expenditures are kept to a minimum.

Alan Young Show

Continued from page 12

Five minutes pennies keep running down an empty slot machine, but the dealer, as he reads his newspaper, is unaware of the small losses that are occurring.

The love interest is provided by a young actress who has just been cast in a major role in the upcoming musical, and the relationship between the two is very strong.

The show is about to begin, and the audience is eagerly waiting for the curtain to rise.

The Final Curtain

Continued from page 2

try here looked to the advent of the Newcomer coin machine. Young’s and summary, fine meals. The transportation is in a car, a daily summary should be kept, and gas, oil, and other expenses should be reviewed on the road, as in some cases it is important to get full receipts for these expenditures.

Summarily, a record should be kept of all expenditures incurred for new and used equipment. It is important to keep track of all expenditures, and to review these expenditures on a regular basis.

Showmanship

While showmanship is very important, it is also important to be aware of the costs associated with it. A well-coordinated plan should be kept for all expenditures incurred, and to review this plan regularly to ensure that all expenditures are being kept to a minimum.

Marriage

Marriage is a legal and social institution that involves the union of two persons. It is generally considered to be a lifelong commitment, and is often associated with love and companionship. It is important to understand the legal and financial implications of marriage, and to ensure that all necessary steps are taken to protect the rights of both partners.

Picnic

Picnics are a great way to enjoy the outdoors and spend time with friends and family. It is important to plan ahead and ensure that all necessary supplies and equipment are available, and to ensure that all expenditures are kept to a minimum.

Alan Young Show

Continued from page 12

Five minutes pennies keep running down an empty slot machine, but the dealer, as he reads his newspaper, is unaware of the small losses that are occurring.

The love interest is provided by a young actress who has just been cast in a major role in the upcoming musical, and the relationship between the two is very strong.

The show is about to begin, and the audience is eagerly waiting for the curtain to rise.

The Final Curtain

Continued from page 2

try here looked to the advent of the Newcomer coin machine. Young’s and summary, fine meals. The transportation is in a car, a daily summary should be kept, and gas, oil, and other expenses should be reviewed on the road, as in some cases it is important to get full receipts for these expenditures.

Summarily, a record should be kept of all expenditures incurred for new and used equipment. It is important to keep track of all expenditures, and to review these expenditures on a regular basis.

Showmanship

While showmanship is very important, it is also important to be aware of the costs associated with it. A well-coordinated plan should be kept for all expenditures incurred, and to review this plan regularly to ensure that all expenditures are being kept to a minimum.

Marriage

Marriage is a legal and social institution that involves the union of two persons. It is generally considered to be a lifelong commitment, and is often associated with love and companionship. It is important to understand the legal and financial implications of marriage, and to ensure that all necessary steps are taken to protect the rights of both partners.

Picnic

Picnics are a great way to enjoy the outdoors and spend time with friends and family. It is important to plan ahead and ensure that all necessary supplies and equipment are available, and to ensure that all expenditures are kept to a minimum.
Majors Fairs Send Press Chiefs to Chi Workshop

Expos With Annual 20,000,000 Gate To Be Represented at Two-Day Clinic

CHICAGO, Feb. 21 — Fairs from all corners of the country, numbering more than 20,000,000 will be represented at a two-day Signal-Trading Promotions Clinic for Chiefs of the American Fairs Association at the Hotel Sherman Tuesday and Monday, February 25-24.

The program includes the number of topflight advertising, publicity directors of many of the largest and most successful fairs in the country.

Illustrate Tail

The two-day clinic, sponsored by The Billboard, will enable the exhibitors to hear advertising, publicity and promotion experts as well as presidents of many state fairs.

Included in the list will be Ray Spear, veteran publicist of the Northern States Fair of St. Paul; Collin Rathbun, an expert on smaller events at major expos; Mr. Robinson, F.A.A. President and publisher of the State Fair, and a representative of the Beall Advertising Agency, which handles the press and public relations work of the State Fair of Texas, Dallas.

Beall will outline how the

N. Y. Solons
Ask House
Trailer Tax

NEW YORK, Feb. 21 — Legislation to impose a trailer tax on the wheels of motor homes was introduced in the New York State Assembly this week. The proposal has been sponsored by Z. G. L. Levy, the state assemblyman from the Buffalo district.

Levy said his bill would help reduce the cost of operations for the state and local governments. The trailer tax would affect a large number of people who live in mobile homes, he said.

The bill was introduced after a study conducted by state officials showed that a large number of mobile homes were not taxable under existing laws.

The proposal was made by Z. G. L. Levy, who said that the trailer tax would be used to help fund local government services.

The trailer tax would be levied on trailers with a gross weight of more than 2,000 pounds. The tax rate would be 1 cent per pound.

The trailer tax would be in addition to the existing sales tax on mobile homes.

The trailer tax would be collected at the time of registration.

Levy said he expected the tax to generate $1 million a year for the state and local governments.

N. Y. Solons Ask House
Trailer Tax

NEW YORK, Feb. 21 — Legislation to impose a trailer tax on the wheels of mobile homes was introduced in the New York State Assembly this week. The proposal has been sponsored by Z. G. L. Levy, the state assemblyman from the Buffalo district.

Levy said his bill would help reduce the cost of operations for the state and local governments. The trailer tax would affect a large number of people who live in mobile homes, he said.

The bill was introduced after a study conducted by state officials showed that a large number of mobile homes were not taxable under existing laws.

The proposal was made by Z. G. L. Levy, who said that the trailer tax would be used to help fund local government services.

The trailer tax would be levied on trailers with a gross weight of more than 2,000 pounds. The tax rate would be 1 cent per pound.

The trailer tax would be in addition to the existing sales tax on mobile homes.

The trailer tax would be collected at the time of registration.

Levy said he expected the tax to generate $1 million a year for the state and local governments.

Weather Hurts Mobile Fiesta

MOBILE, Ala., Feb. 21 — Cold weather, which has plagued the Mobile Civic Coliseum here in recent weeks, continued to affect the operation of the event.

The cold weather forced the cancellation of the annual Mobile Fiesta, a two-day event that was scheduled for the 12 days of the event.

In addition, one of the main events, the Mobile Carnival, was also canceled.

Cold weather of this type has been prevalent throughout the area, and it has affected the remainder of the two-day event.

A new note was injected into the parade this year when all military cachets, except for those of the U.S. Navy, were excluded. The other events were not affected and the annual mobile parking lot was filled with cars and trucks.

The Mobile Carnival, a two-day event, has been in operation for over 30 years. It is sponsored by the Mobile Chamber of Commerce.

The event is sponsored by the Mobile Chamber of Commerce and is held each year on the last weekend of February.
announcing A-B-C models of Allan Herschell's famous Kiddie Rides to solve cost problem of operators on limited budgets!

If your present budget doesn’t permit a new Allan Herschell Kiddie-Ride, you need not look for a used or less appealing device. Instead, order your Kiddie-Ride, less accessories, in the A-B-C model best suited to your operation . . . and be ready for a successful season ahead! As your profits build up, you can add accessories to complete the ride. With the A-B-C plan you sacrifice nothing — and gain the same top grosses and low operating costs that have made Allan Herschell Kiddie-Rides known the world over.

The “A” model is a low-cost operating ride designed for permanent installation, with the operator supplying a concrete base and platform. Support posts, outrigs, lights, test ring and side walls are not included, but these accessories may be added at any time. Complete instructions and blue-prints for the concrete work and installation are included.

The “C” model is the ultimate in Flash, Ride-appeal, Weather proofing and Low-cost operation. Complete in every detail, including all operatingContirols and ronstruid, these rides are built better — to last longer — with less maintenance. Extreme variability makes Allan Herschell Kiddie-Rides ideal for carnivals and park use.

These Popular Kiddie-Rides available in A-B-C models: Kiddie Auto Ride, Jeep Ride, Boat Ride, Buggy Ride, and the Tank Ride, illustrated above. Write or Wire!

"world's largest manufacturer of amusement rides"

ALLAN HERSCHELL COMPANY, INC., NORTH TONAWANDA, N. Y.

B & B Wire Rope for Your Rides

Midway Mike Says: An idle ride will cost you dough; Replace worn ropes before they go.

HOT-POP

You Can EARN MORE MONEY selling Hot, Crispy Popcorn from Victor’s HOT POP Concessions. Simply more than a trade. Assured for Distributors! Full inventory, complete equipment, ready for immediate operation. 24-hour service, 7 days a week. Only $79.50 Complete. Order B & B Wire Rope from Your Ride Manufacturer.

VICTOR Vending Corp.

Machines and Dispensers

FLOSS + POPCORN + CANDY APPLES + SNOWBALLS + DRINKS Plus . . . A Complete Line of Supplies! Get everything from one source!

PAPPERS SUPPLY CO., INC. of Phila.

"Best Buy In Rides Today"

The TLTA-WHIRL Ride

"Very Popular and Profitable
Good Location
Good Quality
Well Built
Economical

and what a Repeat It

SELLNER MFG. CO.
Faribault, Minnesota

FLESS MACHINES — BEST ON THE MARKET

LOOK! PARKER DOES IT AGAIN!

WE have added another model to our famous line of 80 Concession Supply Co.

WE will give you MORE for LESS. Our complete plants and complete operations are yours for the asking. A few simple changes will convert your old plant into a modern operation. Our complete line of supply and equipment will enable you to turn out a better product, at lower cost, in less time, with more profit. WRITE TODAY for full information.

C. W. PARKER AMUSEMENT CO.

3916 DECOR ROAD
TOLDO 13, OHIO
Midwest Fairs Pitch
For Auto Exhibits

Lincoln, Topeka, Hutchinson Mull
Minor Date Changes in 1954

By CHARLIE DUNES
KANSAS CITY, Mo., February 21 — Members of the Middle
West Sales Association, who make a big pitch to automobile and farm
machinery dealers in the Midwest for the coming season, were in
Kansas City on Thursday for the annual meeting of the association.

Executives of the association presented the sales campaigns of
earl and farm machinery would include new and improved models.

Wesley C. Fincke, executive vice-president of Midwest Sales
Association, said that the association has been planning a strong
campaign for the coming season. The campaign will include
promotions and advertising, as well as the usual sales calls to dealers.

It was announced that the association will continue its
promotion of new and improved models of farm machinery. The
promotion will be centered around the new models, which will be
introduced at the annual meeting of the association. The new models
will be featured in advertisements, sales calls, and at dealers' shows.

Prineville Rodeo
Sets 5G in Puruses

PRINEVILLE, Ore., Feb. 21 — Six main events, with puruses ta
ting their place, were announced for the Crooked River Round-Up
which will be held on March 11. John W. Allen, treasurer and pur
se manager of the event, said that he is pleased with the number of
entries that have been received. Other events on the agenda included
eight Doug Baldwin, Minnesota.

Talent Topics

Alexander Debuskin's three acts
(British Act, French Act, and
American Act) are being played
in various parts of the country.

Harry Troth, high performer, is
now appearing with a new act,
which he has developed. The act
consists of a three-man
juggl ing team, who perform a
number of tricks.

Miss Happy Harrison, dog and
pony team, is enjoying a great
deal of success in recent
months. The team has been
appearing in various parts of the
country, and has been well
received by the public.

H. Bubel, a famous trickster, is
presenting a new and unique
act, which is sure to appeal to
the audience.

Miss Jesse Harrison, daughter of
the famous Jesse Harrison, is
appearing in various parts of the
country. The act consists of a
series of tricks and stunts, which
are sure to amuse the audience.

V. W. Dodd, a famous
racing-driver, is appearing in
various parts of the country,
with his latest horse, which is
expected to do well in the
upcoming races.

Out in the Open

Bliss A. Dodds, manager of
American Radio History, was
in New York last week. He
checked over the latest books by
such authors as George A. Hamal
and J. P. O'Brien. His next tour
will take him to East Coast,
where he will be speaking on
radio history.

William E. Mears, former
president of the American Radio
Historical Society, was in Miami
last week. He is making a
speech on radio history at the
annual convention of the society.

IRAM CARBIDE
\oull be
\oull be
\oull be
\oull be
\oull be
\oull be
\oull be
\oull be
INTO BIG TIME

Danville Barn Dance

DANVILLE, Va., Feb. 21—A weekly radio show and barn dance which were born on the Danville Fair in June of 1910 will blossom into radio and television interest next Saturday night (20) when the Mutual Broadcasting System picks it up as a regular coast-to-

shoest feature.

C. C. Finch, executive vice-

president of the fair, and Emmerson Pryor, business manager of the Barn Dance, have

inaugurated the idea and laid the groundwork for its development.

Their goal for network time was hit when a new series of stories obtained Clyde Monty, composer of "The Wallah Wallah," which reportedly has sold about 1,000,000 copies and a line-up of strong supporting talent.

Featured with Moody and his Wonderhounds are Mug and Jug, Little Bill Yocom, Minnie Garden, The Bowes Brothers and Steve Allen.

Flavors Extra Activity

Finch, recently elected president of the Danville Fair, is one of the strongest proponents of year-round activity at fair places in the nation. The barn dance is one of the many activities which will be featured nationally as the Virginia Barn Dance. It is also being featured in New England Barn Dance schedule. The Barn Dance programs are aired Saturday nights. The Barn Dance is the winner of the fair, with steady coverage in radio this Saturday night. Admission is $1, the lic-

chased, with free boot transportation

provided. Children under 12 go free with their parents.

One of the exhibit buildings, which would otherwise be vacant, is used for the broadcast. A stage has been constructed at one end of the barn.

A colorful backdrop depicts the interior of a barn. Finch and his fellow fair of-

ficers are hopeful that the move

work will additionally aid in familiarizing the public with the existence and location of the Danville Fair and in promoting multi- limb projects. The local air-

ing of WOVX has done much to build fair attendance since 1948.

Sedalia Names Singleton Sec'y

KANSAS CITY, Mo., Feb. 21—Rollo Singleton, veterans Min-

ister for the state, has been named secretary of the state's annual

Attractions for this year's fair expected to be presented at a three-day meeting in Sedalia Wednesday thru Friday (29-31). Reaps from attraction firms who supplied the fair last year have been invited to attend the meet-

ings.

The plans for the repair of damaged done by last year's storms will be the next order of business, Car-

prompted said.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Routes are for current weeks when

ices are given. In some instances

possibly waiting gents are listed.

American Can, Portsmouth, Min.

March 25th.

Raymond Hotel, Okla. March 1st.

So. Omaha, Nebr. March 2nd.

Dodge City, Kans. March 3rd.


Joplin, Mo. March 24th.

Chico, Cal. March 20th.

 yêu, La. March 25th.

Fremont, Nebr. March 10th.

Chisago City, Minn. March 3th.

Cooper City, Fl. March 20th.

Wilson, Okla. March 31st.

Bosra, Okla. March 2th.

Sheffield, Ala. March 5th.

Bolsa, Ca. March 1st.

Colton, Ca. March 2th.

Oklahoma City, Okla. March 8th.

Circus Routes

Send to 2160 Patterson St.

Cincinnati 22, O.

Shooting Galleries

And Supplies for Eastern and Western Types Galleries. Write for new catalog.

