

The Billboard

JANUARY 19, 1952 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (R) PRICE: 25 CENTS

Juke Box Disk Purchases Up to 50,000,000 a Year

MITCH-SKITCH DUBIOUS KUDOS

NEW YORK, Jan. 12.—A somewhat dubious distinction has been bestowed on Skitch Henderson and Mitch Miller by Bill and Cora Baird. Puppeteers have dubbed video's first puppet fleas Skitch and Mitch.

Insects, musical of course, will appear more or less regularly on the Bairds' CBS-TV show "The Whistling Wizard," aired every Saturday at 11 a.m.

DiMag 245G Over WPIX

NEW YORK, Jan. 12.—Philip Morris Cigarettes this week was practically set to sponsor Joe DiMaggio's pre and post-game commentary of the New York Yankees baseball games on WPIX here.

The entire package will cost the advertiser between \$230,000 and \$245,000. The station will get \$80,000 for its time, and the Yankees between \$150,000 and \$185,000 for DiMaggio. The Billboard several weeks ago erroneously stated that the entire package would cost between 150 and 185G.

New TV Cowboy Rides Range on Retail Circuit

"Rocky Jones" Hit With Merchandise, Tho Yet Unfilmed

NEW YORK, Jan. 12.—Merchandising plays such an important part in the video kid field today, that Jack Danov, ex-merchandising manager for Roy Rogers, has licensed 120 manufacturers to turn out products for "Rocky Jones, Space Ranger," a new TV film series, which hasn't even been filmed yet, let alone sold to a sponsor.

Nevertheless, 14 of the licensees have already brought out products. Rocky Jones belts, suspenders and Space Ranger hats hit the retail market this week. As a result Danov is currently negotiating a five-year video sponsorship with a top food firm, which, he says, already has available network TV time for the series. Danov is also mulling bids for movie serial rights to the as-yet-unseen Jones.

Meanwhile Danov plans to work (Continued on page 6)

VIDEO THESPING SEEMS TOO REAL

DETROIT, Jan. 12.—Friends of John Holland, local stage and video actor, have been commiserating on his 30-day sentence as a "drunken driver." Holland did an appearance in a Traffic Court telecast over WWJ-TV playing a drunk, and appeared so convincingly before the camera that a lot of viewers were sure it was the real thing. But he is an impeccably respectable citizen.

Laine-Page to Head Tour Unit

HOLLYWOOD, Jan. 12.—General Artists' Corporation in New York this week was attempting to lock up its biggest concert package yet, with the linking of Frankie Laine and Patti Page to head up an all-star unit, which would head out into arenas and auditoriums in April for five weeks. Art Weems, Gotham GAC exec, was attempting to set the package with a group of the big capacity houses in a block-book deal. It's understood, Laine is reportedly seeking a \$10,000 weekly guarantee with 25 per cent of the profits. Jack Rael, manager of Miss Page, was seeking a similar guarantee, but his cut of the profits was not known.

Package would probably include a name band and some variety acts to fill out the bill. Not on the talent alone at this rate would run well into \$25,000 per week. Most ambitious package whipped together recently by GAC was a Midwest sweep by Ralph Flanagan's ork with the Mills Brothers, which was purchased outright by Phil Simon, Grand Rapids, Mich., promoter.

Miss Page is awaiting a GAC okay from Henry Miller, office chief here, on a 10-day concert tour of the Hawaiian Islands. Tour would begin after the Page closes a two-week engagement at the Crenshaw Grove, Los Angeles, February 4. She also is set for two weeks at the Clover Club, Miami, opening March 3.

40-or-More Phono The Major Factor

Record Makers Bank on Trade, Devise Special Exploitation for Music Ops

NEW YORK, Jan. 12.—As the use of the 40-or-more-selection, non-operated phonograph spreads throughout the country, the number of records sold to the juke box operators by the disk industry is currently estimated to have passed the 50,000,000 a year mark.

For years duly credited as a prime exploitation medium for disks, the music machines industry is beginning to hit new heights as a consumer of phonograph records. It has even been estimated that a major record firm can rack up more than \$2,000,000 a year in sales to juke box operators. Record manufacturers claim that at least 15 per cent of their single records are sold for coin machine use.

The disk industry's growing cognizance of the importance of juke boxes has resulted in some manufacturers devising new promotional devices in increasing numbers, setting up and expanding special sales departments, and even producing special phonograph records for the music machine industry.

Capitol and RCA Victor, for example, have special sampling services for operators. The latter diskery has even compiled special

lists of big-selling Latin-American records for the specific use of operators with routes in Spanish speaking areas. Decca has turned out platters like Grady Martin's "Slew Foot Rag" with the operators specifically in mind, while RCA Victor has told the ops that the Pee Wee King, dishing of "Raining Annie Lee" was "aimed at the juke boxes and syndicate store customers."

In this city, disk distributors (Continued on page 16)

AFM May Ask 50% Film Hike

HOLLYWOOD, Jan. 12.—With the American Federation of Musicians' contracts with the major motion picture studios expiring on January 15, the spotlight for next week's AFM International Executive Board meetings in Miami will probably rest on Local 47's proposal that the union ask for a 50 per cent pay hike for studio toolsters.

The current contract, written two years ago, provides that mu-

(Continued on page 11)

Gridcast Ban Must Go to U. S. Court

PHILADELPHIA, Jan. 12.—The U. S. Department of Justice this week struck a real blow at the television policy of the National Professional Football League when Judge Allan J. Grim, in Federal Court here, refused to dismiss the Government anti-trust suit against the League and its 12 member teams. The decision means the test case, which is expected to have wide-spread repercussions on television and broadcasting of all sports events, will be brought to trial within the next two months. Judge Grim said he was denying the League's motion because of "the great importance of this case to the public."

The argument was presented by Assistant U. S. Attorney General Perry Eps, that any agreement restricting the televising or broadcasting of sports events by group action is illegal, even if such

agreements are necessary for the existence of the teams involved. Judge Grim asked if the Government's attitude also applied in the recent University of Pennsylvania case in which the latter protested the action of the National Collegiate Athletic Association in restricting the televising of its football games.

Eps' reply to the Judge's question was: "Any agreement which restricts the sale of television or broadcasting rights by group ac-

(Continued on page 4)

'Molly,' 'Today' Ring Up \$5-Mil NBC-TV Billings in Few Days

NEW YORK, Jan. 12.—Close to \$5,000,000 annually in time and talent billings were signed or virtually sold within the past few days by the National Broadcasting Company television network for "The Goldbergs" and "Today" Business closed with a rush at the week's end, with "The Goldbergs" completely sold out and with the 7 to 9 a.m. "Today," which tees off Monday (14), having racked up three sales with one close to the signing point. Local flagship station WNBC was doing even better with the show (see separate story).

An interesting sidelight on the business is that so much of it came from smaller firms or outfits comparatively new to video. Thus, following sale of the Monday segment of "The Goldbergs" to Vitamin Corporation of America, and the Wednesday period to Ekco, which is bowing out of the Frank Sinatra show on the Columbia Broadcasting System, the web sold the Friday period to the Neerth Sewing Machine Company. The Kiplinger Washington Agency, Inc. and Kenwill Corporation were the first two to buy

FLYING ENTERPRISE

As the Ship Sinks, Music Hops Aboard

NEW YORK, Jan. 12.—Just as it did when General MacArthur drew his pink slip and when little Kathy Fiscus succumbed in a California well, Tin Pan Alley jumped quickly to cash in on the temporary history to immortalize in sharps and flats the heroics of Captain Henrik Kurt Carlsen and the saga of his freighter, the Flying Enterprise. Not more than 24

hours after the ship slid into the depths of the Atlantic, at least two different peans to the hero seaman and his ship had been penned, recorded and were being played on disk jockey shows.

Noisier effort of the two was stoked in New York by publisher Lou Levy of Leeds Music, along with King Records, via pop recording director Eli Oberst, and tune writers Larry Clinton and Herb Hendler.

Clinton and Hendler penned their ditty, "The Skipper (of the Flying Enterprise)," during the week, adding and editing lyrics in accordance with the news reports. Less than 12 hours after the Enterprise reached its watery (Continued on page 19)

J. Powell Fit for Salon, Not Saloon

MIAMI BEACH, Jan. 12.—Metro-Goldwyn-Mayer's publicity mill in Hollywood put out a story last week that the studio nixed a \$12,000 Las Vegas night club engagement for Jane Powell with the curt wordage: "We don't want her hanging around saloons."

P. S. Miss Powell just finished a two-week singing stint at Copa City here, just about the plushiest saloon in the country.

Dagmar's 'Canteen' On NBC-TV in Mar.

NEW YORK, Jan. 12.—The National Broadcasting Company this week decided to unveil "Dagmar's Canteen" on its video web the first week in March. The program featuring the big blonde comedienne will be on sustaining unless a sponsor appears before its debut. Network is also talking a deal with Dagmar.

Billboard Backstage

By JOE CSIDA

THE SKIPPER
(Of the Flying Enterprise)
By Herb Hendler and Larry Clinton
"On Twenty-Nine December, Fifty-One
It looked as if the skipper's ship
was done
And so he ordered off his crew
Declaring he would see it thru
To port or bottom—home or King-
dom Come.

"All hail to the skipper
With faith beyond the skies
All hail to the skipper of
The Flying Enterprise.
"The skipper of the Flying Enter-
prise
Was not the kind of man who'd
compromise
Adrift aboard his sinking ship
For fourteen days he held his grip
The hell was lashing at him from
the skies.
"All hail to the skipper, etc. etc.
"Some skippers would have left
the Enterprise
Let others claim it as a salvage
prize
The ship was smashed, the cargo
small
And others owned it—after all
But where a lubber quits—a hero
tries.
"All hail to the skipper, etc. etc.
"When gales cut off his one last
chance to win
The skipper still fought on thru
the thick and thin
His stricken ship was strong and
tough
But strength alone was not enough
And tho his heart stood fast—his
ship gave in.
"All hail to the skipper, etc. etc.

As this is being written, the parties concerned were in the process of rushing acetates of the record to New York and other key city disc jockeys. By the time you read this, you may already have heard the song on the air.

"All Hail"
Here is the lyric, published with the permission of the copyright owners:

EPILOGUE (Optional)
"They that go down to the sea in ships
That do business in great waters;
These see the works of the Lord
And His toeholders in the deep."
Marc & Others

It is probable that at least several hundred other songwriters in various parts of the country were engaged in the creation of musical epics concerning Captain Carlisle's argument with the Atlantic Ocean. Mercury Records was recording a hillbilly dishing of a tune called "The Sinking of the Enterprise" by Win Storky of CHI-TV as this Backstage was being written. This saga in song is being published by Algonquin Music, but at deadline time I was unable to reach anyone who knew the names of the composers.

There is no doubt that in the next several weeks the brave Captain will be featured either in person or in absentia in song or story on a thousand and one radio and TV shows, in magazine articles, books, and in wax museums next spring. There's a good probability Spencer Tracy may be starred in a film based on the Captain's struggle to keep the seas from eating his ship. And while some will look askance at the horrors of commercializing on this high example of the noble spirit of man, who too often proves himself a crumb, I am all for it.

We can use more Captain Carlisle and more songs, stories and pictures about the likes of him for our kids to hear and read and see.

Work to Adapt U. S. Copyright To UNESCO's

By ANNE MICHAELS

WASHINGTON, Jan. 12.—In an avowed move to synchronize the nation's copyright law with a proposed global copyright pact now being shaped by United Nations Educational, Scientific and Cultural Organization (UNESCO), the House Judiciary Sub-Committee on Copyrights and Patents this week disclosed it has invited Prexy Eric Johnston of the Motion Picture Association of America, and a host of other showbiz notables to testify at a hearing here January 21-23 on a copyright bill directly affecting authors and publishers of music scores, TV script plays, books and similar works.

The bill, sponsored by Representative Emanuel Celler (D, N.Y.), would amend the present copyright act so as to afford copyright protection of foreign works without requiring their being printed in the U. S. Introduced last May, the measure is supported by the State Department, U. S. Copyright Office, and various author and publisher groups. Major opposition is stemming from printers and labor. U. S. officials say the Celler amendment is necessary if the U. S. expects to win copyright protection under the proposed UNESCO copyright pact. Presently, U. S. is the only major power withholding copyright protection in this field. Meanwhile, efforts to speed completion of the UNESCO model copyright pact are being made, with U. S. officials conferring here Monday (14) with Latin-American delegates on a common language of the pact (The Billboard, January 12) preparatory to a Geneva UNESCO conference next fall.

Invited by the House sub-committee to testify besides MPAA Prexy Johnston and Veepee Hammerstein, of American Society of Composers, Authors and Publishers are:

Ellis Arnall, President, Society of Independent Motion Picture Producers; Walter G. Douglas, chairman, Music Publishers Protective Association; Joseph McDonald, American Broadcasting Company vice-president, representing N. Y. City Bar Association copyright committee; Miss Isabelle Marks, Decca Records, Inc.; John O'Connor, president, American Book Publishers Council; Dean Acheson, Secretary of State; Charles Sawyer, secretary of Commerce; J. Howard McGrath, Attorney General; Luther H. Evans, Librarian of Congress; Arthur Fisher, Register of Copyrights; Max Chornick, chairman, Commission International Copyrights, American Bar Association; Charles F. McClint, president, American Newspaper Publishers Association; Arthur E. Farmer, American Bar Association, Committee to Co-Operate With the United Nations and UNESCO; Sydney M. Kaye, Broadcast Music, Inc.; Theodore Kupferman, chairman, Copyright Committee, Federal Bar Association of the City of New York, New Jersey, and Connecticut; Frederic G. Melcher, editor, Publisher's Weekly; John Schulman, chairman, Committee on Copyrights, American Bar Association; and Harry F. Howard, president, Book Manufacturers' Institute, Inc.

Paris Peek

By ANNE MICHAELS

PARIS, Jan. 12.—Mexican pix are getting a big play here after the showing of "Los Olvidados." Latest entry is as brutal and sordid a story as you can find called "Forbidden Section." . . . Robert Siodmak is here looking for an unknown "Young Barbara Stanwyck" for his next film, "The Fall." The picture will be done in Paris in March in French and American versions. . . . Director Jean Delamoy and writers Henri Jeanson and Laudenback natched up their quarrel to complete the shooting script of their next film starring Michele Morgan, Jean Gabin and Daniel Gelin. . . . Roland Petit flew in from Hollywood to get a painter, probably Antonio Claret, to do the sets of the Hans Christian Andersen film in America. He is looking for a French story for his next picture with Renee Jean Marie to be done also in Hollywood for BKO. Then at the end of the year he will return to Paris and reorganize his troupe in a season of ballets.

To Bring Niinsky's Body to France . . .

Serge Lifer has made arrangements for Niinsky's body to be brought to France for burial. A contest for top jazz man gave first prizes to the trumpet of Alme Barrell, trombone Benny Vasseur, clarinetist Hubert Rostaing and pianist Diano Reinhardt. . . . The grand finale of "Jazz Hot 1952" went to Lionel Hampton's recording of "When Lights Are Low." . . . Saxophonist Sidney Bechet in town to see the opening of Anne Marie Messens' (French Esther Williams) picture, and ended up composing a blues number for her to be called "I Still Call You." . . . Maurice Lehmann, administrator of the Musical Theaters of Paris, has named Emmanuel Bondeville as director of the Opera and Louis Beydts as director of the Opera Comique. Meanwhile, Lehmann is out looking. (Continued on page 49)

Tokyo Mushi Mushi

By RALPH KRZYZAK

TOKYO, Jan. 12.—Recent weeks have seen a star-studded cast of Hollywood celebrities with United Nations Command troops in Korea. Heading the list are Paul Douglas and Jean Seberg, Keith Andes, Raymond Burr, Piper Laurie, Molly Picon and Gail Klich, Mala Powers, Beverly Tyler, Jimmy Cooks and his Star-Time Quintet. The entertainers performed for all UN troops, and the unit was broken up into fan clubs in order to be more flexible, so they were able to cover a greater amount of territory. Plans for the shows are that after the Korea stint, they come back to Japan and give a few hospital shows and wind up with a grand finale at the Eric Pyl theater. Larry Adler, harmonic virtuoso, has been in this area for some time, playing for troops and at vet hospitals. He has played over 110 concerts, including a guest appearance with the NHK (Japan Broadcasting Corporation) Symphony Orchestra here. His tour to Korea was sponsored by the British Overseas Airways Corporation.

Stars, Movies Making

News in Japan . . .

Cowboy Kenny Duncan has recently finished his first Japanese film, "Female Gambler," directed by Bin Kato of Daiel Production. Co-stars are Shuzuko Kasagi and Entasu Yokoyama. Duncan is the first professional foreign actor to perform in a Japanese movie after the War, and his trick shooting along with his cowboy (Badman) success with the Japanese movie going public. . . . Hollywood movie director Paul H. Sloane ("If Winter Comes," "Geronimo") arrived in Tokyo to do a film at Daiel Motion Pictures with an all-Japanese cast except for one lone American actor. The American actor to appear in the film is still under the selection; Sloane (Continued on page 49)

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 12.—President Truman's new "State of the Union" program faces congressional setbacks on at least two major items affecting the show world. Capitol Hill is figured to reject Mr. Truman's request for sharply increased voice of America funds and for higher taxes, including some show biz excises. . . . Don't expect rush action from the Ways and Means Board on a resolution submitted last week by the American Federation of Musicians. The AFM resolution urges exemption of "casual" performers' wages from stabilization controls. WSB brass see lengthy study needed. . . . Newly-elected president of Radio Correspondents Association is Hollis Seavey, head of D. C. operations for the Mutual Broadcasting System.

Radio-TV to Get More Space at Chicago . . .

TV and radio are fast stepping into top-dog position in plans for coverage of the national political

conventions in Chicago next July. Party nabobs back from a Chicago party disclosed that studio space for TV and radio will be biggest in political history. Contributing to the favorable break is peculiar structure of Chicago's convention site. Altho the main auditorium is smaller than Philadelphia's, where the 1948 political convalesces were held, the Chicago hall is flanked by four mammoth wings where TV-radio-press can be accommodated, seating space for casual sightseers will be reduced. Kenneth Fryc, TV-radio chief at Democratic National Committee, estimates that broadcast-press working space at Chicago will be "six to eight times bigger."

Drys Making Progress; Another "Voice" Study . . .

Rush of new bills affecting the amusement industry emerged this week as Congress bowed into a new term. Most of the new legislation, however, is fated to stay on shelf. Representative John E. Rankin (D, Miss.) inveterate

"dry" crusader, hopped his latest bill to ban radio and TV from airing commercials for alcoholic drinks. Rankin's bill went to House Interstate and Foreign Commerce Committee where a half dozen similar proposals have been gathering dust. "Drys" have been steadily building strength, but congressional leaders hope to head off floor action on the issue this election year.

A new bill by Representative John F. Kennedy (D, Mass.) proposes creation of a special commission to study U. S. overseas America, purpose of the study would be to shape recommendations to Congress for "co-ordinating and integrating" global operations. Other new legislation of interest to show world includes a raft of proposals for induction of citizenry into the armed forces, and speed-up of return of active reservists to private life. Chief of these is the House Armed Services Committee's Universal Military Training Bill, which faces a tight battle.

Picture Business

By LEE ZILITO

HOLLYWOOD, Jan. 12.—In view of the many written and countless unwritten "don'ts" of motion picture production restricting the screen's sphere of expression, one wonders how producers can continually find material upon which they can safely base their movies. First to shackle the filmmakers were their self-imposed production code. Of course, this was a necessary evil. True, the film medium no longer enjoyed the freedom of expression available to the stage, the novel, or even movies produced abroad. However, it assured Hollywood that its product would always remain within the bounds of good taste.

In framing the code, producers realized the wisdom of avoiding indulgence into profanity, or subject matters that may offend various groups. As the medium grew in stature and influence, box-office wise producers soon found they had to amend their code with numerous unwritten "don'ts" or become the target of merciless pressure groups who could seriously curtail a film's earnings.

Producers Walk A Middle Course . . .

In following their written code, producers automatically could not be "anti" any accepted group, but

soon producers found that being "pro" anyone at anything incurred just as much wrath among those holding opposite interests. A film that's devoted to a religious faith is sure to bring heated protests from persons who attend another church. Social problems, a fertile field for the dramatist and novelist, were almost completely ignored by movie makers who found it bad business to take sides in controversial issues.

The liquor industry, for example, found little to enjoy in "Lost Week-End's" gripping por-

MOST POPULAR STAR OF ALL

DETROIT, Jan. 12.—A 10-G greenback was the star of Bud Lanker's "Hello Girls" show on WXYZ-TV Wednesday morning (9). The special "guest" was accompanied by a couple of Pinkertons, and is on tour as a part of the Columbia Pictures exploitation of "The Magic Face." Unusual aspect was not only the chance for the audience to get a look via video, at the big bill, but the rarity of clearance for an authorized appearance before a camera.

Box-Office Appeal Is Most Vital . . .

Today, the producer has to worry about making a movie that will deliver at the box office. The picture, however, has to adhere to the production code and yet satisfy the thousands of groups representing all facets of the American scene or else be plagued by protests and very often, b.o. reprisals. In walking this fraayed tight-rope, the industry has constantly yielded to the demands of all comers in its anxiety not to offend possible ticket buyers.

This increased submissiveness has created some mysterious groups whose purposes are not clear. Their protests are based upon ill-founded facts, but their members apparently use the sound of their screaming voices too much to check the facts at hand before making a stand. These groups not only annoy the producers, but inflict injuries to an already pained industry.

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DEVELOPING THEATER TV

Web of 200 Houses to Usher in New Phase

By SAM CHASE (First of a Series)

NEW YORK, Jan. 12.—There are upwards of 100 orders for theater television equipment now in the works at Radio Corporation of America works. The Billboard learned this week, are expected to be filled next quarter. Another 50 to 60 equipment orders have been placed with other manufacturers. These, together with the approximately 60 houses already equipped or making installations thru February, will bring to about 200 the number of exhibitors ready to screen theater TV programs early in 1952.

This ushers in a new and revolutionary phase for theater TV. The period of economically profitable large-scale networking of theater TV events now is seen certain to arrive during 1952, bringing with it accompanying creative and employment potentials to show business.

With costs of rights very high for some events already screened, such as top fights, the rapid growth in houses broadens widely programing and profit-making possibilities by decreasing pro rata costs per house. This is best pointed up by the fact that the largest network yet utilized by Theater Network Television, Inc., which has been responsible for all theater TV networking done to date, was set for the Saddler's Pep fight. All told, about 30 houses thus far have participated in one or more TNT productions, which were seen by about 250,000 people.

TNT Set-Up

TNT, incorporated in May, 1951, is an organization which combines the functions of outlets both in home TV and in films. Booking shows into theaters, for instance is only one of TNT's functions in networking TV programs to theaters. The only organization of its type-TNT assumes duties which, in home TV, are handled by the broadcasting network or the indie package, and which, in the film business, are done by the producer or the distributing company.

The sole firm developing, producing and distributing programs and events for theater TV, TNT has received most of its publicity to date for its presentation of sports events. On its griddle, however, are all kinds of entertainment, from Broadway productions to especially created theater TV shows.

TNT is comparable with a home TV web in that it develops a program from beginning to end. In its fightcases, for example, TNT first developed the idea of using the bouts in film houses, in effect produced them by buying rights on its own, then distributed to a network of theaters, with

each of which it made individual negotiations of terms.

Network Angles

Like a home network, too, TNT is concerned with securing the relay facilities of American Telephone & Telegraph Company, to interconnect the houses in its coaxial cable and micro-wave network. Like an indie package, TNT must either build its own programs (which are in the works) or negotiate for exclusive rights, as for the fights. Again like a network, it arranges for clearances with theaters, such as a web sets up a broadcast show among affiliates.

Also these operations are akin to those in home TV, the economic, clients, operations and practice angles are more closely related to the film business for the most part. In this respect, TNT works very closely with the exhibitors, and collaborates with the various theater circuits in development of program potentials of the medium. Also purchase of rights is a TNT function exclusively and not that of the theaters, a team operation with exhibitors is essential in the presentation of the events, requiring an association similar to that between a network and its affiliates.

TNT's work with the theaters thus starts before a program is ready. Exhibitors frequently contact TNT for advice and consultation before ordering equipment and installations. Thru its thorough working knowledge of AT&T's facilities and by working closely both with AT&T and the exhibitor, TNT has expedited the availability of both long lines (for inter-city transmission) and local loops (for intra-city connection) to houses. This has speeded up considerably the process of readying a house for reception of networked programs.

Exhibits Choice

This consultation process with exhibitors then is continued on available events and potential dates, and on times of airing if there is a choice. Exhibitors may be bound to accept a series of TNT programs, but they are not bound to accept any and every event obtained. The recent football games and current Madison Square Garden pick-ups were taken according to exhibitor estimates of potential local interest in each event.

On the other hand, some TNT events were desired by far more houses than could secure them. (Continued on page 8)

N. Y. Liquor Bd. Slaps 7-Day Penalty on LQ

NEW YORK, Jan. 12.—The Latin Quarter will be drink-less for seven days, starting January 14, for selling "liquor to minors," according to the New York State Alcohol Beverage Control Board. This is the severest penalty handed out by the ABC to a major Stem cafe since the board has been in existence.

The offense, to which the LQ pleaded guilty, occurred some months ago when two teenage boys sitters took it on the lam and with a little more dirt, a band of toughs from a New England doctor. They arrived in town, were picked up by a couple of guys, saw the spots and were later picked up by police. Among the spots they said they visited was the Silver Dollar, Brooklyn, and the Latin Quarter. The Silver Dollar's liquor license was revoked.

Walter's Fault

Lou Walters, LQ op, said the fault was a waiter for serving (Continued on page 15)

Review Index

Table with 2 columns: Category and Page Number. Includes Record Reviews, Classical Reviews, Night Club Reviews, Radio Reviews, Television Reviews, and Vaudeville Reviews.

Highlight Reviews

LEGITIMATE

O'Neill Anna Christie, After 31 Yrs., Remains Sock Fare in N. Y. Revival

By BOB FRANCIS

It has taken 31 years for Broadway to get 'round to refurbishing a revival of Eugene O'Neill's Pulitzer Prize-winner, "Anna Christie." Perhaps because its denouement lets its characters beg off their past sins with a certain degree of leniency, "Christie" was one of the maestro's most popular plays. O'Neill, however, has repeatedly expressed a belief that the public never did understand esoteric considerations aside, it can be reported that it is still a provocative and handily constructed drama, and a reporter will wager that a new generation of audiences will accept it—with certain reservations—in the same spirit as in 1921.

Unfortunately, in the case of the New York City Theater Company's revival, the reservation can be rather vital. The "Christie" premise is a simple one—the redemption of a prostitute to respectability. Discounting a certain symbolism, the play's approach is essentially realistic, and its impact must come thru clearly defined and full-bodied characterizations. Three of the current revivals' four co-starred players achieve this brilliantly. Art Smith's portrait of the grumbling old bargeman is a small masterpiece. Every twist of a complex personality is clearly underscored. Sensual, ignorant, superstitious, pig-headed but with an innate honesty of cringing self-appraisal, Smith's old Chris comes against a more sinning, and O'Neill wrote into him and perhaps something more. Excellent, too, is Kevin McCarthy's hulking stoker whose motions knock his ego for a loop, a hawling, bellowing brood of a boy who likes his men tough and his women pure. When these two—or Grace Valentine in a superb character sketch of an elderly dockside hag—are on stage, matters at the City Center really crackle.

However, it seems to this reporter that the casting of Celeste Holm in the title role was a serious error. Miss Holm looks Scandinavian, but about there any close attachment to the character ends. Certainly she appears unable to convey Anna's hard-fibred toughness. Her reading of the role is curiously superficial. It is amiable and restrained, but the character's underlying drive, the craving for respectability, is lacking. Her Anna is a lackluster ex-tart, more sinned against than sinning, and O'Neill's more rugged lines frequently roll off her lips with all the impact of ping-pong balls. Miss Holm has done some fine light things in the past, but O'Neill's besmirched heroine (Continued on page 17)

"Annie Christie" reviewed at City Center, New York, Wednesday, January 9.

TELEVISION

"Claudia" Makes Auspicious Bow as Nicely Scripted & Acted Soap Opera

By JOE CSIDA

Rose Franken's much-performed (in all media) gold-mine "Claudia," shapes up as one of television's better soap operas. There is little doubt that it will attract a substantial audience, particularly of women. While Joan McCracken, as Claudia, is no Dorothy McGuire as yet (latter played title role in the legit and movie versions), the lass has come a long way since her "Oklahoma!" days and with a little more directorial guidance and experience she should prove more than adequate in the role. Judging from the opening stanza she showed a distinct tendency to exaggerate the neurotic qualities of the young wife, and to over-play some of the piteous gestures and mannerisms.

Hugh Reilly, as husband David, is full of the understanding and gentle quality Miss Franken originally wrote into the part. Margaret Wycheley as Claudia's mother handles the role to perfection. Plot on preem show was appealing, tightly written and set the stage nicely for a long run for the series. Slory opened on the day before Claudia and David's marriage, which David (an architect, you'll recall) felt should be postponed because he'd been given a big assignment which would keep him in New York. This would rule out all chances for the tropical honeymoon, which was planned. With Claudia's marriage scheduled to go along, no less. The basic, almost unnatural closeness between Claudia and her mother was well established, and, indeed, the climax of stanza one arrived when Claudia solved the marriage-honeymoon problem thus: She insisted on the marriage as scheduled, sent her mother South alone, and then returning from the wedding ceremony and feeling "strange" with her new

husband, fought off an overwhelming impulse to phone Mom. She and David use Claudia and her mother's apartment for their honeymoon headquarters. Otis Riggs' set of the Claudia-Mrs. Brown apartment was excellent, tho the airport office set left much to be desired. Over-all production was fine. Swansdown and Maxwell House coffee commercials (one of which was rather abruptly integrated in a scene showing Bertha, the superintendent's wife and David in the kitchen) were effective. TELEVISION — Reviewed Sunday (6), 6:30-7 p.m., E.S.T. Sponsored by General Foods thru Young and Rubicam, via NBC-TV. Produced by Carol Irwin. Directed by James Furness. Written by Dougherty Brown. Sets by Otis Riggs. Cast: Joan McCracken, Hugh Reilly, Margaret Wycheley.

NIGHT CLUB

Evelyn Knight Smash as Topper Of Empire Room "Star Paradise"

By NORMAN WEISER

Merriell Abbott has followed her highly successful "Shooting High" musical comedy revue, with the first in a "Parade of Stars" presentations which undoubtedly will keep the ropes up for months to come.

New show is done in typical Abbott fashion—top names, excellent choreography, outstanding wardrobe and the use of original music by Hessian Smith in her production numbers. It has all the ingredients to fill the room in the face of the terrific competition posed by all niteries, which are seeking the lush convention trade which will flood the Windy City for the next month.

Merriell's new Decca etching which was written by a nine-year old girl. Her closer consisted of a medley, following with "Second Hungarian Rhapsody," and closing with a samba. The hushed, overflow crowd gave him a loud round of applause.

Score in Debut Making their debut in a major hotel room, Peggy Ryan and Ray McDonald scored heavily with their terp routines, with the vivacious gal pouring it on all the way. Duo presents its standard act which has carried it across country on theater dates, thru numerous network TV shows, and on to the Palladium. Their "Old Soft Shoe" brought a big mitt as did their closer, an imitation of Vernon and Irene Castle. Altho it's a strong stage act, routines need tightening to attain maximum selling appeal in niteries.

then into "Four Leaf Clover" simulating an old parlor piano, following with "Second Hungarian Rhapsody," and closing with a samba. The hushed, overflow crowd gave him a loud round of applause.

The Abbott Dancers, who have been on tour for several months, are back with two numbers, "A Pretty Girl," and "Lulu From Trinidad" in which they show off fine wardrobe and terp talents. Eddie O'Neal and his orchestra backed the show excellently, with O'Neal taking over as accompanist for Miss Knight and emcee.

(Thursday, January 10)

Capacity, 500. Price policy, \$1-\$5.50 cover, with \$2 minimum. Shows at 8:30 and 11:30. Owners, Hilton Hotels. Publicity, Fred Townsend. Production and exclusive booking, Merriell Abbott. Choreography, Robert Freilson and Rod Alexander. Estimated budget this show, \$8,000. Estimated budget last show, \$7,800.

The Billboard

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U. S. Judge Rules Gridcast Ban Must Get Court Trial

Upholds Justice Dept. in Case Affecting All TV Sports Events

Continued from page 1

tion and takes away the individual right of choice of each team is illegal.

Judge Grim, a presiding federal jurist, heard that the professional football teams were only "reasonably restricting trade when they blacked out the local telecasts of home-played games. Although he granted the defense 45 days in which to file its reply to the Government's complaint, it seemed likely that the case would go to trial in two months.

The judge, in ordering the suit brought to trial, said he would personally see that the League and its 12 member teams get a "fair shake" at the trial. He is scheduled to hear the case in open court without a jury. The judge was also quite frank in describing himself as a football fan.

League Side

Specifically, the Government has complained that the pro football league violated the Sherman Anti-Trust Act by refusing to telecast Philadelphia-played games. Such local blackouts are in the League's code. Brunt of the League's argument, carried by Bernard L. Nordlinger, Washington attorney, likened the League to that of a manufacturer who limits the distribution of his goods to certain dealers. The U. S. Supreme Court has held that such a manufacturer is engaged in a "reasonable" restraint of trade, he said.

Nordlinger contended that members of the football league had just as much right as the manufacturer to put a reasonable restriction on the distribution of their product, whether by tickets or on the air. After the games

126 Stations Sign 13-Week Union Pubserv

NEW YORK, Jan. 12.—"Turning Points," a 15 minute open-end dramatic series produced by the United Hatters, Cap and Millinery Workers' International Union as a free public service program for U. S. stations, has been renewed for a second 13 weeks by 126 radio stations.

The series, which is currently aired over stations in every State, is made available either as a gratis sustaining feature for stations (on a minimum 13-week basis) or for local sponsorship. In latter case, stations pay 25 per cent of card rate for the time sold. Current 126-station list includes 20 sponsored shows, mostly local unions and labor councils.

Each drama features a big name player (including Tallulah Bankhead, Edward Arnold, Mercedes McCambridge, Milton Berle, Celeste Holm and Ralph Bellamy) who appear in support of Screen Actors Guild, American Federation of Radio Artists, Actors Equity, American Federation of Musicians. All four unions cooperated on the Hatter's transcriptions. Series is syndicated to stations via Gainsborough Associates, Inc., N. Y.

Henderson in Hwd. for Vidpic

NEW YORK, Jan. 12.—TV producer Charles Henderson this week left for Hollywood, where he will supervise filming of his new video package, "State Trooper." The series, scripted by Wayne Shaemaker, is based on authentic police files and has been endorsed by police commissioners of 21 states.

Henderson's wife, Mitzi Mayfair, will remain in the East for TV guest shots.

are played, he pointed out, there is no restriction against showing them on television or in the movies in the home area.

The Washington, D. C., attorney was one of a heavy battery of eight representing the League and its member teams. Former U. S. Sen. Francis J. Myers, of this city, associated with the defense, said that, if the Government wins this case, they intend to follow it up with complaints against boxing, tennis and even college sports. He said it may result in the public being deprived of television entirely. Judge Grim, however held that he didn't think anyone would want to see professional football "fold." He said that if any team was able to show that because of finances or staggering losses it should get special privilege other businesses would not get, that should be brought out in trial and not decided on a motion to dismiss.

CBS Takes 258G Bite of Air Features

HOLLYWOOD, Jan. 12.—The Columbia Broadcasting System will pay James Sauter and Maurice Scopp about \$258,000 to acquire their block of stock in Air Features. CBS has given Sauter and Scopp 65G each immediately and will pay them \$1,500 a month each for the next three years for their work as consultants and will retain Scopp to continue as operating head of Air Features for one year at \$20,000. Sauter is exiting to go into the packaging of public service shows.

CBS is buying into such important daytime Air Feature properties as "Helen Trent" and "Our

ADD PUBSERV

WFIL, WFIL-TV Really Score In Campaigns

PHILADELPHIA, Jan. 12.—The recently-completed third annual "Sillie Willie" traffic safety campaign, an intensive one-month drive conducted by WFIL and WFIL-TV in co-operation with the Philadelphia Highway Traffic board and other civic agencies, has been credited with saving 10 lives, thus reducing the number of traffic fatalities in the city by more than 100 per cent. Life-saving was based by police on statistics of traffic deaths for a similar period last year.

The annual traffic safety campaign, valued at \$150,000 in terms of radio-TV time and advertising space donated by the WFIL stations and co-operating agencies, has earned nationwide recognition as one of the most ambitious public service projects ever attempted by a single community.

Also along public service lines, dramas presented each Sunday morning on WFIL, in co-operation with the Philadelphia Fellowship Commission, mark their seventh anniversary on the air. (Continued on page 8)

Take a Bow, Radio! 36-Mil UN Contrib

Radio, in the last three years, has given \$36,000,000 worth of free time to broadcast programs originating with the United Nations Radio. That figure comes officially from Dorothy Lewis, the UN's co-ordinator of American broadcasting.

Mrs. Lewis mentioned the dollar-total—\$12,000,000 a year—in launching her "Operation Communications," thru which she is trying to hype listenership to the UN programs by an additional audience of 20,000,000 come next June.

Of course, the UN is providing programs that are worth airing, worth listening to. That's central. But it must be remembered, despite all adverse criticism (official and otherwise) that US broadcasters do have conscience, are interested in world peace, do want to—and do—give time, lots of it, at peak period often, to the UN Radio's output. That's something to be proud of.

The Billboard hopes broadcasters will continue to give the UN their co-operation. Those 20,000,000 extra listeners will not only help the UN tell its story—they will also help broadcasting.

NCAA Approves Gridcast Controls

CINCINNATI, Jan. 12.—The National Collegiate Athletic Association by a 168-8 vote Friday (11) overwhelmingly approved its television committee's three-point "middle course of moderation" program for televising of collegiate football games in 1952. Yesterday's voting and business sessions attracted 232 delegates to set a NCAA convention record. Today's meetings concluded the week-long NCAA confabs.

In effect, the NCAA's TV committee program, submitted in a 30-page report, vetoes a complete ban on live telecasting and disapproves of unrestricted televising of the games despite the wide attacks leveled at NCAA's policy of restrictions in 1951. Under the three-point program NCAA's new course of action will be:

1. To minimize the adverse effects of live television upon attendance at college and high school football games.
2. To spread television, within the limits of such control plans as may ultimately be adopted, among as many colleges as possible. (This point compares with NCAA's 1951 control program wherein only a few colleges received publicity value from telecasts.)
3. To provide television to the public to the extent consistent with the first two objectives.

Also winning membership approval was the committee's recommendation that no member schools make arrangements or commitments for the televising of games for the 1952 season except in accordance with the approved plan.

30 Games Okayed

After prolonged discussion of the TV resolution, which will permit the televising of games among 30 schools on a national basis this fall, the program, which, it is believed, will aid smaller schools, was easily passed. Before the 1952 controls were adopted, however, two other proposals were defeated. Losing out were the University of Pennsylvania's motion for unlimited television, which urged each school to decide by itself whether or not to permit TV, and the motion of Vic Spatheif, a vice-president of Wayne University, who came out in favor of permitting the colleges to individually decide how to handle television. Spatheif opposed adoption of the NCAA program on the ground that the NCAA was overstepping its powers.

Carr Motion Out

T. DeWitt Carr, dean of engineering at the University of Kansas, urged the banning of television of any college games. This resolution also was easily defeated when put to a vote. In the final vote, only the names of seven of the eight schools opposing controlled television could be learned. They were Kansas, Georgia Tech, Wayne, Notre Dame, Pennsylvania, Ohio State and Indiana.

In passing legislation which will greatly strengthen the powers of the NCAA over its members' athletic programs, one amendment included powers to legislate "upon any subjects of general concern to the members." This and a number of other amendments establish within NCAA even stronger power in some respects than did the late Smith Code, which was relegated to the junk heap at the governing body's convention in Dallas last year.

Big Trio Signs On RCA Thesaurus

NEW YORK, Jan. 12.—Gloria De Haven, Eddie Fisher and Hugo Winterhalter this week signed for a new RCA Thesaurus library program, titled "Date in Hollywood." Program will be released late in February.

WHO'LL BUY LIVE IRMA?

NEW YORK, Jan. 12.—Marie Wilson, the star of "My Friend Irma," will be on the auction block all during the month of January over the Columbia Broadcasting System's network facilities. The gal, who plays a dumb secretary on the program, will offer her secretarial services for one day to the highest bidder during the month. Money is to go to the anti-polio fund, to tie in with the 1952 March of Dimes campaign.

Announcing...

THE BILLBOARD'S FOURTEENTH ANNUAL

Radio & Television Promotion Competition

featuring an important new division:

PROMOTION OF RADIO AS A MEDIUM

which will be open to any group or organization that has carried out a campaign to promote radio as a whole during the past year.

The following two divisions will be open to stations and networks only:

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DETAILS of the competition

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The Billboard

1564 BROADWAY, NEW YORK 19, N. Y.

DEADLINE

for all entries

MARCH 15, 1952

Hope to Link 7 New TV Areas for Conventions

NEW YORK, Jan. 12.—Seven markets with a TV circulation of 634,300 as of December 1 may very well be linked with the inter-connected networks by the time the political conventions open this summer, with the installed sets believed likely to double or even triple as a result. The cities and their current set circulations are Miami (80,000), New Orleans (72,000), Oklahoma City (92,300), Tulsa (77,500), Dallas-Fort Worth (145,000), Houston (108,000) and San Antonio (58,900).

The American Telephone & Telegraph Company originally had these non-interconnected markets skedded to join the microwave hookup in the second half of this year. The firm is known to be

making every effort to rush thru the links before convention time, if possible, but is making no promises to the stations or webs as yet.

BREACH-OF-PACT

Broadcast Org Suit for 500G Vs. Roosevelts

NEW YORK, Jan. 12.—A \$500,000 breach-of-contract action has been filed in New York Supreme Court against Mrs. Eleanor Roosevelt and the firm of Roosevelt & Jones, Inc. In which Elliott Roosevelt is partner. The plaintiff, Syndicated Broadcast Productions, Inc., claims that according to an August, 1950, contract they were to give advice on creating the format for a radio show for Mrs. Roosevelt in return for 30 per cent of the gross compensation derived from the show. Subsequently, they charge, the defendants entered into agreements with the National Broadcasting Company and various radio stations for airing their show, but did not consult Syndicated or make remittance to them.

Examinations

Pre-trial examinations have been taken from Elliott Roosevelt and Ted Cott, WNBC manager. Mrs. Roosevelt will be queried upon her return to this city from Paris. The partner in the Roosevelt firm was Martin Jones, who is no longer connected with it. NBC was also named as defendant.

Proving Ground For Comics in Works at KNBH

HOLLYWOOD, Jan. 12.—Weekly half-hour TV comedy shows to be used as a proving ground for youthful comics is now being shaped by KNBH Programming Director Bud Cole. Cole expects to launch the series some time next month when expected show sales will relax tight production budget. Series will follow the "Comedy Hour" pattern, featuring each week a different comic out of a regular set of four, thereby exposing each to TV on a once-a-month basis. Group of writers will be signed to script the shows, with each comic having his own writer while the others assist in the gag making.

Cole feels this will bring to the fore local talents which heretofore haven't had an opportunity to show their worth. All will be sewed up with pacts to protect the station and the parent web (National Broadcasting Company). Weaker ones will be replaced with stronger contenders, thereby providing station and web a practical source for new comedy talent.

New CBS Plan To Charge 50%

NEW YORK, Jan. 12.—The Columbia Broadcasting System's radio division expects to collect only its regular 30 per cent co-op fee for servicing stations with programs under its new selective facilities plan. This means that stations will be able to get their full local rates for time charges from local sponsors, in addition to a talent charge for the program.

Colgate is the first client to take advantage of the selective facilities plan for its "Mr. and Mrs. North" series, having dropped the show in six TV markets. Local stations are now trying to line up local advertisers for the show.

DETROIT IRATE; GODFREY TAKES CARTOON TIME

DETROIT, Jan. 12.—Altho Arthur Godfrey has plenty of friends among middle-aged Detroiters, especially after he admitted selling cemetery lots here in the 1920's, he evidently doesn't rate with the small fry. His new experimental 15-minute simulcast moved in on WJBK-TV Monday (7) and got a terrific reception. He replaced an apparently innocuous 15 minutes of cartoon movies, "Cartoon Capers." The station started getting phone calls and wires from out-of-town, while other listeners both phoned and wrote the newspapers about it.

Two days were enough, and WJBK-TV hung up a placard on the Godfrey show time: "Please be patient. We will reschedule 'Cartoon Capers.'" Wednesday morning, the "Capers" were back at 10:30 immediately following Godfrey, booting another program around.

The surprising aspect was that, altho the cartoon show evidently drew a fascinated following from its intended pre-school audience and at a time when mothers are usually glad to have them sit still while housework is under way, the adult following appeared equally devoted, from the rather violent responses received.

FTC Dissent Sez Rule Calls Radio 'Broker'

WASHINGTON, Jan. 12.—Commissioner Lowell B. Mason of the Federal Trade Commission in a minority dissent to an FTC ruling in a chain grocery store brokerage case this week ridiculed the Commission's majority opinion as implying a threat that broadcast stations and all other advertising media are "brokers" subject to the FTC brokerage regulations. Mason's view was in the form of a dissent to a Commission rule ordering Carpel Frosted Foods, Inc., to stop making payments to a co-operative chain for services in promoting sales of Carpel products.

With the FTC's majority maintaining that such payments violated the brokerage clause in the Clayton Act, Mason said "under the rule in this case, every buying co-operative that uses its services for the promotion of the products sold by its member stores would be a broker." He asserted that under such a rule, "newspapers, magazines, billboards, radio and all other media are brokers."

NARTB Welcomes Network Again

WASHINGTON, Jan. 12.—Prospects for the American Broadcasting Company and the Columbia Broadcasting System to return to the National Association of Radio and Television Broadcasters appeared strong as NARTB Prexy Harold E. Fellows announced this week that national networks are once more eligible for active radio membership for the first time in four years. (CBS-TV joined up several weeks ago.) Fellows made the announcement in reporting results of a membership poll on proposed amendments to the Association's by-laws.

Restoration of active membership status to radio network members also is seen as paving the way for future possible elevation of Prexy Frank White of the Mutual Broadcasting System to the NARTB radio board. MBS and National Broadcasting Company are currently associate radio network members.

An immediate effect of the revised by-law on active membership is to end an inequality that existed since TV network members were given active membership status in NARTB. Active TV network members are NBC, CBS,

Video Convention Struggle Continues

All Networks Competing to Clear Stations to Give Maximum Coverage

NEW YORK, Jan. 12.—The network battle to clear stations for TV coverage of the political conventions continues to be fought bitterly. While the National Broadcasting Company still claimed a wide lead in capturing one-station markets for its client, Philco, the Columbia Broadcasting System and Westinghouse launched a flank attack on the outlets. Meanwhile, the American Broadcasting Company still was marking time while its mysterious sponsor delayed pacting, and the Du Mont network sprang its own convention coverage plan.

The CBS-Westinghouse gambit found a top exec of the sponsor setting up shop at the network and directing his operatives from that point. Roger H. Bolin, Westinghouse vicep in the consumer products division, has been ensconced on Madison Avenue for the express purpose of helping clear stations. When CBS station relations scouts report they are having a tough time with some specific outlet, work is passed to Bolin by the web. Bolin then has one of the Westinghouse field men pay a friendly call on the station in the attempt to land the convincer.

With 37 single-outlet markets expected to be interconnected by convention time, one NBC executive said he expected the final score to read NBC 29, CBS 8. Four markets definitely have made no commitments of any kind to date. These are Milwaukee, Kansas City, Pittsburgh and Cleveland. Trade observers, however, write off WDTV, Pittsburgh, owned outlet of the Du Mont web, as certain to air that network's coverage.

NBC was willing to concede the following one-station markets to CBS this week: Greensboro, Charlotte, Jacksonville, Kalamazoo,

Indianapolis, Binghamton and Tulsa. The others, according to NBC, either are already committed to NBC by contract or verbal agreement, or have given the web cause to hope they ultimately will.

The CBS reply is a claim that of 51 live, interconnected markets it will have 38 to 42. Of the one-station markets, CBS says it has 11 of the 22 which have made firm commitments.

Du Mont has set up a plan to cover 11 markets with 53 per cent of total set circulation of the country at a cost of only \$600,000. Besides its owned stations in New York, Pittsburgh and Washington, the web will deliver Chicago, Philadelphia, Baltimore, Cleveland, Cincinnati, Columbus, Atlanta and Los Angeles. It plans to supply a total of 40 hours coverage for the \$600,000—20 hours for each convention.

The ABC situation still awaits final action by the prospective bankroller. It is known that the would-be sponsor is a large industrial outfit, and reports have mentioned both U. S. Steel and American Telephone & Telegraph Co. as possibilities.

WTMJ-TV PIX

Station Shows Films for Late Shift Workers

MILWAUKEE, Jan. 12.—A survey conducted by WTMJ-TV revealed that upwards of 75,000 persons were working on late shifts in Milwaukee industrial plants, and as a result the station is now airing full length feature movies after midnight on Wednesdays, Thursdays and Fridays.

A canvass was made by the staff as a result of a heavy flood of requests by second shift workers for late video fare. Viewers were asked to mail in their response to queries made on several daytime programs. Workers in the local Allen-Bradley plant sent in a scroll signed by 1,000 employees who favored the plan.

Schedules call for varying the film fare by running mystery flickers on Wednesdays, Westerns on Thursdays and general top feature films on Friday. Breaks will be filled by one-minute spot commercials.

WTVJ Shifts To Personnel

MIAMI, Jan. 12.—WTVJ has reorganized its program department and appointed Lee Phillips as program director to succeed Clyde Lucas, resigned. Phillips will have complete responsibility for the production and content of all local programs and will also be responsible for network program acceptance.

At the same time WTVJ announced the appointment of Richard J. Troxel as production manager. He's been chief producer at this indie station for over a year.

Other new appointments include Stanley Gordon as assistant sales manager of the station; Mary Ford as local sales manager; and Lee Waller as assistant program director.

Charge WEEU With Unfair Practices

WASHINGTON, Jan. 12.—WEEU, Reading, Pa., was instructed by National Labor Relations Board this week to refrain from "interlocking its employees concerning their union membership and activities, and threatening them with reprisals because of such activities." The Board held that the Hawley Broadcasting Company, operators of WEEU, had engaged in unfair labor practices.

FIVE-FOR-ONE

That's New Co-Op on WXYZ-TV

DETROIT, Jan. 12.—A new setup for co-operative sponsorship of video shows here was unceremoniously corked by James G. Riddell, WXYZ-TV manager, in the form of a "five-for-one" plan, tied in to a feature film. Objective is to make time available within the budget of smaller advertisers, local or otherwise, similar to the co-operative sponsorships familiar in radio.

For \$250 the co-sponsor will get a full major commercial participation up to two minutes, plus four 10-second live audio commercials, to be spotted through the program at 20-minute intervals. Four co-sponsors will be allowed on the program, with the position of the major participation rotated from week to week among them. While the \$250 is not subject to frequency discounts, it will be counted in to earn a discount for other scheduled advertising carried by the same advertiser.

Opening program under the participating setup is to be the Thursday night 11:15 p.m. feature film, with other features to be made available later if the idea clicks.

Martin Fined IG by AFRA

CINCINNATI, Jan. 12.—Mel Martin, WLWT feature performer, was fined \$1,000 by the Federation of Radio Artists this week for allegedly entering into wage negotiations for a part of the union membership without union permission. Martin, who remains a member of AFRA in good standing, according to Benjamin Gettler, union attorney, is paying the fine in installments. Neither Martin nor the union would comment, saying that when intra-union affairs are concerned, it is the policy to make no statements for publication.

Jones Quits as WJBK Mgr.

DETROIT, Jan. 12.—Richard H. Jones, vicep of Fort Industry's Northern District and general manager of WJBK and WJBK-TV here, resigned yesterday. The move was completely unexpected. Jones' future plans are unknown. It is presumed that WJBK will temporarily be under assistant general manager Edmond McKenzie, better known as deejay "Jack the Bellboy."

Callan New Veepee At Kling Studios

CHICAGO, Jan. 12.—Joseph M. Callan has been named a vice-president of Kling Studios by Robert Eirnborg, president.

Callan, who joined Kling in 1948 and created and produced the "Uncle Miltzie" TV series, was associated with Frederick Brothers as a band booker here from 1945 thru 1948. Prior to that he was affiliated with the Chicago Herald-American.

Opposing Webs Vie For WOR-TV Space

NEW YORK, Jan. 12.—Networks were wooing WOR-TV here this week in an effort to rent space in local station's new \$3,000,000 television studios. Bids were reportedly received from the National Broadcasting Company, Columbia Broadcasting System and the Du Mont Television Network. However, although station is currently using less than two-thirds of new space, WOR is not anxious to make any long-term rentals, according to engineering vicepres J. R. Poppele.

Exec said station would prefer to rent on a monthly or weekly

basis, because WOR ultimately expects to need all of the space when it branches out into the TV film production field. In line with this plan, he pointed out that WOR-TV has already been granted a license to shoot films in the new studios, which were designed on the order of a miniature motion picture studio to accommodate every aspect of film production but actual processing. Storage vaults are capable of storing up to 3,000,000 feet of film. Meanwhile, he added, the studios will be available for rental by TV film outfits as well as by the networks. Pricewise, he said, rentals will operate on a flexible scale, depending on facilities required for individual shows.

Trade has been buzzing with rumors that WOR planned to enter film production field for some time, but this is first direct confirmation of project. Film production ties in with another report about WOR's preparations to syndicate films and kines to other TV stations across the country. This operation, of course, would be facilitated now by fact that new owner Tom O'Neil controls several TV outlets.

GROCERY BALLY

Merchandising Gets Big Push From Crosley

CINCINNATI, Jan. 12.—Crosley Broadcasting Corporation this week, launched what is said to be the largest mass merchandising promotion in the grocery field by any single radio or TV company. Month-long campaign will feature products advertised on Crosley's radio station here, WLW, and its three TV outlets, WLW-TV, Cincinnati; WLW-D, Dayton and WLW-C, Columbus.

J. M. Inselmeier, Crosley's director of merchandising, is distributing 5,000 display kits to grocery stores in Ohio, Kentucky, Indiana and West Virginia. Kits contain 45 product posters, window streamers, shelf and display markets. Store promotion, of course, will be backed by station facilities, via special program tie-ups, spots and publicity.

'Song-Sale' to 90 Min. on CBS

NEW YORK, Jan. 12.—"Songs For Sale" gets its big chance to make good on the Columbia Broadcasting System's TV network when it expands to an hour and a half shortly. With its expansion will come an amplified budget which is to go partly into talent (another name singer) and into a song-writing contest in six-week cycles.

Stanza will now go from 9:30-11 p.m. each Saturday. "Songs For Sale" has recently been productive of more commercial tunes, one of which, "Snowflakes," written by 9-year old Marjorie Kurtz, is clicking well via Guy Lombardo-Evelyn Knight Decca record.

E. & B. Renews Barn Dance for 13 Weeks

CHICAGO, Jan. 12.—E. & B. Brewing Company, Detroit, has renewed the United Television Programs' film series, "Old American Barn Dance" for 13 weeks on WWJ-TV.

Firm will run the series on a twice-weekly basis. Simons-Mitchelson is the agency.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

WLWL LEADS IN PULSE SURVEY

NEW YORK, Jan. 12.—WLWL, Minneapolis, carried the program most listened to out-of-home in that city during July, 1951. The show was their baseball broadcast from 8:15-10:15 p.m., Saturday. Due to a clerical error, the Minneapolis-St. Paul Out-of-Home Listening study published last week listed WMIN as the station carrying this program. The Billboard's and The Pulse's apologies to WLWL.

NBC Adds Two Merchandising Men to Staff

NEW YORK, Jan. 12.—The National Broadcasting Company's new merchandising department this week added two new members, with Murray Hellwell becoming assistant manager, and Ordon Lane named supervisor of the New York District, embracing New York, New Jersey and Connecticut. Hellwell, along with Marshall Keeling, the assistant manager, reports directly to Fred Dodge, web's merchandising chief, who has just left on a month-long national trip to set up the managementships of other districts.

Hellwell will supervise all merchandising activities, including those of the district supervisors. Lane will head the department's new material unit, and will prepare and route nationally all point-of-purchase material which the web's set-up will utilize. Both men have magazine backgrounds, with Hellwell having worked for the past six years as assistant to the merchandising director of American Weekly's trade extension division. Lane was New England representative for Esquire for nine years prior to his most recent post as general manager of the Chirug ad agency.

Electricity Up in Farms, Helps AM-TV

WASHINGTON, Jan. 12.—There is a market for TV and radio sets in 84 per cent of the country's farms, it was revealed this week in a report on the number of American farms serviced by electricity. The Rural Electrification Administration reports that 4,329,526 farms, or 84 per cent of those in the U. S., have electricity. This is an upward revision of .08 per cent compared to earlier estimates in October, the Administration said.

Upward revisions were fairly marked for five states, namely Georgia, Illinois, Indiana, Texas, and Oklahoma, but latest figures show downward the number of farms electrified in Arkansas, California, Florida, and Ohio. Highest percentages of farm electrification are the 95.8 per cent in Iowa, and the 95.5 per cent in Indiana. Lowest is the 60.5 per cent in New Mexico.

Reynolds in New WJR Job

DETROIT, Jan. 12.—The two-year contract to announce the Detroit Tiger games for the Gobel Baseball Network, signed last fall by Van Patrick, sports director of WJR, will bring Robert F. Reynolds in as assistant sports director, a new post, to handle many of Patrick's duties. Patrick remains as top sports man at the station, although doing the baseball chores for group of independent stations.

Reynolds, who recently handled sports and news at WJBK and WJBK-TV, was formerly sports director of WFDF and of WTAC at Flint, Mich. He had a WJR workout last fall when he announced the Detroit end of the Columbia Broadcasting System's "Sports Roundup" sponsored by General Electric.

NEW COWBOY RIDES 'EM

"Rocky Jones" Sells Goods, Sight Unseen

Continued from page 1

kid audiences in advance, via a personal appearance tour for Jones in 60 cities this year, with each pa. a gratis performance for a local charity. In line with this, Danov has signed ex-movie actor Richard Crane to play Jones on an exclusive seven-year deal, plus a percentage of package. Crane teed off in role last week to plug Rocky Jones merchandise at the Boys Apparel Buyers Association annual meet here at the Astor Roof. Actual filming on the series by Roland Reed Productions will roll February 4 in Hollywood.

Merchandising tie-ups set also include a daily comic strip by Whitman Publishing and a Western printing company of comic books. Danov attributes success of pre-selling campaign to fact that manufacturers are beginning to worry about diminishing business.

Educators Hit On TV Plan in Some Markets

WASHINGTON, Jan. 12.—An attack was opened this week on a suggestion by the Joint Committee on Educational Television that educational TV stations in single station, non-metropolitan areas be permitted to broadcast commercial network programs.

Two Illinois broadcasters urged the Federal Communications Commission to strike the JCET brief, filed in the TV allocation hearings, because it would permit commercial use for channels reserved for educational institutions while other applicants would have to compete for commercial TV channels.

The Broadcasters-Roek Island Broadcasting Company, operator of WBBF-TV, and Peoria Broadcasting Company, applicant for a TV channel, also objected that JCET's brief brought new issues into the hearing after the deadline. The JCET brief, filed November 26, pointed out that a serious problem exists in 30 educational centers in non-metropolitan areas because they do not receive regular TV service supplied to major cities.

Add 3½ Hours To WWJ Sked

DETROIT, Jan. 12.—Opening of the new Dave Garroway "Today" show Monday (14) will bring WWJ-TV on the air three and a half hours earlier than present schedules call for, with local programming to fill in an hour of that time.

Following the Garroway sign-off at 9 a.m., "Play School" will go on, slanted for pre-school age kids. Show will feature a mixture of music—piano and vocal—and "art" work. A travel film show, "Around the World with Gene Laville," goes on at 9:30, with network programming following at 10.

in the cowboy merchandising field, yet they're still reluctant to plunge wholeheartedly into new science fiction field. Consequently, he explains, the idea of a space cowboy appealed to them as a happy compromise.

TIME SWITCH

Lipton to Kine Godfrey Show For W. Coast

NEW YORK, Jan. 12.—Lipton's Tea this week cancelled Arthur Godfrey's "Talent Scouts" on KJNYT, Los Angeles and KPIC, San Francisco. The stations carried the show live via microwave relay. The 8:30 Monday night program gets there 5:30 in the afternoon and the time differential sharply reduced the ratings of the program. The advertiser now will present the program on the West Coast on kine.

The \$600 saved by not taking the micro-wave West from Omaha will be used to pay for a prime evening period on both Coast TV stations. Show airs via the Columbia Broadcasting System TV network.

TV Version for ABC Drama Seg

NEW YORK, Jan. 12.—On the basis of a 39-week radio run, the American Broadcasting Company this week set up a TV version of "Newsstand Theater," which will move into the 9:30 to 10 p.m. period Wednesdays. The AM series continues in its 8 p.m. Tuesday slot.

TV program vicepres Charlie Underhill decided on the move on the basis of the wealth of material available to the series, which uses adaptations of stories from Collier's, Woman's Home Companion and American magazines. It will directly precede "Celanese Theater" and "Pulitzer Prize Playhouse" dramatic series, which alternate in the 10 to 11 p.m. slot. "Newsstand" is produced by Wilbur Stark.

\$5-Mil Jackpot

Continued from page 1

the full year, it will gross close to \$3,500,000 in time and talent.

"Today" sells for \$650 per 15-minute segment for talent, and something over \$5,000 per week per segment for time on the 28 stations cleared thus far. Four bankrollers would bring in close to \$1,250,000 annually in time and talent. The show has a potential of 80 sponsors. On the basis of a time and talent cost of about \$315,000 per year for each 15-minute period, the web has a potential gross of \$25,000,000 per year if the show goes completely S.R.O.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Claire R. McCollough, Pres.

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

Langner Group Offers Plays Via Theater TV

NEW YORK, Jan. 12.—Lawrence Langner, co-director of the Theater Guild, this week said he was developing several groups of plays for presentation via theater television. Each group would be made up of several Theater Guild productions, about five per group, using either shows currently on Broadway or specially staged revivals of Theater Guild shows of other seasons. It also is possible that some touring companies might be picked up from some city on the road. "Oklahoma!" currently is on tour.

Langner said that a premiere is being prepared for about March, with the current production of

"St. Joan" the tee-off item. The deal is with Langner, is being made with United Paramount Theaters, Inc., for airing the plays to a group of closed circuit theaters throughout the country. Prominently mentioned as another possibility is "Venus Observed."

Indications are that no deal is in the immediate offing, however, as a UPT official said that no contract had been signed and that UPT merely is continuing discussions "exploring the feasibility of production by the Theater Guild." What organization would handle the distribution of the productions to the exhibitors is very much up in the air. The only firm now in that field, Theater Network Television, Inc., is not associated with the plan at this time. UPT said that it "will not participate in the production or distribution of the program" but merely "is contemplating making its theater television facilities available" on an experimental basis.

Additional mystery stemmed from Langner's statement that "the various craft unions concerned have been most co-operative in working out special terms for the 'St. Joan' telecast to UPT." A Theater Guild spokesman said this referred specifically to Equity's stage hands and the press agents-managers guilds. However, a top exec of the stage hands' local said his organization had not yet been approached on the subject.

COMPULSORY TV

Padres Plan Literary Works On WGN-TV

CHICAGO, Jan. 12.—The Franciscan Fathers, who operate Quincy College, Quincy, Ill., are set to buy a weekly evening half hour on WGN-TV for a program which will be compulsory viewing for a college class to be held in Chicago. The show is set to start the first week in February.

The plan is to have a weekly dramatic presentation. An actor will play a philosopher who will take about 10 minutes to explain the philosophical meaning of literary works. Then professional actors will give a 20-minute dramatization of the work. Planned for initial show is episode from "The Count of Monte Cristo."

Students in the special class will watch the program and meet in classroom at Art Institute the following night to discuss the show. Full college credit will be given. The college will pay production costs as well as for time. Bill O'Brien will write. The agency is National Video Productions.

NBC Inks Roper For Campaigns

NEW YORK, Jan. 12.—National Broadcasting Company has signed public opinion analyst Elmo Roper for a series of radio and TV broadcasts during 1952 election campaign. Deal gives web exclusive rights to services of Roper's coast-to-coast public opinion research organization for 1952.

Roper will begin a 52 week series of 15 minute radio shows (Sundays at 3:30 p.m.) early in March, and will appear in 13 TV programs between March and the national elections in November. He will also be part of NBC's news staff covering both political conventions in July. Roper's radio and TV reports will be based on material compiled by his research organization.

'51 Advertising Tops 6 Bil; TV Up 161%; Radio 3.4%

NEW YORK, Jan. 12.—In a record-breaking year for advertising volume, generally, television scored the most spectacular rise of all media in 1951, according to the annual study by the central research department of McCann-Erickson for Printer's Ink. Advertisers spent 15 per cent more last year than in 1950 in all media, while TV hiked its billings 161.8 per cent. Total expenditures for all media, both local and national, were 16,548,200,000. Video's share was \$484,400,000.

Radio billings also showed an increase, with the \$690,000,000 total representing a boost of 3.4 per cent over 1950. This was split with \$396,800,000 spent on national radio and \$293,100,000 used

Capitol's Sales Outlets to E.T., Video Filmmakers

HOLLYWOOD, Jan. 12.—Capitol Records this week made its sales facilities available to independent electrical transcription program and TV film producers for national distribution. This marks Capitol's first concrete step into either field. Distribution will be handled by the recently created Broadcast Sales division which will also take over all sales and sales promotion of Cap's transcription service. Cliff Ogden was elected a vicepres of Capitol Records Distributing Corporation and will also serve as general manager of the Broadcast Sales division. He was manager of Cap's Broadcast division, a post now to be held by H. R. P. Lytle. Lytle will handle negotiations for the radio-TV programs with producers.

Operation will be handled thru Cap's regional offices in Hollywood, New York, Chicago and Atlanta and will be represented by William Finkeldey, Eastern region; Alvin King, Central region; Jack Barton, Southeastern region, and James Strain, Western region. Other reps will be incorporated thru the firm's branches. James Strain, for the past three years commercial manager of KGFJ, was appointed by Ogden as Western regional rep.

Move of turning distrib for TV films as well as transcribed radio programs is seen as preparatory to Capitol's own entry into the production field. Understood duker has been studying the TV film field with an eye toward launching production.

locally. The TV split was \$360,400,000 on network video and \$124,000,000 on local. Among agencies active in AM and TV, figures released by the networks indicate that for the 18th consecutive year the agency with the largest gross billing, including both media, was Dancer-Fitzgerald-Sample, with \$21,334,172. Others in the top ten and their 1951 AM-TV billings were: Young & Rubicam (\$18,356,745); Batten, Barton, Durstine & Osborn (\$15,056,657); Benton & Bowles (\$13,043,067); J. Walter Thompson (\$12,813,868); William Esty (\$10,967,224); Cunningham & Walsh (\$8,593,080); Lee Burnett (\$8,496,643); Compton (\$7,921,031); and McCann-Erickson (\$6,582,448).

'LET GEORGE' IS DON LEE SHOW

NEW YORK, Jan. 12.—In the Pulse listing of top radio shows in San Francisco, which appeared in The Billboard of December 22, 1951, the show "Let George Do It," which had a 7.8 rating for September-October, was indicated as non-network, when actually it came in on the Don Lee network, sponsored by Standard Oil of California. The charts have indicated national networks only.

Eversharp to Exit Sat. Night NBC-TV Slice

NEW YORK, Jan. 12.—Eversharp this week asked the National Broadcasting Company to relieve it of its contract to sponsor "Your Show of Shows." Advertiser alternates in the 10-10:30 p.m. segment of the hour and a half Saturday program with Lehn & Fink. Eversharp's contractual obligation with NBC-TV runs until the end of May, but the network is trying to find another sponsor. Rising costs and material shortages are said to be behind the Eversharp request.

TVA, Equity Probe Facts on Phil Loeb

NEW YORK, Jan. 12.—Two branches of the Associated Actors and Artists of America—Actors' Equity and Television Authority—this week moved forward in a concerted campaign to bring to light the full facts in the dropping of Philip Loeb from the cast of "The Goldbergs."

A special committee of five TVA members interviewed Loeb yesterday (11) and, at his request, have recommended that the TVA board set up an impartial hearing where he could refute charges of Communism. The TVA board meets Monday (12) to decide on the request, with its acceptance virtually certain.

Intentions are to have the hearing before persons of such stature (probably outside the industry), that, were they to clear Loeb, the union would be able to take strong action to gain him a place on the show.

In addition the membership of Actors' Equity took a step that could result in the placing of "The Goldbergs" on the TVA unfair list as long as Loeb is barred from

the program. Membership at its quarterly meeting yesterday (11) recommended to Equity Council that it request the TVA board to call a special meeting of the New York chapter not later than January 23 for this purpose.

Opinion is that cooler heads at the Equity Council will prevail and that its execs will subscribe to the TVA hearing plan.

Loeb steadfastly claims that he is no Communist. He maintains that his actions in support of organizations, some of which are now considered subversive, were for liberal, humanitarian causes which were considered worthy activities in the context of their times. The actor states that he doesn't feel "any more guilty than any soldier who fought alongside the Russians against Germany in the past war."

Only one of his actions in signing a statement does he regret. Loeb now feels that he would not sign a statement of his belief in the fairness of the Moscow Trials as he did in 1938. He now seems convinced that they were phony. Meanwhile, "The Goldbergs," fully sold out by NBC-TV for Monday-Wednesday-Friday (see other story this issue), is ready for its season's preem, February 4.



YEAR 1900

In 1900, a very familiar sign among hundreds of others was this one (pictured above). Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people! From this form of advertising, many companies grew to be today's largest manufacturers. Two to five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently. Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media... and television is the most modern of them all. Its full potency has not yet been determined. In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.

WLW WLW TELEVISION

THE NATION'S STATION AND ITS TV SERVICE



N44P-154-QYWB

ento da copyright

SEES \$700 MIL OUTLAY FOR TV PLANTS AFTER THAW

NARTB Prexy Predicts 1,800 New Stations 3 Years After Freeze Lifts

WASHINGTON, Jan. 12.—President Harold E. Fellows of the National Association of Radio and Television Broadcasters this week envisioned the prospect of at least \$700,000,000 being spent for new TV station construction in the first three years after the freeze is lifted. Fellows made the forecast in an address before the Federal Communications Commission Bar Association yesterday (11).

"I cannot predict the end of the freeze," declared Fellows, "but I can predict the nature of the flood—the flood of dollars which is going to inundate manufacturers, labor, landholders, and others when the great thaw comes."

Projecting his figure from construction costs estimated in a new NARTB-TV booklet (see separate story), the NARTB president as-

serted that "there will be in excess of \$700,000,000 invested in construction of station facilities alone" even at current dollar levels. Fellows indicated that in this respect his estimate is highly conservative since construction

costs are likely to continue spiraling.

Fellows also said his estimate is based on the prospect that the freeze break could portend construction of some 1,800 additional television stations over a period of the next few years. "The FCC's current proposed TV allocations plan allows room for over 2,000 stations eventually," Fellows said, "since it does not include professional and administrative fees."

Fellows told the bar group that the future of TV is a "tortuous one," and he foresaw the need for specialized legal help. "Never before," he said, "has a mass medium faced at the outset so many puzzling problems demanding the attention of lawyers."

"Beyond the tortuous path of obtaining a license in the first place," he said, "there lie all sorts of pitfalls for the uninitiated where competent legal assistance is imperative; contracts, both for building and real estate; relations with numerous unions; contracts with program suppliers and with copyright owners, to mention only a few."

FINAL CURTAIN

WJJD Debuts 10-Minute Obit Column

CHICAGO, Jan. 12.—An obituary column of the air has been started by WJJD, local independent AM station, with good listener reaction reported after the first week by Fred Harm, general manager.

