

# The Billboard

**NARTB CONVENTION**  
 March 30  
 thru  
 April 2  
 CONRAD HILTON HOTEL  
 Chicago

APRIL 5, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Non-Programmed Meets to Determine Radio's Future

### Confessions and Politics Are Confab Hi-Lites

#### Merchandising Plus Chairman Walker Get Top Billing

CHICAGO, March 31.—Anticipated highlights of the regular agenda of the 30th Annual Convention of the National Association of Radio and Television Broadcasters are: the talk of new chairman of the Federal Communications Commission, Paul A. Walker; the Confession Session of "veteran" television broadcasters; the Politics and Broadcasting '52 meeting; and the Merchandising Workshop session.

Glaringly obvious to observers was the absence of any panels on radio programming or research. (See editorial this issue.)

Broadcasters were hopeful that FCC Chairman Walker would throw some light on the TV freeze. Latest date for thawing at present is April 15 (see separate story). Unusual interest attaches to Walker's talk because this is his first address to the broad- (Continued on page 4)

### Carnival Union Reaction Noted

ST. LOUIS, March 29.—Mixed reactions were expressed Friday (29) by railroad carnival owners in a drive now under way to organize show workers-concessionaires as well as ride and show personnel.

The campaign, directed by Harry Karsh, representing the recently chartered Carnival and Amusement Workers' Union, International Jewelry Workers' Union, No. 450 (AFL), this city, has been pushed quietly for almost (Continued on page 37)

**NARTB CONVENTION PREVIEW**  
*featuring*  
**"Spotlight on Chicago TV"**

---

Non-Programmed Meets to Determine Radio's Future.....Page 1  
 Confessions and Politics Convention Highlights.....Page 1  
 Convention Great Shot-in-Arm for UHF.....Page 1  
 Problems: Will It Succeed Anyway?.....Page 4  
 Editorials: Big Hit 2 Errors: A Row to Tilt.....Page 4

**RADIO FIGHTS BACK**

Round-Up of All Industry Affiliates' Great Job.....Page 5  
 Industry Research on Every Level Shows Strength.....Page 5  
 Everywhere You Go—Promotion and Merchandising.....Page 5  
 Year Features Many Sales Techniques.....Page 5

**SPOTLIGHT ON CHICAGO TV**

City Represents Sound Market for TV Sales.....Page 18  
 Are CBI Network TV Originations Dying?.....Page 18  
 Although Running Third, CBI Has Telefuture.....Page 18  
 You Can't More for Your Money in Chicago.....Page 20  
 And Many Others

## Broadcasters' Convention Great Shot-in-Arm for UHF

CHICAGO, March 31.—Ultra high frequency (UHF) television will get its greatest concentrated promotion to date at the 30th Annual Convention of the National Association of Radio and Television Broadcasters which opened here this morning. Virtually all major producers of TV transmitting equipment are putting heavy emphasis in their exhibits on new UHF features, equipment and gimmicks. Additionally, the NARTB Engineering Conference on Wednesday (2) will hold a special panel discussion on UHF.

General Electric Company has on display the first production model of a low-cost low-power UHF transmitter designed especially for small-town operations. This transmitter and

antenna sells for \$55,000. Associated equipment required to telecast network programs and local films, however, would cost an additional \$38,000.

Allen B. Du Mont Laboratories, Inc., is pushing a three-way promotion embracing services and facilities of three Du Mont operating divisions: transmitter, receiver sales and the Du Mont TV network. Transmitter section is pitching a minimum studio with

a monochrome scanner and single camera, studio equipment, 5-kw. UHF transmitter, antenna and transmitter antenna and transmission line for about \$140,000.

The network offers programming assistance, and the receiver division will have a complete line of UHF converters and adapters on the market before UHF stations go on the air. Early in 1953 the company expects to market a continuous tuning UHF-VHF receiver.

RCA is showing a complete line of commercial UHF equipment, including transmitters, antennas and UHF tuners for home receiving sets.

Top engineering personnel will participate in the above-mentioned UHF panel.

### NO SHELF FOR BILL—BRYSON

WASHINGTON, March 29.—Rep. Joseph Bryson, chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, warned this week that the original Bryson-Kefauver Bill has not been "shelved" even tho the subcommittee was directing its attention currently to alternative suggestions at its latest hearings.

Bryson, co-sponsor of the Juke Box Royalty Bill with Sen. Estes Kefauver, issued the announcement at the outset of Wednesday's (26) hearing session. He asserted that "some reports" have been given "that we had shelved the bill and were giving no further consideration to it." He added vehemently, "That is a misstatement."

A complete report on hearings of the ASCAP-juke box royalty bill, held in Washington this week, starts on page 32 of this issue.

### Loew's Continues Pic Theater Jazz

NEW YORK, March 29.—Jazz concerts at Loew's Kings and Valencia theaters last week were so successful that the circuit will continue with the policy in these two houses and add others. Only change in the policy will be to run future jam sessions exclusively on Fridays and at midnight, rather than the 7 p.m. starting time of the experimental show.

Kings concert, in poor weather, drew 1,700 payees and the Valencia showing, some 3,000. Among other houses being considered is the Paradisc in the Bronx.

### Affil Group Blasts Webs, Researchers

#### Closed Door Net Station Sessions Of Major Import

By JOE CSIDA  
 CHICAGO, March 31.—While the National Association of Radio and Television Broadcasters' 30th Annual Convention, which opened here this morning, will explore almost every problem facing broadcasting (AM, FM or Television), probably the most important of the three-day meetings will be of one, not on the official program. This is the All Industry Affiliated Committee session taking place this afternoon.

The committee, born of a Columbia Broadcasting System radio rate cut on the eve of the 1951 convention, will make another effort to get at the heart of the major issue facing radio today: To find the means to prevent a ruinous devaluation of the medium. At this meeting, and in the closed meetings of the American Broadcasting Company, the Co- (Continued on page 4)

### BMI Pacts Gain Europe Toehold

By PAUL ACKERMAN  
 NEW YORK, March 29.—Broadcast Music Inc. during the past year has quietly gained a foothold on the European continent. Reciprocal "understandings and agreements" have been concluded with the French performing rights society, SACEM; the Belgian performing rights society, SABAM; the Spanish society, SGAE; and the Austrian society, AKM. The most recently concluded arrangement is that (Continued on page 38)

### Telemeter to Send Palm Springs TV

HOLLYWOOD, March 29.—Palm Springs (Calif.) City Council this week granted a 50-year franchise to Telemeter Corporation to pipe TV shows into the resort desert town.

Telemeter will immediately start construction on its \$250,000 master antenna on a Western mountain peak near Palm Springs which would pull in shows from the seven Los Angeles channels. Programs then would be made available to Telemeter-equipped homes via coax cable.