H. W. TERPERING

1330 Tri-Color Bldg., Chicago, Ill.

GIVE TO THE ROLLING CANCER FUND

AL C. BECK, INC. INSURANCE FOR THE AMUSEMENT FIELD PERSONALIZED SERVICE AL C. BECK Box 228, Dunbar, State, Dallas Phone 7-0662 SPECIAL DISCOUNT Rates of Dallas, Texas SHOOTING GALLERIES AND SUPPLIES TO THE AMUSEMENT FIELD WANTED: 100' x 140' land, Cash. East Side, Danville, Ill.

Copyrighted material
CIRCUSES
Communications to 11 W. Randolph St., Chicago, Ill.
FEBRUARY 28, 1953

Ringling to Preem April 1 in New York

Run Extended to 41 Days, 81 Shows;
$6.50 Price Bracket is Continued

NEW YORK, Feb. 21—Ringling Bros. and Barnum & Bailey Circus, after a performance run at Madison Square Garden exceeding the 1952 run by three days, today announced that the show will run for 81 days from now until May 22. The news was announced at a press conference at the hotel where the Ringling management is spending its last days in New York.

The price structure, with a record for the circus, was announced for the last year. Other dates are prices for tickets at Garden, $6.50, $4.50, $3.50, and $1.50, with the latter entitled permits to sit in the family section of the theater where the ruffs are situated.

The longer run was planned both to permit Ringling Bros. to get a school vacation period, and to go as far as possible in the Garden dollar, The Garden earnings have been felt to be important to the Big Show which takes to the stand at a loss of $18,000 during the warm dates after it began showing two weeks ago.

Ticket Sale Opens March 2

The advance sale ticket is continued

ROUGH GOING

Santos-Artigas Wins Capacity In Cuban Town

HOLGUIN, Cuba, Feb. 21—Santos-Artigas Circus, already booked to packed houses here February 13 and 14, has opened for the third time to a sellout crowd.

HOLGUIN, Cuba, Feb. 21—Santos-Artigas Circus, now back in Holguin for the third year, is in the midst of another record-breaking season.

Orman Set as Mgr. Of Beatty Circus

CLEVELAND, Feb. 21—Frank Orman announced here this week that he was named manager of the Clyde Beatty Circus for 1953, a match that was anticipated among those while both were with the Ringling Brothers Barnum & Bailey Circus.

Orman has been manager of Coe Bros. recently and formerly

Burling Bros. Changes Title

WAYWALLOP, Pa., Feb. 21—Titles of the Burling Bros. Circus will be changed to Harry V. Remley. The new name is expected to take effect immediately with the show that Thirty-eight management in charge of the show by E. L. Burlingame provided since 1931 has been run by T. J. Stever is agent and has been the show since February 21. The new name will carry a Slide Show and will be used only for the next eight weeks. The show will be used in Buffalo.

Yolanda said the show will be under the same management.
Dallas Expo Plans
600G Fem Building

Thornton Predicts Annual Attendance
Eventually Will Top Three Million

HURON, S. D., Feb. 21—(AP)—
Ken Balgeman
Named Sec'y
At Huron, S. D.

The Huron Chamber of Commerce is planning to build a 600-gross exhibition building.

The building will be on the fairgrounds of the Huron, S. D., fair. It will be built at an estimated cost of $20,000, or 20% of the construction acreage.

The building's size and scope will enable the Huron Chamber of Commerce to accommodate all the various exhibits and attractions.

Summary

The Huron Chamber of Commerce is planning to build a 600-gross exhibition building.

The building will be on the fairgrounds of the Huron, S. D., fair. It will be built at an estimated cost of $20,000, or 20% of the construction acreage.

The building's size and scope will enable the Huron Chamber of Commerce to accommodate all the various exhibits and attractions.

Name Dendra
Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.

Bridgeon Mgr.
**Winter Fairs**

**COPPENALD**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOPER**

**COOP
SUCCESS OFPIOKERS, KIDDELANDS TO KEY NEW BIRD PROFITS

NEW YORK, Feb. 21—Eastern parks are turning to early openings in a bid to get a head start on piling up gross earnings. While many operators have dramatized that trying to run behind Labor Day is putting them in an awkward situation, with minor monetary returns, if not actual losses, resulting, there is ample evidence that an early pressurewise, and in spring, the weather can be the money bags with a very encouraging effect.

Pioneers among the major permanent establishments, like the

PARKS—RESORTS & ARCADES

PLANS EARLY OPENING

COASTERS-MILL CHUTES

NEW STUNTS FOR YOUR DARK RIDE & FUN PARK

PHILADELPHIA TOBOGGAN CO.

120TH ANNIVERSARY

AMUSEMENT EQUIPMENT

1870-1990

WANT TO BOOK FOR '53 SEASON

INQUIRE FOR INFORMATION

MAIL ORDER

PA.$10.00-

DO YOUR GAME SECTION need peppepping up?

Ask about our real money dollar Kiddie rides and our 34-116.

For More Info and Free Samples

23 YEARS IN BUSINESS MEAN GUARANTEE YOUR INVESTMENT

PHILADELPHIA SCIENTIFIC MACHINE CORP.

79 Clifton Place, Brooklyn 30

New York

Niles, Illinois 60616—Niles 8-3000

High Quality KIDDIE RIDE

ROTO WHIP—SPEED BOATS—PONY CARTS

GALLOPING HORSE CAROUSEL

ILLUSTRATED CIRCUS RENT

W. F. MANGEL'S CO., Coney Island 24, N. Y.

www.americanradiohistory.com
Bobbie Hassan
Set to Operate
RAS Side Show

Tampa, Feb. 21 — Bobbie Hassan, former opera-
tor of the Royal American Shows, has announced
that he will have the Side Show, it was
announced here today, in addition to the
Luna Park, over the next two or three weeks. Hassan
has taken over in the wake of the decision by the Loroow
between the Luna Park and the Side Show for the past several
years, it appears, that he will try out the road and devote their full time to their
great shows business in Tampa.

An experienced Side Show promoter, Hassan has been a
strong promoter for Fred Smythe’s Luna Park operation for many years. In addition to the
Luna Park, he will operate the pony rides.

Conklin’s Ink
10-Year Pact
At Ottawa

Hamiltori, Ont. Feb. 21 — Conklin Shows, owned and op-
erated by brothers George Conklin and Frank Conklin, have signed a
new 10-year agreement with the Ottawa fair. This is a part of the
middle attraction at the Canadian National Exhibition, where Conklin
showco is a regular participant.

McCullin’s Sets
Second Unit;
Rettig Shows

Salt Lake City, Feb. 21 — Allied State Fair Shows decided to operate a second unit in 1939, the purpose of which
was to have a larger show, the management found that the
second unit was highly profitable. In 1940, the company made the second-unit plans
and began to develop a new show for the west coast. McCullin
show, under the direction of H. B. McCullin, has been
in operation since then and has had a great success.

Gooting, Two
Mich. Ops Get
New Coasters

Columbus, Ohio, Feb. 21 — A
disposition of three Ridele Roarer family, the famous
Amusement Company, has been announced. The company has
decided to discontinue the Roarer family and to concentrate on
the amusement business. In this way, the company has
been able to make a better profit and to keep pace with the
competition. The new amusement park, which is being
developed, will include a new roller coaster and other attractions.

Show Folks View
Play Chicago

Chicago, Feb. 21 — Close to
100 show people attended the Show Folks of America, Chicago chapter,
meeting yesterday (17) to see a three-act play, “The
Mansion Hotel,” the play written by E. B. Pike and produced
by Henry L. Muramano and John E. Murphy.

The entertainment committee, which had
previously been formed, is going to make its first out-
ning on St. Patrick’s Day (15) at the Holston’s
Hillborn Hotel. The play, written by E. B. Pike, was
produced by Henry L. Muramano and John E. Murphy.

Va. Greater Route
Includes Six States

Syracuse, N. Y., Feb. 21 — The
State will be included in the
1939 circuit of the Virginia
State Fair, which will be held
in the city of Richmond, Va., W. E. Crandall, general
manager, announced here today.

The show will open in Virginia
and will travel through Jersey, New York, and Connecticut, before
returning to Virginia as far south as North Carolina. The show will be open
practically full, with only a couple of dates remaining to be added.

VIVONA ORG PREPARES
FOR MARCH 30 BOW

Kingstown, S. C., Feb. 21 — A
number of new units have been added to the Vivona Bow. Shows, which will launch two units this
year, the administration of the company, has announced.

A French wagon formerly owned by Buddy Paddock, has been
repaired in addition to a 100-k. power plant which will be added to the
company’s line. The new unit will be managed by Merriam
showco.

W. Greater Route
Includes Six States

Syracuse, N. Y., Feb. 21 — The
State will be included in the
1939 circuit of the Virginia
State Fair, which will be held
in the city of Richmond, Va., W. E. Crandall, general
manager, announced here today.

The show will open in Virginia
and will travel through Jersey, New York, and Connecticut, before
returning to Virginia as far south as North Carolina. The show will be open
practically full, with only a couple of dates remaining to be added.

VIVONA ORG PREPARES
FOR MARCH 30 BOW

Kingstown, S. C., Feb. 21 — A
number of new units have been added to the Vivona Bow. Shows, which will launch two units this
year, the administration of the company, has announced.

A French wagon formerly owned by Buddy Paddock, has been
repaired in addition to a 100-k. power plant which will be added to the
company’s line. The new unit will be managed by Merriam
showco.
I. T. Prepares Heavy Winter Work Plan

NEW YORK, Feb. 21.—Preparations were under way this week for the opening of the I. T. winter quarters at Roosevelt, L.I., N. Y. Phil Barr and Theodore Tribbitt, partners in the operation, set up plans and schedules which are among the most extensive and elaborate by far for the shows.

Barr and Tribbitt said that the increased number of fairs included in this year’s program accounts for the planned heavy work schedule. Acts are to go on tour under five purchase plans to supplement the show’s mobile fleet.

The two show units will open April 3 in New York. The No. 2 unit will begin its tour of Long Island April 10 and the three units will combine for five shows a week.

For information regarding the routes and dates covered, contact the respective show agents.

United Expo

Five Links 9 Fairs

BYRON, Tex., Feb. 21.—S. A. (Harley) Tisdale, owner of United Expo Shows, will open the show in this city on March 11, and announce shows in the following cities: Sulphur Springs, Tex., April 17; Shreveport, La., May 2; Vicksburg, Miss., June 9; Donaldsonville, La., July 7; and Shreveport, La., Aug. 4.

W. E. Page Shows Start

SPRINGFIELD, Vt., Feb. 21.—Page Bros. Shows, being readied here for a season that will open in mid-April, has set the major portion of its staff,根据不同据, according to W. E. Page, manager, the show will open in about five weeks.

For Sale

Tropical World Exhibit, For Sale

Consisting of over 4,000 Tropical Creatures, some rare and valuable. Mounted in 50 glass-case cases with chance to handle each. Beautifully painted tarps, 5 x 35 ft. Fertile Ponds. All Wax Exits. All Electrical. Will handle railroad cars and trucks.

J. E. MILLER
177 Collette Ave., Rutland, Vt.

GLADES AMUSEMENT CO.
All this week, Pompano, Fla.

This week, Pompano, Fla., two big shows: March 3, Shaw, Azalea; Big Show, Azalea, Big Show or any Show of Merit, $10 a day.

J. A. GENTSiCH SHOWS
Winona, Miss.

ISLAND MANOR SHOWS, INC.
WANTS LONG ISLAND HOME

I have for sale 50 three aisle tents, 60 four aisle tents, 90 four aisle tents and 30 four aisle tents. All inside and outside ring. Any size you want. Very desirable.

LAWRENCE TAMARO, Pres.
136 Franklyn St.
EASTON, N. Y.
Midway Contab

Harry Carrey, auctioneer, is currently in St. Louis, following a big auction sale in Kansas City, and will join a show for the coming season.

Geo. Geo. Raymond, gal show operator, and his daughter, Charlotte, plan to visit the Brownville, Tenn., Charlie Days and from there head for a week's vacation in Mexico. Gall who have signed for the Raymond show for this year, include Mrs. Metha, and Jeanne, the Atomic Bumblies.

Mr. and Mrs. Ray Oakey Sr., Brookfield, Ill., game manufacturers, are expected home this week from a month's sojourn in Spain, which just included a visit to the Florida State Fair, Tampa.

Turner Scott, veteran outdoor showman, recently returned to his Daytona Beach, Fla., last week after spending his summer vacation that included stops at Miami and the fair in Tampa. While in Miami, he bought a Roller Coaster and Kiddie Auto Ride.

Art Frazier, business manager of the Gold Medal Shows, left from New Orleans last Thursday, that show that has been booked back into the National Poultry Festival at Dallas, Tex. Art further advises that Bill Chukowski, of Terre Haute, Ind., will have four shows in Florida — Side Show, monkey, snake and dog and pony — with the Gold Medal Shows this season.

Bill Powell, globe-girdling showman, writes that he bought the Showman's Circus in California and that he will probably go to Georgia.

Guests at Zora Blake's recent wedding in Mexico included Victoria Bird LaPage, Finky Pepper, Billy and Louise Logan, Checi and Bill Vaughan and the bride's brother, Frank Vaughan, who planned in from San Francisco for the wedding.

John Vivena, manager of Vi-van's Shows, recently paraded a group of Blue Moon trained animals which he and his wife are covering on a tour through the north part of California, S. C., and Gerald Sessions.

In general, the progressive of the World of Mirth Shows, is as busy as ever and in answer to New York and showing no signs of his recent illness. Gerald is on a diet, but since the restrictions aren't apparently that much built, he is doing just as he pleases.

The American Weekly is preparing an expose-type article on concession operations.

Canadian Notes: Frank Warren, veteran Canadian showman, is currently spending much of his time providing films and concert and stage entertainment for a number of institutions and organizations in the south part of New Brunswick. J. E. Wilson, veteran concessionnaire with the Bill Lynch Shows, was injured recently when struck by a truck while working on the harbor.

Paul Greenin, concession up, and Bert Gunter, advance agent, cut up 14 sales recently in St. John, N. B., Kid Dryden of All Maritime Promotions, was busy chasing up on his pool playing in St. John and is busy with the season for the fair in May.

CONNECTICUT FUN FAIR

Evans' Streamlined Thunderbolt Bump Racer

Supports the ordinary raffle wheels. Can be run where wheels are not acceptable. Supplied with standard raffle wheels, can be used with.Normal. Get in at the back end, too. Slide starts much easier. Wages 14.4. Complete with bumper parts.

RIDE WANTED

EVANS & CO.

Baton Rouge Fair, Fairhills Park, Texas.

E. C. EVANS & CO. 1255 W. CARROLL AVE., CHICAGO 7, ILL.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

DOUGLAS GREATER SHOWS

FAIR AT HOME


CONCESSIONS — Hanky Panks only.

HELP — Ride Fencemen for all rides. Must be sober and able to drive semi.

WRITE BOX 1770, KENT, WASHINGTON

WANT WANT WANT

ATTENTION, ALL FAIR MEN

All Contracts and Commitments Made by

Field Manager will be Honored.

WANT CONCESSIONS for Tuesday, Thursday, Friday, 5th, 7th, 9th. 2nd, 4th, 6th, 8th, 10th, 12th. Saturdays, all shows. Have your license in order. H.R. McHale, W.E. Eggert, Manager. Contact: MRS. BLONDELL. 421-25 W. 17th St., New York 1, N. Y.