The program, from 10 to 10:10 a.m. (CST), Monday thru Saturday, is sponsored by a local undertaker, John Carroll & Sons. Only sponsor identification is lead-in. "Thru the courtesy of John Carroll & Sons and the WJJD news bureau, we bring you the Obituary Column of the Air." There is a similar close.

Announcer Al Parker then reads names and addresses from death notices, with brief biography for prominent names. Listeners are invited to phone in death notices. Harm reports a good listener response, but not enough to date to make a complete day's list. Incoming calls are checked back to thwart would-be jokers.

New Survey on Who Own Sets

NEW YORK, Jan. 12.—High school graduates who have become heads of families are more apt to own TV sets (36 per cent) than men with grade school (25 per cent) or college education (29 per cent), according to the latest survey made by Industrial Surveys Company, Inc. The study made quarterly from the ISC panel of over 4,000 families, also shows that families headed by skilled laborers have a greater proportion of sets (40 per cent) than families of other occupational groups.

Similarly, there are more sets sold to families with four or five members (37 per cent) than to larger or smaller groups, with 33 per cent of three-member families having sets and only 27 per cent of six-or-more member families. While 40 per cent of craftsmen or foremen's families have sets, 34 per cent of professional or executive families are owners, as compared with 33 per cent of clerical, sales or service, 31 per cent of laborers and operators, and 8 per cent of farmers.

The younger the children, the more apt the family is to have a set. Families with children five years old or younger have a 39 per cent saturation. Those with six to 12-year-olds have 37 per cent, those 13 to 20 have 29 per cent, and those with no children have only 23 per cent saturation.

As expected, set ownership is in direct proportion with size of the population center and total family income, with the bigger cities and more prosperous families more apt to own TV sets.

Mulvehill Exits GAC, for Ad Work

NEW YORK, Jan. 12.—John Mulvehill this week resigned his post as head of the radio-TV department of General Artists Corporation. Mulvehill is understood to be weighing an ad agency offer. GAC will not add anyone to replace Mulvehill. The department will continue with its present personnel.

Cooke Directs Production At WHBF-TV

ROCK ISLAND, ILL., Jan. 12.—Under the reorganization and expansion program instituted at WHBF here, Forest Cooke, program director, will direct all WHBF-TV production, operational procedures and TV programming. Bill Ellison has been appointed news director, succeeding Charles Harrison, resigned. Dean Lierle transfers from continuity to sales.

Radio programming will be directed by Harlan Ralston, traffic manager, while Fern Hawks, publicity and promotion, becomes personnel director.

Additions to the staff include Shirlee Freeman, publicity; Mrs. Elsie Hargraves, office staff; Mrs. Doris Balzer, traffic; Dan Rafferty, news, and Fred K. Leo, public relations.

Film House TV

Continued from page 3

The big boxing matches shown by TNT in 1951 found more than twice as many exhibitors ordering them as could be fed the bouts. Cause is the shortage of AT&T transmission facilities, currently being expanded. AT&T gives first use to full-time contractors, such as the broadcast networks, with TNT, as an occasional user, given use of remaining facilities.

In brief, the operations of TNT are those of a new type of show business organization, bringing together the functions of older branches in a unique and individual manner. It serves as nerve-center on behalf of all TV-equipped exhibitors impartially, having no individual circuit ties. It services its programs without regard to circuit affiliation. Theater execs feel it would be impractical and unacceptable for TNT's operation to be in the hands of a single theater circuit, which then would have to serve its competitors as producer-distributor, a system which would give rise to many problems.

(continued next week)

Add Pubserv

Continued from page 4

Presented as a public service to promote racial, religious and nationally understanding in the community, series has been on WFIL continuously since January, 1945. Adding to the station's public service record, Dr. Roy K. Marshall, educational director of WFIL and WFIL-TV, will be honored by Drexel Institute of Technology here January 17 when he receives the Engineers' Award in recognition of his "noteworthy work in interpreting science" via the air and TV.

UHF STATIONS COST MORE TO BUILD THAN VHF, NAFTB SAYS

WASHINGTON, Jan. 12.—UHF television stations will cost more to build than VHF, according to a study of construction cost estimates revealed here yesterday by President Harold E. Fellows of the National Association of Radio and Television Broadcasters. Here are the comparative costs, Fellows said, based on estimates compiled by NARTB in a new booklet, "Television Construction Costs," distributed to TV members stations:

VHF stations:
Complete station costs in cities of less than 50,000: \$219,000.

In cities of 50,000 to 250,000: \$274,000.
In cities of 250,000 to 1,000,000: \$332,250.
In cities over 1,000,000: \$433,250.

UHF Stations:
In cities less than 50,000: \$235,000 (add \$27,500 if the tower is self-supported rather than guyed).

In cities of 50,000 to 250,000: \$281,250 (add \$70,000 for self-supporting antenna).

In cities of 250,000 to 1,000,000: \$339,750 (add \$70,000 for self-supporting tower).

In cities of over 1,000,000: \$471,250 (add \$70,000 for self-supporting tower).

Explaining the VHF station costs, Fellows said these provide "minimum effective radiated power," and, he added, "complete station costs where there is maximum effective radiated powers of 100 kilowatts to 200 kilowatts, the figure ranged from \$587,500 to \$593,500, according to the channel."

Fellows sounded one warning in interpreting the figures. "They consist of general items," he said, adding that generally speaking the figures "are pretty close to the mark, and they presume that maximum effective radiated power stations will include costs for equipment providing four categories of program sources: film, network, live studios and remote."

TV Authority Board Tables Reese Report

HOLLYWOOD, Jan. 12.—The Henry Reese report to Television Authority's board, which last week provoked American Guild of Variety Artists' Coast topper Eddie Rio to resort to lawsuits,

was tabled at yesterday's TVA board meeting. Board postponed acting on the report until Friday (18) to allow various persons involved in the report to answer Reese's charges. Pyrotechnics between AGVA and TVA, touched off by the Reese report on AGVA's handling of the Colgate TV show, continued through the week.

TVA this week pinned the unfair label on Vid-Pac, Henry Taylor-Ray Buffum firm that packaged the AGVA show for Colgate.

Wayne Oliver, TVA exec secretary, said the unfair listing resulted from Vid-Pac not complying with its contractual obligations.

According to Taylor, TVA has insisted on a production memorandum listing fees paid to each performer, and as soon as he and Buffum present it to the union, Vid-Pac will be cleared. This marks the second time in TVA's history that the Coast local re-

sorted to such drastic action. Other time was in its strike against Earle C. Anthony's KFL-TV.

Hassle spilled over into the ranks of AGVA. Lutter's Coast board blasted two of its fem reps (Continued on page 46)

ABC to Solicit Political Sales

NEW YORK, Jan. 12.—American Broadcasting Company, this week, decided to make radio and TV time available for commercial sponsorship by presidential candidates and groups advocating their candidacy prior to the national nominating conventions.

Web said new policy (effective immediately) was sparked because of "intense" interest in this year's elections, and the number of requests ABC has received from candidates and groups who want to buy time on the network.

Sales for web's radio-TV networks and owned stations will be handled thru a special unit headed by Thomas Velotta, vicee in charge of radio news and special events.

Hope or credo, it sounds like common sense.

WASHINGTON, Jan. 12.—Here is how President Harold E. Fellows, in talk to the Federal Communications Bar Association, yesterday climaxed a plea for working together in the radio-TV industry:

"It is my fond hope that during 1952 we may move closer to understanding among ourselves—among all who have a vested interest in the American system of radio and television, and that is everybody."

"That broadcasters will think like educators, part of the time."

"That educators will think like advertisers, part of the time."

"That lawyers will think like judges, part of the time."

"That judges will think like lawyers, part of the time."

"That commissioners will think like examiners, and that examiners will think like commission lawyers, and that commission lawyers, and all lawyers feel that matter, will think like broadcasters, part of the time."

"What more could we ask? This one more thing, perhaps, that the people—yes, the people—will in the final analysis decide all issues, as they have done so wisely in the past."

Official Loses Distribution of Fairbanks Film

HOLLYWOOD, Jan. 12.—Jerry Fairbanks Productions this week completed its divorce from Official Films by pulling back all its product from the latter firm and disclosed it will immediately form its own national sales distribution agency. When Fairbanks' official parted ways last summer, Official continued to distribute a number of Fairbanks tele films. Last week Official Prexy William Goodheart agreed to return the product during a meeting in New York with Fairbanks.

This marks the second time in recent weeks that the Fairbanks firm brought home for its own distribution product it had previously produced. First such move came when Fairbanks reacquired a stockpile of telepix the firm produced for the National Broadcasting Company. Combination of the two batches of product, equipped with series now in production, is designed to give Fairbanks a large catalog of TV films for distribution to stations. To further augment its store of product, Fairbanks firm is now negotiating with indie TV film producers to handle their national distribution and sales.

Distrib division of the Fairbanks firm is being expanded to cover 10 acres and will utilize the firm's newly opened offices in major markets as the nucleus of the org. Ralph Cattell, vicee and general sales manager, will head the new division. Fairbanks now has branches in New York, Detroit and Cleveland, and will soon open a sales branch here as well as in Atlanta.

Eight TV programs are being made available immediately thru the new agency, including 13 "Hollywood Half Hour" dramatic segs, 13 "Jackson and Jill" half-hour comedies, 26 "Going Places With Uncle George," 26 "Television Closeups," 195 "Crusader Rabbit" animation shows, 52 "American Legion Wrestling" hour-long films, 26 "Paradise Island" musicals and 26 "Public Prosecutor" dramas now being reedited as quarter-hour films.

SHE STILL HAS NO WORRIES!

HOLLYWOOD, Jan. 12.—Ralph Edwards will feature "a male counterpart of Dagmar" on his new NBC-TV series, which starts Monday (14) at 3:30 p.m. Chesty newcomer is Steve Reeves. "Mr. America" and "Mr. Universe" of 1950.

Going Dagmar one better, the 24-year-old muscle man will by-pass the plunging neckline altogether, in favor of standard beach trunks garb. Edwards hasn't definitely decided what part Reeves will take on show, but present plans call for him to do some bar work and handle a few lines.

ZIV *ROCK'S* RADIO

...with the most provocative show
in America today...starring

DANA ANDREWS

in

" I WAS A COMMUNIST FOR THE F.B.I. "

EACH
HALF-HOUR
A COMPLETE
EPISODE!

SPONSOR
IDENTIFICATIONS
including
3 FULL-LENGTH
SELLING
COMMERCIALS!

INTENSE...BREATH-TAKING! MOMENTOUS!

BASED ON THE ACTUAL, AUTHENTIC
EXPERIENCES OF MATT CVETIC WHO
POSED AS A COMMUNIST FOR THE FBI.

TRANSCRIBED FOR LOCAL
AND REGIONAL SPONSORSHIP



40,000,000

AROUSSED AMERICANS

were jolted by this
sensational series in the
Saturday Evening Post...

Additional millions of

ALERTED CITIZENS

were awakened by
it as a "Must See" movie!

NEVER BEFORE in

the history of radio has such
a thrilling document been
so brilliantly dramatized!

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

THE BILLBOARD

Radio-TV Show Charts

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

Radio Holds Strength in Top TV Markets

A Billboard-Pulse Study

NOTE: Figures in each city represent percentage of radio homes returning to radio during the average quarter hour in the period indicated. Number of radio families given are Broadcast Measurement Bureau estimates, which are only available for the years 1946-1949 and 1948, Chicago and Boston for 1947 have the 1946 estimate, since there are no 1948 estimates for those two cities. It may be assumed that there were more radio homes in Boston in 1947 than are indicated by the 1946 figure.

Number of stations, AM or TV, are as of the end of each year. Only full-time commercial stations located within the city are included. PM stations, non-commercial stations and stations headquartered outside the city but receivable within the area, are in addition to the total given here. TV set circulation is the National Broadcasting Company estimate as of the beginning of each year.

NEW YORK

NEW YORK radio was stronger in every period in 1951 than in 1949, a year not covered in this study because of lack of space. Pulse's study of New York radio in 1944 shows 23.3 per cent usage 6 a.m. to midnight in the January-February period, and 37.3 per cent usage in the July-August period. Morning listening in New York in the beginning of 1951 was greater than in any of those previous years. The BMB estimate indicates that the number of radio families increased by about 86 per cent in that time.

Table for New York 1946 showing radio usage percentages for various time slots (6 AM to Noon, Noon to 6 PM, 6 PM to Midnight) and trends from previous years.

Table for New York 1947 showing radio usage percentages for various time slots and trends from previous years.

Table for New York 1948 showing radio usage percentages for various time slots and trends from previous years.

Table for New York 1949 showing radio usage percentages for various time slots and trends from previous years.

Table for New York 1950 showing radio usage percentages for various time slots and trends from previous years.

Table for New York 1951 showing radio usage percentages for various time slots and trends from previous years.

PHILADELPHIA

WINTER morning listening was stronger than ever in 1951. Summer morning listening was almost as high as in 1948, the year radio really established itself in Philly. Winter afternoon listening picked up in 1951, but it was still short of its high in 1948. Evening radio usage both summer and winter, declined steadily after 1948. But the BMB estimate shows that the number of radio families increased from 1946 to 1949 by more than 21 per cent.

Table for Philadelphia 1946 showing radio usage percentages for various time slots and trends from previous years.

Table for Philadelphia 1947 showing radio usage percentages for various time slots and trends from previous years.

Table for Philadelphia 1948 showing radio usage percentages for various time slots and trends from previous years.

Table for Philadelphia 1949 showing radio usage percentages for various time slots and trends from previous years.

Table for Philadelphia 1950 showing radio usage percentages for various time slots and trends from previous years.

Table for Philadelphia 1951 showing radio usage percentages for various time slots and trends from previous years.

A Plea for an End To a Lunatic Trend

The Billboard has had the persistent feeling that, regardless of the rapid development of television, radio has continued as one of the nation's healthiest advertising media. That intelligently purchased radio represented the single best buy any advertiser could make. We received with stunned disbelief the announcement of about a year ago that the National Broadcasting Company was proposing a rate cut in television markets. We breathed an uneasy sigh of relief for radio when that proposal was abandoned by NBC after station opposition made itself felt.

We witnessed with sadness and awe the debacle of the Columbia Broadcasting System's 10 per cent rate cut announced during the last National Association of Radio and Television Broadcasters' Convention in Chicago. And we watched with admiration and a small, forlorn feeling of hope the valiant efforts of hundreds of affiliated stations of all the networks to prevent the CBS cut from becoming "official" and spreading, as it did, thru the other networks.

NBC Plan. We were again astonished by those sections of the NBC Economic Study Plan which called for a "downward readjustment" of rates in the case of half the NBC stations, and we were particularly appalled by that phase of the formula which attempted to cut rates on the basis of television penetration. We did not, and do not now, subscribe to the theory that radio must automatically cut rates in areas where television has come into wide usage, any more than we believe that magazines or newspapers should cut rates auto-

CHICAGO

CHICAGO radio usage in the summer of 1951 was up from the previous summer in every time segment. It was down 1.1 per cent from the summer of 1947, when there was only one video station in operation and TV set circulation was small. January-February radio usage in 1951 was down 3.9 per cent from 1949. For the number of radio families in 1947, the BMB 1946 estimate is used, since there was none for 1947. A rather steady increase in the number of radio families from 1946 to 1949 appears.

Table for Chicago 1947 showing radio usage percentages for various time slots and trends from previous years.

Table for Chicago 1948 showing radio usage percentages for various time slots and trends from previous years.

Table for Chicago 1949 showing radio usage percentages for various time slots and trends from previous years.

Table for Chicago 1950 showing radio usage percentages for various time slots and trends from previous years.

Table for Chicago 1951 showing radio usage percentages for various time slots and trends from previous years.

REPRINTS AVAILABLE

Reprints of the charts shown on these pages are available direct from Reprint Service, The Billboard, 2160 Patterson Street, Cincinnati 22, O. Shipment, sent prepaid, within 10 days of receipt of order.

Table showing reprint pricing: 50 copies for \$11.50, 100 copies for \$13.50, 200 copies for \$14.60, 300 copies for \$15.90, 400 copies for \$18.10, 500 copies for \$20.40.

THE BILLBOARD

Radio-TV Show Charts

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

tically for that reason. Which the latter two media, of course, have not done.

To make available to the broadest possible segment of the radio industry—broadcasters, agencies and advertisers alike—a true picture of radio's robust nature, today, in January, 1952, we prevailed upon Sydney Roslow, of Pulse, to put together for us a radio sets-in-use study in seven of the strongest television markets in the country.

The study traces, year by year, radio listening in these markets during the years of television's most phenomenal growth. It shows that in some periods in some of these markets radio sets-in-use figures are actually up. Where they are down the percentage of sets-in-use decrease is generally so small that it must obviously be outweighed by the fact that in the years covered in the study over 47,000,000, by the most conservative estimates, additional radio sets were purchased by American families. In other words, in any given city, a 25 per cent sets-in-use figures in 1951 represents substantially more listening than a 25 per cent sets-in-use figure in 1946.

Out of Home

And when it is additionally considered that wherever in these estimates are any provisions made for out-of-home listening, the continuing strength of radio becomes even more apparent. And if radio continues as healthy in these dynamic television markets as the studies show, it is a fair conclusion that in other TV markets, in non-TV areas, radio must be infinitely stronger.

We hope the networks, the stations and indeed agencies and advertisers themselves will peruse these studies carefully. We hope publication of the studies will contribute in some measure to a reversal of the static trend to down-grade radio.

BOSTON

OVERALL radio usage in the beginning of 1951 was equal to that in the beginning of 1947, when Boston had no television. Radio usage was greatest in January-February of 1949 and 1950, when radio had just begun to blossom. It had 24.3 per cent usage both those periods. The summer of 1951, Boston radio picked up over the previous year, but for a 7 per cent decline in the evening slot. Morning listening, in winter and summer, was greater in 1951 than in any of the previous years shown.

Table for Boston 1947: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 16.0, 16.9; Noon to 6 PM: 23.7, 23.2; 6 PM to Midnight: 29.6, 25.7; 6 AM to Midnight: 23.1, 21.9.

Table for Boston 1948: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 17.6, 17.0, +1.6, -1.0; Noon to 6 PM: 23.4, 23.0, -3.0, -2.0; 6 PM to Midnight: 28.6, 27.4, -1.0, -1.2; 6 AM to Midnight: 23.2, 22.5, +1.0, +6.0.

Table for Boston 1949: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 19.0, 18.1, +1.4, +1.1; Noon to 6 PM: 24.6, 25.2, +1.2, +2.2; 6 PM to Midnight: 29.0, 25.8, +4.0, -1.6; 6 AM to Midnight: 24.2, 23.0, +1.0, +5.0.

Table for Boston 1950: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 19.3, 18.1, +3.0, 0.0; Noon to 6 PM: 25.3, 23.9, +7.0, -1.3; 6 PM to Midnight: 28.0, 23.3, -1.0, -2.5; 6 AM to Midnight: 24.2, 21.8, 0.0, -1.2.

Table for Boston 1951: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 20.4, 20.0, +1.1, +1.9; Noon to 6 PM: 24.6, 24.8, -7.0, +9.0; 6 PM to Midnight: 24.2, 22.6, -3.8, -7.0; 6 AM to Midnight: 23.1, 22.5, -1.1, +7.0.

CINCINNATI

RADIO in Cincinnati in the beginning of 1948 showed extraordinary strength, its 38 per cent usage in the evening period in January-February, 1948, is the greatest for any city in this study. In January and February of the succeeding two years, Cincinnati radio continued to lead these other cities in the evening period. But in 1951, Cincinnati radio was down generally, except for a slight pickup in summer afternoon listening.

Table for Cincinnati 1948: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 21.9, 22.2; Noon to 6 PM: 32.3, 29.7; 6 PM to Midnight: 38.0, 28.3; 6 AM to Midnight: 30.7, 26.7.

Table for Cincinnati 1949: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 22.8, 21.7, +1.1, -5.0; Noon to 6 PM: 30.8, 30.5, -1.5, +.8; 6 PM to Midnight: 34.4, 25.0, -3.6, -3.3; 6 AM to Midnight: 29.3, 25.7, -1.4, -1.0.

Table for Cincinnati 1950: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 21.8, 18.6, -1.0, -3.1; Noon to 6 PM: 27.6, 22.0, -3.2, -7.5; 6 PM to Midnight: 29.0, 20.8, -5.4, -4.2; 6 AM to Midnight: 26.1, 20.5, -3.2, -5.2.

Table for Cincinnati 1951: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 18.3, 17.7, -3.5, -9.0; Noon to 6 PM: 22.0, 22.5, -5.6, +5.0; 6 PM to Midnight: 21.1, 19.2, -8.9, -1.6; 6 AM to Midnight: 20.5, 19.8, -5.6, -7.0.

Radio Sales Signpost Rise in No. of Homes

NEW YORK, Jan. 12.—At least 47,915,600 home radio sets were manufactured in the U. S. from the beginning of 1946 thru November, 1951, according to estimates of the Radio-Television Manufacturers' Association. These were the years that saw the rise of television. Allowing for the replacement of worn out sets, it is clear that the distribution of home radios has been increasing at a substantial rate, and also boosting the number of radio families in the country.

In 1949 the number of radio families was placed by the Broadcast Measurement Bureau at 39,281,230, or 94.2 per cent of the total number of families in the U. S. In 1950, factory sales of home radio sets was about 8,213,000, according to RTMA.

The set sales stated above cover home radios and radio-phonograph combinations only. It does not include radios brought into homes in combination with television sets, portable radios or automobile radios, all of which make another plus in the circulation of radio programming.

Base Broadened

The effect of the increase in the number of radio homes is theoretically to broaden the base to which percentages of sets in use in any time period may be applied, nationally or in the cities covered in this study. Consequently, a decline in the percentage of homes listening to radio in a particular time period from one year to the next does not necessarily mean a comparable decline in the actual number of homes that tuned in radio. The actual number of homes using radio may have increased, despite the decline percentage-wise, since the smaller per cent may indicate a portion of a much greater total.

Production of home radios during the first 11 months of 1951, according to RTMA, totaled 6,124,376. For 1949 and previous year, the RTMA estimate of total annual production covers its membership only. It came to 3,744,933 home radios in 1949; 7,598,218, in 1948; a high 11,834,507 home radio sets produced in 1947, and 10,439,001 produced in 1946.

LOS ANGELES

RADIO usage in the summer of last year exceeded the previous year's in every time period, morning, afternoon and evening. This was during a period when the distribution of television sets in Los Angeles about tripled. Compared with the summer of 1949, radio listening in 1951 was down only 2.1 per cent.

Table for Los Angeles 1949: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 19.6; Noon to 6 PM: 22.9; 6 PM to Midnight: 26.2; 6 AM to Midnight: 22.9.

Table for Los Angeles 1950: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 20.7, 18.3, -1.3; Noon to 6 PM: 24.2, 21.2, -1.7; 6 PM to Midnight: 26.0, 21.2, -5.0; 6 AM to Midnight: 23.6, 20.2, -2.7.

Table for Los Angeles 1951: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 19.0, 18.8, -1.7, +5.0; Noon to 6 PM: 22.8, 22.0, -1.4, +.8; 6 PM to Midnight: 21.6, 21.5, -4.4, +.3; 6 AM to Midnight: 21.1, 20.8, -2.5, +.6.

CHARTS HELD OVER

The Billboard's regular "Radio-TV Show Charts" had to be omitted from this week's issue because of the space required for this radio-usage study. The charts were to have covered radio listening in New York in December, according to Pulse, televiewing in Milwaukee in December, according to Videodex, and a special study of the comparative ratings of half-hour video dramatic shows. These charts will be published next week.

WASHINGTON, D. C.

WHILE television set circulation increased seven times from the beginning of 1946 to the beginning of 1951, summer radio listening in Washington showed no net change, being 30.6 for both years. Comparing the summer of 1949 with the summer of 1951, radio usage was down two points in the afternoon, only half a percentage point in the evening. Morning usage was up 2.3 per cent. Pulse did not survey Washington the first two months of 1949. But comparing 1948 with 1950, winter radio usage was down only 1.6 per cent.

Table for Washington 1949: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 18.1; Noon to 6 PM: 22.8; 6 PM to Midnight: 21.0; 6 AM to Midnight: 20.6.

Table for Washington 1950: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 20.8, 20.0, +6.9; Noon to 6 PM: 24.0, 22.5, -3.0; 6 PM to Midnight: 25.0, 20.8, -2.0; 6 AM to Midnight: 23.3, 21.1, +5.0.

Table for Washington 1951: TIME, Jan. Feb., Inc. or Dec. from Prev. Yr., Jul. Aug., Inc. or Dec. from Prev. Yr. 6 AM to Noon: 20.8, 20.4, 0.0, +.4; Noon to 6 PM: 22.8, 20.8, -1.2, -1.7; 6 PM to Midnight: 21.8, 20.5, -3.2, -3.0; 6 AM to Midnight: 21.8, 20.6, -1.5, -5.0.

The Whistling Wizard

TELEVISION — Reviewed Saturday (28), 11-11:30 a.m. EST. Sustaining via Columbia Broad-casting System. Producer, Bill Baird. Director, Frances Buss. Script, Ruppert Pray and Alan Stern. Music, Mildred Alexander, organ and calliope; Bill Baird, guitar. Puppeteers, Bill and Cora Baird, Franz Fazakas, Frank Sullivan, Ray Hedge.

"Whistling Wizard," the latest Bill and Cora Baird puppet series, was originally brought on for the CBS colorcasts. When tint TV was suspended, CBS put it on the monochrome skeid. Undoubtedly the vast variety of puppets had far greater sight values in color. But it's still a charming show. It should be quite exciting for kids and, since it does have its sophisticated side, rather amusing for adults.

The show caught marked the beginning of a new story entitled "The Land of Beyond." Its main character, a leprechaun, was pitted against his old enemies, the Spider Lady, and her accomplice, Kohlrahi. The latter two break out of their prison, where they'd been guarded by a couple of thugs named Fluffy and Nolan and, disguised as gypsies, send the wizard a magic carpet, which (if he doesn't watch his step) will carry him off into another world. Other characters were a little boy with big ears, called J. P., and a naive talking horse named Heathcliff.

Wide Sources

The characterizations, judging from the construction of the dolls, the motion of their eyes and the voices of the puppeteers, are essentially caricatures of characters found in such assorted sources as Dickens, comic strips and fairy tales. The childish intrigue is mixed with topical references the kids won't get. The throaty Spider Lady works her magic with a line of gibberish ending with the words "elja kuzan."

The sets and costumes, all products of the Baird puppet works, were excellent. Fluffy wears a pin striped suit; the Spider Lady wears a long black gown.

"Wizard's" appeal is at least as broad as any of the various video puppet shows now going. Gene Plotnik.

Impact

TELEVISION — Reviewed Tuesday (8), 10-10:30 p.m. CST. Sustaining in co-operation with The Chicago Daily News via WENR-TV. Director, Douglas Gabrielle. Moderator, Austin Kiplinger. Cast: newspaper staff members, guests.

This is an example of what television, in co-operation with a major newspaper, can do to present a dramatic, yet useful and informative, news program tailored to the particular locale they serve. That much planning and groundwork was done on this one was obvious from the moment the program started.

At the conclusion of a "short" 30-minute viewing, the audience came away with a knowledge of major sports, political and national defense activities which had occurred in Chicago in recent days. More importantly, the program's title, "Impact," had been completely clarified—the impact of these news events on residents of the Windy City was made crystal-clear.

Austin Kiplinger, news commentator heard regularly over WENR-TV, is the moderator of this series, but it is experienced newsmen serving The Daily News in its coverage six days a week who for the first time give local viewers a true picture of the city's happenings. Kiplinger, after a brief explanation of the purpose of the show, introduced Joe Kuharich, who only a few hours earlier had been signed as head coach of the Chicago Cardinals football team. Interviewing Kuharich was Neil Gasel, Daily News sports writer, who in a few well-directed questions clari-

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Television-Radio Reviews

Pantomime Quiz

TELEVISION — Reviewed Wednesday (2), 10:30-11 p.m. EST. Sponsored by R. J. Reynolds Tobacco Company for Camel Cigarettes thru the William Esty Company via the National Broad-casting Company. Producer, Mike Stokey. Director, Bill Bennington. Announcer, Ken Niles. Emcee, Mike Stokey. Scorer, Sandra Spence. Regular team: Jackie Coogan, Hans Conried, Frank Phelan and Virginia Field. Visiting team: Barbara Britten, Preston Foster, Marie Windsor and Leif Ericson.

A Hollywood origination, "Pantomime Quiz" was seen around the country last season via kine. Now it's on the live network, and it's good to have the fuzziness out of it. It's a lively show. "Pantomime" is the old parlor game, charades. The contestants have a huge repertoire of signals, and, being professional film thespians, have a knack of acting out intangibles that would be the death of run-of-the-mill charade players.

The titles and quotations chosen were rarely easy. They got lines such as "Don't shoot the bartender, it's his half-shot now," and "I lost my heart on the subway when I gave my seat to you." And the contestants usually played it the hard way, taking each word in turn.

Conried Adept

The regular team of four has the services of actor Hans Conried, who should eventually be crowned world's champion charade player. Not only can he swiftly mime any word in the language, but he also seems to know every quotation and title ever written.

The contestants all played it broad for comic effects. Mike Stokey kept things moving right along and managed to give all eight a turn before the half-hour was up.

The opening commercial for Camels was the Vivian Blaine film clip, and the closing was a clip showing Dick Powell relaxing after shooting a tough movie scene. At midpoint, Stokey integrated a plug into an interview of contestant Jackie Coogan. Gene Plotnik.

vided for listeners the plans of the coach and his team for the 1952 season.

Next came Charlie Cleveland, veteran political writer for The News, who presented for the first time together on television Judge John Gutmacht and Grenville Beardsley, recently named by the Democrats and Republicans, respectively, to represent their parties in the hot race for State's attorney in the coming election. Both candidates pointed out their platforms (for the first time anywhere), then listed their qualifications for the job. This was all handled in straight news fashion. There was no editorializing or campaigning done.

The subject of defense against air attack was the feature story of the initial show. In the studio was Col. Harold Scruggs, commanding officer of the 147th AF Group, stationed at near-by O'Hare Field, who explained, with the help of Kiplinger and some well-defined maps, the proximity of Chicago to possible invaders, and stressed the importance of this city as a prime target of an aerial attack.

Pilots Give Views

Program then shifted to O'Hare Field, where Tom Casey, an American Broadcasting Company reporter, interviewed several jet pilots recently returned from Korea. A Navy pilot stationed with the Air Forces, and then turned over the program to the fliers and ground officers who went thru the routine which would be followed in the event an attack took place. This portion of the program included the firing-up of three jets, and their movement to the runways.

For a finale, program switched from the jets back to the studio where a 16-year-old girl, Mary Kay O'Connell, was waiting to recite a prayer she had written for Christmas and which was printed in The Daily News.

Perhaps one of the most important parts of "Impact" can play in video to serve as a model for other newspapers throughout the country to follow in conjunction with their local TV stations and citizens. Norman Weiser.

CAPSULE COMMENT

Cafe Istanbul (Radio), ABC, Sunday (6), 9:15-9:45 p.m. EST.

ABC's filler for Louella Parsons' recently vacated time slot is a take-off on the old Humphrey Bogart-Ingrid Bergman film "Casablanca," with Marlene Dietrich as a fern counterpart of Bogart's (flicker role) playing Mlle. Madou, operator of the title joint. Series is a cloak-and-dagger drama of the old school. Miss Dietrich's throaty dead-pan delivery had considerable tongue-in-cheek charm, but rest of the cast were completely defeated by out-of-date script. Most of all, tho, Miss Dietrich needs a new name. Madou (rhymes with hoodoo) sounds like the proprietor of an Armenian Duffy's Tavern. (See full review this issue.)

Theater Guild on the Air (Radio) ("I Know My Love"), NBC, Sunday (6), 8:30-9:30 p.m. EST.

Aside from their usual brilliant performance as a team, The Lunts last Broadway offering, "I Know My Love," was actually a dull play. This radio version of same was even more so, since it lacked the visual compensations of the legit comedy—namely the fascination of watching Lynn Fontanne and Alfred Lunt run thru a variety of make-ups and mannerisms to portray a supposedly happily married couple from youth to their Golden Wedding anniversary.

As a radio play, the S. N. Behrman opus just wasn't strong enough to sustain audience interest for an hour on vocal-contrast alone. Then, tho, gallantry aside, Miss Fontanne's voice wasn't convincing in the teen-age phase of her role. Age-wise, Lunt was more successful, but even his vigorous delivery couldn't inject any real pacing into proceedings. All in all, the Theater Guild presentation added up to a great waste of top talent and time.

Cameo Theater (TV), NBC-TV, Sunday (6), 10:30-11 p.m. EST.

Initial outing of the Al McCleery series under auspices of Regents was an adaptation of "Dark of the Moon," with Alfred Drake turning in a sparkling performance as Witch-boy, neatly complemented by Rita Gam's Barbara Allen. With but a few minor elements askew, the production, cast and adaptation made a high level mark at which to shoot in future editions. (See full review this issue.)

Hallmark TV Theater (TV), NBC-TV, Sunday (6), 3:30-4 p.m. EST.

Sunday afternoon in a fine time for drama, but more like the sticky, sickly, saccharine stanza which led off this series is likely to drive away any male viewers. Sunday is an all-family day for TV, and the soap-opera approach is uncalled for here. (See full review this issue.)

Paula Stone (Radio), WMGM, New York, Wednesday (9), 12-12:15 p.m. EST.

In addition to extensive experience in every branch of show business Paula Stone has developed a forceful, pleasantly unaffected mien and manner which should go a long way toward making her new daily chatter program a success. The fem also does a good selling job for her sponsor. Program moves along at an unusually fast pace for a chatter airer. (See full review this issue.)

Arhuo Toscanini conducting the NBC Symphony (Simulcast radio-TV), Saturday (28) 6:30-7:30 p.m. EST.

The Maestro was at the peak of his form for an all-Wagner program. (See full review this issue.)

Tommy Henrich Sport Show

TELEVISION — Reviewed Wednesday (2), 11:10 to 11:20 p.m. Sustaining via WJZ-TV. Producer, John Madigan. Director, James Yarbrough. Writer, Frank Swift. Cast: Tommy Henrich, Guest, this show, Dan Daniel.

Having been dropped from his coach's berth by the New York Yankees, for whom he toiled so well for so many years, Tommy Henrich has launched his career as TV sportscaster via this late-evening WJZ-TV show. Originally, the stanza was handled by Russ Hodges alone; now Henrich is supposed to work with Hodges while getting his training. On the show caught, Henrich was on solo, with Hodges busy on other fronts, and the show was titled merely the "Tommy Henrich Sport Show."

There is a certain charm about Henrich's manner which probably derives in part from a certain innocence of pro me method, and in part from the fact that he seems such a nice guy. There is also a touch of uncertainty about his work which doubtless will pass as he grows more accustomed to the stint. However, it is to be hoped that he retains his easy, low-pressure approach, something a bit novel in broadcast sports gabbers.

Scores, Late News

After opening with a "Hi! How are you tonight?" he replied to himself saying "Fine." Then he launched into a reading of late basketball and hockey scores, and some other late sports news, such as pole vaulter Bob Richards' getting the Sullivan Trophy award. With this item, some film clips of Richards in action were shown.

Then Henrich interviewed baseball writer Dan Daniel. When Tommy commented that he was new to the role, Daniel said Henrich was doing as well as he had at the plate for the Yankees, whereupon Tommy quipped, "Well, the station hasn't shipped me to Newark yet." After a few questions, Henrich seemed to be stumped for a fresh query, so Daniel kept things rolling by putting a poser to the sportscaster, namely, whether he thought Joe DiMaggio was justified in quitting baseball. Henrich replied in the affirmative, on the basis of DiMag's loss of his old-time hitting consistency. Daniel took the opposite tack, but the 10-minute show ended before the debate could be fully developed.

Potential Hitter

It would seem that Henrich's strongest point would be in taking advantage of his years of baseball wisdom by carrying on just such discussions in his interview periods. Certainly his attitude and opinions are of far more pertinence and validity than those of the casual sportscaster. As to the problems of technique and smoothness, Henrich is a well-spoken, intelligent man, and after he is rid of some of the butterflies, he should find the commenting business as easy as fielding a fly ball to right field. Sam Chase.

Paula Stone

RADIO—Reviewed Wednesday (9), 12-12:15 p.m. EST, Monday (10) Friday. Sponsored by Pequot Mills via WMGM, New York, and the Liberty Broadcasting System. Producer, Milton B. Kaye. Writer-emcee, Paula Stone. Guest: Dorothy Sarnoff.

Paula Stone, daughter of the late and great Fred Stone, and co-producer of the current legit musical clik, "Top Banana," knows her way around every branch of show business, which should go a long way toward making her new daily chatter program over WMGM, New York, a success.

In addition to being in a position to round up big name guest stars, the actress has developed a forceful, pleasantly unaffected mien and manner, making considerable improvement over her rather coy performance on earlier radio stints. She also does a good selling job for her sponsor, Pequot Mills, working plugs deftly into a smooth line of show business chatter.

Miss Sarnoff, featured canary in the "King and I" and top concert artist, is a fairly big name draw for a local show, but Miss

Texaco Star Theater

TELEVISION — Reviewed Tuesday (8), 8-9 p.m. EST. Presented by Texas Corporation thru Kudner via NBC-TV. Producer-director, Arthur Knorr. Music, Allen Roth. Cast, George Price, Peter Price, Vera Lynn, Jack Carter, Joe Frisco, DeMarco Sisters, Clark Brothers and others.

If there was one thing demonstrated on this seg, it was that the Milton Berle format—biff, bang, whistle and more biff—bring in an easy one to do without Berle himself in there sparking the proceedings.

George Price, substituting for the vacationing Berle, did a creditable job but he was better as Price than as Berle doing a Berle. But if Berle wasn't there in person, his prop phone calls kept his memory fresh.

Jimmy Nelson, in his second shot on the Berle show, was used for the commercials in an advertisement. His entertainment value was a distinct plus as he went thru single and double dummy routines. What was undoubtedly of more significance to the sponsors was that Nelson's routine sugar-coated the Havoline plugs, making them pleasant to take and highly effective.

Price's big job was in his spot with his son Peter. The father-gives-young-son-advice was a genuinely human touch. The fact that it was carried thru from a dressing room to the wings, and from the wings to the stage, made it that much more appealing. The direction and production on this scene was masterful.

Show had a fast opener in the always fine hoofology of the Clark Brothers. The special acts, in addition to the opener, were Jack Carter, Vera Lynn, the DeMarco Sisters and Joe Frisco plus a mixed line.

Carter & Frisco

Carter worked in one sket with Horace McMahon and Art Carney, which was good for laughs. Unfortunately the beginning of the sketch was slow and the end was inept. The middle was strong, making for laughs from a contrived situation in which two prisoners told a new cellmate how to break out, as they saw it in pictures. This gave Carter a chance to do Bogart, Cagney and Robinson. The overall effect, however, was only mild comedy. In fact comedy was the weakest link of the entire show.

The only other contribution in the laugh department was Joe Frisco's stutter-chatter. His sotto voce remarks can always break up a show—biz mob. It is doubtful if he has the same effect on the general public.

In the singing department, the male load was carried well by George Price. He did a couple of specials with production assistance and a reprise of the old "I Forget the Number of the Door," as a mild English gentleman drunk.

Vera Lynn, a London recording singer with a creditable English rep, showed an excellent voice and perfect poise. Based on the showing, gal can stay around here and make good. The DeMarco Sisters bounced in and out, joggled up and down as they warbled their five-part harmonies. The girls were raucous, too, violent for a show that didn't have a tumult comic on it. Bill Smith.

Stone has lined up much bigger personalities for future areas, which should prove stimulating rating-wise. Aside from the "top asset" angle, the program's best asset is that it moves along at an unusually fast pace for a chatter airer. June Bundy.

Advertisement for Mulson Studio, featuring glossy professional 8x10 photos and dynamic films.

Cafe Istanbul

RADIO—Reviewed Sunday (6), 9:15-9:45 p.m. EST. Sustaining via American Broadcasting Company, New York. Producer, Leonard Blair. Director, Murray Burnett. Script supervisor, Leonard Blair. Music, Bernard Green. Cast: Marlene Dietrich, Ken Lynch, Arnold Moss, others.

"Cafe Istanbul" (ABC's filler for Luella Parsons' recently vacated time slot) is a take-off on the old Humphrey Bogart-Ingrid Bergman film "Casablanca," with Marlene Dietrich as a fem counterpart of Bogart's flicker role playing Mlle. Madou, operator of the title joint; Ken Lynch as the American landlord and former lover (a la Bergman pattern), and Arnold Moss, prefect of the local police, movie part played by Claude Rains.

The series is a cloak-and-dagger drama of the old school, with everybody meeting at Madou's place to trade government secrets and indulge in general skulduggery, all heavy with foreign accents, of course, and loaded with melodramatic cliches. Miss Dietrich slinks around the club with her usual enigmatic grace, and warbles a few hoarse bars of Edith Piaf's famous "La Vie en Rose" number in French. In a more practical mood on show caught (6), she also argued with Lynch about fact that her vent was overdue, and played a little political patry cake with the Colonel in an effort to save him (Lynch) from jail. At least that was the impression this reviewer had of the plot.

So Mysterious

However, everybody was so mysterious, that it's quite possible things were the other way around. Anyway, Lynch and la Dietrich ended up mad at each other, which presumably will give the series more fodder for its loves-me-lets-me-not romantic pattern.

Marlene Dietrich's throaty dead-pan delivery has considerable tongue-in-cheek charm, but the rest of the cast were completely defeated by the out-of-date script. The series could also use more atmosphere, via additional sound effects and music. Most of all, tho, Miss Dietrich needs a new name. Madou (rhymes with hoodoo) sounds like the proprietor of an Armenian Duffy's Tavern. June Bundy.

Meet the Champ

TELEVISION—Reviewed Thursday (10), 9:30-10 p.m. EST. Sponsored by American Tobacco Company via ABC-TV thru Batten, Barton, Durstine & Osborn. Producer-commentator, Wally Butterworth. Boxing matches feature members of the armed forces.

There are some smart angles to this series, which features boxing bouts involving top-notch servicemen. Sponsored by Luckies, but winner of each bout remains champ in his division until dethroned by a new challenger in succeeding weeks. This means that some of the boxers will be on hand at least twice, with the better ones becoming regulars on the show, and developing a real personal following such as the professionals, with their irregular appearances, cannot do.

The bouts seen on the show caught, second outing of the series, were fair to middling, but gave promise of some good action to come. The combatants, altho amateurs, have excellent records both in the service and before, with some being former Golden Gloves champs. This show had only two bouts—each running the maximum of four two-minute rounds. The initial airing had three kayos and permitted four matches. One of the first week's winners was back again and won his second bout as well. This lad, a lightweight from Fort Meade, Maryland, is obviously good enough to duck a mers of K.P. by being handed trips to the various posts from which the fights are originated each week.

Commentator Wally Butterworth, who conceived the series, does a capable narration job, pointing up that 250,000 men are boxing in the four branches of the service and that out of these will

Hallmark TV Theater

TELEVISION—Reviewed Sunday (8), 3:30 to 4 p.m. EST. Sponsored by Hallmark Greeting Cards via NBC-TV thru Footnote Cone & Belding. Producer-director, William Corrigan. Associate director, Paul Lammers. Production assistant, Marilyn Evans. Writer, Jean Holloway. Femsec, Sarah Churchill. Cast: Oscar Brown, Isabel Elsom, Graham Velsey, Eileen Poe, June Peel, Zolya Tama, Olive Blakeney.

Hallmark has a good idea in airing a Sunday afternoon drama, but it will get nowhere rapidly if the series follows the pattern of the preem show. A more sticky, sickly, saccharine stanza would be difficult to imagine. Scripter Jean Holloway, who adapted the show from the novel, "Dr. Serecold," is an old hand at turning out soap operas. But the Sunday afternoon TV clan is composed of the entire family, and the male members thereof, at least, must have been driven away in anguish.

The tribulations of the good old country doctor were limed in all their agony, including the medical's fear that he himself has been stricken with a fatal disease. This after his partner of 40 years and a collection of patients in varying degrees of illness paraded before the cameras. The two major points of drama were in the doctor's awaiting word on tests of his illness, and in his steering a blind youth into marriage with his beloved despite the objections of the boy's mother.

Soapier Tradition

In the tradition of the soapers, things came out fine in both cases. The doctor learned he had only a nervous dyspepsia, and the boy defied his mother and got himself a bride.

This kind of fare is far more suitable for a continued saga in a weekday strip than for a family afternoon outing. The quicker the bankroller switches to mass appeal or quality stuff, the better his chances of winning back some of the audience who must have been utterly dismayed by the see-off show. Sam Chase.

Ralph Edwards Show

RADIO—Reviewed Monday-Friday (7-11), 2:2-3:30 p.m. EST. Sustaining via National Broadcasting Company. Producer, Ralph Edwards. Director, Ed Bailey. Writers, Mort Lachman, Paul Edwards, Tom Adair. Announcer, Hal Gibney. Emcee, Ralph Edwards.

Ralph Edwards' new radio show is similar to "Truth and Consequences," only there's no quiz. Edwards just has the participants play foolish and then rewards them with pens, watches, flattery, defense bonds and trips to Mexico. Edwards' own enthusiasm keeps the show moving swiftly. And when the participants' tomfoolery are not enough, Edwards' own gags and wisps keep the studio audience yockin'.

The tricks that Edwards' brain-trust cooks up for the participants are not all amazing. But it's amazing how they keep coming. On one shot this week he brought on two gentlemen, had one of them dial Guy Lombardo's number, and had the other get on the phone and knock Lombardo's music. It turned out that the fellow who did the dialing was Lombardo. The audience howled.

For another gag, an engaged couple was brought on with three models. The boy was blindfolded and made to kiss each gal and guess which was his fiancée. It turned out that he'd kissed his girl all four times and didn't know it.

From time to time, Edwards read mail containing comforting little poems, all corny.

In all, it's a gay, nutty show. Gene Plotnik.

Some mighty good boys. This was borne out fairly well by the matches.

The lensing was excellent, for the most part. Butterworth made only two real commercial pitches, and these were given between rounds and thus were necessarily abbreviated. His one weakness was in selecting momentary lulls in action to explain how exciting the fights really are. This can be eliminated with nothing lost. Luckies may well pick up a constantly growing and loyal audience with this inexpensive series, particularly among fight fans who don't even care who's in the ring. Sam Chase.

CAPSULE COMMENT

The Pace of Chicago (TV), WBKB, Chicago, Thursday (10), 9:30-10 p.m. CST.

Marshall Field & Company's expensive, much-heralded TV production celebrating its 100th anniversary made a weak beginning. Despite a large budget—over \$5,000—an abundance of help and the use of the big new Garrick Studios of WBKB, the show failed to come to life.

Six models parading fashions thru the century were dead and stiff. Three short dramatic episodes depicting family life thru the century were technically adequate, but failed to project any spark. A dance group of three men and three girls were fresh and alive, but the dance itself was no different than viewers see on a dozen network TV shows during a week.

The show fell completely apart in the final 10 minutes when executives of the store took over. The officers, members of the board, old customers, an old employee, a stockholder and others were introduced and handed pieces of cake. In fairness to the producers, it should be acknowledged that the first show was overloaded with ceremony, and was not an accurate indication of what can be done. The premiere should be written off to ribbon cutting. A full review will be carried of the second show as an example of the entertainment potential of "Pace."

My Friend Irma (TV), CBS-TV, Tuesday (9), 10:30-11 p.m. EST.

Your large-bosomed small-brained friend and mine, Marie Wilson, is a cinch to hit a 30 point rating and win a place in the top 15 national TV shows. This notwithstanding the commentary of such people as my friend, Jack Gould.

Could be that the good, gray atmosphere around The New York Times has dulled Mr. Gould's appreciation of well-curved young ladies, and has blunted his tolerance for comedy on a popular level. Sure some of the situations and gags on the show stem from the Columbia Wheel and Joe Miller's treasured tome. But production, direction, staging on "Irma" is an artful and the playing such a delight that millions will become regular Irma addicts on video, even more so than on radio. Cathy Lewis does the finest piece of performing seen in several seasons. The Lord no doubt made her for this show. Only weak spot was the gent who overplays Irma's boy-friend, Al, so mercifully. Miss Wilson, herself, is wonderful.

Tommy Henrich Sport Show (TV), WJZ-TV, Wednesday (2), 11:10-11:20 p.m. EST.

The erstwhile Yankee baseball star comes off pretty well for a beginner on this sports-cast. Despite his lack of experience, Henrich has something positive to offer in the way of a good personality and solid background. (See full review this issue.)

Texaco Star Theater (TV), NBC-TV, Tuesday (8), 8-9 p.m. EST.

A pleasant enough show sans Berle, away vacationing. George Price was effective as Price, but not as pinch-hitter for Berle. Outstanding drawback was lack of solid comedy and too much singing. (See full review this issue.)

Pantomime Quiz Time (TV), NBC, Wednesday (2), 10:30-11 p.m. EST.

The contestants, all professional thespians, play characters broad for comic effects. It's a lively show. (See full review this issue.)

Impact (Television), WENR-TV, Tuesday (8), 10:10-30 p.m. CST.

A news show built by a major newspaper which offers a pattern for other local presentations thruout the country. News presented by newsmen, with the stress laid on what the news means to the persons living in the community covered. Authentic coverage of important events by real-life newsmen is well produced and staged, yet maintains desired atmosphere. (See full review this issue.)

Meet the Champ (TV), ABC-TV, Thursday (10), 9:30-10 p.m. EST.

This series of boxing matches between servicemen has a good angle in that winners continue to appear until dethroned. This should help develop a following to the program, which could prove a smart buy at a comparatively low price for the sponsor, Lucky Strike. (See full review this issue.)

The Battle of the Ages (TV), Du Mont, Tuesday (8), 9-9:15 p.m. EST.

New talent-show pits a pair of young entertainers against two oldsters. May and September line-up provides natural tie-in for sponsor's two products Serutan and Geritol. However, competitive atmosphere of show caught (8) was practically nil because four acts involved were too diversified in type for any fair comparisons. (See full review this issue.)

The Whistling Wizard (TV), CBS, Saturday (29), 11-11:30 a.m. EST.

It's still a charming show. It should be quite exciting for kids and, since it does have its sophisticated side, rather amusing for adults. (See full review this issue.)

The Ralph Edwards Show (Radio), NBC, M-F (7-11), 2-2:30 p.m. EST.

The Edwards show is similar to "Truth or Consequences," only there's no quiz. Edwards just has the participants play foolish, and then rewards them. In all, it's a gay, nutty show. (See full review this issue.)

Claudia (TV), NBC-TV, Sunday (6), 6:30-7 p.m. EST.

Claudia shapes up as one of television's better soap-operas. There is little doubt that it will attract a substantial audience, particularly of women. Joan McCracken, in the title role, is no Dorothy McGuire, but with more directorial guidance and experience she'll prove more than adequate. Writing is tight and appealing. (See full review this issue.)

Cameo Theater

TELEVISION—Reviewed Sunday (6), 10:30-11 p.m. EST. Sponsored by Regent Cigarettes via NBC-TV thru Broke, Smith, French & Dorrence. Producer-director, Albert McCleery. Writers, Howard Richardson and William Berney. Cast: Alfred Drake, Rita Gam, Roy Fant, Winifield Hoey, Maud Scheerer, Eric Fleming, Barbara Ashlev, Millicent Coleman, Anita Webb, Agnes Yost, Essie Coryell.

Al McCleery's arena-style TV series, "Cameo Theater," has returned under the auspices of Regent Cigarettes, which limited its plugs on the preem show to briefs before and after the dramatics. These merely pointed out that the king-size smoke had added length which made for added coolness. The pitches were well done and effective.

The initial presentation was a 30-minute version of "Dark of the Moon," which had a Broadway outing some seasons ago. The original writers did the adaptation which, on the whole, was quite effective in telescoping the action into the half hour. The play itself, a conglomeration of wild, and a riotous rape scene, is an effective piece of theater. For the sensitivities of the TV audience, the orgy in the church, which climaxes the action, was considerably shortened and edited, and some of the impact lost thereby. But it could hardly be done otherwise.

McCleery's accent on close-ups and a minimum of props and sets again proved itself admirably suited to the medium. The focus was entirely on the players, and the absence of luxurious settings was not obvious. Alfred Drake headed a cast which, on the whole, was very able. Drake himself showed his versatility again by his handling of the Witchboy role on the heels of his resounding success a few weeks ago in the lead of "Counterspy At Large." His work had strength and believability at all times save the brief opening and closing episodes, before and after he had been turned into a human

The Battle of the Ages

TELEVISION—Reviewed Tuesday (8), 9-9:30 p.m. EST. Sponsored by Serutan and Geritol, via Du Mont, N. Y. Producer, Norman Livingston. Director, Mendy Brown. Writer, Tom King. Announcer, John Reed King. Emcee, John Reed King. Contestants: Margaret O'Brien, Billy Gilbert, Sybil Bowan, Howard Mandel. Music, Al Finelli.

"The Battle of the Ages," a new gimmick talent show, pits a pair of young entertainers against two oldsters (35 is dividing line), with an audience applause meter judging which team receives biggest studio hand. May and September line-up provides natural tie-in for sponsor's products Serutan and Geritol, both of which purport to give vim, vigor and vitamins to young and old.

As gimmicks go, the idea certainly is as good as "Juvenile Jury," and considerably better than "This Is Showbusiness." However, competitive atmosphere on the show caught (8) was practically nil because four acts (a singer, mimic, actress and comic) involved were too diversified in type for any fair comparisons.

Youth was served by young corporal Howard Mandel and flicker actress Margaret O'Brien. Former was handsome and personable during interview session, but nervous and stilted gestures marred his vocal "Domino." Miss O'Brien, a real beauty now, was handled poorly by bad material in a telephone monolog, which was chiefly marked by inept lines and long awkward pauses between phone calls.

In contrast, veteran comic Billy Gilbert breezed thru his familiar sneeze act with solid showmanship, pulling genuine yocks all the way. Mimic Sybil Bowan scored almost as high with a group of impressions of Carmen Miranda and others. Latter may have lost her largely middle-aged fem audience later tho, when she cavorted around lifting up her skirts in a leg-impersonation of Marlene Dietrich. However, it was still obvious that age had the jump talent-wise this time around. All of which gives viewers a bone to pick with the applause-meter, which gave decision to youngsters.

Emsec John Reed King boomed forth heartily enough to please the most health-minded sponsor and gave his plug for Geritol (iron tonic) added zest by manfully gulping down a glass of the stuff—an admirable but rather dangerous precedent to set for other TV spicels. Norman Brokenshire handled the touchy Serutan spot of the veteran broadcaster smiling with weary benevolence into the camera was one of the program's high spots. The show could use more of him.

Incidentally King deserves credit for his non-patronizing treatment of talent in the interview sessions. The gimmick was carried out in a spotting of youngsters and oldest member of the audience, but nobody got maudlin in the process. Show's theme song "They're Either Too Young or Too Old" seems a somewhat unfortunate choice lyric-wise. June Bundy.

by the Conjur Woman. There was too little contrast in mannerisms, and Drake was not quite "witch" enough. But, in the bulk of the show, he was excellent.

Rita Gam made a lovely Barbara Allen. Her mouthing of the ballad early in the show was a bit off schedule with the actual warbling, but this was but a small blot on an otherwise good characterization. Weakest elements were the two young witch girls, whose offerings, in contrast with Drake's, were too stylized. Otherwise, the production, cast and adaptation made a high-level mark at which to shoot in future editions. Sam Cbase.

Kaufman-Schreier Open Publicity Firm

NEW YORK, Jan. 12.—Ben Kaufman and George Schreier this week opened a new publicity-promotion firm named Kaufman & Schreier, with offices at 400 Madison Avenue. Both are long-time flacks, and Kaufman currently is retained as a consultant by the Mutual Broadcasting System.

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Radio City Music Hall, New York (Thursday, January 10)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show played by the Raymond Paige house org.

With the latest film here "Greatest Show On Earth" running two hours plus, the stage show, built around a "Star Spangled" theme, is on for a snappy, glittering 21 minutes of straight song and dance.

In keeping with the all-American idea, the Raymond Paige org opens with "Rhapsody in Blue" before the entrance of the ballet corps and featured dancers Patricia Bowman and Charles Lasky "Ballet Romantique." The corps exits and the duo floats thru a standard classical routine. More prouettes by the corps follow before that group and the featured pair whirl to a finish.

"Twilight on the Trail" has the glee club and baritone soloist, Stanley Kimes, as a colorfully-garbed group of cowboys gathered about a campfire. They do "On Top of Old Smoky" at a strolling pace and "I'm Headin' for the Last Round-Up" in gallop time. Against a theater background neatly suggested by two stage doors, the Rockettes prance thru a typical music-comedy line dance.

Finale has all hands on deck, with the ballet corps executing a multi-colored scarf dance.

Tom O'Connell.

Oriental, Chicago (Thursday, January 10)

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

House has backed a strong flicker, Bob Hope and Hedy Lamarr in "My Favorite Spy," with a well-rounded bill, and the result should be good box office.

Heading the live portion of the show is Eddy Howard, working as a single and with the trio featured with his orchestra. Howard has a large local following, due to his many personal appearances, and he doesn't disappoint the crowds. Opening with "Never Grow Old," Howard went into "To Each His Own," with the rest of the trio working off-stage on the number to good effect, then followed with "Rickety Rickshaw," "Careless," "Last Goodbye" and "Ragtime Cowboy Joe," the last named with the trio on-stage. Closer was his current best selling platter, "Sin," which got a heavy mitt.

Sharing marquee billing with Howard is Joey Bishop, who recently introduced a new act at the Chez Paree here and has done some additional local TV work brushing up the routine. In his current stint, Bishop has discarded some of the material which didn't pull, added a few new strong gags, and in general polished up the presentation. He not only held his audience from the start, but had to beg off after a lengthy encore. Martin and Florenz hold down the second spot with their puppet presentation. Duo works with puppets built to resemble film personalities and their manipulation and voicing is good. Act has adult appeal and would go well on TV. Opener is the De Santos Trio, two guys and a gal, who work to

Night Club-Vaude Reviews

Moulin Rouge, Copenhagen (Monday, December 17)

Capacity, 300. Policy, two shows nightly, three on Saturdays. Admission, 27, 56 and 85 cents (drinks not obligatory). Producer-manager, Fred Skaarp.

Skaarp has remodeled this former cabaret into an intimate theater, with lounge and bar in adjoining rooms. His idea of presenting a show along the lines of American burlesque has clicked, and the show which opened in September is still packing them in and is skedded to run until March.

Phyllis Dixey, England's top-ranking peeler, and a line of eight British show girls are the big lure, and they give the boys plenty to gaze at but do it in such genteel fashion—sans bumps or torso tossing—that American burly fans would probably feel they had stumbled into an art gallery.

Miss Dixey is a shapely and statuesque looker who not only peels daringly but also handles lines capably. She and the girls come on about eight times, with the girls doing wistic poses and dance routines. The sexiest bit is a French Can-Can, which confirms the French contention that black hosiery, garters and frilly undies are better bait than an undraped fem.

Sock hits are the Frandsen Trio and Narriman Zander. The Frandsens, two boys and a cute girl, give out with harmonizing in an unpretentious but very distinctive style. The boys fill in with guitar and bull fiddle but confine most of their efforts to putting across amusing Danish ditties.

Zany Zander

Zander is a zany comic whose best bit is a musical novelty set consisting of a set of drums and two racks of what appear to be bonafide wine and liquor bottles out of which he manages to produce a hilarious musical accompaniment to his vocalizing.

Tox and Denise, a standard vaude act, are very good in their straight bits but weak in comedy. Tox is an excellent violinist but the highlight of their act is Denise's fine manipulation of a large marionette to the accompaniment of a violin solo. Act has class, but comedy efforts are little asset.

Viggo Brodthagan is excellent in a couple of funny Danish songs, as is Ellen Lijmar in her rendition of a good number. Rita Lojmar rounds out the troupe, appearing with other members of the cast in parodies and comedy bits. About the only American touch is a couple of corny burly-gags interpolated by Jack Tracy and a couple of the line girls. Music for the show is provided by Walther Bodker, a very capable pianist. The show is nicely staged and runs about an hour and a half. Ted Wolfman.

Latin American tunes with a terp and acro act which drew a good hand. Gal handles most of the twirls, while lads have some good gyros worked into the bit. Norman Weiser.

Roxy, New York (Friday, January 11)

Capacity, 6,000. Price range, 80 cents-\$2.00. Four shows daily. House booker, Sam Rauch. Producers, Arthur Knorr and Gae Foster. Show played by Paul Ash house band.

First show of the year here was well balanced, each seg solid in its own way. Headliner was Alan Dale, who was in excellent voice. His slow, touching "Laugh Clown, Laugh" was tops. He was brought on by five girls, and went right into "With a Song in My Heart," followed by "Dark Town Strutters Ball." When he did his imitations of the other singers he failed to register. Comics, non-vocalists at that, have done this better. Dale is not a great personality, but the teen-agers love his shy ways, and were in there screaming. Dale finished with "You Are the Promise of Springtime," roving with hand mike midst a stage full of girls.

First act on was Beatrice Kraft and her dancers backed by the house line. They gave an eye-filling, entirely pleasing performance, blending East Indian dance styles with jazz rhythm for respectable hands.

John Tio, the talking parrot, got good-natured laughs for every little thing he uttered. It took some coaxing from his trainer, Francis Abella, to get the parrot to whistle a tune, but this only heightened interest. At wind-up, Abella carried the bird out with its wings flapping to big hands.

The Roxettes got in a turn wearing Hopalong Cassidy costumes, minus chaps. This featured some strenuous hoofing by Lou Willis Jr. His slips drew big hands.

Low Parker carried the comedy load neatly. He opened with a bit about the "Flying Enterprise," and then went into song and chatter about it being great to be back in New York. He had them yucking it up with his restaurant routine, but began to wear a bit thin when he brought on his wife for marital bliss bit.

At show caught, Parker brought on Thelma Ritter, star of the current pic, "The Model and the Marriage Broker," doing straight for her. Miss Ritter admitted she couldn't do anything, but she provided a pleasant and amusing few minutes. Gene Plotnik.

Tic-Toc Club, Milwaukee (Friday, December 4)

Capacity, 300. Price policy this show, \$1 admission. Owner-operator, Al Tusa. Booking, Lou Cohen. Manager and publicity, Armin J. Weinberger. Budget this show, \$1,500. Budget last show, \$1,200.

The holiday bill has plenty of punch, tho the night caught, the opener, was put on before a slim crowd. The late show, however, was well filled.

Long stemmed Diana Lure flashed thru three furious terp routines for fair mitts as the opening act.

On second, young Charlie Carts displayed one of the smoothest and most fascinating card manipulation turns caught here in a long time. The handsome Frenchman's clever silken technique labels him as one of the top acts of the kind. His card fantasy and baffling audience participation tricks pulled big palming.

Miss Wray Loses Lively red-headed Paula Wray lost them. Amply endowed, the chirp is an eye-catcher, altho she looked uncomfortable in her revealing gold sheath gown. The lass did okay with ballads, especially her nostalgic Helen Morgan medley, but missed on the up-tempo tunes. She apparently is not seasoned enough to follow a strong act.

A consistent favorite here, Paul Gilbert in his eighth date, was terrific. His gags, songs and dances broke up the house.

The show-cutting job by maestro Art Krueger and his lads was top drawer, and their antics lured the floor busy in between shows. Ben Ollman

Casablanca Hotel, Miami Beach (Thursday, December 20)

Capacity, 450. Two shows nightly, 9:30 and 12:30. Price policy, \$2.50 minimum. Owners-operators, Sam Cohen, Ivar Blacker, Julius Gaines. Booking non-exclusive. Publicity, Irv Mandell and Stu Newman. Show played by Tito Puente's band. Estimated budget this show, \$1,700.

For the first time in Miami Beach night club history, a hotel supper club (the plush Club Morocco in the big Casablanca Hotel) blossoms forth with an ice show. This one is George Arnold's Ice Revue, and it emerges as an hour's okay entertainment. Despite opening night difficulties when some members of the cast were snowbound in Pittsburgh and local talent was hastily substituted, the show subsequently became a well-presented and unique production.

The mainstay of the cast of nine is Arnold, who is in and out of practically every number, displaying a considerable amount of skating skill as a solo and in duets with Iona Vail, former Austrian figure-skating champion and an ex-Holiday Ice feature skater, and with Angela Olive, the revue's prima ballerina.

Puppets & Doves

Virtually stopping the show with a puppet act is Victor Charles, one of the cleverest string-pullers caught here in some time. Also coping a good hand, but for a brief stint, is a scantily-clad gal billed as Stephanie. She figure-skates with a pair of live doves.

As outstanding as any of the performers is the background music by Tito Puente's aggregation (9). While the music crew experienced opening night setbacks in later performances they're cutting the show in a slick manner. The band has been booked by the club for the entire winter season. Tito, himself, is a showman and gets a big personal hand for between-show specialties. Herb Rau.

Ciro's, Miami Beach (Friday, December 29)

Capacity, 275. Two shows nightly, 9:30, 12:30. Price policy, \$1.50 beverage minimum. Operator, Maurice Pollack. Booking non-exclusive. Publicity, Hal Pearl. Show played by Sid Stanley's band.

This plush spot has been made plusher this season with a complete re-designing and refurbishing, and the initial show's three acts betit the decor. Co-headliners—Larry Storch and the DeMarcos—are backed up by Dorothy Dandridge in her Miami Beach debut.

Storch is outstanding as an impressionist. His forte is the off-beat stuff, like a Japanese taking a riding lesson, a TV set with a pooped-out tub and a Brooklyn gal at a bar. Unlike many of the comics working this area, Storch's stint is completely devoid of off-color material, proving you don't need the blue stuff to be funny.

The DeMarcos, as usual, are a neat team, specializing in American-type terps and only once during their routine did they bow to the Latin influence here. The exception was a mambo, but a slow and subdued delineation instead of the wild and furious mamboes that characterize this area.

Miss Dandridge's opening was marked by soft violin music as compared to a loud fanfare in most niteries. She carried this relaxed theme thru her stint, which included a half-dozen torchy or ballad tunes. The gal, attractive in the spotlight, holds the rapt attention of the people and comes thru nicely for a good hand. Herb Rau.

COMEDY MATERIAL for All Branches of Theatricals BILLY GLASON'S FUN-MASTER

"The Original Show-Biz Gag File" (The Service of the Stars) FIRST 12 files for \$7.00. ALL 24 ISSUES for \$12.00. Single: \$1.00 ea. in sequence, begin with No. 1—NO SKIPPING. 3 Bks. PARODIES, per bk. \$1.00. 3 Bks. MINUTE BUDGET, per bk. \$1.00. "HOW TO MASTER THE CEREMONY" per copy \$1.00. "GIANT CLASSIFIED ENCYCLOPEDIA OF GAGS" 1200+ items, 1000+ who's who, 1000+ what's who. PAULA SMITH, 200 W. 54th St., N. Y. C. 19, N. Y. DEPT. BB. CIRCLE 7-1130

La Vie en Rose, New York (Sunday, January 6)

Capacity, 190. Price policy, \$4.55 minimum. Show policy, two or three shows nightly, time flexible. Operator, Monte Proser. Booking, non-exclusive. Publicity, Virginia Wilks. Estimated talent budget, \$1,200.

This new show featured the opening of Anita Ellis (in "Gilda") the voice of Rita Hayworth in "Gilda") in her Stan room. Miss Ellis, an attractive brunette, knows how to sing and phrase a standard. She understands lyrics and has a feeling for melody that indicates a real potential. Her choice of tunes was smart, using standards and mixing them up for good ear appeal. Where she doesn't register too strongly is in the selling end. This indicates a lack of experience before live audiences. Sight as well as ear appeal is necessary for a well-rounded job. Experience can be acquired with steady work. On voice alone, however, Miss Ellis is worth a look-see by a record company.

Hands Act

D'Yves Joly (a four-person French act) is probably one of the most intriguing acts caught in a long time. The use of gloved hands the group gives the effect of various human situations, which are remarkable in their interpretation. Using recorded music for background, the hands go thru a realistic ballet, a midnight swim in the "nude" that is hilarious, particularly when the "swimmers" are caught by the cops (who also are a pair of hands).

Bill Bailey filled out the bill with hoofing and chatter. Bailey (now Reverend Bailey) has an infectious charm that he doesn't take proper advantage of because of his unsuitable material. Chatter that may kill 'em at the Apollo (a Harlem theater) isn't necessarily the material that will register at a chi-chi spot like La Vie en Rose. Also following an act like the Hands, requires much more on the ball than Bailey has. Joe Condulias' combo played for the show and for dancing. Bill Smith.

Village Barn, New York (Wednesday, January 9)

Capacity, 250. Price policy \$2.50 minimum week-ends; no minimum week nights. Shows at 8:30, 11:30 and 1:30. Operator, Max Horowitz. Booking, non-exclusive. Publicity, Jay Russell. Estimated talent budget this show, \$1,000.

The rustic character of this oldest of New York clubs is still obviously the main draw here—that and the square dances. Aiding and abetting the country flavor is Zeb Carver, emcee, and his Dixie Doodlers (four-piece com). (Continued on page 46)

Advertisement for DE LLOYD McKAYE, BROWN DERBY, and BEN YOST. Includes contact information for JOLLY JOYCE and BEN YOST.

NOTICE TO ALL AGVA MEMBERS

Nominations for Delegates to the Fifth Annual Convention to be held in Los Angeles on June 9, 10, 11 and 12, 1952, will be made at the membership meeting to be held in each Branch Area on or about March 12, 1952. Be sure to attend the meeting of the Branch in whose area you will be working at that time. Check with the Branch for the exact date, time and place of the meeting.

Nominations may also be made by petition signed by at least twenty (20) members in good standing filed with the National Office prior to April 1, 1952. Petition forms will be available at every Branch Office.

Members may transfer from the Branch in which they are registered to any other Branch of their choice. Such transfers must be filed with the National Office not later than January 31, 1952, in order that the Branch may be credited with such transfers in the audit which is taken to determine the number of paid-up members in each Branch Area. Transfer forms are obtainable at every Branch Office.

National Office

AMERICAN GUILD OF VARIETY ARTISTS

1697 Broadway, New York 19, N. Y.

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

JANUARY 19, 1952

LUCAS VERSUS DANIELS

Newcomer to Buck Stylist In Miami Beach Bookings

NEW YORK, Jan. 12.—Bobby Lucas will be used to buck Billy Daniels in Miami Beach late this month. Daniels will work at the Copa for \$5,000, plus two rooms. Lucas will oppose him at Red Pollock's Ciro's where he'll get \$750.

Lucas began getting hot after last week's opening at Harry Altman's Town Casino, Buffalo. Local press did nip-ups, and the preem-night mob blew its collective top. Lucas works somewhat like Daniels, tho' he's much younger. Both Daniels and Lucas are signed to the Morris office.

Guiding the boy into the top dough has become a tricky path for his new managers. Altman

and Bill (Riviera) Miller have the boy under p.m. contract, but they don't start getting cuts until he breaks into the \$1,000 and over class. Based on current biz, the boy has heated up, and inquiries are pouring in. Altman and Miller are aiming for big dough, but don't want to kill him off by too rapid salary jumps. Miller will use Lucas at his Riviera next summer.

Combo Grosses Okay, Palace Still Pulling

NEW YORK, Jan. 12.—The post-New Year's week saw Stern take a step back to the pre-holiday normalcy. However, considering the sharp lift of the previous week, grosses held up surprisingly well.

Radio City Music Hall (6,200 seats; average \$126,750) exited with "I'll See You in My Dreams" plus Christmas show after five weeks with \$130,000 for the final stanza. New show was "Greatest Show on Earth" with a stage production of house staff only.

Roxy (8,000 seats; average \$53,000) wound its three-weeker (last eight-day) with \$52,000. New show has "Model and Marriage."

Alan Dale and Beatrice Kraft. Paramount (5,654 seats; average \$50,750) took in \$72,000 for the second frame with Tony Bennett, Joey Adams, DeMarco Sisters, Art Mooney band and "Double Dynamite." New show goes in Wednesday (16).