**Want to Make DOUGHnuts?**

Now you can with the stainless steel automatic doughnut machine advertised by Moore Dairy Products in our Outdoor Market. Price classified under this week.

And you can make plenty of DOUGHnuts the fast and easy way! You will use and read the Outdoor, Music Record and Cash Machine Market. Three pages as well as the regular classified ads in the Advertising department every week in The Billboard. They're all packed with bargain news items. Big opportunities for making BIG PROFITS, whether you read the ads or place ads!

**WHAT DO YOU WANT TO BUY OR SELL?**

see page 45, 79, 89, 107.

### Index

Art Shows.....67	Merchandise.....89
Broadcast.....68	Music Charts.....30
Carnival.....62	Music Machines.....101
City TV Spotlight.....15	Night Club.....29
Covers.....80	Parts & Pans.....78
Class. Ads.....89	Pipes.....94
Coin Mach.....96	Radio.....4
Fairs & Expos.....77	Rivers & Sakes.....65
Frost Control.....70	Roadshow Rep.....68
Gen. Outdoor.....71	Shows.....66
Honor Roll Hits.....36	Television.....65
Log-Home.....66	Telex List.....95
Map.....95	



# Billboard Backstage

By JOE CSIDA

If you've ever had the opportunity of watching a big corporation president do his job over any reasonably extended period of time, you'll agree that one of the prime requisites for the task is a sense of humor. Lacking same, the head of a multi-million dollar business enterprise in these difficult days, is a cinch for an ulcer, a heart attack or the booby hatch. One gent who has no difficulty whatsoever appreciating a funny, even when he and his company take a little knuckle rapping in the process, is Frank Polgan, president of Radio Corporation of America.

He sent over the following letter this week, which to me constitutes ample evidence:

"mister r c a  
"dear sires i take my pin in hand to tell you i am wild and hope you are the same  
"i am sorry i dont know yore name jus yore letters nigh onto over a year ago my ole man and me had some money and we bot a tv set like you make and we bin sorry ever sinse

"we could a tuck the money and bot a good herford bull wed bin a wantin and make our cows happle but sint nobody happle now  
"cant git no pitcher an no musick and my ole man jus looses his riligion a turning them nobz and a gittin nuthin we tole the man and toll him and he come out an we done spint a neerly hauder dollars more on hit  
"the las won thet come out tawked my ole man out of 29.95 and didnt do nothin but giv us a purly pease of paper hit say FACTORY SERVICE CONTRACT but we still cant git no tv  
"he sed this was made rong and you was gonna send some new intrals or peases to put in hit free and thet was last month on the 14 day hits got Mister Cahill name on hit so you give this letter to him please  
"we got frins thet bot sets but whin they seed ours they bot smother kin please rite me sumpin to do  
"my ole man had a heart spell at daylitt this mornin and he

would enjoy seeing this tv he is nigh on to 70 and im jus 56.  
"do all the ritin fer him hopin this finds you and your family will iam as ever.

MISTRES ETHEL CRABTREE  
"P S sinse writin this letter sin in by my winder ole eleior my best cow we named her after mistres dropped a little bull cat  
"P S junor we cant have no fire in the firplace cause they put some wire down the chimlie  
"P S J my ole mans name is FOY and we live rural route HIGHLAND PARK CHATTANOOGA TENN  
"my frin sed fer me to back this letter to Mister Cahill himself so Mister r c a wont have to pass hit on to him"

The lady from Tennessee didn't know how right she was in addressing Polgan as Mr. R. C. A. And as long as guys like Frank retain the capacity to chuckle at their own expense, and don't take themselves too seriously, everything may yet be all right.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, March 29.—All hearings on the "Voice of America" budget, Chairman John J. Rooney (D. N. Y.), of the House appropriations subcommittee on State, justice, commerce and the judiciary, listened patiently as Dr. Wilson Compton, new head of the State Department's information set-up, explained his agency's reorganization. Rooney then asked the State Department official if the reorganization will produce "a substantial reduction in the staff of the assistant secretary for public affairs." When Dr. Compton answered, "I presume so," Congressman Rooney asked: "What are the facts?" Charislee H. Huntelaine, deputy under secretary of state, volunteered. "There will be a very substantial reduction," Rooney, aware of an old Potomac practice of hiring back two people for every one fired "on paper," said crisply: "Do live bodies leave the department, or do they still stay in the department?"

**Celler Talks Disappearance Of Records—and Bottles . . .**  
"Lucky nobody was color billed when Chairman Emanuel Celler (D. N. Y.), of the House Judiciary Committee, asked witnesses from major disk manufacturing companies to identify the hues of several disks which Celler submitted

as exhibits at this week's hearing on the Bryson-Kefauver copyright bill. For several minutes everybody watched spellbound as Celler tossed disks like a juggler, asking the witness each time: "What color is that?" One witness stammered in confusion that a red record was blue, but quickly corrected himself. Celler laughingly said, "As a matter of fact, it's cerise."

After submitting the disks as exhibits, Celler told an anecdote about presiding over a hearing some years ago when a dozen bottles of liquor had been submitted as exhibits. "By the time I recessed the hearing that day," said Celler, "every bottle of liquor was gone." Glancing slyly at the disks, Celler added, "I hope that won't happen to these records."

**Raine, of Columbia Records, Goes to 'The Right Places' . . .**

When Kenneth Raine, of Columbia Records, during testimony at this week's hearing on the Bryson-Kefauver Bill credited exhibits with stimulating retail sales of disks, Congressman Celler interposed, "I never go to places where they have juke boxes and I never played one, but I know that I buy lots of records, bought because of juke boxes."  
Raine said, "And I do, too, Mr. Celler."

Subcommittee Chairman Joseph Bryson, a teetotaler, quipped, "You both, apparently, do not go out much."  
Celler declared amid laughter, "We go to the right places."

**Justice Dept. Probs Gets Hearing Room . . .**

"Some fast scene-shifting took place on Capitol Hill when the House Judiciary subcommittee on copyrights staged its wind-up open hearing on the Bryson-Kefauver Bill Wednesday morning's session was crowded out of the House Judiciary Committee's big hearing chamber where previous proceedings on the bill had been held. The big chamber, decked out with TV and newsreel cameras, grabbed the spotlight for Atty. Gen. J. Howard McGrath's appearance before a subcommittee investigating the Justice Department. The Bryson subcommittee had to shift to a small room by room where testimony was placed on record amid the comings and goings of office help and the clacking of a gum-chewing stenographer. Subcommittee Chairman Bryson apologized to witnesses for lack of enough chairs to seat them. That afternoon the hearing shifted back to the big chamber, but less than a dozen people were on hand.