HARRISON GREATER SHOWS

presenting the showman of shows

WANT WANT WANT

ATTENTION, ALL CARNIVAL PEOPLE

Everyone that has a contract or commitment from other showmen, especially those made at Tampa, will have to be honored.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOBILIZED

BROADWAY AT YOUR DOOR

NEW YORK, N. Y.

AMERICAN LEGION FAIR

FOR 5 YEARS IN FLA., MAR. 2-17, 1953

SEMINOLE COUNTY FAIR

MARCH 9 THROUGH 14, 1953

AMERICAN LEGION FAIR ASSN.

FRED MEACHAM, FLA.

MARCH 20 TO JULY 4, 1953

WANT WANT WANT

NOW BOOKING SEASON 1953

L. J. HETH SHOWS

For Six Cats, Baskets, Grill "Bon." PHONE 2100 - N. Main St. Circleville, Ohio

TOP LOCATION

On the Boulevard of the Stars For Chicago, Cleveland, Pittsburgh, Indianapolis, Detroit, Feb. 18-26, 1953.

TURNER SCOTT

158 N. BEAVER AVE. Davenport, Ia.

SAM SOLO

WANTS AGENTS

For Six Cats, Buckets, Grill "Bon." PHONE 2100 - N. Main St. Circleville, Ohio

RIDES WANTED

CO. LTD. LEONARD HYMERA, Ind.

E. J. HETHE, 1518 N. 14th St., FAYETTE, IOWA

E. J. HETHE, 1518 N. 14th St., FAYETTE, IOWA

MRS. ENOCH C. HARRISON

50 CAR RAILROAD SHOW MOBILIZED

BROADWAY AT YOUR DOOR

NEW YORK, N. Y.

AMERICAN LEGION FAIR

FOR 5 YEARS IN FLA., MAR. 2-17, 1953

SEMINOLE COUNTY FAIR

MARCH 9 THROUGH 14, 1953

AMERICAN LEGION FAIR ASSN.

FRED MEACHAM, FLA.

MARCH 20 TO JULY 4, 1953

WANT WANT WANT

NOW BOOKING SEASON 1953

L. J. HETH SHOWS

For Six Cats, Baskets, Grill "Bon." PHONE 2100 - N. Main St. Circleville, Ohio

TOP LOCATION

On the Boulevard of the Stars For Chicago, Cleveland, Pittsburgh, Indianapolis, Detroit, Feb. 18-26, 1953.

TURNER SCOTT

158 N. BEAVER AVE. Davenport, Ia.

SAM SOLO

WANTS AGENTS

For Six Cats, Buckets, Grill "Bon." PHONE 2100 - N. Main St. Circleville, Ohio

RIDES WANTED

CO. LTD. LEONARD HYMERA, Ind.

E. J. HETHE, 1518 N. 14th St., FAYETTE, IOWA

EVANS' Streamlined Thunderbolt Bump Racer

Supports the ordinary raffle wheels. Can be run where wheels are not acceptable. Supplied with standard raffle wheels, can be used with.Normal. Get in at the back end, too. Slide starts much easier. Wages 14.4. Complete with bumper parts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1553 W. CARROLL AVE., CHICAGO 7, ILL.
WANTED
FOR VFW SPRING FESTIVAL, GAINESVILLE, FLA., MARCH 2 TO 7, FOLLOWED BY AMERICAN LEGION FAIR, DAYTONA BEACH, FLA.
Concessions working for stock. Water Concessions, Ball Games, Short Game, String Game, Bamboozle, Greed, Worker, Stand, Ages, Paper Pitches. RIDES—Place Orphans, Kid Rides for season. SHOWS—Mechanical City, Pacing Shows. Grand Times.
Two Lights Platform. Tent trailer, 20 ft. and 25 ft., also 1 T&H R.V. Transformer. Plants good for citrus or Mission Show.
C. A. STEPHENS
Address, this week. Sfba.

GRAND AMERICAN SHOWS
10 RIDES 8 SHOWS
OPENING APRIL 25 AT MOBERLY, MO.
SIX WEEKS OF STILL DATES, THEN 26 CELEBRATIONS AND FAIRS IN IOWA AND MISSOURI.

UNITED EXPOSITION SHOWS
10 RIDES—2 GOWNS—2 CONCESSIONS
With great game shows, plenty of fun and a few serious attractions, always guaranteed a good business. Tent trailer, 20 ft. and 25 ft. with 1 T&H R.V. Transformer. Plants good for citrus or Mission Shows. Address C. A. VERNON, BRYAN, TEX., UNTIL MARCH 1, THEN PARADISE, ARK.

LAST CALL KEYSTONE EXPOSITION SHOWS
OPENING MARCH 15, SALINA, SOUTH CAROLINA
Can offer Concessions of all kinds. West Rich Becker, Booking Agent. Game Year Bound, Steamer Box and Tent Trailer, 20 ft. and 25 ft. with 1 T&H R.V. Transformer. Fairs good for citrus or Mission Shows. Plants good for citrus or Mission Shows. Address C. A. VERNON, BRYAN, TEX., UNTIL MARCH 1, THEN PARADISE, ARK.

OPENING MARCH 2, PHILADELPHIA, PA.
"KIDDELLAND"
West Foramen for Ferris Wheel, Merry-Go-Round, Kiddie Rides, etc. No ups or downs. Also 20 x 60 tent trailer. For details contact Sam Tassell, 5330 Walnut St., Philadelphia, Pennsylvania.

DWBIGHT ZANETT WANTS AGENTS
For Razzle, Allen, Pochardt Bros., 713-so Five, 515, five, Calhoun. The following information on your own time: Johnny Callahan, Ray Jones, Johnny Evans, etc. Also all others who knows of Razzle. Address C. A. VERNON, BRYAN, TEX., UNTIL MARCH 1, THEN PARADISE, ARK.

T-E-N-T-S
Show
CONCESSION—Circus—Carnival AMERICAN TENT AND AWNING CORP. 112-W. Main St. Martinsville, Va.
BILL SANDERS

SECTION CARNIVAL OWNERS
The contract for the Marion County Fair in Sept. 1954, in C. A. VERNON, BRYAN, TEX., UNTIL MARCH 1, THEN PARADISE, ARK.

WANTED
Miami Showman's Association
223 W. Flagler St. Miami
Ladies' Auxiliary
All others were present when President Ruth Schiller called the February 16 meeting to order. Edna Lassickett delivered the Invocation. President Schiller called the attention of ladies and called upon Mrs. Julia Funk of the National Showman's Association Ladies' Auxiliary, and Mrs. Rita Belford.
Bea Trumaldale reported Mary E. Orchard, Sue Walters, June Langley and Max Levin on the list, Dora Perry's name was on the critical list. Clair Spence, past president of Caravages, Inc., Chicago, and a new member of the auxiliary, addressed the meeting.
Dark horse award went to Pegge's, named. Ruth Geffen reported that 71 members attended the February 27 meeting.

Heart of America Showman's Club
313A Broadway, Kansas City, Mo.
Ladies' Auxiliary
President Bobber Clarida called the Friday (13) meeting to order. Also on the roster were Hazel How, treasurer, and Ginger Gordon, secretary. Pocketbook presentations were, included Elizabeth Johnson, Mrs. Ethel Hading, Mrs. Helen Schultens and Margaret Fie.
Reported on the ticket war were Jan Nathan, Edna Prey and Bobbey Watson.
San, Rothfield, Allen Miller, Al Jaques and Irving Pearlsone.

PCCA Operations
Continued from page 110
quired the Monte Young Shows in 1948, has been active in business on the West Coast since about 1925. That year he was called upon to continue his concession oper-
ation and to continue his concession oper-
ates in the Norman Schoen and on Snap-
shots, which he continued until 1946, in the California area. Following a few years in that area, he joined Monte Young for years and became a part of the Wyoming, Levine was associated with Allen, Brown & Huggins

PCCA Operations
Continued from page 110
quired the Monte Young Shows in 1948, has been active in business on the West Coast since about 1925. That year he was called upon to continue his concession oper-
ates in the Norman Schoen and on Snap-
shots, which he continued until 1946, in the California area. Following a few years in that area, he joined Monte Young for years and became a part of the Wyoming, Levine was associated with Allen, Brown & Huggins

GREAT SOUTHERN EXPOSITION
WANTED—Caucasian Man to handle Midway and officer-owned Crime Shows. Good prospects. Advertise in this issue. Address C. A. VERNON, BRYAN, TEX., UNTIL MARCH 1, THEN PARADISE, ARK.

GREAT SOUTHERN EXPO. R. C. AVER

WANTED
Carnival Promoters. Booking shows. Attractive shows. Write a few words. Address C. A. VERNON, BRYAN, TEX., UNTIL MARCH 1, THEN PARADISE, ARK.

WANTED
Carnival Promoters. Booking shows. Attractive shows. Write a few words. Address C. A. VERNON, BRYAN, TEX., UNTIL MARCH 1, THEN PARADISE, ARK.

JOLLYTIME SHOWS
Last Call. Open.
Georgia, Feb 15th-3th March Carolina, March 10th April Tennes-See, April 15h-3th May.

W. M. PRICE
JOMLYTIME SHOWS. WARDEN, Ga. For Sale—Buy made into living quarters.

United Exposition Shows
Now booking Concession, Shows and Rides. Concession with working for Express. Will book 24 hrs. Write a few words. Address C. A. VERNON, BRYAN, TEX., UNTIL MARCH 1, THEN PARADISE, ARK.

ROUTE 5, BOX 51, HOT SPRINGS, Ark. PHONE 292-W

WANTED
Wanted by Monte Young, a 16 ft. show, good equipment.

AFRS
WANTED
Helen Forrester, 223 W. Flagler St. Miami, Fla. Inquirers welcome.

AFRS
WANTED
Helen Forrester, 223 W. Flagler St. Miami, Fla. Inquirers welcome.

AFRS
WANTED
Helen Forrester, 223 W. Flagler St. Miami, Fla. Inquirers welcome.

AFRS
WANTED
Helen Forrester, 223 W. Flagler St. Miami, Fla. Inquirers welcome.

AFRS
WANTED
Helen Forrester, 223 W. Flagler St. Miami, Fla. Inquirers welcome.
**FOR SALE**

1950 ROLL-O-WHIRL, A-1 CONDITION

WANTED

MAN FOR BIG TURTLE SHOW, MAN AND WIFE FOR FUN HOUSE. ALSO BOOTHMAN TO HELP WITH KIDS RIDES SECTION. APPLY FOR ANIMAL PIT SHOW, COMPLETE. CHARLIE HEBERT, 10610 N. 11TH ST., PHOENIX, ARIZONA.

WE WILL BUY FULL LENGTH STATUE Brought to Life.

All Address: EDDIE COY
C/O WOLF SHOWS, P.O. BOX 2725, POWDERHORN STATION, MINNEAPOLIS, MINN.

---

**VIVONA BROS. COMBINED SHOWS**

Opening February 26 thru March 7, Wiltzgerl Rd., Augusta, Ga., in the heart of defense plants and camp service pay day.

CONCESSIONS—Huck Pickles of all descriptions. Baskets, Cat Fins, Suqareg, and Long and Short Range Concessions. Eating and Drinking Stands. Concessions, contact: SHOWS—Gad Shows with all equipment. Hype. Jo and Francole Moore, contact at once. Train Drive. Monkey Show, or any good Show. Contact. RIDES—Ride kept for all rides. Two ten-day dates to follow, then our official opening date, Summer, S.C., March 28th, with New Boss, W. C., as follows.

**VIRGINIA GREATER SHOWS**

Opening Suffolk, Virginia, First Week in April

Want exclusive on French Fries, Cones, Navito, Long and Short Range Gallery. Want Bell Gardens. All Heart Poaps pans, Fun Game pans. Want Girl Show Manager for one or two Girl Shows. Want Show Fries Wheels and Concession Stands. Want Concessions on Short Range. Want Show Fries Wheels. Want Wild Life, Concessions or Game House. Winter quarters now open; all our ride Bills come in. Call for late dates for early. All mail and wire to:

W. C. (Bill) Murray, Box 461, Suffolk, Virginia.

**ROYAL EXPOSITION SHOWS**

Okeechobee, Florida, Fair this Week; Panama, Florida, Fair Next Week. THREE MORE WEEKS OF FLORIDA FAIRS.

WANT SHOWS, RIDES, CONCESSIONS. WHAT HAVE YOU? Royal Exposition Shows

---

**CARNIVAL WANTED**

For the RED RIDER RIDES, on July 4th. Enrolled audience on July 4, 10,000 people. Will contact or phone.

HARLEY W. WENDE
Chairman of Carnival and Concessions
P. O. Box 628
Red Lodge, Montana.

---

**THE E. J. CASEY SHOWS**

BOOKED SOLE MAY 9TH TO SEPTEMBER 7TH, 1953, WESTERN CANADA'S "C" CLASS FAIRS

Five standard Rides: No. 2 Eli, Two Abreast Herschell-Spillman, with Wrecked Sizes, Rock-O-Plane, Kiddie Car Ride, Choo Choo Train; one top 26/40, one top 26/50. Steel Banner Liners, wiring, etc. Amplifier Sets. Ten Concessions complete, plus six booked in for this season. Tickets and poster supply for three months. Automatic Ticket Machines, Oman Light Plant, wirings Ten good Trucks. Semi Trailers Bus Cook House, offering free wines quarters at my park for five years and will help book the show future years. This show has excellent chance to get "B" circuit contracted in 14 days. Do not ask for selling Manitoba, your request Park interests. For any further information, wire, write, phone E. J. Casey, 325 W. 11th St, St. Vital, Winnipeg, Manitoba, Canada.

"EVERYTHING GARANTIED READY TO GO ON THE ROAD EXCEPT THE MERCHANDISE!"

---

**California's Biggest Spring Event**

NATIONAL ORANGE SHOW

March 19th to March 29th inclusive

SAN BERNARDINO, CALIF.

250,000 Attendance—Fair Grounds—Class in—Plenty of Parking and Transportation

NOW BOOKING SHOWS AND CONCESSIONS, NO PC. FLAT FEE OF GYPSIES.

CRAFTS 20 BIG SHOWS, INC.

Phone Peoria 5-9099

2735 Belaine Ave.

No, Hollywood, Calif.

---

**AMERICAN MIDWAY SHOWS**

WANT FOR PALM BEACH COUNTY FAIR, MARCH 6-14

Nine big days and nights

Concessions of all kinds that operate for stock only, Positively no money games.

Can Place Monkey Show and any other outstanding show with equipment in keeping with ours.

RIDES—Can place Rock-O-Plane, Fly-O-Plane or any new Major Rides (No Kiddie Rides).

Eunis, Florida, Lake County Fair to follow.

All answers DOLLY YOUNG, Manager
Royal Crown Shows. Plant Hotel, Plant City, Florida.

---

**7 RIDES—CONTINENTAL SHOWS—5 SHOWS**

THE FINEST AND BEST EQUIPPED IN THE EAST

WANT FOR A STRONG ROUTE OF STILL DATES AND FAIRS—NEW YORK, VERMONT AND NEW HAMPSHIRE

Cookhouse, Custard. Short Range, Cigarette Gallery, Photos, Hanky Panks of all kinds. Our Top Rides.