Palace (1,700 seats; average \$37,875) did \$38,000 for 10 shows for the 12th week of its run with the Judy Garland package.

N. Y. Liquor Bd. Slaps 7-Day Penalty on LQ

Continued from page 3

teen-agers. He pointed out that each patron at the club is scrutinized and if their legal age is doubtful proof of age is requested.

Walters also has a non-alcoholic menu for teen-agers, many of whom give the LQ a heavy pull, particularly on prom nights.

The LQ stands to lose about \$20,000 for the seven days (it will stay open). One of the losers will be the tax department. It stands to lose 20 per cent of \$20,000. The club does a normal biz of about \$40,000 a week.

The original penalty was a suspension for 10 days, but because the club admitted its mistake, the board reduced it by three days, said ABC authorities.

lacked the program to date, despite repeated efforts by its open and hidden enemies; by the contrary, every department reviewing it has recognized its benefits in bringing insurance to many who otherwise could not obtain protection;

No State Action
"6. The sole legal proceeding against the programs have been commenced by operators seeking to avoid payments to which they had agreed in collective bargaining; no such proceedings were ever instituted or supported by any State insurance department;

Fair and Proper
"1. The benefits provided under the insurance policy are fair and proper; they have been increased since the inception of the program, without any increase in premiums;

"2. The policy is written by one of the largest and finest insurance companies in the world, the Indemnity Insurance Company of North America, which is entitled to great credit for pioneering in a field avoided by others;

"3. Tens of thousands of dollars in benefits already have been paid to AGVA members;

"4. While the company has indicated at this time that they will not continue in the future, the program does remain in effect during the next year with the company and, unless abandoned by AGVA, should continue thereafter;

"5. Not one insurance department in the United States has at-

CIRO'S PLANS INCORPORATION

HOLLYWOOD, Jan. 12.—Herman Hoyer will file papers to incorporate Ciro's and issue stock for \$300,000. Money, according to Hoyer, will be used to finance expansion of the Strip swankery's operation. Shares will be sold at \$500, with Hoyer limiting sale of only four shares to a single stockholder. Stock sale, Hoyer said, will be made available only to a select group of friends. Hoyer, however, will still retain ownership of the land and structure with the corporation owning the Ciro's operation.

Hoyer just completed adding a banquet room to the nitery's main building. Plan calls for construction of another room. Hoyer said corporate set-up is needed because the Ciro's operation is getting too big for one man to handle. According to Hoyer, nitery is only a part of the Ciro's set-up, which includes package liquor sales and a catering service. Hoyer said that in 1951, Ciro's handled approximately 700 parties, both in homes and on the nitery's premises.

As a rough estimate of his own valuation of Ciro's, Hoyer said he would peg it at \$850,000. Corporation is being formed by Ralph Fields of the firm of Baurter, Grant, Youngman & Gilbert.

SORRY SITE

Ops Claim Acts Too Expensive; To Shut Cage

NEW YORK, Jan. 12.—The Gilded Cage, a Lou Walters-E. M. Loew operation, will close January 19 after a five-month stand, reviving the hoodoo that the site has lived under for so many years.

Walters said the reason for the funderoo was his inability to get any solid attractions and took a poke at headlines "who got \$3,000 in 1945 and now won't work unless they get \$10,000 or more."

"In 1945," said Walters, "when we paid an act \$3,000, we ended up with a \$4,000 profit. The same act today probably will do a little more business but not three times as much. So if we pay out that kind of money, we'll lose \$4,000 at the end of a week."

Agencies claim that Walters had tried to get the Andrews Sisters, Rita Brothers and other names to come in but was unsuccessful.

Walters said that the spot lost about \$5,000 a week. Observers put it closer to \$10,000 in the past month or so.

Icer to Reopen Hub's Copley

NEW YORK, Jan. 12.—The Copley Plaza, a Sheraton chain hotel in Boston, will reopen its shuttered act policy with an ice show set to start February 6.

The unit, tagged "Silhouettes on Ice," will go in on a six-week deal and options. The deal was originally set for a name band policy to tee off with Carmen Cavallaro's ork, but inability to juggle dates made him unavailable. The ice show deal followed.

Night Club-Vaude Reviews appear on opposite page. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 46, Radio-Television Reviews on pages 12 and 13.

Detroit Firm Buys Bistro as Party H.Q.

DETROIT, Jan. 12.—A year's successful trail-blazing operation of the fabulous Latin Quarter by the Murray Corporation of America, car body manufacturer, may point the way toward a new development in show business—the sponsored night club. Spot (Fantasia) was taken over by the Murray firm a year ago, renamed the Latin Quarter, and used strictly for private parties.

The company's original idea was to use it for its trade shows, sales conventions, and various major company gatherings. Seemingly a suitable room in Detroit for large gatherings had been a headache for many companies, and Murray decided not to "buy a hall" but to buy it. Spot was used practically solid last January for the company's own affairs.

Idea of renting it for other companies, university parties, un-

Unions Appeal Hub Blue-Nose Action Vs. Clubs

BOSTON, Jan. 12.—An edict cracking down on "female impersonators, strip-teasing" and like forms of entertainment resulted from a meeting of Boston city officials called by Mayor Hynes, Friday (4), to take action on Archbishop Cushing's charges that Boston's entertainment was immoral.

According to Hynes, Mary Driscoll, chairman of the licensing board, told the conference that only about 25 per cent of the 41 rooms in the city conducting floor shows gave difficulty resulting in the charges. Operators of burlesque houses will be notified by City Censor Walter Milkkan that entertainers must confine themselves to what he called a "modified" strip with risqué movements and undue exposure barred.

Union Action
At a meeting on Wednesday (9) the Licensing Board failed to hear a single witness in a public hearing to air complaints against nine night clubs accused of violating good taste. Representatives of the American Federation of Musicians and the American Guild of Variety Artists urged that the license of the Show Bar be re-examined as quickly as possible. Bert Nickerson of the AFM declared that 20 members of his organization were thrown out of work as a result of last week's action, nine of them were employed at the Show Bar.

Ralph Morgan of AGVA testified that when a dancer was sent to the Show Bar, the manager paid her off and sent her away because he objected to her scanty costume even tho' it had been acceptable in other parts of the country. Attorney for the Show Bar claimed that acts under fire had never been allowed to play the room.

Tic-Toc Pitches With Name Policy

MILWAUKEE, Jan. 12.—In a strong pitch to nitery patrons, the Tic-Toc here has set a line-up of name attractions thru spring, including Billy Vinc January 18, Benny Fields and Davy Barry (following February 1), Sophie Tucker, making her first cafe appearance in the Beer City, opening March 5.

Louis Cohan, Chicago, who books the spot, said the Ames Brothers had been offered the two-week period starting February 15 which is still open.

ion and other group affairs steadily developed, and a full-time business grew. Currently, the place has been booked solid for a month, and two different departments of General Motors are battling over the December 19, 1952, date. Each wants that date.

With two tiers of tables around the huge floor and stage, plus a balcony, the place led gatherings, favorite for sponsors of a night, and is capable of handling most crowds. It will take up to 800 satisfactorily. Present operation inherited the redecorating, said to have cost \$400,000 when Walter Wanger redid it, from the old Oriole Terrace, in 1944. Murray spent generously on further improvements when it took over.

Partial Roster

Parties have included day and night events; big personal parties; weekly orientations for the Stanley Hotel; Products Show on WTVJ-TV; WXYZ staff Christmas party; and a memorial gathering for the late G. A. Richards, radio tycoon.

Unique angle is that a big industrial firm is running a private night club in effect, and viewing it as a sound factor in public relations, and a year's experiment. Idea has been closely watched by other large concerns and may be widely copied elsewhere as suitable spots become available. Over 100,000 people have been in the place for various events held in the past year, and presumably been given a favorable impression by Murray management of the spot, which is, however, very unobtrusive.

Lessee take the room over for the night, subject only to basic house rules. One of these is strict union operation in all departments, including a stagehand by watch system and services, not require stagehands to use of union help, especially of the affected theatrical crafts, has come from union organizations renting the hall, who usually figured they couldn't afford to pay union scale themselves.

No liquor is sold in the place, which does not have a liquor license. Lessee arrange for the caterers to provide the liquor they want to serve, and only invited guests are permitted—no customers. Some organizations put on elaborate shows, others use no talent at all. Spot rents for a flat \$350 per night plus a per capita figure on actual attendance.

Spot is managed for Murray by Frank Petts, former public relations man for a national Catholic organization in Washington, where he handled the "Catholic Hour" radio show.

ABC Finishes Realignments

CHICAGO, Jan. 12.—Fred Williamson, vice-president and head of the Chicago office of Associated Booking Corporation, this week completed a series of staff additions and duty alignments.

Bill King, personal manager of Judy Canova, joins the office as head of the act department, and will continue as manager of Canova, with ABC now presenting the act for personal appearances. Dick Lewis, new to the business, joins ABC in the cocktail department, filling the vacancy created by the resignation of Bob Ehler, who has joined General Amusement Corporation here (see separate story). Williamson will handle some of the accounts formerly serviced by Ehler.

Other members of the local ABC org are Fred Baister, head of the club-nitery department, and Joe Musse, manager of the cocktail department.

Sennes in N. Y. Office

NEW YORK, Jan. 12.—Frank Sennes, large Midwest agent and booker, will open branch in New York as soon as suitable quarters are found. Sennes has hired Larry Gengo to head the New York office. Gengo quit the Leonard Green office to join Sennes.

Juke Box Disk Purchases Up to 50,000,000 a Year

40-or-More Phonos Major Factor; Wax Men Aim Exploitations of Ops

• Continued from page 1

have for some time been moving their locations closer and closer to Tenth Avenue—"Juke Box Row." An increasing number of diskeries and distributors are turning out little strips specifically for the operators. Other examples of the diskeries' attitude toward ops are Mercury's special four-for-one deals, and the various honky-tonk piano disks turned out by many record firms with the operator counted on to buy enough disks to make the recording a profitable one.

Another strong indication of the record companies' attitude to-

ward the music machine industry is the stand taken by the manufacturers during the recent Bryson Bill hearings. The manufacturers took a stand in favor of the operators and directly opposed to the American Society of Authors, Composers and Publishers.

BMI Drive for Cleffer Pacts Nets 3 More

NEW YORK, Jan. 12.—Broadcast Music, Inc., continuing its drive to build a stable of contract cleffers, last week raised the total of signees to about 70 when parts were completed with writers Terry Gilkyson, Lucky Millinder and Albert Gamse. The latter two writers resigned from the American Society of Composers, Authors and Publishers to make the BMI writer deals. Deals were

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"KISS" BLISS

Satchmo Hits Fast Stride, 400,000 Disks

NEW YORK, Jan. 12.—The trade generally theorizes that it's the fresh, young talent that will make the hits, the near-legendary Louis Armstrong has cropped up prominently to represent the old dog who will never be put down. Satchmo on wax currently is kicking on all fours with his dishing of "A Kiss To Build A Dream On" and his latest effort in concert with Gordon Jenkins' ork, "When It's Sleepy Time Down South."

"Kiss" currently is the number two record at Decca after the hit "Tell Me Why," and has done about 400,000 platters to date. Dishing originally was sparked by the flip side, "I Get Ideas," but for the past six to eight weeks "Kiss" has taken the play. The "Kiss" did not hit the best-selling lists with any noticeable consistency, its sales impact was in-

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Ray's 'Cry' Tops Millionth Disk

NEW YORK, Jan. 12.—Columbia Records announced yesterday (11) that the Johnnie Ray Okeh dishing of "Cry" and "Little White Cloud That Cried" had topped the million sales figure, making the record one of the fastest selling hits since Patti Page's "Tennessee Waltz." The Ray record was released by Columbia a little over eight weeks ago.

First shipments of the disk went out to retailers on November 13. The platter is still the label's number one item.

Col'bia Strike Ends; Biz Hurt Very Little

BRIDGEPORT, Jan. 12.—The four-week-old strike of the local United Electrical Workers against Columbia Records was settled at a meeting this morning, and the workers report back to work in the company's plant, Monday (14). The focal point of the negotiations was a pension plan which the company maintained it could not afford to institute, but which the union insisted upon. No pension plan was written into the new agreement. The union won a wage increase within the provisions of the government wage stabilization laws.

For practical purposes the strike did not hurt the company as much as might have been anticipated. Actually, in order to catch up on production of the

firm's many going hits, several weeks before the strike, Columbia had decided to suspend issuance of new releases until after Christmas. A certain amount of pressing was maintained thru plants outside Bridgeport, and at least one of the label's top sellers, Johnny Ray, sells such an individualistic style that buyers, in many cases, decided to wait until his platter of the hit tune "Cry" was again available, rather than buy the tune on other labels.

Up-coming with a rush, now that the plant is back into production, are a new Ray disk, as well as fresh items by Tony Bennett, Rosemary Clooney, Guy Mitchell and others, which a.&r. chief Mitch Miller has had ready since before the strike.

Recent disk industry estimates of the importance of sales to coin machines include such figures as a 40 per cent increase in sales during the past two years, and the more specific figure of approximately 150,000 of the first 200,000 copies of Tony Bennett's "Because of You" having been sold to juke box operators. The diskeries, however, are not losing sight of either the disk jockey or the record retailer while expanding their efforts toward closer co-operation with music machine people.

Part and parcel of the growing importance of the operator is the mushroom growth of the one-stop record shop, actually a sub-distributor carrying all labels for the purpose of servicing coin machine operators from a single location. One diskery claims that its distributors' sales to one-stops have increased in some territories by more than 50 per cent, while a local one-stop owner reported that his business was 200 per cent ahead of his 1950 figures.

One of the major reasons for the increase in disk use by operators has been the heavy swing to larger capacity machines. The Seeburg 100-selection machines, the AMI 80-selection units, and

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Mercury Sets Up Stock Order Plan

Merchandise Ordered by February 29 To Be Sold on 40-10 Per Cent Discount

CHICAGO, Jan. 12.—With increasing emphasis being placed on the use of 45 r.p.m. disks as a result of the sale of multi-speed record players and the swiftly growing use of 45 r.p.m. juke boxes, Mercury has set up an incentive stock order promotion which will start immediately and run thru February, 1952.

Listing 509 singles and 82 albums, Mercury plan calls for all merchandise ordered by dealers on a special form by February 29 to be sold on a 40-10 per cent discount. Distributors will be allowed to place their orders under the plan thru February 15.

Based on the distributors' discount, a deferred payment plan offered by Mercury to its reps may be passed on to the dealers.

Diskery is offering two plans to its distributors. Plan A allows the distrib to work on his full gross if he orders his full quota of merchandise; purchases 200 of the singles listed on the special order form with a minimum of 25 disks per single for 5,000 platters minimum, and orders 50 per cent of the albums listed on the form, with

a minimum of 12 albums per album order for 492 albums minimum. No maximum is set on singles or albums.

Plan B allows the distributor to set his own direction. However, under this plan he will operate on a 20 per cent gross only.

No matter which plan the distributor selects, Mercury excess said that for each invoice billed under this promotion, the distrib

(Continued on page 41)

SPA-Pubber Audit Battle Flares Anew

NEW YORK, Jan. 12.—The battle of the audit between the Songwriters Protective Association and the E. H. Morris and Leeds pubberies flared up again this week after a cooling-off period cued by the Christmas holidays. The renewed stir brought to light publisher opposition to Dave Blau and Eddie Traubner, key figures in the audit movement. Some pubbers reopened with SPA the matter of how far back the writers can go into pubber books. This latter point has developed into a major bugaboo in the audit picture.

Buddy Morris, who returned here this week after several weeks on the West Coast, said that he had no objections whatever to SPA's request for an audit, but that he strongly objected to Blau and Traubner, proposed auditors. Morris pointed out that his books are under constant audit by such writers as Frank Loesser, Hoagy Carmichael, Julie Styne and Sammy Cahn. He claimed that he would permit audits by certified public accountants who were impartial third parties and not representatives of both writers and publishers. Neither Blau nor Traubner, he said, met these qualifications.

Brought into the discussions this week was the subject of limiting SPA to checking pubber books only for the past six years. Lawyers point out that the statute of limitations on such situations

SAX GIMMICKS RUN GAMUT

HOLLYWOOD, Jan. 12.—The current trend toward tenor sax solos on ballads leads to some weird experiments by disk makers.

A Chicago diskery plugged a tenor into the amplifying system of a Hammond organ recently to get a new sound for its star tenor acquisition.

A local diskery went all out, cutting the background band in one studio, while in another room the lead tenor played into a feed-in mike which mixed up the two separate musical entities. Quirk on the deal was that the tenor man couldn't hear what the background was playing and vice versa. Recording director merely rapped out two bars on the floor to let the tenor man's studio and the recording, oddly enough, turned out perfect the first time.

CAPAC Wins All Levy Pleas Except Radio

TORONTO, Jan. 12.—Composers, Authors and Publishers' Association of Canada, Ltd., has won all tariff requests in their plea to the Copyright Appeal Board, with the exception of that submitted for radio.

While CAPAC has made its submission on behalf of its radio schedule, the hearings have been adjourned to January 21 pending a reply from the Canadian Association of Broadcasters. It is expected that by then some sort of formula will have been worked out. This formula will be submitted only to the Copyright Appeal Board for perfunctory approval.

Any agreement or schedule approved by the board at that time will be retroactive, it was indicated at the hearings. The CAB has agreed to such an arrangement.

Opposition

The tariff sought by CAPAC in fields other than radio remained the same as last year. Strong opposition was drawn up by the various groups, with adamant stands being taken by niteries, service clubs and fair groups, all with a variety of reasons why the tariff

(Continued on page 41)

ASCAP May Garner 1-Mil From Pix Co's

Sum Would Cover 2-Yr. Period Since Consent Decree

NEW YORK, Jan. 12.—Sources close to the American Society of Composers, Authors and Publishers inner sanctum estimate that the society will gather in slightly over \$1,000,000 in the final settlement with the major movie companies to cover the two-year interim period since the consent decree. No estimate of the individual companies' settlements was made aside from the \$35,000 agreed to by the MGM flicker factory.

It is said that several of non-movie-affiliated publishers are less pleased with the settlements, which are being made individually with the flickeries. They claim that the million dollars for the two-year period is a "disappointing" income to preserve a right. The unhappy outlook was predicated on a comparison with radio income for last year, which ran somewhere between \$7,000,000 and \$8,000,000.

S&S Kidiskery Signs Durante, Cantor 1-Shots

NEW YORK, Jan. 12.—The Simon & Shuster kidiskery this week consummated waxing deals with Eddie Cantor and Jimmy Durante. Agreement between the label and artists is non-exclusive and covers a single recording shot for each name. If the disks are commercially successful, S. & S. intends to pick up additional name artists. Both Durante and Cantor will be used on the S. & S. Big Golden 31 label.

The kidiskery also renewed its

(Continued on page 41)

H'WD TO ENG.

Jo Stafford, Johnson Cut Distant Duos

NEW YORK, Jan. 12.—Some sweet Anglo-American harmony was made this week via a unique cross-Atlantic duet etching featuring England's popular singer Teddy Johnson and fem chanter Jo Stafford. Johnson recorded an English ditty, "The Moment I Saw You," with Norrie Paramor's ork in London, and the tape was flown to Hollywood where Miss Stafford cut her part of the duet. The other side of the platter

(Continued on page 41)

ENTERPRISING MUSIC MEN

Tunesmiths, Waxers Leap Aboard as Vessel Sinks

• Continued from page 1

grave, Clinton and Hender along with publisher Levy and recording studio sliced the epic with Alan Holmes' orchestra and an enlarged choir.

The session ran to 5 a.m. Friday (11), and by Friday afternoon Hender and Levy's promotion expert, Arnold Shaw, were rushing acetates to radio stations for the deejay spins. Levy and company were busy circulating for additional recordings at the same time with a Red Foley-Decca disking a possibility. The pubber will have printed sheet copies ready for the mart by Monday (14). Levy even had the King disking flown to England to BB deejay Jack Jackson after a trans-

oceanic telephone hype had been put to the English spinner.

At the same time, from Chicago it was reported that Mercury Records was rushing to market an etching by Win Storky, a local TV warbler, of a ditty called "The Sinking of the Enterprise." Tune will be published by Algonquin Music.

Ben Aronin, Rabbi and lawyer, who has written a lot of kidisk lyrics for Mercury Records, has penned the "Sinking" lyrics to the tune of "Loch Lomond." Mercury is sending out 50,000 disks on a guaranteed sales basis. The records will be shipped Wednesday (18).

AFM May Ask 50% Hike in Movie Pacts

Continued from page 1

sticians under contract to the studios receive a weekly minimum of \$133 and are guaranteed a minimum annual income of \$6,916 for a minimum of 320 hours of work

Philips Makes New 78-LP Disk, 7 Inches

AMSTERDAM, Holland, Jan. 12.—Philips Industries, international electronics firm now engaged in making its weight felt in the world disk field, has created a stir in the European market with the introduction of a seven-inch 78 r.p.m. minigroove record for pop tunes. The small-sized disk plays up to five minutes of music, is pressed on a vinyl-type plastic and is unbreakable. It can be played on any 78 r.p.m. machine, tho an LP needle must be used to fit the small-sized grooves.

The new Philips 78 r.p.m. disk eliminates the necessity of purchasing a new attachment to play the records. This is quite important in Europe, where record attachments are expensive (\$25 to \$40), and being luxury items cannot be produced in quantity at present. The disk eliminates most breakage, cuts shipping charges, and saves storage space for the consumer. It is now available in Holland, France and Belgium, and will soon be ready for Canadian and South American markets.

Mercury Sets Coast, Atlanta Sales Confabs

CHICAGO, Jan. 12.—With the Eastern and Western sales meetings completed, Mercury will hold a West Coast session in two weeks, and follow with a special country and Western conclave in Atlanta in four weeks.

Attending the New York, Chicago and Los Angeles sessions for Mercury were Ivy Green, vice-president; Art Talmadge, vice-president; Marrie Price, sales manager; Joe Carlton, pop a.&r.; Bobby Shad, rhythm and blues; Doc Kilpatrick, country and Western; David Hall, classical, and Kenny Meyers, disk jockey promotion. Green, Talmadge and Kilpatrick will handle the Atlanta session.

Two new field representatives, who will work under Price, were appointed this week. They are Frank Zarider, formerly with King Records, who will cover the Eastern territory, and Benny Miller, who has done some d.j. promotion for the diskery, and prior to that was associated with Laurel Music on the West Coast.

MCA Signs Up Mr.-Mrs. Hefti

NEW YORK, Jan. 12.—The contemporary "Mr. and Mrs." band, featuring Neal Hefti and wife, Frances Wayne, born via the Coral Records route, this week was signed to a term booking deal by the Music Corporation of America. The much heralded ark team inked with MCA thru Veegee Larry Barnett after they had been romanced for several months by reps of each of the major band agencies. The pair recently signed a personal management paper with Sid Fields, who represented the couple in making the arrangement with Barnett.

Plans drawn for the band by Fields, MCA and the couple call for organization of the unit to take place in early spring. The band, which will be a 13-piece (Continued on page 41)

In the year. These contract stipulations thereby provide studio musicians with a minimum of 10 hours work per week.

According to Local 47's J. W. Gillette, the AFM will seek to continue the existing separation between films produced for theatrical release and those made primarily and/or specifically for television as a condition of any forthcoming contract negotiations with the major flickeries (the Motion Picture Producers Association) as a rule patterns of the independent motion picture producers. The independents' pact expires next month, but as in previous years, negotiation for these contracts will not be run off until arrangements and terms have been drawn with the majors.

It is generally believed in the trade that if the AFM Board agrees to accept local 47's pay rise proposal as the basis for the initial barter, the union will run into a flat negative from the producers and that the contract negotiations might prove to be an extended affair as a result.

Sound Out Folk Jocks on Plan For Trade Meet

HOLLYWOOD, Jan. 12.—Feelers were sent out this week for what may be the first regional convention of h.b. and Western d.j.'s. Shel Horton, veteran spinner at WVAM, Altoona, Pa., and owner of his own record shop in Saxton, Pa., sent letters to 150 nature spinners in the territory east of Cincinnati, seeking their response to a suggested meeting during the spring. Horton, in his letter, stated that in conversation with Nelson King, WCKY, Cincinnati, who has topped The Billboard's annual h.b. and Western poll for the past three years, and Art Barrett, WSAP, Portsmouth, Va., he has been led to believe that there is a need for one or two-day confab. Horton reports that the get-together might be held in Cincinnati with "several record companies and name talent" contributing to its success. Only previous attempt to organize d.j.'s in some kind of co-operative effort was one directed toward pop d.j.'s about five years ago when Universal Pictures tried to set up an association in connection with the premiere of a Deanna Durbin film in which a d.j. sequence occurred. This attempt failed. Several other attempts have been made to organize jockeys in the pop field locally and regionally.

Pressing Plants Do All for Indie Labels, Except Sign Up Artists

NEW YORK, Jan. 12.—A unique practice initiated by pressing plants as a service to independent diskeries, in which pressing firms handle most of the production, work for manufacturers has mushroomed to such an extent that it now engulfs almost all of the independent labels. It can be concluded that of the 700 or so recording companies signed with Music Performance Trust Fund, few more than a dozen record companies are in the business from A to Z.

Pressing plants today, both large and small, offer most of the following services to diskeries in addition to pressing records: storage space, collation of albums and LP's, printing of labels, stocking albums and envelopes, and packing and shipping records in quantities of one or more. A number of pressing outfits will even take orders for as little as 100 records of a number, at competitive prices.

This means that the pressing plant has taken a large part of the operations of a record company out of the manufacturers' hands, so much so that a great many independent labels now only have to worry about the recording sessions, and their sell-

SIGNATURE BUY REMAINS ENIGMA

CHICAGO, Jan. 12.—Answer to the question, "Who's buying the Signature disk catalog?" remained unanswered this week despite a series of reports flying thick and fast after a visit to the Mercury headquarters here by Bob Thiele early in the week.

Thiele, who left for Florida after meeting with Mercury executives, did not comment on the outcome of the visit, but diskery execs said "no deal has been finalized."

Loesser Buys Out Morris in Susan Music

Musical Scores, Pop Single Hits In Org's Catalog

NEW YORK, Jan. 12.—Songwriter Frank Loesser this week became whole owner of his Susan Music pubbery when he bought E. "Buddy" Morris' 50 per cent interest in the firm, which was formed to house all of the clefifer's most recent writings. Susan's catalog includes the scores to "Guys and Dolls" and "Where's Charley?" as well as such single copy rights as "Slow Bout to China," "Hoop-De-Do" and "Baby, It's Cold Outside." Morris' terms of the deal were not disclosed.

Susan was formed about three years ago for Loesser. Morris will retain the selling agent's rights to the catalog for the time being. The Morris international set-up acquires for the next four years full world rights to all of Loesser's writings regardless of who does the American publishing. Loesser now has two wholly-owned pubberies, the second being Frank Music, which is sold thru Nat Tannen here.

Cause for the split between Loesser and Morris was laid to the writer's demand that the pubber go on a perpetual plug on the (Continued on page 41)

TONY'S BECAUSE HITS MIL MARK

NEW YORK, Jan. 12.—Columbia Records acknowledged the 1,000,000 mark in sales for the Tony Bennett waxing of "Because of You" by presenting a gold pressing of the platter to the warbler this week. The firm's pop a.&r. chief, Mitch Miller, made the presentation to Bennett on the stage of the Paramount Theater here, where the singer is appearing.

Ehlert Moves To Chi GAC

CHICAGO, Jan. 12.—Pat Lombard, head of the local General Amusement Corporation office, this week appointed Bob Ehlert, formerly with the cocktail department at Associated Booking, Chicago, to fill the vacancy created by the resignation of Jack Whittemore last week (The Billboard, January 12).

Ehlert will move into the one-nighter spot vacated by Whittemore, who has already returned to New York where he will open his own personal management office.

Disk Dealers End Year in Okay Shape

Distributors Pleased With the Situation; Phono Sales Help in Most Major Areas

NEW YORK, Jan. 12.—Record dealers' credit standing with distributors improved appreciably during 1951 in almost every section of the country. Even the Midwest area, in which dealers suffered a poor Christmas season because of the worst storms in a decade, was reported to have wound up with very few delinquent accounts. Among the reasons advanced for the much improved credit situation were good sales of record playing equipment, a leveling off of unbalanced inventories, the heavy last-minute Christmas business done in many sections, and a final settlement of the three-speed confusion.

In most instances, distributors report that the second half of 1951 was greatly improved over the first six months. Payments were prompt, and many dealers took advantage of quick payment discounts where offered. Distributors who used deferred payment plans claim that many dealers are sending thru checks before due. Very few distributors have been forced to dip into their 1 per cent funds set aside for bad debts. Several distributors claimed that the credit standing of dealers were better than at any time since 1945.

Christmas record business, which was slow thru most of December, built slowly until three days before the holiday. In some areas, Monday, December 24, wound up as one of the biggest record-selling days in many

years. Yet distributors in the Midwest, who reported that dealer credit was "ordinary," blamed this on the snow storms which tied up major cities to such an extent that many "down town" stores were virtually deserted for days. Even shops which could have done a fair disk business were hit by the lack of stock when shipping facilities broke down.

Many dealers and distributors currently feel that the first quarter of this year should be a good one for disks. Sales of phonographs thru the last three months of 1951 were excellent in most areas. A New Jersey distributor claims to have increased his phono business by 150 per cent. A Chicago distributor reported heavy reorderers on phonographs during December. Midwest dealers, whose business fell off toward the end of the year, are now counting on the new phono units sold last fall to increase their disk business for the next few months.

U. S. May Help Metal Easement On Instruments

NEW YORK, Jan. 12.—The results of the series of meetings held in Washington last month between officials of the National Production Authority and music industry reps has not yet been announced, the industry is hopeful that increased materials allotments will be okayed by NPA. Manufacturers of pianos, band instruments and musical instruments all pointed up the lack of metals inventories, and the effect that current restrictions will have on industry employment.

Inventories of metals held by band instrument manufacturers are practically exhausted, with the result that employment in the industry during the first quarter of this year is expected to be 30 per cent lower than the same quarter last year. The industry labor force in the musical instrument field is expected to be chopped by a third or a fourth. Piano industry asked that the NPA select a different base period for the basis of metals allotments to the manufacturers. Current base period is either first half of 1950 or last half of 1949.

BMI Issues "Meet Artist" Biog Tome

NEW YORK, Jan. 12.—Broadcast Music, Inc. this week issued a book called "Meet the Artist," which contains biographical sketches of 144 recording artists along with listings of each artist's recordings of BMI licensed songs. The book is being shipped to all radio stations for use in programming disk shows.

Compiled by Russell Sanjek, BMI director of projects, the book is actually an enlarged and revised compilation of similar material previously issued as "BMI Disk Data." The licensing org intends to issue supplementary listings to the volume and also revised editions. The compilation and writing of the tome took Sanjek more than six months and includes pop, country, rhythm and blues and Latin-American artists.

CARVER AWARD TO DUCKWORTH

JOPLIN, Mo., Jan. 12.—"Sound Off" composer Willie Lee Duckworth received the "George Washington Achievement Award," here under the sponsorship of the Joplin Chamber of Commerce. Joplin is the birthplace of the famous scientist, and January 5, his birthday, is celebrated here each year.

THAT DISK ASSN.

Dealers Join New Org, Pose Queries

NEW YORK, Jan. 12. — The much-talked about local record retail dealers association appeared to be making some headway this week, altho several pertinent matters concerning the group still remained in the dark. The group, called the Association of Record Dealers, Inc. staged an open meeting Thursday (10), attended by about 70 disk dealers who were invited to join the association. More than half of the dealers present are reported to have joined. Running the meeting were Charles Lichtman, co-owner of the Whirling Disc Record Shop; Albert Gornor, formerly head of a trade association for the coin-

operated washing-machine industry; and Charles Katz, of the Katz and Wolchok legal firm, which represents several trade organizations.

Stated purposes of ARD were to end price cutting and unfair trade practices, and the elimination of distributor discrimination. Katz told the dealers that he had already filed a complaint with the Department of Justice and was preparing a law suit charging violations of the Robinson-Patman Act by a number of distributors and manufacturers. He also told the assembled dealers that the ARD would fight for several new amendments to the Miller-Tydings Act which would require both signers and non-signers of fair trade agreements to abide by the agreements.

Talks "Strike"

According to Katz, the dealer group would "strike against purchasing from any manufacturers who did not play fair." He pointed out, however, that the association was not aiming any of its actions against any one dealer, manufacturer or distributor. Dealers were told that another meeting would be held within the next three or four weeks.

A mild hassle developed over the questions of membership dues and ARD officers. Dealers joining Thursday (10) were asked to pay dues of \$6 a month, and were told that those joining after February 1 would be asked to pay a \$25 initiation fee in addition to monthly dues. It was at this point that the rhubarb started. A number of dealers demanded to be told who the ARD officers were, and how they were elected. Lichtman claimed that naming the organizing dealers might put those merchants in a "bad spot" with their distributors. He said that the officers would be named at the next meeting and that new elections would also be held at

TAKES ROOT

Middle West Losing Welk To California

HOLLYWOOD, Jan. 12. — The Midwest territory may be losing a lot of time on one of its most important hand properties, for Lawrence Welk, the veteran, MCA orchestra, this week purchased a home in Brentwood here and is selling his River Forest, Ill. home. Welk said that he intends to move his family to the Coast when the children finish the school term, except for his oldest daughter, Shirley, who will remain at Marquette University, Milwaukee, where she is a sophomore.

Welk said that he has been urged to return to the Midwest ballroom biz, but that he is continuing with his Aragon Ballroom, Ocean Park, Calif., indefinite engagement, in view of the fact that his Friday night TV show over KTLA, Los Angeles, has now garnered a bankroller (The Billboard, January 12). Show has a 13-week pact with options.

Welk said that even if he is freed of his local TV obligations, he intends to spend no more than three months of the year touring.

that time.

The Billboard, however, learned the names of the ARD officers yesterday (11) after questioning Lichtman. He said that he was president; Mrs. Lewis, Lewis Radlo, secretary-treasurer; Al Diamond, Diamond Record Shop vice president; and Sol Slotzin, Rivoli Music, sergeant-at-arms. It was also disclosed yesterday that Lichtman had been elected for a one-year term, and that both Gornor and Katz had been retained for one year each, tho they are "not yet on salary."

The meeting closed with a group of dealers named to an advisory committee to work with the ARD officers. committee consists of Allen Blankfield, Elizabeth Record Shop; Jack Seader, Music Shop; Ben Rutland, Thalia Record Shop; Mr. Frank, of Village Record Shop; and Mr. Levenstein, Arcade Associates.

Petrillo Okays Toronto Prexy

TORONTO, Jan. 12.—Plans for a new election sought by the Toronto Musical Protective Society were nullified following the arrival of international treasurer of the Parent American Federation of Musicians, Henry J. Steeper, in the city.

Elections held last month brought opposition of some 50 per cent of the membership against President Walter Murdoch for the first time in his 15 years. Murdoch is also vice-president of the international union.

The results of the elections resulted in near defeat of Murdoch by Carne Bray, who headed a slate which sought to remove from control of the union those men who were not so-called "professionals." These are men who take odd jobs at music.

A meeting was held following the election, and under a motion brought by Murdoch, because of a technicality in the holding of the first election, a new election was ordered by the membership. But as one newspaper put it, "the long arm of Petrillo reached out" and declared the first election as legal.

Members of the executive board include Garney Timmarsh, Bill Atkins, John Orde, Gordon Delamont, John Niosi, Roy Lockesley, Les Foster, Harry Freedman, Sydney Gangbar, Alfred Shaul, Brian McCool and Ernest Johnson.

Richmond to Publish First Flicker Tune

NEW YORK, Jan. 12.—Pubbet Howie Richmond this week picked up his first movie song by acquiring the rights to "Lady Love," tune penned by Bob Russell and Lester Lee and featured in the Columbia Pictures film, "Sound Off."

Disks of the tune are now being set. Copyright will be held in Richmond's Cromwell catalog. Flick stars Mickey Rooney.

GOLD GUITAR

Les Paul and Mrs. Got It From Capitol

NEW YORK, Jan. 12.—Capitol Records Prexy, Glenn Wallichs presented the Les Paul-Mary Ford disk team with a gold Gibson guitar in honor of the duo's sale of 8,000,000 disks during 1951. According to the diskery, the husband-wife team went over the million mark on "How High the Moon" and "Mocking Bird Hill," while "The World Is Waiting for the Sunrise," "Tennessee Waltz," "Just One More Chance" and "Josephine" sold over 500,000 copies each. Other big sales items for the team were "Jingle Bells" and Volume 2 of the Les Paul-Mary Ford albums.

On the basis of the usual 5 per cent royalty paid disk artists, trade estimates are that the team earned about \$180,000 from disk sales last year.

Another BMI Pin-Up Hit!

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Tommy Edwards (MGM)
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FORECAST

OLD PAINT and WIMOWEN by THE WEAVERS and GORDON JENKINS 27928*

DECCA DATA

YOUR WEEKLY GUIDE

TO AMERICA'S FASTEST SELLING RECORDS

★★★★★ **FLASH!**

OOPS! and NECESSARY EVIL by Ella Fitzgerald and Louis Armstrong 27901*

TO BUILD SALES

(Vol II)

Published in the Interests of Decca Dealers and Music Operators

(No. III)

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	SALES
30	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	1,4573*
5	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY Ernest Tubb and Red Foley	46387*
7	WONDERING NEW SILVER BELLS Webb Pierce	46364*
1	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Tubb	46389*
37	JUST A CLOSER WALK WITH THEE STEAL AWAY Red Foley	14305*
8	I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER Ernest Tubb	46377*
11	IT IS NO SECRET He Bought My Soul At Calvary Andrews Sisters and Red Foley	14566*
2	MANSION OVER THE HILLTOP Down By The River Side Jimmie Davis with the Anita Kerr Singers	14590*
4	LET'S LIVE A LITTLE NO. 2 THE STRANGE LITTLE GIRL NO. 2 Lonzo and Oscar	46378*
14	THE WEAPON OF PRAYER Jesus And The Atheist Red Foley	46357*

SEPIA

17	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
7	BLUE VELVET The Morningside Of The Mountain Arthur Prysock	27722*
15	TRUST IN ME COCK-A-DOODLE DOO Louis Jordan	27784*
9	CRY I AIN'Y IN THE MOOD Little Donnan Hightower	48254*

*Also available in 45 RPM (add prefix '9' to record number)
**Another Decca 'Best Seller' makes the 'Best Seller' list this week!

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	SALES
2.	1.	BE MY LIFE'S COMPANION Love Lies Mills Brothers with Sy Oliver	27889*
3.	2.	BLUE TANGO Belle Of The Ball Leroy Anderson	27875*
8.	3.	DANCE ME LOOSE RIVER IN THE MOONLIGHT Russ Morgan	27906*
4.	4.	LAY SOMETHIN' ON THE BAR No Sale Lavis Jordan	27898*
6.	5.	YOU BETTER GO NOW Baby Did You Hear? Jeri Southern with Music by Camarata	27840*
—	6.	OLD PAINT WIMOWEN The Weavers and Gordon Jenkins	27928*
9.	7.	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT Arthur Prysock	27871*
—	8.	FLYING FINGERS DIZZY FINGERS Bill Snyder	27907*
10.	9.	OOPS! NECESSARY EVIL Ella Fitzgerald and Louis Armstrong	27901*
5.	10.	RACINE MELODY Tuck Me To Sleep In My Old Tucky Home Rex Allen	27876*
—	11.	IF YOU GO THAT'S HOW A LOVE SONG IS BORN Patty Andrews and Gordon Jenkins	27913*
—	12.	ANNA MARIA SOMEBODY Gordon Jenkins	27912*
7	13.	BERMUDA THE LITTLE WHITE CLOUD THAT CRIED Roberta Lee	27893*
—	14.	TELL ME WHY SLEW FOOT BAG Grady Martin and Roberta Lee Grady Martin	27926*
11.	15.	TAKE ME BACK NEITHER AM I Don Cherry	27904*

COUNTRY

2.	1.	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY Webb Pierce	46385*
3.	2.	SOMEONE TO CARE I WON'T HAVE TO CROSS JORDAN ALONE Jimmie Davis	14596*
—	3.	IS HE SATISFIED I'VE GOT SO MANY MILLION YEARS Rex Allen with Anita Kerr Singers	46390*
4.	4.	BAYOU POM POM FIFTEEN MILES FROM DALLAS Jimmie Davis	46381*
5.	5.	HESSITATION BOOGIE DON'T YOU AGREE Hardrock Gunter	46383*
—	6.	I LOST AN ANGEL WITHOUT YOU I'M LOST Charlie Adams	46391*

SEPIA

1.	1.	THE BELLS OF ST. MARY'S USE ME LORD Sister Rosetta Tharpe with Rosetta Gospel Singers Sister Rosetta Tharpe with Sam Price Trio	48269*
2.	2.	COOL IT BABY YES YA DO John Godfrey Trio	48263*
—	3.	I DO BELIEVE LOVED ONE Lincoln Chase	48270*
4.	4.	ON THE BATTLEFIELD I'LL FLY AWAY Marie Knight-Erie Gladney with Vivian Cooper Marie Knight with Erie Gladney	48253*

*Also available in 45 RPM (add prefix '9' to record number)

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	SALES
6	TELL ME WHY A GARDEN IN THE RAIN Four Aces	27860*
18	A KISS TO BUILD A DREAM ON I GET IDEAS Louis Armstrong	27720*
2	WHISPERING SHAADOWS CRAZY HEART Guy Lombardo	27888*
9	SHRIMP BOATS More! More! More! Dolores Gray with Music by Camarata	27832*
3	SNOWFLAKES Green Sleeves Guy Lombardo and Evelyn Knight	27892*
12	SLOW POKE I Wanna Play House With You Roberta Lee	27792*
1	WHEN IT'S SLEEPY TIME DOWN SOUTH IT'S ALL IN THE GAME Louis Armstrong and Gordon Jenkins	27899*
10	COLD, COLD HEART BECAUSE OF YOU Louis Armstrong	27816*
5	BEER BARREL POLKA STARDUST Grady Martin	27838*
22	PEACE IN THE VALLEY SAY A LITTLE PRAYER Red Foley	27856*
7	UNDECIDED The Lie-De-Lie Song Guy Lombardo	27835*
12	ALABAMA JUBILEE Oxie Red Foley	27810*
8	I LIKE IT YES YOU ARE Jane Terry	27851*
7	CHARMAINE When I Grow Too Old To Dream Gordon Jenkins	27886*
10	DOMINO When The World Was Young Blag Crosby	27830*

*Also available in 45 RPM (add prefix '9' to record number)
**Another Decca 'Best Seller' makes the 'Best Seller' list this week!

NEW RELEASES

SINGLES

Play Me A Nurtin' Tune Andrews Sisters and Guy Lombardo I'm On A Sveson Of Love	27919*
Remember Your Promise (Say The Bells Of St. Thomas) Two Sleepy People	27835*
Tiger Rag State Street Boogie	George Barnes 27919*
Who's Afraid Of The Big Bad Wolf From Walt Disney's Silly Symphony "The Three Little Pigs"	Red Foley 27929*
Whistle While You Work From Walt Disney Feature Production "Snow White And The Seven Dwarfs"	27929*

Search Me Lord Now Didn't It Rain	Jordanaltes 14602*
Letter From My Darlin' Row Ride	Bill Monroe 46392*
Charming Baby Mama Lisa No. 2	Lonzo and Oscar 46393*
The Sweet To Be Remembered I Made A Mistake And I'm Sorry	Billy Talmadge 46397*
Am I Want Is You Peachtree On Peachtree	Clay Braddy Roy Mayes 48211*
It Is No Secret Thank You Jesus	Harmonizing Four of Richmond 48222*

*Also available in 45 RPM (add prefix '9' to record number)

ALBUMS

THE WEDDING CEREMONY of SISTER ROSETTA THARPE and Russell Morrison REV. KELSEY WEDDING CONCERT featuring VIVIAN COOPER, HARMONIZING FOUR OF RICHMOND, THE ROSETTES, and the SUNSET HARMONIZERS • BISHOP WELLS Recorded at Griffith Stadium, Wash., D.C. BA-902 - \$4.15 • DL 5382 - \$3.00
ECHOES OF HARLEM DUKE ELLINGTON COMPOSITIONS RUSS DAVID Piano Solos with Rhythm Accompaniment A-872 - \$4.15 • 9-261 - \$3.75 • DL 5387 - \$3.00

NEW IN 45 RPM

Selections from Walt Disney's Feature Production
SNOW WHITE AND THE SEVEN DWARFS
LYN MURRAY and His Orchestra and Chorus
with EVELYN KNIGHT • HARRISON KNOK
AUREY MARSH • ELIZABETH MULLINER
ANDY LOVE FOUR
9-101 - \$3.75
*Also available in A-368 - \$4.15 • DL 5015 - \$3.00

CHILDREN'S SET

WHO'S AFRAID OF THE BIG BAD WOLF
From Walt Disney's Silly Symphony
"The Three Little Pigs" and
"WHISTLE WHILE YOU WORK"
From Walt Disney's Feature Production
"Snow White And The Seven Dwarfs"
Sung by RED FOLEY
with Instrumental Accompaniment
8-43 - \$3.00 • 1-149 - 95c
*Dacaline® - Unbreakable under normal use

IT'S THE MILLS BROTHERS' HIT!

MILLS BROTHERS

with SY OLIVER and His Orchestra

BE MY LIFE'S COMPANION

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Decca 27889 (78 RPM) and 9-27889 (45 RPM)





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DECCA 46364
(78 rpm)

DECCA 9-46364
(45 rpm)



America's Fastest
Selling Records

Victor Set for E.T. Bally to Boost Red Seal

NEW YORK, Jan. 12.—RCA Victor has recorded the first of three programs in a new 13-week series of transcribed shows aimed at promoting the sale of the diskery's Red Seal catalog. The half-hour shows are akin to the diskery's pop program series, "The Stars Review the Hits." Title of the new program is "Favorite of the Famous," with the first three shows featuring Fannie Hurst, Quentin Reynolds and Ham Fisher discussing their favorite Red Seal selections.

Programs will be given to radio stations thru local Victor distributors on the basis of one station per city. Announcer and emcee on the series is Wayne Howell, who also handles the pop transcribed series. Show is produced in 13-week segments, with the first program scheduled to be aired during the week of February 4. Distributors will present stations with a 12-inch, long-playing voice track recording by Howell and the guest, a 78 r.p.m. vinyl pressing of the music for the program, and cue sheets. Program runs 29 minutes, leaving room for spot announcements at either end.

Show is to be aired as a sustainer, except that the spot commercials before and after the program can be sold to local dealers for radio ads on RCA Victor products. Distributors are permitted to work out the cost of the spots with local dealers on a co-op advertising basis.

Mesners Make Masters Deal

HOLLYWOOD, Jan. 12.—Leonard and Eddie Mesner, ops of Aladdin and Score, r.&b. diskeries, and Intro, country music label, this week came up with the first of a series of reciprocal master exchanges with European distributors, which may project the fraters into the longhair and pop field. Leo Mesner returned here Friday (11) following a six-week swing thru Continental Europe and England with approximately 50 classical and pop masters. Eddie Mesner will survey the content of the tapes, which his elder brother brought back for possible release by them.

Leo's prime purpose in visiting Europe was consolidating the foreign distribution picture for Aladdin and Score. He said that he has made news deals in France, Belgium, England, Denmark and Sweden and with close deals in Austria and Germany within the next two weeks.

St. Valentine's Day Highlighted by NAMM Ad Mats

NEW YORK, Jan. 12.—National Association of Music Merchants members will receive the association's spring ad mat service during this coming week. Specially highlighted will be merchandising tips for Valentine's Day, February 14.

Meanwhile, the regular NAMM programs in San Antonio and Atlanta are continuing. The Southeastern regional conference will be held in the latter city on February 11 and 12.

Houston Pressery Bought by Peacock

CHICAGO, Jan. 12.—Peacock Recording Company, Houston, has completed purchase of a modern pressing plant in that city. Don Robey, president, announced last week, and will start pressing there immediately. Firm will continue to use plants in New York and Los Angeles which have been turning out its sides on a contract basis.

Robey and Irving Marcus, national sales manager, said the firm's business showed a 300 per cent increase in 1951, and that the additional facilities in Houston should materially improve their output and distribution.

Firm has appointed Irving Shorten distributor for the West Coast, thus rounding out its national distrib set-up. Shorten will headquarter in Los Angeles.

L-A FAVORITES

Local Stars Tops; Lanza, Day Hot, Too

NEW YORK, Jan. 12.—Doris Day and Mario Lanza are the hottest American artists in Cuba, Puerto Rico, Colombia, Peru and Venezuela. But Daniel Santos, described as Latin Frankie Laine, outsells both of them in these countries, according to Antonio Contreras, head of his own local record export firm. Other hot American record stars in Latin America are Louis Armstrong and the Stan Kenton org, especially in Cuba, where they "go all out" for American jazz. One interesting item is that the Larry Clinton oldie, "My Reverie," is always in demand in Venezuela.

Pix. P.A.'s Needed

The only way American artists can get juke box or radio plays is if they are known in Latin-American countries thru movies or personal appearances. Josephine Baker and Xavier Cugat records sold like hot cakes when these artists made personal appearances in South America. Movies motivated the popularity of Miss Day and Lanza. However, the Latins go biggest for their own stars, with Santos, Los Tres Diamantos, Perez Prado, Yma Sumac and Los Churumbles among the top ranking wax entities.

Victoria Indie Changes Disk Tag to Flash

NEW YORK, Jan. 12.—Victoria Records, indie Philadelphia diskery, which released the Four Aces click disk of "It's No Sin," agreed with RCA Victor to drop the Victoria tag. According to Dave Miller, Palda Records proxy who handles national distribution for Victoria, the label will change its tag to Flash. The label's deal with Palda will remain unchanged, as will the present distributor line-up.

All future releases will be issued on the Flash label, as will the Four Aces disks yet to be released. Shipments of the Four Aces "Sin" are now also being made on Flash.

Canadian Merc Boosts French

TORONTO, Jan. 12.—Mercury Records of Canada is pitting four labels into the French field, it has been announced by Al Siegel, president. Besides the Riviera, the Mercury French and the Paris French labels, Mercury closed a deal with Jacques Kluger for his Belgian French label. The disks will go into the 78 and 33 fields, and are due to come out by the end of the month.

Siegel pointed out that they hope to meet the American pops with the pops of Europe. Naturally, the disks are slanted for the French-speaking market of Quebec. First group of numbers, some two dozen, should be ready almost immediately, and will be merchandised under a plan which will include for promotion numerous radio spots in the Province of Quebec.

"Heart" Tunes To White Way

NEW YORK, Jan. 12.—White Way Music, newly formed pubbery headed by Mack Wolfson and Edward R. White, this week picked up the rights to four songs from the Columbia picture, "Purple Heart Diary." The flick has already been released. Two additional songs in the film are standards, published by Bourne and Mood pubberies. Four tunes acquired by White Way were penned by Johnny Bradford, Barbara Hayden and Tony Romano.

The White Way firm will be affiliated with the American Society of Composers, Authors and Publishers. White, who will act as general manager, was with Music Corporation of America. Wolfson, professional manager, was formerly with the Kniekerbocker, Kossner and other music firms.

Music as Written

Tosky to Close 15th

Season With Benefit . . .
 Arturo Toscanini will give one of his rare benefit performances on March 29 to close his 15th annual season at the head of the NBC Symphony Orchestra in behalf of the Building Fund of the New York Infirmary. Mrs. David Barnoff is head of the Infirmary Concert Committee. The benefit performance will feature a reading of Beethoven's Ninth Symphony. The conductor currently is auditioning soloists for the performance.

Johnnie & Jack Get

Better Victor Pact . . .
 The RCA Victor country duet Johnnie & Jack have been linked to a new long-term pact with the diskery, as a result of the sales performance of their recent releases. Duo's old paper was torn up and superseded by the new contract at better terms.

YPR Separate Entity,

No Merger Afoot . . .
 Following some trade confusion on the exact status of the Young Peoples Records and Children's Record Guild diskeries since recent YPR affiliation with the American Recording Society, YPR last week sent out assurances to its dealers and distributors that the kiddie firm will not merge with CRG. The YPR statement emphasizes that it will maintain a sales organization distinct and completely separate from the CRG set-up. American Recording Society will, however, act as national sales and promotion agency for CRG disks.

Pollock Quits Mercury

For Telco Distrib Post . . .
 Hank Pollock, Eastern sales representative for Mercury for the past four years and prior to that manager of the Mercury's Cleveland branch, resigned last week to become sales manager of Telco Distributing Company, which handles television sets, changers and other appliances. No replacement has been named by Mercury to take over the territory covered by Pollock.

Strike at K. R. Smith,

But Coast Works . . .
 A strike was called against the indie pressing plant of K. R. Smith, a division of Allied Recording Manufacturing Company, Thursday (10). In order to keep up production, the firm is shipping all masters out to its West Coast plant via air freight, and finished pressings are being shipped back East for distribution.

Muscarella Signs P.M.

Papers With Morgan . . .
 The personal management papers were finally inked last week which named Ray Muscarella to handle am. duties for Al Morgan. Muscarella also handles Tony Bennett. Expected within the next two weeks are additional signings to increase Muscarella's talent stable.

Saul Bihari Making Plunge,

Marrying Coast Cover Gal . . .
 Matrimony is finally taking one of the four Bihari brothers who operate Modern and RPM diskeries in Hollywood. Saul Bihari, third in the line of the four disk manufacturing brothers, marries Linda Paterson, 19-year-old local cover girl, February 14. Les, Jules and Joe will be attendants at the nuptials.

New York

Through Mary Mayo has been booked for a series of personal appearances. Currently at Monteleone's, New Orleans, she opens at Moe's Main Street, Cleveland, January 18, for one week; at the Town Hotel Milwaukee, the week of February 5; and at Casino Theater, Toronto, the week of February 28. Between these dates, the thrush will double back to New York for several TV guest shots. . . . Current Collier's mag features a piece on Columbia pop recording director, Mitch Miller. . . . Ink Spot Bill Kenny is throwing a backstage party to celebrate his Paramount Theater opening Wednesday (16).

Decca Records executive vice-president, Leonard Schneider, went to Nashville Thursday (10) to spend several days with the diskery's

country talent. . . . Decca's pop recording topper, Morfy Palits, spent last week-end in Chicago to slice a session with Jane Turry. . . . Crooner Alan Dale cut two sides for the Decca diskery. The deal was strictly for the two faces. Arthur Shimkin, Simon & Schuster a.&r. chief, is off to Hollywood January 21. . . . Joe Higgins, Columbia a.&r. staffer entered Polyclinic Hospital here last week for a check-up. . . . Seeco Record's proxy Sidney Seigal left for a three-week talent scouting tour in South America. . . . Reg Connelly, of Campbell-Connelly Music, returns to New York Saturday (12) after a vacation in Nassau. . . . Santly-Joy is publishing the new English novelty tune "I Stood and Threw Confetti," written by Michael Carr. . . . Singer Ken Carson has recorded Pat Ballard's ditty "The Bible Told Me So" for Biltmore Records.

The Weavers, currently at the Park Lane Hotel, Denver, have been set for the following appearances: Duffy's Stardust Room Cleveland, January 24 to February 3; Yankee Inn, Akron, February 4-10; New Haven, February 13-17; Scranton, February 22 and 24; Oklahoma A. & M. (concert), March 19, and a return date at the Blue Note, Chicago, March 21 to April 3. A series of concert dates are being lined up to fill in open spots on the group's schedule. . . . First concert performance of Miklos Rozsa's "The Swan" symphonic suite will be held in Kansas City on January 20, when the Kansas City Philharmonic orchestra performs the work. . . . Herb Lutz arrived in town last week to set up permanent Eastern headquarters for the Lutz Brothers and Herbert publishers. . . . George H. Fass, proxy of Dean Phonos, leaves on January 15 for a three-week sales trip to the West Coast. . . . Bobby Colt goes into Ben Maksik's Roadside, Tuesday (15). . . . Betty Clooney has been set for a week at the Charlefeer, Baltimore, beginning January 21.

Chicago

Eddy Howard, who opened at the Oriental this week, cut five sides for Mercury. Kenny Meyer, Mercury disk jockey, promotion man, is doubling with Howard at the theater. . . . Earl Hines and his new band set in the Blue Note for a week starting February 8. . . . Herbie Fields held over at the Silhouette thru February 14, then moves to Denver where he opens at the Zanzibar, February 18. . . . Eddie South closes a 30-week run at the Airline, February 3. . . . Betty F. Quinn, set to return from Honolulu January 20, has been held over for an additional four weeks. Coral picked up Jack Haskell's option with a one year pact. . . . Muggy Spanier, who opened at the Blue Note Friday (11), made a quick trip to Milwaukee Tuesday to help his step-son, Buddy Charles, Mercury, launch his first intimacy engagement at the Town Club. . . . Jack Russell, Mutual, to New York to set bookings for Jack Haskell and Connie Russell. . . . Dec Kilpatrick returns here in two weeks to cut Lulu Belle and Scotty.

Hollywood

Paul Neighbors' band opens at the Claremont, Berkeley, Calif., January 22, where he remains until May 5, when he opens at the Stadler, New York, his first Gotham engagement, until the room closes for the summer hiatus about six weeks later. . . . Nick Stuart, the MCA band leader, is deserting the bandstand at the Flamingo, Las Vegas, to return to flickers for a short stint as a heavy in a Columbia serial. Stuart was a biggie in pictures years back. . . . McConkey Artists has cut Henry Busse's ork in five telepuk. . . . Rus Morgan has given McConkey Teleartists a 90-day authorization to handle him for TV. Morgan is being paired with Arthur (Dagwood) Lake and his family in a 30-minute seg. . . . Ralph Wonders of Arena Stars, Inc., will replace Leonard Romm, the firm's New York rep who is anking the agency February 13 when his two-year pact ends, with a radio-TV exec.

Mary Ford and Les Paul, currently at Ciro's, have dropped Wally Kammen, the bass player, and Colleen Sommers, Miss Ford's sister, who did the off-stage double voicing with her. Kammen and



DECCA RECORDS

BREAKING WIDE FOR A HIT!

GORDON JENKINS
 and His Orchestra and Chorus

"Somebody"
and
"ANNA MARIA"

DECCA 27912 (78)
 DECCA 9-27912 (45)

DECCA RECORDS

America's Fastest Selling Records

(Continued on page 44)

A GALLANT STORY OF THE SEA!

"THE SINKING OF THE ENTERPRISE"

A DRAMATIC RENDITION

by

WYN STRACKE

WITH ORCHESTRA AND CHORAL GROUP

DELIVERING NOW ON

MERCURY RECORDS

#5777 • 5777 X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

Discovery Disks Toss in Towel

HOLLYWOOD, Jan. 12.—Discovery Records here threw in the towel this week following almost a year of stormy going, with Ray Boardman, general manager, announcing that F. P. Quittner, Los Angeles attorney, had been appointed to oversee liquidation of its tangible assets to satisfy creditors. Assets, according to Boardman, include from 200 to 300 masters, approximately 50 of which are unreleased, \$5,000 worth of Discovery records and perhaps some artist contracts which will stand up under American Federation of Musicians' scrutiny. These assets will be investigated next week as to whether they will hold thru the liquidation action. When firms such as Vitacoustic and Majestic were liquidated in Chicago, the AFM ruled that all artists were free agents, but these actions were bankruptcy actions under the Chandler Act. Included in the master stockpile are eight Red Norvo Trio sides; Dizzy Gillespie, 8; George Shearing, 8; Phil Moore, 16; George Auld, 8; Ben Pollack, 6, plus sides by Mary Ann McCall, Martha Raye and others.

London Pairs Key Artists

NEW YORK, Jan. 12.—London Records is coupling its key artists on several forthcoming releases. The diskery's parent company, English Decca, has recorded pianist Winifred Atwell with the Ted Heath ork and with the Mantovani string ork. Also paired for an unusual session are the two complete Stanley Black and Ted Heath orchestras. Black is featured as solo pianist on the latter disk.

Added to the roster of English artists to be promoted in this country by London are Dick James and Lee Lawrence. Program of concentrating on a select list of artists for promotion and distribution here is called the "American plan."

Tico Signs Tito, Names Distributors

NEW YORK, Jan. 12.—Tico Records, independent Latin-American diskery, picked up recording contracts with Tito Puente and Pupi Campo this week, while re-signing a long-term deal with Tito Rodriguez. Puente formerly recorded for RCA Victor's International department, while Campo has been a Seeco artist.

Expansion of the label's artist roster is the first step in a major move planned to hype the Tico label. Diskery execs are currently realigning their distribution set-up and naming new distributors in some territories.

Country Music Buys McDaniel Company

CHICAGO, Jan. 12.—Country Music Enterprises, Inc., headed by Russ Hull, has expanded its holdings with the acquisition of McDaniel Music Company; Barnhart Music Corporation (BMI); Kelly Music Publications (BMI); Wallace-Luek Publishing Company (ASCAP), and a 25 per cent interest in Bell Music Company.

Hull said negotiations are underway to add Al Kennedy's "Style Songs" and the writings of Harry and Mildred Bell to the Country Music catalog, which now has more than 5,000 titles.

Foster Is Victor VP, Planning Head

NEW YORK, Jan. 12.—Edwin Dorsey Foster was elected vice president and director of planning for the RCA Victor division last week at a meeting of the RCA board of directors.

The planning section is a new department of the company whose function will be long-range business and economic planning for products, services and markets. Admiral Foster, who previously served as director of RCA's mobilization planning department, retired from naval service in 1950 and joined RCA in January, 1951.

ET TU, C. U.

Cornell in College Disk Sweepstakes

IITHACA, N. Y., Jan. 12.—From far above Cayuga's icy waters, the Cornellians want everyone to know that they are just as commercial-minded as brother Ivy League schools Harvard and Princeton when it comes to recordings. (The Billboard, January 5.) Seems Cornell has been on a commercial disk kick for the past year, having released on LP disks "HMS Pinafore" by the school drama and glee club, an etching of hymns by the Sage Chapel Choir, and the complete musical score from the Octagon Club's musical "Joan of Arkansas."

The Cornell Recording Service, campus platter organization, will release the highlights of the latest "Big Red Revue," which was presented by the university's Komos Aedon Club last fall, on disks within the next few weeks. And the firm has cut masters of a school choral group called Cayuga's Waiters, singing standard and novelty tunes. Cornell apparently leads the Ivy League in diskings, tho Princeton still leads in football.

Another BMI Pin-Up Hit!

TAKE ME BACK

Published by Simon House

Recorded by (MGM)
Billy Eckstine (Capitol)
Doris Gray (Coral)
Buddy Greco (Victor)
June Tabor (Capitol)
Whitey Carter (Capitol)
Gordon MacRae

Exclusively Licensed by
BROADCAST MUSIC, INC.

LATEST BOB MERRILL NOVELTY

THERE'S ALWAYS ROOM AT OUR HOUSE

SANTLY-JOY, INC.
1619 Broadway, New York 19, N. Y.

A GREAT RECORD!

"BELOVED ENEMY"

by
EDDIE DEAN
Capitol #187

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

A WEAVER OF DREAMS

Recorded by
Nat. Cole (Capitol)
Bing Crosby (Decca)
Billy Eckstine (MGM)

EDWARD KASSNER, Inc.
1619 Broadway, New York 19

WE HAVE IT!

"RUGGED BUT RIGHT"

By **BONNIE WINDSOR**

Published by
SHAPIRO, BERNSTEIN & CO. INC.
MUSIC PUBLISHERS
1270 SIXTH AVE. NEW YORK

NEW COLUMBIA Hits!

DORIS DAY with
PAUL WESTON



and his Orchestra
"BABY DOLL"

b/w
"OOPS"

Both from "The Belle of New York"

78 RPM 39637—45 RPM 4-39637

GUY MITCHELL with
MITCH MILLER and his Orchestra



"WE WON'T LIVE IN A CASTLE"

b/w
"WIMMIN"

78 RPM 39639—45 RPM 4-39639

TONY BENNETT

with **PERCY FAITH** and his Orchestra



"SILLY DREAMER"

b/w
"SINCE MY LOVE HAS GONE"

78 RPM 39635—45 RPM 4-39635

JOHNNIE RAY
with the **FOUR LADS**



"PLEASE MR. SUN"

b/w
"Here Am I BROKENHEARTED"

Orchestra under direction of Jimmy Carroll



THE BIG ONES—THE NEW ONES are on . . .



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

M-G-M RINGS THE BELL with ...



I WISH

I HAD

A GIRL

from the Warner Bros. film "I'LL SEE YOU IN MY DREAMS"

backed with **TEARS**

78 RPM—MGM 11136 • 45 RPM—MGM K11136

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 19, N.Y.

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Charts. Based on records received January 9, 10 and 11.

Last Week | This Week

1. 1. Slow Poke

By Pee Wee King, Redd Stewart and Shelton Price—Published by Decca (BM)
RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Geoffrey Charters, Columbia 39342; J. Gordy Smetton-J. Shook, Bullfinch 1004; M. Hawkins, King 604; Tiny Hill, Mercury 3740; Pee Wee King, V 21-0469; R. Lee, Decca 27782; A. Brown, MGM 11133; M. O'Connell, Cap 1283; J. Walker, High-Tone 1025.
ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard; Glen Osler, Associated.

3. 2. Cry

By Cherrill Korman—Published by Melrose (BM)
RECORDS AVAILABLE: E. Barton, Coral 40392; B. Carey, Cadillacs 103; P. Chapman, Decca 27857; B. Farrell, MGM 11131; Four Knights, Cap 1875; G. Gibson, Mercury 3746; L. Little, D. Nightower, Dec 48254; A. Malone, King 15145; Les Tom Dorman, V 23-5626; B. McLaughlin, Decca 785; J. Ray, Decca 4144; C. Taylor, Mercury 8242; J. Vail & B. Winterhalter, V 20-4308; B. Williams, V 20-4404.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatrical; Glenn Osler, Associated.

2. 3. (It's No) Sin

By George Howe and Chester Shull—Published by Argosy (BM)
RECORDS AVAILABLE: S. Churchill, V 20-4239; B. Coll, Decca 10032; W. Davis, Prestige 811; Four Aces, Victoria 101; Four Buddies, Savoy 817; Four Knights, Cap 1806; C. Hawkins, Dec 27853; E. Howard, Mercury 3741; S. Kane, Cap 39567; A. Morgan, Dec 27794; B. Peacock, King 4505; A. Pryock, Dec 27749; T. Smith, United 107; B. Williams, Mercury, MGM 11146.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatrical; Don Hudson, Long-Worth; Glenn Osler, Associated.

7. 4. Tell Me Why

By Al Alberts and Marty Gold—Published by Silver Music Co. (BM)
RECORDS AVAILABLE: M. Bulley, Coral 40423; E. Fisher & M. Winterhalter, V 20-4444; Four Aces-Alberts, Dec 27840; Four Tunes, V 20-4427; B. Kaye, Cap 3779; R. Lee & G. Martin, Dec 27926; R. Marterie, Mercury 3763; Swallows, King 4355.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirota, Associated.

4. 5. Shrimp Boats

By Paul Mason, Howard and Paul Weston—Published by West Dixie (ASCAP)
RECORDS AVAILABLE: D. Bruns-L. Baxter, Cap 1873; J. Brown, King 15153; B. Farrell, MGM 11131; D. Gray, Dec 27832; D. Schell, V 20-4405; A. Stafford-P. Weston, Cap 39581; Tex Williams, V 20-4404.

6. 6. Little White Cloud That Cried

By Johnny Ray—Published by Lary Siler.
RECORDS AVAILABLE: L. Dinwiddie, Cap 1892; M. Lanza, Mercury 3761; R. Lee, Dec 27893; J. Ray, Decca 4840.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirota, Associated; Dolly Dawn, Theatrical.

5. 7. Down Yonder

By E. Wolf Gilbert—Published by L&S (ASCAP)
RECORDS AVAILABLE: C. Miller, Cap 1953; M. Carmichael, Dec 44362; J. (Peggy) Carr, Cap 1779; L. (Piano Roll) Cook, Abbey 15051; S. Conley, Dec 46355; Hank Tanka, V 20-4284; T. Jackson, Mercury 3365; B. Jenner, Dec 24793; F. Martin, V 20-4167; F. Petty, King 11037; E. Smith, King 946; C. Stone, Cap 74014; C. Wells and A. Tines, Mercury 3493; G. Willis, V 21-0420; H. Wolf, Rich-R-Tone 1022; D. Wood, Tennessee 773.
ELECTRICAL TRANSCRIPTION LIBRARIES: Don Hudson, Long-Worth; The Satisfiers, Associated.

8. 8. Undecided

By Sid Robin and Charin Shavers—Published by Lion (ASCAP)
RECORDS AVAILABLE: M. Ammons, King 4490; Ames Brothers-L. Brown, Coral 6036; G. Ammons, Prestige 916; B. Anthony, Cap 1824; D. Brubaker Trio, Fantasy 504; E. Foye-R. Webb, Decca 28434; E. Garner, Regent 1004; G. Lombardo-K. Gardner, Dec 27835; B. Lucas, Jubilee 5870; J. Preston Serrita, Modern 1011; M. Small, King 15178.
ELECTRICAL TRANSCRIPTION LIBRARIES: All Star Serrita, Standard; George Barnes, Odeon, Standard; Mark Dramico Serrita, Associated; Chuck Foster, Long-Worth; Henry Jerome, Inc., Long-Worth; Vincent Lopez, Theatrical; Art Van Doren, Quintet, Theatrical.

9. 9. Because of You

By Arthur Hammerstein and Dudley Wilton—Published by Broadcast Music (BM)
RECORDS AVAILABLE: L. Armstrong, Dec 27814; B. Barber, Mercury 3643; L. Barley, Decca 2493; E. Becker-E. Light, Oriole, Remington R-25605; T. Bennett-P. Fitch, Oriole 34362; E. Butler-F. Cole, Capitol 48261; Conway Copas, King 3244; Bob Crosby, Coral 40449; G. DeBarclay, Decca 4004; A. Deane, MGM 10947; J. Pearce, V 10-3126; T. Smith, United 104.
ELECTRICAL TRANSCRIPTION LIBRARIES: Mindy Carson, Associated; Comedian Glenn Ode, Standard; Chuck Foster, Long-Worth; Vincent Lopez, Theatrical; Billy Mids, Standard.

10. Charmaine

By Eric Raabe and Lou Pollack—Published by Lion (ASCAP)
RECORDS AVAILABLE: G. Ammons, Prestige 916; D. Baker, Cap 34636; P. Brown's Delta Kings, Mercury 10034; F. Clarke, Cap 34900; A. Cook, Oriole, Decca 4081; M. Davis, Modern 3114; R. Flanagan, V 20-4373; Four Knights, Cap 1875; Hammerstein, Mercury 3747; D. Hayes, MGM 11132; H. Heffal, Coral 6599; G. Jenkins, Dec 27856; M. Koch, Acme 906; L. Lee, Cap 3096; G. Lombardo, Dec 27763; J. Lunceford, Dec 25423; A. Lyman, Cap 37503; Montevaux, London 1020; V. Morrow, V 20-4378; B. Peacock, King 4504; Ray-D-Vans, Dec 41200; F. Scott, Cap 15739; E. Smith, Dec 27856; J. Thomas, Saving Time 240; P. Weston, Cap 29616; A-Rays, Coral 65009.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allstar Trio, Long-Worth; A. Sogge, Long-Worth; Allen Roth, Theatrical.