# New Formula Hikes CAPAC Fees by 100%

By HARRY ALLEN JR.

TORONTO, March 29.—The Copyright Appeal Board announced this week a new formula for fixing the copyright fees to be paid by Canadian radio stations to the Composers, Authors and Publishers Association of Canada. The change will mean that privately-owned stations will pay possibly twice in fees what they paid a year ago. The amount paid by the CBC will also be higher. Members of the Canadian Association of Broadcasters were called for an emergency session.

In the case of private stations, the fees paid for the use of music in the CAPAC repertoire will be based on their gross revenue. In the case of the publicly-owned CBC, the fees will be based on population and on gross revenue. The board's ruling is retroactive to January 1, 1952.

Private stations will pay 1 1/4 per cent of their gross revenue which it reports to the transport department. The CBC, which

(Continued on page 30)

# London Dispatch

By LEIGH VANCE

LONDON, March 29.—West End theater managers have been very reluctant to allow TV excerpts of current hits; so Michael Barry, head of TV's drama department, has side-stepped the local managers ring and has gone out into the provinces. This week he announced a tie-up with repertory theaters throughout the country. Most of these local theaters have resident companies putting on a new show every week. Barry plans to have them bring the best of their repertoire to the TV studios for a peak viewing hour on Sunday nights. Where it is impossible to transport the cast to London, he will make long-range relays from the theater concerned. This is the best news viewers and little-known actors have had for a long while. These actors will have a chance to shine before the (average) 4,000,000 audience. And you can bet your boots most of the local managers will be looking in too. So we may see a few TV stars zoom into the headlines overnight. We could certainly do with them. As it is, the list of middle-aged stars in the theater grows longer and longer, but few managements are far-sighted enough to groom youngsters to take their places. It seems most managers are happy enough if they can balance today's budget. They never seem to think of that bleak period ahead when all their middle-aged names will suddenly die and there are no replacements. Take the case of a young actress called Heather Stannard, who bloomed into stardom with Laurence Olivier in "Venus Observed." She nearly stole the notices from him. In the few parts she has had since then—and they have all been in local repertory companies—she has played again she is an actress of . . . at ability. But now she is out of work, with no prospects and no offers. She is just one of a raft of young people in the same plight. Managements

(Continued on page 70)

# Rome Round-Up

By SYD STOGEL

(This column appears once each month.)

ROME, March 29.—Michael Tor, American actor who was fired from the male lead in the million-buck Italian technicolor epic, "The Golden Carriage," which Jean Renoir is directing with Anna Magnani as the star, has filed a \$150,000 damage suit against the producers, Panaria Films, who refuse to make any statement about the affair. According to inside sources, Tor's first starring role went to his head and many complaints were made against him during the two months of shooting. The pay-off supposedly came when he noticed the fem star's chair was marked "Miss Magnani" and his said "actor." Tor reportedly dashed into his dressing room and refused to continue the scene. When Renoir went in to smooth his ruffled feathers, the actor berated him and ordered the director to get out of his sight. The next day Tor got the heave-ho, being replaced by British actor Duncan Lamont.

**Music News filled With Boos and Bravas . . .**

The big surprise of the current musical season was the dismal flop of Argentine composer Juan Jose Castro's opera, "Proserpina and the Stranger," which was booted off the stage of Milan's Scala Theater recently. The opera had won the Verdi Memorial Prize last year, and now critics are tossing angry barbs at the committee. On the other hand, Italian music critics had nothing but praise for Jane Stuart Smith, who scored orchids at Palermo's Massimo Theater where she sang the title role in "Turandot." The daughter of It. H. Smith, proxy of the Norfolk & Western Railroad, Miss Smith now goes to Reggio Emilia to sing in "La Gioconda."

Italy's Frank Sinatra, Luciano Tajoli, is making a three-month U. S. tour for a trip and his fund. Tajoli holds undisputed reign as this country's top singer of popular songs. . . . The top tune in Italy today, by the way, is a zippy piece called "Poppies and Goslings," which won the San Remo prize last month as the year's best song. . . . Excelsa Films has just bought the film rights for a flick starring Walter Chiari.

**DOXA Polls Public for Top Pix Favorites . . .**

DOXA, the Italian version of the Gallup Poll, announced results of a survey of the Italian film public. Most popular female stars, picked by both men and women, were Ingrid Bergman, Alida Valli and Rita Hayworth. According to the ladies, Gitywore Peck is their No. 1 actor, while the men prefer Gary

(Continued on page 70)

# Paris Peek

By ANNE MICHAELS

PARIS, March 29.—Paris opened up with some first class entertainment, especially in the musical-cabaret line. The Folies Bergere's latest extravaganza has Yvonne Menard stealing critics' raves, and the show should be one of the big tourist draws of the season. . . . Suzy Delair opened as star of another musical revue, "Fire Works." . . . Lena Horne is at the Lido for an eight-day stint. . . . Yves Robert, who stars in "Head of the Others," and Rosy Vilady, the Milady of the present production of "Three Musketeers," do a late night act at the newly remodeled, Rose Rouge cabaret, along with pantomimist Marcel Marceau. . . . At the La Lune Rousse are Jean Rigeux and Jean Marsac. . . . Patachou re-opened her cabaret with a new discovery, singer-guitarist-composer Georges Brassins. . . . Linda Baptiste and Josephine Primke head a new revue at Carols in a show titled "Carnival in Rio." . . . The Theater A. B. C. offers a revue by Pierre Dac, Francis Branche and Roger Pierre, starring Henri Salvador, Annette Poivre, Raymond Bussieres, Pierre Dac, the American Cyndie Glenn, Fortunio, Eddy Basima, Joan Daniell, Michele Moreoni, and has a supporting cast of 30.

**Paris Revues, Stars Line-Up Season . . .**

The Theater Bouffes Parisien has a Swiss-French revue in rehearsal, "All for Her," with equal participation of performers and writers from each country. Alfred Willenetz and Marius Berthes have turned out the book and lyrics, with Henri Bourtyre and Louis Rey responsible for the music. . . . Marta Eggerth and Jan Kiepura reunited for a European tour ending in Paris of the operetta "Tasavleth." . . . The Compagnons de la Chanson, back from the States, start a series of radio

(Continued on page 70)

# Picture Business

By LEE ZHITO

HOLLYWOOD, March 29.—"All I want is a simple answer to a simple question: Are you going to strike or aren't you?"

No man to best around the bush, RKO Pictures' bossman, Howard Hughes, asked the Screen Writers' Guild just that and wanted to have the answer as soon as possible. The whole squabble arose as a result of SWG going to bat for Paul Jarrico after RKO refused to give Jarrico screen credit on "Las Vegas Story" or pay him for his part in the scripting after Jarrico refused to tell the House Un-American Activities Committee whether he was a Commie.