FOR SALE—The finest Office Wagon ever seen on any show; mounted on 28 ft. Lo Ray Freight Van, $3,000.00, 100 kw, transformer, practically new, mounted on 30 ft. semi, model, Smith & South Airplane Ride, 1953 model, cost new $2,500.00, will sell $1,500. Athletic Show, ring made of steel tubing, a steal at $400.00. This ring never used, original cost $700.00. 1946 Freight and Rig Trailer, 28 ft., $5,000.00.

ROLAND CHAMPAIGN, Mgr., 2 Courtney Lane, Tel. 36594, Lowell, Massachusetts

---

**AMERICAN MIDWAY SHOWS**

WANT FOR THESE OUTSTANDING DATES

RIO GRANDE VALLEY LIVESTOCK SHOW
MERCEDS, TX.—MARCH 8
SOUTH TEXAS STOCK SHOW AND RODEO
CUERVO, TX.—MARCH 17-21

22—FAIRS AND CELEBRATIONS IN TEXAS AND OKLAHOMA—22

SHOWS—With or without equipment, must have hash.
RIDES—Will book or lease one Flat Ride for season.

CONCESSIONS—Custard, Photos, Hats, Codgets, Novelties, Scales or any Game that works for stock.

HELP—Ride Men that drive. Pay every day.

Address: BOX 1471, HARLINGEN, TEX., UNTIL MARCH 2.

---

**AMERICAN MIDWAY SHOWS**

OPENING MARCH 19—DOWNTOWN LOCATION
SAVANNAH, GEORGIA—10 BIG DAYS AND NIGHTS

WINTERQUARTERS NOW OPEN—CASH WILTS, GEN. AGENT

EAST CALL.

WILL PLACE ANY SHOWS NOT CONFLICTING.

Want capable Ride Help that drive semi. Pay day every week (ask Show that have been here). Gene Kaphal can place good strong feature in Ride Show. Homer Lee and George Denzy can use one good Blues Singer for "New Orleans Hap Cafe.

Then give good proposition to capable man that understands Fun House. Small percentage, then cut it 50-50.

All replies BROWN & WALLACE SHOWS P. O. Box 313, Savannah, Ga.
DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS...

- Set in usual want ad style, one paragraph.
- No maximum number of words.
- Minimum rate $1.00.
- Minimum 5 pt. caps. RATE: 15¢ a word. Minimum $2. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS...

- Containing larger type and white space is charged for by the line, 14 lines to the inch.
- No illustrations or charts can be used.
- RATE: $1.50-
- Minimum 10.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible number, please have your copy reach the advertising office, 202 Pennsylvania Ave., Cincinnati 22, not later than noon Thursday of the week of publication.

ACTS, SONGS & PARODIES

ACTION CONCERT...BANDMIX...INSTRUMENTS...

Attention Viroliological Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Bengal Benga...
MIRACLE CROSS

KIPP

Wrist-Alarm Watch

Sells On Sight! New, Low-Cost WRIST-ALARM WATCH

Perfet for the sportsman. Perfect for the traveler. For your home. Ideal for anyone.


CASH IN ON THIS BIG MONEY-MAKING ASSORTMENT

"Tested" Costume Jewelry Sets Reduced for Quick Clearance

New DELUXE PUZZLE SETS

Magi Magic Puzzle Magic 1.6 Puzzle

D. ROBBINS & CO., 15th FN Y. 1.

COSTUME JEWELRY

For Sale

FOR SALE

Secondhand Goods

AMERICAN Radio History

The Original Owners

THUNDER JEWEL, Cents

Frisco Pete

FREE VIBRO-GRAVER

Ladies' Nylon Hose $3.25 per doz.

Wed's Dress Sx., 1.25 per doz.

Write for Free 1952 Hosiery Catalog

Gains Hosiery Company

315 E. North St., Debary, FL

BEAUTIFUL CROSS

MIRACLE CROSS

When you wear a Miracle Cross,

May God's Blessings Light Your Path!

ASSISTANT MANAGER FOR KPM MAMAN

The Elks Club, 184 East Main, Miamifl

DEPOSIT FOR FL Pat. Ft.

FREE VIBRO-GRAVER

WITH EACH BOX OF ASSORTED

FREE VISIT TO INTERSTATE PESTICIDE TOOLS

FREE 1952 HOSIERY CATALOG

GAIN A SOUvenir CROSS

WITH EACH BOX OF ASSORTED

BY P.M.C.

BUILD LONDON CHAIRPLANE.

2-306 E. COLUMBIA AVE., MIAMI, FL

FREE VISIT TO INTERSTATE PESTICIDE TOOLS
Pipes for Pitchmen
By BILLY BAKER

The 1953 Promotional

36" CHUBBY

Clown Bunny

Now...

MRS. ROBERT NOEII

opened his season on balls in Little Rock, Arkansas, Janu-

ary 11. He played Huntington Beach, California, for

three days at Wyndham, N. Y., Feb. 14-15, then

headed for Orlando, Fla., where he was last

known as a resident of that city. Mrs. Noell is

considered a top notch balloonist and he is one

of the best in the world.

C. B. MORRISON

and his crew, 278-81, are

in Boston now on a tour of

department stores, looking

for potential customers and

sharpening his gadgets.

November 17, 1935

The most dependable

toys and games company

Today

The melting of the Marquise

Special Easter Offer!

...with Orange, Cincinnati, where both are

nearly always on the go. They'll be back on

the road in the spring.

Willie C. Clark, who recently

informed the company of his ill

health, reports he is okay now

and expects to join the show

shortly.

Bill Hanes, owner of the Bill

Hanes Shows, had three of his

trains running on the main line

on display at the Southwest Exposition and Live-

stock Show in St. Louis February 14. He also

secured these and other wagons for the show when

he bought some railroad property in and near St.

Louis. He has had to wait for a second agreement

date back to Panama Bill, Martin and Atayde for

the wagons. Rube Hanes has hired a woodcarver

to clean and repair the wagon that was damaged

last year.

Island. With the Bill Hanes

Minstrels in residence, the

stands in the area for the

season.

Kay Callejo Troupe is with

Circus Brennan & Co., under

Steve Sluier, manager of the

Pan-American Show, at

Banan, N. Y. They are also

reporting appearances in

Honduras and Nicaragua and

the Caribbean. They have

been in Panama five weeks. Sluier

is the owner of the three teams in Mexico for sever-

al shows. The troupes have been to the Klips, Billy

and Beverly, the Flying Maiers, Marcus Truempy

and five local troupes.

Steve Crowe, white face clown, is

forming another troupe with King Bros. Circuit, for a

two-month engagement in the South. The troupe

has some exotic clowns in residence, and it is currently

touring in France. Tom New, head clown for the

troupe, is being formed by Rene Martin, Dye

Brothers, Anchor Bros., L. A. Z. and Jean Quenel, catchers

for the Motorola, have a good

number. Newly formed act, a

revue of D. H. Oliver Saturday (14) and will

play both the States and

Europe for a campaign (64) for a tour of France and

Belgium.

In Indianapolis, Human's
teaching animal circus has

been booked for the hangar

of the air strip. This circus

will be open to the public

during March (30) at

Adrian, Mich. The show will

be Louis G. King.

"LILLI" M-G-M Technicolor pic-

ture starting February 9, and

10 for a brief run at the New

Cinema and other

theaters. The clown is in its

background a European
traveling circus.

Bitty Pape and Rene arrived

in New Orleans February 15 for a

twelve-week tour of the

United States. The troupe

will be set up for a long run

in Florida for the Olympic

Games. The troupe will

arrive in New Orleans February 15 by boat, and

will be at the New Orleans Terminal in

the early part of the month.

Harry and Ruby Hayes and their

dughter, Naomi, were slated to

leave New Orleans February 15 by plane for Venezuela, where

their circus is set for a three-week tour with Circo Royal Dumb.

Opening at Caracas, the troupe is to

Jr. The show is currently

engaged at the George Washington Hotel, Jacksonville, Fia.

RUBAN APRON CO.

44 FEBRUARY 28, 1953

THE BILLBOARD
Gottlieb Bows Flying High, In-Line, 5-Ball

CHICAGO, Feb. 21.—Flying High, a new five-ball game with in-line, or racetrack, scoring, now on display at all Chicago arcades, was introduced this week.

The machine is designed for use in combination with other games, such as bumper cars. The in-line scoring allows for an additional revenue producer, the manufacturer said. The machine has been installed at various locations throughout the city.

Anti-Pin Bill Filed in N. H.

CONCORD, N. H., Feb. 21.—A bill has been introduced in the Legislature by Rep. Frank F. Perkins to outlaw pinball games and other amusement machines as well as slot machines. The measure would impose a fine up to $500 or a year in jail, or both.

Ryan Leaves Bell Co., Longacre to Reno Post

CHICAGO, Feb. 21.—J. H. Longacre has been appointed Longacre to the Bell Telephone Company, according to William S. Cook, president of the company. He succeeds John P. Miley, who resigned after 24 years with the company.

Rex Granted Calif. Charter

SACRAMENTO, Calif., Feb. 21.—Rex Manufacturing Company, originally incorporated in 1884 as a world distributor of Bell ball machines, has received a charter of incorporation in the state of California. The new company has been organized to manufacture and distribute ball machines, with headquarters in Los Angeles.

MAYBE SAM'S IN WISION BIZ

MAYBE SAM'S, of 5393 4th Avenue, Distributing, owned by Sam Tienken, has opened a store for coin machine manufacturers, offering a wide range of supplies and services for the growing coin machine industry. The store is located in the heart of the commercial district of Chicago.

CHICAGO, Feb. 21.—Coinage deliveries of Golden Nugget, the new, all-steel, all-coin machine, have been reported at the offices of Sam Lewis and Arvon Gernsberg, distributors of the machine. The machine is equipped with a built-in cash register, a feature that has been popular with players.

CHICAGO, Feb. 21.—A new coin machine, the Nugget, has been introduced to the coin machine industry. The machine is designed to be the largest single-sale coin machine available, and it is expected to be a key player in the coin machine market.

IBEW to Drop Coin Machine Local March 1

ANGELS, Calif., Feb. 21.—The coin machine union, Local 592 of the International Brotherhood of Electrical Workers, has voted to withdraw its support for the IBEW in the upcoming coin machine elections. The union has been a vocal opponent of the IBEW's efforts to organize coin machine workers in California.

Curtis Named Eastern Outlet For Swami Mach

NEW YORK, Feb. 21.—Curtis Distributing, Inc., has been named Eastern distributor for the new Swami machine, manufactured by the Blattman Company of San Francisco. The machine is designed for use in amusement arcades and gaming establishments.

COIN MACHINES

CHICAGO, Feb. 21.—Coinage deliveries of Golden Nugget, the all-steel, all-coin machine, have been reported at the offices of Sam Lewis and Arvon Gernsberg, distributors of the machine. The machine is equipped with a built-in cash register, a feature that has been popular with players.

CHICAGO, Feb. 21.—Coinage deliveries of Golden Nugget, the all-steel, all-coin machine, have been reported at the offices of Sam Lewis and Arvon Gernsberg, distributors of the machine. The machine is equipped with a built-in cash register, a feature that has been popular with players.

COIN MACHINES

CHICAGO, Feb. 21.—Coinage deliveries of Golden Nugget, the all-steel, all-coin machine, have been reported at the offices of Sam Lewis and Arvon Gernsberg, distributors of the machine. The machine is equipped with a built-in cash register, a feature that has been popular with players.
KIDDIE RIDES
FEBRUARY 28, 1953
THE BILLBOARD

EDITORIAL

Don't Cut Your Throat

Albrecht operators and factory representatives will be
the first to admit that only a small percentage of operators
have kiddie rides compared with what they know the
majority of other companies are cutting up. Unfortu-
nately, the multitude of manufacturers on their own can
establish some logical location percentage standards.

Recent incidents in such key cities as New York, Philadel-
phia, and Los Angeles have once again reminded the
operators that they have already slowed down their drive to
obtain and are beginning to dig out of the hole they dug
themselves. Although the real work in the game of the
more noticeable instances, involving firms which have
bought or are buying from used equipment dealers, in-
cludes some of the more noticeable instances, involving
firms which have
bought or are buying from used equipment

Fair Commissions

Most operators are in the position of carrying rides on a 25 per cent
commission to the location. Considering the cost of the equip-
m ent they risk, the commission is too low. Every
operator
startout by making his ride
is
it


BULLY BROCHURE

Sensational Rides Movement

The only ride of its kind! It smoothly moves back and forth up and down—while simultaneously
rotating—while simultaneously rotating—while simultaneously rotating.

Rugged—Ride made of auto-body steel, reinforced and welded throughout.

ATTRACTION—"Futuristic" design is a headline—fires the imagination— FLASHING LIGHTS FLICKER ON and OFF at all times.

SAFE—Roony cockpit—heavily upholstered plastic seat.

Low slung—child can easily get in and out unaided.

METEOR FLYING SAUCER is the newest of New in the great fleet of Kiddie Rides

METEOR ROCKET—METEOR P.T. BOAT—METEOR POOY BOY—OUTSTANDING MONEY MAKERS

DISTRIBUTORS—TERRITORIES OPEN
GET FULL PARTICULARS TODAY
Write, Phone or Wire

303 Hinsdale St. Brooklyn 7, N.Y. Phone: MTacinct 5-7560

Mardi Gras
Ups Ride Biz

NEW ORLEANS, Feb. 21.—(UPI)—Kiddie rides have been
on tap all week as a result of the heavy influx of Mardi Gras vis-

ator. Many of whom brought their young families.

At the top locations was the Perrey Arcade on Canal
to spot particularly famous.

Penny Lane's Miss America, Baby's Buckwheat, the Buffalo Pony and Choo Choo Train.

Capitol to Place 6 Kid Rides
In Philly Gimbel Dept. Store

NEW YORK, Feb. 21.—Sam Goldsmith, Capitol Projectors sales
man, announced today that the Capitol will install six Kiddie Rides at the new
Gimbel's Department store to be opened on the west side of Philadelphia's
Third Street, just west of the Sixth Avenue spray.

Capitol's policy is to install the most popular rides that are available in the
market at the present time and this policy has already been proved correct
many times over.

The rides include a 24-foot Kiddie Train, a two-car Kiddie Train,
a Kiddie Ferris wheel, a Kiddie Tiger, a Kiddie in the Park ride, a Kiddie in the
park and a Kiddie in the Park.

Meanwhile, Goldsmith said the
first installations by Atlantic Mid-

States, the firm's Pennsylvania

Execution, Tell's Trade Needs

PHILADELPHIA, Feb. 21.—The Kiddie ride business is a
new field for most people, but manufacturers will have to
make sure that their rides will be able to stand abuse and all
kinds of weather, according to Tell Grosvenor, one of the rea-
sonable stockholders and an officer of Scott-Cross, distributor and op-
erator of kiddie rides in the Philadelphia area.

Grosvenor points out that there are certain basic differences
between the pinball game and the pinball rides on location. The most
important distinction is that the operator of Kiddie rides finds
himself dealing with bigger and larger concerns than is usual
in standard operations in the com-

SPADEWORK

Lays Out New Ride Display

CHICAGO, Feb. 21.—(UPI)—Tell Grosvenor has completed the
remodeling of a section of their headquarters for the display of Kiddie rides,

The ride is a 24-foot Kiddie Train, a two-car Kiddie Train,
a Kiddie Ferris wheel, a Kiddie Tiger, a Kiddie in the Park ride, a Kiddie in the
park and a Kiddie in the Park.