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*New
Popular
Records*

CAPITOL

BUYERS' GUIDE

Week Ending January 19, 1952

Tomorrow's Hits -TODAY

- 78 rpm 45 rpm
- "THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse 1922 F1922
 - "ANY TIME," "CRAZY HEART" Helen O'Connell 1895 F1895
 - "THE TAVERN SONG," "SWINGIN' DOWN THE LANE" Jan Garber 1905 F1905
 - "SNOW DEER RAG," "RAGTIME MELODY" Joe "Fingers" Carr 1876 F1876
 - "WHEN I TAKE MY SUGAR TO TEA," "CHARMAINE" Billy May 1919 F1919

TOP SELLERS in POPS

- "JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford 1825 F1825
- "DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr 1777 F1777
- "UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole 1808 F1808
- "TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford 1920 F1920
- "SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell 1837 F1837
- "THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford 1748 F1748
- "ROCK CITY BOOGIE," "STREAMLINE CANNON BALL" Tennessee Ernie and The Dinning Sisters 1911 F1911
- "CITY," "CHARMAINE" The Four Knights 1875 F1875
- "MISS ME," "HERE'S TO MY LADY" Nat "King" Cole 1893 F1893
- "SMIMP BOATS," "ALOUSIE" Dick Brayers and Les Baxter 1873 F1873

in WESTERN & FOLK

- "HEARTBREAK RIDGE," "TENNESSEE ROSE" Wesley Tuttle 1916 F1916
- "WON'T YOU RIDE IN MY LITTLE RED WAGON," "KEEP A LIGHT IN YOUR WINDOW TONIGHT" Jimmy Wakely 1880 F1880
- "A NICKEL FOR A DOZEN ROSES," "ONE MORE BEER" "Big Boy" Lister 1909 F1909
- "A BRAND NEW BROOD," "WHAT HAPPENED TO OUR SUMMER LOVE" Joe Allison 1899 F1899
- "A BLUE MILLION TEARS," "RIVER OF LOVE" Carl Butler 1891 F1891
- "BLUE WEDDING BELLS," "TEARS ON MY GUITAR" Eddie Dean 1915 F1915
- "FUSS AND FIGHT," "BABY BROWN EYES" Skeets McDonald 1890 F1890
- "TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson 1870 F1870
- "IT'S SWEET TO BE REMEMBERED," "SEND ME A PENNY POSTCARD" Jimmie Skinner 1889 F1889
- "I FEEL LIKE A WRECK," "DUNKARD'S BLUES" Rod Morris 1882 F1882

THIS ONE REALLY ROCKS

TENNESSEE ERNIE *and the* DINNING SISTERS

"ROCK CITY BOOGIE"

and "STREAMLINE CANNON BALL" RECORD NO. 1911

JAN! JAN! THE JUKE BOX MAN

JAN GARBER

"the tavern song" *and* "swinging down the lane"

Vocals by Roy Cordell and Ensemble RECORD NO. 1905

*This
Week's
Releases*

POPULAR		78 rpm 45 rpm
CLYDE McCOY <small>with Roy Orbison</small>	SUGAR BLUES BOOGIE <small>with Roy Orbison</small> I JUST LOVE AFFECTION <small>with Roy Orbison</small>	1937 F1937
DEAN MARTIN <small>with Duke and Company</small>	UNTIL MY HEART HAS FOUND A HOME NOW	1938 F1938
MARGARET WHITING <small>with Duke and Company</small>	OOOPS! <small>with Duke and Company</small> 'ROUND AND 'ROUND	1939 F1939
LOU DINNING <small>with Duke and Company</small>	SAD GIVE ME TIME	1940 F1940
GORDON MacRAE <small>with Duke and Company</small>	GREEN ACRES AND PURPLE MOUNTAINS BABY DOLL	1941 F1941
WESTERN & FOLK		
MANK THOMPSON	THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA	1942 F1942
GENE O'QUIN	I'M GONNA FIND ANOTHER SWEETHEART LET ME CHANGE YOUR NAME	1943 F1943



National Sales Headquarters, Capitol Records Distributing Corp., 250 W. 57th St., New York

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received January 9, 10 and 11

Records listed here in numerical order are played over the greatest number of record shows...

Table with columns: POSITION, Weeks (Last This to date/Weeks), Record Title, Artist, and Record Label/Code.

VOX JOX

R. JUNE RUNDY

Ad-Lib Cuttings

'Hey why don't you give any info on Tommy Edwards? His 'All Over Again' is going great guns here...' Jerry Blair, K.T.X.L. San Angelo, Tex. 'How about more Columbia White Labels? Are they going broke? Roses to Victor and Decca...' Bill Merchant, WKJB, Muskegon, Mich. 'With regard to "so-called Christmas wishes from song-pluggers," John Woods, W.T.A.G., Worcester, Mass. writes: "Nine parts commercial to one part serious's greetings. They'd do better to send me a regular old-fashioned Christmas card..."

Gab Bag

Lou Berile, WKAL, Rome, N. Y., writes, "where can a guy get photos of the top recording stars? I'd also like to have suggestions from my fellow jocks concerning sponsorship of weekly teen-age dances - gimmicks, names, frequency, etc. Incidentally, I'm changing my name to Buddy Busch. I'm no fool: That way I can get my name in Vox Jox every week."

Preems

Glenn Elliott, WPEQ, Peoria, Ill., has launched "Lunch with Elliott," a new daily dee jay program. In addition to his regular afternoon strip, Dave Williams, who has taken over "1020 Club," Bert Christopher has left WOHL, East Liverpool, O. KSTN, Stockton, Calif., begins a 24-hour broadcasting schedule this month the first 24-hour station in Northern San Joaquin Valley of California. Ray Golden, of that station, writes that two sponsors have already picked up tab for KSTN's whole new 12 to 6 a.m. time period. Frank Evans, WCOB, Red Lion, Pa., has started a Saturday kiddie show, sponsored by Warner's dairy. Bill Lowery, KGST, Atlanta, has launched another daily show 6-7 p.m., featuring his well-known "Uncle Eb" characterization.

Best Selling Sheet Music

Based on reports received January 9, 10 and 11

Times listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales on records.

Table with columns: POSITION, Weeks (Last This to date/Weeks), Record Title, Artist, and Record Label/Code.

Songs With Greatest Radio Audiences (ACI)

Times listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John B. Postman's Audience Coverage Index. The index is projected upon radio logs made available to Postman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 songs in the case of tied times alphabetically. This music checked is proportionately fewer and more exact alike.

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

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Table with columns: Record Title, Artist, and Record Label/Code.

England's Top Twenty

Table with columns: POSITION, Weeks (Last This to date/Weeks), Record Title, Artist, and Record Label/Code.

*Publisher not available in The Billboard goes to press

Doris Day sings

with Paul Weston's Orchestra

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

BABY DOLL

backed with

"OOPS!"

RECORD No. 39637

from the Warner Bros. film
"I'LL SEE YOU IN MY DREAMS"

I'LL SEE YOU IN MY DREAMS

RECORD No. 39622

and I WISH I HAD A GIRL

RECORD No. 39624

COLUMBIA RECORDS

for music that sends them . . . to you!

Trade Marks "Columbia," "Masterwork" ®, ® Reg. U. S. Pat. Off. Marcas Registradas

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Table with columns: POSITION, Weeks Last This, Title, Artist, Record Label, and Catalog Number. Lists top 29 pop singles.

Best Selling Classical Titles

Table with columns: Last This Week, Title, Artist, and Record Label. Lists top classical titles.

DEALER DOINGS

Trade Talk: Mary Beedel, manager of the record department of Kraey's, Boston, arranged special window displays last week...

Ode for Dealers

It isn't often that we receive poetry for Dealer Doings, but Mrs. Louisa Dean of the Dean Music Shop, Weymouth, Mass., sent one in last week called 'A Retailer's Prayer'...

Chatter

Phonograph's Record Shop, Memphis, writes: 'We sure need 45 players, and we could have sold a lot more of them over Christmas if we had them in stock...'

Best Selling Children's Records

Table with columns: POSITION, Weeks Last This, Title, Artist, Record Label, and Catalog Number. Lists top children's records.

Best Selling Pop Albums

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

Table with columns: Last This Week, Title, Artist, and Record Label. Lists top pop albums.

Table with columns: Last This Week, Title, Artist, and Record Label. Lists top 45 R.P.M. records.

Classical Reviews

BEETHOVEN CONCERTO NO. 4 IN G, OP. 58 - Artois Radio-Sinfonia. BEETHOVEN CONCERTO NO. 4 IN G, OP. 58 - Artois Radio-Sinfonia. BEETHOVEN CONCERTO NO. 4 IN G, OP. 58 - Artois Radio-Sinfonia...

Nothing could be Finer, than.. **DINAH SHORE**
Singing

"UNTIL" | "TAKE ME HOME"

20-4478 (78 rpm)—47-4478 (45 rpm)



This week's

New Releases
... on **RCA Victor**

Release 54-3
Ships Coast to Coast, Week of January 20

POPULAR

- TONY MARTIN** with Henri Rene and his Orchestra
At Last At Last! 20-1477—(47-6477)*
Make with the Magic
- TONY MARTIN** and **JURE VALLI** with Norman Leyden's Orch.
What You Don't Know of Love
It's Baining 20-1485—(47-6485)*
- RALPH FLANAGAN** and his Orchestra
On My Way Now
One Alone 20-1487—(47-6487)*
- TONY MARTIN** with Henri Rene and his Orchestra
The Closer You Are
Fragrant From Pagliacci 20-1488—(47-6488)*

SACRED

- THE HARMONICERS QUARTET**
The Better Girl Ready for the Judgment
We'll Talk It Over 20-1489—(47-6489)*

COUNTRY — WESTERN

- THE OKLAHOMA WRANGLERS**
Sixe Harmon—Fast Women
You're the Worm That Eats to be the
Apple of My Eye 20-1491—(47-6491)*

RHYTHM-BLUES

- BILLY BURN** and his Buddies
I Need a Shouter in My Own
I'm Afraid 20-1492—(47-6492)*

NEW ALBUMS

- DINAH SHORE** and **ROBERT MERRILL**
Garden Slick From Peasbly Creek
P-347 (W.P. 347)*—L.P.M. 3004**
- BEATRICE KAY** with Hugo Winterhalter and his Orch.
Beatrice Kay P-348 (W.P. 348)*—L.P.M. 3005**
- PHIL DEGAN**
The Weirder of the Green
P-349 (W.P. 349)*—L.P.M. 3006**
- ANDRE PREVIN**
Andre Previn Plays Harry Warren
P-350 (W.P. 350)*—L.P.M. 3007**
- EMIL COLEMAN** and his Orchestra
Yankee by Emil Coleman and his Orchestra
P-351 (W.P. 351)*—L.P.M. 3008**
Bombay by Emil Coleman and his Orchestra
P-352 (W.P. 352)*—L.P.M. 3009**
- DUKE ELLINGTON, BILLY STRAYHORN, LENNIE TRISTANO,**
ANDRE PREVIN, ERROLL GARNER, ART TATUM, BENNY
BOOKER, MARY LOU WILLIAMS and **OSCAR PETERSON**
Modern Jazz Piano W.P.T. 101—L.P.T. 111**

*45 rpm cat. nos.
**33 1/2 rpm cat. nos.

Going Strong...

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

- Slow Poke**
Pee Wee King 21-0489—(48-0489)*
- Any Time/Never Before**
Eddie Fisher 20-4359—(47-4359)*
- Tell Me Why/Trust in Me**
Eddie Fisher 20-4444—(47-4444)*
- Bermuda/June Night**
The Bell Sisters 20-4422—(47-4422)*
- Turn Back the Hands of Time**
Eddie Fisher with Hugo Winterhalter's Orch. 20-4257—(47-4257)*
- Domino/It's All Over But the Memories**
Tony Martin 20-4343—(47-4343)*
- Loveliest Night of the Year**
Mario Lanza 10-3300—(49-3300)*
- Call Her Your Sweetheart/Bundle of Southern Sunshine**
Eddie Arnold 20-4413—(47-4413)*
- Vesti La Giubba**
Mario Lanza 10-3228—(49-3228)*
- Be My Love**
Mario Lanza 10-1561—(49-1353)*
- Slow Poke/Charmaine**
Ralph Flanagan 20-4373—(47-4373)*
- I Got Ideas**
Tony Martin 20-4141—(47-4141)*
- Down Yonder/Take Her to Jamaica**
Freddie Martin 20-4267—(47-4267)*
- Silver and Gold**
Pee Wee King 20-4458—(47-4458)*

Coming Up...

Indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- TULIPS AND HEATHER**
Perry Como 20-6403—(47-6413)*
The Billboard Pick, January 8th issue
- BLUE DECEMBER**
Hugo Winterhalter and His Orchestra, ...
..... 20-4612—(47-4612)*
Records Most Played by Disk Jockeys
Billboard, January 8th issue.
- GRAND CENTRAL STATION**
The Fontaine Sisters 20-6387—(47-6387)*
The Retailers Pick, Billboard, January
8th issue

TIPS MAKE WITH THE MAGIC AT LAST! AT LAST!
Tony Martin
20-4477—(47-4477)

DEE-JAY DOIN'S

This week's winner is **BRIEN JAMES**
Radio Station KCRG
Cedar Rapids, Iowa

It looks as though the boys from Iowa are really cookin'. At least they seem to come up with gimmicks and ideas that are novel and original. Brien James certainly is on his toes and this gimmick required considerable work. Here is the idea in Brien's own words:

"I have an early morning show, called the Clockwatcher. Naturally, time signals are an important part of any such show, but getting bored with the usual thing, and knowing the listeners must feel the same way, I struck on a new way to give time signals that we would all listen to. Now, at say 7:45, my listeners hear a real sweet female voice say: 'This is Mindy Carson speaking and saying it's time to get up, get out and look alive, cause the time right now is 7:45.'"

And, all through the show, different artists give different time signals. It really works out fine. I secured the voice tracks in two ways: taped the voices of artists going through Cedar Rapids, and also sent copy into other individual artists who liked the idea. At the same time as the time signals are taped, I have them plug their current hits, and usually have at least one track of the artist introducing the show. The idea works out to the advantage of all concerned: I have star talent hanging around all the time, and the artists aren't heard in one quick interview and then forgotten until next year. Their names are kept before the public constantly.

A further advantage: stars like Vaughn Monroe and Mindy Carson rush new voice tracks into me as soon as they record a new plug tune, keeping the show fresh and different every day."

WE ARE SORRY WE DO NOT HAVE A PICTURE OF BRIEN THAT WE COULD USE WITH THIS JOBA, SO PLEASE WHEN SENDING IN YOUR GIMMICKS AND IDEAS SEND ALONG A PICTURE AS WELL.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



a
great
new
voice

Bob Savage



record no. 1918 **'jungle'**

and

'my downfall'



THE BILLBOARD Music Popularity Charts

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

• Best Selling Pops by Territories

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

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

NEW YORK

1. CRY
J. Ray—Decca
2. SLOW POKE
Pee Wee King—Victor
3. TELL ME WHY
Four Aces—Decca
4. UNDECIDED
Ames, Brothers-L. Brown—Coral
5. JALOUSIE (Jealousy)
F. Laing—Columbia
6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
7. ANYTIME
E. Fisher-H. Winterhalter—Victor
8. DOWN YONDER
D. Wood—Tennessee
9. SIN
E. Howard—Mercury

CHICAGO

1. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
2. TELL ME WHY
Four Aces-A. Alberts—Decca
3. CHARMAINE
Mantovani—Lionel
4. CRY
J. Ray—Decca
5. SLOW POKE
H. D. Conner—Capitol
6. SIN
E. Howard—Mercury
7. JALOUSIE (Jealousy)
F. Laing—Columbia
8. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
9. SLOW POKE
A. Coffey—Columbia
10. ANY TIME
E. Fisher-H. Winterhalter—Victor

LOS ANGELES

1. SIN
E. Howard—Mercury
2. BERMUDA
Bill Sisters—Victor
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
4. CRY
J. Ray—Decca
5. UNDECIDED
Ames, Brothers-L. Brown—Coral
6. TELL ME WHY
Four Aces—Decca
7. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
8. DOWN YONDER
D. Wood—Tennessee
9. SLOW POKE
H. D. Conner—Capitol

BOSTON

1. ANY TIME
E. Fisher-H. Winterhalter—Victor
2. SIN
Four Aces-A. Alberts—Decca
3. CRY
J. Ray—Decca
4. TELL ME WHY
Four Aces-A. Alberts—Decca
5. STARWAY TO PARADISE
G. Gledhill—Decca
6. SLOW POKE
Pee Wee King—Victor
7. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
8. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
9. CHARMAINE
Mantovani—Lionel

WASHINGTON, D. C.

1. CRY
J. Ray—Decca
2. SIN
E. Howard—Mercury
3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
4. TELL ME WHY
Four Aces—Decca
5. JALOUSIE (Jealousy)
F. Laing—Columbia
6. CHARMAINE
Mantovani—Lionel
7. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
8. ANYTIME
E. Fisher-H. Winterhalter—Victor

DALLAS-FT. WORTH

1. CRY
J. Ray—Decca
2. SLOW POKE
Pee Wee King—Victor
3. DOWN YONDER
D. Wood—Tennessee
4. SIN
E. Howard—Mercury
5. UNDECIDED
Ames, Brothers-L. Brown—Coral
6. TELL ME WHY
Four Aces—Decca

DENVER

1. TELL ME WHY
Four Aces-A. Alberts—Decca
2. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
3. CRY
J. Ray—Decca
4. SLOW POKE
Pee Wee King—Victor
5. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

PITTSBURGH

1. CRY
J. Ray—Decca
2. TELL ME WHY
Four Aces—Decca
3. ANYTIME
E. Fisher-H. Winterhalter—Victor
4. BERMUDA
Bill Sisters—Victor
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
6. TIGER RAG
L. Paul-M. Ford—Capitol
7. UNDECIDED
Ames, Bros.-L. Brown—Coral
8. BERMUDA
Bill Sisters—Victor
9. TRUST IN ME
E. Fisher-H. Winterhalter—Victor

ST. LOUIS

1. CRY
J. Ray—Decca
2. ANY TIME
E. Fisher-H. Winterhalter—Victor
3. SLOW POKE
Pee Wee King—Victor
4. MOTHER AT YOUR FEET IS KNEELING
B. Wayne—Lionel
5. TELL ME WHY
Four Aces-A. Alberts—Decca
6. CHARMAINE
Mantovani—Lionel
7. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
8. TELL ME WHY
E. Fisher-H. Winterhalter—Victor

PHILADELPHIA

1. CRY
J. Ray—Decca
2. ANYTIME
E. Fisher-H. Winterhalter—Victor
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
4. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
5. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
6. SLOW POKE
Pee Wee King—Victor
7. TIGER RAG
L. Paul-M. Ford—Capitol
8. TELL ME WHY
Four Aces—Decca
9. DOWN YONDER
D. Wood—Tennessee

NEW ORLEANS

1. CRY
J. Ray—Decca
2. SLOW POKE
Pee Wee King—Victor
3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
4. SIN
S. Churchill—Victor
5. TELL ME WHY
Four Aces-A. Alberts—Decca
6. JALOUSIE (Jealousy)
F. Laing—Columbia
7. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
8. UNFORGETTABLE
Nat. (King) Cole—Capitol

ATLANTA

1. CRY
J. Ray—Decca
2. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
3. TELL ME WHY
Four Aces-A. Alberts—Decca
4. GARDEN IN THE RAIN
Four Aces-A. Alberts—Decca
5. SLOW POKE
Pee Wee King—Victor
6. SIN
E. Howard—Mercury
7. BE MY LIFE'S COMPANION
R. Clayton—Columbia

DETROIT

1. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
2. CRY
J. Ray—Decca
3. ANYTIME
E. Fisher-H. Winterhalter—Victor
4. TELL ME WHY
Four Aces—Decca
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
6. SLOW POKE
A. Coffey—Columbia
7. JALOUSIE (Jealousy)
F. Laing—Columbia
8. TIGER RAG
L. Paul-M. Ford—Capitol

SEATTLE

1. GARDEN IN THE RAIN
Four Aces—Decca
2. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Decca
3. THREE BELLS
Les Compagnons De La Chanson—Columbia
4. SLOW POKE
Pee Wee King—Victor
5. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
7. BERMUDA
Bill Sisters—Victor

make
your
dreams
come
true

with

Nat "King" Cole

"Weaver of
Dreams"



and

"WINE, WOMEN AND SONG"

Record No. 1925



Starting the NEW YEAR with a...

GREAT NOVELTY HIT by

ROSEMARY CLOONEY

with

PERCY FAITH

and his Orchestra

39631
(78 RPM)
4-39631
(45 RPM)



WHY DON'T YOU LOVE ME"

backed by...

"BE MY LIFE'S COMPANION"

Columbia Records

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

Based on reports received January 9, 10 and 17

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Major Pop of the Music Popularity Chart, Part 2.

POSITION	Weeks Last	This	10 days	Week	78 RPM	45 RPM
11	1	1			1. SLOW POKE	Peewee King V-178721-0489; (45)48-0489-BMI
8	3	2			2. CRY	J. Ray Decca 7816840; (45)4-6840-BMI
17	2	3			3. SIN	E. Howard Mercury 7815731; (45)571-1345-BMI
5	6	4			4. TELL ME WHY	Four Aces-A. Alberts Decca 7812786; (45)9-2786-BMI
7	5	5			5. LITTLE WHITE CLOUD THAT CRIED	J. Ray Decca 7816540; (45)4-6540-BMI
6	7	6			6. SHRIMP BOATS	J. Stafford P. Weston Capitol 78139581; (45)4-39581-ASCAP
7	11	7			7. ANY TIME	E. Fisher-H. Winterhalter V-178120-4359; (45)47-4359-BMI 18. Havana, Decca 27885; H. O'Connell, Capitol 1896; Lee and the Four, Intone 1000; Eddy Arnold, Victor 20-8700
10	7	8			8. JALOUSIE (Jealousy)	F. Laine Capitol 78139585; (45)4-39585-ASCAP 15. Torch Owl, Coral 68395; Florian Zisch, Decca 27509; Dixie Ravens, Capitol 28-4224; M. Henderson, ORI, Victor 20-4407; G. H. Brown, ORI, Decca 10376; Billy Eckstine, MGM 13111; J. Crawford, Decca 27905; Vera Lynn, London 11564
23	4	9			9. COLD, COLD HEART	T. Bennett-P. Faith Capitol 78139449; (45)4-39449-BMI 11. Armstrong, Decca 27816; T. Fontaine, Mercury 5693; Fontaine Sisters, Victor 28-4224; M. Henderson, ORI, Decca 10355; E. Johnson, ORI, Decca 10380; H. Williams, MGM 10908; E. Wilson, Decca 27761; Hinner & J. J. J., Victor (45)47-43971
16	9	10			10. UNDECIDED	Ames Brothers-L. Brown Coral 78160566; (45)9-60566-ASCAP
6	12	11			11. SLOW POKE	M. O'Connell Capitol 78118077; (45)4-18077-BMI
18	14	12			12. SIN	Four Aces-A. Alberts Victrola 101-BMI
21	13	13			13. DOWN YONDER	Del Wood Tenneco 7813775; (45)18-13775-ASCAP
30	10	14			14. BECAUSE OF YOU	T. Bennett-P. Faith Capitol 78139362; (45)4-39362-BMI
4	16	15			15. DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas-H. Patton-E. Lawrence Wing 78115137; (45)45-15137
9	-	16			16. SIN	Four Knights Capitol 78118066; (45)18-18066-BMI
7	20	17			17. SLOW POKE	R. Lee Decca 78127792; (45)9-27792-BMI
14	15	18			18. SIN	S. Churchill V-178320-4280; (45)47-4280-BMI
10	18	18			18. DOWN YONDER	J. (Fingers) Carr Capitol 7813777; (45)18-13777-ASCAP
5	20	20			20. CHARMAINE	Mantovani London 7811020; (45)45-1020-ASCAP
4	17	21			21. DANCE ME LOOSE	A. Godfrey Capitol 78139632; (45)4-39632-ASCAP 19. M. Brown, Decca 27906; M. J. Carter, Victor 20-4497; A. True, ORI-L. Natanson, Singers, Mercury 57701
3	18	21			21. GARDEN IN THE RAIN	Four Aces-A. Alberts Decca 7812786; (45)9-2786-ASCAP 19. Camm, Victor 20-44452
2	24	21			21. BERMUDA	Bell Sisters 18. Roberta Lee, Decca 27493
2	24	21			21. TELL ME WHY	E. Fisher-H. Winterhalter V-17820-4444; (45)47-4444-BMI
4	30	21			21. CRY	Four Knights Capitol 7811875; (45)18-1875-BMI
1	-	26			26. TIGER RAG	L. Paul-M. Ford Capitol 7811920; (45)18-1920-ASCAP 11. Cool, Abbey 15055; M. Gene Doney, Mercury 5641
1	-	27			27. CHARMAINE	V. Monroe V-17820-4375; (45)47-4375-ASCAP
1	-	27			27. I WANNA LOVE YOU	Ames Brothers Capitol 78160617; (45)9-60617-ASCAP
1	-	27			27. CRAZY HEART	G. Lombardo Decca 7812788; (45)9-2788-ASCAP 19. O'Connell, Capitol 1896; E. Fontaine, Mercury 5745; D. Davis, MGM 11303; H. Williams, MGM 11055; Z. Turner, King 1003
5	26	30			30. CHARMAINE	G. Jenkins Decca 7812785; (45)9-2785-ASCAP
3	-	30			30. CRY	G. Gibbs Mercury 7813749; (45)52-4945-BMI
1	-	30			30. SLOW POKE	Tiny Hill Mercury 7815740; (45)52-4945-BMI

"The little white cloud" makes room for another **BIG ONE** by



**JOHNNIE
RAY**

Singing...

"**Please, Mr. Sun**"

"**Here I am BROKEN HEARTED**"

still going strong
**"THE LITTLE WHITE CLOUD
THAT CRIED"** backed by . . .
"CRY" on OKEH RECORDS
78 RPM 6840 • 45 RPM 4-6840

with the Four Lads and
Orchestra under the Direction
of Jimmy Carroll
78 rpm 39636 • 45 rpm 4-39636

EXCLUSIVELY ON . . .



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

Trade Marks "Columbia," "Masterworks," ®. © Reg. U. S. Pat. Off. Marco, Registered

THE BILLBOARD Music Popularity Charts

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

Best Selling Retail Folk (Country & Western) Records

Based on reports received January 9, 10 and 11

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

POSITION	Weeks Last This	to date Week Week	Record Title	Artist	Label
16	1	1		SLOW POKE	Pee Wee King
				Wagner Waltz	V-78121-0489; (45)48-0489-BMI
9	3	2		LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
				Me and My Broken Heart	Cal(78)20862; (45)4-20862-BMI
21	6	3		MOM AND DAD'S WALTZ	Lefty Frizzell
				Always Late	Cal(78)20837; (45)4-20837-BMI
3	5	4		GIVE ME MORE, MORE, MORE	Lefty Frizzell
				How Long Will It Take	Cal(78)20885; (45)4-20885-BMI
42	2	5		COLD, COLD HEART	Hank Williams
				Dear Juba	MGM(78)10904; (45)K-10904-BMI
24	4	6		ALWAYS LATE	Lefty Frizzell
				Mom and Dad's Waltz	Cal(78)20837; (45)4-20837-BMI
4	—	7		ALABAMA JUBILEE	Red Foley
				Dixie	Dec(78)27810; (45)9-27810-ASCAP
12	9	8		HEART STRINGS	E. Arnold
				Somebody's Been Beating My Time	V-78120-4273; (45)42-4273-BMI
12	8	9		SOMEBODY'S BEEN BEATING MY TIME	E. Arnold
				Heart Strings	V-78120-4273; (45)42-4273-BMI
6	7	10		MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
				Highest Bidder	V-78120-4346; (45)47-4346-BMI

Coming Up

1.	DRIFTWOOD ON THE RIVER	E. Tubb	Dec(78)46377; (45)9-46377-ASCAP
2.	MISSING IN ACTION	E. Tubb	Dec(78)46389; (45)9-46389-BMI
3.	CALL HER YOUR SWEETHEART	E. Arnold	V-78120-4413; (45)47-4413

FOLK TALENT AND TUNES

By JOHNNY SIPPFL

Artists' Activities

RCA Victor teed off a major promotion last week in behalf of Wade Ray, West Coast recording artist, with Al Miller handling. Ray and Miller left California Wednesday (2) for a three-week personal appearance swing which includes appearances on Pee Wee King's airer in Louisville; "Grand Ole Opry," and on radio shows in Knoxville, Cincinnati, Charlotte, N. C.; Atlanta, Birmingham, Memphis, and Tulsa, Okla. Capping the tour will be a stint on the "Big D Jamboree" in Dallas.

C&W Records to Watch

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

SILVER AND GOLD
Pee Wee King.....RCA-Victor 20-4658

Bob (Yodeling) Stotts, KMA, Shenandoah, La., has signed to record on the Blue Ribbon label. He will also handle some writing chores with Chaw Hank for Blue Ribbon Music. Carolina Cotton, who has been making personal appearances in Alaska, spent the holidays in Iceland, then headed for Europe to entertain troops. Red Blanchard, Green Valley Sweethearts, is the father of a new daughter who has been named Coleen Donna. Bob and Eleanor Mason also report the addition of a newcomer to their ranch. Baby has been named Robert Wheeler.

Bill Nettles and the Dixie Blue Boys, Monroe, La., move to KPLC, Lake Charles, La., January 15.

(Continued on page 84)

Most Played Juke Box Folk (Country & Western) Records

Based on reports received January 9, 10 and 11

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

POSITION	Weeks Last This	to date Week Week	Record Title	Artist	Label
17	1	1		SLOW POKE	Pee Wee King
					V-78121-0489; (45)48-0489-BMI
3	3	2		GIVE ME MORE, MORE, MORE	Lefty Frizzell
					Cal(78)20885; (45)4-20885-BMI
11	2	3		LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
					Cal(78)20862; (45)4-20862-BMI
9	8	4		ALABAMA JUBILEE	Red Foley
					Dec(78)27810; (45)9-27810-ASCAP
2	4	5		MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
					V-78120-4346; (45)47-4346-BMI
13	6	6		SOMEBODY'S BEEN BEATING MY TIME	E. Arnold
					V-78120-4273; (45)42-4273-BMI
13	—	7		CRAZY HEART	Hank Williams
					MGM(78)11054; (45)K-11054-ASCAP
3	4	8		BABY, WE'RE REALLY IN LOVE	Hank Williams
					MGM(78)11100; (45)K-11100
24	10	8		ALWAYS LATE	Lefty Frizzell
					Cal(78)20837; (45)4-20837-BMI
4	7	10		SLOW POKE	H. Hawkins
					King(78)998; (45)45-998-BMI

Coming Up

1.	WONDERING	W. Pierce	Dec(78)46364; (45)9-46364-BMI
2.	HOW LONG WILL IT TAKE	Lefty Frizzell	Cal(78)20885; (45)4-20885-BMI
3.	HEARTLESS LOVER	Moon Mulliken	King(78)994; (45)45-998-BMI

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received January 9, 10 and 11

19	2	1		SLOW POKE	Pee Wee King
					V-78121-0489; (45)48-0489-BMI
13	1	2		LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
					Cal(78)20862; (45)4-20862-BMI
4	3	3		GIVE ME MORE, MORE, MORE	Lefty Frizzell
					Cal(78)20885; (45)4-20885-BMI
2	—	4		BABY, WE'RE REALLY IN LOVE	Hank Williams
					MGM(78)11100; (45)K-11100
12	7	5		SOMEBODY'S BEEN BEATING MY TIME	E. Arnold
					V-78120-4273; (45)42-4273-BMI
3	5	6		MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
					V-78120-4346; (45)47-4346-BMI
3	4	7		WONDERING	W. Pierce
					Dec(78)46364; (45)9-46364-BMI
5	—	8		ALABAMA JUBILEE	Red Foley
					Dec(78)27810; (45)9-27810-ASCAP
1	—	8		'TIS SWEET TO BE REMEMBERED	Cowboy Copas
					King(78)1000; (45)45-1000-BMI
24	9	10		ALWAYS LATE	Lefty Frizzell
					Cal(78)20837; (45)4-20837-BMI

Coming Up

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

1.	MISSING IN ACTION	E. Tubb	Dec(78)46389; (45)9-46389
2.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V-78120-4413; (45)47-4413
3.	TOO OLD TO CUT THE MUSTARD	Red Foley & E. Tubb	Dec(78)46387; (45)9-46387-BMI

First INTRO HITS for 1952



"RUSTY" McDONALD
"SILVER AND GOLD"
"LONG LOST LOVE"
"POSTAGE DUE"
"DON'T SAY 'I'M SORRY' ANYMORE"

Intro 6040



TOMMY DUNCAN
"RELAX AND TAKE IT EASY"
"MOVE A LITTLE CLOSER"

Intro 6037



EDDIE HAZELWOOD
"A RAG, A BONE, A HANK OF HAIR"
"YOU'VE GOT A GREEN LIGHT"

Intro 6039



JIMMY WALKER
"RICH IN LOVE"
"BLUE AS THE OCEAN"

Intro 6038



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THE BILLBOARD Music Popularity Charts

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

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY CHARTS
JIMMY WAKELY Missing in Action CAPITOL 1936—The country singer gives a persuasive rendition of this war-inspired country weeper, which tells the coach Arden story. Could stir some action.		78--79--76--78
Just a Little More Waiting Wakely has a character for a nice job with this smoothly melodic ditty, that is close to a pop tune.		72--73--71--72
LOUIE INNIS I Grabbed for the Engine MERCURY 4370—A fast tempo, humorous novelty item receives a good reading from the country singer.		75--77--73--75
I've Got a Red Hot Love The singer is capable on a country item that sounds like many others.		68--68--68--68
KEN MARVIN More Pretty Girls MERCURY 6366—Singer and the Harmonones give out with a good reading of a catchy country tune.		70--72--69--70
Half as Much Lucky's rendition of a slow country ballad.		59--59--59--59
ARTHUR SMITH Shoot 'em' Bread MGM 11137—Good instrumental performance of the title, with clever arrangements that freshen up the tune.		70--69--69--72
R.S.V.P. Uncle Sam A slight piece of material is given a capable reading by the singer. The lyrics are cute.		68--66--67--71
EDDIE DEAN Blue Wedding Bells CAPITOL 1913—A pleasant sounding ditty receives a good performance. Mr. Dean and chanter Margie Mack.		70--69--71--70
Tears on My Guitar A good effort by Dean on a better than average country tune.		67--67--67--67

(Continued on page 77)

Advance Folk (Country & Western) Record Releases

All Year Love Springs to Me—Billy Strickland (The Big King 101)	Letter From My Darling—Bill Monroe (Row Hide) Decca 46392
Charming Betty—Lozce and Oscar (Mona) Decca 46393	Miss All Mine—Eddie Marshall (How) Victor (65) 47-4447
Give Me Something Called Love—Henry Hill (My Baby's) Federal 12053	Missing in Action—Jimmy Wakely (Just) Cap 1936
Go and Wash Those Dirty Feet—Johnny Horton (It's My) Abbott 104	How Like No. 2—Lozce and Oscar (Charming) Decca 46393
How Could You—Eddie Marshall (Mona) V 4451 47-4447	My Baby's Back Home—Henry Hill (Glee) Federal 12053
I Grabbed for the Engine—Louie Innis (Ewe) Mer 6370	My Smokey Mountain Gal—Jack Luker-Tena, Valley Boys (Whispering) Citation 1158
I Would If I Could (But I Can't)—The Carlisles (Patch) Mer 6371	On the Banks of the Beautiful Nile—Johnny Horton (It's) Abbott 107
I'm a Baby Sister Now—Eddie Sontz (It's Just) Sullivan 510	Part on Our Old Love Affair—The Carlisles (I Would) Mer 6371
I'm Just as Good as You—Eddie Sontz (I'm as) Sullivan 510	Roseline Annie Lee—Pee Wee King (Ork-Redd) Stewart (Silver) W 20-4450
It's My Home in Shelby County—Johnny Horton (Go) Abbott 104	Row Like—Bill Monroe (Earlie) Decca 46392
It's a Long Rocky Road—Johnny Horton (On the) Abbott 107	Silver and Gold—Pee Wee King (Ork-Redd) Stewart (Ragtime) V 20-4450
I've Got a Red Hot Love—Louie Innis (I Grabbed) Mer 6370	Smokey Joe's Barbecue—Johnny Horton (Words) Abbott 106
Just a Little More Waiting—Jimmy Wakely (Miss) Top Gun 1936	To Be With You—Billy Strickland (All) King 1013
	Whispering Lies—Jack Luker-Tena, Valley Boys (My) Citation 1158
	Words—Johnny Horton (Smokey) Abbott 106



SLIM WHITMAN

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NOW EXCLUSIVELY IMPERIAL
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"N-BOMB" FERGUSON "GOOD LOVIN'" "SLOWLY GOING CRAZY"

BILLY WRIGHT "Keep Your Lamp Down Low" "DRINKIN' and THINKIN'"

BROWNE MCGHEE and SONNY TERRY "CAROLINA BLUES" "WATCH OUT"

FOUR BUDDIES "WINDOW EYES" "SIMPLY SAY GOODBYE"

YARETTA BILLARD "Please Come Back To Me" "LOVE AND WINE"

MEL WALKER with J.O.H. Orch. "SUNSET TO DAWN" "Feel Like Cryin' Again"

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THE BILLBOARD Music Popularity Charts

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

Rhythm & Blues Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for popularity (1-100).

RHYTHM & BLUES NOTES

Continued from page 36 follow thru with a sales percentage for orders over the quota. Also in Toronto, Plink Plank and Plunk with Arthur Davey...

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THE GIRL for YOU in... 52



FRAZZ WARREN

Sings

"FIND ME"
B/W
"SPEAK LOW"

MGM 11114 (78 RPM)
K-11114 (45 RPM)

"IT'S ALL OVER BUT THE MEMORIES"
B/W
"NEVER BEFORE"

M-G-M RECORDS
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MGM 11095 (78 RPM)
K-11095 (45 RPM)

THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 POOR

How Ratings Are Determined

Records are rated four ways: (1) over-all; (2) as to their value for disk jockey; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

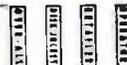
The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song quality, 15; interpretation, 15; arrangement, 15; name value, 10; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts—promotional firms, teigs and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

LABEL AND NO. ARTIST

COMMENT TUNES



POPULAR

LES PAUL-MARY FORD

Tiger Rag

CAPITOL 1920—There's a honky-tonk piano sound here. And by adding a few vocal stunts to a scintillating beat, the husband-wife team reworks the oldie into a charmer that should hit high fast.

92--94--90--92

It's a Lonesome Old Town

The guitar takes us to the lazy arrangement of the film standard and the mirrored vocal, simply sung, points up the poignancy of the words.

87--88--86--88

PATTI PAGE (Jack Rael Ork)

Retreat (Cries My Heart)

MERCURY 5772—Patti should have another gold-star winner with this humorous reading of a cleverly-permed country-ish novelty. She uses the three-voice gimmick for the chorus.

90--90--90--90

Come What May

A simple, appealing ballad is sung with superb precision in Patti's splendid, rich-voiced style with organ and vocal group backing. The performance could ring in the ears.

86--86--86--87

WEAVERS-CORDON JENKINS ORK

Old Paint

DECCA 27928—Powerful stuff in this rich reading of a traditional Western folk song. The Weavers-Jenkins team get that "twang" feeling in the performance. The dividends should be fat for the try.

89--89--89--89

Wimoweh

This is an unusual ailing. There is hardly more than a repetitious chant. Jenkins' orb takes command for the first half of the ailing with drums sounding like the Herman band of '48, then the Weavers take over. Transcendent build to the whole thing could carry this odd contention.

87--89--86--88

MARGARET WHITING (Lou Busch Ork)

Round and Round

CAPITOL 1910—Big sleeper potential here. Ditty is actually the "Three Blind Mice" roundie. The thrush duos in all the parts while the harmonica and guitar led ears sets up a fine beat and sound. Disk ballies to a strong finish. Maggie's most lively entry in ages.

86--87--85--87

Oops

La Whiting and the Busch ork do well with the cute lilt ditty as any other version. If the tune makes it, this is due for a share of the action.

77--80--74--76

ELLA MAE MORSE (Nelson Riddle Ork)

Blackhawk Blues, The

CAPITOL 1922—Combination of Miss Morse's sound, drive beat and the climbing arpeggi makes this one an impressive unit item. Could be a powerhouse if it shakes loose.

86--86--86--86

Love Me Or Leave Me

The tough handle the oldie's most appealing reading while the middle ork bases her in top notch style.

83--83--83--83

MUGO WINTERALTER'S ORK AND CHORUS

A Kiss to Build a Dream On

VICTOR 20-4455—Here comes on a tune that's been hanging on for several weeks via a Louis Armstrong dkt. This is a beautifully conceived semi-shuffle reading that builds every inch of the way. Parker's vocal go here is quite appealing. Could hit hard if the song holds its own.

86--86--86--86

Love Makes the World Go 'Round

The lively theme from the French film, "La Ronde," has the great standards are made of. Winteralter's legends do a direct, sweeping job on the song with Johnny Parker handling the solo vocals in acceptable fashion.

81--83--81--80

MINDY CARSON

Dance Me Loose

VICTOR 20-4457—A truly exhilarating coverage effort on the Godey ball is backed by a swinging Hugo Winteralter ork. Miss Carson waxes home the lyric in engaging fashion with choral assists. Could cut off a tidy chunk on the ditty.

86--86--86--86

Allegany Fiddler

Latest adaptation of the "Vorslovan" is whipped into a virtu-chorus plus that fails to sparkle despite a fine effort by Miss Carson and a well-written backing by Winteralter.

74--74--73--75

PATTY ANDREWS & CORDON JENKINS & ORK

If You Go

DECCA 27933—A big ballad, an import from France with a new Yank lyric, is rendered from her toes by Patty. The Jenkins' assist is rich and pretty. Could make a noise if the song proves attracting.

85--87--86--85

That's How a Love Song Is Born

A very lovely new ballad is rendered suitably by Patty to a lush Jenkins' backing. A marvellous effort, if not a particularly commercial one.

79--83--77--77

TENNESSEE ERNIE-DINNING SISTERS

Streamlined Cannon Ball

CAPITOL 1911—Modernized version of the "Warabi" is read in a warm, sincere ballad manner. Ernie and the Dinning Sisters ideally do establish a great mood and feeling. Could coast big if exposed properly. Certainly fine for country areas.

85--85--85--85

Rock City Boogie

Light, engaging boogie novelty is done up in bright style by the new wa team. Primarily interesting for the country crowd.

78--78--76--80

MERY GRIFFIN

If I Forget You

VICTOR 20-4360—Griffin turns his first ballad try on West to size in reading of this superb oldie to a top drawer Hugo Winteralter ork. Excellent rendition establishes a fine mood. Edmarks of a "sleeper" here.

84--84--84--84

Eternally

A "big" ballad, co-penned by Griffin, is handed a matching "big" rendition by the crewer. Attractive unit.

80--80--80--80

ARTIST LABEL AND NO.	TUNES COMMENT	STEREO	MONO	DUPLICATE	REISSUE
POPULAR					
BILLY MAY ORK When I Take My Sugar to Tea CAPITOL 1919—May brings back memories of Lonesome as he scapes his smoky road sound to the side. A Lonesome vocal trio makes the vocal. Fine dance styling which could catch if pressed hard enough.		83--85--82--82			
Charmaine Wholesome instrumental treatment of the current revised hit. Tight ensemble, great beat and the distinctive road sound make for a top-notch try. Don't let it be late to cash in on the song.		76--79--75--75			
RED FOLEY Whistle While You Work DECCA 27929—Good effort by the singer on the side from the "Snow White" picture. Chorus accompaniment is cute, with vocal high enough to sound like duets. Dick could get play on back of pic release. Big market could take this one.		81--83--80--80			
Who's Afraid of the Big Bad Wolf Another strong vocal by Foley, on one of the old Disney cartoon tunes. High-wicked quartet is used on this side too. This could be a strong title.		81--83--80--80			
DOROTHY LOUDON (The Honky Tonks-Milt Kraus) Good Man is Hard to Find, A VICTOR 481-4828—Loudon has been an asset here. Miss Loudon impresses as a personality singer with the pipes and drive of the old-time vaude character. Vocal tricks and familiarity of the fine old material (ditty should) get strong novelty action for the disk.		80--81--78--79			
I Wanna Say Hello Good coverage on the Rascals novelty ditty started on the Kam was. Loudon gal belts the lyrics and the honky, rag-time group backs her nicely, but the gangling spirit of the original disk is missing.		70--72--68--70			
LORRY RAINE (Herman Clebanoff Ork) Rest My Bones CORAL 50832—A solid interpretation of a melodic countryish ditty, with good lyrics, plus an art arrangement that is clean and slick. Should draw sales.		78--82--76--76			
I Don't Wanna Be Lonesome The singer comes thru with a strong rendition of a simple, jazzy tune, backed with a big beat by the disk.		75--78--72--75			
ROBERTA LEE-GRADY MARTIN Tell Me Why DECCA 27928—Vocalist material this. The program hands the current pop cliché a headed-up rag-time run thru while Roberta Lee does the second chorus like the vocalist with a small-bean beat joint combo. Great darn dance slice.		78--79--75--79			
Slew Foot Rag Ray line ditty penned by Martin and Owen Bradley is done as a neat country pop instrumental with honey-tooth feeling. Rag piano and bones sound sugar like days.		72--72--68--75			
BUDDY MORROW & ORK (Frankie Lester) That Old Black Magic VICTOR 1651-47-6451—Morrow's highly professional team work is evident through as the one comes up with one of its best instrumental disks. Sound is somewhat able to the old Artie Shaw instrumental.		77--79--75--76			
Way I Feel, The Good dinking of a slick ballad over much of its quality to the winning chanting of Frankie Lester. The ork's restrained builds mood.		76--79--75--75			
PHIL HARRIS & ORK 8th Street Association VICTOR 1651-47-6452—Piece of lively unloved material is handled a typical Harris southern-draw styling. Good for spins on novelty sets but not strong enough to break out for the chart. Harris fans should dig.		77--80--75--75			
Wine, Woman and Song Harris is backed by the Sparten quartet on another new light novelty piece of material. Result is about the same as the title.		73--77--70--73			
TONY BAVAAR (Norman Leyden Ork) Close to You VICTOR 20-4420—Bavaar, the lad who hit so hard in "Paint Your Wagon," continues to show well in the groove as he renders this Sinatra-associated ballad in a convincing croon style.		77--80--75--75			
Another Autumn He sings one of the secondary ballads in the "Wagon" score in a winning manner. The song's a stunner, tho.		72--74--72--70			
NORMAN KAYE Tell Me Why CAPITOL 1921—Kaye puts the diction with whiffling along in a wailing that should get a fair share of the coin but time will wear before it completes the pop cycle.		75--76--74--76			
Once I Loved You The ballad is lovely and Kaye captures its romantic mood.		73--74--72--74			
JANE WYMAN (Dave Barbour-4 Hits) I Love That Feelin' DECCA 27927—The movie star projects with warmth and more style than she heretofore has shown on wax on an old-fashioned type of set ballad set to a real fascinating, modern Barbour backing. Should draw some decent appreciation.		75--78--74--72			
It Was Nice While the Money Rolled In Miss Wyman does admirably well by a blues novelty which manages to draw a snicker or two. Lightweight effort.		68--70--66--68			
DEAN MARTIN (Dick Stebbie) Oh Boy! CAPITOL 1921—Martin tries hard with a light novelty ditty based on an Italian folk song, but too many lyrics get in the way. Results nevertheless, is a happy ditty with some juke appeal.		74--74--73--75			
As You Are The TV-movie star is far less effective as he tries to capture the feeling of the ballad based on a familiar and beautiful traditional air. A lush sub background sells the material better than does Martin.		74--76--72--74			
AL TRACE ORK (Lola Ameche) Dance Me Lonesome MERCURY 5776—Acceptable coverage sticking on the Godefrey hit platter. Should catch a small corner, but not much more.		74--73--73--75			
It Isn't Any Trouble Just to S.M.I.L.E. An old camp ditty is brought to sprightly life by the Trace bunch. Should draw some coin where the title and side memories.		73--73--70--77			
LAWRENCE WELK ORK (Roberta Linn) Swingin' Down the Lane CORAL 50830—The chenter does a nice job on the vocal of this side played in staccato style by the ork.		70--71--69--70			
You're Somebody Else's Sweetheart A smooth job by the Chenter and the quartet on a city type weeper, which could please well's followers.		68--68--68--68			
RUSS MORGAN & HIS SCRANTON SEVEN Spaghetti Rag DECCA 27931—Bright small ork workout of the standard rag should be worth some coin in the Midwestern dance regions.		69--68--68--71			
Tavern Song, The Gleefully! Engaging gang-sing barroom palia is done with typical charm and spontaneity by Morgan and his ensemble. Bound to make a profitable impression with tavern goers.		78--78--76--80			
MARTHA DAVIS Marching Moon CORAL 50631—A warm interpretation by the thrush of a new movie ditty. Ork backing is pleasant.		68--69--67--68			
What Good Am I Without You? The chenter's vocal is capable, but the tune doesn't go anywhere. Ork plays it nicely.		62--62--62--62			
BOB SAVAGE Jungle CAPITOL 1918—Savage reveals a powerful set of pipes made to order for the wailing intensity of this blue-rite dirge on the city premises. A penetrating wail-mash.		67--70--67--65			
My Downfall Singer clips off phrases with a sob and displays a host of vocal tricks to stay on top of the declamatory arrangement. . . . Savage has a truly distinctive sound and style. With these, the RPH need appropriate material.		67--70--67--65			



DECCA RECORDS

A DECCA SMASH

ROBERTA LEE

Singing

TRY ME ONE MORE TIME

"BABY WE'RE REALLY IN LOVE"

DECCA RECORDS

DECCA 27936 (78)
9-27936 (45)

America's Fastest Selling Records

(Continued on page 77)

Agent Settles De Marco Suit For \$15,000

NEW YORK, Jan. 12.—Johnny O'Connor's one-year-old suit against the De Marco Sisters, over his personal management contract with the harmonizing five, was settled out of court for a sum estimated at \$15,000. The method for the payment of the settlement will be agreed to by both parties next week.

The suit came about when the De Marcos signed a personal management contract with Marie Greenfield last year. O'Connor claimed that his five-year option was still in effect. Legal representatives for the De Marcos were Spring and Eastman.

International Buys Out Sharon Waxery

HOLLYWOOD, Jan. 12.—International Records, which last week switched its tag from International Sacred Recordings, purchased another Coast religious indie, Sharon Records IR will keep the Sharon label as its custom concern, with Sharon topper Robert Stacey remaining as the diskery chief. Sharon's assets are reported at \$20,000.

IR gets upward of 250 titles and will issue Sharon platters on both blue and red labels. Acquisition of Sharon by IR leaves only Sacred Records and Singpiration as competition for IR. Pact, concluded by IR Presy Paul Hewitt, is effective immediately.

Changing of the IR name is due in part to the similarity between it and Sacred Records, in addition to the new name's brevity.

MCA Signs Up

unit spotting in addition a male vocal trio, will kick off about May 1 with approximately eight weeks of one-nighters. The band also will be groomed for TV appearances, and the agency intends to aid in the preparation of a "Mr. and Mrs." gimmick, designed for TV to sell the Wayne-Heffli organization in the form of a package show.

Meanwhile, the couple will continue to record for Coral. The current platter arrangement with Coral calls for disks to be issued both as lefts Wayne ork releases and as vocal efforts featuring the thrush with the support of the Heffli band. Couple's next disk is the first to be issued as a vocal record, and top-bills Miss Wayne. The agency, which has been comparatively inactive in pitching and building new bands, has indicated to the couple and to Fields that it intends to give the all-out treatment to the Heffli-Wayne venture.

"Kiss" Bliss

directly verified by the RCA Victor diskery, which only last week covered with Hugo Winterhalter on the song after it had been on the market for four to five months.

"Sleepy Time," a major promotion effort with the Decca firm, has achieved sales of about 100,000 records in a two to three-week period.

"Kiss" adds up to the biggest selling platter in Satchmo's lengthy music business career. Armstrong made his first records more than a quarter of a century ago. His previous high was also a Decca waxing, "Blueberry Hill," coupled with "Lucky Old Sun," which attained about a 300,000-platter sale over a year ago.

BMI Drive

set thru George Marlowe, BMI's director of writer relations.

Gilkyson recently completed a writer-publisher arrangement with American Music, which set up Montclare Music to house his writings. He is the composer of such pieces as "Cry Of The Wild Goose" and the recent "Gambela," with such credits as "Big Fat Mama," "Savoy," etc. Gamis is credited with lyrics for "Yours," "Amapola," "Man a g u a n," "Nicargua," etc.

BMI writer deals call for a minimum cash advance draw against performance payoffs.

COX TO BEAT GREENE DRUM

HUNTINGTON, W. Va., Jan. 12.—Richard Cox, WSAZ and WSAZ-TV Western and country music disk jockey, and his combo, the Harvesters, will tour the State with Edward H. Greene, who is campaigning for governor. Speaking and playing dates are now being lined up.

Cox has a d.j. session across the board, and two Saturday AM programs on WSAZ, and two TV shows, Wednesday, 6-6:15 p.m., and Saturday, 7-7:30 p.m., on WSAZ-TV.

SPA-Pubber Audit

1941. Another interpretation would limit the audit to the date when the current contract was signed, 1947. The previous SPA standard contract did not allow for audits. Of course, there are those SPA-lites who believe no limit can be set on the auditing.

Net result of the renewed hassle is that hopes for an early and amicable settlement appear very dim at present. Attorneys Lee Eastman and Morton Miller, representing Morris and Leeds respectively, admitted that the audit problem looked like it again was headed for a long, drawn-out battle. The SPA council is expected to meet next week to take up the new facets of the argument.

Mercury Sets Up

will receive equal trade acceptances dated 30-60-90-120 days based upon total purchases in each 15-day period in January and February. Too, the distributor, regardless of the plan selected, will be given full credit on a return replacement form for the full 10 per cent discount which is given to the dealer.

Distributors were urged to offer the 10 per cent dealer discount to juke box operators who now have on their routes an increasing number of 45 r.p.m. phonographs, and where Plan A was involved, it was recommended that salesmen be offered a special percentage as an incentive to move the disks.

S&S Kidiskery

pact with Walt Disney, which gives S. & S. the rights to use Disney folk songs, dramatic story material and art work for the 25-cent record line. The deal is for three years with a three-year option. It is understood that a guarantee to Disney is involved in the contract. New Disney productions coming up are full-length versions of "Robin Hood" and "Peter Pan."

Loesser Buys

copyrights in the Susan firm. Morris determined that such a program would not prove profitable to his operation and subsequently agreed to sell out his interests. Loesser currently has a small staff working on his material. Bud Gately represents his penings out of New York, and Harry Norwood works for him on the West Coast.

H'wd to Eng.

was started in Hollywood by Miss Stafford, who recorded "There's a Small Hotel," backed by Paul Weston's band. This tape was sent to England, and Johnson dubbed his part in. The idea for the etching was conceived by Mike Nidorf, Jo Stafford's manager. The Stafford-Johnson record will be released in England in a few weeks. American release of the platter has not yet been set.

CAPAC Wins

was too high or was or should not be applicable. CAPAC sought to have a tariff set for TV, but this was adjourned indefinitely until TV actually gets under way in Canada. So far there is no TV in this country, and the board felt it was unwise to set up a schedule when there was no necessity.

CONFUCIUS SAY:—

"IF A HIT IS INEVITABLE..... RELAX AND ENJOY IT!"

'Chinatown'

BY BOBBY MAXWELL

WORLD'S GREATEST SWING HARPIST

MERCURY 5773 • 5773X45

WITH A NEW RECORDING TECHNIQUE DEVELOPED BY C. ROBERT FINE, Reeves Sound Studio

DON'T MISS IT!





MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

M-M-M-M-G-M

HI THERE!



introducing
**BARBARA
RUICK**

NEW STAR OF MGM RECORDS AND MGM FILMS

Singing . . .

"RETREAT"
and
"YOU COULDN'T BE CUTER"

MGM 11151—78 RPM
K-11151—45 RPM

BILLY ECKSTINE

"A WEAVER OF DREAMS" MGM 11125 (78)	"TAKE ME BACK" MGM K-11125 (45)
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TOMMY EDWARDS

"PLEASE, MR. SUN" "WHERE I MAY LIVE WITH MY LOVE AGAIN" MGM 11134 (78) MGM K-11134 (45)	"IT'S ALL IN THE GAME" "ALL OVER AGAIN" MGM 11035 (78) MGM K-11035 (45)
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BLUE BARRON

"I WISH I HAD A GIRL" MGM 11136 (78)	"TEARS" K-11136 (45)
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LEROY HOLMES

"IN A PERSIAN MARKET" MGM 11126 (78)	"I'LL SEE YOU IN MY DREAMS" K-11126 (45)
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VICTOR MARCHESE

"FLAMINGO" MGM 30494 (78)	"WHEN I DREAM OF HOME" K-30494 (45)
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ROBERT Q. LEWIS

"I'D LIKE TO BABY YOU" MGM 11116 (78)	"GRAND CENTRAL STATION" K-11116 (45)
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HANK WILLIAMS

"BABY, WE'RE REALLY IN LOVE" MGM 11100 (78)	"I'D STILL WANT YOU" K-11100 (45)
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M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

"MGM BRINGS THE HITS TO YOU . . . IN '52"

THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to obtain popularity as determined by entry into best selling, most played or most heard features of the Chart.

PLEASE, MR. SUN	Perry Como RCA Victor 20-4453
	Bill Kenny Decca 27946
	Tommy Edwards MGM 11134

Combination of the activity surrounding the song and three fine performances makes for these artists to lead week's pick of the Jeanie Ray platters. Should be enough action for all to get a healthy share.

SINCE MY LOVE HAS GONE	Tony Bennett Columbia 39635
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The Bennett sound and style should be enough to push this adaptation from a vocal melody into a convincing position for luck, juke and counter honors.

COME WHAT MAY	Patti Page Mercury 5772
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A second listen cures the belief in the strong potential of this new ballad. The girl's way with a lyric is still tops. Film side, "Retreat," was picked last week.

STOLEN LOVE	Eddy Howard Mercury 5771
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Follow up to Howard's disc version of "Jim" is a corn country-derived treat. Eddy and the trio live up for a real performance.

THE SKIPPER OF THE ENTERPRISE	Alan Holmes Ork Mercury (no number available)
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This is a feat. With all the honorees surrounding Capella Carlson's home feat, pick the big name coming along. He'll get on radio and TV and is the proof. There should be enough demand to push up some high business. Looks like it'll head for the kind of activity received by the MacArthur speech disc.

THE SINKING OF THE ENTERPRISE	Wyn Storkey, with Orch. and Choir Mercury (no number available)
-------------------------------	--

With lyrics to the tune of "Loch Lomond," written by Ben Aron, a Raabli and Lewis, who has penned much of Mercury's big stuff, this Enterprise effort, scored off with a \$6,000 guaranteed sales guarantee and Mercury's aggressive pushing behind it, should be a real contender for whatever action develops on the Carlson disc.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what new disc jockeys think tomorrow's hits will be:

1. PLEASE, MR. SUN.....Perry Como.....Victor 20-4453
2. PLEASE, MR. SUN.....Jeanie Ray.....Columbia 39636
3. TULIPS AND HEATHER.....Perry Como.....Victor 20-4453
4. WHEN IT'S SLEEPY TIME DOWN SOUTH.....Laini Armstrong-Gordon-Jewell Ork.....Dec 27899
5. HERE'S TO MY LADY.....Nat (King) Cole.....Capitol 1895

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. Please, Mr. Sun.....Jeanie Ray.....Columbia 39636
2. Broken Hearted.....Jeanie Ray.....Columbia 39636
3. I Wanna Love You.....Ames Brothers.....Coral 60637
4. When It's Sleepy Time Down South.....Laini Armstrong-Gordon-Jewell Ork.....Deca 27899
5. Old Paint.....The Weavers.....Decca 27920

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. PLEASE, MR. SUN.....Jeanie Ray.....Columbia 39636
2. RIVER STAY AWAY FROM MY DOOR.....Richard Mayer.....Mercury 5763
3. WHY DON'T YOU LOVE ME?.....Rosemary Clooney.....Columbia 39631
4. SNOWFLAKES.....Evelyn Knight-Guy Lombardo Ork.....Decca 27892
5. BE MY LIFE'S COMPANION.....Mills Brothers.....Decca 27889

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk jockeys think tomorrow's hits will be:

1. MISSING IN ACTION.....Ernest Tubb.....Decca 46389
2. HEARTSICK SOLDIER ON HEARTBREAK RIDGE.....Wesley Tuttle.....Capitol 1916
3. HEARTSICK SOLDIER ON HEARTBREAK RIDGE.....Ernest Tubb.....Decca 46389
4. BUNDLE OF SOUTHERN SUNSHINE.....Eddy Arnold.....Victor 20-4413
5. HEART OF A CLOWN.....Wade Ray.....Victor 20-4429

THE ORIGINAL

THE ORIGINAL

"I WANNA SAY HELLO"

and

"I LOVE THE SUNSHINE OF YOUR SMILE"

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#2710 RECORDS 45-#2710



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THE ORIGINAL

THE ORIGINAL

KEM RECORDS, INC.

1107 N. El Centro, Hollywood, Calif. Ph. HU 23276

WHO SAID "SLEEPY" PHILLY?

It's no "Sin" to "Cry" or "Laugh"
WHY YOU'RE "PUTTIN' ON THE DOG"
Paul Missinger's Novelty Comedy Song

MCAUSE SHE'S "LOVELY TO LOVE"
A Beautiful Ballad by the Same Writer
on VOD-VIL RECORDS #424
Recorded by the Four Spades

BREAKING WIDE OPEN!

Distributors Wanted Write for Samples
VOD-VIL RECORDS
c/o Grimes Music Publishers (ASCAP)
250 S. Broad St. Philadelphia 2, Pa.

PEARL PEARL PEARL
FOR BALLS, BANQUETS AND PARTIES #77

ORDER THESE LEGITIMATE PEARL RECORDS:

- FRECKLE SONG \$50 BUSTER ASTER #72
- BEACHES & BASSETTS \$52 GET OFF THE TABLE MABEL #74
- AUTOMOBILE SONG \$56 BELL BOTTOM TROUSERS #73
- IT'S A GOOD THING COWS DON'T FLY #63

Get this Great Novelty All-Talking Record
"Millicent Was Innocent"—#0010

TERRIFIC ENTERTAINMENT FOR PARTIES

Mr. Dealer, do you have these legitimate records in stock? If your distributor can't supply you, we will ship you direct. These legitimate Pearl Records are real money makers.

PEARL RECORDS

COVINGTON, KY.

BOX 229

DORMAN RECORDS

present

HANK MESSER and The Sharps

In these scintillating records

THERE'S SOMETHING NEW IN SAN BERDOO—HM-104

MEDITATING TODAY—HM-103

ADA MARIE—HM-101

THERE'S SOMETHING ABOUT YOU—HM-102

45 and 78 RPM

DORMAN RECORDS

105 Arrowhead

San Bernardino, Calif.

Music as Written

Continued from page 21

Miss Sommers were married recently. Kammen is working with Dick Pierce's jobbing band. . . . Patti Page has also dropped her sister who was doing the off-stage blend with her. . . . Carlos Molina into the Wilton Hotel, Long Beach, Calif., January 29, following Lorraine Cugat's new band. Three-month Molina date is first location set for Associated Booking Corporation by Billy McDonald, ex-Molina Bega exec, who joined Bobby Phillips last week. . . . Mrs. Evelyn Sheridan, of American Distributing, the Chicago r.&b. distributor, in town for a visit.

Frankie Carle returns to the ballrooms March 1 with a break-in date at San Diego, Calif., after which he'll one-night thru Texas and the Midwest, winding up with a date at the Paramount, New York. Associated Booking may land him a location at the Edgewater Beach Hotel, Chicago. Carle cut five telecriptions for Snader here last week, featuring his rhythm section and Marjorie Hughes, his daughter, who formerly chirped with the band. . . . Del Courtney is working at the Saint Francis Hotel, San Francisco, with a local band on an MCA pact. It's Courtney's first date in several years, as he has been doing d.j. and TV work. The Mark Hopkins and Fairmont hotels in the bay area have dropped traveling bands for the time being. . . . Don Boyd, singing trombonist who worked for a long time with Les Brown, is operating his late father's jewelry shop in Beckley, W. Va. . . . Lon Kramer, are going thru a stock of 1,500 old piano scores, which they picked up last summer while at the Capitol Theater, New York, seeking oddies to resurrect via their Coral recordings. Brown's arranger, Frank Cornstock located the cache of scorings backstage during the engagement and Brown purchased them. Stagehands said that a much larger batch of these old piano sheets had been thrown away when the theater cleaned

up its storage lockers some time back.

Louis Armstrong has finished shooting his featured part in MGM's forthcoming "Glory Alley," in which the famed jazz immortal plays the part of a fighter's second. Armstrong plays a dramatic part and sings and plays trumpet in the flicker. Armstrong's new unit includes Joe Sullivan, jazz pianist once with Bob Crosby's Bob Cats and lately a single; Dale Jones, bass; Russ Phillips, trombone; Barney Bigard, clarinet; Cozy Cole, drums, and Velma Middleton, vocals. They are currently at the Hangover, San Francisco. . . . Tex Ritter is mulling a management pact from MCA. Ritter has been booked for years by Irv Yates. Ritter's inking connects with the hiring of Johnny Hitt, Dallas country music promoter last week (The Billboard, January 12). . . . Patti Page has hired Dorothy Birdsoff, formerly with Tommy Dorsey, as her personal secretary.

Mills Music, completing renovation of its local office is winding up major label coverage on the January plug.

"It's Raining." Warner's "Stop, You're Killing Me" will be megged by Roy Del Ruth. Latter recently worked on the Gordon MacRae-Eddie Bracken film musical, "About Face. . . . Elmer Bernstein set to clef the score for "Sudden Fear," a Joseph Kaufman Production. This is the clef's third film, first two being "Saturday's Hero" and "Boots Malone." . . . Warners will produce the life of Calamity Jane as a color musical. Screenplay is by James O'Hanlon and based on Bret Harjo's story.

The Ziegfeld numbers in Warners' "The Will Rogers Story" will be directed by LeRoy Prinz. . . . Guitarist Vincent Gomez will clef and play music for "The Fighter," an Alex Gottlieb production underway at Motion Picture Center. . . . Dick Wesson and Lina Romay inked to top roles in "Man With a Gun" at Warners.

Philadelphia

La Casa Llana Ballroom added this week to the town's dance scene, with Clem Horton's Las Vegas Orchestra featured. . . . Dave Appell Trio added to the early morning platter show of Ernie Kovacs on WPTZ. Fern vocalist was added earlier. . . . Murray Schaff's Aristocrats back in town for a January 21 opening at Ciro's. . . . Cosnat Distributors gets the local franchise for the West Coast's Klik Records. . . . Raymond Dinenberg, drummer with Jack Lewis' band, is in Philadelphia General Hospital with a heart ailment. . . . Chick Keeney, drummer for Charlie Ventura's band at his Open House nitery, rushed to Graduate Hospital for an appendectomy, with Don Lamond, formerly with the Woody Herman Herd, rushed in to make the replacement. . . . Lenzy Herman back for what has become his annual visit at the Hotel Warwick. . . . February bookings bring in Al Morgan, Johnny Ray and the King Cole Trio, all on return weekly stands, at Chubby's, across the river in Collingswood, N. J.

Scandinavian Disk Distrib Expands by Adding Radio Sets

COPENHAGEN, Jan. 12.—The Scandinavian Gramophon firm, distributors of His Master's Voice and Columbia records, last week acquired the controlling block of shares of the R.T.C. radio firm, dealers in radio sets and equipment.

After completing contemplated changes in the merged firms' organization, the Scandinavian Gramophon will handle, in addition to its present line of platters, the radio products of the R.T.C. company. H. Vees, local department store owner, will be appointed administrator of the radio department of the expanded firm.

MINDY'S BACK with a great NEW hit!



MINDY CARSON

singing

"DANCE ME LOOSE"

b/w

"ALLEGHENY FIDDLER"

with HUGO WINTERHALTER and His Orchestra and Chorus

RCA VICTOR 20-4457 (78) 47-4457 (45)



RCA VICTOR RECORDS

THE BILLBOARD

Music Popularity Charts

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

Album and LP Reviews

ONE FOR MY BABY—Frankie Laine (Paul 86)
Newman 101 (1-107)
Columbia (33)CL-6200
Tomorrow Mountain Song of the Islander She Reminds Me of You: To Be Worried of You: When It's Sleepy Time Down South: Love Is Such a Cheat: Necessary Evil: One for My Baby.
The slicker but Mr. Laine now comes up with his first album for Columbia. Contents are eight previously unissued sides, some of them brand new songs, all laid together liberally with the star singer's fluffier efforts. His face no doubt will not want to miss this generally first-rate package. The contents represent the marks in almost all of his several attacks. "Sleepy Time Down South" is his warmest ballad effort in some time. "Necessary Evil" is a striking new bluesy novelty song set down by Laine. "She Reminds Me of You" has Laine at his finest in rocking home a sprightly rhythmic ditty. "One for My Baby" is done with persuasion by Laine. If Columbia hasn't made the move yet, these four titles would certainly make a profitable single item for juke. The entire package would draw plenty of action on all disk fronts. Backgrounds throughout are top drawer.

YOUR HOROSCOPE IN MUSIC—Dewey Bergman-Eddie Galtner-Sally Sweetland 85
Victor (45) WP-325
Here's one helluva commercial idea! More than that, it's an idea which comes off most successfully in the execution. There are millions in this country who religiously search horoscope readers. The idea of putting down musical impressions of the signs of the zodiac is not a completely new one. It never before has been done on such a completely down-to-earth level, on a musical level which not only is accessible but also is, you should pardon the expression, popular. Dewey Bergman conceived, wrote and produced the effort, and it makes a sizable feather for his cap. It should also make a bundle in royalties for him. Disk jockey Eddie Galtner makes a splendid commentator and Sally Sweetland does her usual superb work in soprano solo efforts. The work is divided into 12 segments, one for each sign of the zodiac, and each is a delightful, brief description of the sign. This is highly explicable merchandise. It also is the kind of thing which disk jockeys look for. Could be the "stepper" album of the season.

PAINT YOUR WAGON—James Barton 80
Olea See Jazz-Tony Banasz (5-7")
Victor (45) WOC-6
"Paint Your Wagon," along with "The Banana," is moving along at a bit pace, the only musical new-comers to Broadway able to crack the circle. The show itself is quite a delightful entertainment. The original cast recording of the show's score captures a good deal of the spirit and feeling of the theater, the record could possibly capture the James Barton performance. These recordings, with the songs demystified out of context, show up the score to be a rather costly proposition, possessing both its points of high merit and those of mediocrity. The recordings do project the feeling of unscrupulous production effort in the fine orchestrations and superb vocal work. The show's stars do well with their songs on the record—Tony Banasz is the most musical, Miss Sue Jean is a top saleswoman, and James Barton is the most charming. Standout songs are "I Talk to the Trees" (Banasz), "Wanderin' Star" (Barton), "I Still See Eliza" (Barton), and "I'm Do My Way" (production number). In addition to the stars, Rudes Smith and Robert Penn are the solo singers. Considering its weighty Broadway position at the moment, this show's album figures to score a neat sale.

TWO TICKETS TO BROADWAY—Tony Martin 80
Victor (45)WP-331
The Olden You Are, Let the Merry Old Worry for You: There's No Tomorrow: Promise from Papiacci: Manhattan; Are You Just a Beautiful Dream.
The Martin is actually the star of the "Two Tickets to Broadway" disk, this collection of songs from the film is not taken from the sound-track. In fact, one side is Martin's big selling plaster of a few months ago. "There's No Tomorrow" and another is one of his current sides, "Manhattan," on which he duets with Dinah Shore. As for the rest of the material in the album, it's great for the Martin fans. The called "The Olden You Are" could get a little action as a single, while his masterized version of "Papiacci" should get plenty of sales.

CURTAIN TIME—Morton Gould Ork 80
Columbia (33) ML-4451
Pencil, What Is There To Say: Pow-Pow: Die Dead Moon: Mum, September Song, Bad Timing, So In Love.
Morton Gould has selected tunes from eight hit Broadway shows of the past few decades, for this new set. Many of the numbers are not the best-known, but they could be the ones that will be around the longest from these shows. They are given a lush and ornate presentation by Gould and

the orchestra, the "Bewitched" from the newly revised "Pal Joey," is handled simply, with some revealing piano by the conductor. With the wide market for movies of show scores and tunes, this set should please many.