We surely don't know whether RKO had the legal right to bounce Jarrico from a picture on these grounds, nor do we know how far SWG can and will go in attempting to support Jarrico. Without getting involved in the legal ramifications of the matter and at the risk of sounding as if we're taking sides, Hughes' brass-tacks approach to the problem is highly commendable.

The guy is fighting for a principle. Hughes could easily pay off Jarrico just to get the whole mess out of his hair (he can spare the dough), but he'll risk a legal battle with Jarrico, throwing his whole studio into a strike and an expenditure of many times what Jarrico asks in legal costs by fighting for what he believes to be right.

**Cloud of Uncertainty At Studios of RKO . . .**

As you read Hughes' letter to the Guild, it can't help feeling that had Hollywood held its ground so firmly a few years ago, the industry today would not be the target of anti-movie charges by congressional committees, protest picketing by the American Legion and similar groups. Here's his letter:

"Gentlemen:  
"For some time now RKO has been operating under a cloud of uncertainty created by lack of knowledge as to what action you intend to take in behalf of Paul Jarrico.  
"Various rumors have reached me, the last of which was that you intend to make this an all-out fight—that your president, Mary McCall, and your board of directors intend to uphold Paul Jarrico to the last ditch.  
"I have been told that it is the firm intention of Miss McCall and your board to force RKO to submit to the demands of Jarrico.  
"If these rumors are accurate and if Miss McCall speaks for the majority of your Guild, then I suppose in the final analysis this means a strike, because that is the most powerful action any Guild can bring to bear upon a studio.  
"I do not know whether your members want to strike or not. However, I am sufficiently trusting to believe that if they do want to resort to this measure, they would just as soon get on with it.

"I cannot believe that a majority of your members want to impose a strategy of uncertainty, or a cold war, upon the personnel of RKO or any other studio.  
"So in the interest of all concerned, I would like to cut away the red tape and formalities and bring this matter to a head.  
"I want to place you in a position where you can take action if you desire.  
"The contract between RKO and the Screen Writers' Guild provides certain steps of conciliation and arbitration to be followed in disputes of this nature.  
"I am not opposed to conciliation and arbitration in general labor relations.  
"Sees Disputes as Not One Of Labor Relations . . .

"However, the controversy between RKO and Jarrico is not one of labor relations. It involves his refusal to answer a question put to him by governmental authority.  
"The question was whether or not he was a member of the Communist party. He refused to answer on the grounds that his answer might tend to incriminate him.  
"My determination that I will not yield to Jarrico or anyone else guilty of this conduct is based on principle, belief and conscience. These are forces which are not subject to arbitration.  
"My conscience cannot be

(Continued on page 67)



CATHOLICS EYE TV, MUSIC

Church Units Move to Help Good, Slap Bad

NEW YORK, March 29.—The Catholic Church this week appeared to be moving toward the taking of an official position on what it deems acceptable in the way of recordings and TV shows.

Meanwhile, Milton Work, executive secretary of the National Council of Catholic Men, this week urged that TV should view the American home as a "church in miniature" rather than as "a nightclub with a cheap floor show featuring scantily-clad dancers and off-color slapstick comedians."

The record column, tagged "Discussions," appears in the Providence R. "Visitor" and announced it is waging a war against "juke box owners, radio disk jockeys and record shops that sell, play or allow to be played records with indecent or suggestive lyrics."

"White Seal"—for Purity

Reviewer Barbara C. Jencks awards the "white (for purity) seal of approval" to such records as "The Little White Cloud," "Slow Poke," "Cry" and "Trust In Me," along with more obvious choices like Fred Waring's "One Little Candle," and "Way the Good Lord Bless and Keep You."

Miss Jencks says she is anxious to contact the record companies on "new releases in line with our policy," pointing out that the Visitor's circulation is 70,000 and that 80 per cent of the State is Catholic.

The Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. M. Donaldson Publishers

Roger S. Littlefield Jr., William D. Littlefield, E. W. Evans, Pres. & Treas. Lawrence W. Gallo, Secy. Editors

Joseph G. Coida, Editor in Chief, New York; O. R. Schreiber, Com. Machine Editor, Chicago; Herb Dietrich, Bus. Editor, Chicago; Wm. J. Sachs, Exec. News Editor, Cincinnati; Ben Atlas, Chief Washington Bureau

Managers and Divisions: R. W. Egan, Gen. Mgr., Cincinnati; Main Office & Circulation Division, 1160 Patterson St., Cincinnati 22, Ohio; Phone: DUbar 9508

W. D. Littlefield, Gen. Mgr., Eastern Division, 1564 Broadway, New York 36, N. Y.; Phone: PLaza 2328

M. L. Reuter, Gen. Mgr., Western Division, 118 W. Randolph St., Chicago 1, Ill.; Phone: CEtral 4438

Sam Ansell, Gen. Mgr., West Coast Division, 8000 Sunset Blvd., Hollywood 28, Calif.; Phone: HOLlywood 83831

F. B. Joering, Gen. Mgr., Southeast Division, 700 Atlantic Bldg., St. Louis 1, Mo.; Phone: CLinton 0433

C. J. Latscha, Advertising Director; E. Kemper, Art Director; M. L. Reuter, Advertising Mgr., Chicago; B. A. Bruns, Circulation Manager; Main Advertising and Circulation Offices, 2160 Patterson St., Cincinnati 22, Ohio; Phone: DUbar 6450

Subscription rates payable in advance. One year, \$10 in U. S. & its possessions; outside, \$12. Subscribers who require change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Authorized by the Post Office as publication of the National Publishing Company. The Billboard also publishes "The Monthly" magazine of automobile news. Second-class postage paid at Cincinnati, Ohio. Postmaster: one year, \$1. Vol. 64 No. 14

Highlight Reviews

NIGHT CLUB

Durante, Still the Phenom, Makes Like Old Times to Sell-Out Copa

By BILL SMITH

With Jimmy Durante tearing up the room it seemed like old times were back at the Copacabana, New York. Preen night biz was so big that the management stopped taking reservations late afternoon (27) and later that day refused reservations for the following few days.

Durante is the phenomenon of showbiz, particularly in cafes. His remarkable vitality is so overpowering that he exhausts an audience half his age while he seems to be fresh as ever.

TELEVISION

Fem Sportscaster Invades Male Domain; Maiden Try Inconclusive

By SAM CHASE

There once was a time when a man who wanted to escape from it all could find anonymity in one of two places: the neighborhood saloon or the baseball park. Those days, of course, are long since gone, as the taverns and ball parks have become shrill with the babble of female voices.