Meanwhile, Goldsmith said the
first installations by Atlantic Mid-

States, the firm's Pennsylvania

Motor Pick


NEW YORK, Feb. 21.—Al Bles-
dow, sales manager of the Met. of

Outboard Sales, a well-known

company, has been named factory representative for
This is the first installation by Atlantic Mid-
States, the firm's Pennsylvania

Motor Pick


NEW YORK, Feb. 21.—Al Bles-
dow, sales manager of the Met. of

Outboard Sales, a well-known

company, has been named factory representative for
This is the first installation by Atlantic Mid-
States, the firm's Pennsylvania

Motor Pick


NEW YORK, Feb. 21.—Al Bles-
dow, sales manager of the Met. of

Outboard Sales, a well-known

company, has been named factory representative for
This is the first installation by Atlantic Mid-
States, the firm's Pennsylvania

Motor Pick


NEW YORK, Feb. 21.—Al Bles-
dow, sales manager of the Met. of

Outboard Sales, a well-known

company, has been named factory representative for
This is the first installation by Atlantic Mid-
States, the firm's Pennsylvania

Motor Pick


NEW YORK, Feb. 21.—Al Bles-
dow, sales manager of the Met. of

Outboard Sales, a well-known

company, has been named factory representative for
This is the first installation by Atlantic Mid-
States, the firm's Pennsylvania

Motor Pick


NEW YORK, Feb. 21.—Al Bles-
dow, sales manager of the Met. of

Outboard Sales, a well-known

company, has been named factory representative for
This is the first installation by Atlantic Mid-
States, the firm's Pennsylvania

Motor Pick


NEW YORK, Feb. 21.—Al Bles-
dow, sales manager of the Met. of

Outboard Sales, a well-known

company, has been named factory representative for
This is the first installation by Atlantic Mid-
States, the firm's Pennsylvania

Motor Pick


NEW YORK, Feb. 21.—Al Bles-
dow, sales manager of the Met. of

Outboard Sales, a well-known

company, has been named factory representative for
This is the first installation by Atlantic Mid-
States, the firm's Pennsylvania

Motor Pick

Side-by-Side KIDDY-RIDE OPERATIONS

EARN SENSATIONAL PROFITS

Amazing 4-in-line dive-dip-roll-and-swing action built into Bally SPACE-SHIP... and the realistic variable trot-or-gallop gait of THE CHAMPION Ballyhorse give kids the biggest dime's worth of fun in America. That's why kids look for stores with Bally Kiddy-Rides... coax their parents into Bally-equipped stores... keep the dimes coming your way. And Bally Kiddy-Rides are built right and rugged to minimize maintenance, keep the coins coming in when you are miles away. You know you're in business every minute of the day in every spot on your route when you operate SPACE-SHIP and THE CHAMPION. And a big-profit business, too!
Detroit:
The Detroit Amusement Company has changed its name to the firm of The Detroit Amusement Company, with Lucien J. and Esther M. Runyon as partners. Mrs. Maynard, the former Mrs. Harry D. Ryther, established the firm.

Vital Statistics
Deaths
Howard S. Young, 71, of Newark, was president of American Telephone & Telegraph Co. when he died on November 29, 1953. He was born in Niles, Ohio, and was a graduate of the University of Pennsylvania. He was a member of the firm of Runyon, Young & Co., which was established in 1883.

Runyon's Spot
Continued from page 11

First Distrub
Continued from page 112
just two weeks ago (The Billboard, February 14). Among the sales figures the Exhibitor Supply firm is operating locally are: Richard N. Runyon's Company, Newark; George R. Runyon, East Orange, and James Young, East Orange. The latter company is operated by R. I. Runyon, a former billboard company executive.

Spadework
Continued from page 11
but the red tape involved in setting up the new municipality of Rahway, "almost beats you before you start," he reports. A number of infor- mants have indicated that Rahway will become a separate town within a few weeks.

The Cow Pony
Continued from page 11
Tops in Performance—"The Cow Pony" is a new hit on the dance floor. It is a combination of country and western music, with a lot of rhythm and appeal. The song was written by Bob Wills, and is now being recorded by the popular cowboy singer. The Cow Pony is available at most record stores.

Coinmen You Know
The orders are coming in for the word "Kiddie Rides can be delivered on any basis". The Ted Bush, that his company has recently launched its line of products. The factory, Bush just returned from a trip to his Havana, Cuba, branch, and will make a swing south to the west coast of Florida in a few days. Jack Feifer, office manager of a Big Distributing Company, has embarked upon another trip to Spain. Feifer's proficiency as a student of Spanish has advanced the point where he can understand all the important mail which comes in from the firm's Latin American customers. But the replies are handled by Emma U. Reusen.

Harry Bunge's "Juke Box Scree- ne" every day over station WQAM continues to attract more and more listeners. Bunge's kind remarks about the AMOA and the juke box operators of Greater Miami have won him a host of friends in coin machine circles. An added feature of the program is a "mystery tube" which offers a couple of free theater tickets to the winner of the earlier postmarked letter containing the correct answer. Reusing of the sugar mills in (Continued on page 44)
NAMA Hears Mill, Goldman, Malloy
Cite Danger of Sanitation Code Violations; L. A. Sloan Presides

NEW YORK, Feb. 21.—A new vending machine, which features 100 bars of a complete, complete assortment of food, was introduced today by Maloney, president of the National Automatic Merchandising Association, at a press conference in New York City.

He warned of the dangers facing vending machines if certain code violations are not corrected.

Says Sloan: "We have been told that vending machines are being operated in violation of the local sanitation codes." Sloan is president of Maloney, president of the National Automatic Merchandising Association.

SALES CHIEFS FETE VENDORS
Industry Leaders Hail Mfrs.; Suppliers Exhibit

NEW YORK, Feb. 21.—Leading operators in the vending machine industry today attended a three-day meeting at the Statler Hotel, New York City.

The meeting was called to discuss the problems facing the vending machine operators and to lay plans for the future of the industry.

At the meeting, Sloan, president of Maloney, president of the National Automatic Merchandising Association, said, "We are faced with a serious problem. The cost of living has doubled in the last year, and the vending machine operators are being asked to pay more than they can afford."

NATD Plans Sessions
On Cigars and Candy

NEW YORK, Feb. 21.—Workshop sessions on candy and cigars will be held today and tomorrow at the Atlantic City Convention on Tobacco Distributors. The 21st annual convention of the organization will be held at the Statler Hotel.

Chairman of the candy work- shop will be Alexander T. Gilman, president of the National Automatic Merchandising Association.

Intro Viceroy, King-Size Pack

LOUISVILLE, Feb. 21.—Brown & Williamson Tobacco announced today that a new king-size cigarette, called Viceroy, will be introduced. The new cigarette will be sold in packs of one hundred and in sets of five hundred. The retail price of the new cigarette will be $1.00 per pack.

PUT-UP BULLETIN

Spots Weather, Marketing Tips
For Bulk Ops

NEW YORK, Feb. 21.—A report on the weather and marketing tips for bulk operations was published in a bulletin service to operator clubs.

The report, which was compiled by James E. Belt, director of the New York Stock Exchange, said that the weather conditions in the eastern states were favorable for bulk operations.

"The weather is ideal for bulk operations," Belt said. "The temperature is warm and the humidity is low."

Gov't Cites Cig Taxes, Margins For High Cost

WASHINGTON, Feb. 21.—The government has cited the high cost of cigarettes and the high margins of manufacturers as reasons for the high cost of cigarettes.

"The cost of cigarettes has doubled in the last year," said Belthe, director of the New York Stock Exchange. "The manufacturers have increased their margins to cover the increased cost of production."

The government has also cited the high cost of labor and the high cost of materials as reasons for the high cost of cigarettes.

THE BILLSBOARD

February 28, 1953
Conn. Plant Locations Up Work Forces

HARTFORD, Conn., Feb. 21—Employment at the Connecticut Valley Milling Company, leading Hartford County industrial plants, topped by the area's Manufacturers' Association, increased by 504 jobs to a total of 102,576 in the final month of 1952. The largest monthly gain was recorded in the 44 Hartford plants where 488 additional workers were hired to bring the pay rolls up to 47,097 at the year's end. Production also was up in the Hartford area by 4 per cent in spite of a reduction in the average work week from 61.7 to 61.2 hours. The Manufacturers' Association report considers a reliable index of employment conditions for the area, since not all factories are covered.

In the Berlin district, the 22 plants added 128 workers to their teams, bringing their employment to 23,100 at the end of December. The Berlin district showed gains of 91 to 11,678 workers for the 16 months.

Niagara Sets Sales For Massage Mach

ADAMSVILLE, Pa., Feb. 21—Niagara Manufacturing & Distributing Corporation has formed the Niagara Company of Chicago as a national sales agent for its new non-exhaust massage equipment.

The service-styles, available for either home or commercial quarters, are priced between $400 and $800 for various models. According to V. R. Berton, president of the Chicago firm, self-operation is not included in the long-range program. Originally, Berton headed a Pearin, Ill., health center using similar equipment.

H. Kass, Newark Operator, Dies

NEWARK, Feb. 21—Howard Kass, president of Automatic Vending Company, Inc., died February 6 in Presbyterian Hospital. In addition to heading his operating and distributing firm, Kass was the founder of Temple Israel.

He is survived by his widow, Rosalie; three sons; and a brother.

Electric Bulb

NEW YORK, Feb. 21—Samuel Eppy & Company, Inc., has released a luminous electric bulb charm for the bulk vending trade.

The bulbs glow in the dark after being handled under a minute. Eppy With each order of 1,000 bulbs, attractive advertising literature and charms are provided for installation in bulk vending machines.

52 Near-Record Year for Cigars

NEW YORK, Feb. 21—According to estimates by the Cigar Institute of America, announced at the 1952 convention, more than 500,000,000 cigars were sold in the U. S. during 1952. With the exception of 1942, this was the industry's lowest year since 1937.

According to the survey conducted by Veed magazine, 47,600 of the total was accounted for the vending machine industry.

Manufacturers Take ½ of Booths at NCWA

WASHINGTON, Feb. 21—More than a third of the 120 booths available at the exhibition hall of the Palm Beach Hilton Hotel for the National Cigare Wholesale Association's convention August 5-8, have been booked by manufacturers according to NCWA headquarters.

At NCWA executive, said that admission controls for the hall were in effect such as to admit only-[illegible] charge any recognized wholesale buyer, but to restrict non-buyers to a minimum, thus relieving the grid of crowds and insuring a maximum number of effective contacts for the exhibitors.

Eppy's Baby Grand Deluxe

$14.25

Eppy's Deluxe Half-Cabinet Style

$12.25

STAR VENDING CO. 11th & Buckn. 65

SPECIAL CLOSE-OUT! ASCO Sc HOT NUT VENDOR WHILE THEY LAST $79 ea. Orig. $95.00 Incl.

Send for Your FREE Copy of RACE'S 1953 CATALOG TODAY!

A guide to efficient and economical vending № 1 VEND MACHINES

VICTOR'S TOPPER DELUXE Ball Cabinet Style

1 to 23 $14.20 ea.

24 to 41 $14.00 ea.

42 to 99 $13.25 ea.

100 or more $13.20 ea.

VICTOR'S BABY GRAND DELUXE

$5,480.00

VICTOR'S Topper Deluxe

Ball Cabinet Style

1 to 23 $14.20 ea.

24 to 41 $14.00 ea.

42 to 99 $13.25 ea.

100 or more $13.20 ea.

Special

Eppy's Baby Grand Deluxe

$14.25

Eppy's Deluxe Half-Cabinet Style

$12.25

VICTOR'S Topper Deluxe

Ball Cabinet Style

1 to 23 $14.20 ea.

24 to 41 $14.00 ea.

42 to 99 $13.25 ea.

100 or more $13.20 ea.

VICTOR'S Baby Grand Deluxe

$5,480.00

VICTOR'S Topper Deluxe

Ball Cabinet Style

1 to 23 $14.20 ea.

24 to 41 $14.00 ea.

42 to 99 $13.25 ea.

100 or more $13.20 ea.

VICTOR'S Topper Deluxe

Ball Cabinet Style

1 to 23 $14.20 ea.

24 to 41 $14.00 ea.

42 to 99 $13.25 ea.

100 or more $13.20 ea.

PARKWAY MACHINE CORPORATION 716 Beaver St. Ellenville, N. Y.

All the news of your industry every week in The Billboard... SUBSCRIBE TODAY... see page 3 for rates!
PM Management Cited by A.I.M.

NEW YORK, Feb. 21.—A Certificate of Management Excellence for 1953 has been issued by the American Institute of Management to John B. Nadeau, president of the American Institute of Management. He was cited for his "outstanding and meritorious" contributions to the management field.

Charge Cig Distrib With Counterfeiting

AUSTIN, Tex., Feb. 21.—A charge of selling cigarettes bearing counterfeit revenue stamps was filed here against W. White, by the district attorney. The state attorney general is investigating the stamp scandal in which over 300 firms whose methods were studied, received the award.

Issue Cuban Sugar Crop Regulations

Havana, Feb. 21.—The Cabinet has announced approval of the 1953 sugar crop. The Cabinet has also approved a price among the different sugar mills and established regulations for protection of the cane planter and the splitting of his costs. The first bill provides that the 0,000,000 tons of sugar of the 1953 authorized crop shall be distributed by the Cuban Sugar Institute among the mills on the basis of the production of each mill during the three largest crops of the years 1947 to 1952, including both years. The average of these three years will be the basis quota of the mill.

Green Pea

Green Peas

...Continued from page 134

Greene continues in this manner: "The subject of the national annual report, in which are summarized the main facts of the foreign trade of the United States, is the result of a detailed study of the foreign trade of the United States, the result of which is published in the annual report of the Department of Commerce and Labor, issued by the United States government." The report is a valuable source of information on the foreign trade of the United States, and is a useful tool for those interested in the subject of foreign trade.

Hot Dog Cooker

OAK PARK, Ill., Feb. 21.—A new type of hot dog cooker called "Nabugge-Hut" was introduced to the public by Nabugge, Inc., featuring stainless steel construction and a "no-touch" operation. It is 32 inches deep and 15 inches wide, and weighs 30 pounds. Price is $134.60 f.o.b.

VICTOR'S

VICTOR'S TOWER DELUXE GLOBE STYLE

Available at

.$143.75

Or: $137.50

Or: $131.25

Pioneer Vending Service

The word to the "wise" is... GUGGENHEIM for CHARMS SEND FOR PRICE LIST

Guggenheim

33 UNION SQUARE N.Y.C. N.Y. + AL 6-8093

"The Charm Center"

Introducing and Featuring the LATEST in HAND POWERED TOSSES! Here's your "Complete line" of UNBREAKABLE, NON-JAMMING, NON-CORRODING AND NON-TOXIC VENDING MACHINES.

At 370 Avenue Miami, 29th St.

PIONEER VENDING SERVICE

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely all-metal machine that

ALL-PURPOSE VENDOR

VENDS CHOCOLATE MILK GUM — all bite milk —

or Mixed, easy-to-clean mechanisms.

Tosserproof; Held by top lock, body clamp only.

Hand-operated mechanism—weight less than 7 lbs.