NOW HIGH THE MOON, incl.—Jazz at the Philharmonic (1-12") 75
Mercury (33) JATP MG D-508
How High the Moon: Betty Blue; Lady Be Good; After You've Gone.
The JATP ensemble started the concert group with a bang on was. This second concert tape of the "Moon" set issued previously on 78's. It features some brilliant work by trombonist Buck Clayton; pianist Kenny Karay; tenorists Coleman Hawkins and Flip Phillips; and altoist Willie Smith. The reading is not as confident as was the first version but there's still enough swing and bite in this reading to make it worthwhile for collectors. Same group does a sturdy effort on the "Shiloh Blues," "Lady" and "Gone" spots, a second recording featuring Lester Young on tenor, Smith and Charlie Parker on alto; Al Killion and Howard McGhee on trumpet. McGhee is particularly brilliant on "Lady" and the late William Billie some stirring high ones to close out the selection. This is a strong entry in the jazz concert on the record market. No real jazz collector will be without it.

HILLS OF HOME—Peter Yarrow Concert 70
Decca (33) DL-5366
Cuckles and Nusselt; The Rose of Tralee: A Little Bit of Heaven; Mountains of Mourne; Galway Bay; Hills of County Gleng; I Were a Biscobairn; Londonderry Air.
Peter Yarrow, one of England's better-known arrangers and orchestra leaders, turns in a very good job with these appealing and traditional Irish songs and folk-tunes. All of the songs are familiar, but the simple, yet effective, instrumental arrangements make them easy to hear aloud. This is an excellent collection of Irish songs that could make a nice program for disk jockey play. Selections include "Cuckles and Nusselt" and the recent pop hit "Galway Bay." Recording is good.

JELLY ROLL'S JAZZ—Lawson-Haggart Jazz Band (1-12") 68
Decca (33) DL-5368
King Porter Stomp; Dead Man Blues; Waterline Blues; Jelly Roll Blues; Milwaukee Jigs; Sidewalk Blues; Cannon Ball Blues; Kansas City Stomp.
The Lawson-Haggart band serves up some new Dixieland music on this newly recorded Decca LP. It isn't quite the unimpaired, free-wheeling old-style blues, but a smoother, more-arranged form, played by some of the top men of this genre. The group is reeling on the old standards "Waterline Blues," and "Kansas City Stomp." Yarrow Lawson's driving horn spurs the numbers, with outstanding work by McGarity on trombone, and Lan Siles on piano. Collectors will be interested in this set.

Thanks, everybody, for giving us the number one song of 1951

"TOO YOUNG"

... before we were too old to enjoy the loot

Words: SYLVIA DEE Music: SID LIPPMAN

Advertisement for Blue-River Music Co. featuring Peewee King and his band. Includes text: "YES! SILVER & GOLD", "backed with 'RAGTIME ANNIE LEE'", "PEE WEE KING and his band featuring REDD STEWART", "BLUE-RIVER MUSIC CO. (BMI)", "6087 Sunset Blvd. Hollywood 28, Calif.", "CHARLIE ADAMS, General Manager", "Sole Selling Agent: KEYS MUSIC, INC., 146 W. 54 St., New York 19, N. Y." and an illustration of a man in a top hat surrounded by money.

Hocus-Pocus

By BILL SACHS

ILL LUCK continues to hound Jay Marshall, magical en-law. Recently his father-in-law, Al Baker, dean of New York magicians, passed away, and now his father is in a New York nursing home recuperating from gunshot wounds inflicted by hold-up artists. . . . Frank Brooks (Garcia) is being set for a swing over the T. D. Kemp Circuit in the South. . . . Joe Casato, after visiting around New York over the holidays, sailed back to Holland last week. . . . Roy Benson is launching a magic school in New York, the time and place to be announced later. . . . George Schindler reports that while things, magically, are dull around New York, he has been keeping busy week-ends at Club Jenico there.

He recently concluded a three-weeker at Franklin Inn on Long Island, and another week at Woodside Terrace near by. G. Ray Terrell has just concluded a two-weeker at the Continental Cafe, Montreal. . . . W. I. Edison, of Sacramento, Calif., shoots us a circular of his new Side Show attractions, Illusion of Living Chickens (heads with no bodies), as advertised by him in the January 5 issue of The Billboard. Low operating cost and the fact that the illusion lends itself to picking up blow-off money legitimately makes it especially attractive to carnival men. Edison says. . . . Landrus the Magician, now on an annual swing thru Texas, writes from Laredo under date of January 3: "Ran into Bob White, of Corsicana, Tex., here. In Dallas, stopped at the Douglas Magicland. Edward Watkins, salesman and crackerjack demonstrator there, reports business above par. In Houston, stopped at Howard's Magic Shop. His business is 80 per cent novelties and 20 per cent magic, and business is good. Charles Pittman, of Pine Bluff, Ark., now interior decorator in the big Foley store in Houston, and keeping busy in the territory with his magic. In Corpus Christi, stopped at the Magic Mile in the January at the Co-Op Magic Shop, which has improved tremendously in the last two years. Mrs. Barnes, owner of the Co-op show, is kept busy in the area entertaining with her magic and shadowgraphy. Brandon the Magician is in the territory playing high schools with his "Arabian Nights" magic.

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Extra Added

New York

Billy Daniels, set for a September date at the Copa, will get \$7,500. . . . Jan Murray follows Jackie Miles into the Copa. . . . W. Schuyler's place is hit hard by the Josephine Baker. . . . Walter Winchell brawl. Schuyler's deal with Miss Baker calls for his guaranteeing her \$3,300 weekly. . . . Shuttered Sugar Hill is now being dickered for by three different groups. . . . Ben Blue gets El Rancho, Las Vegas, Nev., February 6. . . . Rosemary Clooney gets the Chase Hotel, St. Louis, and the Baker Hotel to follow March 5. . . . Charlie Yates is at the New York Hospital under treatment. . . . Dorothy Dandridge and Carl Ravazza are on the same bill at La Vie en Rose, the end of January. . . . Lou Walters will plane to London to make a deal to bring in the Palladium Peep Show for American territory. . . . It will play the Schubert houses. . . . Sophie Tucker will play the Tic-Toc, Milwaukee, the first week in March. . . . Henry Youngman and Martha Stewart are on the same bill at the Las Vegas Thunderbird, starting January 17.

More and more performers are complaining that their accident insurance premiums (\$250 weekly) which AGVA said is to be paid by ops, is being deducted from their salaries. . . . Kitty Kalen makes her initial bow in Detroit when she opens January 25 at the Detroit Athletic Club.

Berry Ordo, English comedienne, opened at Lou Walters' Latin Quarter, January 6. After the first show, both Walters and Miss Ordo decided to quit. . . . DeMar is now dickered with the LQ for a February opener. . . . Diane Adrian is on the 20th Century-Fox lot in Beverly Hills doing the voices (English and French) for the James Mason-Danielle Darrieux flick, "Five Fingers".

Bob Freed, who operates a theatrical agency in Washington, D.C., has been appointed local rep of the American Guild of Variety Artists. Freed, a former performer, is also assistant to ring official Jimmy Lake at Turner's Arena.

Village Barn, N.Y.

Continued from page 14

edy-vocal-musical group, long-time fixtures. The set show had little to recommend it either in talent or production.

Celia Cabot, the opener, billed as a comedienne, showed one fair number, a special on "You Made Me Love You" which had some intelligence and bite. The rest of her material was stock melodies supplied by over-mugging and vociferous gestures.

Try Hard
The comedy dance team of Lloyd and Susan Willis tried very hard, tho they showed little besides earnestness. Their best was a chatter Indian routine. Miss Willis might be interested to know that comedy is best sold when it is subtle. Funching each bit and every line will seldom help build an act, not to mention the wear and tear with such pacing.

Terri Stevens, a pretty, stacked brunette, did standards and specials. Her voice isn't good enough for the former, and the material wasn't good enough to rate more than a nod for the specials. The latter, however, showed a fair fire, then that could stand cultivating.

Bobby Gordon's band played for the show and supplied the dance music. **Bill Smith**.

Reese Report

Continued from page 8

to TVA, Delores Crane and Kay Boley, for siding with American Federation of Radio Artists against TVA in favoring an AFR-A-TVA merger. Miss Boley was asked to resign but refused. Miss Crane was elected a board alternate but resigned in protest against AGVA exec Eddie Rio and Board Chairman Rex Weber. TVA national board will probe AGVA's dismissal of the two females.

Reese report which kicked off the hullabaloo, charged that most of the performers in the AGVA TV show were not in good standing with TVA, and according to an AGVA member, about 20 per cent of the cast was non-AGVA talent. Understood that Reese

Burlesque Bits

By UNO

JESSICA ROGERS, after her holiday vacation at home in Tampa, opened January 13, for four weeks at the 2 o'clock Club in Baltimore thru Dave Cohn. . . . Harry (Eppie) Oakene, manager of the Hudson, Union City, N. J., was tendered an induction dinner at Louis restaurant there, January 12, when he was made honorary member of the local Robert E. Kennedy 38th Street Veterans Post. . . . Pandora, Hirst circuit strip-talker, has her right leg in bandages as the result of a recent fall on the stairs backstage of the Roxy, Cleveland. . . . Sammy Smith and Dolores Dawson, failed to make the opening show at Minsky's Plaza, Miami Beach, Fla., December 21. Replacing them were Palmer C. Cote and Anita Marie. Other principals are Al Golden, Red Marshall, Carol Shannon, the Ravens, Sunny Knight, Syd Fontaine and house singer Harry Huston. An ork and local chorus, produced by Eddie Lynch, completes the personnel. Golden is backstage chief and Art Touhey is doorman out front. Eddie Kaplan is local booker, and Mill Schuster from Chicago, who attended the opening, books out-insurance premiums. . . . Jack Hayes is the new owner of a beer and wine bar in Hialeah, Fla.

HARRIMAN Rogers, who in the past has handled publicity for burly headliners as April Chase, Ilona Knight, Sheila Ryan and Lotus DuBois, also TV star Kathy Norman and for Eileen Woods of radio and pix, soon will introduce Doris Grace, Cleveland model, to the major circuits. . . . Harry Vine has opened a theatrical agency in Honolulu. . . . Kitt Sorenberger is an art student by day and chorus captain at night at the El Rey, Oakland, Calif. Her other accomplishments include ballet, dancing and swimming.

Harry Farnos again is operating the Moulin Rouge with D.C., has been appointed local rep of the American Guild of Variety Artists. Freed, a former performer, is also assistant to ring official Jimmy Lake at Turner's Arena.

LUCIA CLARK moved from the Summit Hotel, Erie, Pa., to the Gayety, Norfolk, last week thru Lou Miller. Jessica

Call Coil Von Dell, Winnie Garrett and Bonnie Boyia annexed full-page photo space in "Comedy" mag, March issue, and Rose LaRose, Zorita, Crystal Ames and Charmaine, ditto, in "Jest" mag, same issue. . . . Current drive to clean up Boston's entertainment that was sparked by Archbishop Richard Cushing's blast just before New Year and in which nine niteries lost their show permits, also hits the ops of the Howard and the Casino, who were notified by City Censor Walter H. Milliken that entertainers must confine themselves to what he termed a "modified strip," with risqué exposure of the body and objectionable movements strictly barred. . . . Emily Greene, exotic dancer, known professionally as Yvette, became Mrs. James Carnegie in Columbus, O., December 30. The wedding was held in the home of Mrs. H. Belhacker, the bride's aunt. Maid of honor was Mrs. Thomas McCann, another aunt. Best man was Jacob Greene, the bride's father. . . . Betty Montgomery, now Mrs. Pelletier, is out of the biz, and making her home in New York. She's guiding the future stage destinies of her four-year young son, Guy, a tapster, thru his agent, Elmer Dada. . . . Gloria Marlowe is at the El Morocco, Providence, R. I., for two weeks thru Dave Cohn. She's also booked for a return to the Melody Club, Union City, N. J., whose owner, Pete Klump, features employees' night, weekly, and turns over the receipts to his workers as a bonus. He also sponsors an orphanage in Jersey City, N. J., for parties to the kiddies. . . . Diane Delayne bowed at Strip City, Beverly Hills, Calif.

Her other accomplishments include ballet, dancing and swimming. . . . Harry Farnos again is operating the Moulin Rouge with D.C., has been appointed local rep of the American Guild of Variety Artists. Freed, a former performer, is also assistant to ring official Jimmy Lake at Turner's Arena.

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JANUARY 19, 1952

Music Circus At Mirror Lake

NEW YORK, Jan. 12.—Newest organized song-and-dance operation under canvas is the Hudson Valley Music Circus, skedging a July 1 opening at Mirror Lake in the Kingston-Poughkeepsie-Newburgh, N. Y., area.

Set-up calls for a 1000-seat tent, a 10-week season, with a resident company of 24, plus imported names for each bill.

Construction gets under way April 1. Arthur Cantoris is directing current propaganda.

2-in-1 House At Knoxville

KNOXVILLE, Jan. 12.—This city will soon have the nation's first convertible theater, open air in the summer, but enclosed in winter.

The new playhouse will be called the Carousel Theater.

BROADWAY SHOWLOG

Performances thru January 12, 1952

DRAMAS

Table listing Broadway dramas with titles, dates, and box office figures. Includes 'Allies of State', 'Anna Christie', 'Antony and Cleopatra', etc.

MUSICALS

Table listing Broadway musicals with titles, dates, and box office figures. Includes 'Bayside and Vine', 'Call Me Backward', 'Guys and Dolls', etc.

CLOSED

Table listing Broadway shows that have closed, including 'Don Juan in Hell', 'Glad Tidings', 'Legend of Love', etc.

COMING UP

Table listing Broadway shows coming up, including 'Fancy Meeting You Again', 'The Sander', 'Devils Under the Elm', etc.

Out of Town Review

GERTIE

(Opened Thursday, January 10)

Shubert Theater, New Haven, Conn.

A comedy-drama by Enid Bagnold. Directed by Herman Shubin. Setting by William and Jean Eckhardt. Costumes by Hazel Roy. Manager, Richard French. Press representatives, Fugilia Periman and Marian Byram. Stage manager, Lucia Victor. Presented by Herman Shubin.

Mr. Ritchie... Alan Napier... Anita Cooper... Robert Duke... Patricia Wheeler... Mrs. Carmen Kaufman... Joy Boyce... Albert Dinkler...

"Gertie" unfolds as the typical English comedy of manners, with all the familiar ingredients. The dialog is clever at times, but extremely wordy.

A first act, in three scenes, does absolutely nothing but introduce characters, and a few-sitter feels after the first 45 minutes that he has met seven people, none of whom is particularly inspiring, but that's all.

Author Enid Bagnold has created a completely unreal set of people—the type that can only exist in plays—and usually do. She establishes a problem and then fails to effect a solution.

A very capable cast carries the supporting parts, and none of the trouperes need be ashamed of their own performances. Polly Rowles, in particular, is the strongest character in the play, and does her job with great earnestness.

In short, "Gertie" needs a lot of grooming before she can grow up and take her place in society. She needs a brand new first act, a lift in the pacing, and a different final curtain.

St. Louis Gets Stock Theater

ST. LOUIS, Jan. 12.—Louis and Joseph C. Ansell, well-known Midwest showmen, switched their Empire Theater, flicker house to a legit policy, Tuesday (8). The house employs a local stock company, importing Hollywood and Broadway names for leads.

The opening show features Gene Raymond and Geraldine Brooks in "Voice of the Turtle," to be followed by Arthur Treacher in "Clutterbuck," like Chase in "Over 21," Gale Storm and William Eythe in "Gramercy Ghost" and Lon McAllister in "The Hasty Heart."

NEWS REVIEW

Road 'Kate' Still a Buy On Broadway

NEW YORK, Jan. 12.—Just in case there are still a few prospective pew-buyers who missed out on it locally, "Kiss Me Kate" has come in off the road for a limited run at the Broadway Theater.

A reporter suspects that the "limit" on its run will be as elastic as the b.o. take warrants. Be that as it may, "Kate" is back at substantially reduced prices.

It is hardly to be expected that a road production will pack the same glitter and gusto that stamped "Kate" a smash hit here three years ago. Lemuel Ayers' prize-winning sets have been a bit streamlined for traveling, and the playing staff isn't overall up to the spontaneous combustion of its cast's original components.

"Kate" is still a fast, ingeniously amusing song-and-dancer, boasting some of the finest tunes and sprightliest lyrics that Cole Porter has ever written. It dances, sings and moves with precision.

In spite of minor deficiencies, the show has the pace and spontaneity of the best patterns remain excellent and, of course, the grand Porter score is still a treat to listen to. "Kate" deserves to get a good play at the Broadway.

ANNA CHRISTIE (Opened Wednesday, January 9) City Center

A drama by Eugene O'Neill. Staged by Michael Gordon. Company manager, Zaida Dorfman. Stage manager, Bernard Gersten. Press representatives, Frank Jacobson and Lewis Hartman. Presented by the New York City Theater Company.

catches her over her depth. Production-wise, the revival stands up well. The major roles are well played, and Michael Gordon's staging keeps it realistically incisive.

"Christie" is an extremely interesting piece of theater, but it definitely needs a more provocative and evocative Anna.

Dramatic Routes

Autumn Garden (Royal Alexandria) Toronto. Candide (Eliogard) Chicago. Darkness at Noon (Cass) Detroit. The Frontiersman (Chicago) Chicago. Gertie (Plymouth) Boston. Guys & Dolls (Shubert) Detroit. Gypsy (Majestic) New York. The Green, Joe Spanish Ballet (Bayle) Washington. Jane (Walnut St.) Philadelphia. Mr. Roberts (Auditorium) Detroit. Cliff Hanger (Memorial) Sacramento 10th. Member of the Wedding (Chicago) San Francisco. Moon Is Blue (Marina) Chicago. Rose Tattoo (Hann) Cleveland. South Pacific (Shubert) Chicago. Student Prince (Shubert) Philadelphia. Skinner, Cornelia (Shubert) Boston.

Sides and Asides

Bromley to Extend

"Anna Christie" Run... When "Anna Christie" closes its limited run at the New York City Center next week (20), that Bromley has signed up to present it at the Lyceum beginning January 23, and hopes to have the same cast, which is headed by Celeste Holm, Kevin McCarthy and Art Smith.

Off-Broadway Review

LET'S BE GAY

(Opened Saturday, January 5) Second Ave. Theater

A musical comedy in two acts with book by Leo Fuchs. Lyrics by Irving Jacobson. Staged by Leo Fuchs. Music by Abe Ellstein. Sets, Michael Saltzman. Dance choreography, Assistant Director, Jack O'Connell. Press representatives, Ben Hoffman, Yiddish, Jack Harper, Ed Fish. Presented by Irving Jacobson and Edmund Zayenda.

Irving Jacobson and Edmund Zayenda are presenting in "Let's Be Gay" another sold show out to the same pattern which has proved successful over the last couple of years. But "Gay" goes a bit farther, at least as far as the non-Yiddish audience is concerned, by keeping the story line simple and injecting plenty of English to carry plot and gist of dialog.

A young gal is jilted on her wedding day via a telegram sent by her groom-to-be while on a drunken stupor. But the wedding goes off on schedule when Papa arranges for her to marry a professor. Naturally, the would-be groom shows up too late to try to make amends, and a lot of up-set ensues, but after much romantic shenanigans, the gal is reunited with her professor on his birthday.

Spicing this standard recipe are a lot of peppy tunes by Abe Ellstein (on scales peculiar to the Yiddish theater), lively dances choreographed by Felix Sadowski and acceptable backgrounds of Michael Saltzman.

Leo Fuchs, star and director of the company, gives the pacing of "Gay" a real, easy movement. Material handed the cast is more evenly distributed than in the company's previous offering this season, and staging gives supporting performers a better break, saving its star from overtaxing himself and his audience.

Fuchs, as a performer, has a wide following who hang on his every inflection, grimace and In-dian rubber contortion, greeting them all with loud guffaws. His versatility fulfills his audiences' demands—he sings, dances, plays the violin and is both romantic lead and comic. And if reaction isn't strong enough to please him, all he has to do is ask and applause is deafening. He's the hit the management hoped he'd be, but Irving Jacobson and Yetta Zwerling, with their brand of caricature comedy, are up there punching with him.

In sum, "Let's Be Gay" not only makes the proposition but sees to it that an audience does have a wonderful time. There are plenty of tunes and dances aplenty of laughs and even enough English to give some fun to those treading on unfamiliar ground.

Celeste Holm, Kevin McCarthy and Art Smith. Bromley did not wait to see the New York reviews before making this move. He made his decision after seeing a try-out showing at Hartford's New Parsons Theater. The Lyceum showing will, of course, be higher priced than the stand at City Center, back as well as at the box office. And City Center will get a cut of any profits garnered at the Lyceum.

Set Production of New Mary Chase Play...

The Playhouse, which has been shut for several months for renovations, will open March 20 with Mary Chase's "Bernardine," presented by Irving Jacobs and staged by Guthrie McClintic. The partnership formed between Otto Preminger and Ben Marden, one of whose functions was to be the operation of the Playhouse, was amicably brought to an end this week. Preminger will go to Hollywood shortly to do film work for several months. On his list of potential legit productions is still Herman Wouk's "Modern Primitive," which was closed after a few try-out presentations in Hartford. After revisions, Preminger intends to give it another try next summer on the West Coast. Also on Preminger's list is F. Hugh Herbert's "A Girl Can Tell," which Herbert is currently recovering from an operation. He has had to give up any idea of providing the book for "Can-Can," the Cole Porter musical that Cy Feuer and Ernie Martin will present next season. The producers are looking for an equally talented librettist.

Opera in March

Irene Mayer Selznick announces that George Tabori's "Flight Into Egypt" will open at the Music Box on March 13. It will have try-outs in New Haven beginning February 25 and in Philadelphia beginning March 3. Jeff Morrow has been cast in "Three Wishes for an Ear of Corn." Phyllis Love will be the ingenue in "The Temptation of Maggie Haggarty." James McGee, author of the play, is her husband. Martin Ritt will stage it. Orson Welles' production of Shakespeare's "Othello," which has been seen at London's St. James, will be brought to New York in the fall by James Russo and Michael Ellis. It will be given a 16-week engagement on an alternating sked with Welles' version of "The Merchant of Venice." Welles will bring most of the London cast of "Othello" with him. Teresa Wright has been signed for a leading role in George Nichols' production of "The Peaceable Kingdom," Mary Drayton's dramatization of the Ardath Kennelly novel. Alfrad Drake has signed to stage it. Nichols expects to have the Stem bow come off early in the spring.

"PACIFIC" TO GO UP AT 6 BELLS ON MONDAYS

NEW YORK, Jan. 12.—That 7 o'clock curtain for which the World-Telegram-Sun's Ward Morehouse has been bending a drum these many months will become a legit reality Monday (28). Messrs. Rodgers and Hammerstein are the first to take the plunge, stepping up the overtime in "South Pacific" an hour and a half on that and each Monday thereafter. The time switch is a bid for commuter trade, as well as from local pew-buyers who want to hit the hay early. A 10 o'clock break will enable suburbanites to make convenient home-bound Grand Central and Pennsylvania connections and perhaps cut down current baby-sitting expense.

The 7 o'clock ring-up of "Pacific" will be limited to Monday nights. Customers who have bought tickets for Monday dates of January 28 and thereafter, can't make the early deadline, can exchange for the regular 8:30 sked at the Majestic 6. a.

LaTella Overcomes Biz Cramps in Utah

SALT LAKE CITY, Jan. 12.—Altho only in operation since October 13, Joe D. LaTella reports business at his Capitol Roller Rink here at a good level despite stiff competition two blocks away from a rink twice the size. The Capitol was named November 17 following a "name the rink" contest conducted by the operator, who offered prizes for the best names suggested. LaTella took over a building at 460 South State Street which formerly was used as a dance hall and still earlier was known as Mapleway Roller Rink when it was operated by Gordon R. Woolley, retired since 1949.

LaTella credits free instruction classes, including use of skates, as the most important factor in building his business. These classes (one following the Monday session and one before the Wednesday session and one preceding the Saturday matinee for kiddies) have produced three results: (1) They automatically produced good attendance at the contiguous skating session; (2) they have produced a surprising number of steady patrons; and (3), many of the skaters are now buying their own skates from the rink.

Kids Have Conscience

"At first skaters just came for the free class, then took off their skates and went home," said LaTella. "Soon, however, it appeared that their consciences bothered them, and a close check revealed that not a single skater took advantage of me more than twice. In other words, in addition to attending the free class, they now skate the session for which they pay. The only time they do not is when they honestly can't make it."

Tickets are sold for the skating session before the class starts, and these are processed first. Then those who are not staying

for the session must sign their names for free skates, and after the class these skates must be returned and the names checked off. This gives LaTella a perfect check on all skaters who have not bought tickets. Everyone who is not staying for the session, whether they own their skates or not, must check in and out. The classes are announced at each session, and skaters are directed to a booth to register for class cards which, incidentally, gives LaTella a mailing list.

When Friday attendance proved to be alarmingly poor LaTella made it junior high school night. He had 2,000 discount tickets printed and 2,000 handbills which told the kids all about the rink and the 25-cent discount if they presented the ticket or the junior school activity card at the box office. LaTella covered seven junior high schools in distributing the material after school. The first Friday night he emptied his skate room and the night has been big ever since.

Organizes School Club

"Honoring the school activity card gives me a perfect approach to the school principal in asking his aid in organizing a school skating club, since the activity card is worth 25 cents every time it is presented at my box office," said LaTella. "I've tried it once and organized one club, and hope to have more before long."

This left Tuesday and Thursday as dead nights at Capitol, so LaTella got more promotional wheels turning. By channeling all the private parties he could muster into those nights, he succeeded in showing a good box office gain. In addition, he made Tuesday a two-for-one night, permitting two girls or a boy and a girl to skate for the price of one admission, provided they were registered class members. He also made Thursday senior high school night, repeating the policy used in promoting the junior high schools. Here, too, the results were good.

"Now after less than three months of operation, I have something scheduled every night, and business is excellent," said LaTella. "It has proved to me that if you sit in your box office and wait for business you only reach the person who just must roller skate to stay happy. To catch that bonus business, you've got to go out and dig up the person who doesn't even know how much fun it is to be had on a pair of skates."

City Aud Shows Win Court Nod

TALLAHASSEE, Fla., Jan. 12.—It's permissible for city owned auditoriums to stage entertainment in competition with private enterprise, according to a ruling by Florida Supreme Court.

Court last week affirmed a ruling by Dade County Circuit Court dismissing an action brought by the Starlight and Copa Beach corporations in an attempt to prevent Miami Beach, Fla., from presenting entertainment on a commercial basis in the city auditorium.

Coopersmith's Penny Skatery Hosts Orphans

CHESTER, Pa., Jan. 12.—Jack Coopersmith, operator of Great Leopard Roller Rink here, cared for himself and his rink a heavy measure of good will in giving a Christmas party for orphaned and underprivileged children, complete with food, gifts and entertainment.

Speed Derby Tees Off '52 At Det. Arena

DETROIT, Jan. 12.—The new year was off to a brilliant start at Arena Gardens, with a Speed Derby program on New Year's Day, following up the speed program inaugurated by Fred A. Martin and Earl King last fall.

Highlight of the evening was a classic marathon race—26 miles, 385 yards, said to be the first ever run in the Motor City on rollers. The race was a long affair with a stirring finish and excitement all the way. Winner was Johnny Papadellis of Arena, with a time of 1:31:27.1. Papadellis had been running a lap behind but came to the fore in the 22nd mile. Runners-up were: Don Laing, Arena Gardens; Joey Hakim, Fairview Gardens; and Gerald Bacon, Arcadia. Papadellis' victory was the more interesting as he is a junior while Laing and Hakim are seniors.

Lou Moutard won in the intermediate division. First prize was a championship trophy and gold medal, both presented by Chicago Roller Skate Company. Gold, silver and bronze medals went to first, second and third-place winners in each of the three divisions.

Other speed events were held at Arena, with a well-rounded program of fractions, mile distances, including handicap races. Entire program was under Roller Skating Rink Operators' Association auspices.

CHRISTMAS CHEER

Holiday Promotion Big at Cincy Arena

CINCINNATI, Jan. 12.—Success of the Cincinnati Garden's experiment with industrial Christmas parties, December 20-23, prompted General Manager Alex Sinclair this week to predict a bright future for the promotion in Cincinnati and to offer the idea to other arena managers as a possible solution to their problem of darkened buildings in a season that is normally dull for the amusement business.

Sinclair was enthusiastic in reporting the outcome of the 1951 promotion, and pointed out that the idea can be equally successful in other cities if arena managers are willing to do a little promotion work in lining up a worthwhile attraction and the necessary sponsors from the field of big business.

Mutually Beneficial

The Garden chief points out that the promotion is a natural, both for the arena and the industrial employer. From the latter's point of view the promotion does important public relations and labor relations jobs. In recent years there has been much criticism via press and radio concerning industrial Christmas parties held in plants. Employees, feeling that they had to go all out in throwing a wingding of a party, sometimes went overboard

in providing too much spiritous refreshments, with the result that all too frequently, workers en route home from parties, were involved in auto accidents that sometimes proved fatal.

Sinclair brought in Harold Steinman's "Skating Vanities" as the party attraction. Altho the season is traditionally a vacation period for such shows, Steinman accepted after considerable urging by Sinclair. Now that the local promotion was a success, Steinman's action may be the opening wedge in luring other extravaganza into the arena Christmas party fold in other towns.

Seven large firms signed to sponsor parties, Sinclair reported. These were Cincinnati Milling Machine Company, which contributed 9,700 guests; Crosley Division of Avco Manufacturing Corporation and Alumnum Industries, 8,400; and "Eli Bros" Decalcomania Company, J. H. Day Company, Carlton Machine Tool Company and Goldsmith Metal Lath Company, who contributed audiences ranging from 800 to 1,400 each. The Garden sold the show on the basis of the number of company employees. In cases where personnel was not sufficient to fill the house, workers from several companies were combined and tickets were put on sale for the public.

Hosts Potential Sponsors

In addition, the Garden invited as its guests management personnel of a number of other large firms which Sinclair believes are potential sponsors of parties. The idea was to show the managements of these firms what could be done in the way of safe and sane Christmas parties. These firms, numbering about 25, included such top companies as Formica, General Electric, Globe-Wernicke, Lunkenheimer, H. & S. Pogue department stores, Allis-Chalmers, Emery Industries, Ford Motor and Electric Auto Lite.

Personnel managers of these firms were impressed with the promotion, said Sinclair, and it is likely that the Garden promotion will be expanded for the 1952 Christmas season. Now that the local ice has been broken, and company officials have seen what can be done along this line, he feels that the Garden will be able to sign at least nine or 10 big companies for next season. Company employees and members of their families who attended 1951 parties thoroughly enjoyed the show, said Sinclair, who predicts that tickets for the 1952 attraction will be at a premium.

Sinclair feels that the promotion has opened a new field for arenas. With sponsoring concerns footing the bill, he said, the promotion gives the Garden rental on nights that would otherwise be dark, keeps its personnel working and creates goodwill for the sponsoring firms.

AUDITORIUMS AND ARENAS

Canton Aud Dedicated; New Year's "Opry" Clicks

By DAPHNE (DEE) POLI

CANTON, O., Jan. 12.—Altho opened to the public in October with "Holiday on Ice," the new \$1,250,000 Memorial Auditorium here was not officially dedicated until December 30, when military and veteran representatives spoke. The "Grand Ol' Opry" played to two sellout performances on New Year's Day.

Story of the new aud began in May, 1940, when the 38-year-old auditorium in use then was closed on recommendation of the fire chief. Reconstruction of the old building would have cost \$175,000. A citizens' advisory group said the old structure should be replaced.

In 1940 the contract was let and \$58,300 was received from the federal government to pay for planning. By November, 1949, technicalities had been worked out, ground was broken and a three-man management board was created by the city council. After the board was declared illegal by a ruling of the Ohio attorney general, the council asked the mayor to name a manager for the building.

Ralph D. Smith, Canton grocer with experience in show business and promotion, was appointed to the post. A 10-year contract for the operation of concessions was signed in August, 1951, with Sportservice, Inc., the only bidder.

"Holiday on Ice" opened the building October 2, altho construction was not yet completed. Subsequent bookings have included "Fiddlersma," "Oklahoma," "Biggest Show of '51,"

School Gals Form Whalom Roller Club

LEOMINSTER, Mass., Jan. 12.—In co-operation with Patricia Becrels, girls' physical education instructor at the high school here, Edward H. LaVenture, operator of Whalom Roller Rink, Fitchburg, Mass., is hosting a senior high school girls' afternoon skating club at the rink.

More than 50 girls attended the first skating session, held in October, when plans were formed to organize the club. Emily Melville, Whalom rink pro, instructed the class, and Miss Becrels reported that intense interest on the part of girls indicated rapid expansion of the club.

"Harvey," wrestling, home shows and conventions. Coming are Oscar Levant, January 25; Ballet Theater, January 30; Gene Autry, February 1; "Skating Vanities," February 26-March 2; Nelson Edley, March 24, and "Mr. Roberts," May 21. Almost all promotion is handled by LCL Presentations, Inc., Canton.

Over-all size of the aud is 174 by 302 feet. High point of the peaked roof is 60 feet above floor, and the floor is 85 by 196. Floor is reinforced concrete and capable of handling ice shows, circuses, rodeos, and large exhibitions. There are 3,600 permanent seats and 3,000 portable seats. Capacity for arena-type shows is about 4,500.

Proscenium opening is 24.5 by 83 feet while stage depth is 40 feet. There are two booths above the seats for press and radio use, and a catwalk on each side can accommodate television cameras or special lighting equipment. Power lines enter the building underground. Three transformers step down the 4,000 volts to 110 and 220 volts. Light fixtures in the main auditorium can be lowered on cables.

The Canton Room, for small meetings or exhibitions, is on the second floor.

Paterson Leading AOW Speed League

ELIZABETH, N. J., Jan. 12.—America on Wheels chain's racing league closed the year with Paterson (N. J.) Arena team in first place with 191 points, followed by Twin City Arena, Elizabeth, 189; Passaic, N. J., 152; Reading, Pa., 152; Boulevard Arena, Bayonne, N. J., 147; Hackensack, N. J., 132; Florham Park (N. J.) Rink, 68; Mount Vernon, N. Y., 57, and Capitol Arena, Trenton, N. J., 8.

Bayonne leads the hockey league with four wins and no defeats, followed by Baltimore, 1-0; Reading, 2-1; Elizabeth, 2-2; Paterson, 0-2, and Florham Park, 0-4.

Fernie Work Delayed

FERNIE, B. C., Jan. 12.—Delays in obtaining materials and the serious illness of the contractor have slowed construction of Fernie's \$70,000 arena, started in late summer.

Report Heavy Bookings At Richmond Auditorium

RICHMOND, Calif., Jan. 12.—Richmond Memorial Auditorium is set for the new year with bookings taking all but 16 days of the operating schedule for January, February and March, according to Manager John Garvey Jr. February is booked solid, while nine days remain open in January and seven in March.

The auditorium opened last April as the final unit of the city's \$4,000,000 Civic Center project.

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51 Chatham St. PITTSBURGH, PA.

Roadshow Rep

NEAL HOLDEN pens from Augusta, Me.: "I was pleased to read a recent item concerning the era when the 10-20-30 shows were in blossom and I took me back to the days when I was in Beverly, Mass. with Allen Show Trip Company, which did most of the one and three-sheet and other larger advertising paper for these shows. Now and again we would get an order late in the afternoon and get out before we left the shop that night. Perhaps there is a rep reader who knows the home town base of that good rep address. Floy Crowell. I was pleased to read about George Donaldson and I see George whenever I happen to be in Boston. George dates back to the days of Austin and Stone's in the Hub City when Professor Hutchinson was the lecturer at the spot; the days of Jim Daly, minstrel singer of note; Fox and Ward and Crowley and Foley and many others. Who remembers the old Dewey Theater, in Gloucester, Mass., and the Oxford in Lynn?"

DAN CORBETT writes from Waltham, Mass.: "I get a kick out of the news of old-timers of rep and minstrel note. Last summer I was working a crew on magazines in New England and met a number of old-timers who recalled the old days. I struck Ware, Mass., and it brought back memories of the days I was with J. C. Rockwell and his Sunny South Show under canvas. However, I met only one person who could carry on a conversation about Rockwell and his shows. In the old days, Rockwell's Sunny South kept Ware in the news. At Salem and Lynn, Mass., there are still a few left who can gossip about the many shows that went out of both cities. At Ray Dwyer's hotel in Fitchburg, Mass., I met Jack Kenney, of Kenney and Hollis, and we cut up plenty of jackpots about the good old days. Jack then made his home in Worcester, Mass. At Attleboro, Mass., I struck up an acquaintance with a store keeper who wanted to talk about the Perry & Patton Show that went out for many years from that city. At Portland, Me., I couldn't find anyone who knew about Vic and John De-Einar, top-notch acrobats of their time, and while I was in Augusta and Bangor, Me., I looked for someone who could go through the days of Prince Webber but had no luck. At Bath, Me., I had no luck at getting news of the old-timer, Ed

Brown, club swinger and circus man, but at Haverhill, Mass., I cut up jackpots with several who knew George (Punch) Irving, old-time circus and Side Show man, and the clerk at the hotel where I stopped remembered Fletcher Smith, who was well known as an advance agent. It just proves no matter how high you may fly show business, you are soon forgotten."

RAY E. EVANS, widely known in rep and tent-show circles as Ray Zarlinton, is in Ward 3A, Room 358, Veterans' Hospital, civilian treatment for a bronchial and throat disorder for the past four weeks. He expects to be confined there for at least four more weeks and would like to read letters from friends.

The Kriel Family is playing school assembly shows in Indiana under the Kriel's Indoor Show banner. Frank and Irving Jackson are showing religious pix in New Hampshire following a fair season with a feature film in Quebec. Halvey Trio, family unit, is rehearsing a new drama bill and will make a coast-to-coast tour with it. Opening is set for Massachusetts and a nephew of the family, Allen Roche, will agent the unit. For a number of years the Halveys have promoted amateur groups with musical and drama bills under sponsors and may work this line in some spots as they go along. The Halveys are descendants of the family that had 10-20-30 shows in the East when that style of entertainment prospered.

R. L. WARDEN pens from Jamestown, Pa., that he has been doing fair with his solo show although he has encountered what he terms "too much winter." Warden says, however, that "when I have had good weather I have had good business and my sponsors have been satisfied. I am moving West and probably will wind up on the West Coast. I have been over this route before and know the spots to duck and those where I can get some change. There are some of these Southwest and Western spots that are not worth beans and others that are good show spots. It's in the latter locations where I expect to see the welcome mat laid out for me. This business is one out for pluggers, not drop-ins if you like moving around it's great, but if you don't just stay home and read about it. You wouldn't like it if you don't like real trouping."

Drivin' 'Round the Drive-Ins

PHILADELPHIA'S Third District Court of Appeals last week denied a petition for a rehearing filed by the motion picture distributor defendants in the precedent-setting suit by David E. Milgram against all major picture companies involving his Boulevard Drive-In Theater near Allentown, Pa. The court also denied the petition for a rehearing filed on behalf of the in-town motion picture theaters in Allentown acting as intervening defendants. The only legal move now open to the defendants is a writ of certiorari to the U. S. Supreme Court, which is not automatic but must be filed and heard by the lower court. In the court action, which favored Milgram, it was ruled that his drive-in should have the same right to purchase first-run motion pictures as do the in-town theaters. Breakfast was "on the house" at the Walter Reade circuit's Allentown Drive-

In, Eatontown, N. J., New Year's Day. The open-airer, equipped with heaters and in full operation despite the cold weather, presented a special midnight show New Year's Eve. The price of admission included a breakfast after the show. Drive-ins in the Philadelphia area again are earning the public's gratitude with their latest good-will gesture in behalf of the March of Dimes drive. Virtually all drive-ins in the area are cooperating by turning over their giant marquees to publicizing the March of Dimes drive this month. Charles Goldstein has placed his South City Drive-In, within the Philadelphia city limits, on a week-end operation for the remainder of the winter.

MR. AND MRS. JOE DOLGIN, of the Pine Drive-In Theater, Waterbury, Conn., have returned to their Hartford, Conn., home, following a visit in Chicago with their son and daughter-in-law, Mr. and Mrs. Albert Dolgin. George E. Landers, Hartford, Conn., division manager for E. M. Loew's Theater Circuit, has named John Chapman, former manager of Milford Drive-In, Milford, Conn., as manager of Court Square Theater, Springfield, Mass. Chapman replaces Sam Schechter, who resigned. Pearce Parkhurst, manager of Lansing Drive-In Theater, Lansing, Mich., is wintering in Hollywood, Fla., and making his headquarters at the neighborhood Daniel Drive-In. Jack Sedney, for a time manager of the drive-in theater at Milford, Conn., is doing publicity for Loew's Valencia Theater, Baltimore. Recently he was elected to the board of governors of the Baltimore Press Club.

ANDERSON—C. H. (CAMP), 57, who retired from show business 11 years ago to live with a daughter, Mrs. Dorothy Everett, in Winona, Minn., December 14 in that city. He was born in Minneapolis in 1894 and had been well known among old-timers.

In Loving Memory OF OUR DEAR BROTHER J. C. (JIMMIE) ALLEN
Who Passed Away January 5, 1950
SADLY MISSED BY ALL YOUR Brothers and Sisters

BLAND—Howard (Tom), 34, founder and president of the Taylor Amusement Company, operator of three film theaters in Taylor, Tex., January 3 there of a heart ailment.

CARLISLE—John Snyder, 35, former production manager of the Columbia Broadcasting System, to a Jacksonville, Fla., hospital January 5. He was executive vice-president and managing director of the Pictorial Broadcasting System, Inc., Jacksonville. Carlisle was a CBS announcing staff at Station WOPR, New York, in the late 20's. He then went to Paramount Pictures to become the voice of Paramount on the early 30's. A native of Brockton, Mass., from Birmingham, he was with CBS until 1940. From 1940 to 1944 he was at the University of Alabama where he organized the radio department. He was with the State Department and affiliated with "Voice of America" program from 1944 to 1948.

GAILLARD—Mrs. Marjorie Stuart Smith, 52, former actress, died at New York, Jan. 18. A young woman she spent several seasons in the legit theater acting Shakespeare roles with Augustin Daly's company. Two sons, a daughter and four grandchildren survive.

GILL—John E., 60, former bandmaster of the Ringling Bros.' Circus, recently at his home in Columbus, O. He had been associated with many Ohio bands and at one time was the music leader of Ted Lewis' orchestra leader.

GOLMAN—Carl A., 60, band leader, musician, composer and teacher in Racine and Kresna, Wis., for over 50 years. He led his own musical organization in Racine for 20 years. His most public appearance was in August, 1951, when he led massed bands at the Southwestern Wisconsin Music Festival.

HANDLY—James, 36, former blackface comedian, January 14 at his home in Nashville after a long illness. Handly made a number of appearances on the stage in Nashville and other cities. His blackface comedy routines in the days before World War I in Nashville have grown to be almost legendary. Survivors include his widow, Constance, and a daughter, Mrs. C. W. Coker, Nashville.

HEILIG—Russell F., 32, concert accompanist and pianist, Pa. after a long illness. He formerly was head of the music department of Schuylkill College and also taught music in Philadelphia. Survivors include his wife, Mary, and a daughter, Mrs. C. W. Coker, Philadelphia, Pa. His widow, Mrs. Mary, and a daughter, Mrs. C. W. Coker, Philadelphia, Pa. His widow, Mrs. Mary, and a daughter, Mrs. C. W. Coker, Philadelphia, Pa.

JACOBSON—Humble, 57, Yiddish theater actor and composer, January 8 in Miami. Born in Chicago, Pa. after a long illness. He formerly was head of the music department of Schuylkill College and also taught music in Philadelphia. Survivors include his wife, Mary, and a daughter, Mrs. C. W. Coker, Philadelphia, Pa. His widow, Mrs. Mary, and a daughter, Mrs. C. W. Coker, Philadelphia, Pa.

JACOBSON—Humble, 57, Yiddish theater actor and composer, January 8 in Miami. Born in Chicago, Pa. after a long illness. He formerly was head of the music department of Schuylkill College and also taught music in Philadelphia. Survivors include his wife, Mary, and a daughter, Mrs. C. W. Coker, Philadelphia, Pa. His widow, Mrs. Mary, and a daughter, Mrs. C. W. Coker, Philadelphia, Pa.

LOVING MEMORY OF THE PART OF 25 YEARS FREDDIE KANNO
Passed on at Fitchburg, Mass., Jan. 19, 1952
(Born at Wiscasset, Maine)
We was with Lucien's Beach & Bowler and many friends.
Never Forgotten.
E. F. HANNAN

LULIJNEE—Harry M., 72, former president of Lubliner & Tripp, who operated 25 theaters in Chicago, near area, in Miami Beach, Fla., where he had been vacationing. Survived by his wife, Bebe, two sons, and two daughters. Interment in Waldheim Cemetery, Chicago.

MARNEY—Mrs. Catherine V., 82, mother of actress Zola Marney, January 8 in New York. A son also survives.

MERY—Eamon, 50, Spanish comedian billed as Ramper, January 8 in Beverly, Spain.

PERENCE—Frances, 36, wife of Art Spencer, motorist on October 21 of a heart attack in Baltimore. Other survivors are a brother and sister. Burial in Cedar Hill Cemetery, Baltimore.

I WISH TO EXPRESS
My deepest thanks for the many floral pieces and expressions of sympathy at the death of my Beloved Wife.

FRANCES ART SPENCER

TONDRA—John A., 45, top Fox Movietone News cameraman, January 8 in Washington, D. C. He had

Tokyo Mushi Mushi

By RALPH KRZYZAK

Continued from page 2
is looking for a Hollywood star. Shooting is to start early February, background music will be Puccini's "Madam Butterfly." . . . Mitsuko Miura, one time Japanese movie star who forsook the screen for marriage to Lt. H. Goda of the U. S. Armed Forces, has returned to Japan. The marriage went on the rocks, and Miss Miura has now signed a contract with the Dolel Motion Picture Company, for early 1952 work. . . . The first Philippine motion picture stars to entertain UN troops arrived in Korea. The party was headed by Philippine movie star Leopoldo Seledro and American born Joan Page. The group expects to stay in Korea for six days playing for UN troops. . . . The American Air Force lost one of the very best co-ordinators for the entertainment field of the Far East when Lt. Col. Lionel L. Layden returned to the States on rotation. Colonel Layden has been in the Far East since 1945, handling all live shows for the Air Force. His most recent success has been "Airmen's Holidays," which is still drawing top crowds.

Paris Peek

By ANNE MICHAELS

Continued from page 2
ing for tenors, who he enlists are scarce in Paris. A new show opens at the ABC this week, with Jose Torres, Marianne Yvanoff, June Richmond, Colette Mars, Jacqueline Moreau, the Rameses, the Fredians, Clifton, Chuck Brown and Rita. Philippe Clay and the Berays. At the Bombino where the Peters Sisters are starring, one of the characters in the show is a satire on Mitty Goldmin, owner of the ABC and one of the most powerful variety house men in Europe. . . . Teresa and Luisillo, of the Carman Amys Troupe, at the Empire Theater.

been with Fox more than 25 years, the first 10 of which he was stationed in Chicago and New York and the last 15 in Washington. In 1921 he was president of the White House Press Photographers Association. His widow, father, a sister and a brother survive.

TRAYLES—Reginald, 32, pianist in the Hillis theater movement in San Francisco January 4 after leaving with stock companies he founded a little theater in Chicago during 1928. He believed to be one of the first in America. Later he went to New York and organized the Cherry Lane Theater, still operating off Broadway, in 1930 he organized the first little theater in San Francisco. During the past five years he presented four productions a year in that city's Stern Grove musical arena. His latest activity was the revival of San Francisco's theater-restaurant tradition with his Tivoli Light Opera Company.

WATERS—Charles C., 56, former associate of Daniel Fichman in legit productions, January 4 in New York. Known professionally as Keane Waters, he also played the part of one of the captains in "What Price Glory" and was well known as a manager of Actors' Fund benefit shows. Three brothers and three sisters survive.

WHITE—Estelle, 62, in Georgetown, Conn., January 7 following a long illness. She was identified with the music business for over a half a century as manager of "Maury" M. Steinert's company and White Maury Shows, Danbury, Conn. She retired from active work in 1929. Burial in Wooster Cemetery, Danbury, January 8.

ZETA—Barry L., who with his wife was half of a musical comedy act known as Zeta and Zook, the Merry Dragon and the Dancing Owl, recently in Philadelphia. His widow survives.

Marriages

DORRAN—EED—Charles Dorran, former radio and television singer, and Carol Reed, singer on WFIZ, Philadelphia, in New York, December 31.

PITTMAN—HENDRIX—Jerry Pittman Jr., TV and night club entertainer, and Lucy Hendrix, actress, in Cleveland January 1.

Births

CHRISTIE—A daughter to Mr. and Mrs. Phil Christie, January 3 in Boston. Father is an architect at Station WJAW in that city.

ELLISON—A son, William David, to Mr. and Mrs. Bill Ellison, December 20 in Rockford, Ill. Father is news director of WFMT, that city.

KING—A boy, Floyd Jr., to Mr. and Mrs. Floyd King in Miami, Fla., Monday 17. Father is co-owner of King Bros.' Circus.

NANNI—A daughter to Mr. and Mrs. Joe Nanni, January 4 in Philadelphia. Father is regional manager for Capitol Records.

TEDONIO—A daughter to Mr. and Mrs. Joe Tedonio, January 2 in Temple Hospital, Philadelphia. Father is manager of Philadelphia's Open House night club, Lindenwood, N. J.

VENTURA—A son to Mr. and Mrs. Charlie Ventura, January 8 in Lady of Lourdes Hospital, Camden, N. J. Father is trombone soloist and orchestra leader and also operates the Open House night club, Lindenwood, N. J.

Divorces

BOYD—Ad. M. Boyd from Louis E. Boyd December 21, 1951, in Miami.

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IAFE Gets Appeal To End Conflict Of State Meetings

Association's Co-Operation Is Urged To Avoid Overlapping Conventions

CHICAGO, Jan. 12.—Mounting irritation over conflicting State fair convention dates was voiced by many Midwest showmen this week, and some did more than talk about it; they petitioned the International Association of Fairs and Expositions to step in and assist in working out conventions that would not conflict.

Four attraction reps and one show supplier at the convention of the Minnesota Federation of County Fairs in St. Paul this week jointly wrote Frank Kingman, IAFE secretary, asking that group's co-operation in devising future schedules that would eliminate conflicts.

The petitioners were Aut Swenson of the Swenson Thrillcade; Ernie Young of the Chicago booking agency bearing his name; George B. Flint of the Boyle Woolfolk Agency, Chicago; Frank Winkley, auto race promoter, and Bill Linderman, sales rep of the Regalia Manufacturing Company.

Pointing out that they are associate members of several State associations, they urged the IAFE to give "your consideration and assistance in effecting a co-operative working arrangement among the State associations to the end that their meetings be so timed that associate members may attend the said conventions, which, at the present time, is not possible in many instances due to their conflicting dates."

"We believe," they added, "that such a plan can be worked out to the benefit of all. It would enable the fairs to make direct contact with key personnel of the attractions offered, and a more representative field of attractions would be made available for consideration. The booking agencies would be in a better position to more efficiently work out routings with greater productive possibilities."

Kingman replied to each of the five petitioners, advising them that he would try to work out some corrective measures. He did not indicate what he had in mind.

One State association secretary, Harry E. Kelley of Michigan, this week wrote The Billboard

saying that he was open to suggestions as to what could be done to avoid conflicts.

The Michigan and Illinois conventions the week of January 20 overlap, and Kelley pointed out that he had gone to considerable lengths to avoid a conflict this year.

"Early last spring we made a number of long distance calls attempting to select dates that would not conflict with Ohio or Illinois," Kelley said. "We had expected to set our dates for the week of January 13. However, in conversation with Ohio officials we were told that due to an Ohio law it was necessary for them to use that week.

"As Ohio is located close to Michigan, we decided to take the week of January 20 against our judgment and made arrangements with the hotel. After we were all set we received word from Ohio that they were changing to the week of January 6 due to previous commitments by the hotel, and that left us on the Illinois dates and there was nothing we could do about it."

Other conventions that will conflict in the weeks ahead are Montana and Oklahoma, South Carolina and Massachusetts, and Georgia and North Carolina.

St. Paul Fair Reaps 132G Profit in '51

R. S. Thornton Named President, Thompson to Board

ST. PAUL, Jan. 12.—Minnesota State Fair, despite rain on seven of its 10 days, wound up its '51 fair with a total profit of \$132,467.36, Douglas K. Baldwin, secretary, announced here this week at the annual meeting of the State Agricultural Society.

This profit was off from the 1950 operating net of \$252,789.38. Total fair income during the past year amounted to \$1,154,312.41 while expenses aggregated \$1,030,845.05, he said. Income from the sale of tickets was \$645,654.02 with tax on admissions totaling \$120,639.45. Income from concessions and commercial exhibits was \$201,124.93, a new all-time record, the previous high being \$195,369.23.

Baldwin pointed out that despite the bad weather, attendance was only a few thousand below the record set in 1950. He also said that plans for a new administration building have been shelved due to the excessive cost and the uncertainty of the times.

Thornton New Prexy
R. S. Thornton, Alexandria, veteran member of the fair's board of managers, was elected president of the fair at the Wednesday (9) session. Earle Brown, Minneapolis, was named first vice-president; Norris K. Carnes, St. Paul, second vice-president; Baldwin, secretary, and R. C. Sorenson, Minneapolis, was named treasurer.

Albert E. Thompson, Spicer, was named to succeed Thornton on the board of directors. (Continued on page 57)

EDITORIAL

Way to End Conflicts

Attraction bookers, carnival representatives, fair-show suppliers and fair executives are properly indignant over the conflict-riddled schedule of fair conventions during this year. The need to avoid such conflicts is vital to all concerned. And State fair association executives are quick to agree and are eager to devise a way to prevent future conflicts.

It should be possible to work out a plan. Probably the best would be thru the International Association of Fairs and Expositions or the Federation of State and Provincial Associations of Fairs, which is part of the IAFE.

Probably the best time would be during the annual conventions of these groups at Chicago in December.

Convention Preparations

In preparation for such a meeting, State associations which have their convention dates arbitrarily fixed by State laws, should report that, along with the dates thus set.

Also in preparation for the date-fixing meeting, State association representatives, on the eve of their departure for the Chicago meeting, should establish the hotel availabilities in their convention cities—as many availabilities as possible.

Sitting together in Chicago, with all the information at hand, it should be possible for the various State representatives to draft a schedule of conventions that do not conflict.

Changes Needed

At the same meeting, State association representatives might be well advised to go a little further; they might review the entire subject of State conventions, with a view to making their own more effective.

Some conventions run two or three days, not because they need that much time, but largely out of either habit or because they picked up a neighbor's pattern and fashioned their own convention to it.

Some conventions that run no more than two days are extremely effective, not only from the standpoint of booking but from the fruitfulness of the formal sessions. Some conventions would do well to cut down to one day. Attendance would be greater and delegates and showmen would get more out of the convention.

Ohio's 27th Meet Pulls Huge Throng

Mrs. Don A. Detrick Retires as Secretary; Coshocton Annual Gets Cooper Award

By WILLIAM J. SACHS

COLUMBUS, O., Jan. 12.—The 27th annual convention of the Ohio Fair Managers' Association, held at the Deshler-Wallick Hotel here Tuesday thru Thursday (8-10), maintained in interest and attendance of being one of the leading annual gatherings of its kind in the nation. Registrations for the three-day event again hit around the 1,300 mark, some 60 short of the all-time attendance mark set in 1950. The climactic banquet and ball held in the Deshler-Wallick's main ballroom Thursday night attracted some 1,100 fair men, showmen and suppliers and their wives and friends, with the former governor of Ohio, Myers V. Cooper, of Cincinnati, serving as toastmaster.

The Ohio fair meeting is one gathering where fair men come prepared to do business on the concessionaires and suppliers on hand reported a brisk business paralleling that of the last two seasons. Much credit is due those who formulated the various programs for the three-day session. Tuesday was given over to registration,

with the actual business kicking off with the secretaries' breakfast, something new this year, at 8:30 Wednesday morning. The United States Trotting Association banquet and meeting, held Tuesday night instead of Wednesday night this year, did much to stimulate early attendance and build full houses for the Wednesday business sessions.

Sessions Well Attended

No single operating problem drew more than average attention on the convention floor this season. The various programs, well thought out and run off in prompt, efficient and business-like manner, were of equal interest and all drew full houses, a fact that has become a regular thing at Ohio meetings in recent years. The gimmick of giving away door prizes at the Wednesday night session inaugurated last year, was again used this year and drew standing-room-only attendance. The prizes, do-

(Continued on page 57)

Bronx Rodeo Signs Crabbe

NEW YORK, Jan. 12.—Television name Buster Crabbe, who has shown his drawing power in this area thru several appearances last year, has been signed as one of the three names to appear at the February 22-March 1 Bronx County American Legion Rodeo, Stampede and Round-Up. It was announced this week.

Announcement came from Gordon Kibbler, producer, director and stager of the event, which will be held at the Kingsbridge Armory in the Bronx. Showing in a rodeo at Freeport, L. I., N. Y., last year, Crabbe was reported a powerful gate factor. Appearances thru last summer in cowboy and swim instructor capacities at Palisades (N. J.) Park also produced a strong pick-up for business.

Kibbler also reported that George J. Foster will be in charge of advertising for the rodeo. Foster handled similar chores for Kibbler on a previous rodeo date at Washington. Betty Barton is acting as Kibbler's executive secretary. E. P. Coronadi will furnish all seats for the event.

WON'T STOP RAIN, BUT:

Infra-Red Heat Could Dry Muddy Lots, Expert Says

CHICAGO, Jan. 12.—Possibility that circuses, carnivals, fairs and parks could devise infra-red equipment to dry up muddy lots was advanced here by the district engineer of a major electrical equipment manufacturing company.

His statement was in reply to an inquiry by The Billboard after infra-red was used to dry a football field for a University of California game.

The engineer, J. F. Herbenar, of the General Electric Company, said many variables make it impossible to say whether the system would be satisfactory. But he said that he believed the idea would be worth a test.

Generators Ideal

Herbenar said that circuses and carnivals carrying their own power plants would be most likely to succeed with the plan because they would have an inexpensive source of adequate power.

An investment of about \$500 in infra-red lamp bulbs would be the prime variable, he said, having generators and cables on hand, he said.

Herbenar envisioned a battery of 250 lamps which, he estimated, would cover 80 square feet at a time. These would comprise a full load for a 90 kilowatt light plant and could be used during mornings, when the plants would otherwise be idle. The lights would be mounted on a low-hanging trailer or on a series of low frames. He believed that an ideal plan would call for the trailer to be pulled over the lot by the generator truck, if the wet ground could be traveled. Otherwise, the trailer or frames could be equipped with long cables and moved periodically in sections of the ground were dried.

Infra-red lamps, he explained, emit out much heat and little light. The heat would serve to evaporate water in the ground but would not be enough to remove puddles, he stated. The lamps are used by industries to

speed the drying of paint and for other purposes. Herbenar has some mounted in his garage and uses them to warm the automobile motor before leaving his house on cold mornings.

He conceded that time available to shows in many cases might not be enough for the lamps to make an important improvement in the ground. However, he said that a test might show that time was adequate on one-day stands. Longer stands would allow enough time, he believed.

It was considered likely that shows would be unable to dry an entire lot. But likelihood that the system could be used for midways or space around ticket wagons, concession stands and entrances was seen.

"GREATEST SHOW ON EARTH"

Gotham Reviewers High In Praise of R-B Flicker

NEW YORK, Jan. 12.—If the reviews published in daily newspapers here of Paramount Pictures' "The Greatest Show on Earth" are any criterion, the opus should play a merry tune at the box office, both for Paramount and R.B.

Flicker was unveiled at Radio City Music Hall Thursday (10), and the reviews appearing in yesterday's papers were effusive. Leading the parade was The Daily News, which gave the film a separate-page scanning under a banner headline. The News was sure the picture would be at the Music Hall until R-B arrives for its Garden date, usually in April, and that it would be "listed at the head of the top money-making films" for 1952. News daily circulation is about 2,287,000.

New York Times, usually reserved, delivered a bouquet rarely

given. The Times was high on the scrupulous accuracy of the film and said that "this huge motion picture of the big top is the dandiest ever put on the screen." The power of the picture "is in the brilliance with which it portrays the circus and all its movement," according to the paper.

Stewart added New York World-Telegram and Sun reported that director Cecil B. DeMille has brought out all of the circus' "traditionally dazzling splendors." The paper claimed that James Stewart, playing a clown "is as good as any of the veterans of the trade who work with him in this picture." The New York Herald Tribune termed the flicker "a colorful, sprawling, bustling extravaganza which brings most of the glamor and" (Continued on page 53)

Matthew Adler Side of AGVA Policy Story

• Continued from page 15

questioning" by the New York insurance department, etc. This is simply a falsehood. Persons seeking to injure the program have flooded that department with every kind of malicious rumor and untruth. Learning of this, I voluntarily called upon the department and requested an opportunity to appear, testify under oath and produce all my books and records for their inspection. This I have done. I was extended every courtesy by the insurance department and I am confident that the department will find that my entire course of conduct has been in the utmost good faith and has been essential in order to have the program operate; the program being country-wide in operation. I shall pursue a similar course with any other insurance department;

"9. Rumors have been circulated that I have made great profits; I have testified under oath and my sworn records prove that to date I have suffered only heavy financial losses in the program; I must look to the future for an opportunity to recoup my losses and earn a fair return for my efforts and investment;

"10. It has been charged that I have improperly paid out large (Continued on page 53)

CLOSE-UPS: KEN GARMAN

Show Owner's Climb Stems From Want Ad

By CHARLIE BYRNES

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

A WANT AD in a Chicago newspaper was responsible for Ken Garman's entrance into outdoor show business and although he admits that he was "taken" in his initial venture, he has never regretted the step that led to his ownership of one of the top truck layouts in the Midwest.

The turning point in his career came in 1922 and the classified ad that caught the 22-year-old Garman's eye sought a partner with \$200 for an outdoor show venture. The advertiser turned out to be a one-man manufacturer of midway devices similar to today's pinball games. Impressed by forecasts of big profits that awaited such a game on Chicago lots, the youthful Garman came up with the \$200 to finance the manufacture of two of the games.

Several weeks later on a periodical visit to check the progress on the devices, Garman found his partner had skipped the city after finishing one game and leaving another partly completed. Upon learning he was just one of many partners in the deal, Garman took over two games, framed a 12-foot concession and enjoyed a moderately profitable season at Windy City celebrations.

Works as School Boy

While this was his first outdoor experience, Garman earlier had enjoyed a taste of indoor show business. Born in Chicago, September 26, 1900, he originally started to follow the footsteps of his father, a successful dentist, and in order to help finance his education, took an after-school job as an usher in Chicago legit theaters. After a few years, he and his brother, Cecil, took over the cloak room concession there and before long the two school boys were both earning in the neighborhood of \$90 per week.

This lucrative business, which included operations at both the Woods and Graham's Grand theaters, ended after two years when a big chain moved into the city and took over most of the checking business in Chi's theaters.

After his first venture with his games, Garman was bit by the lure of the midway and in 1923 bought a Penny Arcade and played to okay business with Max's Exposition Shows. Profits from that season were put into a Chalpiane the next year and with his two units, Garman continued to play Chicago spots with Johnny Toffel and Bob Houghy, prominent operators of their day.

Takes Wife

While playing suburban Franklin Park in 1928, Garman met Florence Flora, a visitor from Danville, Ill., who was helping the auspices, the local firemen. The following year the two were married and Garman struck out for himself and organized the Sunset Amusement Company, named for the street on which the newlyweds lived.

The next season a Merry-Go-Round and Ferris Wheel were added to the line-up and the little



KEN GARMAN

show opened at Valparaiso, Ind., getting away from Chicago for the first time. Although the stock market crash had occurred the previous fall, the effects were not felt until after July 4, when the bottom fell out, and the new Sunset org. was lucky to get back into the barn at the end of its tour.

By the spring of 1931 the country had sunk deeper into the depression, but the Garman's, tho out of ready cash, managed to take their unit on the road. They sustained plenty of hard knocks that year but succeeding in staying out the full summer. Garman took the show out again in 1932 and while the tour was no better than the previous year, he was able, thru shrewd management, to keep his head above water.

Turning Point

The 1933 season was the turning point and after discouraging still dates, business picked up on July 4 and a home made Kiddie Auto ride was framed.

In 1934, with the economic situation improved, a Loop-o-Plane was purchased from the late Abner Kline. Garman recalls that most show owners were out of cash in those days and a novel method of selling rides was used. Kline brought the ride to the lot and with his wife, Virginia, selling tickets, operated the device for a week. If the show owner then decided to take it, receipts for that week were used as the down payment.

Once the depression was weathered, the Garman show continued to grow and a ride was added here and there until today it boasts a line-up of 12 major devices. In addition, four kid rides are hooked and the back-end usually includes eight shows. With the up-turn in conditions in 1934, Garman moved out of Illinois for the first time, invading Iowa and later added fairs in Minnesota and Missouri.

Winter Quarters

That same year he established winter quarters in Excelsior Springs, Mo., and has since built up the base to its present size which includes five buildings with a total of 25,000 square feet of floor space.

Garman confesses that his operations are inclined to be more steady than spectacular. Most shows that reach the size of Sunset are prone to strike out for a bigger route, but he is satisfied with his present fair, some of which he has serviced for over 15 years. These long-held spots include the Morrison, Ill., fair, which has been played for 17 years; Oregon, Ill., 13 seasons, and Monticello, Ia., for 14 years.

Although the show winters in Missouri, the Garman's make their permanent home in Danville, Ill., home town of Mrs. Garman. The Sunset owner is active in show clubs, including the Showmen's League of America, Miami Showmen's Association, Heart of America Showmen's Club, International Showmen's Association and the Hot Springs Showmen's Association. He is a member of the Mohamed Shrine, Peoria, Ill., and also belongs to the EDs and Moose.

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Beatty Show Opens March 27; Moore To Return as G.A.

Acts Include Hannefords, Voises, Colleano; L. A. Starts March 28

EL MONTE, Calif., Jan. 12.—Clyde Beatty Circus will open its 1952 season here March 27 and move into Los Angeles for a 17-day stand starting March 28, Beatty announced this week.

William Moore, Beatty stated, "is returning as general agent and now is arranging his advance staff." When asked about Moore's tie-up with Wallace Bros.' Circus, Beatty declared that he was concerned only with his affiliation with the CB outfit.

Moore now is at his Dallas home. It was reported from winter quarters of the Wallace show at Gonzales, Tex., that Moore would be general agent of both circuses.

G. E. Booth is returning as Beatty's car-manager and Jack Knight will handle press. Shirley and Norman Carroll have been named to handle radio and television promotion in the Los Angeles area again.

Strong Performance

Beatty said he believed that he would have the strongest show of his career this season. Acts that have been signed include the George Hanneford Family, bareback riding; Harold Voise Troupe, seven-person flying act; Con Colleano, wire; Medini Family, unsupported ladders; The Ericksons, balancing and iron jaw; Pape and Renee, perch and dog acts; Phil and Bonnie Bonta, novelty balancing; Two Joanides, juggling and wire; John Cline, equestrian director and 12-horse Liberty act; and Malonga Cline, dogs. Cline said new trappings would be used in his ring turn this year.

Vander Barrette is expected to arrive here February 1 to begin work on costumes, and he is to produce the aerial displays.

No producing clown has been named yet, but one is expected to be selected in the near future. Although some clowns and ballet girls have been contracted, the list is not yet complete.

TV Work Continues

Work has been completed on four of the television films which feature Beatty and which are being produced by Commodore Productions. Shooting will continue thru the winter and some filming will be made under canvas starting at Los Angeles. The trailer is scheduled for six weeks' TV work following the opening of the circus.

For the opening stand, Beatty will use the lot across the street from its winter quarters at the old Gay's Lion Farm here. Beatty is set for this city to provide time for erecting the new canvas several days early. The big top is a 140 with three 50s. The menagerie is a 70 with four 30s.

R-B to Pact Borra for '52

NEW YORK, Jan. 12.—Borra, magician-pickpocket, who scored a hit with the Ringling-Barnum circus during the recent Big Show date in Havana, probably will be signed for the season, it was reported this week.

During the Havana stand circus President John Ringling North considered contracting him for the season's opening date here. Borra's specialty is lifting objects from members of the audience. Following the Havana date he worked two nights this week at the John Ringling North Hotel, Sarasota, Fla. He then was scheduled to move here for contract negotiations before leaving for Copenhagen.

and the Side Show top is a 60 with two 30s. Most of the canvas was delivered new in September but was not used last season so that it would be in top shape for this spring's TV work.

In Los Angeles the show again will use the Washington and Hill lot. The stand will include three week ends and will close April 13, after which the show will play other spots in this vicinity. These dates tentatively include two or three days at Long Beach and four days at San Diego. The latter spot will be under Lions Club auspices. As the early draft of the route stands now, the Beatty show will be in California for about two and a half months.

A rumor that Beatty would enlarge his train this season was spiked.

Giraffe-Neck Women Going To Australia

JOHANNESBURG, South Africa, Jan. 12.—Giraffe-neck women have been located in South Africa by Dave Meakin, Australian showman, and he has obtained permission to take them out of the country, it was reported here. Meakin expects to present them at the Sidney, Australia, Royal Show, this year.

At the same time, he won clearance to take African midges and several other Side Show attractions to Australia.

Ringling-Barnum circus featured a troupe of giraffe-neck women during the '30s. It was reported in the United States that Ringling made an effort last year to bring a second group of the women to America but that permission was denied.

Kelly-Morris Buys Hippo, Dens, Trucks

PUNTA GORDA, Fla., Jan. 12.—Kelly & Morris Circus has purchased a full-grown hippopotamus from Henry Trefflich, New York, and announced plans to feature a menagerie in 1952. The hippo will be used in the menagerie and in connection with a national advertising campaign.

Ken Murray, show's general agent who is in charge of expansion purchases, also announced that the Pat Kelly-Bill Morris combination had purchased four cage wagons and a chariot at Ann Arbor, Mich., and had acquired harness, plumes and other show property from Paul M. Lewis, Jackson, Mich.

He was accompanied on the buying trip by Mr. and Mrs. Bill Morris. Their itinerary included Peru, Ind., where they looked over the Cole Bros.' Circus, and Chicago, where they conferred with Bill Horstmann, Cole exec regarding possible purchases.

Trucks, Horses Added

Special bodies are being built at winter quarters here for several new trucks bought recently. Jack Lorenzo is breaking several high school horses and new routines for Liberty acts.

The show also plans to double the size of its billing crew. A new advance truck has been added, Murray said. In preparation is a new brochure for use by the show's advance department.

Special paper and newspaper ad copy will be used to plug the hippo and show. New menagerie will replace the Side Show and

ALL PART OF A DAY'S WORK

BIRMINGHAM, Eng., Jan. 12.—Unusual accident during a performance of the Bingley Hall Circus here New Year's Day sent band leader James Harrison to the hospital. Sharpshooter Jack Carson's stool collapsed while he was preparing for a shot from a backward, reclining position. His rifle went off, the bullet striking Harrison in the leg. Carson completed his act without realizing what had happened to Harrison, who played out the show. The band leader was taken to the hospital after the performance.

King Bros. Bow Set for April 5 At Macon Base

Cristianis to Sail From France Soon; Diano in Africa

MACON, GA., Jan. 12.—King Bros.' Circus will open the new season April 5 at Central City Park here. Co-owner Floyd King said this week. As in the past, there will be three regular scheduled performances, with the first being a morning show for kids. Morning draw always has been good here.

Luio Cristianis, co-owner, and his party, now touring Europe in search of new acts, will sail from a French port soon and arrive in this country about January 20. They will go directly to Macon. With Lucio are his wife, June, their son and a business associate, Tony Diano, Canton, O.

Diano left the group in Italy a week ago to make a flying trip to the Belgian Congo and other points in South Africa in search of more animals for the menagerie. It was Diano who imported the giraffe now carried in the King show's menagerie. A contractor by profession, Diano has had dealings with the show and last season was operator of the concert.