With the near onset of another baseball season this show will be devoted to scores and chatter of the pastime. But instead of the

resonant, masculine tones of the usual sportscaster, one session weekly of this strip will be in the manicured hands of a gal by the name of Joan Crosby. Whether this will turn out to be a stroke of genius or a case of rank heresy remains to be seen.

On the toe-off edition both Aron and Miss Crosby appeared and divided the brief chores between them. The program itself was

quite simple both in format and presentation, with little unusual other than the appearance of Miss Crosby herself. A few grapefruit league scores and an introduction to the sportscastress as the hostess of the Monday session was about all there was time for, apart from a plug for N. Y. Giant-owned Mayfair Inn in Sanford, Fla., where viewers were assured

himself. The audience made up of many picture names, howled and howled, and Jimmy went on and on. In fact he was on so long that the midnight show ran right into the 2:15 show.

The rest of the bill had Rosette Shaw and the Mayo Brothers as the supporting acts. Miss Shaw belted out a series of songs in an Ethel Merman-ish kind of voice that at times seemed overpowering. Opening with "You're the Tops," she followed with a dramatic, "Masquerade is Over" which hushed them up. Gal wracked each song with too disturbing an energy. Working on

(Continued on page 24)

"Giant Jottings," reviewed Monday, March 24, 10:50-10:55 p.m., EST, via WPIX, New York.

(Continued on page 11)

Capital Gains Tax Nixed for Sinatra, GAC

WASHINGTON, March 29.—The Federal Tax Court has informed Frank Sinatra and his former agent, General Artists Corporation, that they cannot pay long-term capital gains taxes on money which GAC received for "selling" Sinatra to another agent.

Altho five judges dissented, the court held this week that GAC realized ordinary income from the proceeds it received in connection with the transfer of an agency contract it had with Sinatra to Music Corporation of America.

The booking agency maintained that its contract with Sinatra was a capital asset. But the majority of the court considered the proceeds from the transfer as compensation and not as receipts for the sale of capital assets.

Partial text of the opinion follows: "The relationship, if any, between the petitioner and MCA assignee-agent, their motives in entering into the contract of December 10, 1943, and the purposes which they intended to accomplish thereby, and those of Sinatra in agreeing to the change, are not adequately disclosed by the record. MCA was to receive as its own a fee of only 5 per cent for performing the same services for Sinatra in the future for which the petitioner had charged 10 per cent, while the petitioner gave up 5 per cent on valuable contracts on which it had already done its part. But whatever the explanations for their actions may have been, nevertheless, the petitioner did not actually sell its agency contracts with Sinatra to MCA under the agreement of December 10, 1943."

(Continued on page 13)

VAUDEVILLE

Eager, Friendly Frankie Gets Smash Reception Heading Click Para Bill

By BOB ROLONTZ

A mellow and friendly Frank Sinatra is a smash hit here, with the singer featured both on the stage and in the flick. Perhaps he's not The Voice any longer, as time has diminished the hypnotic effect of the Sinatra vocals, but this is more than offset by his personality, poise and selling ability, plus his genuine desire to give out with the songs.

From his opener to the closing "When You're Smiling," Sinatra clicked all the way. He sang,

kidded and chatted, just as on his TV show, and he let the crowd have almost as many songs as it desired. His best were "That Old Black Magic" and "I Hear a Rhapsody," his latest record click. He also did a cute parody on Johnnie Ray, which ended with the line "When I think of Ava, then I no longer cry." At the end of his act Sinatra called up Jackie Gleason and Jack E. Leonard. All three proceeded to fracture the crowd with their antics. Dagmar also came up and smothered the singer with kisses but Sinatra emerged smiling. This audience got more than its money's worth. It is a show for Sinatra fans, far between the stage show and the movie there are over 15 Sinatra

vocals. If the singer continues to act as warm as he does on this bill he could soon win back his once great following.

Frank Fontaine, who appears with Sinatra on TV, drew a lot of belly laughs with his John C. Savoney routine, especially the gestures and sounds that have become a trademark of the act. He also kept the crowd chuckling with his takeoffs on singers from Godfrey to Coma.

June Hutton received a great hand for her first-rate delivery of

(Continued on page 28)

Frank Sinatra, reviewed at the Paramount Theater, New York, Wednesday, March 26.

LEGITIMATE

As Fantastic Meller, "Grass Harp" Twangs Baffling, Bewildering Tune

By BOB FRANCIS

This reporter has not read Truman Capote's "The Grass Harp." He is advised, however, by one who did, that the novel is pitched to the point of view of a 15-year-old boy—a fantasy of human relations from an adolescent viewpoint. If this is so, it could explain a lot about what Capote is trying to say on the stage at the Martin Beck. Likewise, this reporter's informant says the "Harp" appears to be largely autobiographical—that the lad grew up with three such ladies of its story, an elderly, dominating spinster; a nit-wit, slightly younger ditto; and a caustic,

somewhat practical, fem Negro servant. In fact, he says it is quite a book.

Bookwise, it may be so, but stage-wise, Capote has turned it into a fantasy combining touches of Saroyan and Tennessee Williams with overtones of "The Madwoman of Chaillot." The boy is definitely in the picture, but he has become a cog in an incipient fantastic melodrama, which gets nowhere beyond mild confusion.

Roughly, Capote has stated that "Harp" means that you can't escape from realities by going to live in a tree or an ivory tower. So far as this reporter is con-

cerned, no one but a ninnyhammer has ever said that you can. So "Harp" twangs out no shattering truths.

In Capote's stage version a faded, rebellious virgin takes refuge in a tree house, with a nephew and garrulous servant, because a haughty sister is putting on the heat to force her to disclose the recipe for a mystical drop-ey cure. The gal won't tell.

(Continued on page 65)

"The Grass Harp," reviewed at the Martin Beck Theater, New York, Thursday, March 27.

Review Index

Table with 2 columns: Category and Page Number. Includes Record Reviews (49), Classical Reviews (49), Legit Reviews (66), Night Club Reviews (28), Radio Reviews (10), Television Reviews (10), Vaudeville Reviews (28).

## AFFILIATES' COMMITTEE BLASTS RADIO NETWORKS

Researchers Also Take Shellacking;  
Morency to Bow Out as Chairman

Continued from page 1

Jumbia Broadcasting System, the Du Mont Network, the Mutual Broadcasting System and the National Broadcasting Company, as well as in sessions between web officials and key station affiliates, much of the immediate, and some of the long range future of radio and television will be decided.

And eventual negotiations between the networks and affiliates in many cases will be determined by the degree to which the Affiliates' Committee, at their session today, are able to alert and brief the individual broadcasters as to present dangers.