IMPROVED SILVER STRAIGHT

BRUSH HOUSING & BALL GAIN WHEEL

MAKING CO., INC.

Everything for the Vendor at Wholesale Prices.

BABY GRAND, 1 c. or $57.25

DIGITAL MODEL $57.50

ASK ANYBODY and...

WHO HAS THE CINEMAS?

SAMPSON EPPY & CO., Inc.

House 43 1/2 N. 21c.

1 to 25 ... $14.25

26 to 49 ... 14.00

50 to 99 ... 13.75

100 or more ... 13.25

$13.25 1 to 25 14.00 14.75 13.25

100 or more $13.25

100 or more $13.25

$13.25

$13.25

All machines packed and sold 1 c. each.

BIRMINGHAM VENDING CO.

400 Second Ave. N.

Birmingham, Ala.

CHAMPION NUT CO.

126 VENDING MACHINES

THE BILLBOARD

FEBRUARY 28, 1953

VICTOR'S TOWER DELUXE GLOBE STYLE

Available at

.$143.75

Or: $137.50

Or: $131.25

Pioneer Vending Service

The word to the "wise" is... GUGGENHEIM for CHARMS SEND FOR PRICE LIST

Guggenheim

33 UNION SQUARE N.Y.C. N.Y. + AL 6-8093

"The Charm Center"

Introducing and Featuring the LATEST in HAND POWERED TOSSES! Here's your "Complete line" of UNBREAKABLE, NON-JAMMING, NON-CORRODING AND NON-TOXIC VENDING MACHINES.

At 370 Avenue Miami, 29th St.

PIONEER VENDING SERVICE

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely all-metal machine that

ALL-PURPOSE VENDOR

VENDS CHOCOLATE MILK GUM — all bite milk —

or Mixed, easy-to-clean mechanisms.

Tosserproof; Held by top lock, body clamp only.

Hand-operated mechanism—weight less than 7 lbs.

IMPROVED SILVER STRAIGHT

BRUSH HOUSING & BALL GAIN WHEEL

MAKING CO., INC.

Everything for the Vendor at Wholesale Prices.

BABY GRAND, 1 c. or $57.25

DIGITAL MODEL $57.50

ASK ANYBODY and...

WHO HAS THE CINEMAS?

SAMPSON EPPY & CO., Inc.

House 43 1/2 N. 21c.

1 to 25 ... $14.25

26 to 49 ... 14.00

50 to 99 ... 13.75

100 or more ... 13.25

$13.25 1 to 25 14.00 14.75 13.25

100 or more $13.25

100 or more $13.25

$13.25

$13.25

All machines packed and sold 1 c. each.

BIRMINGHAM VENDING CO.

400 Second Ave. N.

Birmingham, Ala.

CHAMPION NUT CO.
THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard known as Advertisements. 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 quiet discs are advertised, as in the case of slot vending only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

Tri-Vendco's Mitchell Field Location Set

NEW YORK, Feb. 21.—With the installation of 38 Rowe Candy Merchants last week, Tri-Vendco's Mitchell Field operation, started November, 1932, was completed.

The airfield location now has 40 high taxi-gum vendors, 50 Rowe Candy Merchants, 18 Sunrise cup vendors, and a Coke-Spa cup vendor.

The partners in the venture— Lew Bloom, Joe Walenstein and Mike Brocho—plan to install a Lyons cup vendor in an outdoor position next month.

One serviceman handles the 100-vendor location as a full-time job.

G. Washington Distributing

Booklet to Ops

NEW YORK, Feb. 21.—American Home Foods, Inc., is currently distributing an eight-page booklet entitled "Sales Service: Vending Machines." The booklet, being mailed to operators, tells how G. Washington manages its coffee trade.

It points out that the average adult per capita consumption of coffee in 1974 was 500 cups a year and claims that "wherever a coffee trade is in operation, coffee is sold per unit than soft drinks."

Danish Cig Vendors Hit by Slug 'Roids

ROCKFORD, Ill., Feb. 21.—The small town of Rockford has been hit twice during the past month by cigarette-vending machine burglaries and rescues. Six machines were emptied Christmas night and all machines in the town were hit on the night of February 4.

Well-made lead and zinc slugs were used, and both officers, looking to police to concentrate their strength on employees of well-equipped machine shops. Police have recovered more than 200 slips to study for clues.

Fla. Cig Receipts Hit New Peak in Dec.

TALLAHASSEE, Fla., Feb. 21.—The state comptroller, ozone Davis, reported Florida's nickel-a- cigarette yield increased to $4,803,600 in December, compared with $4,800,000 in the like month in 1951.

Florida cities will get $5,400,003 of the December collections and the State's general fund will receive $45,000 from taxes on cigarettes and other excise taxes.

New Thatcher Director

ELMIRA, N. Y., Feb. 21.—David R. Parrett was elected to the board of directors of Thatcher Glass Manufacturing Company, filling the vacancy caused by the recent death of Jervis Langdon.

Parrett, who joined the firm in 1925, is vice-president and general Sales Manager.

The resignation of W. A. Wood, vice-president, was also announced.

Elect R. B. Schneirling Curtiss Candy Head

CHICAGO, Feb. 21.—Robert B. Schneirling was elected president of Curtiss Candy Company last week. A member of Philip B. Schneirling, was named general vice-president in charge of sales. Philip was vice-president of the company since 1948.

Robert Schneirling succeeds his father, Fritz Schneirling, who died recently. He had headed the firm since its formation in 1937.

BALL GUM WHEEL MODEL "V" VENDOR

- STOPS out of orders
- STOPS service calls
- KEEPS your locations

The Topper Deluxe, Globe Style, and the Topper Deluxe, Half-Cabinet Style, for ball gum and chalks, are now equipped with the No. 66-8 ball gum wheel which is guaranteed in the Unbreakable, Non-Jamming, Non-Corrosive and Non-Toxic.
NEWER CHARMS

From the World's Largest Manufacturer of CHARMS

The Nation's Finest Cigarette Vending

PACK
CAPACITY

Order Out and Mail
This Ad
For Details

CHARMS

New Jet Series
120 Assorted Charms

Suchard

Chocolates

Plants... $12.50
Copper... $1.50
Aluminum... $1.00

Plastics

Diamonds

Cabinet Vendors

Penny

Aye.

Newer Deluxe, Unbreakable, Copper Prices.

Victor's

New Products

Vendors

New York, Pittsburgh, Cleveland, Chicago, Detroit.

Cigar Makers

Cigs.

S pecial B. M. S.

National Cabinet

Vendors

Newest, Latest, Unbreakable, Copper Prices.

Baby Grand

J.

New York, Philadelphia, Baltimore, Chicago, Detroit.

Trade Makers

Cigs.

S pecial B. M. S.

National Cabinet

Vendors

Newest, Latest, Unbreakable, Copper Prices.

Smokeshop

230 West 77th Street
New York 19, N. Y.

Newer Deluxe

Half-Cabinet Style

Victor's

Topper Deluxe

Half-Cabinet Style

THE BILLBOARD

February 28, 1953

138

VENDING MACHINES

Sales Chiefs

Continued from page 124

Association; Louis Gruber, vice-president of Peerless Weighing and Vending Machine Company; John Collins, New York Automatic Cabinet Company; Ernest Fried, Austin Packing; Bill Seky, Elyco; John M. Gruber, vice-president of Automatic Products, and Jack Berens, president of the A.B.C. Vending Corporation.

Subway Pictures

Bennison said that in the New York subway system, soft drink and coffee vendors bring in the best profits, while candy and snack vendors operate on a small profit margin. He stressed the need for standard brands to achieve the necessary volume.

Phelps spoke of the tremendous losses sustained by the Pennsylvania Railroad in its dining car operation, more than $9,000,000 a year, and said that automatic merchandising was being urged in order to help cut this loss, caused primarily by railroad, as well as to be adapted to restaurant use with part-time labor, his employee. He said the railroad expected a profit of 25% when installed on trains, and added that when the B & H was building two automatic snack cars in Alton, Ill., next season.

O'Halloran, RCA service division, said the use of 150 automatic machines replaces a costly wagon cart service at the station. Camden, N. J. plant had been "an overwhelming success." There are 3700 automatic snack machines in 23 cities, with 12 different snack companies. Sandwich vendors, he added were the base of the business.

Each person attending the banquet was given 30 cents to place in the vending machines which were on display. The machines included a Redd-Mahlon coffee and soft-drink cold drink vendor, two Rowe cigarette and snack vendors, a Barber machine, and four sandwich and soft-drink manual vendee. Two Juice Bar Senior; a Snappy soda fountain, an Automatic Chocolate Bar vending machine, and three flavor soft drink and coffee vendors and a Spinach Bar selection cup drink machine.

Vendors


Charm Chocolate, Coca-Cola, Gallon's Root Beer, Drako American Tea笑容, General Foods, Hershey Chocolate and Hershey Root Beer, Ice Cream, Nestle's, Dr. Pepper, Pepsi-Cola, and many others.

Prices


Suppliers donated 235 door prizes of their merchandise, and the value was put at $5000, the basis of merchandise — was won by W. W. Young, P. Leifeld executive.

New Ingredient for Suchard 10c Bars

LILLITT, Pa., Feb. 26—John Wood, vice-president of the Suchard Chocolates Company, New York City, announced that the firm is using a new caramel cheesecake filling for its 10c milk chocolate and almond bars.

Wood said that the new type bars have been tested by independent operators in the East and is being put on the general market as a result of the reports turned in by the eye.

A. H. Heide Named Exec VP By Firm

NEW YORK, Feb. 21—Andrew H. Heide has been named executive vice-president of Henry Heide, Inc., candy manufacturer, by the board of directors. He formerly was vice-president and secretary.

Heide named by the board were Victor H. Reido, formerly assistant to the vice-president, to treasurer and assistant secretary.

NATD Plans

Continued from page 124


Cigar Makers

Gregory Delneri, Rothenberg & Co. Company, has been appointed first vice-president of the cigar smokers and will assume the duty of the late, Victor H. Reido, vice-president.

Suchard

W. Anthony, president of the Suchard Company, New York City, will be chairman of the cigar smokers and will be named as president of the Sucharders.

Garcia

Garcia was appointed by Mr. Delneri and is vice-president of the Suchard Company, Philadelphia, Richard C. Pfeiffer, New York company, is secretary, Harry Strauss Company, Cleveland, Walter K. Lynn, president, Harry Strauss Company, Pittsburgh, J. W. Melikian, Philadelphia; Frederick H. Hatt, Scranton, Pa., nephew, and E. F. Cunningham, president, Harry Strauss Company, Pittsburgh, J. W. Melikian, Philadelphia; Richard C. Pfeiffer, New York company, secretary.

Suchard

The firm of Suchard wishes to announce that Mr. Delneri and is vice-president of the Suchard Company, Philadelphia; Richard C. Pfeiffer, New York company, secretary.

International Vending Co., Ltd., in Hamilton, Ont, has announced the formation of a new company, Canadian International Vending Co., Ltd., in Hamilton, Ont. The new company will be known as the Canadian International Vending Co., Ltd.

To a State

The closing prices of tobacco products common stock on the New York Stock Exchange for the week ending February 15th, 1953 follow the previous week, the SEC and Exchange Commission announced.

Tobacco

Common stocks stock set at February 1953 and comprised — 2500 basis of the 1938 price index of 100.

Tobacco

Common stocks stock set at February 1953 and comprised — 2500 basis of the 1938 price index of 100.
MUSIC MACHINES

February 28, 1953

MILLER FAVORS TRIPLE CHARITY DRIVE LOCALLY

Proposes Campaign to Include Polo, Red Cross, Heart Funds

OAKLAND, Calif., Feb. 21—George Miller, executive director of the California Music Guild and of the Music Operators of America, today announced that plans have been made by many operators in favor of a move to aid the March of Dimes campaign. 

"I have been in touch with the cognizant efforts of the music machine operators and have been in receipt of many suggestions," said Miller. "I am in favor of making this combined drive in which two things are involved. If we could have a concerted drive during the period of March of Dimes, the Heart Fund, and the Red Cross — it would eliminate a large load from our shoulders, and it would be a larger donation because of the multiple appeal."

Miller is in favor of the program because, he said, "The reports from other cities point to the need of a hearing aid by 1,000 children every day. If we made the March of Dimes combined drive, rather than a separate drive for a day," he said, "there would be a donation from the operators to the charitable cause in the combined drive."

Miller pointed out that the California Music Guild had gone along previously on charity drives, placing juke boxes outside of theaters, etc. Some of the operators were making an average of $60 per day, and the entire proceeds were turned over to the fund.

"Many of the juke box manufacturers might well answer a lot of our men in the office," he said. "I have planned that the publicity and money will come to us, and we will create by such a public relations program a publicity for the industry as a whole."

Miller, speaking in behalf of the California Music Guild, said that the organization was in and would go plain with the good to the end of the drive and through the country.

Leaving the place where the MOA marked off, Miller said that the issue would be brought up before the executive committee at a meeting in Chicago sometime during March.

WASHINGTON OPERS FAVOR NATIONAL POLIO FUND DRIVE

WASHINGTON, D. C., Feb. 21—The Washington Music Guild expressed regret today that local juke box operators were not able to join in a nationwide campaign to aid the National Polio Fund, which was scheduled to begin March 15.

Ellis Christiansen, operator of Me-Tex, Graham, secretary-treasurer of the Pioneer Novelty, stated that while operators have been involved in this campaign in the past, this year's campaign was different. Christiansen added that the MOA had voted to support the project and had agreed to join the drive if decided upon for the county.

"Articles in recent issues of the Billboard have made opera- tors aware of their responsibility to the community," Christiansen said, "and the operators are going to be doing all that they can to be derived from favorable publicity." Christiansen also said that a number of juke box operators have joined the campaign.

There were a number of operators present who expressed interest in the programme. Christiansen said that the operators have agreed to contribute a percentage of their sales to the fund.

An informal discussion on Friday night (19) the operators agreed to hold a similar campaign if called out next year.

NEW YORK ORGANIZERS ADDRESS MUSICAL MACHINES

NEW YORK — A group of musical machine operators, including some of the nation's leading juke box manufacturers, met here recently to discuss the problems of the music machine industry.

The meeting was held at the Commodore Hotel in Lincoln Square.

The group will vote into action this month to do two things: first, to secure some location contracts with the general public; second, to form a committee to assist the nation in further securing their operations as a whole.

Another topic up for discussion this month is the need for adequate research in the field of music.
THE BILLBOARD Index of Advertised Used Machine Prices

**Music Machines**

- **Equipment** and **price listed below** are ones taken from advertisements in *The Billboard* Issues as indicated. **Prices** without equipment are listed here. **Prices** are listed here as **new** or **used**, depending on the condition of the equipment.

- **New** equipment is often priced higher than used equipment, but the difference in price can vary depending on the seller and the condition of the equipment.