A contract for auspices of the show's opening engagement here was awarded Tuesday (8) to the Macon Firemen's Association.

a new banner line has been purchased. Menagerie top will be a 50 with four 20s.

The circus will be the grandstand attraction at Charlotte County Fair, January 14-19 here and will follow up with a date in Miami for the Opa-Loca Fire Department, Murray announced.

Orrin Davenport Unit Starts '52 at Toledo

TOLEDO, Jan. 12.—Orrin Davenport's indoor show will launch its 1952 season here Sunday (13), first of a week's stand under Grotto auspices. To follow are 14 stands ending with Winnipeg May 10-17.

The Davenport show again will include a package of Ringling-Barnum talent as well as other acts. The line-up will be changed at several subsequent stands, with more Ringling elephants coming on for later dates and with Cole Bros. stock being used for some.

Program line-up for the Toledo engagement includes: Joe Geigley, Kenneth Wain, comedy; Albert Rix, bears; Joanne Day, cloud swing; Grace Macintosh, single trapeze; Chatta Sisters, balancing; Elonias, juggling; Shyrettos, cycles; Fredonias, Risley; Helen Haag, chimps; LaBlonde Trio, aerial bars; Marjorie Cor-

Concello Denies R-B Plans Winter Tour Of South America

1951-'52 Offer Received, Rejected; No Trek in Works for Next Year

SARASOTA, Fla., Jan. 12.—Reports that Ringling Bros. and Barnum & Bailey Circus would make a "world tour," including a string of South American cities, were put into deep freeze—at least for this winter—by Arthur M. Concello, general manager of the show, here Wednesday (9).

Concello confirmed that the show had received an offer to make the South American tour this winter and said that it was not accepted. In denying current reports that the show would make the trek next winter, Concello said the present offer did not extend to next year.

He acknowledged that a similar offer could be made later and he said "a lot of water could run under the bridge" before next fall. However, he stated that no plans or negotiations were in the works now for such a tour. Concello did not say who made the offer.

Train to Be Unchanged

At the same time, the general manager scouted a rumor that the show might cut cars from the train in 1952 and stated flatly that 70 cars would be in the train. Concello confirmed, too, that the Brooks Costume Company, New

York, again would handle the Ringling-Barnum costume order.

The South American tour as proposed for this year apparently would have been an extension of the route of the Ringling unit which played Havana, Cuba. That unit returned to Sarasota this week. About a year ago, the show considered briefly a proposition to take the unit to Mexico City, but that, too, was turned down.

R-B Moving Fast in Drive For Sponsors

NEW YORK, Jan. 12.—With the exception of New York, Boston and Philadelphia, the Ringling-Barnum circus is either set for or has a solid chance of playing sponsored dates up to the start of June, it was reported this week.

Paul Eagles, promotion manager of R-B and his crew of four have been going ahead full speed on recently announced plans that the show would shoot for sponsored dates in almost every city on the route. Sponsors contracted or likely to contract include Shrine, Junior Chambers of Commerce, Kiwanis and Tall Cedars of Lebanon. Stands definitely linked for auspices include Hazleton, Easton and York, Pa.

Eagles said the show's route would vary little this year from 1951. In addition to sponsored dates, Eagles is working on sales of the show to American Legion posts in Poughkeepsie and Hicksville, N. Y. The former stand was blown last year due to Sunday blue laws, and the latter will be part of a five-year option pact signed between Legionnaires and the circus.

Eagles reported that in most cases sponsors approached accepted the deal immediately, with mechanics works out later. He said reception has been excellent. His crew has been contacting local Chambers of Commerce or friends of the show to select auspices. Members of the crew have been asked frequently why the show is seeking sponsors, with the answer that it makes sense in the face of rising costs and the added ticket salesmen to be gained, Eagles said.

CHS Re-Elects Bette Leonard; Green Named

BARABOO, Wis., Jan. 12.—Bette Leonard, former first lady of Wichita, Kan., was re-elected president of the Circus Historical Society. Announcement of the result of the balloting by mail was made here by Bill Kasiska, CHS election commissioner.

Bill Green, of Washington, Kan., was elected vice-president to succeed Chalmers Condon, of Logansport, Ind., who was not a candidate. Bob King, of Richmond, Ind., was re-elected secretary, and his wife Agnes, was elected editor of the Bandwagon, CHS publication. Walter Pletschmann, Detroit, was re-elected treasurer.

Kasiska also is chairman of the 1952 convention committee. Annual session will be held here, original home of the Ringling Bros.' Circus.

Zack Miller's Final Rites Held Jan. 6

PONCA CITY, Okla., Jan. 12.—Col. Zack Miller, once impresario of the 101 Ranch Wild West Show, was buried here Sunday (8). He died at Waco, Tex., Thursday (3) after a long illness.

The Rev. Thomas O. Moehle officiated at simple rites held at the 101 Ranch store. Burial was at near-by Cowboy Hill. About 500 persons attended. At the grave, Tam Primeaux, an elder of the Ponca tribe, intoned in his native tongue: "Dear God, take care of the Indian's brother."

The 101 Ranch store is about all that remains of the once vast ranch and show empire built up by Miller and his father and two brothers. He is survived by a son, Zack Jr., and two daughters, Mrs. James Gibbs, of Valley Mills, Tex., and Mrs. Lee Flood, Midland, Tex.

Boy Born Jan. 7 To Floyd Kings

MACON, Ga., Jan. 12.—A boy was born to Mr. and Mrs. Floyd King at Macon Hospital here Monday (7). The infant was named Floyd King Jr. The father is co-owner of King Bros.' Circus.

Under the Marquee

Felix Adler has been invited to appear at a reunion of former employees of the Marshall Field store, Chicago. Even in part of the star's centennial celebration, Dorothy Lamour, actress in "The Greatest Show on Earth," and Burt Lancaster, movie actor once with Kay Bros. and with Cole Bros., also got invitations. The movie, "When I Grow Up," features the Poodles Hainsford family and includes considerable circus atmosphere.

Rose Sullivan will join the Clyde Beatty show in March with her sister, Eileen, and brother-in-law, Harold Voise. In a seven-person flying act, Voise is training Metro-Goldwyn-Mayer personnel for roles in a circus film. Rose's sons, Bill and Bill Porter, are in the Marines.

Howard Ingram, operator last season of the Don Robinson Circus, now has the Hi-Way Cafe at Henderson, Ga., and is living in Elks, Ga. He reports a number of showfolk have stopped in and that four circuses and six carnivals were represented in the cafe on New Year's. Ward-Ball Flyers, who came up with outstanding wardrobe on the Polack Western show last season, are planning to show off what they believe is even more elaborate costume this year. The new wardrobe is professionally made.

Mr. and Mrs. Jay Gould, of the Jay Gould Circus, were visitors in Chicago last week. A youth killed a 12-foot python near Hague, Fla., recently and it was guessed that the snake escaped from a circus truck which was in a wreck near there recently. Willard J. Oakley, now in Miami, is needing Northern friends by mailing them weather reports clipped from Florida papers. Walker and Ethel Jennier again will be with the Wallace & Clark Circus.

It was a meeting of the clan last week in Toledo, according to Bill Green, Sports Arena promotion manager there, when Allen Lester and Col. Harry Thomas came in ahead of the Grotto Circus. Clarence Foster Bell, in advance of a feature film, and Charley Winters, King Bros.' agent in town for a visit. Charles (Kid) Mohr, old-time circus billposter, is handling the lithographing and outdoor advertising for the Sports Arena, Toledo. The Kid doubles as assistant manager of the Paramount Theater there.

WANT PHONEMEN
For Albuquerque, Indoor Palace Circus who can produce Office new opens. No drinks tolerated. Program Tickets and U.P.C. Pay every week. General good stock to follow. Wire or phone. Pay your own. **TOM BUCHANAN**
Walker Bros. Circus
Francisco Hotel, Albuquerque, N. M.

WANT ACTS
Headline Comedy Act, Band, Balist or anything unusual and good. Write for more feature Act, Best Circus. Write stating interest for several weeks' work. Must be good as well as reasonable. **TOM BUCHANAN**
Walker Bros. Circus
Francisco Hotel, Albuquerque, N. M.

PHONEMEN
Veteran Deal—Program Book and Tickets. 15% paid daily. Fast Collections—Good Sponsor.
Phone: 50088 Flint, Michigan

PHONE MEN WANTED
Season work Mills Bros. Circus. Good tape, income and pay. Good opening for several men. Call Fairmont 10700. Cleveland, Ohio.
H. R. MARTENEY

PROMOTERS WANTED
Can take in from other exhibitors. Promoters who can produce. Best of suspense, towns not sold. Can also use fast-departing. Your Man with Bar experienced in contracting under auspices. Plans McKinney, contact immediately. Contact: General Delivery, Western Union or Phone 17478, Waco, Texas.
JULIEN WEST

Steele's Frontier Days
CAN USE MORE INDIANS
Chief Hamilton, write me your address and send me a picture to program call now. Jim Steele, contact me. Important!
STEELE'S ATTRACTIONS
London, Ohio

Present for the Thursday (10) opening of "The Greatest Show on Earth" at Radio City Music Hall, New York, were several of the Ringling-Barnum personnel, including Paul Eagles and Leon Pickett, promotion department; Harry Dubs, who has the program on the show, and clown Felix Adler and his wife. Adler leaves shortly for Toledo to make a Shrine circus date.

Ernie and Freida Wiswell, of Funny Ford fame, have returned to Erie, Pa., after vacationing at their Riverview, Fla., home. At a New Year's party, the Wiswells entertained 19 showfolks and Chai and Somai Huang cooked Chinese food for the occasion. Guests included Mr. and Mrs. Harold Ward, Mr. and Mrs. Roland Tiebor, the Berosini Family, Mr. and Mrs. Kurt Wycon, Earl and Hattie Shipley, Mr. and Mrs. Eddie Reithoffer, Joe and Eva Lewis, Dina and Comand Wilson, Ray Raymond, Clyde West and Ralph and Estelle Duval. Raymond recently completed a new home, and the Roland Tiebors are shopping for property. Chai and Somai are wintering at Riverview. The Wiswells will be with the Polack Eastern show.

After 52 years on circuses, Scranton Harry Moran is retiring from the field. Presently with the Clyde Beatty Circus in El Monte, Calif., Moran expects to leave soon for Sarasota. Moran got his first job, he said, from Mickey Gray and joined Barnum & Bailey when it returned from the European tour.

Jack Tavlin, former owner of Cole Bros., was a Chicago visitor recently. Julius Edwards, Polack Western press chief, is in Flint, Mich., to start preparations for opening of the show there. Bill Roddy will be with the Ringling press department again this season. A. J. Clarke, formerly of the Ringling press staff, is going to England. Boston Lamont will have an Winstow, w. unicycle; N. O. M. Watson, singer and mimic; Clara Tangen, Western singer; Steins and Houdek, novelty skaters; Terry Anderson, and his own act at Monona, Ia., Wednesday (23) for a Kiwanis Club date.

"Greatest Show on Earth," was shown at the Imperial Theater, Toronto, Thursday (10), same date it premiered in New York. Star Betty Hutton made a personal appearance at the Toronto showing and will follow it with appearances with the film at other cities. Toronto date was for the benefit of Variety Village, children's school backed by the show people's organization, and tickets went for \$5, \$7.50 and \$10.

Billy Barton moved to Montreal for a week's theater appearance after closing at the Laurier Hotel, Lowell, Mass., with his serial act. Paulsen's Jockey Dogs, Liberty horses and the bear act were being working at winter quarters shows of the Ringling-Barnum circus in Sarasota.

Pascagoula, Miss., Lions Club is scheduled to sponsor the Kelly & Morris Circus January 25-27. Mr. and Mrs. Emil Pallenberg Sr. flew to Havana to catch the Ringling show there. Ira Millette and Earl Shipley have opened an AGVA office in Sarasota, Fla., which will be in operation until April 1.

Classon, Swedish sway pole performer, suffered a broken arm and other injuries when he fell to the ring during the Sunday (30) performance of the Ringling-Barnum circus in Havana.

Kid Lewis Barton is in his 10th week with Blue Birds of 1952 at Club El Martoco, Charleston, S. C. Paul M. Comasay, Marion G. attorney, returned there last week from Memphis where he represented Biller Bros.' Circus at its reorganization meeting. He stopped off in Mobile, Ala., for a visit with Mr. and Mrs. Walter B. Fox. He advised that Fox is confined to his apartment with his annual bout with the flu. Joe Short is doing radio work and putting up cards for the Detroit Shrine Circus.

Among Ringling-Barnum billers wintering in Tampa are Larry Lawrence, who has returned to his sales post with Security Feeds; Paul Campion, who is em-

ployed by Thompson Display Service; Howard Daughette, and Eddie Skason, Johnny Cousins, of Royal Crown Shows; Jim Crow, of the Joe Chitwood show, and Ray Larson, Royal American Shows, also are there. All attended the New Year's Eve festivities at Greater Tampa Showmen's Club. Cavalla the Clown, who observed his 103rd birthday, January 6, is in Edge Hospital, Troy, Ala., and would like to hear from friends.

Bozo Kelley and his son, Bozo Jr., who recently finished a season at the drive-in theater, Milford, Conn., are doing their double clown act at various charity affairs thruout Connecticut.

Circus folk wintering in Sarasota, Fla., include the Wallendas, Peaches Sky Revue, Mr. and Mrs. Johnny Gibson, Paul and Jeanette Wierkel, Ullaine Malloy, Unus, Chambers, Irving, Cristina, Family, Neu Yu Naito, Albert Powell, Chesty Mortier, the Zachinin cannon acts, Flying Zachinins, Penny Milette, Harry Chapman and the Canestrelli. Recent arrivals were Duke Anderson and Mr. and Mrs. Percy Radomskas, planning to open indoor dates soon. Jack and Maxine Joyce, the Harold Wards, the Eddie Wards, Bob Porter, Henry Eyes and Roland Tiebor, also are at Sarasota. Joe and Eva Lewis are at Gibsonton, Fla., and at Riverview, Fla., are Ernie and Freida Wiswell and Hip Raymond.

Clown Ernie Burch, with Ringling-Barnum for the past four years, will not return to the road in 1952 in order to recover from an operation. He is recuperating at 6 Seaview Terrace, Santa Monica, Calif. J. C. Admire, veteran circus agent, of Brazil, Ind., has four acts playing his string of school dates. They are the Ray Biehlers, dogs; Lowell Kriol Family, acrobatics; Howe and Ward, comedy trampolines, and Gordon, the Wizard, magic. Admire also handles Carol Coonie Malou's animal unit of ponies, dogs, monkeys and bear. He mentions the changes in circus business and his home town and opines that a major truck show wouldn't gross \$600 at Brazil.

The circus fraternity was well represented at the Ohio Fair Managers' Association meeting in Columbus last week. Among the veteran circus folk spotted around the Deshler-Wallick Hotel headquarters during the three-day meeting were L. F. (Peggy) Stoltz, of Newark, O., promotion man; Jack Sweetman, ex-circus and minstrel musician, who plans a return to the game this year after several years in the hotel business; Rita Dunn, formerly of Rita and Dunn, high-wire act; O. B. (Buck) and Mary Saunders, of Washington C. H. O.; Jack and Nan Lampton, William J. Gouter and Ray B. Dean, veteran press man who came in from his home near Columbus. Saunders, now mending from a recent hernia operation, will return to the road in the spring. The Lamptons are now residing in Columbus after selling their hotel business in London, O. Larry Lawrence, formerly, promotion man with Mills Bros. Circus and now on his own, was also spotted around convention headquarters, accompanied by his new bride. They are currently working a Columbus promotion.

Easton Group Sponsors R-B

EASTON, Pa., Jan. 12.—Wilson Borough Civic Association signed a contract January 8 to sponsor two performances of the Ringling-Barnum circus in Meuser Park on June 10. Harry Bert, Ringling-Barnum promotion man, who signed for the show, said the pact provides for the association to receive 20 per cent of gross receipts beyond the \$20,000 expense of the circus. The association will handle \$32,000 worth of tickets.

P. L. Kramer, who signed for the association, said the proceeds of the venture will be used to grade and develop Meuser Park. Once graded, he said, it cannot be used again as a showground.

NEW YEAR SPECIALS

BARBOONS, DOG FACE		CHIMPANZEES	
PULL GROWN	\$100.00 Ea.	CAGE ANIMALS, Males and Females	\$400.00 Ea.
WOLF CROWN	125.00 Ea.	Perfect for Side Show	\$400.00 Ea.
YOUNG	50.00 Ea.	CHIMPANZEES	30.00 Ea.
HANDRILLS, YOUNG	115.00 Ea.	For Training Stock, Males and Females, 15 Pounds Special	500.00 Up
DRILLS	100.00 Ea.		

MONKEYS

JAVAS, \$25.00 Each or 5 for \$100.00—Small, medium and large. BOMBAYS, \$25.00 Each or 5 for \$100.00—Small, medium and large. African Green, Each \$20.00 or 5 for \$100.00—Small, medium and large. Sassy Monkeys, 150.00 Ea., Males 1.00 Ea., Females 1.00 Ea. Cinnamon Bitchies, 1.00 Ea., 1 Year Old Special, 100.00

OTHER ANIMALS

SUMATRA TIGERS, BREEDING PAIR, FOREST BIRD, \$1,400.00 P.O.B. CALIF. 15 Month Old, Male, Special \$1,400.00 P.O.B. N. Y. GOLDEN CATS \$300.00 Pair P.O.B. Colorado BINTOROS—What is it Animal—Special \$250.00 P.O.B. N. Y. 1 Pair Malayan Sun Bears \$250.00 P.O.B. Florida BIENTORS—2 Female Bientors Arriving on West Coast January 1952—4 1/2 Feet Tall. Contact George Emerson, Culver City, California, for information on same. 1 Female Young Indian Elephant, 4 1/2 Feet Tall, Fully Acclimated \$1,400.00 P.O.B. N. Y.

SNAKES

INDIAN COBRAS \$35.00 Ea. Reticulated Python, 15-17 Ft. \$500.00 Ea. Banded Kraits \$15.00 Ea. African Rock Python, 5-6 Ft. \$50.00 Ea. Russell's Vipers \$25.00 Ea. Indian Rock Python, 10-12 Ft. \$100.00 Ea. Green Mambas \$20.00 Ea. P.P. 18 Ft. Special \$100.00 Ea.

TREFFLICH'S BIRD & ANIMAL CO., INC.
236 FULTON STREET
Live Animals Guaranteed—Stock Fully Acclimated. NEW YORK

FOR SALE QUICK
A SIX MIDGET MULE LIBERTY ACT

They are three perfectly matched teams—2 Appaloosa Whites, 2 Sorrels and 2 Mouse Colored Dapple Greys; the tallest is 40 inches and the smallest is 40 inches at the withers. Their ages range from 8 to 11 years. They are perfectly trained. This act on the Polack Bros. Circus Eastern Unit season 1951. Have brand new harnesses never been on the mules, a 33 foot ring curb and other props that go with the act.

Also Cold Nigger, a beautiful Leman and White Spotted Morocco Mule, 10 years old. She is a splendid worker, works at liberty, does post, pick-ups, etc.

One Trampoline Trailer to haul this stock in and one GMC cab-over-engine straight truck for living quarters.

Reason for selling, recently had fire that almost wiped us out and am selling these acts, trailer and truck to rebuild other acts we have.

PRICED TO SELL QUICK
JOSH KITCHENS
c/o BALTIMORE ZOO BALTIMORE, MARYLAND

KING BROS.' CIRCUS

WANTED: Big Show Performers in all departments—Wire Act, Horizontal Bar Performers, White Faced Clowns, especially those who play in Clown Band; Funny Face, Novelty Acts, Gift Acrobats and Toy Animals.

SIDE SHOW: Band Leader and Colored Musicians, Giant, Midget, Fat Girl, Musical Act, Juggler, Player and Drummer, Tattooed Man, Girl with Snakes, and Pin Head.

BIG SHOW BAND: Musicians, all instruments. Address: A. Lee Hickey, Band Leader.

WANT: Transportation Supt. Can place Carpenter now in winter quarters also on road. Meets and sleeps accommodations furnished. Accommodations for the best. Season opens early April. Address:

KING BROS.' CIRCUS, Central City Park, Macon, Ga.

FIRST CALL • FIRST CALL • FIRST CALL
WANTED FOR 1952 CIRCUS SEASON

Acts—Clowns—Girls—Working Men in all Departments—Novelty and other Side Show Acts.

Write
11542 E. Vetter Blvd. El Monte, Calif.
CLYDE BEATTY CIRCUS

ROGERS BROS.' CIRCUS
OPENS UNDER CANVAS MARCH 19TH

Can use Acts doing two or more. Write full details and lowest salary. Pay every Sunday, good Coolhouse and gasoline. Write, don't phone. Working Men, Department Heads, Promoters, Men that were here last season, write in. Have cities with good auspices. Skinny Cox, band leader, wants sober musicians. Romie Johnson, Charlie Ryan, contact.

SI RUBENS, Box 869, Ft. Myers, Florida
P.S.: Want to buy good, used Trampolines.

PHONEMEN

Established Religious Monthly Magazine Steady Work—Town Cities—Long Job for Experienced Gentlemenly Salesmen Who Appreciate Fair Treatment—Prompt Collections. Good Deal. Drunks, Heisters, Bad Boys, Stay Away.

Write or Phone, No Wire Please—Sales Director, THE LUTHERAN OBSERVER
Phone: GENEVA 7041 421 SO 5TH ST., MINNEAPOLIS 15, MINNESOTA

KELLY & MORRIS CIRCUS WANTS

Acts of all kinds, especially want Trampolines, Act, Car Acts and Clowns. Want Side Show People (Sissy Davis, answer)

Want to hear from Canvas Help (Enoch Bradford, answer) Want good Elephant Trainers. Trainers (Hawley Walter, answer) Also People in all departments. 30 weeks last season. Open about March 1. Your letters will be answered.

KELLY & MORRIS CIRCUS
Winterquarters: Punta Gorda, Fla.

WANTED

Promotional Directors. Must be capable of getting money. Plenty of towns, starting now. Steady work, best auspices.

Drunks and Limbers, stay where you are. This is not a finance corporation. If you write where I can call you. Write: Schaefer, Winesco, Preston, Bill Garvey and Ted Milligan, wire

BILL MORRIS, Punta Gorda, Fla.

Wallace & Clark Circus

Wants Cook, Mechanic, Billposters. Acts doing two or more. Hammond Organ Player and Boss Canvasman. Wild West or Hillbilly Band to concert. Bands and bands. Useful Hot Springs, Ark.

3 PHONEMEN
SHELBY COUNTY SHRINE CLUB CIRCUS
Banner, Stock Ties, U.P.C.
HAVE JUNIOR CHAMBER OF COMMERCE
DATE READY TO OPEN AT ONCE.
Contact J. F. SHAPER
Notel Wagner, Sidney, Ohio Ph. 3131-3

Promoters Phonemen WANTED NOW

INDOOR CIRCUS
Near Castlebliss, near Trampolines, new open. Acts—Banners—U.P.C.—
LEE SOBIE
691 N. LaClare, Hollywood 44, Cal.
Phone: 677-7777

WANTED
Elephant Act, also small Animal Acts
23rd, 24th, Evansville, Ind. Address:
CART WILLIAM SAHLEN
127 Seward Ave. Evansville, Ind.

State Aid Looming For Blue Grassers

Green Light Would Be Trail Blazing Means of Improving Kentucky Events

By AL SCHNEIDER

LOUISVILLE, Jan. 12.—Hottest piece of news to come out of the fourth annual convention of the Kentucky Association of Fairs and Horse Shows, held January 10-11 in the Brown Hotel here, was the announcement by Commissioner of Agriculture Ben S. Adams that an appropriation for the aid of fairs would be sought in the current session of the Legislature.

Brown broke the good news during the Thursday night Roof Garden banquet at which he was principal speaker. He would not divulge the amount to be asked, but said that the subject is to be brought up Tuesday (15) during a legislative session at Frankfort.

Tough Going

Kentucky fairmen have been pushing hard for State aid for several years. They almost scored in 1950, but a last-minute log jam of "must" legislation prevented passage of a bill which would have appropriated \$75,000 annually for county fairs and a maximum of \$2,000 per fair.

If the new effort of which Commissioner Adams spoke, closely approximates those figures, it will mean much to Kentucky fairs, which have been hard pressed for years for funds with which to carry on progressive programs. Two years ago, at the association's 1950 meeting, fairmen frankly admitted that their annuals suffered in comparison with fairs of other States, and saw in State aid the means by which they could elevate the quality of their fairs.

About 90 fairmen attending this year's convention voted to return the meeting to the Brown Hotel in 1953, but set dates of January 8-9 so that their meeting does not overlap the Ohio fairmen's convention. The Kentucky meeting suffered this year because its dates overlapped Ohio's. The many fairs represented at the Buckeye meeting was a lure which drew many showmen-exhibitors to Ohio, with the result that only about 25 turned up at the gathering here.

Now Secretary-Treasurer

Second biggest piece of news was the association vote to combine the office of secretary and treasurer. L. (Doc) Cassidy, Louisville, who served as secretary for the past three years, was given a rousing vote of thanks, a \$100 check in appreciation of his work, and was elevated to the vice-presidency. His post will be taken over by Treasurer Ray P. Welker, prominent Shelbyville tobacco warehouseman, and the secretary's office moves there. Calvin Shoemaker, Harrodsburg, 1951 vice-president, was elected to the presidency, succeeding J. W. Shaw, Alexandria.

Directors elected for 1952 terms

Re-Elect Giles As President At Reading

READING, Pa., Jan. 12.—John S. Giles was elected to his 20th term as president of the Agricultural and Horticultural Society of Berks County, operating body of the Reading Fair, at a Saturday (5) meeting of the group.

Other officers re-elected included Chester W. Brumbach, first vice-president; Harry J. Schad, second vice-president; Charles W. Swoyer, secretary; Paul H. Estery, assistant secretary, and Albert W. Swoyer, treasurer. The six officers also retained their posts as directors. One new director, Horace W. Miller, was elected.

Other directors re-elected included Haber Emswiler, Newton W. Geiss, Alvin F. Kemp, C. Paul Lied, Jacob H. Mays, W. Arthur Morris, Russ Moyer, Robert P. Riegel, George L. Roller, Dr. H. B. Rolson, George W. Schuler and J. George Zerr.

are: J. B. Messer, Brodhead; Nelson Breze, Falmouth; Frank C. Rapier, Waverly; Grover Gilpin, Columbia; Willis Stout, Jefferson County, and Jack Stengel, Russellville.

During the meeting members discussed the possibility of organizing a harness racing circuit in the State, but postponed action until one of the three extra meetings they voted to hold during the year. Purpose of these meetings will be to discuss various problems affecting Kentucky fairs.

Members also appointed grievance, arrangements and legislative committees, and pledged support of association projects and mutual co-operation.

KAN. ANNUALS SEEK AID HIKE

Record Representation Marks Two-Day Topeka Convention

By FRANK R. JOERLING

TOPEKA, Kan., Jan. 12.—Aid to Kansas fairs will be increased by \$1,000 each if Senate Bill 252 passes both Houses. It was disclosed at the annual meeting of Kansas Fair Association in Hotel Jayhawk here Tuesday and Wednesday (8-9). Measure provides for appropriation of \$63,000 to be distributed among the counties for use by various annuals.

Under the present aid set-up, Kansas fairs receive \$2,000 each, which is earmarked for use as premium payments. The proposed extra \$1,000 could be used as they see fit, such as for re-building or upkeep.

Attendance at the meeting was of record proportions. Out of 80 annuals in the State, 78 were represented. Everett Erhart, Stafford, association secretary, reviewed the year, pointing out that early summer floods did much to hold down gross receipts. Three fairs were compelled to cancel due to floods.

John Morse, Mound City, association president, presided at the opening session, with speakers including Roy Freeland, secretary of the State Board of Agriculture, and D. Linn Livers.

J. Harold Johnson, State 4-H Club leader, was the key speaker at the Wednesday session. Harold Shull, St. Francis, addressed the convention on "Why My Fair Clicked," and was followed by an open discussion led by Fred Arnold, Cottonwood Falls. The afternoon session was cut short so the delegates could meet with the State Board of Agriculture. Virgil C. Miller, secretary-manager of Kansas State Fair, Hutch-

Middletown Elects Baird '52 President

MIDDLETOWN, N. Y., Jan. 12.—Leonard Baird was elected president of the Middletown Fair for August 11-16 and last year's attendance was revealed as 88,263 persons for six days of the annual Orange County Fair Association meeting here.

Other officers elected included Dr. A. M. Skewers, vice-president; John Chambers, treasurer; Robert B. Austell, secretary; W. James Francisco, superintendent of grounds, and Judge Samuel W. Eager, attorney. Members of the executive committee are Odell S. Hathaway, chairman, and Balrd, Skewers, Chambers, Austell, Francisco, Eager and Willis Simpson. Directors include Louis Shull, Ira Carpenter, Milton Grover and Ralph Kohl.

There is a possibility of this year's fair opening Sunday, August (Continued on page 57)

PERHAPS IT WAS THE PURPLE COW

RALEIGH, N. C., Jan. 12.—Topics listed for after-banquet speakers at the Friday (18) meeting of North Carolina Association of Agricultural Fairs here definitely accent the off-beat.

Sam Nunis, director of many big car racing events in the East, and Jack Kochman, thrill show operator, are set to tell "Why We Like Hadaool." L. Y. Ballentine, State commissioner of agriculture, will explain "How I Beat the Governor Milking the Cow." A bit enigmatic is Carl Goerch's topic, "When I Was Mr. De Forest."

Program states that "the banquet will be informal, and ladies are expected to attend." At another point it informs the staff side that they "will be permitted to wear mink coats."

Big Turnouts Mark Minnesota Confab

Allen Doran Re-Elected President, Earl Huber Renamed Vice-President

By CHARLIE BYRNES

ST. PAUL, Jan. 12.—A near record turnout of Minnesota fair executives attended the 93d annual convention of the Minnesota Federation of County Fairs here in the St. Paul Hotel, Monday thru Wednesday (7-9). Problems timely to fair management were discussed.

Alfred D. Stedman, associate editor, St. Paul Dispatch-Pioneer Press, was one of the key speakers in the business sessions and told the fairmen that their annuals bridge the gap that exists between city and country people and provide a common meeting ground for the two branches of the population.

He lauded the fairs for their important roles in development of livestock and for their youth programs and advised the execs to look ahead and develop an expanding usefulness. The function of a fair in demonstrating visually both agricultural and industrial progress is a function that will never die out, Stedman said.

At the annual secretary's breakfast, now an official session of the federation, Bill Holm, past president of the organization, headed up an open discussion among members of the State Legislature on State aid. It was also announced at the breakfast that dues of the federation would be based on the gross income of the fairs. These are to be arranged on a sliding scale with fairs grossing less than \$15,000 paying \$20 and up to \$50 for those whose receipts top the \$40,000 mark. Others who took part in the open session included Frank Duncan, Fairbault; Harry Smokel, Treasury Department; Bob Whitaker, public examiner, and Allen Doran, federation president.

Other State fairmen who participated in the regular business sessions included Mayor Edward K. Delaney of St. Paul, who welcomed the delegates; Earl E. Huber, Clyde E. Kelsey, George W. Gleixner and Cy Mattson.

All officers and directors were re-elected. Allen J. Doran, Grand Rapids, was renamed president for his second term; Edward K. Whelan, vice-president; Clyde E. Kelsey, Wadena, treasurer, and George W. Gleixner, North St. Paul, secretary.

Cy Mattson, Warren, was named to succeed Albert E. Thompson on

the board of directors, as Thompson moved up to the Minnesota State Fair board of managers. Other directors re-elected were Hubert Hanson, St. James; Joseph G. Germann, St. Paul; Logan O. Secor, Lone Prairie, and C. A. Anderson, Littlefork.

Out-of-State fairmen attended the meeting in abundance this year. Included among the visitors were Andy Hanson, Cedar Rapids, Ia.; C. C. (Chuck) Nichols, Cresco, Ia.; Al Halvorsen, Sioux Falls, S. D.; Leon Brown, Storm, Ia.; H. R. Seyforth, Elsworth, Wis., and Ralph Seyforth, Mondovi, Wis.

At the opening business session, six new secretaries were announced throughout the State. These were Ernest Wubbels, Preston; R. B. Agnew, Littlefork; Gilman P. Gandrix, Glenwood; Harold Baumgarten, Bird Island; Robert Leslie, Proctor, and Raymond F. Erickson, Fertile.

Dr. J. O. Christanson, director of agricultural short courses at the University of Minnesota, was key speaker at the annual banquet and luncheon Tuesday night (8) in the ballroom of the hotel. Following supper, the Hal E. Garven agency, Minneapolis, staged the show.

Acts included Nick Ball, roller skating; Russ Charles, comedy pitch; Dean Frandrup, songs and yodeling; Barlindos, hand balancing and Riley; Burns and White, songs and dance; Lou Kams, balancing; Thompson Brothers, trampoline, and Dennis White, emcee. Wally Olson's ork cut the show.

Wyo. Events Re-Shuffle 1952 Dates

CASPER, Wyo., Jan. 12.—Wholesale re-shuffling of Wyoming fairs and rodeos took place at the meeting of the newly formed Wyoming Fair and Rodeo Association held here in the Henning Hotel, Monday (7).

Taking the lead in the changes were the Central Wyoming Fair here and the Western Plains Fair, Cheyenne, both of which moved out of the crowded week that precedes the Wyoming State Fair, Douglas. Last year, 70 per cent of the State's annuals operated during that week. The Casper fair has tentatively set August 13-16 as its '52 dates.

Others to formally be led included the Johnson County Fair, Buffalo, which teamed up with the Campbell County Fair, Gillette, and the Park County Fair, Powell, which joined with the Basin County Fair, Basin. Others are expected to follow.

Key speaker at the one-day meeting was Howard Sharp, manager of the Wyoming Commerce and Industry Commission, who lauded the annuals on the date changes. Dick Mader, of the Northwest Ranch Cowboys' Association, also addressed the delegates.

A committee composed of Rex Crews, Cheyenne; Ivan Daugherty, Baggs, and R. S. (Bob) Latta, Casper, was appointed to secure a hearing at a special session of the Legislature if it is called to iron out some technicalities in State laws with regard to the set-up of fair boards.

South Jersey Sets Dates

CAMDEN, N. J., Jan. 12.—Sam Burdgett again has been appointed secretary and director general of the South Jersey State Fair and Exposition, and this year's dates have been set for May 25 thru June 1.

O. C. Buck Shows have been contracted for the midway. In order to handle a greater flow of work, fair officials have moved into larger offices here. Address now is Suite 603, Broadway-Stevens Building, 300 South Broadway.

inson, was named president of the association. Harold D. Shull, St. Francis, was elected vice-president and Erhart was renamed secretary-treasurer. New line-up of directors includes John Keas, D. Linn Livers, George Dietrich, John H. Morse, Dr. V. L. Partidge, Lloyd E. Hittle, Fred Arnold, C. S. Peck, Louis A. Baker and L. H. Galloway.

Gov. Ed Arn delivered the key address at the banquet Tuesday night. Morse, Erhart and Miller also spoke before record crowd of 328. Lou Baker managed the event.

Following supper, a floorshow was presented by J. C. Michaels Attractions, Truex-Drake Theatrical Enterprises, Wheeler-Pittman Theatrical Agency and the KANS Corral Gang. Acts included the Skating Whirlwinds, roller skating; Lonnie Wessell, impersonations; Lou Morgan, cyclist, and Corky Edminster and His KANS Corral Gang. Lew Gallo-way emceed the show.

Charles Krueger Named MAFAE's Pilot for 1952

By FRANK R. JOERLING

JEFFERSON CITY, Mo., Jan. 12.—Charles L. Krueger, Kirksville, was elected president of the Missouri Association of Fairs and Agricultural Exhibitions at that body's seventh annual convention, January 10-11, in the Governor Hotel here. He succeeds Jack Atkinson. Also elected were: C. L. Carpenter, Trenton; C. F. Low, Warrensburg; J. F. Armstrong, Cape Girardeau; Joe Knollmeyer, Linn, and O. R. Tripp, Aurora, vice-president, and Secretary-Treasurer Rollo E. Singleton, Jefferson City.

Called the best attended gathering ever held by the association, the large group of delegates heard Commissioner of Agriculture Robert F. Thorberg speak at Thursday's opening session on how

Clearfield Names Clark 1952 Prexy

CLEARFIELD, Pa., Jan. 12.—Edward A. Clark was re-elected to his third consecutive term as president of Clearfield County Fair Board at a recent reorganizational meeting held in the Clearfield County Fair office here.

Eddie McCoy, a new member, was elected vice-president, and Joseph Hogenotogler was re-elected secretary, a post he had held for the past six years. Fair members of the executive committee also were named. They are Hogenotogler, Mr. Weimer, John Harry and William Lanich.

the State is, from year to year, increasing State aid to county fairs. W. E. Preston then spoke on elaborate plans for the 50th anniversary celebration of Missouri State Fair, Sedalia, and Atkinson reported on the recent convention of the International Association of Fairs and Expositions, Chicago.

Friday's session opened with Preston giving a running account in conjunction with movies of 1951 Missouri State Fair. This was followed by a panel discussion on "Problems of Missouri Fairs," led by Adolph Kies, Jackson; Art Bond, Mexico; Arla F. Hildegied, Butler; Elmer F. Lind, Cape Girardeau; and Bud Moore, Linn. Another discussion "What Concession People Have a Right to Expect From Fair Management," was handled by J. O. Greene, Snapp's Greater Shows; K. H. Garman, Sunset Amusement Company; J. H. Sharp, American Beauty Shows; Frank M. Sheridige, Boyle Woolfolk Agency; Ed Mahaffey, Mahaffey Tent & Awning Company; Leo Overland, Joe Chitwood thrill show, and Al Sweetney, National Speedways, Inc.

At Thursday night's banquet in the Grand Ballroom Atkinson presented mementos honoring past presidents of the MAFAE. Those receiving them were Art Bond, Mexico, 1945-47; Adolph Kies, Cape Girardeau, 1948-49, and Earl Langfitt, Bethany, 1950.

Bill Tracy emceed the floorshow and played the harmonica. (Continued on page 57)

Riverview Readies Rotor Site, Plans Revised Ad Policy

European Ride to Be Delivered In April; Poster Panels Dropped

CHICAGO, Jan. 12.—Preliminary preparations for installing a rotor ride are under way at Riverview Park here, and Bill Schmidt said that the device is scheduled to arrive in April.

Riverview is one of four spots adding Rotor's this year. These rides are to come from the British company headed by Max Meyers, Schmidt said.

He said that the installation would be on a long-term lease and concession basis. Ride will be erected near Riverview's Parachute and will occupy a site formerly used for an Octopus. At the same time Schmidt said that at Riverview is planning changes in its advertising program of last season. An extensive schedule of sniping will replace

the 24-sheet poster panel series and transit cards used previously. Schmidt said the previous program was considered too diluted. The snipes will range up to 24 sheets and will involve eight or nine times as many locations as last year's set-up.

Much attention will be given to hits on highways leading into Chicago, he said, as a pitch to out-of-town trade. A survey showed 40 per cent of the park's automobile business which could be checked came from outside of Chicago, and the new plan is to seek even a higher percentage.

Mail Plan Studied

Up for study is Riverview's long standing system of direct mail advertising. A mailing list developed by the park over the years and including about 600,000 names has been used for circulating season passes. Last season the spot tested several smaller but entirely new lists and won a spectacular 20 per cent reply where less than 5 per cent would have been considered good. In view of this, Schmidt said, the park is strongly considering substituting new lists for the old on a larger scale this year.

Routine maintenance work is under way at the park, with a crew of about 40 men usually at work. This project will continue with clean-up tasks until about April 1, when the force will be enlarged and the annual pre-season refurbishing will get under way in earnest.

Dick Best again will have the Side Show at Riverview. His operation won strong and expanding business last season, with a three-legged girl being the top attraction. Schmidt said that governmental building restrictions would hold back Riverview's work again this season.

Many Park Men A. C. '51 \$ HANDLE

Attend Rites For Alexander

PHILADELPHIA, Jan. 12.—Many leaders in the park business attended the funeral here Friday (4) of Norman Smith Alexander, operator of Woodside Park, who died January 1. Luncheon was served by Woodside for those who came from out of the city.

Among those attending were: L. K. Chrisman, Riverview Park, Lansdale, Pa.; Elmer E. Foehl and J. L. Barnes, Willow Grove Park, Willow Grove, Pa.; E. A. Arnech, Fischer's Pool, Lansdale, Pa.; Raymond Lusse, Lusse Bros., Philadelphia; William W. Muar, Roseland Park, Canandaigua, N. Y.; Mr. and Mrs. H. P. Schmeck, Philadelphia Toboggan Company, Philadelphia.

Elmer Stronk and Robert Erwin, Alexander's partners in Woodside; A. F. Platt, Woodside; Julian Norton, Lake Compounce, Bristol, Conn.; Edward J. Carroll, president of the National Association of Amusement Parks, Pools and Beaches, and Harry Stora, both of Riverside Park, Agawam, Mass.

Russell Jones, president of New England Association of Parks and Beaches, Boston; William G. de L'Herbe and Aurel Vaszin, National Amusement Device Company, Dayton, O.; R. M. Spangler, Rolling Green Park, Sunbury, Pa.; Melvin Sharpe, Washington; Mr. and Mrs. John L. Campbell, J. L. Campbell Company, Baltimore; John J. Carlin, Carlin's Park, Baltimore; Harry Casino, Belleville, N. J.

Herbert Kline, International Muto scope Corporation, Long Island, N. Y.; George A. Hamid, Steel Pier, Atlantic City; Mr. and Mrs. Robert Guenther, Olympic Park, Irvington, N. J.; David Sternbergh, Playland, York, Pa.; O. B. Jenkinson, Point Pleasant Beach, Point Pleasant, N. J.; Richard Lusse, Forest Park, Chalfonte, Pa., and Paul H. Huedepohl, secretary of the NAAPPB, Chicago.

A. C. '51 \$ HANDLE HITS NEW PEAK

Execs Call Season Best in History, Predict Bigger Returns in 1952

ATLANTIC CITY, Jan. 12.—In spite of all the dire predictions and the walls of regular intervals from many quarters, business in Atlantic City soared to new heights in 1951. Survey figures showed that the dollar turnover, or business settled by check here during the year, exceeded three-quarters of a billion dollars for the first time in the resort's history. According to the survey, dollar turnover totaled \$786,000,000, which is 16.04 per cent ahead of the previous year and nearly four and a half times the 1939 volume. And local business leaders predict 1952 will be at least as good, if not better, than 1951.

The survey figures were taken from the official record of debit charges against checking accounts maintained in local banks by businesses and individuals, compiled by the Federal Reserve Board.

The outlook for 1952 is even more promising in the opinion of such local leaders as Albert A. Marks Jr., president of the Chamber of Commerce; Jack Lippincott, president of the Hotel Association; Albert H. Skean, manager of the Convention Bureau; Gerald Trench, president of the Restaurant Association; Arthur A. Handler, chairman of the Merchants' Division of the Chamber of Commerce, and Frank Amstutz, executive secretary of the Chamber and Hotel Association.

New Roads An Aid

Said Skean: "We have booked more large conventions for 1952 than in 1951. Convention-wise, it looks very good." Chamber president Marks predicted business will remain on a high level, adding: "There is little doubt but that Atlantic City enjoyed the greatest season in the year just ending. While there was more than a seasonal lull during the late fall, because of the cyclical absence of some large conventions, I think we may look forward to an even greater year in 1952." He further pointed out that the upswing in convention business, plus the additional traffic that can be expected from the opening of the Delaware Memorial Bridge and the New Jersey Turnpike, should combine to keep business activity here on the "upper shelf" for an extended period.

Hotelman Lippincott said the outlook for 1952 looks very promising. He said all hotels enjoyed good business in 1951, particularly during the spring and summer, and with the increase in convention trade, 1952 should be a good year for both regular and convention business. Handler expects business conditions to remain good as long as full employment continues and people maintain the high living

standard of former years. He pointed out that many business houses have enlarged their facilities which means they are expecting more business.

Trench, reporting for the Restaurant Association, said 1951 was a much better business year for his industry than 1950, and that all restaurant owners were "optimistic" over prospects in 1952. "January looks good," he said, "with the carper's convention. We can't expect much in February and March. Beginning with Easter, which comes in April, we can expect the remainder of the year to be as good, if not better, than this year."

Amstutz, as secretary of both the Chamber and Hotel Association, said all indications point to another banner year. He said the Hotel Association's housing bureau had more calls for accommodations during week ends and holidays last summer than ever before. In addition to the regular visitor trade and convention business, Amstutz reminded that the resort will have the Mid-Atlantic Farm Show in December when Louis St. John, chairman of the show's board, expects to attract more than 100,000 winter visitors to the resort. The Farm Show, for the first time here, will be staged in Convention Hall.

GET A REVOLVING HOLLYWOOD SPOTS-LITE

IT'S NOT A CRYSTAL BALL

NO AMBROSIO TO BREAK WASH OR POLISH

CHAMBER OF COMMERCE BEAUTY MODERN GROOMING LIGHTING FIXTURES AND LINGERIE. IT'S THE FIRST IN AMERICA. SKATING RINKS. CLUBS. FINEST RESTAURANTS. BEACHES. SECURITY.

Write for Complete Free List

HOLLYWOOD SPOTS-LITE CO.

Dept. B 7632 No. 14th St. Omaha, Nebraska

SKEE-BALL

Reg. U. S. Pat. Office

America's Favorite Skill Game

for Parks, Resorts or Location.

Capacity 80 Games Per Hour.

5c or 10c coin slots optional.

STUNTS

FOR DARK RIDES AND WALK-THRU

Write for Information

PHILADELPHIA TOBoggAN CO.

130 E. Duval St., Phila. 44, Pa.

FOR SALE

22 ft. Little Beauty Maryland-Bonded, Altam (Hercules) make, A-1 shape, price \$3,500.00; one #3 Ed Wheel, A-1 shape, price \$3,500.00. Address:

MAXIE PARK

Route 10, Box 248 on North 20 Highway

Charlotte, N. C.

127 Rail-Limited Tonnage of Belayors

Immediate Shipment—Rails practically new. Price \$7.00 a Cwt.—F.O.B. Loading Point. Offered Subject to Prior Sale

Address:

M. K. FRANK

480 Lexington Ave., New York 17, N. Y.

DANCE PROMOTER

Ball Room Available

Excellent proposition operating Sunday Night Dinners.

Industry and Service Personnel Impact

OCEAN BEACH PARK

New London, Conn.

Koala Bears Sent To San Diego Zoo For Movie Outfit

SAN DIEGO, Calif., Jan. 12.—For the first time since 1929, the San Diego Zoo is to have koala bears. A shipment of them is due here for care while they are appearing in a motion picture which has Australia for its setting. The animals, prototypes of the toy teddy bear, are being flown from the Sydney Zoo. One is expected a cub. If it is born here, it will be the first of its kind born in this country.

Scrap Coaster At White City

WORCESTER, Mass., Jan. 12.—Dismantling of White City Park's 22-year-old Roller Coaster, once the highest, fastest ride of its kind in New England, was started recently under the supervision of George F. Kender, who helped build it.

The ride will be replaced with a Junior Coaster, to be located parallel to the Boston-Worcester turnpike.

WANTED

BIDS FOR ESTABLISHMENT

KIDDIE PARK

Permanent proposition with long seasons for clean, up-to-date Concession. Good location in public park for live wire Operator. Close to city with large drawing area and ample parking space. **CLYDE A. BRIGGS**, Sec'y Hagginwood Park District, 3290 Marysville Rd., Sacramento 15, Calif.

MINIATURE GOLF

Designed and built for use with mean designed in order for any alert 8000 away during the big season ahead. Attractions include both indoor and outdoor area. Great for resort hotels, motels etc.

Write for literature

HOLMES COOK CO.

23 Pearl St. New London, Conn.

FOR SALE CHEAP

1947 ALLAN HERSHELL LOOPER

With International Motor in good operating condition, \$4,500.00. Car features: Billiard, can be used for parts, all reliable parts and frame new, no motor, \$500.00 cash.

GRIFFEN AMUSEMENT PARK

Jacksonville Beach, Florida

WANTED FOR 1952 OUTDOOR FREE ACTS

WEST VIEW PARK

Pittsburgh, Pa.

Contact **GEORGE M. HARTON AGENCY**

Pittsburgh 29, Pa.

FOR SALE

Mingola B. Car. White, portable type, 3100 lbs. Fine Spring, portable, 24 adult capacity, \$1000. Genuine Western Art. condition for both indoor and outdoor. Write these Major Bids for Kiddie Rides

M. C. SCHNEIDER, Crystal Lake Park

P. O. 3, Madison, O.

Phone: Hamilton 3337

MINIATURE TRAIN

Steam engine type, gasoline operated, 4 coaches, wale 31, 500 feet of track. Very good condition.

JOE GLACY

1524 No. McCook, Plano

Hollywood 28, Calif.

Phone: Hillside 1646

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

MINIATURE TRAIN FOR SALE

Originally purchased for \$3,100.00, used one summer in a downtown theatre; can be bought for quick sale at \$2,000.00. In perfect condition.

WIETHE THEATRES

7617 READING ROAD CINCINNATI 16, OHIO

FOR SALE—MINIATURE STEAM TRAIN

1/8th size scale model New York Central Hudson type locomotive, five coaches, 1,000 feet track and storage shed; all perfect mechanical condition. Snapshots to bone fide prospects.

H. C. CALLIHAN

1340 WOODROW ST. SHREVEPORT, LA.

PARK HELP WANTED

Experienced Office Man, must be fully qualified. Help for all sides. Advise what you can best operate, experience and who you have worked for. Minimum Salary. Give full particulars. Only active, sober, clean-cut people in all departments wanted. Apply at once, as we are on our 32 staff.

HARRY LOTTRIDGE

32 SUMNER ST. BUFFALO 9, N. Y.

Ed Kelmans Buys Rocks' Seaside Spot

NEW YORK, Jan. 12.—With Ed Kelmans, operator of Indian Point Park at Peekskill, N. Y., in the driver's seat, Seaside Park, modest spot at Beach 104th Street in the Rockaways area here, will shoot for greater flash and publicity in an attempt to boost business.

Kelkans revealed this week that he purchased controlling interest in the park last month. Pete Drambour, former owner of the spot, will continue as operating manager of Seaside. Charles (Doc) Morris, veteran in the park field, will handle all special promotions. Working out of his office, Kelmans will be general manager, supervising publicity, general promotion and all financial deals.

At present, the spot has a Lusse Bros. Scooter in a separate-brick building on the grounds and a Whip, Merry-Go-Round and Ferris Wheel. Seaside offers five kid rides, and Kelmans wants to add

three. Of 17 stands in the park four vend food. Two of the food stands front on the street, providing a chance to grab money from pass-by. The stands will be operated by independent concessionaires.

To Run Week Ends

Dig need of the spot, as he sees it, to make it better known to the public. Rides and fronts will get extra flash, and Kelmans is looking for a 60-foot light tower. Newspaper advertising will be used, and radio may also be utilized. He will try week-end operation of the park when weather improves and figures Decoration Day for the start of daily operation.

Until the purchase was made by Kelmans, Drambour had controlled Seaside since 1944. The park is but a few blocks from Rockaways' Playland.

Kelmans said the new enterprise would not affect normal operation of Indian Point.

200 Attend NSA Ladies' Installation

NEW YORK, Jan. 12.—More than 200 members of the Ladies' Auxiliary, National Showmen's Association, were present Monday night (7) at the Park Sheraton Hotel here as Mrs. Beas Hamid was installed as president of the group and other officers assumed their posts.

Included were Mrs. Dolly McCormick, first vice-president; Mrs. Ruth Gottlieb, second vice-president; Anita Goldie, corresponding secretary; Mrs. Cele Forman, treasurer; Mrs. Lillian Swanson, assistant treasurer; Mrs. Lydia Hall, recording secretary; Mrs. Blanche Kassow, chairman; Mrs. Alberta Hines, auxiliary hostess; Mrs. Ethel Shapiro, chairman, board of governors, and Magnolia Hamid, vice-chairman, board of governors.

Program opened with the national anthem, sung by Dorothy

Packman, and was followed by invocation delivered by Mrs. Kassow, and a silent prayer for departed members. A welcome address was given by Mrs. Anna Halpin and a toast to the auxiliary by Mrs. Vi Lawrence. Next came entertainment, provided by the DeAndrea Sisters, the Ferrone Trio, Patia and Kulanah, Lynn and John Kappel, Alex and Galina and Pauline Leslie. Music was supplied by Pete Kopelson and Joe Share.

Gift to Ethel Shapiro

Gift from the auxiliary was given and tribute was paid the outgoing president, Mrs. Shapiro. The candles of fraternal friendship ceremony was next in order, conducted by the honorary permanent president, Mrs. Packman. Mrs. Hamid, Mrs. Packman, Midge Cohen, Helen Rothstein, Ida Harris, Dode Allen, Pearl Meyers, Rose Lange, Flo Lewis Barth, Mrs. Lawrence, Edna Lasures, Dolly Udowitz and Jean Delabates, all organizers of the auxiliary, were introduced by and received tribute from Mrs. Queenie Van Vliet.

Gifts next were presented to outgoing officers and chairmen, including Mrs. Jean Gray Torres, secretary; Kitty Rausch, treasurer; and Mrs. Betty Schatt, recording secretary. Mrs. Shapiro made the presentations.

Mrs. Shapiro next turned the gavel over to Mrs. Hamid, who delivered an acceptance address. More entertainment followed, and life members then were introduced by Mrs. Margaret McKee. They included Mrs. Hamid, Mrs. Packman, Midge Cohen, Fannie Linderman, Edna Lasures, Madge Black, Evelyn Buck, Irene Moore, Shirley Levy, Anna Halpin, Blanche Henderson, Dolly Udowitz, Rose Rosen, Patricia Williamson, Miriam Sandman, Lorena Raab, Margaret Caldwell, Mollie Decker, Zync Caloca, Jane Tubis, Mildred Lasures, Margaret Lux, Gladys Manning, Kate Benet Vesley, Rose Lange, Julia O'Donnell, Hilda Bergen, Mrs. McCormick, Mamie Sibley and Mrs. McKee.

Presenters Edna Lasures, Mrs. Packman, Midge Cohen, Blanche Henderson, Mrs. Van Vliet, Anna Halpin and Mrs. Shapiro also were presented.

Anita Goldie Emceed

Greetings and the receipt of flowers were announced by Anita Goldie. They were received from the Michigan Showman's Association, Hot Springs Showmen's Association, Miami Showmen's Association, Greater Tampa Show Association. (Continued on page 62)

Mighty Page Cements 11 Dixie Events

KINGSTREE, S. C., Jan. 12.—A route of 11 annuals, mostly new spots, has been put together for Mighty Page Shows. Owner Bill Page said he hopes to extend the fair season to 14 weeks.

Dates include Hendersonville, Rutherdunton, Dunn, Oxford, Roxboro, Trenton and Ahoakie, N. C.; Laurens and Marion, S. C.; Martinsville and Rocky Mount, Va.

Work is progressing in local quarters here with the principal project being the creation of an entirely new back end. New Downey light towers have been purchased, as has a Diesel generator from Fabick Company.

Rochester Midway Pact to Coleman

MIDDLETOWN, Conn., Jan. 12.—Richard J. Coleman, manager of Coleman Bros.' Shows, announced from local winter quarters this week that his org again has been awarded the contract to provide the midway at the Rochester, N. H. Fair.

This year will mark the shows' 22d as the annual's midway attraction.

Troupers President Party Pulls Capacity Turnout

LOS ANGELES, Jan. 12.—Membership of the Regular Associated Troupers turned out nearly 100 per cent to attend the 11th annual President's Banquet and Ball at Larry Potter's Supper Club in North Hollywood Tuesday night (8). The staging committee was headed by C. H. Allison with Martha Levine and Virginia Kline acting as co-chairmen.

Also the function was officially the President's Party, Allison turned it into what he termed an "Orchid Night" with all of the ladies receiving flowers.

Following the usual pattern of these festive occasions, cocktails hour started at 7 in the evening with dinner being served one hour later. During the first part of the event, Nancy Kinsell, strolling accordionist, entertained.

Royal Crown Shows Ink Enid, Okla.

TOPEKA, Kan., Jan. 12.—Royal Crown Shows have signed to provide the midway at Garfield County Fair, Enid, Okla., Robert A. (Bobby) Mack, org's general agent, announced here this week at the Kansas fairs meeting. The annual will fit into the show's route between Fort Smith, Ark., and Muskogee, Okla.

Eddie Elkins will have his concessions on the shows.

Shan Wilcox Preps Shows For '52 Tour

MARYVILLE, Tenn., Jan. 12.—Shan Wilcox, for many years a show owner, is returning to the carnival business and will tour "Shan Bros." Shows again this season. Wilcox made the announcement at local quarters as he began assembling a staff and starting other preliminary work.

In October, 1950, Wilcox was ordered to leave the road by his physicians, and spent 11 months at his home here, with most of his equipment leased to other orgs.

Shan Bros.' Shows will go out this season with 12 rides, eight shows and a free act, Wilcox said. Shows will play Tennessee, Virginia, West Virginia and Georgia, the same territory he has toured for 10 years.

Wilcox will rebuild all equipment in quarters. He also plans to buy several new rides and light towers. As to staff and opening bills, Wilcox said these announcements would be made soon.

"I've just reached the decision to go back into business," he said, "and I haven't had time to select a staff. Now that I've made up my mind I am going to get an organization set as quickly as possible." After opening winter quarters, Wilcox plans to go on a booking tour.

Sunshine Gets Midway Pact At Largo, Fla.

TAMPA, Jan. 12.—Sam Holman, owner-operator of the Sunshine Shows, this week announced that he had been awarded the Pinellas County Fair and Horse Show, Largo, Fla. Dates are February 19-23.

Holman said he would augment his equipment for the Largo event, regarded as one of the best of the Florida winter annuals. He plans to present about 20 rides, a sizable back-end and about 100 concessions. It is also likely that a circus or rodeo unit may be added. Unit is also slated to show the Pasco County Fair, Dade City, Fla., beginning January 23. Business is reported good for a series of continuing dates on Tampa lots.

A crew of 20 men, under the direction of Jimmy Deal, is readying equipment for fairs. A searchlight and several light towers have been purchased. They will be used for the first time at Dade City. Pat Frazier, chief electrician and builder, is preparing this equipment.

Fredericton Signs Lynch

FREDERICTON, N. B., Jan. 12.—Bill Lynch Shows will provide the midway at Fredericton Exhibition, September 1-5. It was announced by Ray Crewdson, secretary-manager of the event.

Bill Lynch Shows had the midway here when the Fredericton Exhibition group staged their first postwar revival in 1950. Line-up in 1951 was provided by Model Shows of Canada, operated by Joe Harris and Frank Rome.

Hannum Patient In Philly Hospital

PHILADELPHIA, Jan. 12.—Morris Hannum, operator of the shows bearing his name, is recuperating from a lung operation performed December 21 at Hahnemann Hospital here. Since his confinement may last for several weeks, he would like to hear from friends.

Hannum reported that he is already formulating his plans for the coming season and that the booking of dates is progressing despite his illness.

Don Franklin Org Inks Minn. Circuit

Garman Pacts Rochester, St. Charles; Dobson United Sets Three New Fairs

ST. PAUL, Jan. 12.—Don Franklin Shows, in its first invasion of Minnesota fair territory, this week signed to provide the midway attractions at the five-annual Red River Valley Circuit of fairs. The five spots include Barnesville, Fertile, Warren, Roseau and Mahanomen in that order and will fit with the Fairbault annual, signed earlier.

Owner Don Franklin, who with Frank Gaskins repped the org here, also announced he had re-signed three Texas fairs for the seventh straight year. These include Wharton, Rosenberg and Angleton. He also reported inking the midway at the new stock show to be held in Austin, Tex., March 3-8.

New fairs added to the route of the Sunset Amusement Company include those at Rochester and St. Charles, Minn., along with the Winona (Minn.) Steamboat Days celebration. Also signed here by Owner Ken Garman was the Monday-July 4 festa and the Hutchinson Water Carnival.

Dobson's United Shows represented here by W. C. Dobson and R. E. Patterson, added three new Minnesota annuals to its route. These included Laverne, Jackson and Worthington. Also signed was the Cumberland, Wis., festival.

New additions to Rogers Bros.' Shows signed here at the meeting included Madison and Rush Center fairs. Org will move back into this territory after a still date invasion of Montana where several dates have been signed. On hand from the show were Earl D. C. and Bernard Rogers, S. J. Cole and Bob Laughlin.

Carl Sedlmayr, owner of Royal American Shows and the shows' general agent, Bob Lohman, visited with members of the Minnesota State Fair board here during the meetings.

Al Martin, co-owner of 20th Century Shows, reported signing to provide the fun zone at the Thief River Falls fair. The annual will take the place of a still date before the org moves to the North Dakota State Fair, Minot.

Two new Minnesota annuals were added to the route of Gold Bond Shows at the meeting here, Duluth and Hopkins. Owner Mickey Stark also announced signing to repeat engagements at Hibbing and Grand Rapids and reported inking Plymouth and Friendship, Wis., the latter fair a new one for the org. Ray Swanner was also on hand from the shows.

Veterans United Shows, owned and operated by Charles Carroll and John McDonald, signed two Minnesota dates new to their route. The two additions are Sauk Centre and Montevideo.

Other carnival and supply repp on hand included A. H. Brown and Cliff Manderscheid, Royal United Shows; Mr. and Mrs. Jack Vornberg; Arnold Vornberg and Jay Burk, Badger State Shows; William (Bill) Collins, William T. Collins Shows; Mr. and Mrs. Rocco Schiavone, Mick De Rhusa, Gil Tuve, Ann Skie, Ervin Skie and Ronnie Skie, Rocco Greater Shows; Mr. and Mrs. Hal Gamen, Hal Gamen Shows; Alva Marrand and Herman Henderson, Merriam's Midway Shows; Mr. and Mrs. Henry Klein, Klein's Amusements; Robert Platt and Mr. and Mrs. Bernard Thomas, Art B. Thomas Shows; Mr. and Mrs. Sid Stipes, Stipes Shows; Ned Terry, Wagonconsin-Luxe Company; Mrs. William Wain, Wain Shows; Robert (Bob) Parker, and George Kueh.

Prell Preps For 9 Florida Winter Fairs

KISSIMMEE, Fla., Jan. 12.—Owner Sam E. Prell is supervising final winter quarters activities prior to Prell's Broadway Shows January 21 opening at Sarasota, Fla. Org has nine Florida fairs set for its annual winter trek.

Summer and fall events already booked by Agent Joe Prell include, Butler, Cumberland, Md.; Frederickburg, and South Boston, Va.; Columbia, S. C.; Valdosta and Brunswick, Ga.

Agent Prell pointed out that the shows did not play Union (S. C.) Fair last year, as reported in a news story a week ago. While many showfolk already are on hand at quarters, a mass arrival is expected next week as the shows prepare to pull out of quarters.

Joe and his father, Sam, will make Eastern fair meetings beginning with the Georgia session.

EYE PRIZE ROUTE

Easterners Load Up To Stalk "A" Circuit

NEW YORK, Jan. 12.—For the first time in a number of years a full complement of Eastern representatives will attend the Western Canada Association of Exhibitors meeting at Winnipeg, January 21-23, to demonstrate their interest in the prize "A" Circuit. Representatives of at least one org are prepared to participate actively in the bidding.

Frank Bergen, general manager of the World of Mirh Shows, has assigned the Western mission to his agent, Gerald Snellen. This will be the first appearance made by a World of Mirh exec at the Western confab in more than a decade.

Bergen indicated that Snellen's attendance this year will be exploratory in purpose, but said that his show was definitely interested in and equipped to play the dates. Bergen and Concession Manager Bernard (Bucky) Allen will attend the Eastern meeting, although booking interest is nil since the show's fair route is solid.

C&W Anxious

Jack Wilson and Izzy Cellin are believed anxious to make a strong bid on behalf of their Cellin & Wilson Shows. With Agent Ralph Loekett to assist, they have a potent three-way maneuverability in reaching out for choice

spots since the Eastern and Western fair meetings also command their attention.

The C&W group has strengthened its fair route each year since going on rails and the owners are quick to admit that they are anxious to engineer additional gains.

Scheduled to attend again and even-ready to come up with a timely proposition on behalf of the James E. Strates Shows is Curtis Bockus, general agent. Owner Strates has never lost an opportunity to strengthen his route, and even the admitted big job involved in running a big show is not enough to curtail his show business activities as was demonstrated this winter, when he revived the Johnny J. Jones Show title and launched a new railroad unit.

Eastern biggles brush aside all of the problems, concerning transportation principally, that are usually voiced in connection with the "A" Circuit. They are all admirably equipped with show and ride equipment and literally building at the seams in this respect.

Bockus, the careful planner, has the situation well in hand, analytically speaking. He has investigated every possible contingency and has answers ready.

Pay Tribute To Deceased At SFA Rites

SAN FRANCISCO, Jan. 12.—A decorated chair replaced the floral animal case atop the Show Folks of America monument in Showmen's Rest at Olivet Memorial Park during the fifth annual memorial services held Sunday (6). The group paid tribute to its departed members and particularly to Fred Weidmann, the organization's first president to die while in office.

Pal Purcell, of "Skating Vanities," was principal speaker at the ceremonies arranged and directed by Harry G. Seber, who has headed this event since its inception.

The ceremonies were opened with the pledge of allegiance and followed by group singing of the National Anthem led by Carl Carlson. Forest Hill Glee Club, a choir of male voices, rendered a sacred number.

Purcell praised the organization for its fine work in establishing Showmen's Rest in such a beautiful setting. He pointed out that SFA had completed one of the major show group goals in a short time. The indebtedness was retired in four years. The speaker also pointed out that with this achievement, the membership could now turn its efforts to other equally important work.

A wreath was placed on the monument by Mike Krokos, under whose presidency the indebtedness was retired, and Doris Mowrie, incoming president. Krokos also guided the organization during Weidmann's unexpired term.

Against a background of soft music by the orchestra, Seber called the roll of 50 departed members. The glee club then offered its second and final number.

The firing squad gave its salute during the raising of the flag with the services ending with the group led by Carlson, singing "God Bless America."

Seber thanked the membership for attending in the face of the bad weather. Usually held in December, the services were postponed to work into the SFA program, which includes installation of officers. A heavy rain and a cold fog that settled over the area during the morning hours failed to affect the attendance.

Los Angeles Club Plans Purchase Of Own Building

LOS ANGELES, Jan. 12.—Regular Associated Troupers this week announced plans for the purchase of a clubhouse to be occupied when the lease on their present quarters expires this year.

A \$3,000 appropriation from the treasury has been okayed by the membership and an additional \$2,000 in donations has been received toward purchase of the building. Fred C. Smith, Frank Babcock and Joe Krug have been appointed to locate a suitable structure.

Donations have been received from members including Nellie and Fred Ramsey, Mike and Babe Herman, Lilabel Williams, David and Emily Friedenheim, Ethel and Joe Krug, Nell and Harold Robideau, Mora Bagby, Martha LeVize, Harry Levine, Fred and Helen Smith, Marie Bailey, Sam and Lucille Dolman, Irl and Norman Schue, Lucille King, Bill and Nancy Meyer and Marie and Pete Kortz.

Also Jennie Riegel, Ed and Peg Butler, Sam Brown, Harold Muck, Virginia Kline, Jack Vinnick, Zee Wick, Estelle and Elmer Hanscom, Frank Babcock, C. H. and Inez Alton, Myrtle Hunt, Ida Chase, M. H. and Maxine Ellison, William Davis, Jimmie Dunn, Eve and Alfred Scott, Elsie Brizendine and Charles Halley.

Royal Expo Gets Key West Contract

KEY WEST, Fla., Jan. 12.—J. P. Bolt's Royal Exposition Shows have been contracted to provide the midway at Monroe County Fair to be held in the new Wickham Stadium here February 12-23. Pearl Barfield Reed announced this week. Poincane Recreation Commission is sponsoring the fair.

Mrs. Reed is the widow of C. E. (Doc) Barfield, former carnival owner. She is making this city her permanent home.

300 Turn Out For MSA Feed

MIAMI, Jan. 12. — Over 300 members, their families and guests attended Miami Showmen's Association's eighth annual banquet and ball at Jack Lynch's Bench-comer niety, Miami Beach, Fla., Thursday night (3). Among dignitaries on the dias were Miami's Mayor R. Lee Powell and State Representative Robert L. Floyd.

Also at the speaker's table were George A. Golden, MSA president; Leo Bistany; William Cowan, International Association of Showmen; Carl L. Hanson; George A. Brautigam, club's attorney; Don Lanning, toastmaster; Lew Lange and P. J. Finnerty, banquet and ball chairman; Sigmund Eisenberg, president of the 29'ers Club; S. T. Jessop, Showmen's League of America; Edward Walters, Hot Springs Showmen's Association; Marvin Keys, Michigan Showmen's Association; Carl J. Sedlmayr, Greater Tampa Showmen's Association; Oscar C. Buck, National Showmen's Association; H. E. Stahler, club's executive secretary; Phil Cook and Robert K. Parker.

President Golden presented gold membership cards to Brautigam, Lanning and Danny Della membership committee chairman, who turned in over 50 new members during the year. Handsome clock memorandum books also were presented to a number of members for their services to the club during 1951.

A floorshow and dancing followed the dinner.

Specks Groscurth Contracts Three Hoosier Annuals

OWENSBORO, Ky., Jan. 12.—Blue Grass Shows have signed contracts to furnish the fun zone at three Indiana fairs, C. C. (Specks) Groscurth, owner, announced here on his return from the Indiana fairs meeting. The annuals are located at Franklin, Brownstown and Princeton.

Work at quarters here is being held up pending arrival of Grant Chandler, who will supervise construction of several show fronts, Groscurth said. A Pretzel was recently purchased from Hass & Wilkerson, Kansas City.

Groscurth, along with Mrs. Groscurth, was skedded to leave here to attend the Atlanta meeting.

Miami Show Club Installs Bistany As '52 President

MIAMI, Jan. 12.—Leo Bistany was installed as president of the Miami Showmen's Association here Tuesday evening (8) with appropriate ceremonies during the organization's regular meeting. He succeeds George A. Golden.

William Cowan was installed as first vice-president and Bernard (Bucky) Allen as second vice-president by proxy. William Moore was inducted as third vice-president; Oscar Buck, secretary; Carl L. Hanson, assistant secretary; and Mel Dodson, treasurer.

Golden officiated at the ceremonies and turned over the gavel to Bistany. Meeting, which was attended by 178, ended with a buffet supper served by Michael Roman.

Rocco Greater Bows May 1; Adds Ride

ST. PAUL, Jan. 12. — Rocco Greater Shows, this week, completed plans to launch their 1952 tour here May 1. Route will take the org thru Minnesota and North and South Dakota. Manager Rocco Schiavone announced. He said that a new Merry-Go-Round and two trucks have been added to the rolling stock.

Gil Tuvy, general agent, announced that five fairs and a number of celebrations have been contracted. On hand at local quarters are Raymond O'Hara, assistant secretary; Leo and Milly Cibur; Ervin, Ann and Ronald Skic; Claude Wildenauer, Hubert Konklin; George Kush, Funhouse operator; Leo Magel and Jimmie Bolander.

Schiavone said that Chief Little Wolf has booked his Athletic Show with the org for 1952.

★ ★ ★

C. C. (SPECKS) GROS CURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

★ ★ ★

NOW BOOKING FOR THE 1952 SEASON

OPENING APRIL 17 AT OWENSBORO, KY., WITH A CHOICE ROUTE OF "FIRST IN" STILL DATES AND A CIRCUIT OF 16 BONA FIDE FAIRS—16, INCLUDING THE DU QUOIN STATE FAIR, DU QUOIN, ILL.; THE MID-SOUTH FAIR, MEMPHIS, TENN.; AND THE GREAT CAROLINERSVILLE FAIR, CAROLINERSVILLE, MO.