This task lies substantially in the hands of Paul (Fritz) Morency, WTIC, Hartford, who has been chairman of the committee for the past year, and who today will recap the committee's past activities, and probably make recommendations for future action necessary to the continued welfare of broadcasters as the committee sees it.

While no advance copies of Morency's talk, or the committee's findings and recommendations have been made available, keen trade observers had little difficulty, on the basis of the committee's activities of the past year, "guessing" what form Morency's findings and recommendations would take.

The committee, for example, made no secret of its dissatisfaction with the research standards and the tying - radio - to - TV aspects of the NBC Economic Study Plan, when that proposal was originally introduced last Fall. The committee, indeed, characterized the Plan (and any others like it) as leading to "the destruction of radio."

Similarly the Committee denounced the CBS effort (which continues to date) to re-negotiate its affiliate contracts so that the network-affiliate split of monies paid for network shows be expressed in percentage rather than dollar terms. The committee interpreted this as meaning that the stations would thus be leaving the matter of determining true radio rates entirely in the hands of the networks.

Thus it is expected that Morency will lose another blast at both the major webs, and possibly denounce the under-the-table deals made by several networks. It is also likely that Morency will point to the continuing efforts of national advertisers (the Procter & Gamble effort to get CBS - to

cut nighttime rates to daytime levels was rumored to be nearly resolved at press time) to chop away at radio rates, and call for the networks to recognize their responsibilities to their affiliates in fighting off such bankroller efforts.

Too, the committee has kicked around, since its very inception, the inadequacy and shortcomings of much of today's research and statistics. It is known that the committee was highly displeased that NBC failed to consult any of its stations, or at least the affiliates' committee representatives, before the web made its recent deal with A. C. Nielsen for extensive new research on a market-by-market basis. The committee had indicated previously that it considered Nielsen's sample inadequate, and questioned many of the findings of his regular radio and TV studies. Thus, it is probable that the committee may lose an attack on Nielsen and several other researchers.

Late last week several committee members had received a copy of a confidential bulletin to station subscribers sent out by C. E. Hooper, which, among other things stated: "... we are currently in a position to observe, again in many cities, the comparative sets-in-use stability of TV, as compared to radio, from period to period, and report to report. This stability is currently greater with TV than radio..."

On the basis of this report, and others, the Morency Committee may also throw a hard right at Hooper.

The committee has increas-

ingly recognized that research and statistics is so rampant these days that to a large degree, national advertisers are laughing it all off. Many key committee members have been yelling for a return to the days of radio's greatest expansion, when radio men sold the medium on the basis of results produced per dollar spent, and stressed the number of people listening, rather than the number of homes reached.

In short, however, it is a foregone conclusion that research will come in for a major share of the committee's attention and Morency's speech.

More than 300 broadcasters (the meeting is being restricted to those broadcasters who have contributed to the committee's activities) are expected to be present at the meeting. But the results of the meeting will be felt throughout the convention, and indeed throughout the upcoming radio-TV year.

While the question of whether the committee should continue will be put to the assembled group, it is anticipated that there will be more than adequate station support for its continuance. At least at this writing all signs point in that direction. Morency will also state his decision to retire as the committee's chairman, and will urge the election of a new chairman. (See separate story.)

Otherwise the NARTB Convention, one of the most ably organized and executed trade meets in show business, will intelligently explore virtually every facet of broadcasting operations. (See separate story this issue.)

## TV Confessions, Politics, Merchandising Highlights

Continued from page 1

easters since he took over, following Wayne Coy's resignation.

The reasons for the high interest in the Politics session is rather obvious in this election year, with both radio and television scheduled to perform the greatest job of political coverage and election coverage in broadcasting's history. The Workshop confab will be chaired by Clair McCullough of the Steinman Stations, one of the ablest broadcasters in the business, and no mean pro politician himself around his home state, Pennsylv-

ania. On the panel with McCullough will be Kenneth Fry, radio-TV director of the Democratic National Committee; Edward Angle, radio-TV director of the Republican National Committee; Sig Mickelson, chairman of the TV Pool Committee; and William McCAndrew, chairman of the Radio Pool committee. Ralph Hardy and Bob Richards of the NARTB will be panel staff representatives.

In the Confession Session on TV broadcasters who have operated video stations will tell how they got into television, what it costs to build and operate a station, the problems that program selling and promoting in NARTB President Harold Fellows will introduce this session. Harry Bannister, NBC's new veepee in charge of station relations, will make the keynote pitch and panelists will be Walter Compton, WTTG, Washington; Walter Damm, WTMJ-TV, Milwaukee; Thad Hilt, WAFM-TV, Birmingham; Harold Hough, WBAP-TV, Fort Worth; Gaines Kelley, WFMV-TV, Greensboro, N. C.; Klaus Landsberg, KTLA, Los Angeles; Robert Lemon, WTTV, Bloomington, Ind.; Glenn Marshall, Jr., WMBR-TV, Jacksonville, Fla.; and Lee B. Wallis, Fox Industry Company, Detroit.

The tremendous acceleration of merchandising activity in the past year on the part of local stations as well as networks gives the workshop session on that facet of operations outstanding interest. There has been concern expressed on the part of many broadcasters that radio is heading overboard on giving away too much in merchandising assistance to advertisers. Nevertheless the Merchandising Workshop panel will treat the subject mainly from the positive viewpoint that more merchandising is necessary, and go into ways and means in which small as well as large stations

### EDITORIAL

## A Bow to Fritz

It is a pretty safe guess that at the All Industry Affiliates' Committee meeting, which begins in Chicago a few hours after this issue of The Billboard is in circulation in that city, Paul (Fritz) Morency, chairman of the committee will receive a standing ovation and a vote of thanks from those present. If the ovation shakes the walls of the meeting room it will still be far short of what Morency deserves.

Few tasks in the history of the radio business have entailed more work, more grief, more spoken and unspoken abuse with less personal return than that performed by Fritz Morency as head of the Affiliates' Committee. This is not to minimize the notable contributions Morency received from the dozen or more working members of his committee. But the fact remains that a major portion of the work and abuse concentrated itself on the chairman.

We wish to add The Billboard's applause to that of Morency's fellow broadcasters as he steps down from the chairmanship.

And we hope that Morency's successor will display the same guts which the Connecticut radio executive demonstrated in his leadership. We hope, too, that Morency's successor will be a broadcaster who is presently in television, as well as radio. The reasons for that hope, of course, are somewhat too obvious to need detailing here.

In the meantime, nice work, Fritz.

## Problem: Who'll Succeed Morency?

McCullough, Swezey, Damm Considered Possibilities for Affil Chairmanship

CHICAGO, March 31. — Question of who will succeed Paul (Fritz) Morency as chairman of the All Industry Affiliates' Committee loomed as one of radio's most important problems today as the committee met to recap its activities of the past year and set forth recommendations for future action.