<table>
<thead>
<tr>
<th>Make</th>
<th>Model</th>
<th>Price</th>
<th>Condition</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEEBURG</td>
<td>1422</td>
<td>$350.00</td>
<td>New</td>
<td>Semi-automatic, direct mail program available</td>
</tr>
<tr>
<td>SEEBURG</td>
<td>500</td>
<td>$325.00</td>
<td>Used</td>
<td>Full-service, high-quality juke box</td>
</tr>
<tr>
<td>SEEBURG</td>
<td>300A</td>
<td>$250.00</td>
<td>Used</td>
<td>Compact, easy to install</td>
</tr>
<tr>
<td>SEEBURG</td>
<td>200</td>
<td>$150.00</td>
<td>Used</td>
<td>Small, portable machine</td>
</tr>
<tr>
<td>SEEBURG</td>
<td>100</td>
<td>$95.00</td>
<td>Used</td>
<td>Basic, entry-level model</td>
</tr>
</tbody>
</table>

**New Juke-Op Disk Combine Plan in Works**

- **Details of the new plan** have been announced by the Hot Rod Disk Company. The plan, which is expected to be launched in early April, will provide dealers with a comprehensive approach to juke box advertising.

**Chi Survey**

- **Survey results** indicate that juke box owners are increasingly interested in the use of juke box advertising as a means of promoting their products.

**Jung at Rock-Ola**

- **Jung** has been appointed as operations manager for Rock-Ola, succeeding Fred Jung. Jung is expected to bring a fresh perspective to the company.
For those tired "cowpokes", who take plenty of time in picking their favorites, what could be more inviting than AMI Model "D's" easy-to-read selection panel.

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets. See your AMI distributor today.

First Prize
This ad, written, designed and drawn by Mrs. Margie Rodgers of Fresno, Calif. won First Prize (a new AMI Model D-80) in AMI's "Write-an-Ad" Contest.
10 Years Ahead of its time

Many Times ahead in Earnings

The Wurlitzer Fifteen Hundred incorporates so many advanced features, so much of tomorrow's engineering today there is little doubt but what it will hold its own, come what may, for a decade.

Its ability to play 104 selections assures continuously high earning power.

The wonders of its WurliMagic Brain in playing 78 and 45 RPM records intermixed is insurance for every operator. You're protected regardless of which record speed predominates in the future.

Even if the trend turned to all 45s, come Christmas or Easter with their demand for seasonal music, you could use your old 78s for years on end.

Plays 104 Selections
From 78 and 45 RPM
Records Intermixed

Wurlitzer
FIFTEEN HUNDRED

The Rudolph Wurlitzer Company, North Tonawanda, New York
THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

<table>
<thead>
<tr>
<th>arcade equipment</th>
<th>price</th>
<th>arcade equipment</th>
<th>price</th>
<th>arcade equipment</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westminster Vending</td>
<td>200.00</td>
<td>Westminster Vending</td>
<td>200.00</td>
<td>Westminster Vending</td>
<td>200.00</td>
</tr>
<tr>
<td>Westminster Vending</td>
<td>200.00</td>
<td>Westminster Vending</td>
<td>200.00</td>
<td>Westminster Vending</td>
<td>200.00</td>
</tr>
</tbody>
</table>

MECHANDISING

Texas Operator Enlists Sales Aid From Spots

COBISCANA, Tex., Feb. 21 — Elmer K. Bivens, manager of the Bivens Music Company, to boost play on coin phonographs.

Tivolis has an impressive array of moderately-new to brand-new items sold through the years, phonograph, juke boxes, druggists, etc., in the downtown Commerce district. Like other extensive operators, he has found it difficult to keep in touch with the latest offerings at each location and has developed the habit of carrying a notebook around. He notes pertinent data about every location, including the current line in music, the type of music, popular music, ethnic, etc., predicted by customers.

A few days later, each one of the operators is given a special letter, "Two Plays. Special Music," and the glass enclosure of each coin phonograph machine, and the play list enclosed.

Miami Varies

As one estimate after another gauge the exact effect on play and to study the public's attitude toward the change.

Vivian Song Play

If it proves successful, DeLee added, possibly by next fall, the public's attitude toward dropping dimes into juke boxes will be changed. Operators will decide to jump into straight dimes, or a quarter for a quarter, Me.

Tribune editor added, that this problem at this time is not an easy one to solve. DeLee's words underscore the extent to which the operators and the public attitude toward the change.

How Was Your Timing on... "DOWNHEARTED" RCA VICTOR 20-5137

Now on Billboard's "Most Played in Juke Boxes" Chart

Spotted as a Billboard BEST BUY

Title Strips Ready for Top Juke Profits

CONFIDENT FORM ORDER

<table>
<thead>
<tr>
<th>Title Strips</th>
<th>Price</th>
<th>Title Strips</th>
<th>Price</th>
<th>Title Strips</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;DOWNHEARTED&quot;</td>
<td>$1.50</td>
<td>&quot;DOWNHEARTED&quot;</td>
<td>$1.50</td>
<td>&quot;DOWNHEARTED&quot;</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

Copyrighted materials
SALES and SERVICE
throughout the Continent

Fire-Ball Certified Servicemen are always close by
for your convenience.

Available in two models for either
78 RPM or 45 RPM records

The Only Phonograph
with 120 SELECTIONS

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

SALES DISTRIBUTING CO.
147 South Willard Ave., Syracuse, N. Y.

EASTERN VENDING SALES CO., INC.
170-42 Union Ave., Baltimore, Md.

MACOLA DISTRIBUTING CORP.
202 Franklin, Buffalo, New York.

H. L. LERMAN COMPANY
255 Fifth Avenue, New York, N. Y.

MUSIC & TELEVISION CORP.
319 Colorado Avenue, Boston 15, Massachusetts.

S & K DISTRIBUTING CO.
201 Farnsworth Avenue, Philadelphia 20, Pennsylvania.

SEACAST DISTRIBUTORS, INC.
1520 North Ave., Elgin, New Jersey.

CENTRAL COIN MACHINES EXCHANGE
500 S. High St., Columbus, Ohio.

DAYTON MUSIC SALES
815 S. Front Ave., Dayton, Ohio.

DISON DISTRIBUTORS

FARISANO AMUSEMENT
205 E. Dewey Ave., Battle Creek, Michigan.

IDEAL NOVELTY COMPANY
2821 Central Ave., Atlantic, Ia.

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
3223 Frederick Ave., Cleveland, Ohio.

SAVAGE NOVELTY COMPANY
623 Third Street, New Westminster.

SUPERIOR SALES COMPANY
1533 Second Ave., Des Moines, Iowa.

TOLEDO COIN MACHINE EXCHANGE
134 Summit St., Toledo, Ohio.

SOUTHERN

A: M. & F. DISTRIBUTING CO.
310 Johnson St., New Orleans, Louisiana.

H. M. BRANSON DISTRIBUTING COMPANY
811 E. Broadway, Kansas City, Kansas.

CAPITOL MUSIC COMPANY
221 W. Main St., Johnson City, Tennessee.

FRANCO DISTRIBUTING CO.
24 North Perry Avenue, Montgomery, Alabama.

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. T., Atlanta, Ga.

S. & M. SALES COMPANY, INC.
811 South Court Avenue, Nashville, Tenn.

SOUTHERN MUSIC CORPORATION
1727 So. Broad, Charlotte, North Carolina.

SOUTHERN MUSIC DIST., CO.
418 Margaret St., Jacksonville, Florida.

SOUTHERN MUSIC DIST., CO.
401 South Canal St., St. Louis, Missouri.

FRANK SWARZ SALES COMPANY

WERTZ MUSIC SUPPLY CO.
108 E. Clay St., Richmond, Va.

SOUTHWEST

AUTOMATIC MUSIC CO.
301 W. Market, Los Angeles, Calif.

BOYD NOVELTY COMPANY
1240 Main Street, Oklahoma City, Okla.

EASTERN NOVELTY COMPANY
1535 S. Colohan St., St. Louis, Missouri.

BIVICO MUSIC DISTRIBUTING CO.
1535 S. Colohan St., St. Louis, Missouri.

BRILLIANT MUSIC COMPANY
19985 Elyria Ave., Detroit 25, Mich.

CALDERON DISTRIBUTING
450 Massachusetts Ave., Boston 21, Mass.

BRITISH SALES DISTRIBUTORS
310 Johnson St., New Orleans, Louisiana.

DISTRIBUTING CO.

FARISANO AMUSEMENT
205 E. Dewey Ave., Battle Creek, Michigan.

IDEAL NOVELTY COMPANY
2821 Central Ave., Atlantic, Ia.

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
3223 Frederick Ave., Cleveland, Ohio.

SAVAGE NOVELTY COMPANY
623 Third Street, New Westminster.

SUPERIOR SALES COMPANY
1533 Second Ave., Des Moines, Iowa.

TOLEDO COIN MACHINE EXCHANGE
134 Summit St., Toledo, Ohio.

BOYD NOVELTY COMPANY
1240 Main Street, Oklahoma City, Okla.

EASTERN NOVELTY COMPANY
1535 S. Colohan St., St. Louis, Missouri.

BIVICO MUSIC DISTRIBUTING CO.
1535 S. Colohan St., St. Louis, Missouri.

BRILLIANT MUSIC COMPANY
19985 Elyria Ave., Detroit 25, Mich.

CALDERON DISTRIBUTING
450 Massachusetts Ave., Boston 21, Mass.

"The Industry's Greatest Phonograph Achievement"
**Cigars You Know**

- **Continued from page 123**

Cuba has improved business condi-
tions there, says Joe Masong, who re-
cently became active in cigar games on the island... Mr. 

Crawley’s 5 and 10-cent store in downtown Miami has a pocket 

ship displayed in the center of the store, and it does extremely 
good business with the small fry.

- **THE MARKET PLACE for the **

CIGARETTE MACHINE INDUSTRY

**Business Opportunities**

- **Continued from page 126**

Texas Operator

- **Continued from page 148**

Ted Rush, Bush Distributing Company president, believes the following five-game batch Grundy will be on sale for a long time.

Washington

Bill Browne has joined the staff at Kurt K. Root of Washington assistant general manager and sales manager. Bill hopes business will continue to grow, as steadily as it has in the past two years. Things have a little breeze up at Northern Virginia Music Industries these days, as Mrs. L. Billiard has been ill. The fly bug also caught up with George Cogran, of Southern Wholesalers, too. He's back on the job now, and feels much better.

Nineteen La Vies, owner of Hirsch Coin, is vacating in (Continued on page 149)

**Rounded the World or Right at Home to get the best get**

Atlantic's TRIPLE TEST GUARANTEED 
SEEBURG SELECT-O-MATIC M100A

Reconditioned and Refinishned Like New! 
We're the leading factory authorized distributor in America with the most professional, experience and expert personnel to recondition the finest music machines you can buy!

Complete line of leading makes like 

- AMI — WUHLITZER — ROCK-OLA

We ship anywhere Fast—In Perfect Operating Condition!

Bargain Satisfaction! Send for complete list Today!
Colleen
You Know

Continued from page 145

Florida, Jack A. Splittor, who operates the Pavilion, has a business is steady. Splittor has taken over several small locations recently.

Harry Leach Jr., who helps his father in the operation of the new concessions at the zoo, says business is up due to the season opening. Leach has purchased many new pieces of equipment to start the new season with a "bang." Among these are the new King Kong, Little Chug Chug, Little Chief, the Jungle Land, Rocket Patrol and a new picture machine. Recent reorganization brought about additional space and improved the seating of mechanical horses to 10. Leach feels certain that spring and fall should bring higher returns this year than ever before. Westward Vending is doing a steady business, reports owner Bill Lottenberg.

Milwaukee

Max Green, owner of the Metro Amusement firm, is back to full-staffing in his Wisconsin General Hospital Madison. Milwaukee, following a 12-hour day, around the West End houses, while gaining his strength. Let's hope his arm is in good order. It's Doctor's day, after all.

Dwayne Davis, owner of the Cleveird, says his store is taking a toll on his health. His customers, including his son, are still making it. He says he's going to try to get back behind the counter and stock his shelves with the stock.

Out Madison way, a few of the centers are experiencing a slow ending with dime play. One of the wisest moves of the season is the Dime Palace, say the Dime Palace.

"Dogee in the Window," and Perry Como's "Don't Let the Stars Get in Your Eyes," are the two top-rated players for the Art's North house. Route Art.

Pinekett adds that he recently put in the line's newest machine, a new United 6-players, which have been very popular at the box office. Also high on his list of money-making equipment is the PINEKETT, and are the new 1600. West End and West Side. He plans for complete conversion to 45 R.P.M. as soon as possible.

Premium goods are moving better than ever. J. R. Spiteri's Distributor's Jerry Croato has the season coming a bit earlier than usual winding up with fishing equipment as play games. Sure to be in demand.


dogee the movie star

THE BILLBOARD
FEBRUARY 28, 1953

SHAFER SPECIAL REDUCED PRICE!

SIEBURG M-100-A
78 RPM-100 SELECTIONS
only $595.00

Here's your chance to pick up top quality M-100-A's at a new low price that saves you plenty. Every phonograph is in exceptionally good condition, ready to give you many years of profitable operation.

- MECHANISM - Cleaned, rebuilt, checked.  
- CABINET - Refinished.  
- ELECTRIC SELECTOR - Cleaned and adjusted.  
- NEW PICK-UP CARTRIDGE.  
- SIEBURG ARM - Cleaned and rebuilt.

ROCK-OLA

<table>
<thead>
<tr>
<th>1412 (50 selection)</th>
<th>$395.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>1426</td>
<td>$95.50</td>
</tr>
<tr>
<td>1422</td>
<td>$79.50</td>
</tr>
</tbody>
</table>

WALL BOXES

<table>
<thead>
<tr>
<th>Wurlitzer</th>
<th>1520</th>
<th>$35.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI 5-10K</td>
<td>$19.00</td>
<td></td>
</tr>
</tbody>
</table>

SIEBURG

<table>
<thead>
<tr>
<th>SIEBURG W4L6 (15-30 selection)</th>
<th>$24.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>WN205 (30 selection)</td>
<td>$24.50</td>
</tr>
<tr>
<td>WN206 (50 selection)</td>
<td>$14.50</td>
</tr>
</tbody>
</table>

Terms: 25% Deposit, Balance C.O.D.
Write for illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Cincinnati, Ohio
646 E. High Street
Phone: MAIN 5265

Indiansapolis, Ind.
1250 Walton Street
Phone: MAIN 9310

Exclusive Sieburg Distributors

UNITED ALLIES

<table>
<thead>
<tr>
<th>Sel.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.50</td>
<td>$20.00</td>
</tr>
<tr>
<td>9.50</td>
<td>$18.00</td>
</tr>
<tr>
<td>7.50</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

ARDROGUE EQUIPMENT

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$175.00</td>
</tr>
</tbody>
</table>

COUNTER GAMES

<table>
<thead>
<tr>
<th>Coin</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.50</td>
<td>$22.50</td>
</tr>
<tr>
<td>20.00</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

— SPECIALS —

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10.00</td>
</tr>
</tbody>
</table>

Now delivering Model 9

Cleveland Coin Machine Exchange, Inc.
2001-2005 Prospect Ave, Cleveland 15, Ohio
All Phones: Tower 1-6195

You Can't Buy a Better Reconditioned Phonograph Anywhere!

MONEY BACK GUARANTEE

Westfield 1009 (refurbished) $140.00
Westfield 1100 (refurbished) $275.00

Exchange Special

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25.00</td>
</tr>
</tbody>
</table>

Covnen

Exchange 502 and 503

Covnen distributing company

Monroe Coin Machine Exchange, Inc.