CAN PLACE FOR THESE DATES AND THE ENTIRE SEASON

CONCESSIONS: All kinds of Hunky Parks and Prime Everlasting Concessions, such as Ball Games, Fish Ponds, Fish Thru You, Wax, Biting Game, Country Store, Shoot Range Gallery, Jewelry and other legitimate Concessions. (POSITIVELY NO PLAT STORES)

RIDES: Will place one non-conflicting Major Ride such as Kaptire or Fly-o-Plane. Can place 3 or 4 Kiddie Rides, must be factory built.

SLEEPS: Foremen and Second Men for all Major Rides. Must be licensed seal drivers. Also can place Man for Matquees and Light Towers. Also Kierickian who understands Sperry Search Lights.

SHOWS: Would like to hear from good Monkey Show with own outfit. Also Motorcrome or any outstanding attractions with own equipment and transportation.

Box 471 ADDRESS: C. C. GROS CURTH, GEN. MGR., OWENSBORO, KY. Phone: 5-5211

CAVALCADE of the WEST

CAN PLACE FOR COMING SEASON

OPENING IN CALIFORNIA FIRST WEEK IN MARCH. WILL TOUR CALIFORNIA, OREGON, WASHINGTON AND CANADA.

CONCESSIONS: Legitimos. All kinds. Excellent territory for BINGO.

KIDDIE RIDES OF ALL KINDS: Will consider giving one party seasonal.

SHOWS OF ALL KINDS: 10-in-1, Athletic, Grand, Excellent territory. Will furnish equipment for good Gull Show Operator. Honey Lee Walker, please contact.

STREAMLINER TRAIN Good condition. Will roll and back on show.

WANTED—CANNON ACT

This outstanding Show will play a most prosperous territory. Will carry 10 Major Rides and plenty of Light Towers. Contact: BOB SCHOONOVER, Owner-Manager, DANNY FERGUSON, Business Manager 301 SO. BEACH STREET PLEASANTON, CALIF.

DON FRANKLIN SHOWS

Now Booking for the Three Following Stock Shows

SAN ANTONIO, FEBRUARY 15th THRU 24th
SAN ANGELO, FEBRUARY 27th THRU MARCH 1st
AUSTIN, MARCH 3d THRU 8th, ALL TEXAS

Place Eat and Drinks of all kinds, sell "T" on Procto Pops. Place Hunky Parks of all kinds, price \$75.00 for San Antonio; \$35.00 for San Angelo and Austin. Want Motorcrome for these Stock Shows. Our 1952 route practically complete—Red Oak, Iowa, July 4, followed by six Minnesota Fairs, three in Iowa: Bethany, Mo.; Texas State Fair, Wharton, Rosenberg and Angleton, Texas, and others thru Nov. 11. Interested in booking Rides, Shows and Concessions for entire season. Want Ride Help. Foreman for Looper at once. Alex Tolliver, Manager Man, contact me. All replies.

DON FRANKLIN SHOWS, Winterquarters, BOERNE, TEX.

Royal Exposition SHOWS

SPECIAL ANNOUNCEMENT

This Show will NOT play VeroBe, Fla., week commencing Jan. 31 due to conflicting dates with Sarasota Fair same week. Definitely will open at Lake Wales, Fla., Fair, Monday, Jan. 28, with Trivette, Key West, Belle Glade, Ocala and two other East Coast Fairs to follow.

Want Griddle and other Dinner Help, Concession Agents for Milk Buttes, Soap-fa, Fish Ponds, etc. RIDES—Will Show Cam and Caterpillar. SHOWS—Want Musical Shows, Trained Animal Shows, Motorcrome, Fun House and Hit Shows. Can see several Concessions that work for Stock only. Address all mail and wires to:

Palmetto Trails Park, Orlando, Fla., until Jan. 24, then Lake Wales, Fla.
J. P. BOLT, ROYAL EXPOSITION SHOWS

W.G. WADE SHOWS

Now Contracting RIDES • SHOWS • CONCESSIONS •

For our 1952 Season

C. P. O. Box 1488
Detroit 31, Michigan

Frank W. Babcock UNITED SHOWS

BOOKING CONCESSIONS FOR RIVERSIDE COUNTY FAIR AND NATIONAL DATE FESTIVAL

FEBRUARY 19-24

WANT Competent Manager to handle show. Experienced Ride Help, Cook House open. P.C. deal. Contact: H. COFFELT, Secretary

Chandler Hotel, 834 S. Main St. Phone: Trinity 5365 Los Angeles 14, Calif. "Smitty," contact Coffelt.

C. A. STEPHENS SHOWS

Opening early March.

Place for 1952 season. Shows and Concessions working for stock. **BOX 1017**
Crystal River, Fla.

FOR SALE—FLY-O-PLANE—FOR SALE

Ride is practically new, latest model, complete with ticket box, engine, etc., exactly as it left factory. Will discount 50% for cash deal. Also have 20 ft. Tracer.

F. HOLLINGSWORTH
HAWKINSVILLE, GA. PHONE 469-21

OLD-TIME CONVENTION

Business First, Then Social Programs to Key CMI '52 Show

CHICAGO, Jan. 12.—An all-out effort will be made to make the 1952 International Coin Machine Exhibition a typical old-time industry show, the board of directors of Coin Machine Institute announced following a meeting of the board with its convention committee here this week. Meanwhile, four more firms sent in signed contracts to exhibit at the event scheduled February 4-6 at the Hotel Sherman here.

With business the main objective, the exhibit area will be open from 10 a.m. to 10 p.m. each of the first two days and 10 a.m. to 4 p.m. the final day. Early closing on February 6 will permit exhibitor personnel and visiting operators ample time to prepare for the banquet to be held at 7:30 that evening.

The operator's registration fee to visit the area has been set at \$1. This will insure that non-interested persons will not clutter up the display area looking for samples and give exhibitors and operators plenty of room to consume sales.

Gottlieb also disclosed that his committee is lining up a top-flight band and floorshow for the banquet. He promised the evening would get off to a solid start with a dinner. The banquet will be held in the grand ballroom and will be limited to the first 1,200 conventioners applying for tickets. Since the tickets for the well-rounded evening will be scaled at a low price he advised operators to write in for tickets immediately.

One of the favorable signs that the convention will be well attended is indicated in a statement by Earl Benedict, convention manager for the Hotel Sherman. He said room reservations received in the past two weeks, plus those already on file since the show was announced, clearly point up the high interest in the event by not only domestic members of the trade but also common in England, France, Algeria, Canada, Mexico, Sweden, Newfoundland, the Philippine Republic and several South American countries.

The four latest exhibitors to sign up are Royal Engineering Company Englewood, Calif.; Helmsco, Inc., Chicago; Greenglass Sales Company, Long Island City, N. Y.; and the Mitchell Company, Minneapolis. (For the previously announced \$2 booth holders see The Billboard, January 12.)

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Genco Distributors Show Five Ball Double Action

CHICAGO, Jan. 12.—Genco distributors throughout the country have started showings on a new type five ball game called Double Action featuring simultaneous action on the playfield and back rack.

Housed in a de luxe cabinet, Double Action is virtually two games in one with the action on the playfield controlling balls for extra play on the back rack with the secondary action on the back rack in turn controlling high score and leading to replays. The playfield features widely spaced stretch rubber bumpers, pockets and powered kicker bumpers which can score and kick from any angle. With this type of location of play features and because the game's flippers are at the bottom of the playfield, skillful players are able to knock balls back on the upper scoring areas for additional scoring runs on the same ball.

Replays can be won both on the back rack and playfield. On the back rack alone it is possible to record up to 20 replays.

Cohn to Show 4-Gaited Coin Horse at CMI

NEW YORK, Jan. 12.—A coin-operated horse boasting several new operational features will be introduced to the trade by Conat Sales at the Coin Machine Institute convention in Chicago next month. President Nat Cohn said that his firm has been awarded exclusive national distribution rights for the amusement device and that deliveries will begin immediately after the CMI concludes.

Called Buckeroo, the horse will treat its rider to four separate motions, or gaits, during each play cycle. The different gaits follow each other in pre-set rotation without rider control.

Other features pointed out by Cohn are two separate coin chutes. One drop will offer a minute ride for a dime, while the other will actuate the mechanism for three minutes upon insertion of a quarter.

Saddle and accoutrements are of authentic cowboy styling, stated Cohn. The mechanism is direct drive, without belts or pulleys. Service is accomplished thru a side opening.

Dane Has New Film Process

COPENHAGEN, Jan. 12.—Architect Bjelby, creator of a new process for making plastic films for use in coin-operated machines, is looking for suitable locations in midtown Copenhagen to set up an arcade to house his new picture machines. Films will be short subjects running about three minutes.

Arcaides in Tivoli Park and at suburban Durehavsbaaken have automatic movie machines of the

operator's registration fee to visit the area has been set at \$1. This will insure that non-interested persons will not clutter up the display area looking for samples and give exhibitors and operators plenty of room to consume sales.

Gottlieb also disclosed that his committee is lining up a top-flight band and floorshow for the banquet. He promised the evening would get off to a solid start with a dinner. The banquet will be held in the grand ballroom and will be limited to the first 1,200 conventioners applying for tickets. Since the tickets for the well-rounded evening will be scaled at a low price he advised operators to write in for tickets immediately.

The basic idea behind the test was to promote interest in a first run showing of the picture "Man in the Saddle" at the Chicago Theater here, the results and performance of the mechanical horses used, Big Broncos, pointed up the value of such units as a logical promotion and also the progress made by the coin-operated amusement industry.

Four Big Broncos were used in the test and in a six-day period racked up a total of 8,900 rides on the horses without a single service breakdown. The horses used in the experiment were set up for free play at the suggestion of Exhibit Supply executives because of the type of picture on the screen. On the basis of the 8,900 rides at 10 cents per ride each Big Bronco accounted for \$172.50 for the brief test period. B & K executives stated they

NCMDA Board Okays Slate At Fla. Meet

MIAMI BEACH, Jan. 12.—In session at the Saxony Hotel here Monday thru Wednesday (7-9), the executive board of the National Coin Machine Distributors Association approved the recommendations of the nominations committee and drafted a series of proposals involving 1952 policy.

The nominations approved concern a new executive slate and three new directors and will be presented to the general membership at NCMDA's mid-winter meeting in the Bismarck Hotel, Chicago, February 4-6. The policy proposals will also be offered on the group's agenda for the February session.

Gil Kitt, Chicago, was chairman of the board meeting. Others participating included Lou Wolcher, Los Angeles; Clarence Camp, Memphis; A. P. Saave, Detroit; Sam London, Milwaukee, and Sam Taran, Miami.

Mutoscope reel type, but there are no arcades operating here during the winter. A more modern coin movie machine, using regular film, was seen here last summer.

B & K Horse Test Proves Top Effort

CHICAGO, Jan. 12.—The coin-operated mechanical horse, which has already opened new types of locations and brought new operating interests into the trade, "galloped" toward still other markets in a test recently conducted by the Balaban & Katz theater chain and the Exhibit Supply Company.

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were highly impressed by the promotion and were weighing the idea of testing the Big Broncos in other theaters of the neighborhood variety. Prior to the B & K operation, Exhibit Supply had conducted large scale tests, which later grew into standard locations, with chain type super markets, dime and department stores and transportation terminals.

These are the observations of Eric De Stoutz, head of a distributing-operating company with headquarters in Geneva, now waiting here. They reflect, he pointed out, the wholesome growth of a people, fortunate enough to be spared the hardships of world wars, depressions and booms.

Musie First A prominent engineer for many years in Switzerland, De Stoutz entered the coin machine industry after becoming an importer of Wurlitzer organs. The initial products he handled were music machines. The juke boxes have had a good performance record, the biggest problem has been finding enough suitable locations. Thus far, the most popular stops have been establishments, comparable to cafeterias in the United States. Taverns, one of the best types of coin machine locations in the U. S., are on an entirely different scale in the Alpine nation. They are small and accommodate few people simultaneously and therefore have not proved suitable juke box locations. The other deterrent to the expansion of music routes in the country is that natives have not as yet developed an interest in the automatic type of commercial music.

The game situation is even

BUGS RULED OUT

IKI Delivers Sanitary Unit For Locations

EDGERTON, Wis., Jan. 12.—Insect Killers, Inc., manufacturers of insecticide and deodorizing equipment here, has introduced a combination automatic insecticide vaporizer and electric deodorizer for typical coin machine locations and industrial plants. It can be wall mounted on location within a few minutes.

Of modern design, the two-in-one unit resembles a modern light fixture and has its own low voltage, neon filled glow lamp to indicate whether the machine is operating properly. IKI officials point out the unit meets all Federal and State requirements for safe operation. Acting as an insecticide, the unit has a paralyzing effect on insects but is not harmful to pets or any other type of warm-blooded animals.

The IKI combination unit carries a two-year guarantee which provides for free repair should it break down or work inefficiently in that period. Direct factory representative, Ken Poulsen, is now traveling the country to set up territorial distributors who in turn will contact the operator trade.

Williams Bows Horse Shoes

CHICAGO, Jan. 12.—Williams Manufacturing Company has started shipments of distributor samples of Horse Shoes, a five-ball game with simulated action on the backglass. Showings are to begin in a few days.

Built around the action of regulation horse shoes, the Williams game features all skill shots and

(Continued on page 78)

ALPINE OPERATING

Few Suitable Stops Make Progress Slow

CHICAGO, Jan. 12.—Although the history of Switzerland down thru the centuries has been a happy medium of the traditional and modern, its coin machine growth has been slow and there is little indication that this pace will be stepped up in the immediate future. The Swiss have their customs and most of these revolve around their way of life and amusements that were prevalent long ago. Thus the advantages offered by various types of coin machines have made little impression on the populace.

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The game situation is even

Name Gottlieb Home for Aged Fund Chairman

CHICAGO, Jan. 12.—A campaign to raise \$500,000 for the remodeling of the Daughters of Zion Home at California Avenue and Hirsch Street for use as a home for the aged was launched this week with the naming of Dave Gottlieb,



DAVE GOTTLIEB

Hy Salkind and George M. Eisenberg as drive co-chairmen. In addition Gottlieb has been appointed chairman of the banquet to be held at the Standard Club here January 30.

When completed the new home will accommodate 150 beds and offer modern residences for the

(Continued on page 78)

H-Bomb Plant Good Location

AIKEN, S. C., Jan. 12.—The Atomic Energy Commission's new \$900 million Savannah River H-bomb project now in the process of construction here, is expected to provide a lucrative market for vending machine merchandising.

A peak of some 36,000 workers are expected to be employed at the plant when it is finished in several years and 14 Lyon, N. Y., single-drink cup machines already are in use in administration buildings.

The machines are geared to 8-cent operation because of a penny tax in effect in South Carolina. A special National Rejectors of St. Louis attachment collects the tax and functions in conjunction with a standard 5, 10 and 25 cents coin changer.

Postpone New Action On Oregon Pinballs

PORTLAND, Ore., Jan. 12.—The Oregon Liquor Control Commission, at its January meeting in Salem Thursday (10), bypassed scheduled consideration of a regulation designed to ban pinball games from taverns thruout the State.

Although the liquor commission has refused to go along with the Portland City Commission in its demand that tavern operators promise to eliminate games in order to obtain beverage licenses, the liquor board has drafted proposed regulations that would have the same effect on a State-wide basis. This regulation was prepared by the commission's new attorney, George Woodworth, and was scheduled for action at the January meeting.

Since preparation of the proposed regulations, however, Gov. Douglas McKay has appointed a new member to the liquor commission, J. H. Sroufe of Portland, to succeed William A. Bingham, who has become administrator for the liquor commission.

Consideration of the regulations was postponed on the grounds

that Sroufe had not yet had time to study the proposal, but commission defect in this delay indications that the presence of a new member has changed the board's attitude toward such limitation on tavern operation.

Salerno Sells Miami Routes

MIAMI, Jan. 12.—Frank Salerno, soon to open a large Arcade and amusement park in Havana, sold his F & S Amusement Company this week to Charles Polgar. Previously, Ted Bush, Bush Distributing Company, purchased Salerno's Arcade here (The Billboard, January 5).

F & S consists of music, shuffle and pin game routes and related equipment. Still another phase of the transaction occurred earlier this week when Ward Parks bought Polgar's game operation in Hialeah. Parks does business under the trade name Speedy Amusement Service.

Issue Joint Warrant For 2 Men in Milwaukee Vender Sale Scheme

Allege W. McHugh, H. Raymond Sold Non-Existent Operations

MILWAUKEE, Jan. 12.—A Chicago salesman and a former Milwaukee American Legion official have been charged with obtaining money under false pretenses here in the alleged bilking of 12 persons of \$17,000 in a nut vending scheme (The Billboard, January 9).

They are William J. McHugh, a field sales representative of the Abbey Manufacturing Company, St. Louis, and Harold Raymond, resigned treasurer of the Milwaukee County Council of the Legion. McHugh also was charged separately with fraudulent advertising.

Milwaukee Authorities issued a joint warrant charging the pair with obtaining money under false

OPS Authorizes 1 Cent a Bottle Soft Drink Hike

WASHINGTON, Jan. 12.—The government authorized soft drink retailers this week to raise their prices 1 cent a bottle if the retailers' costs have gone up ½ cent a bottle.

In sales of more than one bottle, the Office of Price Stabilization said the price jump can be figured at only ½ cent for each bottle with any odd fraction rounded off to the next highest figure.

Under the regulation, manufacturers also have the option of reducing the sizes of bottles instead of raising prices. Manufacturers previously were allowed to raise prices to a maximum of 16 cents a case for 8 to 12-ounce bottles.

Retailers previously were allowed to raise prices only if the manufacturers jumped their prices the full 16 cents. The new regulation by OPS now permits retailers to pass on the increase when the bottler raises his price as much as 12 cents a case of ½ cent a bottle.

Odds of One To Ten N.G.

NEW YORK, Jan. 12.—Francis Meeks has been held for trial in \$2,500 bail here on a charge that he fled down pennies to the size of dimes for illicit use in coin-operated venders. He admitted in court Wednesday (10) that he used the trimmed pennies to "buy" drinks and receive nickels in change.

It was also learned that the Secret Service, represented in court, is concerned over the use of lead "quarters" in machines. These can return 15 or 20 cents in change with a dispensed drink.

Mrs. Julia Saxon Dies in Miami

MIAMI, Jan. 12.—Mrs. Julia Trice Saxon, 37, wife of John F. Saxon, president of Ace-Saxon, Inc., died here Wednesday (9).

A native of Thomasville, Ga., Mrs. Saxon came to Miami 17 years ago. She was a member of the La Gorce Country Club and the Daughters of the American Revolution.

Also surviving are her mother, Mrs. Addison Trice, and her brother, Charles Cooper Trice.

Funeral services were held at Combs Chapel, with burial in Woodlawn Park Cemetery.

Ace-Saxon operates cigarette machines thru out Dade and Broward counties and also services candy machines thru its subsidiary, Florida Vendors.

pretenses January 4. It was served when the two men appeared voluntarily the same afternoon.

They were arraigned the same afternoon in District Court and the case was continued until Thursday, January 31. Meanwhile, McHugh was released under \$1,000 bond and Raymond on his own recognizance.

Aladin De Brozzo, Milwaukee assistant district attorney, said the warrants charged the men with falsely representing they had 400 locations on hand for 400 nut vending machines.

The warrant charging McHugh with fraudulent advertising states that he advertised established candy routes "900 required" in The Milwaukee Journal last July, August and September. The Journal does not accept vending machine advertisements.

De Brozzo said that persons answering the ads, described as "test" or "feeler" by McHugh, were interviewed by Raymond and McHugh at the Legion headquarters here. Prospective buyers were told they could buy routes of 40 peanut machines for \$1,500. The 12 persons—10 from Milwaukee, one from Sheboygan (Continued on page 72)

THERE, TOO?

Jug Thieves Who Prey on Cig Venders

COPENHAGEN, Jan. 12.—Stiff prison sentences were meted out to two thieves who were convicted December 26 of having stolen 25,000 cigarettes from 30 coin-operated vending machines. H. F. Christensen was sentenced to eight months, while C. S. Peterson copped a 15-month stretch, as the latter was also convicted of stealing \$896 worth of watches from a window display.

Automatic venders in most locations occupy sidewalks space in front of stores and are left out overnight. Although this makes them a tempting target for petty thieves, rifling of machines is comparatively rare.

Set New Sirup Firm in N. Y. C.

NEW YORK, Jan. 12.—The Crosbe & Blackwell Company of Baltimore has announced the formation here of a new division to manufacture sirups for sale to the vender and fountain trades. Division plant and offices will be at 43-14 37th Street, Long Island City.

Edmund St. Strul, who is also president of the Victor Sirup Corporation, will head the new division as general manager. All products will be marketed nationally, it was said.

Venders in Second Place Among All Cigarette Sellers

NATD Finds Machines Better Supermarkets as Sales Medium

NEW YORK, Jan. 12.—Vending machines accounted for 16.7 per cent of all cigarette sales in 1950, leading chain-supermarkets as a retail medium and second only to independent food stores, according to a survey just released by the National Association of Tobacco Distributors.

Editor's note: NATD's first vending survey figure of 16.7 per cent for 1950 does not agree with Vend's third annual census of the industry, January, 1951, which showed venders accounted for 18 per cent of total cigarette sales.

Figures published by the association's market research division challenge the oft-stated claim that grocery outlets, particularly supermarkets, move anywhere from 40 to 60 per cent of all cigarettes at the retail level. The NATD study, in process for the past six months, found that chain supermarkets sold only 12.1 per cent of the total volume. Independent food stores accounted for 18.8 per cent, to bring the cumulative total for food outlets of all types to 30.9 per cent, considerably under the amount generally credited to the medium.

Vending Slice
The 16.7 per cent slice of the cigarette market, or \$646,290,000

worth, was moved thru some 443,000 vending machines, states NATD. These figures do not quite match statistics uncovered by Vend, sister publication of The Billboard. In 1950, Vend found the number of cigarette machines (Continued on page 72)

Cole Products Expands Sales Force for '52

Appoints Five New Divisional, Six District Managers

CHICAGO, Jan. 12.—Appointment of five new divisional sales managers and six district managers was announced this week by Cole Products Corporation in a sales staff expansion designed to strengthen the merchandising program in 1952.

Divisional sales heads, and the areas they cover, are Hal A. Whitaker, with headquarters in the Chicago office (Whitaker resigned a sales post with Helvend Manufacturing Company last week); J. H. Hosler, Texas, working out of Dallas; Ben D. Palasantri, New England area, Boston; L. H. Porter, Michigan, with office in Detroit; and Harold D. Rowton, covering Eastern Missouri, Southern Illinois and Arkansas, with headquarters in St. Louis.

New district managers to work under divisional sales heads, are Tom Mahan, assigned to the Chattanooga office; J. G. Ruffell, Dallas; Oliver Andres, New York; Ernest York, Boston, and Charles R. White, and Orville W. Moss, Chicago office.

Several more new divisional managers will be announced shortly, it was stated.

New Refunder Unit Readied By Jackson Co.

CHICAGO, Jan. 12.—Jackson Electronic Machine Company will introduce a second model of its penny refunder within 60 days, featuring simplified control of odd-cent product prices and more compact size with no reduction in coin capacity. Peter Jackson, firm head, said the new unit will have six instead of four penny tubes and will list for the same price as the first model (\$32).

Penny pay outs, regulated by changing a different number of tubes in the present refunder, will be made by a patented rotating disk. Latter is perforated to permit ejection of from one to four pennies with each vending cycle. The two extra tubes are added to give same penny capacity as the four-tube model (1,000 coins) because of the reduction in overall size. New model will be 3 by 5 by 15 inches, in comparison with the first unit, which is 3 ½ by 8 by 23 inches.

Jackson stated the six-tube refunder, can be adjusted to four different odd-cent prices by changing the position of the perforated payout disk. This "lines up" the different hole groupings to dispense the desired number of pennies.

Production will continue on the four-tube refunder after the second unit is introduced. Jackson claimed sufficient material was on hand (small motors, cabinets, tubes, etc.) to manufacture 1,000 refunders, with additional components scheduled for future delivery expected to maintain a 100-unit-a-month output.

Venders Grow as Plus-Sales Target for Ice Cream Firms

Dairies, Novelty Mfrs. By-Pass Self Op to Develop Supplier Role

CHICAGO, Jan. 12.—With over 12,000 ice cream venders on location over the country, large and small ice cream novelty manufacturers are evidencing increased interest in supplying the new volume outlet. A survey of suppliers by Vend, sister publication of The Billboard, and findings during the recent international Ice Cream Manufacturers' convention in Detroit revealed that the general trend of supplier thinking is away from self-operation and is now directed toward the straight supplier role.

In preparation for the heavier selling season ahead, when Eastern, Northern and Midwestern areas see a boost in ice cream volume commencing in April and lasting thru October, novelty suppliers are already formulating new sales promotions in which the vender is an important factor. While bar sales now continue on a high level thru the year in these areas, the extra volume realized in the summer months will again be substantially improved by the 12,325 venders scattered in high volume plus sales markets (The Billboard, January 12). Too, the value of such sales with regard to brand promotion is another vender benefit only now being generally recognized by the ice cream manufacturer.

While the larger suppliers, Borden, Swift and others, have been encouraging the independent operator via financing equipment, the smaller manufacturer has quietly been courting vender sales by obtaining both special molds for bars and offering delivery to either (1) operator's headquarters or (2) to individual machines on location. An example of the latter (by a large supplier, Borden) is the delivery in the 30 ice cream venders installed thru the Chicago subway system by Mechanical Merchants, Inc.

No small contribution to the straight supplier role now being favored for venders by the ice cream industry in general is that profit is as large or larger than

that realized by the manufacturer who attempts to operate.

A further operator aid are the two facts vender makers are suggesting to ice cream suppliers in industry publications. They are: (1) Promotion of venders as added volume outlets, and (2) sale or availability of machines to suppliers for resale or lease to independent operators. Another aid is the supply agreement with ice cream firms by vender firms to smooth the supply path for operators of their equipment.

Where the operator's equipment requires boxing of bars, suppliers usually offer the boxes at cost. Carrying the supplier's brand name, these boxes act as a value (Continued on page 71)

Bulk Milk Vender Gets Gotham Okay

NEW YORK, Jan. 12.—Bulk milk, until now banned as a vendible product in most American communities, will start flowing thru coin-operated machine soon in a local test that may pave the way for placement elsewhere.

The New York City Health Department, which so far has refused to permit operation of coin milk venders, has granted approval to a new machine made by L. M. Leathers' Sons, Athens, Ga. The unit will be installed next week in a Times Square Automat.

Over the years a number of milk venders have been developed, but none has been able to secure Health Department sanction. The distribution of milk is stringently controlled, and no earlier machine met sanitary code provisions in the opinion of city officials.

Other Beverages
Other beverage venders, if considered suitable, are given a "no objection" rating. Only in the case of milk does the Health Department grant or withhold specific approval.

Even in the case of the Leathers' machine, approval has so far been pending on operation in restaurant locations. Whether or not greater placement leniency will (Continued on page 72)

Candy Industry Girding For Super Sales Effort

CHICAGO, Jan. 12.—A combination of increased production, sales promotion and abundant supplies of necessary ingredients is expected to push candy to the front as a multi-billion dollar consumer "sweet tooth staple" during 1952.

Candy venders will become an even more important volume outlet for bar goods, and with the concerted industry drive for more sales should at year's end have again pushed up their average weekly volume. The 396,000-plus candy machines in operation last year moved on the average 175 bars each per week, up from the average 140 per week sales of 1949.

Competitive Spur
With competition from ice cream, soft drinks and other non-candy "treat" food items rising to new proportions this year, candy makers are prepared to carry out a \$20 million advertising budget for all types of consumer promotion during the next 12 months. Venders, which now sell approximately 16 per cent of the total production of candy (Continued on page 72)

MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound.

VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and sends two for one cent (2 for 1c).

The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than tab gum vending. There are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading. JUST POUR YOUR CHICLE TREETS IN BABY GRAND and YOU ARE OFF LIKE A FLASH.

VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance goes in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural. BABY GRAND holds 5 1/2 pounds of CHICLE TREETS and takes in about \$8.25 each time it empties.

GET STARTED NOW—TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo-size ball-gum, 100 count per pound.

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of JUMBO 100 and JUMBO-SIZE BALL-GUM has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vendor ever devised.

The outstanding JUMBO 100 cabinet is made of solid oak, beautifully decorated in blue, red, yellow and chrome, and holds 750 to 800 jumbo-size ball-gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER-SALESMEN.

VICTOR VENDING CORPORATION
5707-13 W. Grand Ave.
Chicago 39, Illinois

Supplies in Brief

Tobacco, Candy Sales

WASHINGTON, Jan. 12.—Tobacco manufacturers' sales in November fell off 12 per cent from October, when buying was high prior to an excise tax hike, but confectionery manufacturers' sales climbed 3 per cent above October. Department of Commerce reported this week. November sales by the tobacco industry totaled \$41,306,000. Sales in the first 11 months of 1951 were 5 per cent above those in the same period the year before. Confectionery sales last November totaled \$1,680,000. Sales in the first 11 months of 1951 were 9 per cent above those of the preceding year.

Tobacco Mfg. Profit

WASHINGTON, Jan. 12.—Net income of tobacco manufacturers after taxes increased to \$45 million during the third quarter of 1951, compared to \$35 million in the second quarter. Federal Trade Commission and Securities and Exchange Commission jointly reported this week. Income in third quarter of 1950 totaled \$40 million.

WASHINGTON, Jan. 12.—A new record cigarette consumption of about 375 billion for 1951 and indications of a further increase for 1952 helped boost burley tobacco prices to an average of 52.8 cents a pound, a 9 per cent increase over 1950, according to figures released by the Bureau of Agricultural Economics of the Department of Agriculture. Ciga-

rette companies, chief buyers of burley, attributed part of the 4 per cent addition in cigarette consumption to increased overseas shipments.

Sugar Buying Off

WASHINGTON, Jan. 12.—Sugar purchases for 1951 in the United States were 625,929 tons less than the 1950 total of 8,278,319 tons, according to Department of Agriculture figures released this week. Civilian and military purchasers bought 94,739 tons in the last week of 1951, a drop of 51,522 tons from the same period a year ago.

Gov't Buys Pecans

WASHINGTON, Jan. 12.—U. S. Department of Agriculture purchased 1,740,000 pounds of shelled pecans, averaging 73.9 cents per pound this week to assist growers in marketing the large 1951 crop. Delivery of the pecans will be made from January 14 to the end of February.

Union Issues House Organ

CLEVELAND, Jan. 12.—The first issue of a new union house organ, described as a paper for the vending field but carrying advertisements from the local phonograph association, appeared this week. Called "Vending Union News" the house organ is issued by Local 410 of the International Brotherhood of Teamsters here.

The new organ described itself as having the "basic purpose . . . to keep our members informed of activities within the organization and in industry in general."

The first issue contained material reporting purely local business affairs of the union, the high cost of living, general labor news and editorials on safety and repression of workers behind the Iron Curtain.

One item said the local "is hoping to increase weekly benefits and health and accident benefits at no additional cost to members." The item said the local's council hopes to make the program a part of the union's contract and to have it cover all members "irrespective of the division of the vending industry they are in."

FTC-Curtiss Case Studied by NCWA

WASHINGTON, Jan. 12.—E. J. McCoy, president of the National Candy Wholesalers Association, has appointed a committee to evaluate the effect of the Federal Trade Commission's ruling in the Curtiss Candy case on candy wholesalers.

McCoy's committee, authorized by NCWA's board of directors, is headed by C. E. Morgan, Asheville, N. C., board member and former mayor of Asheville. Peter Kramer Jr., NCWA vice-president from Somerville, Mass.; Abe Appelbaum, New York; Ernest Prince, McKeenport, Pa. and Clyde A. Short, Shelby, N. C., are the other committee members.

Develop Coin Hair-Oil Unit

NEW YORK, Jan. 12.—American Enterprises here has developed a new hair-oil vending machine which it plans to place in production soon and offer to operators for placement in lounges, restrooms and other suitable locations. The vendor will be produced for American under contract by U. S. Columbia Sound & Signal Corporation, according to Leon Hilsenrad, an associate in the new venture.

Hilsenrad said the machine will dispense about a half tumblerful of oil for a nickel. Capacity built into the machine is sufficient for 700-1,000 portions. The mirrored cabinet measures about 8 1/2 by 11 by 4 inches and is sized for wall installation. It weighs about five pounds. Coin mechanism is push-pull.

Last price of the vendor will be about \$35, Hilsenrad said, and his firm will also offer operators a hair oil designed for machine use at \$5 a gallon. Associated with him in American Enterprises are Edward Goldberg and Martin Oshrin. Offices are at 347 East 72d Street.

Chunky Names Rep

NEW YORK, Jan. 12.—Jeff Jaffe, president of the Chunky Chocolate Corporation, announced this week the appointment of the J. Reid Green Company as representative in Georgia and Florida. The Green firm is located in Atlanta.

New NORTHWESTERN

<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th>MODEL</th> <th>ORDER NOW</th> <th>10 Cnt.</th> </tr> <tr> <td>Adams Brand 100 count \$17.35 ea.</td> <td>TAB GUM VENDOR</td> <td>\$25.95 ea.</td> </tr> <tr> <td>25 to 100 \$17.15 ea.</td> <td>Frish Charmes And Pleasers 100 count \$16.95 ea.</td> <td>25 to 100 \$25.45 ea.</td> </tr> <tr> <td>100 or more \$16.95 ea.</td> <td>Such Choc \$1.25 Min. Order 12 Boxes</td> <td>100 or more \$24.95 ea.</td> </tr> </table>	MODEL	ORDER NOW	10 Cnt.	Adams Brand 100 count \$17.35 ea.	TAB GUM VENDOR	\$25.95 ea.	25 to 100 \$17.15 ea.	Frish Charmes And Pleasers 100 count \$16.95 ea.	25 to 100 \$25.45 ea.	100 or more \$16.95 ea.	Such Choc \$1.25 Min. Order 12 Boxes	100 or more \$24.95 ea.	<div style="text-align: center;"> <h2>RAKE</h2> <h3>24 PAY PLAN</h3> <p>ON BOTH MACHINES</p> <p>WRITE FOR COMPLETE DETAILS</p> <p><small>Write for Circulars on Both Machines Complete Line of Parts, Supplies—Send for List of Record. Machines We Take Trade-Ins—Liberal Allowance! Time Payments! 1/3 Deposit Required With Orders, Balance C.O.D.</small></p> </div>
MODEL	ORDER NOW	10 Cnt.											
Adams Brand 100 count \$17.35 ea.	TAB GUM VENDOR	\$25.95 ea.											
25 to 100 \$17.15 ea.	Frish Charmes And Pleasers 100 count \$16.95 ea.	25 to 100 \$25.45 ea.											
100 or more \$16.95 ea.	Such Choc \$1.25 Min. Order 12 Boxes	100 or more \$24.95 ea.											
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <h2 style="text-align: center;">WE WANT</h2> <p>SILVER KINGS — ACORNS VICTOR TOPPERS & MODEL V —CIGARETTE MACHINES—</p> <p style="text-align: center;">WE WILL BUY OR TRADE-IN</p> </div> <div style="width: 45%; text-align: center;"> <h2 style="font-size: 2em;">RAKE COIN MACHINE EXCHANGE</h2> <p>609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.</p> </div> </div>													

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FOUR NEW AND DIFFERENT CHARMS

FOR YOUR MACHINES

★ ALWAYS Dress your Machines with the Newest and Best in QUALITY CHARMS.

★ That's the money-making secret in bulk operating.

★ ANTIQUE CHARMS Precious Metal-Plated 72 Assorted	\$4.50 per 1,000
★ MOVIE CHARMS Photos both sides 12 Assorted	\$6.00 per 1,000
★ GAME CHARMS Plenty play-mech 12 Assorted	\$10.00 per 1,000
★ ROLLING EYES CHARMS 12 Assorted terrific in machines	\$10.00 per 1,000

★ F.O.B. Jamaica, N. Y.
★ Immediate Delivery.

★ Samuel Eppy & Co., Inc. ★

★ 91-15 144th Place, Jamaica 2, N. Y. ★

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Greatest Time-Saving

PENNY WEIGHING SCALE

CAPACITY \$10.00
STAINLESS STEEL
PRECISION CALI-
BRATED
HEAVY SHEET
METAL BASE
TIN SCOOP
DIAL IS GLASS
COVERED WHICH
PROTECTS POINT-
ER WHEN IN USE
SHIELD HEAD
WORKMANSHIP
IS EMPLOYED IN
BUILDING THIS
SCALE TO ASSURE
RELIABILITY AND
ACCURACY.

There is sturdiness of construction more durable than is generally found in scales. Finish is sleek, crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep. Bal. C.O.D. F.O.B. N. Y.
Distributors, Write for Prices.

J. SCHOENBACH

Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 35, N. Y.

JUMBO SPECIAL

Cap. 2375
of 210 Count
Ball Gum

Price less than
you think

Pay for in 20
weekly payments

Write for
details

ROY TORR

LANSDOWNE,
PENNA

Serving and Financing Operators
Since 1910

Try
VICTOR
Once
and you will
BUY
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ALWAYS
ORDER
TODAY!

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone LOcand 1-1988

READY FOR DELIVERY NOW!

1c or 5c
ACORN
ALL-PURPOSE
BULK MERCHANDISER

Featuring the new
WHITE FLASH
BRUSH HOUSING

Empire COIN MACHINE EXCHANGE

1072 Michigan Ave. Chicago 27, Ill.

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lowest! Send 35c for complete samples.

PENNY KING CO.
815 Neptune Street
Pittsburgh 20, Pa.

WRITE FOR CATALOG ON BULK VENDORS. MERCHANDISE GAMES ETC CHARMS

Large P2 Size—Per 1,000
PLASTIC \$1.99 SILVER \$3.33 COPPER \$3.43

We reserve the right to limit quantity.

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for operation. Weight 17 lbs.

\$3.25 each

We are factory distributors for a leading maker of VENDING MACHINES.

Parkway Machine Corp.
715 Emor St. Baltimore 2, Maryland

READY FOR DELIVERY NOW!

1c or 5c ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH** BRUSH HOUSING

KLARE SALES COMPANY
120 W. Jackson St., Phoenix, Ariz.

VOLUME PRODUCER! ACORN

1c or 5c All Purpose Bulk Merchandiser with New Features

\$14.95 ea.

IMMEDIATE DELIVERY

OAK SALES CO.
Pittsburgh, Pa.

Vend

"The Magazine of Automatic Merchandising"

"As a small vending machine operator, I find VENDOR right up to date on news and helpful suggestions which cannot be found in any other magazine."

GEORGE F. KENNEDY
MECHANICVILLE, N. Y.

VEND

2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I enclose \$3.

Name _____
Address _____
City _____ Zone _____ State _____

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan. 12	Issue of Jan. 5	Issue of Dec. 29	Issue of Dec. 22
Adams 1c (6 Col.)				
Advance Candy	\$25.00	\$25.00	25.00	\$25.00
Advance Ball Gum			5.95	
Advance Nat.			5.95	
Ajax 1c, 5c, 10c Not Nat.		39.50		
Almond Wafers, 5c			6.95	
Andrew Nat. 1c (2 Col.)			7.95	
Auro Not Nat. 5c			9.95	
Cocoa (2 Col.)			12.50	
Cigarettes, 10c (1 Col.)			14.50	
Colombia 1c (10 Col.)	6.95	6.95	6.95	6.95
Colombia 5c Nat.			7.95	
C-O Electric	175.00	175.00	185.00	185.00
Dufresne Challenger	85.90			
Dufresne Champion 19 Col.	92.50	92.50	92.50	92.50
Dufresne Model W 19 Col.	80.00	80.00	80.00	80.00
Easton 1c	6.95	6.95	6.95	6.95
Foot Case (E-Z-Roll)	95.00			
Foot Vendors	119.50	119.50	119.50	119.50
Keweenaw 19 Col. Elec.	175.00	175.00	185.00	185.00
Kirk's Astrology Scale			85.00	
Kirk Shoe Shine Machine			22.50	
Lawrence 5 Compartments	10.50	10.50	10.50	10.50
Master 5c	7.45	7.45	7.45	7.45
Minarch (8 Col.)	85.00	85.00	85.00	85.00
Normal 750	85.00	85.00	85.00	85.00
National 930	85.00	85.00	85.00	85.00
National 950	120.00	120.00	120.00	120.00
Northeasters 35 Ball Gum	6.95	7.45	6.95	7.45
Northeasters Dealer 1c and 5c	13.95	13.95	12.00	13.95
Northeasters Model 30, 1c	7.45	7.45	7.45	7.45
Postage Stamp Machine 12 Col.			4.50	
Rowe Candy	85.00	85.00	85.00	85.00
Rowe Gum 1c (5 Col.)			10.00	
Rowe Imperial (8 Col.)	80.00	80.00	80.00	80.00
Rowe President	85.00	85.00	85.00	85.00
Rowe Royal (6 Col.)	85.00	85.00	85.00	85.00
Rowe Royal (8 Col.)	125.00	125.00	125.00	125.00
Rowe Royal (10 Col.)	85.00	85.00	85.00	85.00
Silver King 1c Ball Gum	6.95	6.95	6.95	6.95
Silver King 5c Not.	6.95	6.95	6.95	6.95
Silver King 1c Not.	6.95	6.95	6.95	6.95
Silver King Bath 1c or 5c	7.45	7.45	7.45	7.45
Sunshine	50.00	50.00	50.00	50.00
Toppers 1c Ball Gum	6.95	6.95	6.95	6.95
Unesco Candy, 5 Col.	75.00			
Unesco Model A 19 Col.	87.50	87.50	87.50	87.50
Unesco Model E 19 Col.	85.00	75.00	75.00	75.00
Unesco Model E 5 Col.	75.00	75.00	75.00	75.00
Unesco 19 Col. Model 500	95.00	95.00	95.00	95.00
Unesco 15 Col. Model 500	79.50	79.50	79.50	79.50
Unesco Pal. Model 500 (7 Col.)	130.00	130.00	130.00	130.00
U-Select II		49.50	49.50	49.50
Victor Topper		9.00		
Victor Universal, 5c			9.95	
Victor V 1c			6.95	

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1... Fortuna and Weight

★ Fully Automatic & Patented

★ No Knobs, No Handles, No Trouble

Yours for Only **\$25 DEPOSIT**

AMERICAN SCALE MFG. CO.
3206 Green St., N. W., Washington 7, D. C.

Check one of the following:
 Attached Red Check for \$25 payment on one model 403 coin, slip or note.
 Please send further details immediately.

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

CHARMS—Proven Sales Boosters

Write for Complete Price List

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

Venders Push Ice Cream Sales

Continued from page 69

able brand promotion. Where the operator supplies his own boxes, the ice cream company prefers to have them delivered to their plant to save extra handling and to guarantee sanitation.

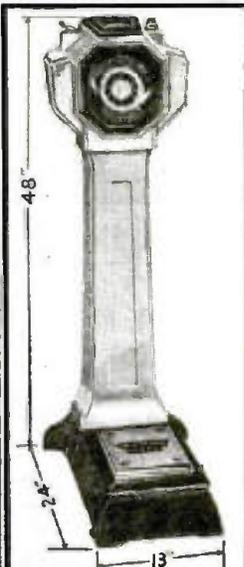
Surveyed suppliers reported that bar prices to the operator depend upon at least seven factors. They are: (1) Quantity purchased within a certain period; (2) length of the contract period (written contracts are deemed beneficial for both parties); (3) type of packaging (box or paper bag); (4) plain or imprinted boxes; (5) butterfat content of bars; (6) the individual ice cream company of dairy dealt with; and (7) section of the country.

Because of differing State butterfat requirements plus lack of national promotion of single brands due to the perishable nature of the product and the resultant diversity of brands and packages by many small suppliers, the ice cream bar field is not as stable as those of candy, cigarette and soft drink products. However, with the increased attention now being given vender-sold ice cream by even the smallest suppliers, operators can look for improved supplier-relations and surer product availability at satisfactory wholesale prices during 1952.

The Vend survey, which stressed the small supplier, indicated that the bulk of such firms were willing to supply operators and to acquire picture and other equipment to produce bars if the operator would contract for their product for a definite period.

Contract Coverage
The written contract would include bar size, quality, package, quantity, credit, pick-up or delivery. Also specify one or two-year terms.

Of the five prime manufacturers of ice cream venders now offering production models, five offer units permitting sale of bars in paper bags. The single exception, and one of the three leading producers, is Arctic Sales Company. The other two major producers are the Vendo Company and Fred Hebel Corporation, Dresko Manufacturing Company and Atlas Tool & Manufacturing Company round out the production picture. Vendo Manufacturing Company offered the Arctic machine under its own Jolly Boy label, also using boxed bars.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE CAST IRON FOR BELAIN ENAMELED FOR OUTSIDE LOCATIONS

WRITE FOR PRICES
Invented and Made Only by

WATLING
Manufacturing Company

4630 W. Fulton St. Chicago 44, Ill.
 Bvt. 1600 • Telephone: 1-2721
 Cable Address: WATLINGTE, CHICAGO

Charms

Paul A. Price Co.
220 Broadway, New York 35, N. Y.

CIGARETTE MACHINES

Unesco Model 200, 1c Col. 250
 Pack Cap., King Size (Included) \$90.00

Unesco Model 500, 5 Col., 350
 Pack Cap., King Size (Included) 102.50

Unesco Model A, 9 Col., 370
 Pack Cap. 91.50

Unesco Model B, 8 Col., 390
 Pack Cap. 80.00

Dufresne Champion, 9-11 Col., 350
 Pack Cap., Ring Size (Included) 97.50

Rowe Royal, 1 Col., 340
 Pack Cap. 85.00

Rowe Royal, 1 Col., 340
 Pack Cap. 80.00

\$1.00 LESS FOR 200 VENDING
47.50 ADDITIONAL FOR KING SIZE VENDING.

CANDY MACHINES

Rowe Candy, 8 Col., 150 Bar Cap. 105.00

Unesco Candy, 5 Col., 190 Bar Cap. 75.00

Rowe Candy, 8 Col., 150 Bar Cap. 85.00

Vendall Candy (New) 75.00

SPECIAL! \$85.00

1 Col., 100, 600 coins, with unchanging bracket!

TOP EQUIPMENT
 UNCONDITIONALLY GUARANTEED
 1/2 D.P. WITH ORDERS, S.A.L. C.O.D.
 Parts and Mirrors available for all makes and models.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

UNEDA VENDING SERVICE, INC.
 "The Nation's Leading Distributor of Vending Machines"
 NEW... RECONDITIONED LIKE NEW
 166 Clymer Street, Brooklyn 11, N. Y. • EVargreen 7-4568

Victor's NEW!!!

1c "BABY GRAND" Vendor!

VENDS "CHICLE TREETS" 2 FOR 1c

This new machine will boost your sales volume up and over THREEX... a quality gum, catches adult trade with a superb bubble gum and attracts the small kid with the "two gloves for a penny" gimmick! Completely compatible with any gum sold for one cent. Limitations can be met.

"Treets" run 20¢ up to 25¢ lb. in 8 delicious flavors and colors, cost you 45¢ lb. in lots of 150¢ or more, freight prepaid.

"BABY GRAND" Vendors are 85¢.00 per case of 8 machines, F.O.B. Chicago. \$48 each 25¢ or more. Capacity: 216 or 1500 gum. You can rest 200¢ after paying 50¢ commissions.

Get on our mailing list FREE! Also ask about Victor's New Jumbo Gum Vender!

ARTHUR GRAEFF CO. 8121 STATEWOOD TOLEDO 16, OHIO



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money-maker. OPS are ranked at the earnings which are two to three times greater than ever experienced in this field.

THE NORTHWESTERN CORPORATION 529 S. ARMSTRONG STREET MORRIS, ILLINOIS

Venders in Second Place

Continued from page 69

on location to number about 403,000. These venders, the magazine stated, sold 18 per cent of all cigarettes.

The latest Vend survey, published last week, tagged the number of machines in operation last year at 436,700, with venders accounting for 19 per cent of the total cigarette volume.

The NATD study further revealed a surprising strength among wholesalers in automatic merchandising. It declared half the 443,500 machines found to be in operation during 1950 were owned by wholesale tobacco distributors.

The method used by NATD to arrive at a percentage breakdown of the chain and supermarket field in relation to the total market was to determine first what percentage of all chain supermarket volume can be credited to cigarettes. This factor (4.8 per cent) was used to

arrive at a total dollar volume for the field (\$448,270,000), using Department of Commerce figures as basic data. It was then possible to equate the chain and supermarket dollar volume against that of cigarette volume in all sales media to reach the 12.1 per cent conclusion.

Other Outlets The share of the retail cigarette market enjoyed by other outlets, according to the NATD survey, are: Cigar stores and stands, 11.6 per cent (\$448,920,000); chain drugstores, 4.3 per cent (\$166,410,000); independent drugstores, 9.5 per cent (\$387,650,000); restaurants, bars, liquor stores, 7.3 per cent (\$282,510,000); military installations, 5.4 per cent (\$208,930,000); department variety stores, 2.2 (\$85,140,000); mail order, 2 per cent (\$77,400,000); hotels, tourist courts, amusements, 1.4 per cent (\$54,180,000); gasoline stations, 0.9 (\$34,830,000); all others, 7.8 per cent (\$301,860,000).

Total cigarette volume at the retail level in 1950 was \$3,870,000,000, according to government statistics.

The NATD research division, headed by H. A. Goldstein, will issue retail studies on a continuing basis, it was said. A survey of the market in 1951 is due for release in a few months.

2 Charged in Vender Scheme

Continued from page 69

Falls and one from Two Rivers—said under the agreement they made with McHugh the placement of the equipment in top industrial locations was to be guaranteed by the Legion.

De Brozzo said investigation showed that altho the Legion was in favor of the machines they at no time guaranteed locations and did not assure Raymond, then treasurer of the Legion council, to guarantee the locations.

However, De Brozzo said Raymond did draw up deals which

were supplied with the machines and advertised that a portion of the proceeds were to go to the Legion Rehabilitation Fund. Locations were to get 10 per cent, the Legion 10 per cent and the operator the remaining 80 per cent.

He said Raymond also admitted accepting \$1,600—\$4 per machine sold—from McHugh. De Brozzo described this as apparently a "pay-off" of "cut."

De Brozzo said Raymond has made this money available but that McHugh still maintains the deal was legitimate. He added that the Legion drew up a contract McHugh was to have signed and approved by the Abbey Company.

But De Brozzo said McHugh admitted pocketing and not returning the contract.

The 12 persons allegedly billed said they would not have entered the scheme if they had not been assured it had Legion backing. The Legion attempted to find locations for the machines but only a few, paying small returns, were found.

In other developments, De Brozzo said the 10 complainants from Milwaukee are uniting under one attorney—Robert Hess—in an effort to bring a civil action for damages against the Legion.

He said the group is proceeding on the basis that McHugh and Raymond operated out of a Legion post, that an official—at that time—of the Legion was involved and that the Legion was to get a financial return in the deal.

Raymond resigned his position with the Legion when the deal was exposed. The warrants against him and McHugh were signed by Roland J. Paquin, one of the 10 complainants from Milwaukee.

Stempfel Chairman Of '52 NCA Confab

CHICAGO, Jan. 12 — General convention chairman for the National Confectioners' Association's 69th annual convention and 26th exposition, June 1-5, will be Theodore Stempfel, NCA vice-president, and vice-president of E. J. Brach & Sons.

Other committee chairmen who have started planning the 1952 NCA convention are:

Program, G. Lloyd Latten, Schuster Candy Division, Universal Match Corporation; 26th Confectionery Industries Exposition, David P. O'Connor, Penick & Ford, Ltd., Inc., New York; golf tournament, O. W. Johnson, Callerman Company, Chicago; dinner-dance, Neal V. Diller, Chase Candy Company, St. Louis.

NCA Sunday get-together, Sam Shuman, Lee Shuman, Inc., Chicago; ladies' entertainment, Frank Hanscom, Walter Johnson Candy Company, Chicago, and housing, William R. McLean, Steven Candy Kitchens, Inc., Chicago.

The 1952 convention activities open Sunday, June 1. The exposition opens June 2.

Nestle Interests Schedule Merger

NEW YORK, Jan. 12—Nestle's Chocolate Company, Inc., and The Nestle Company, Inc., Colorado Springs, will shortly be merged into a single firm under the latter name. It was announced this week by Unilac, Inc., parent organization in the Nestle group in the Western hemisphere.

Nestle's Chocolate, which now manufactures all the group's chocolate and cocoa products in the U. S., was formerly known as Lamont, Corliss & Company, and only recently became a wholly owned subsidiary in the Nestle group. The Colorado Springs company manufactures instant coffee, evaporated milk, bouillon cubes and other food specialties. Headquarters of the merged company will be established this June in White Plains, N. Y.

D. P. Norton, Nestle Company president, will be chairman of the board of the merged firms. C. C. Day, president of Nestle's Chocolate Company, will be vice-chairman of the new board. H. J. Wolfisberg, vice-president of the chocolate company, will be president of the merged interests.

Burglars Burrow But Alarm Blares

PHILADELPHIA, Jan. 12—In spite of elaborate preparations for looting a warehouse filled with thousands of dollars worth of cigarettes owned by a cigarette vending company, thieves fled empty handed last week when they were discovered by operatives of a private burglar alarm service. Knowing the building, occupied by the Bloom & Blum Cigarette Vending Service, was wired with an alarm system, the burglars severed a telephone wire which they apparently assumed was connected with the system.

They next went to the basement of a tenement house next door and burrowed a two-foot tunnel thru the party wall to gain entrance to the warehouse. It was at that point one of them stumbled into the burglar alarm system.

SMOKESHOP "612" PACK CAPACITY The NATION'S FINEST CIGARETTE VENDOR Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO. 250 E. West 57th St., New York 19, N. Y. Phone 7-3122

30 DAY MONEY BACK TRIAL

Northwestern Model 49 1c-5c-10c Prices LESS THAN 25¢ \$17.35 LESS THAN \$17.15 100 OR MORE \$16.95 F.O.B. Factory

Table with columns for Machine Model, Price, and Description. Includes items like DELUXE 1c and 2c Combination, MERCHANDISING AND SUPPLIES, and various candy and gum items.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 430 WEST 42nd STREET, NEW YORK 18, N. Y. • Hickory 4-0142 4105 16th AVENUE, BROOKLYN, N. Y. • GEDNY 8-3600

ACORN ALL-PURPOSE VENDOR The only completely die-cast aluminum, precision built. Vends all bulk wares—nuts, gum balls, candy, change. Polished, easy-to-clean merchandise chute. Tamper-proof. Held by top lock and body stamps only. Guaranteed mechanically—weighs less than 7 lbs.

Let Us Arrange a FREE DEMONSTRATION of the Keneey Deluxe Electric CIGARETTE VENDOR. For more than 3 years operators have made much more money with service costs at an all-time low.

Give Voluntarily to MARCH OF DIMES JANUARY 2-31

Candy Industry

Continued from page 69

bars annually, will figure prominently in this campaign. Periodical, newspaper, radio and television advertising will hit more consumers more consistently than in previous years. In a greater number of instances, venders will play a part in such advertising.

Over-all the U. S. candy industry expects to produce about 10 per cent more goods of all types than during 1951. Because of this increased output, and because of the stiffer competition from other products, the high ad budget (for the industry as a whole) is deemed a must this year.

See Larger Market

Speaking of demand for the industry's products in 1952, Philip P. Gott, president of National Confectioners' Association, stated that four factors point to a ready market for the higher output. They are: (1) a rise in national income and (2) a rise in disposable income on the individual level due to (3) increasing employment and higher average earnings as more workers are employed in industrial plants, and finally (4) the steady increase in population with greater numbers of children entering the "candy eating" stage.

Bulk Milk Vender

Continued from page 69

be shown later will probably depend, in part at least, on the results of the projected experimental placement. The test machine is not completely automatic. The patron must place a glass manually under the delivery spout. Other models, it is understood, are equipped with cup drop mechanisms.

Cole Equip. Sets N. Y. Branch Office

CHICAGO, Jan. 12. — Cole Equipment & Supply, Inc., announced the opening this week of a branch office in New York. Richard Cole, president, said the new customer service facilities, at 11 W. 42d Street, will carry a full line of spare parts, cups and supplies for Cole Products Corporation equipment.

A three-man staff will service customers in the new branch. This is the third party and supply depot opened by Cole Equipment; others are in Portland, Ore., and Los Angeles.

BrachAd Campaign To Hit 9 Markets

CHICAGO, Jan. 12.—E. J. Brach & Sons Candy Company has announced that its spring advertising campaign will blanket nine major market areas with a total of 750 radio announcements per week.

Edwin O. Blomquist, vice-president and director of sales and advertising, said plans call for 100 of the sales announcements to be aired here and 70 each to be aired in Milwaukee, Cleveland and Minneapolis.

Approximately 50 spot announcements each are to be broadcast in Detroit, St. Louis, Kansas City, Indianapolis and Des Moines. The company also said it will use car cards in some of the areas in a further effort to catch the public's attention.

TOPPER DELUXE With Plastic Side Display Windows Case of 9 \$49.95 Single ... 13.95 COMPLETE VICTOR LINE IN STOCK! CHAMPION NUT & CHOCOLATE CO. Boston, Mass.

BRAND NEW LUCKY BOY VENDORS \$9.75 Lots of 10 \$95.00 ea. Lots of 50 \$425.00 ea. MODEL No. 15 1c or 5c \$95.00 ea. Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 8oz. Ball Gum. Fully Guaranteed. 1-3 Deppert, Science C. O. D. BLOYD MFG. CO. VALLEY STATION, KY.

FOR SALE National Cig. Machines, Models 6950-6960-750, only \$85 each. DuGreen of Cig. Mfg. Co., 549 W. 42nd St., New York, N. Y. 10036. Established 1890. Sole U.S. Distributors PURVEYOR SHUFFLEBOARD CO. 4375-74 N. Western Ave., Chicago 18, Ill.

III. Operators Discuss ASCAP Bryson Bill

CHICAGO, Jan. 12.—The major portion of the regular monthly supper-meeting of the Music Operators of Northern Illinois Wednesday (9) was devoted to the ASCAP sponsored Bryson Bill which would subject juke boxes to a performance tax.

Bob Lindelof, president of the association and chairman of the meeting, said all the members are interested and worried about what the Bryson Bill could do. He said the 15 members attending the session were "pretty definite" that if the bill passed "large operators with a big overhead could not stay in business."

However, Lindelof said the members generally agreed that smaller operators probably could remain in business despite the additional burden the bill would impose.

Motion on Forms

A motion was passed that everyone fill out and return the forms sent out by manufacturers requesting information needed in the fight against the bill. The forms are to be mailed to the manufacturers' attorneys.

In other actions, the association's auditor read the financial report on the group's first four months of operation. It was agreed that in the future the financial report would be read quarterly to the members.

Lindelof said that more members would have attended the session, held in the Wing and Fin Club at Yolo, Ill., but that several operators were out of town, and hazardous driving conditions deterred others.

Atlas Plans 2 Service Meets

PEORIA, Ill., Jan. 12.—Atlas Music Company, Chicago, will hold a service school on Seeburg equipment for operators and servicemen in this area at the Jefferson Hotel Tuesday (15). A similar school is scheduled for the Fort Armstrong Hotel, Rock Island, Ill., January 22.

Frank Bach, Atlas' chief service engineer, will conduct both sessions. Firm's sales staff, Nate Feinstein and Harold Schwartz, are also expected to participate.

Purpose of the school is to outfit experienced Seeburg operators and servicemen more efficient service methods and also to instruct new operator personnel in factory service methods.

Juke Disk Purchases Up to 50 Mil a Year

(Continued from page 16)

More recent 45 r.p.m. equipment which can be hooked up to handle as many as 200 disks are typical of the 40-or-more-selection juke boxes which are turning disks at a steadily increasing rate. One manufacturer has passed the record stage with a machine capable of handling as many as 100 selections.

Dark Clouds

Dark spot in the picture is the shortage which manufacturers are turning many 40-or-more-selection units they can sell. It is generally conceded that under a non-production situation, the demand for the larger juke boxes would be accelerated. At the present time, the trade estimates that under 25 per cent of all that is still prewar built.

THIS JUKE READS DANCERS' BIDS

PHILADELPHIA, Jan. 12.—The Hotel Warwick bore what amounts to a real live "juke box" booked for an extended stay.

The juke box featuring a flashy selector system called the "tune table" is the band of maestro Lenny Herman.

The selector "tune table" is a mechanical gadget mounted on the bandstand on which dancers may write the number of the selection they want played.

The same 339 tunes in the band's books are listed numerically in little booklets placed on each table in the room.

The "tune table" flashes the selected number coming up for the bandsmen and customers alike.

TOP PROMOTION

Thousands Play Free Juke Box

SPRINGFIELD, Ill., Jan. 12.—Thousands of persons were able to play a juke box for free here recently in a successful promotion-advertising plan tying in the juke with a movie at a local theater.

The juke box, a Seeburg, furnished by the Lucky Star Amusement Company of Operator Carl Angelo, was prominently displayed near the ticket booth under the well-lighted marquee of the Senate Theater in connection with the movie "Sunny Side of the Street."

Theater patrons or passers-by played the tune "Sunny Side of the Street" by Frankie Laine, who stars in the movie, or any other tune they wished.

Large signs on either side of the juke box announced that the music was furnished by the Lucky Star Company and listed the records in the machine.

Besides the thousands who played the juke, countless others stopped to enjoy the music and read the advertisement.

South Dakota Operators Rap Bryson Bill, OPS

MOBRIDGE, S. D., Jan. 12.—Members of the South Dakota Phonograph Operators' Association have voted financial support to the fight against the Bryson Bill and have denounced the refusal of the Office of Price Stabilization to decontrol phonograph machines.

The operators acted at their annual election and policy-setting meeting held here Saturday and Monday (6-7). About 20 members and key operators in the State overcame snow and hazardous driving conditions to attend the sessions.

Tony Trucano, Deadwood operator, was elected president; Mike Long, of Yankton, president for the past three years, was elected vice-president, and Harold Scott, of Mobridge, secretary-treasurer for the past two years and host at the meeting, was re-elected.

Two new directors of the association also were elected. They are Norman Geske, of Sioux Falls, and Darlow Maxwell, of Huron.

The Bryson Bill, expected, proved to be one of the main topics of conversation. The bill, now pending in Congress, would impose a performance tax on juke boxes. It has aroused the opposition of operators and manufacturers across the nation.

Besides voting financial back-

(Continued on page 77)

MOA National Convention Off; Business-Election Meeting On

Proximity to Bryson Bill Hearings Forces Move, Says George A. Miller

OAKLAND, Calif., Jan. 12.—George A. Miller, president of the Music Operators of America, announced this week that MOA's national convention and exhibition has been canceled.

Instead, Miller said, the MOA will hold a business and election-officers meeting in Chicago's Palmer House of the original convention dates of March 3-5.

The MOA president said the convention-exhibition was called off in the "unanimous opinion" of all concerned because of its proximity to the hearing on the controversial Bryson Bill slated to start February 4 in Washington. Miller further warned that Bryson Bill hearings or other factors might force postponement of even the business-election meeting. This note of uncertainty was interjected, Miller said, because "no one can assume how long these hearings will last or how many music operators and other witnesses will be called... to testify."

The ASCAP-sponsored Bryson Bill, if passed, would impose a performance tax on juke boxes and it has aroused the opposition of operators and manufacturers across the nation.

Materials Shortage

The decision to call off the exhibit, Miller said, rested on the fact "that the shortage of materials and the critical condition of the industry at this particular time makes it imperative" not to



GEORGE A. MILLER

put the industry "to any unnecessary expense."

He added that because of the shortages of materials there would be little, if any, new merchandise displayed and the expense of holding the exhibit would "work a hardship on many when the money is needed so badly for necessary expense."

All who sent in checks to pay for exhibit space will have their money refunded.

Miller cited the decision of the

National Coin Machine Distributors Association at their (all) meeting in Chicago not to hold any more shows at this time because of the "evils of adverse publicity as well as expense."

The MOA president said he was

(Continued on page 74)

Output Hiked At Ristaucrat

APPLETON, Wis., Jan. 12.—Ristaucrat, Inc. here has stepped up its production on the S-45, counter music box which plays 45 r.p.m. records on a selective basis. The firm will display its line at the International Coin Machine Exhibition in Chicago's Hotel Sherman, February 4-6.

General Manager Joe Cohen attributed the move to increased demand on the domestic market, plus the continued heavy shipments to foreign operators. All exports are handled thru Joe Caldron, head of the firm's foreign division with offices in Chicago.

In S-45s now in production some technical improvements have been incorporated, Cohen stated, which result in more efficient production but in no way alter the appearance nor playing qualities of the machine.

FIRST RATE

BB Tune List A Must, Say Cuban Ops

HAVANA, Jan. 12.—The Billboard's ratings and reviews of the latest records are followed avidly by juke box operators and dealers even in foreign lands.

The Bryson Bill, companion measure to one introduced in the Senate by Estes Kefauver (D. Tenn.), would require operators of two or more juke boxes to pay copyright owners a penny per side per week for all records used in coin phonographs. Those already on public record against the proposed legislation are the Automatic Phonograph Manufacturers' Association, the Record Industry Association of America and the Music Operators of America. The addition of tavern-keepers to their ranks completes the line-up of those most directly concerned —

(Continued on page 77)

Irving Price, owner of Andres Record Shop here, said he relies heavily upon The Billboard's disk reviews in placing orders for upcoming numbers. In addition, he keeps a close eye on the publication's rating charts to determine which tunes are slipping and which ones are maintaining their popularity.

The wide circulation enjoyed here by leading American mass appeal magazines and the influence of State-side radio programs on Latin Americans have combined to create heavy appeal for the same records which become hits in the United States.

Taverns Back Ops In Royalty Fight

NEW YORK, Jan. 12.—Aid from an unexpected quarter has bolstered the stand of the coin-operated music industry in its fight to defeat proposed amendments to the copyright act. The National Licensed Beverage Association,

spokesman for tavern owners, has indicated it will add its voice to those opposing the Bryson Bill when hearings on the controversial measure reopen before a Congressional committee in Washington February 4.

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(Continued on page 77)

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Besides voting financial back-

(Continued on page 77)

Cleveland Ops Pick Hit Disk

CLEVELAND, Jan. 12.—The Phonograph Merchants' Association held a general meeting Thursday night (10) at their headquarters in the Rollenden Hotel. Jack Cohen, president, conducted the meeting.

The hit tune selected by the association for the month of January was a King record of "Don't Leave My Poor Heart Breaking." Another record promoted by the association is "Goodbye Sweetheart," by June Ward.

Ore. Ops Form "Teams" To Battle Bryson Bill

PORTLAND, Ore., Jan. 12.—Oregon Music Association members organized "minute-man teams" at a special meeting Thursday (10) to enlist State operators in the fight against proposed federal legislation to tax juke box operation.

The names of all the operators in the State were distributed among the various "teams" and each was charged with informing operators of the threat posed by the ASCAP sponsored Bryson Bill.

The "teams" will urge the State operators to work for defeat of the bill by combining their efforts with the Oregon association and the Music Operators of America.

Lee Jones of Portland, president of the Oregon association, called the meeting to order at the Multnomah Hotel and Ted Miller, treasurer, forwarded to the MOA funds from a special assessment levy for the fight against the Bryson Bill. OMA members instructed Mil-

ler to forward to the MOA additional funds as they are received from assessment collections. The next regular meeting of the State group was scheduled for Thursday, February 14.

COSTS, FUN BEAT JUKE FEE RAISE

PRINCE ALBERT, Sask., Jan. 12.—The mayor and an alderman combined forces here to defeat a move to boost license fees for automatic machines such as juke boxes.

Mayor J. Cuelenier said that costs for such equipment had increased considerably and Ald. A. Jordan said "at least one gets some pleasure from the money spent in these machines."

The fees for the machines were left unchanged.

LOOKS LIKE JUKE BOX

Customers Serve Selves At Automatic Disk Seller

CHICAGO, Jan. 12.—A self-service, automatic record seller built of juke box components four years ago by Ray Cunliffe, president of the Brown Music Company, still is successfully operating here.

Cunliffe, one of the largest operators in this area, designed the machine as a selling aid for his large retail record business and to assist customers in getting pop tunes with the least amount of trouble.

In describing the events leading up to his invention, Cunliffe said he found that some 60 per cent of his retail record business was in the top tunes of the day. He also found that despite the best stock-filing system he could devise it often took as much as 20 minutes to find the record wanted by a customer.

Cunliffe has been in the coin phonograph business for some 45 years and it is not hard to see how juke box features crept into his device.

In the machine is a standard juke box selection panel with 20 buttons and 20 numbered title strips naming the tunes carried for sale in the machine.

In a semi-circle from each side of the selector are 20 verticle "pockets" or compartments numbered correspondingly with the

title strips. Each compartment holds a stock of 15 records of the same tune. The speaker is located on a shelf behind and above the counter.

By pressing a button on the selector panel, a prospective customer hears one and a half minutes of the tune. If the customer decides he wants to buy the disk he reaches in the correspondingly numbered compartment, pulls out one of the records stocked there and takes it to a clerk.

The plastic number panels over the compartments are lighted at all times except when a selector button is pushed. Then all go out except the number over the com-

(Continued on page 79)

DISK BUYING KEYS PROFITS

Mil Op Stresses Prompt Placement for Peak Play

MILWAUKEE, Jan. 12.—With operating costs climbing steadily, disk buying is taking on an all-important aspect, according to Anita and Charlie McCumber, husband-wife team heading Progress Music Company.

MOA Meet Off

Continued from page 73

not "in full accord" with this idea but that he felt it was "timely." He hastened to add that when conditions return to normal the MOA "again will hold its convention, exhibits and operator meeting on a yearly basis the same as they have in the past three years."

Resorters

Miller also said the MOA will continue to foster the following three basic principles:

"1. To divorce the automatic phonograph industry from all other types of coin-operated equipment.

"2. To bring closer co-ordination and understanding between the manufacturers and the music operators of the nation.

"3. To resist and defeat any and all types of national legislation that might be detrimental to the automatic phonograph industry."

Altho starting their own operation only four years ago, the McCumbers have many years experience in the field. Charlie gained his first knowledge of coin equipment service problems as a route and maintenance man for C. S. Pierce, of Brodhead, Wis., in the '30's, while his wife spent 11 years with H. A. Halberstadt's Lake Novelty firm in Kenosha. She handled the disk buying chores.

Wax buying is still Mrs. McCumber's pet department. "It is not good business to buy a new juke box and then load it up with just any old records," she states. "I listen to the radio a great deal and also religiously check The Billboard charts so that I'll know what the public hears and likes the most. Of course, each location differs as far as clientele is concerned and that must be taken into consideration when buying hits."

No Back Orders

Stress is put on a policy of "no back orders" at the record distributors. If a disk is hot and the distributors don't have it, then they buy it at retail rather than lose playing time. The amount saved by waiting until the disk could be had at wholesale is more than offset by the plays received while a number is hot, Progress Music points out.

Several key locations are constantly being used as "test spots." These are locations where play is heavy and no predominant likes for certain specific types of tunes prevail. If not too sure of the potential coin-pulling ability of a new waxing, "tune testers" will gauge the disks in a day or two.