In the main, Morency's job has been a thankless one, with the chairman winning little favor with certain network officials, advertisers, agency men and others who have disagreed with the committee's stance on various

radio rate adjustment projects. That the new chairman will be faced with the prospect of similar disfavor is considered a cinch.

Best guesses, as of this morning, as to Morency's possible successor were: Clair McCullough, general manager of the Steinman Stations; Bob Swezey, head of WDSU and WDSU-TV, New Orleans; and Walter Damm, general manager of WTMJ and WTMJ-TV, Milwaukee.

## Major Changes Blueprinted for NBC "All Star"

NEW YORK, March 29. — Wholesale changes this week were being blueprinted for the National Broadcasting Company's "All Star Revue" TV series. Almost certain of being dropped next season were Ed Wynne, Olsen and Johnson and Jack Carson, according to reports. The latter is going into "Of These I Sing" shortly and will be unavailable for TV should the musical click on Broadway.

The three principal personalities who are expected to rotate next season on the TV comedy program are Jimmy Durante, Danny Thomas and Martha Raye, all of whom have scored continuity on video. It is believed that by limiting the comics, the stanza will become a more solid kind of operation. The web is said to feel that viewers more probably will stay with three top performers than with six whose over-all work is not considered as satisfying.

## 3d Howard Seg Bows Via CBS This Summer

HOLLYWOOD, March 29.—Columbin Broadcasting System will bow a third Cy Howard property, "That's My Boy," this summer. Series will be based on characters created in the film of the same name which co-starred Dean Martin and Jerry Lewis.

Other Howard packages now carried by CBS include "My Friend Irma" and "The Life of Luigi." "That's My Boy" radio series marks a unique turnabout for Howard. Originally, "Irma" was created for radio and then adapted to the screen. In the "Boy" series, radio show will extend characters originally introduced on the screen.

### EDITORIAL

## Big Hit, Two Errors

Far be it from us to slap the wrist of anybody connected with putting together so complex a proposition as the agenda for the convention of the National Association of Radio and Television Broadcasters. Overall this confab program, year in and year out, is one of the best put on by any trade association.

Nevertheless, it seems to us symptomatic of the possibly serious brush-off treatment, intentional or otherwise, which radio these days finds itself receiving at the hands of some of broadcasting's ablest brains, that there is not a single Workshop or other session devoted to two of radio's most serious current problems. These, of course, are radio programming, and radio research.

The radio networks, with too few exceptions, have long since given up the idea of turning out exciting, new, different, listener-getting radio shows. And local stations, by and large, have done equally poorly in creating new shows which are calculated to hold old listeners and win new ones. That the NARTB program failed to provide a forum for this important phase of operations is a sad commentary on the manner in which broadcasters are preoccupied with TV.

And the lack of a research session is possibly even more lamentable. Research today is in such a state of confusion, in many instances in such dispute, that unless some intelligent plan for determining what single type of research is most needed and wanted, and unless that type is developed and nurtured, radio may find all of its expensive efforts to prove its case laughed right out of usage by advertisers. It's undoubtedly too late to do anything about the omission of these two subjects from consideration at the present convention, but we hope broadcasters will singly and collectively pay them some serious attention in the weeks and months to come.



EDITORIAL

Radio Fights Back!

Caught in the whirlpool of the evolution caused by the rapid expansion of television and unsettled domestic and international events, radio, since the National Association of Radio and Television Broadcasters' convention of a year ago, has come thru a critical twelve-month period. Actually radio did not really begin to fight back against those who were consciously or unintentionally attempting to devalue the medium, until right after last year's confab.

The highlights of that fight in the past year are presented on this page. A reading of these few highlights makes one fact glaringly obvious: that the fight badly needs co-ordination. The efforts of individual stations, the networks, various broadcasters' groups have all been laudable, and no doubt have had an effect in withstanding the onslaught against the medium. That these efforts would have been considerably more effective if they had been co-ordinated to a greater degree cannot be questioned.

It must be admitted that effective co-ordination of these far-flung efforts, many stemming from operators with many conflicting interests (as between networks and individual stations, for example) is difficult to achieve. Nevertheless, it is essential that every consideration be given to methods for such increased co-ordination.

From where we sit only one presently constituted group seems to be in a position to take the first faltering steps toward a real consolidation of radio's efforts to sell itself at its true value. That group is the All-Industry Affiliates' Committee. We urge its continuance and development on every broadcaster interested in preserving a great medium at its full strength.

Radio must continue to fight back, and somebody must pull together all its weapons, from every level of the industry to make that fight ultimately successful.

RADIO FIGHTS BACK

Everywhere You Go Promotion & M'dising

NEW YORK, March 29.—The need was clear from the outset. Following the National Association of Radio & Television Broadcasters' convention in Chicago in April, 1951, the cry went up from all sides to promote radio, to promote it as an advertising medium, to promote its value as an entertainment and public service medium, promote it as it had never been promoted before.

In the year since the last convention, responses to the call have been made by stations, groups of stations, regional associations, national organizations and networks. The promotion of the medium, of radio as a whole, in the past year has more than anything marked the phenomenal resurgence of radio in that time.

The Billboard, as part of its 14th Annual Radio and Television Promotion Competition, created a division especially for this type of effort. The number of entries that have come in from all segments of the industry for this division of the competition has been remarkable. The judging of the competition takes place on April 8, and the results will be announced in the April 19 issue of The Billboard.

The Broadcast Advertising Bureau, which became an independent entity April 1 of last year, was one of the first and foremost in promoting radio. From the outset, BAB planned presentations showing radio's value, took steps to act as a clearing house for radio success stories, and undertook basic research. During the summer, BAB set up a library to enable the org to answer questions on any facet of radio broadcasting whatsoever. Then, in the early fall, William Ryan, BAB topper, announced launching of the "Radio United" campaign to spark co-operative promotional efforts by stations across the country. BAB asked stations to meet once a month with the other stations in their area to organize local research of a non-competitive nature, and to devote half of their promotional budgets to pushing the medium rather than the individual station.

The Radio United campaign was inspired by the joint "sell radio" campaigns that had been announced in Tulsa and Detroit. In August, seven stations in Detroit announced that they would confederate for the purpose of an AM promotion with the slogan "Wherever You Go—There's Radio," which got under way September 1. In Michigan and Texas, special tapes were pulled plugging the several values of the medium and aired by stations throughout the two States.

NARTB itself in the fall announced that it could send to members monthly a 15-minute transcription featuring top names in entertainment, business and government, that would promote

the advertising, news, entertainment and public service value of radio. This was to be the first step in a program to use radio to sell radio.