$150.00 TAKE!!
First week on location

THE WORLD'S FIRST COIN-OPERATED DART MACHINE
complete with scoring. Same as pin game, with 10 times as many chances. Guaranteed to be the biggest coin-operated game to hit the American market.

Five years in the making.

JOHN GRAY

1311 Kimberly Dr.

THE WORD TO THE WISE FOR THE WORLD'S BEST BUYS IS LONDON!

NEW SELECTION FIVE BALLS

WALL BOX SPECIALS!

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9.50</td>
</tr>
</tbody>
</table>

EXCLUSIVE DISTRIBUTORS

Seeburg

Sienna Coin

Alleys

5170 West Isoton Avenue
Milwaukee 8, Wisc.

EXCHANGE, WATT ROAD

4951 W. Pleasant Ave.

LOOK AT THESE SPECIALS

ARCADE EQUIPMENT

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125.00</td>
</tr>
</tbody>
</table>

Ringo Games

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125.00</td>
</tr>
</tbody>
</table>

MONROE

COIN MACHINE EXCHANGE, INC.
4237 Payne Avenue, Cleveland 10, Ohio

WRITE FOR RECENT PRICE LIST

Will oversee the promotion and development of the Dart Machine, as well as the United Double-Dart Score, and the Fifth Frame. The units may be placed on all United Shuttleboards.

David Stern, Sears-Coop Distributors, Inc., and Cohn Manufacturing Company, were in Washington to make the decision on the Dart Machine for the International Coin-Op Show last week.

Covnen Coin Machine, Inc.

1212 W. Walnut, Columbus, Ohio
Meter Study
*Continued from page 156

...while a high of $60.65 per meter was collected in Rhode Island during 1951. Most States had averages ranging from $85 to $90 per year per meter.

Two of the cities having a population of a million or more—New York, Chicago, Philadelphia, Los Angeles, and Detroit—had installed parking meters. Of the cities over half a million population, only Dallas and San Antonio did not adopt parking meters. In one State, North Dakota, parking meters were outlawed by popular referendum.

The study revealed that most meters were found in the larger and more urban cities. Reports were received from 41.8 percent of all incorporated areas in the United States known to have parking meters. The total of curb meters by States follows: California, 6,694; Florida, 14,430; Illinois, 23,323; Iowa, 10,421; Massachusetts, 20,320; Michigan, 20,833; Minnesota, 14,306; New Jersey, 16,551; New York, 29,681; Ohio, 22,642; Oregon, 18,657; Pennsylvania, 37,293; Tennessee, 10,410; Texas, 18,592.

Washington, 14,984; Wisconsin, 18,745.

Off-street parking meters are concentrated in California, Florida, Illinois, Iowa, Massachusetts, Michigan, New Jersey, New York, North Carolina, Pennsylvania, and West Virginia.

Off-Street Types

In addition to the 11,320,000 parking meters already in use, 81,923 meters are proposed for use at curbs in 30 jurisdictions, and 17,974 meters in off-street facilities in 26 States.

More than half of the additional meters contemplated are being considered on a basis of a half-million population or over. However, most of the new proposals are for off-street parking facilities in the 10,000 to 25,000 population cities.

Some of the cities contemplating substantial additions to their present meter installations are New York City, Chicago, Philadelphia, 10,027; Norfolk, 1,366; Minneapolis, 1,600; Detroit, 3,772; Washington, D. C., 5,000; Orlando, Fla., 1,386; and San Francisco, 5,500.

OFF THE BEATEN PATH

and two Long Beach operators brought suit for $35,000 damages against the teamsellers. When Morrell assumed charge, told The Billboard that the case would not be tried until next but argued over a conference table. It was indicated that the operators might continue the suit against individual players.

Morrell declared that the coin machine field had been surveyed and the Company claimed that Local 562 was not warranted.

Clearly focused on the organization of Local 1023 about the time that Jay Buckley headed the association of music machine operators. Since that time, however, several groups have preceded the existence of the present Vending Machine Owners’ Trade Group.

Greatest “In-Line” Sensation

Bally®

BEACH CLUB

Packed with new profit features that are smashing all box-club records... everywhere. Get your share of the big BEACH CLUB profits.

Order From Your
Georgia Bally Distributor Today!

FRIEDMAN AMUSEMENT CO.

441 EDGEWOOD AVE., S.E., ATLANTA, GEORGIA

www.americanradiohistory.com
RELY on DAVIS GUARANTEED PHONOGRAPHS

Phonographs listed in left column are complete, in working order. They may also be purchased reconditioned and reconditioned with Davis & Packard Service. For $25 additional per machine.

SEEBURG
146 M ........... $325
146 M or U ... 195
146 M or A ... 125
143 HIGHWAY ... 115
144 HIGHWAY ... 89
160 HIGHWAY ... 160
1941 HIGHWAY ... 80

WURLITZER
1250 .......... $390
1680 .......... 280
1917 HIGHWAY ... 115

AMERICAN
A ................ $360
C .................. 289

ROCK-OLA
1434, 90 RECORDS ... $499
1432, 90 RECORDS ... 99
1425 .......... 119
1423 .......... 89

WALL BOXES
Wurlitzer 4205, 56, 104, 154, $1.99 New
Wurlitzer 4205 SM, 104, 154, $1.79 New
Wurlitzer 3004, 3005, 3006, 3007, $1.50 New
Wurlitzer 214 Deluxe, $2.25, Reconditioned, $1.99

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C.O.D.
WE SPECIALIZE IN EXPORT TRADE

CHICAGO AMUSEMENT MACHINES
2158 University Avenue
Chicago 18, Illinois

SAY YOU SAW IT IN THE BILLBOARD!
**FLIPPERS**

Location Tested For Phenomenal 5-Ball Profits.

---

**Pick the game of Proved Performance!**

**Williams SENSATIONAL NEW LUXURY SILVER SKATES**

5-BALL GAME

**GOAL SCORES!**

Top center rollover scores 1 goal on reel and adds 500.00 to HIGH SCORE

**Brand New!**

Ball trapped in Penalty Box scores 500.00 and is returned for replay when 4 balls are trapped in A-B-C and D and bottom center rollover then hits for Extra Special!

2 Top side rollers and 2 bottom side rollers score 1 goal each when hit!

**ROLLOVER at BOTTOM CENTER of Playfield becomes "EXTRA SPECIAL" to score 5 Replays!**

**Install SILVER SKATES... IT'S SHARP!**

CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILMORE ST. CHICAGO 24, ILL.

---

**Bargain! Baseball Shuffle Game**

Williams 2-Player DOUBLE HEADER $49.50

Reconditioned, Refinished, A-1

---

**ELECTRIC SCORING**

Overhead Models - All Models - All Prices - All Terms - All Finishes - All Colors - All Specifications - All Options - All Guarantees - All Service - All Sales

---

**Empire Coin MACHINES**

CENTURY New on Display

---

**Empire Coin MACHINES**

SOMEWHERE IN THE WORLD... There's a buyer for your old coin-operated machines or merchandise.

---

**Ami Distributors in Kentucky, Indiana, Southern Ohio**

"The House That Confidence Built"

**Southern Automatic Music Company**

---

**FLIPPER**

Location Tested For Phenomenal 5-Ball Profits.

---

**We Specialize in MUSIC!**

**National**

**American**

**Phillips**

---

**Detroit**

**SAGA**

**LOTHRO**

---

**FLIPPER**

Location Tested For Phenomenal 5-Ball Profits.

---

**Empire Coin MACHINES**

CENTURY New on Display

---

**Empire Coin MACHINES**

SOMEWHERE IN THE WORLD... There's a buyer for your old coin-operated machines or merchandise.

---

**Ami Distributors in Kentucky, Indiana, Southern Ohio**

"The House That Confidence Built"

**Southern Automatic Music Company**

---

**We Specialize in MUSIC!**

**National**

**American**

**Phillips**

---

**Detroit**

**SAGA**

**LOTHRO**

---

**FLIPPER**

Location Tested For Phenomenal 5-Ball Profits.

---

**Empire Coin MACHINES**

CENTURY New on Display

---

**Empire Coin MACHINES**

SOMEWHERE IN THE WORLD... There's a buyer for your old coin-operated machines or merchandise.

---

**Ami Distributors in Kentucky, Indiana, Southern Ohio**

"The House That Confidence Built"

**Southern Automatic Music Company**

---

**We Specialize in MUSIC!**

**National**

**American**

**Phillips**

---

**Detroit**

**SAGA**

**LOTHRO**

---

**FLIPPER**

Location Tested For Phenomenal 5-Ball Profits.

---

**Empire Coin MACHINES**

CENTURY New on Display

---

**Empire Coin MACHINES**

SOMEWHERE IN THE WORLD... There's a buyer for your old coin-operated machines or merchandise.

---

**Ami Distributors in Kentucky, Indiana, Southern Ohio**

"The House That Confidence Built"

**Southern Automatic Music Company**

---

**We Specialize in MUSIC!**

**National**

**American**

**Phillips**

---

**Detroit**

**SAGA**

**LOTHRO**

---

**FLIPPER**

Location Tested For Phenomenal 5-Ball Profits.

---

**Empire Coin MACHINES**

CENTURY New on Display

---

**Empire Coin MACHINES**

SOMEWHERE IN THE WORLD... There's a buyer for your old coin-operated machines or merchandise.

---

**Ami Distributors in Kentucky, Indiana, Southern Ohio**

"The House That Confidence Built"

**Southern Automatic Music Company**

---

**We Specialize in MUSIC!**

**National**

**American**

**Phillips**

---

**Detroit**

**SAGA**

**LOTHRO**

---

**FLIPPER**

Location Tested For Phenomenal 5-Ball Profits.
chicago coin’s profit winning

NAME BOWLER

NEW FEATURES GALORE!

Name Spelling Feature—Each time a player matches the last number of his score with lithe number, a letter of “Name Bowler” lights up.

Number to be matched may be adjusted right up at end of game, or at start of 10th frame.

At operator’s option 1-2-5 or 10 letters may be awarded each time a number is matched.

When “Name Bowler” is completely spelled out (i) a special winner is made.

10th FRAME SPECIAL BOWLER

10th FRAME PLUS 5TH FRAME
“DOUBLE SCORE FEATURE”

1. SCORES MADE IN 5TH FRAME DOUBLED
2. 10TH FRAME FEATURE!
3. HIGH SCORE OF THE WEEK!
4. 7-10 SPLIT PICK-UP!

NOTE!
At Your Request CHICAGO COIN IS AGAIN FURNISHING THEIR PROVEN SOLDER MACHINE IN THIS MODEL.

FOREIGN BUYERS!

Not only do we deliver the finest equipment but... our prices include the following free services...

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET
Rittenhouse 6-7712
PHILADELPHIA 30, PA.

BINGO GAMES

ROY McGINNIS CORP.
2511 MARYLAND AVE. BALTIMORE 16, MD. PHONE: BELMONT 1500

BINGO BARGAINS

ROY McGINNIS CORP.
2511 MARYLAND AVE. BALTIMORE 16, MD. PHONE: BELMONT 1500

for better buys buy McGinnis

CHAMPION NUT & CHOCOLATE CO.
1109 Tremont Street
BOSTON 20, MASSACHUSETTS

VICTOR . . . The Profit Line

VICTOR’S Upper Deluxe Frame Style

VICTOR’S Upper Deluxe Half-Cabinet Style

CHICAGO COIN MACHINE COMPANY

1720 SORENSON BOULEVARD
CHICAGO 14, ILLINOIS

1720 SORENSON BOULEVARD
CHICAGO 14, ILLINOIS
NEW! Loaded with Attractions!

"GOLDEN NUGGET"

GENCO'S NEWEST UPRIGHT BALL GAME WITH "EYE-LEVEL" ACTION!

Here's the latest GENCO money-maker—filled with thrills and action out of the Old West. Packed with many new features to keep players plugging!

TREMENDOUS REPLAY POSSIBILITIES

- In-Line and Sequence Scoring
- Popular New "Mystery Spot"—adds suspense, temptation
- Extra-Fast 20-SECOND Play for faster profits
- Simple TROUBLE-FREE Action
- Greater Beauty with extra cabinet and playfield protection
- Extra Ball Feature - 6 Extra Balls for Extra Coins

WRITE... WIRE... PHONE
YOUR GENCO DISTRIBUTOR

GENCO MANUFACTURING AND SALES CO.
2821 N. ASHLAND AVE. CHICAGO 18, I1

NO CHISELING - NO FREE PLAYING -
It's the NEW 10 ft. BANK-IT with PLAY CONTROL

POSITIVE PROTECTION
for the OPERATOR

FINANCE PLAN
Now Available
Ask for special operator prices on National Shuffleboards in 12' to 22' lengths.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Start BANK-IT working for You

Hundreds of location tests with Bank-it, factory equipped with Electric Scoreboard and the sensational "Play Control," show grosses from $60 to $120 weekly. With assured public acceptance on its life good for many years (compared with 3 or 4 months' life of ordinary machines). Operators are making big money with Bank-it.

Today Bank-it is the lowest price Electric controlled machine in its class. Available in either 8' or 10' lengths both 35' wide. Comes complete—simply attach the legs and Scoreboard and, presto, the dimes start rolling in! (Adjustable for 5c play.) A game of skill—it's legal everywhere. Sign and mail coupon, write or wire (collect) for Bank-it low price and discount on sample location demonstration.

Manufactured exclusively for National Shuffleboard Co.,
291 Cleveland Street
Orange, New Jersey
Phone ORange 2-9100

Gentlemen: Without obligation send details
Name
Address
City State
Players love NEW IMPROVED SELECT-A-SPOT FEATURE

CHOICE OF UP TO 7 SPOT NUMBERS

Popular IN-LINE and CORNERS' SCORE

3-IN-LINE ON SUPER-CARD' SCORE 4-IN-LINE

Attractive ADVANCING SCORES'

Improved SELECT-A-SPOT' feature
Spot numbers flash for each coin. Selector-knob may be turned to select any lit spot-number. Up to 7 spot-numbers may light.

New EXTRA-TIME' feature
Selector-knob locks after fourth ball is shot but player may play to delay locking until after fifth ball is shot.

TRIPLE SPOTS' Roll-over feature
Roll-overs hit when lit spot 2, 5, 8—all 3 numbers.

Up to 3 EXTRA BALLS' per game

Player Turns Knob
To Select Choice of
10, 16, 19, 20, 21, 22, 25
(WHEN LIT)

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

Bally SPACE-SHIP
THE CHAMPION
Ballyhorse
See Page 132

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S 10th FRAME

Star Shuffle-Alley

with

MATCH A SCORE

MATCH A STAR

TWIN SPOT FEATURE

NEW, EXTRA-FAST SCORING

plus

10th FRAME

SHOOT AGAIN

STRIKE

OR SPARE

FLASHER LIGHTS

CAN

PICK UP

7-10

SPLIT

FORMICA

PLAYBOARD

SIZES

8 FT. BY 2 FT.
9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
GROOVES OF RECORDS COLLECT LESS DUST AND OTHER ABRASIVES WHEN STORED AND PLAYED IN THE VERTICAL POSITION.

- THIS INCREASES RECORD LIFE -Prolongs life of the styluses.

- ONLY SEEBOURG Seelomatic music systems play records in the vertical position.

- 100 SELECTIONS at the phonograph anywhere in the location.

SEEBOURG DEFENDABLE MUSIC SYSTEMS SINCE 1902