Spark Play

In addition to carefully selecting the music for each spot, Mrs. McCumber also accompanies her husband on daily route calls. Another practice adhered to consistently is that of letting the location know what new music has been put on after each change has been made. Awareness that something new and popular is in the box causes the location owners to take more interest and

(Continued on page 79)

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as is the case of both vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan. 12	Issue of Jan. 5	Issue of Dec. 29	Issue of Dec. 22
AIREON				
Coronet 400	\$79.00	\$79.00	\$79.00	\$79.00
Coronet 500	159.00	159.00	159.00	159.00
Delmar	49.00	49.00	49.00	49.00
AMU				
Model A	295.00 375.00	295.00 375.00	295.00	495.00
Model B	445.00 495.00	445.00 495.00	375.00 445.00	495.00
Model C	491.00 545.00	499.00 545.00	545.00	
Simplex Travel	49.50			
EVANS				
Constellation	249.50	249.50		
FILBEN				
50 Record			100.00	
MILLS				
Constellation	170.00	175.00	175.00	
Empress	59.00 69.50	59.00 69.50	59.00	59.00
Throne	69.50	69.50		
PACKARD				
Manhattan	119.00 125.00	119.00 125.00	125.00 149.00	149.00
Play-Mor No. 2	79.50	79.50		
ROCK-OLA				
Commando	39.00	39.00	39.00	39.00
Playmaster	69.00	69.00	69.00	69.00
Rocket 50-51	595.00	595.00	545.00 595.00	
1424				199.98
1422	99.00(2) 119.50	99.00(2) 119.50	99.00(2)	199.98
1426	159.00(2)	159.00(2)	159.00(2)	159.00
1428	279.00	279.00	299.00	299.00
1432			449.50	
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Colonel	49.00	49.00	49.00	49.00
Empire	39.50 59.00	39.50 59.00	69.00	69.00
Gen	34.50 49.00	34.50 49.00	49.00	49.00
H-148 M Hideaway	159.00 189.00	159.00 189.00	175.00 189.00	169.50 179.00
H-148 M Hideaway	219.00 249.00	219.00 249.00	249.00	229.00
H-246 M Hideaway	179.00 219.00	179.00 219.00	199.00 219.00	199.00 204.50
Nightow ES	59.00	59.00	59.00	59.00
Lo-Temp	79.50	79.50	79.50	79.50
Magic	49.00	49.00	49.00	49.00
Plaza	34.50	34.50	49.00	49.00
Royal	39.50 49.00	39.50 49.00	49.00	49.00
Sea	39.50	39.50	39.50	39.50
Vogel	39.50	39.50	39.50	39.50
146 M	139.00	139.00	139.00 179.00	139.00 179.00
146 S	139.00	139.00	139.00 149.50	139.00
147 M	169.00 199.00	169.00 199.00	169.00 225.00	229.00
147 S	149.00	149.00	149.00 199.00	199.00
148 M	299.00(2)	299.00(2)	299.50 319.00	299.00
148 M Special	79.00	79.00	249.00 349.00	299.00
1941 RC Special	79.00	79.00	79.00	79.00
WURLITZER				
20-71	24.50	24.50		
500	49.00	49.00	49.00	49.00
500M	59.50	59.50		
600K	49.00 69.50	49.00 69.50	49.00	49.00
600R	49.00 69.50	49.00 69.50	49.00	49.00
615	34.50	34.50		
700	89.50	89.50		
750	89.00 99.50	89.00 99.50	99.00	99.00
780	79.00	79.00	79.00	79.00
800	79.50	79.50	79.50	79.50
850	59.00 69.50	59.00 69.50	59.00	59.00
950 E	49.50	49.50	49.50	49.50
1015	179.00 179.50	179.00 179.50	179.00 179.50	179.00
	199.00(2)	199.00(2)	199.00 199.00	199.00 199.00
	199.00(2)	200.00 250.00	199.50 200.00	200.00
	250.00	250.00	210.00 250.00	199.00
1017	250.00	250.00	200.00 250.00	250.00
1080	199.00	199.00	179.00 199.00	200.00
1100	349.00	349.00	310.00 325.00	310.00
	375.00(3)	375.00(3)	345.00 349.00	345.00
	395.00	395.00	375.00(3)	375.00(3)
1250	495.00(2)	495.00(2)	379.50 395.00	395.00
Victory	39.00	39.50	39.00	39.00

Made for the man with the little black bag—

EVANS 20/40 CONSTELLATION



No one is more appreciative of Constellation Quality than your route man. Because Constellation performance is so dependably trouble free, he is in and out of location on schedule . . . a better, more efficient representative of your business. And when he empties the little black bag in your counting room, you can be sure that the profits are untouched by extess expense for service or repairs.

See your Evans Distributor, and take your route man with you. Or write Factory direct for complete information about Constellation—the Phonograph Built with Your Future in Mind.

H. C. EVANS & CO.
1536 W. CARROLL AVENUE CHICAGO 7, ILLINOIS
SEE EVANS PROFIT STIMULATOR ON PAGE 90

MUSIC SYSTEMS, INC.

- SEEBURG**
- 148ML\$289
 - 147N\$169
 - 147S\$149
 - 146S-M\$139
- HIDEAWAYS**
- H148M\$249
 - H246M\$219
 - H146M\$179
- WALL BOXES**
- 3W7-L56\$44.50
(5-10-25—3 wire)

ALL MAKES AND MODELS OF PRE-WAR Equipment Available at Reasonable Prices

- 3W2-L56\$17.50
#5c—3 wire
- W1-L56\$10.00
#5c—wireless

- WURLITZER**
- 1100\$369
 - 1015\$179
- ROCK-OLA**
- 1426\$159
 - 1422\$ 99
- AMI**
- MODEL A\$295
- Write • Wire • Phone
1/3 DEPOSIT, BALANCE C.O.D.

Info in Other Department

Among the stories of interest to the coin machine front is to be found in the General, Music and other department in this issue of The Billboard are:

- ENTERPRISE INSPIRES SONGS: Two tunes set for immediate release on ship's disaster (General Department)
- VICTORIA CHANGES NAME TO FLASH: At RCA Victor, the indie adopts new tag (Music Department)
- SINGERS HIT MILLION DISKS: Tony Bennett hit with "Because"; Johnnie Ray, with "Cry" (Music Department).

And other informative news stories as well as the Roll of Hits and pop charts.

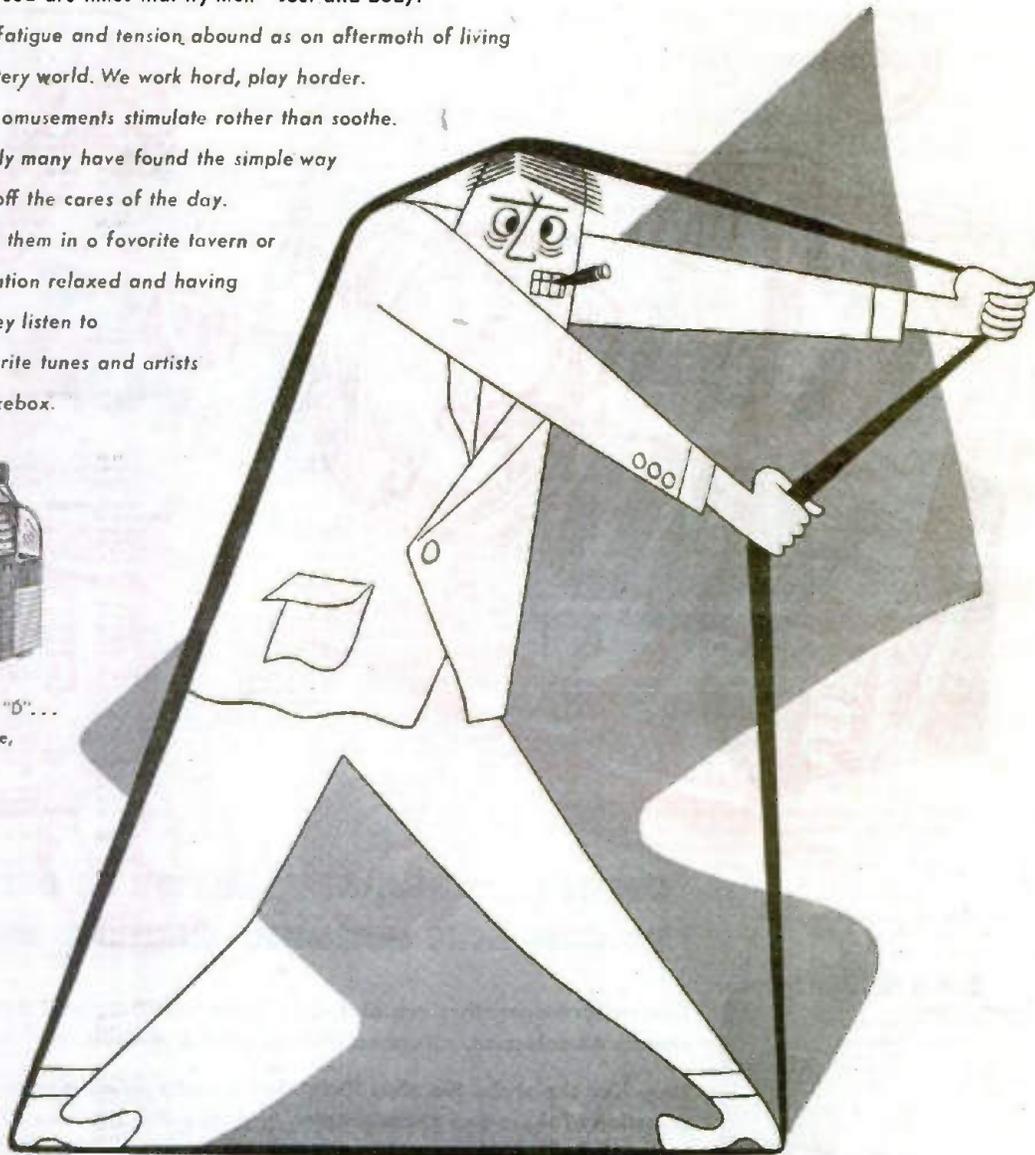
For reliability see your Seeburg Distributor

relieves **tension**

*These indeed are times that try men—soul and body.
Nervous fatigue and tension, abound as on aftermath of living
in this jittery world. We work hard, play harder.
Even our amusements stimulate rather than soothe.
Fortunately many have found the simple way
to throw off the cares of the day.
You'll see them in a favorite tavern or
other location relaxed and having
fun as they listen to
their favorite tunes and artists
on the jukebox.*



New Model "D"...
Good to See,
to Hear,
to Operate

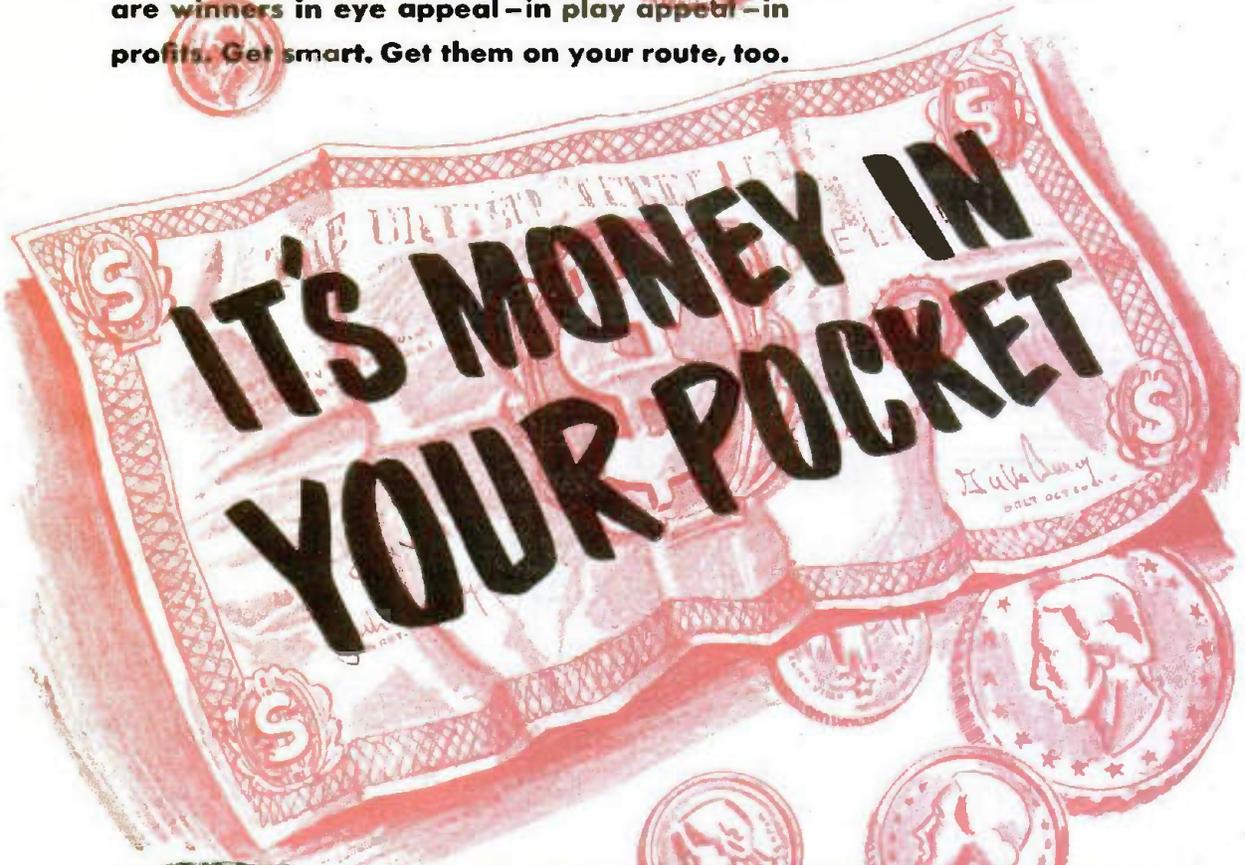


AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

IT'S SMART TO STAY WITH A WINNER

Operators who own Wurlitzer 1400s and 1450s today know that these all-speed phonographs are winners in eye appeal—in play appeal—in profits. Get smart. Get them on your route, too.



OPERATORS PRAISE WURLITZER'S DECISION TO CONTINUE BUILDING CURRENT MODELS

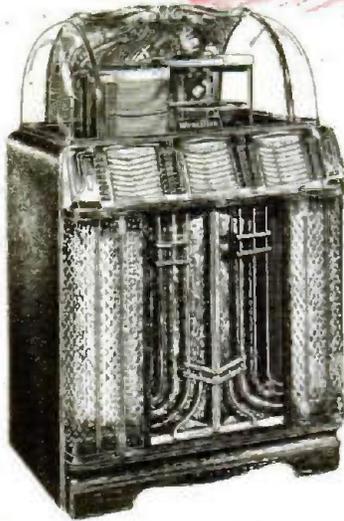
Everywhere operators are elated to learn Wurlitzer will still build 24-record, 48-selection, all-speed Models 1400 and 1450.

They like the style, the size, their high speed cycling, the single button selection of these fine phonographs. And they like the idea of continuing to use their 78 RPM record libraries—or converting to 45 RPM if they wish.

Wurlitzer's decision means money in the operator's pocket.

Want it in yours? Don't let the limited supply of 1400s and 1450s limit your opportunity. See your Wurlitzer Distributor Today.

The Rudolph Wurlitzer Company, North Tonawanda, New York.



Your Best All Around Investment

**ALL-SPEED
WURLITZERS**

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale from 0-39 to 90-100.

Continued from page 72

POPULAR

Table of popular records including artists like Skip Farrell, Buddy Cole, Dew Daw Dewy Day, Ralph Marterie Ork, Glenn Davis, Don Shaw, and Anita Kerr.

SACRED

Table of sacred records including artists like Ames Brothers, Anita Kerr, Rex Allen-Anita Kerr Singers, Al Morgan, and Sister Rosetta Tharpe.

SPIRITUAL

Table of spiritual records including artists like Sister Rosetta Tharpe, Royal Sons Quintet, Rev. Savage, and Ferruccio Tagliavini.

INTERNATIONAL

Table of international records including artists like Ferruccio Tagliavini, Mike Novak Ork, and George's Tavern Band.

Table of records including artists like Luis Mariano, Children, and Frank Luther.

CHILDREN

Table of children's records including artists like David Pfeffer-Norman Rose-Denise Alexander-Sally Sweetland-Lee Sweetland, Frank Luther, and Oscar Brand-David Anderson-Cene Lowell Singers.

Table of records including artists like Norman Rose, Bishop Fulton J. Sheen, and Toni Allen & His Tennessee Pals.

COUNTRY & WESTERN

Table of country and western records including artists like Toni Allen & His Tennessee Pals, and When Hillbilly Willie Met Kitty From The City.

S. D. Ops Rap Bryson Bill

Continued from page 73

ing to the fight against the bill... sparked by the Music Operators' of America... the group agreed to a course of "watchful waiting"...

Price Resolution
The denunciation of OPS regulations came in the form of a resolution which will be sent to OPS chief Michael V. DiSalle and to the regional office in South Dakota...

The resolution protests the OPS refusal to decontrol phonograph machines and termed the action "arbitrary" in view of the fact OPS has decontrolled most other forms of amusement.

In a major change of policy, the group decided to refuse donations as an association to nationwide drives, such as the cancer and polio campaigns. Most members already contribute widely to such drives in their local areas...

Educational Program
They also voted to initiate an educational and public relations campaign to acquaint the public with problems in the music field.

Harold Scott described the meeting as well attended, particularly in view of recent weather conditions in the State. As the meeting ended, weather forecasts predicted another blizzard on the way.

Two officers of the North Dakota Music Operators' Association also attended the meeting. They were John Morton, secretary-treasurer, and Glenn Abbington, vice-president.

Taverns Back Ops

juke manufacturers, operators, diskeries and locations. MOA president, George Miller, has informed his executive committee that the tavern group "will oppose this legislation most strenuously"...

Low Cost + Low Overhead = BIGGER PROFITS!



MAKE MORE WITH LESS thru the RISTAUCRAT S-45

Advertisement for Rock-Ola Mfg. Corporation featuring the Rock-Ola Rocket jukebox. Text includes: "BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER. IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS."

	Issue of Jan. 12	Issue of Jan. 5	Issue of Dec. 29	Issue of Dec. 22
Maryland (Williams).....	\$49.50 95.00	\$49.50 95.00	\$49.50 95.00	\$49.50 95.00
Berkeley (Genoa).....	72.50 114.50	72.50 114.50	72.50 114.50	72.50 114.50
Blondie.....	29.50 39.50(2)	29.50 39.50(2)	29.50 39.50	29.50 39.50
Bonanza (United).....	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Boon (United).....	39.50 49.00	39.50 49.00	39.50 49.00	39.50 49.00
Bonanza (Exhibit).....	49.50(2)	49.50(2)	49.50	49.50
Bonanza (United).....	29.50	29.50	29.50	29.50
Boys (Exhibit).....	129.50	129.50	129.50	129.50
Chickadee (United).....	84.50 85.00	84.50 85.00	84.50 85.00	84.50 85.00
Old Fashion (Gottlieb).....	144.50	125.00 144.50	144.50	125.00 144.50
Doc, Two, Three (Genoa).....	44.50 59.50	44.50 59.50	44.50 59.50	44.50 59.50
Parade (Gottlieb).....	49.50(2)	49.50(2)	49.50	49.50
Pharos (Williams).....	89.50	75.00(2) 89.50	75.00 89.50	75.00 89.50
Photo Flash (Universal).....	99.50 139.50	99.50 139.50	99.50 139.50	99.50 139.50
Pin Bowler (Chicago Coin).....	139.50	110.00 139.50	139.50	139.50
Play Ball (Chicago Coin).....	124.50	124.50	124.50	124.50
Playtime (Exhibit).....	84.50	84.50	84.50	84.50
Playtime (Exhibit).....	59.00	59.00	59.00	59.00
Puddin' Head (Genoa).....	145.00	145.00	145.00	145.00
Punchy (Chicago Coin).....	58.50 69.50	59.50 69.50(2)	69.50(2)	69.50(2)
Quarterback (Williams).....	89.50(2) 100.00	100.00	100.00	100.00
Rainbow (Williams).....	45.00	45.00	45.00	45.00
Rainbow (Williams).....	54.50	54.50	54.50	54.50
Rep Scatter (Genoa).....	95.00	95.00	95.00	95.00
Rocket (Genoa).....	119.50	119.50	119.50	119.50
Roberto (Gottlieb).....	154.50	154.50	154.50	154.50
Rosovoo (United).....	39.50	39.50	39.50	39.50
St. Louis (Williams).....	79.50	70.00(2) 79.50	79.50	79.50
Sally (Chicago Coin).....	54.50	54.50	54.50	54.50
Samba (Bally).....	47.50	47.50	47.50	47.50
Samba (Exhibit).....	59.50	59.50	59.50	59.50
Samba (Williams).....	59.50	59.50	59.50	59.50
Scramble (Genoa).....	33.50 39.50	33.50 39.50	33.50 39.50	33.50 39.50
Select-a-Card (Gottlieb).....	50.00 79.50	60.00 70.00	79.50	79.50
Sevens (United).....	29.50	29.50	29.50	29.50
Shanghai (Chicago Coin).....	29.50	29.50	109.50	109.50
Shawty (Exhibit).....	109.50	109.50	69.50	69.50
Shashooter (Gottlieb).....	60.00 89.50	125.00	125.00	125.00
Show Show (Williams).....	59.00 69.50	55.00 59.00	59.00 69.50	59.00 69.50
Show Star (United).....	23.50	69.50	69.50	69.50
Silverace.....	109.00 109.50	95.00 109.00	109.00 109.50	79.50 109.50
Smith Pacific (Genoa).....	34.50 39.50	50.00 50.00	50.00 50.00	50.00 50.00
Special Entry (Bally).....	50.00 54.50	29.50 35.00	35.00	35.00
Specialty.....	29.50(2) 35.00	29.50 35.00	35.00	35.00
Spewitz.....	39.50	29.50(2) 49.50	29.50 49.50	49.50
Spewitz (Chicago Coin).....	29.50(2) 49.50	49.00 49.50	49.00 49.50	49.00 49.50
Spot Bowler (Gottlieb).....	49.00 49.50	49.00 49.50	49.00 49.50	49.00 49.50
Stardust (United).....	139.50	139.50	139.50	139.50
Star and Go (Genoa).....	29.50 49.50	30.00 39.50	30.00 39.50	30.00 39.50
Starry (Williams).....	30.00 39.50	49.50	49.50	49.50
Summer Time (Gottlieb).....	49.50	70.00	70.00	70.00
Sumo (Williams).....	295.00	295.00	325.00	325.00
Super Hockey (Chicago Coin).....	39.50	39.50	59.50	59.50
Supers World Series (Williams).....	109.00 134.50	109.00 134.50	109.00 134.50	79.50 109.50
Swanee (Exhibit).....	79.50 109.50	79.50 109.50	79.50 109.50	79.50 109.50
Sweetheart (Williams).....	49.50 79.50	49.50 79.50	50.00 49.50	49.50 79.50
Tabili (Chicago Coin).....	29.50	29.50	29.50	29.50
Tango.....	75.00 119.50	69.50 79.50	69.50	69.50
Telecard (Gottlieb).....	69.50 79.50	245.00 265.00	245.00 265.00	265.00(2)
Tennessee (Williams).....	29.50	29.50	29.50	29.50
Texas League (Keeney).....	50.00	50.00	40.00	40.00
Three (Chicago Coin).....	75.00 119.50	69.50 79.50	69.50	69.50
Three Features (Genoa).....	69.50 79.50	745.00 95.00	245.00 265.00	265.00(2)
3-4-5 (United).....	29.50	90.00	27.50	27.50
Treasure Chest (Exhibit).....	27.50	27.50	27.50	27.50
Three Musketeers (Gottlieb).....	39.50	39.50	39.50	39.50
Thrill (Chicago Coin).....	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Trifling (Genoa).....	24.50 29.50	24.50 29.50	24.50 29.50	24.50 29.50
Trifling (Chicago Coin).....	49.50	29.50 49.50	29.50 49.50	29.50 49.50
Trifling (Williams).....	29.50	84.50 90.00	119.50	119.50 175.00
Trifling (Genoa).....	75.00 119.50	95.00 119.50	69.50	69.50
Trojan (Williams).....	69.50 89.50	59.50 79.50	104.50 105.00	104.50 105.00
Tomb Raider (Exhibit).....	104.50 105.00	215.00 275.00	200.80 275.00	295.00(2)
Turf King (Bally).....	225.00 239.00	299.50(2)	275.00(2)	299.50(2)
Uak (United).....	249.50 250.00	275.00	345.00	345.00
Uak (United).....	299.50(2)	345.00	94.50 95.00	94.50 95.00
Uak (United).....	94.50 95.00	24.50 29.50	49.50	49.50
Victory Special (Bally).....	29.50 49.50	29.50 49.50	49.50	29.50 49.50
Victory Special (Bally).....	149.50 165.00	165.00 174.50	149.50 165.00	165.00
Vivida (Williams).....	129.50 175.00	130.00 175.00	130.00 175.00	199.50 229.50
Warrior (Universal).....	199.50 229.50	189.50 199.50	199.50 229.50	199.50 229.50
Wisconsin (United).....	29.50 39.50	29.50 39.50	39.50 49.50	39.50 49.50
Yank (Williams).....	49.50	49.50	40.00	40.00
Zappa (United).....	324.50 325.00	225.00		

Form 3 New Calif. Op Corporations

LOS ANGELES, Jan. 12.—The following corporation permits have been granted by Edwin M. Daugherty, Commissioner of Corporations:

Bluehill Enterprises, Inc., Venice, to purchase and operate machines, mechanical equipment, amusement rides, games, recreational facilities, etc. Directors: Clyde G. Hilliard, Jules Blumenthal, M. Orelia Hilliard, Bobby Merritt Scott. Authorized capital: 1,000 shares, no par value.

Hilleliff Enterprises, Inc., Venice, to purchase and operate machines, amusement rides, games, recreational facilities, etc. Directors: Clyde G. Hilliard, Bobby Merritt Scott, M. Orelia Hilliard, Theodore P. Clifford. Authorized capital: 5,000 shares, no par value.

Davidson Brothers of San Diego, Inc., to sell candy, cigarettes, sandwiches, etc., thru vending machines. Directors: Dave J. Davidson, George Wright, John T. Lump. Authorized capital, \$25,000; common stock 500 shares, par value \$50. Permitted to sell and issue 80 shares.

Penny Police Seize 512 Bell Machines

HARRISBURG, Pa. Jan. 5.—Pennsylvania Atty. Gen. Robert E. Woodside reported that State police confiscated 512 bells in the central part of the State during December.

Officials said the bells were the property of the estate of the late Paul Leng, of Snyder County, who formerly operated Leng Amusement Company.

Fifty-seven bells were confiscated early in the month. On December 29, police entered 40 clubs and other establishments in Northumberland, Union Snyder and Lycoming counties and seized 235 more bells. Two days later, police entered several storage places in Sunbury and confiscated another 218 bells. Woodside said the machines would be destroyed as illegal gambling devices.

Looks Like Juke

Continued from page 74

partment holding records of the one being played. This number flashes as a further aid in guiding the customer to the right compartment.

The entire operation is designed to facilitate getting the record wanted and Cunliffe said that over the years it has taken a tremendous load off his staff and has been an outstanding show piece.

Altho the machine was costly to build, Cunliffe said he feels it has more than paid for itself and that the idea could be used profitably by any operator also in the retail record business.

He currently has been mulling over the idea of changing the machine to play 45 r.p.m. records and thinks that he soon will convert it. He said he feels his loss from persons pilfering records out of the compartments has been negligible with 45 r.p.m. records.

As evidence of how far the juke box has reached the American public, Cunliffe said that at first many of his customers tried to put coins in the machine to hear it play and that an occasional person still attempts to pay for a play.

Cunliffe has adjusted the machine so that multiple selections cannot be made. A record must finish playing before another can be selected.

Disk Buying

Continued from page 74

thereby inspires him to spark the play, it was learned.

The art of servicing and maintaining the Bell Records Music equipment falls on Charlie McCumber. One principle guides all of his coin machine procedures out in the field: Trouble is always immediately fixed on the spot. "I never leave a machine needing repairs. Fixing a switch, or replacing an outworn part before I leave the location invariably saves trouble and expensive return trips," he says.

WANTED TO BUY

17 Wurlitzer 56-106-256 Model 3020
Wall Boxes. Will pay \$30.00 each.
BOX D-122
c/o The Billboard - Cincinnati 22, O.

WORLD WIDE

YOUR ASSURANCE OF QUALITY—DEPENDABILITY

WILLIAMS

SHOOT THE MOON

3 Ball Replay
Smother — Fatter!
Opp's action. Main Over-Priced Right!

GENCO

DOUBLE ACTION

Five ball replay
Entirely new action
on Williams' old and Backboard.

EXHIBIT

JET GUN

Machine gun action
Moving plane target.
Exciting!
Timely—Always a Winner!

JUMBO 9"

LITE-UP PIN CONVERSION

for
Chi. Coin Bowling Alley
Universal Twin Bowler.

ONLY \$23.95

SMALL

LITE-UP PIN CONVERSION

For all Shuffle Games.

ONLY \$7.95

KEENEY

CONVERSIONS

4 Player Rebound for
11 or 13 ft. Boards. 4
Player Adapter for all
type Shuffleboards.

PRICED REASONABLE

EXHIBIT

BIG BRONCO

Sensational Saddle
Horse. Creating thousands
of new locations.
Two speeds — Warm-
up and Full Play.
Trot — Gallop —
Leather Saddle.

WANTED TO BUY

Late Pin Games
Bally Futurity
Bally Turf King
Bingo Games
Gum

ACE

COIN COUNTER

Robust and Guaranteed
Small—Compact—8 lbs.
Counts 10—100—1000.
With meter and tubes.

ONLY \$125

New Silk Screened GENUINE FORMICA PLAYFIELD

Make your OLD Shuffle Game NEW! Increase Play! Eliminate expensive
respinning—easy to clean—lasting! Have a COMPLETELY NEW GAME
24 HOURS! Available for United States—Four—Five—Six Player—Chi.
Coin and Universal Rebound. The greatest innovation in Shuffle Games!

B' SIZE..... \$29.50 P' SIZE..... \$34.50

WRITE FOR QUANTITY PRICE

Bally SPOT LITE

Five Ball Replay
Extra Ball
A—Spotless
T—Advance Score
F—Four Corner Score
B—in Line Scoring
E—Sluc Proof

**RECONDITIONED
SHUFFLE
GAMES**

Keeney LEAGUE BOWLER \$735
United FOUR PLAYER 285
United FIVE PLAYER 215
Wm. DOUBLE HEADER 95
Keeney DOUBLE BOWLER 110
United EXPRESS 50

WILLIAMS MUSIC MITE

BRAND NEW—56 play! Limited Quantity.
16 Records—45 R.P.M. Selection. Receptor,
General Suction. Fast Beautiful Appearance.

Now Only \$145



WORLD WIDE DISTRIBUTORS

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2330 N. Western Ave.

HERCULOCKS*

...ops in LOCKS!

Coin machine operators favor Herculoocks because of these outstanding features:

- CONSTRUCTION — In addition to rugged manufacture and positive locking action, only the Herculoock has the Gear-Tooth keyway... a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculoock key will fit.
- EXTRA PROTECTION — Your key code is registered in our files under your name... reserved for your use. No danger of duplication or conflict in your territory.

Check into HERCULOOCKS now... for dependable security!
*T.M. Reg. U. S. Patent Office



ILCO

INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

258 S. Brook St., Louisville 3, Ky.
1000 Broadway, Cincinnati, Ohio

340 Jefferson St., Lexington 2, Ky.
2011 E. Marmora Ave., Ft. Wayne 4, Ind.

129 W. North St., Indianapolis, Ind.

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52 BIG ISSUES, \$10

Including 8 Special Issues

The Billboard's Disk Jockey Supplement is the best service given to Disk Jockeys. I've used my Supplement so much for programming that the copy is just about done for. More power to The Billboard!

Radio Station WPEP
Bob Byron
Taunton, Mass.

The Billboard

The Amusement Industry's
Leading Newsweekly

THE BILLBOARD 823
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name

Address

City

Occupation

Coinmen You Know

Chicago

Vince Angeleri, Swing Time Music Company, reports that while the employee situation has been a relatively difficult one in 1951, full staffs have been maintained. With defense plants swinging to higher gear in 1952, he sees an even stiffer problem on the help front for future months. . . . Cole Products Corporation is expanding its sales organization, adding several new field representatives over the past few weeks.

Harold Stamer, Mechanical Merchants, Inc., reports trouble with the heating unit on firm's Refresh-o-Mat cup machines, contracted recently to vend hot soup, has caused a temporary disruption of the company's hot beverage program thru its el and subway station installations. Thirty ice cream bar machines, however, are continuing to chalk up high sales volume in their underground locations, even thru the severe winter weather here to date.

Dick Cole, vice-president of Cole Products Corporation, tells of plans for a greatly stepped-up sales program this year. Firm has already initiated the drive, adding 11 sales executives to its staff over recent weeks.

Mills Industries, Inc., is placing greater accent on its new dual flavor frozen juice machine. In addition to the units out dispensing the Minute Maid product, several are now under test by Snow Crap. . . . Joseph Kaden, Kandy Kit Company, thinks the use of separate venders for nickel pack

gum will prove more and more common in the next few years.

Gil Kull, owner of Empire Coin Machine Exchange, is expected back from Miami Beach this week. He went there to chairman the NCMDA executive meet. Meanwhile, Howie Freer put in a lot of extra time handling sales and administrative business on the home front. Shirley Corusa, office staffer, started her ninth year with the company by announcing her engagement to Joseph Rubolino. The wedding will take place in February or March. Empire's bookkeeper, Caroline Weintraub, became a grandmother Monday (?), probably the youngest in the industry.

At World Wide Distributors, Al

Stern has set up a refreshment service for visiting operators (the chef will come later). Len Micon reports the firm has received regular shipments of the Rock-Ola music machine and wall boxes. The World Wide's game business has been on the upgrade for several weeks. The hottest item currently is the formica playfield, available in eight and nine-foot lengths.

First Distributors' new game showrooms are now complete and offer operators a view of the new Keeney models as well as all the late model games. On the fringe of the showroom is a special music display area housing the Evans Constellation. Mal Finke reports First had a successful premium

sales record all thru the year-end holidays despite the severe weather. Joe Kline and Wally Finke, firm owners, have set up a comprehensive sales campaign governing the 1952 first quarter.

Clayton Nemeroff and Charlie Pieri, Monarch Coin Machine, Inc., report they are getting a lot of action on Exhibit Supply's Big Bronco and Jet Gun. They have also noticed renewed interest in Keeney and Monarch wall model shuffleboard scoring units. . . . Irv Blumenfeld, General Vending Sales Company, Baltimore, was in for a conference with Bill Ryan, Williams sales manager. Another distributor making this stop last week was Raymond Williams, Dallas. He and Vice-President Sam Stern were enthused about the possibilities of Horse Shoes, a new five-ball game. . . . Dudley Ruttenberg, executive director at Coin Machine Institute, expects booth space of the big show to be sold out in the next couple of weeks. At Keeney, Sales Manager Paul

Huesch was lining up a sales campaign for a new game to be released this week. Meanwhile, Vice-President John Conroe was busy lining up new ways to step up output on the cigarette vender, demand for which continues to soar.

Purveyor Shuffleboard Company is now housed in one of the most modern headquarters in the distributor trade. Where formerly most of the equipment and repair shops were virtually piled on top of each other, the showrooms are set up in modern design with plenty of space to display all types of equipment. Herb Perkins, firm owner, has completed all the basic remodeling work which includes a top notch service area, a new heating unit and glass brick interior. Only Herb's office, which was rebuilt several months ago, looks familiar to coinmen visitors. An avid sports fan, he plans to do quite a bit of skiing over the week-ends.

1952's First Big Coin Machine

New York 19, N. Y.
1564 Broadway
PLaza 7-7800

Cincinnati 22, Ohio
2160 Patterson St.
DUmbar 6-950

Chicago 1, Ill.
188 W. Randolph St.
CENTral 8-761

Hollywood 28, Cal.
6000 Sunset Blvd.
HOLLYwood 9-5831

St. Louis 1, Mo.
390-Arcade Bldg.
CENTrust 0-443

Detroit 1, Mich.
Fox Theatre Bldg.
WOODward 2-1100

The Billboard

THE AMUSEMENT INDUSTRY'S
LEADING NEWSWEEKLY



SEE HOW PROFITABLE AND EASY IT IS

TO ADVERTISE IN THE BILLBOARD'S

BIG IMPORTANT CMI CONVENTION SPECIAL

All of the information you need is right here on these two pages—information about the number and types of operators your Billboard ad reaches in any issue of The Billboard . . . about the big 4,000 extra distribution at the important CMI Convention in February . . . about the special features and reference lists that will keep your ad in use for months . . . the tremendously powerful promotion that will get more and more copies to more buying operators . . . the low, regular-issue rates that apply to this premium selling opportunity. . . . Plus

A SIMPLE, CONVENIENT COPY AND ORDER BLANK

THAT TAKES THE JOB OF AD-PREPARATION OUT OF YOUR HANDS

Yes, The Billboard is fully prepared to take your rough thoughts, and data about the equipment, supplies, parts or services you have to offer and shape them into an all-powerful advertising message that will do a bang-up selling job for you.

"You've got to spend money to make money" is one of the business world's truest maxims. Doesn't it make good business sense to you to earn two dollars for every dollar you spend? That's exactly what The Billboard's Special CMI Convention Number can do for you . . . if you act now! Final advertising deadline in January 24th in The Billboard's Cincinnati headquarters.

So, check the information on the facing page, decide how much you want to spend, fill in the simple copy and order blank and rush it back to your nearest office of The Billboard.

We'll do the rest and guarantee you an effective, attractive, hard-selling message that will do the right kind of a job at CMI Convention time . . . in The Billboard's Valuable CMI Convention Issue. Don't delay. Do it today!

Cordially,

C. J. Latscha
C. J. Latscha
Advertising Director

Vital Statistics Deaths

Mrs. Julia Trice Saxon, 37, in Miami Wednesday (2). Wife of John F. Saxon, president of Ace Saxon, Inc., she was a native of Thomasville, Ga. Surviving are her husband; her mother, Mrs. Addison Trice, and a brother, Charles Cooper Trice.

Estelle M. White, active in the music field since early 1900, in Georgetown, Conn., January 3 after a lengthy illness.

Horace S. Ridley, 74, former president of New England Confectionery Company, December 31, in Winchester, Mass.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

Beautiful Shape, Ready for Location

PIN GAMES

Boston	\$79.50
Bermuda	34.50
Canada	89.50
Contact	39.50
Double Shuffle	74.50
Floating Power	54.50
Jumbo	44.50
Play Ball	39.50
Playtime	54.50
Rancher	39.50
Shanghai	34.50
Showboat	39.50
South Pacific	69.50
Stormy	34.50
Tempeation	34.50
Thing	89.50
Tucson	59.50

SHUFFLE ALLEYS

Bally Speed Bowler	\$59.50
Shuffle Champ	79.50
Universal Super Twin	
Bowler	89.50
Chi. Coin Bowling Alley	35.00

ARCADE

Dale Gun	\$ 59.50
Silver Bullets	99.50
Quarterback	59.50
Star Series	89.50
Super World Series	199.50

112 Dec. 231, C.O.D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
BIMePhone 6-7712

Merit Industries had a lot of operator visitors last week to see Col. Lou Lewis about new shipments of late-model equipment...

Miami

Sam Gensberg, Chicago Coin, is wintering at his Miami Beach home. Dave Gottlieb, D. Gottlieb & Company, left for Chicago after spending the holidays here...

Amusement Machine Operators Association held a special meeting January 10 to discuss the possibilities of obtaining better percentages for its pinball operators...

Improvement achieved for its music members.

Joe Mangone, All-Coin Amusements, says the current Gottlieb game, Niagara, is drawing a good play in his territory. When Mangone recently drove homeward after a visit to his family and friends in Philadelphia...

The AMOA has at last found a permanent meeting place, according to President Willie Blatt. Hereafter, regular meetings of the organization will be held at the El Commodore Hotel in downtown Miami...

The three local distributors—Taran, Bush and All-Coin—

played the role of host at the executive board meeting of the National Coin Machine Distributors' Association at the Saxony Hotel, Miami Beach, January 7-9.

The "Big Six" program of Jack Williams, WMIE disk jockey, last week featured the following numbers which are doing the top business in the juke boxes of AMOA members: "Cry" in first place and then "Little White Cloud That Cried," "Charmaine," "Sin," "Undecided," and "Shrimp Boats."

W. H. Fullick, Zebra Music Company, was drawn by lot to serve on the executive committee of the Amusement Machine Operators' Association for the next four months. The association held a special meeting for pinball operators January 10.

With its sample of the new AMI Model D 80 on hand, Taran Distributing conducted a three-day training school, January 7-9, for

mechanics and operators. Art Daddis, AMI field engineer, was in charge. Taran expects to be in its new building by February 10. Sam Kresberg, Automatic Products of New York, who maintains a home in Miami, called on J & M Vending Company executive Mort Simon.

Ted Bush Jr., son of the owner of Bush Distributing Company, returned to school at Riverside Military Academy after the holidays. Attending the same school is Roberto Ros Jr., of Santiago de Cuba, whose daddy is a music operator there and owns a home in Miami.

Willie Blatt, Supreme Distributors, is talking in hushed tones about the new game he has developed which, he says, will revolutionize the industry. He expects to have it on the market in 30 days. Harry Steinberg, Sterling Music Company, became a papa for the fifth time. The new arrival, Michael, was born on the

same day as another one of Steinberg's sons.

Joe Fishman, Atlantic Sales of New York, Seeburg distributor, is doing the town with Harry Rosen. Wally Reed, who is known as "Sy the Guy" on his disk jockey show over Station WTTT in Coral Gables, picked some records at Pan American Distributing Corporation for his "Sepian Parade" program. Pan American's Miami manager, Sonny Lomborg, says "A.M. Blues" by B. B. King is doing good business in the juke boxes and record shops, with "Booted" and "Early Morning Blues" also in demand.

Ossie Truppman, of Bush Distributing Company, hopped to the Jacksonville office for a few days, while Ken Willie, pulled on the firm's customers in Central Florida and the West Coast. Chicago Coin's King Pin is getting a big play from operators, says Ted Bush.

Morris Ojalvo, music operator at Guantanamo, Cuba, told Harold Gertins, of Pan American Distributing Corporation, that the juke and record business is exceptionally good, spurred by the heavy demand for American-made disks.

The first annual Lacrosse Bowl Game, held in West Palm Beach, Fla., December 28, held particular significance for two coinmen, Charles Steel, of Durham, N. C., who is AMI distributor for North and South Carolina, refereed for the Rebels from the South, who opposed the Yankees from the North. Art Daddis, AMI field engineer who lives in West Palm Beach, witnessed his first Lacrosse game that day and called it the "most exciting sport I've ever seen." The South won, 13 to 9.

The "Big Six" list of juke box hits compiled by Anne Williams for disk jockey Jack Williams of WMIE remained the same last week, with "Cry" leading the pack. AMOA co-operates with the deejay on the weekly selections in return for the stunt's promotional value. Sales Manager Eli Ross, Taran Distributing, says orders for the new AMI 80 are running far ahead of the company's factory allotment.

The three Miami distributors—Sam Taran, Ted Bush and Joe Mangone—participated in the informal winter meeting of the National Coin Machine Distributors' Association's executive board at the Saxony Hotel, Miami Beach, January 7-9. Gil Kitt served as chairman. Others attending were Lou Wolcher of Los Angeles, Clarence Camp of Memphis and Harold Salvey of Detroit.

Taran Distributing received a sample of the new Genco Double Action game. Eli Ross says United's 6-Bowler is still attracting plenty of attention. Gil Gross, accountant for Taran Distributing, and his wife celebrated the first birthday of their daughter, Geri Lynn.

Mort Simon, J & M Vending Company, left on a trip to Cuba, Puerto Rico and Haiti where the firm sells and operates Acorn and Leaf gum bulk vendors and also charms. Recent callers at Simon's office were Sandy St. Lawrence, Automatic Products, who is vacationing here, and Mayor Abelson, Acorn Products of Pittsburgh.

Bronco type coin machines are popping up in many large cities downtown. Eli Ross, Taran Distributing, and his wife, Sybil, had as their house guests Mrs. Ross' parents, Mr. and Mrs. William Harris of Minneapolis, and her brother, Bruce Harris, a student at the University of Minnesota, who came down for the holidays.

Sam Taran is telling friends (Continued on page 82)

Sales Opportunity

TYPE OR PRINT CLEARLY...

the list of new or used equipment, parts, supplies, services, etc., you want to mention in your Special Billboard Coin Machine Convention Issue ad (with or without prices, as you desire):

- We'll whip this information into an effective, attractive, hard-selling advertisement that will do a bang-up job for you!

Form with multiple horizontal lines for listing equipment, parts, supplies, services, etc.

List your name and address exactly as you want it to appear in the ad:

Company

Address

City Zone State

Telephone Number

Then Fill in This Space:

The Billboard Cincinnati 22, Ohio Run this ad in your Special Coin Machine Convention Issue in space that will cost no more than \$..... I am enclosing check/money-order in full. I have an open account. Bill me.

Sign Your Name Here



HIGHLIGHTS OF THE BILLBOARD CMI CONVENTION SPECIAL

Regular Distribution:

According to The Billboard's Seventh Annual Reader Survey, the following types of equipment are now receiving the most attention from coinmen: 5,300 operate amusement games, 6,751 operate juke boxes, 7,154 operate vending machines, 1,400 operate service machines, 819 operate slot machines, 2,152 operate pinball games, 1,100 operate cradles.

The Billboard is also read weekly by 21,000 people in related fields. These readers receive extra value to advertisers in The Billboard CMI Convention Special.

Extra CMI Convention Distribution:

4,000 extra copies will be distributed to interested, active buyers attending the Coin Machine Institute Convention, Hotel Sherman, Chicago, February 4, 5 & 6.

Editorial Content:

HOW CONTROLS AFFECT THE COIN MACHINE INDUSTRY: Here's what present and future controls mean to the distributor and operator.

NOON IN CONVENTIONS: The complete story of what's available for conventionists; what the conventions are likely to do.

NEW GAMES FOR NEW MARKETS: Despite uncertainties, the coin-operated horse has got new life in the amusement game business, spreading such new locations as department and grocery stores, to a shellboard boom in the market.

SIMPLER GAMES COMING: A forecast of the type of amusement game distributors and operators can expect to get from manufacturers through 1952.

HOW TO MEET THE NEW MACHINES AND MANPOWER SHORTAGE: Tips from experienced operators.

USED GAME PRICES GOING UP: Facts and figures from Billboard's Index to Used Coin Machine Prices.

THE FREE PLAY OUTLOOK: Appraisals in favor of free play, based on recent statistics.

LESS EQUIPMENT FOR EXPORT: 1951 broke all records for the exporting of all types of coin machines, but equipment for export will be at a premium by March.

COMPLETE LIST OF MANUFACTURERS' DISTRIBUTORS: First time published in a year.

Promotion: Special convention promotion will reach every businessman and operator who according to Billboard's records has ever purchased or managed or contemplated purchasing one since World War II. A total of 25,000 such promotional letters will be offered a special last offer, short term subscription, and reminded that a single copy can be ordered from their local newspaper.

Issuance and Closing Dates: Date of Issue, February 2; Distributed, January 29; Ad Deadline, January 24.

Mail Today to Your Nearest Office of The Billboard

RECONDITIONED READY FOR LOCATION ONE BALLS TURF KING \$210.00 OLD HILLTOP \$24.50 WINNER \$175.00 CITATION \$49.50 JOCKEY SPECIAL \$39.50 SPECIAL ENTRY \$34.50 MUSIC WURLITZER MODEL #1100 \$325.00 ROCK-OLA MAGIC GLOW #1428 \$299.50 SEEBURG MODEL #147M \$215.00 1/3 Deposit With All Orders Parkway Mach. Corp. 775 Enzor St., Baltimore 2, Md.

SHAFFER SPECIALS SAVE YOU MONEY

Completely reconditioned, these recent model machines are exceptional buys. Mechanism completely reconditioned, worn parts replaced, amplifier reconditioned, tone arm reconditioned or replaced. Tops in smart, attractive appearance.

SEEBURG		WURLITZER	
148-ML	\$325.00	"1250"	\$449.50
147-M	249.50	"1100"	319.50
146-M	179.50	"1015"	169.50
H-146-M	159.50	"1080"	159.50
H-147-M	199.50	"1017"	Hideaway 179.50
AMI			
ROCK-OLA		Hideaway	
"1422"	\$109.50	Model A	\$395.00
WALL BOXES			
SEEBURG		WURLITZER	
W4-L56	\$35.00	"3020"	\$35.00
3W5-L56	39.50	"4820"	59.50
W1-L56	12.50	219 Stepper	25.00
3W2-L56	24.50	248 Stepper	49.50
AMI			
5'10 Wall Box			\$32.50
Steppers			35.00

SEEBURG
SHOOT THE BEAR\$319.50

Terms: 25% Certified Deposit, Balance C.O.D.
All Items Subject To Prior Sale

SHAFFER MUSIC CO.

COLUMBUS, OHIO 606 S. High St. Main 5563	CINCINNATI, OHIO 2333 Gilbert Ave. C4pitol 1438	INDIANAPOLIS, IND. 1327 Capitol Ave. Lincoln 3571
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FOR THE BEST BUYS IT'S PURVEYOR!

CIGARETTE MACHINES 25¢ Sheet NATIONAL \$85.00 950, 950 and 950 PUGRENER Champion 79.50	Twin Pokerize\$145.00 ROCK-OLA SHUFFLEBOARDS 18x20 75" SPECIAL! Excellent \$109.50 Condition	SHUFFLEBOARD SUPPLIES Shuffle Game Wagon, Case 121 \$ 2.50 Pool Wagon, Case 121 4.50 Pucks (Set of 8) 14.00 Score Sheets, 18 Pads Fluorescent Lights, 17.50 Used Wall-Type Scoreboard 7.50 Adaptors 14.50 Merry Wall Type Unit 99.50
ROLLDOWNS Advance Bill\$39.50 Pre-Score 39.50 Singapore 39.50 Tropicana 39.50	Wm. Double Header \$39.50 Genie Glider 29.50 Genie Shuff. Target, 199.50 Univ. Twin Bowler 49.50 Universal Super Twin Bowler 99.50	SPOT-LITE HOLIDAY LEADER & PLAYERS 524 JOCKEYS JET GUN NICK-A-BOOM DALE ACTION BOLERO

PURVEYOR Shuffleboard Co.
4327-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

WANT TO BUY BRIGHT LIGHTS COMET ISLAND SPOT LIGHT LEADER	Mills Constellation\$130 Wurlitzer 1015 179 Packard Manhattan 123 Wurlitzer 110 273 A.M.I. Model C 499 Wurlitzer 1950 495 A.M.I. Wall Bowler 38 Rock-Ola 1422 180 Wurl. W.O.M. (1937) 41	SPOT-LITE HOLIDAY LEADER & PLAYERS 524 JOCKEYS JET GUN NICK-A-BOOM DALE ACTION BOLERO
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KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!
EXHIBIT BIG BRONCHO.....SENSATIONAL MONEY MAKER!
ATLAS MUSIC COMPANY
2300 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: ARmington 8-5005

FOLK TALENT AND TUNES

Continued from page 34

Loyce Nettles Thibodeaux, Bill's daughter, reports that Pal Thibodeaux is recuperating from an ear operation and will enter military service January 10. Loyce recently cut her first sides, "Smiles Won't Hide" and "Aching Heart," for the "Tommy" troupe. She is West Los Angeles, Calif., lost his father and stepmother in an auto accident recently.

Tex King, Buffalo, W. Va., is playing theaters in Pennsylvania and Delaware. Cousin Lew and His Radio Roundup Gang have completed their 14th week of Friday and Saturday night appearances at the Ranch in Costeaville, Pa. Sara Lee and Tex King are working with the group. Jack Good and the Nevada Ranch Gang, together with Carl Webster, will play theaters and roller rinks in the East starting this month.

Clyde Moody, Homer Briarhoppen, Little Jackie Butler, Bill Phillips, Sherry, Charly Lewis and many others were featured in an all-day show in Fayetteville, N. C., recently. Show, produced by Fillen, was sold out to four local business concerns who bought more than 8,000 tickets, then handed them out to their customers. Casey Copas played the Municipal Auditorium, Canton, O., New Year's Eve. King Records has released two Moon Mullican sides featuring piano only.

Capitol Records has signed Jimmy Heap and his vocalist, Perk Williams, who have been working in Taylor, Tex. First release is "Life of Shame" and "True or False." Jack Hunt, the KARK, Little Rock, artist who cut so many sides for Eli Oberstein's Royale label several years ago, has inked with Capitol. Hunt is still doing his o.t. daily show which is carried over 100 stations. Merrill Moore, San Diego pianist-singer who has been working clubs in that area, has also been added to Cap's h.b. roster.

Ernie Morse and his Blue Sky Ramblers are starting their fourth year at WARK, Hagerstown, Md. Jack Loyd, the ex-Bob Wills singer, who has been working with Eddie Kirk and the Texans, has been drafted into the army. Kirk and his all-star group, working two days a week at Harmony Park, Anaheim, Calif., and jobbing out other dates, include: Johnny Horton (Abbott) vocals; Sheets McDonald (Capitol) bass and vocals; Johnny Manson and Jimmy Belkin, ex-Hank Thompson fiddlers; Fred Berkhalter, ex-Wills, piano; Jimmy Cason, take-off; Stubbs Judd, steel; and Kirk, leader and guitar. Americana Corporation will tour this group thru the Northwest in April, with Hank Thompson's band from Dallas coming thru in May. Eddie Dean (Capitol) is still singing on the weekly Carole show over KACB-TV, Hollywood. Harry Stone, former general manager of WSM, Nashville, and one of the leaders responsible for the rise of "The Grand Ole Opry," while he was at the station, is reported to have left Phoenix, Ariz., where he's been the past year and has accepted a post with the Hank Snow and Lofly Frizzell, but voting is heavy for many other artists.

When Lofly Frizzell and Carl Smith missed a scheduled appearance with Elmer Snodgrass on his WAKE, Greenville, S. C., air, due to transportation difficulties, they visited a local record shop, one of the show's sponsors, and autographed records to make up for the lost date. Lute Williamson, WYNN, Holyoke, Mass., reports country music going strong in that area. Lute's show has added another night to its weekly personal appearance schedule.

Joe Allison, veteran in the Nashville area last at WSM, joined KXLA, Hollywood, last week. Allison has been in the rustic music field for 10 years as a d.j. and entertainer. He started as singing emcee with the Tex Ritter troupe. Bob McKeehan is doing three hours daily at KCNA, Tucson, Ariz. McKeehan also does many personals with Western dance bands in the vicinity. George Barron, KCRT, Trinidad, Colo., is leaving that station with no definite plans, except an extended vacation in mind. Bill Mack, KWPT, Wichita Falls, Tex., has started a new show Tuesday nights. Elmer Snodgrass, WAKE, Greenville, S. C., has started a Saturday morning kiddie talent quest, in which his sponsor awards merchandise prizes to the winners.

Uncle Don Andrews, WSGW, Saginaw, Mich., has added an hour across the board to his already busy schedule. Foreman Bill Allen, WPAI, Fayetteville, N. C., is trying to stimulate interest in new artists by devoting a 15-minute seg on his daily show to playing new disks by novices. He asks listeners to vote for their favorite newcomers, with an award going to the top performer each week. Sam Lillibridge, KCLW, Hamilton, Tex., is doing pop as well as rustic shows on his outlet. Leon Sanders, KDFT, Center, Tex., reports that Buddy Durham, of his station, successfully defended his fiddle championship in a local contest, vying with rosin-scrappers from Arizona and Texas. Tommy Carlisle, nephew of the Carlisle Brothers (Mercury), is spinning 'em at WCLK, Campbellsville, Ky. Tex Justus, WJPS, Evansville, Ind., won \$100 in a contest for platter spinners, sponsored by a Western fan mag.

Carl Shook, WKWY, Louisville, reports that Jimmy Osborne, WKLO, Louisville, announced a Christmas party for his listeners, with the station preparing for 500. Final count showed 4,700 attended. Uncle Ollie Hamilton, WJZM, Clarksville, Tenn., has been under the weather for the past month, but reports feeling better.

D. M. Dwellie, KSUE, Susanville, Calif., reports that his station is pitting the pop vs. the h.b. segs to see which one can collect the most for "The March of Dimes." Whichever show's coffers is largest will invade the competing show, with the station going either all h.b. or all pop for the day. Johnny Argo, KWCB, Searcy, Ark., conducted a favorite artist poll, with Doris Day surprisingly topping Red

Foley and Lofly Frizzell, who finished in that order. Slim Williams (Coral), KWCB, Ft. Worth, reports that Joe Martin and Bill Calson, of WWL, New Orleans, have cut their first Coral session in New Orleans. Jimmy Logsdon is handling all the costume disks at WINN, Louisville. In addition, he is doing two live singing slots daily.

Al Turner, KLIF, Dallas, has taken over "Bob Wills" Ranch House every night a week, in addition to promoting the "Big D Jamboree" show. Wills will work the spot Wednesday and Saturday; Buddy Harris' jazz band takes over on Thursday; folk music, Friday, and Latin American rhythms are set for Sunday. Sherry Long and Dolly Dimples have a two-week hour show on WPAZ, Pottstown, Pa. Long is the operator of the Santa Fe Ranch located between Pottstown and Reading, Pa.

Herald (Cus) Goodman, who airs his "Saddle Mountain Round-up" live and as a d.j. session on KRLD, Dallas, is now touring theaters in the Lone Star State. Merl Lindsay and his Oklahoma Night Riders, heard twice daily over WKY, Oklahoma City, completed a two-week tour which covered 10 cities and also made a video appearance in Tulsa. Tommy Duncan appeared with Lindsay on the tour. Cathy Phillips is booking personals for the group.

Uncle Ned and his "Hayloft Jamboree" will do a show at the Macon, Ga., Auditorium February 17 with a dance to follow. Marty Roberts, formerly with WJZ, Decatur, Ill., joined WKCY, Cincinnati. Mac Odel, the Ole Country Boy; his wife, Addie, and their daughter, Barbara, heard regularly over WLAC, Nashville, will have their new transcribed series aired over KERR, Dallas, and XELO, Eagle Pass, Tex., and KMOX, St. Louis in the near future. Odel has signed a new pact with King and expects his first sides to be released the end of the month.

BETTER BUYS BUCKLEY WALL and BAR BOXES

Specify 5c or 10c Play



\$24.50
BUCKLEY MFG. CO.
2422 W. Lake Street, Chicago 24, Illinois

COIN OPERATORS!
... CASH IN on the
Hottest Package
in the Chicago CMI show

the new
Philtain
COIN OPERATED RADIO
with Pillow Speaker

Earns 10c an hour... for years!
Proved demand by hospitals everywhere. You can't miss. Write today for full details.

Visit us at Booth 11
CMI Convention • Sherman Hotel

PHILTAIN ELECTRIC DIVISION
OK Strapping Corp., 2121 Fairfield, Ft. Wayne, Ind.

Country & Western (Folk) Record Reviews

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and record titles like 'Mark Me Off Your List', 'Little Blue-Eyed Blonde', 'Steel Curtain Polka', etc.

PHOTOMAT advertisement: RADICALLY DIFFERENT COIN-OPERATED PHOTOGRAPHY. Includes text 'Amazing new', 'worth waiting for!', and 'OPERATE ANYWHERE'.

WILSON OPERATING CO. FOR SALE advertisement. Lists various coin-operated machines like Fishing Fish, Old Faithful, Pin Bowler, etc., with prices.

EMPIRE SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

Large advertisement for Empire Supermart. Features sections for 'BRAND NEW CLOSEOUTS!', '5-BALLS', 'ARCADE', 'SHUFFLE GAMES', 'MUSIC', 'CONVERSIONS', and 'CIGARETTE VENDERS'. Includes prices for various machines like 'GENCO SLIDER', 'CHALLENGER', and 'JET GUN'.

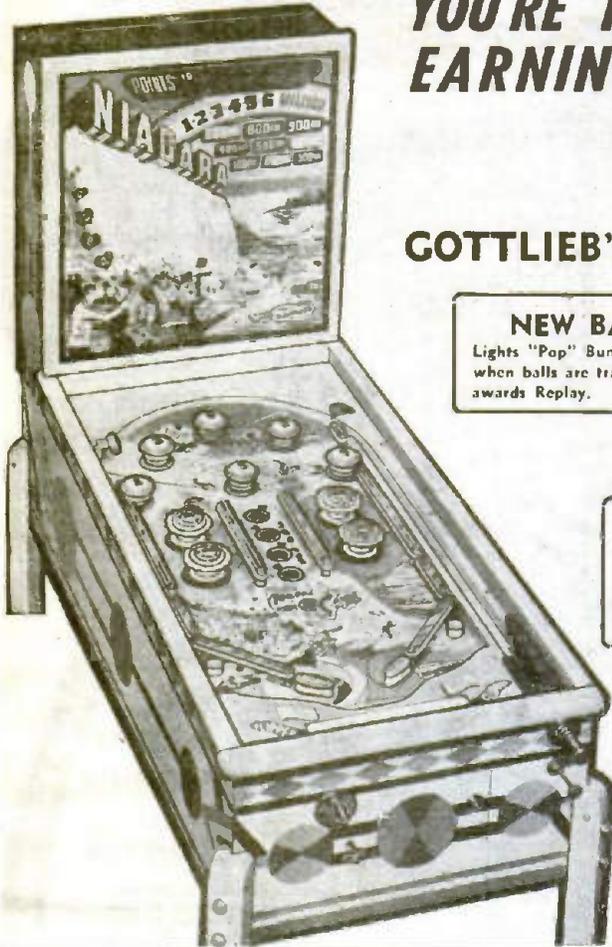
'SURE' for YOU thru-out 1952 advertisement for the JET GUN. Features a large image of the machine and text: 'EXHIBIT'S DALE JET GUN', 'OPERATE ANYWHERE', 'RAPID-FIRE MACHINE GUN ACTION... SPEEDY SKY TARGETS... STRAIGHT HIGH SCORE SKILL GAME... NO FREE PLAY... NO TICKETS... NO AWARDS'.

MARCH OF DIMES advertisement: GIVE Voluntarily TO MARCH OF DIMES JANUARY 2-31. Includes a small image of a person and the text 'SECRETLY ILLUSTRATED'.

YOU'RE "HONEYMOONING" with MORE EARNINGS WHEN YOU OPERATE

NIAGARA

GOTTLIEB'S



NEW BALL TRAP
Lights "Pop" Bumpers for point scoring when balls are trapped. 4 Balls trapped awards Replay. *Fast Play!*

ROLL OVER REPLAY BUTTON
Lights to score replays when 1 to 6 Bumper Sequence is completed. *Skill Play!*

INCREASING BUMPER VALUES
Hitting Bumpers in rotation increases their scoring values!

A TORRENT OF ACTION & FLASHING SPEED with 4 "POP" BUMPERS—2 FLIPPERS—2 CYCLONIC BUMPERS!

SEE YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

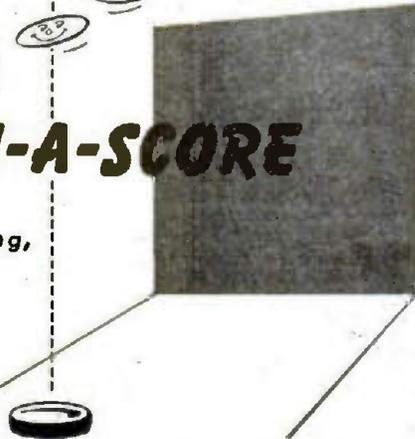
"There is no substitute for Quality"

a new thrill for each coin

IT'S GREAT! MATCH-A-SCORE

New, Fascinating, Challenging Play Principle

10 Different Scores To Match



FOR STEADY HIGHER COLLECTIONS ORDER YOUR MATCH-A-SCORES NOW!

Created, Engineered And Perfected By **BANNER SPECIALTY COMPANY**

Established 1917
199 W. Girard Ave. Philadelphia 23, Pa.
GARfield 3-2700

Branch: 1508 Fifth Avenue, Pittsburgh 19, Pa.

- 20-30 Rebound
- Fastest Alley Play Ever
- Most Attractive Formica Play Field
- Completely Refinished Cabinet
- New Different Backglass
- Thoroughly Retailed and Redesigned Mechanism
- New, Improved 10c Drop Chute
- Every Near Miss Compels Another Try
- Intensive Field Tests Prove MATCH-A-SCORE'S Perfect Performance And Consistently High Earnings

SEEBURG, NELSON-WIGGINS, CAPITOL
and other types of classic automatic players. New Rolls now available. Regular releases—Old, New, Standard. Popular tunes. Write for lists.

J. LAWRENCE COOK
234 East 143rd Street, New York 56, N. Y.

BRAND NEW PINBALL GAMES

in original factory crates.
PLAY BALL, 10c play, Chl. Case, \$99.50
STADIUM, 14c play, Came Mfg. Co. \$9.50
Write for info on new RACE HORSE GAME for Private Clubs. No coin chute.

WEBB CORP.
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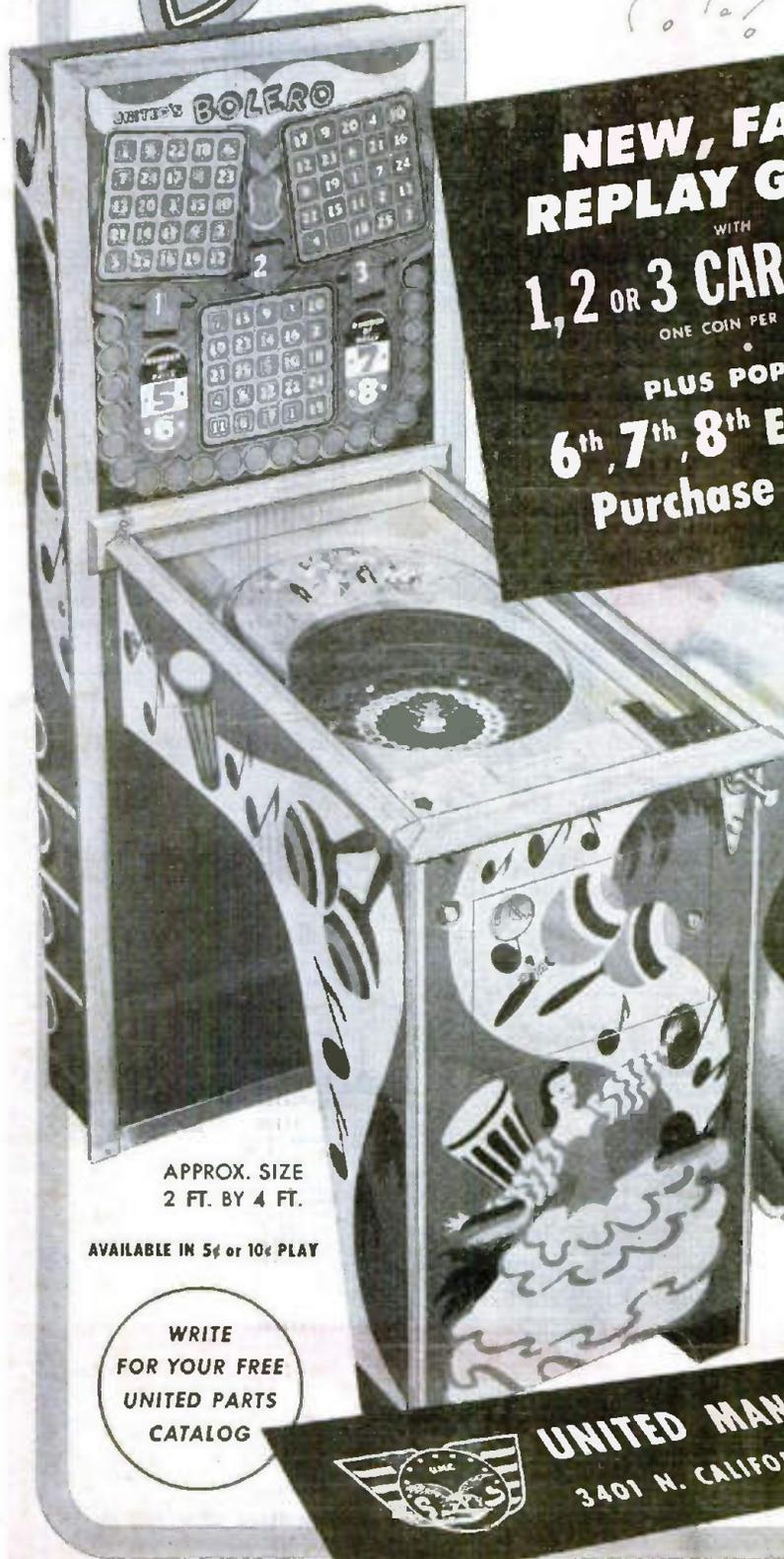
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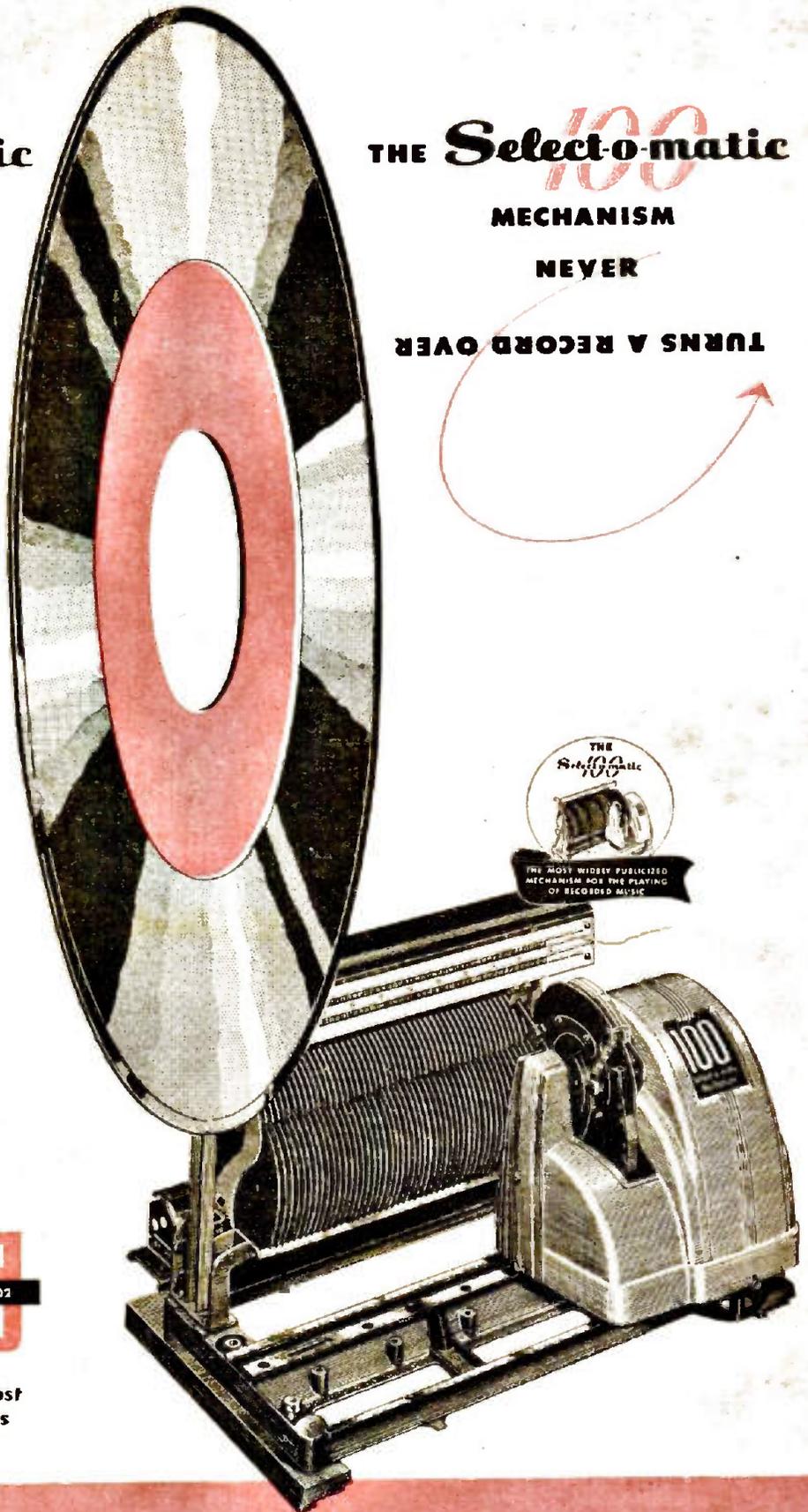
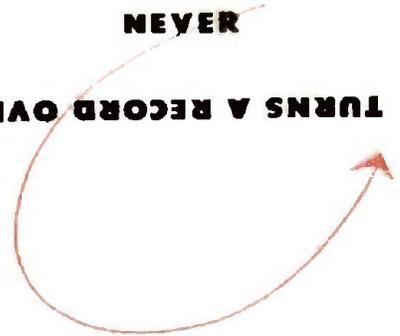
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