One of the first regional groups to heed the call to plug the medium was the Southern California Broadcasters' Association. Beginning last spring, this group set to work on a series of research efforts to bring out the buying characteristics of the markets, to show the selling effectiveness of radio there, and to gauge the amount of out-of-home and auto listening done there. In July, SCBA started its promotional drive to sell radio to both audience and advertisers.

The national radio networks (Continued on page 27)

RADIO FIGHTS BACK

Round-Up of All Industry Affiliates' Great Job

NEW YORK, March 29.—Since the 1951 convention of the National Association of Radio & Television Broadcasters, the radio business has gone thru what was probably its most turbulent and critical year since its emergence 30 years ago. On the very eve of last year's convention the Columbia Broadcasting System announced a straight 10 per cent reduction on its rate card, and the other three national networks quickly followed with rate cuts of their own. But the pressure on the profits of stations had only begun. In September the Association of National Advertisers issued its third report on the impact of television on radio. And in October the National Broadcasting Company released its Economic Study Plan, calling for extensive rate adjustments, increases in some markets, but as much as a 20 per cent cut in some others. The Study also called for additional network option time, which would deprive stations of the greater return available from local sponsorships. And thru the rest of the year other revised network plans were brought out to appose those national advertisers, who were doubtful that radio was as solid a buy as it was before the television era.

Thruout all these pressures the radio stations have not stood still. They have fought back hard so that now, a year after the round of rate cuts, the industry is in a very strong position indeed.

Spearheading the stations' counterattack has been the All-Industry Affiliates' Committee. Chaired by Paul (Fritz) Moroney, of WTIC, Hartford, Conn., the committee was formed by a spontaneous meeting of about 700 radio men at last year's NARTB convention. Its expressed purpose was to deal with the whole problem of radio rate structure. Altho the committee may have no specific accomplishments to record at this date, it is doubtful that without its constant vigilance the radio industry would be in as strong a position as it is.

On November 7 and 8, 1951, shortly after NBC had distributed the full prospectus of its Economic Study Plan to its affiliates, the Affiliates Committee met and issued a firm denunciation of the plan, "or any similar plan which might be proposed" as leading "to the destruction of radio." In a seven-point statement, the committee declared that station rates should be based on actual set circulation and that adjustments should not be based on the growth of TV set circulation since the effect of TV is not the same in all markets. The committee further stated that networks should continue to give national coverage based on 13-week cycles and should not devise sales plans that take spot-sales revenue away from the station and give it to the network. And in consultation with Robert Elder, former research director for Lever Bros., the committee called for research that would indicate the cumulative impact of programs, give the real circulation of radio at the local level and enable advertisers to compare their radio buy with other media.

In an answer the next week, NBC defended the intentions of the Economic Study Plan against

the AC's charges and said that AC's contentions indicated some misunderstanding.

In the final days of 1951 three AC toppers met with NBC Prexy Joe McConnell in a further attempt to block effectuation of the Economic Study Plan. McConnell at that time affirmed that the plan would have to be accepted, even if it took another year. But he told them that a letter was soon to go to all NBC affiliates stating that rate adjustments would not necessarily be based on TV impact in all cases.

At the NBC affiliates convention in Boca Raton, Fla., last November, the affiliates in the carefully worded resolution, passed 72 to 22, rejected most of the important proposals of the ESP. Despite that, as the month went by NBC announced that more and more affiliates had given the nod on their own re-alignment. However, at this date the ESP is still not a reality. And with the appointment of Harry Bannister, manager of WWJ, Detroit, to a high stations relations post with NBC, chances are that the whole theory of the ESP is in for alteration before it is pressed any further.

RADIO FIGHTS BACK

Year Features Many New Sales Techniques

NEW YORK, March 29.—Thruout the year extensive developments took place affecting the sales structure of radio. The trend was toward both expansion and greater flexibility with the aim of making radio an ever more attractive advertising buy. The first step along these lines was taken by CBS late last summer, when it offered the "Red Skelton" Wednesday night show to advertisers on a one-shot basis. Takers appeared on the scene instantaneously, to such an extent that when, late in Octo-

ber, the Pontiac Division of General Motors set out to buy one-shots on all the networks as a saturation campaign for its new models, the Skelton show was already bought out until January. But CBS threw open all its sustainer to Pontiac on a one-shot basis.

CBS carried this trend toward greater network sales flexibility a step further in December when it brought out its Selective Facilities Plan, enabling advertisers to select any combination of network stations on a 13-week cycle, providing they make the program available to other stations in the web, either sustaining or with local sponsorship. The Colgate-Palmolive-Peet Company was the first to take advantage of this plan when, in January, it dropped sponsorship of "Mr. and Mrs. North" in six television markets, while keeping it on the rest of the network. It was revealed that Colgate's desire to realize its sponsorship of this show had inspired the Selective Facilities Plan in the first place.

On its part, NBC in November brought out its "Guaranteed Advertising Attention Plan," which guaranteed that any advertiser buying part of the three programs on its tandem plan would get at least 5,300,000 listeners a week over 13 weeks based on Nielsen surveys. Smaller listenership than the guaranteed minimum would elicit a prorated refund after the 13 weeks.

In answer to advertisers' claims regarding the effect on radio of the increasing television set circulation, the four networks during 1951 steadily increased the number of their affiliates, signing up mostly 250-watt stations in smaller non-TV markets. At the same time the station, in an endeavor to recoup losses they'd felt they'd sustained from network rate cuts and from various network sales plans, began boosting their daytime rates, dozens of stations taking the step during just one week in November. Along the same line, some stations re-adjusted time classifications, turning certain Class C periods into Class B time.

Various independent stations brought out their own special sales plans late in 1951. Station WQXR, New York, and 11 other stations thruout the country that specialize in classical music formed the "Good Music Broadcasters' late in 1951, offering advertisers special handling in taking the whole or part of the dozen-station block. Zenith and General Electric were the first to buy. At about the same time, (Continued on page 27)

RADIO FIGHTS BACK

Industry Research on Every Level Shows Continued Strength

NEW YORK, March 29.—In recent years the character of the radio business has changed extensively. In effect, the wheel has turned and the child has become a man. Superficial observers, not seeing the child about, have claimed he is dead. Others, finding the child matured, have tried to kill him.

But the radio medium is still very much alive. Various studies issued in the past year have shown that, despite the many changes wrought principally by the advent of television but also by several conditions of the post-war era, there is still a very large and active radio audience.

One of the most spectacular studies of the condition of radio listening in major television markets was made by a joint effort of the Pulse and The Billboard in January of this year. The study showed that whereas radio usage dipped when television first became entrenched in those markets, it experienced a resurgence after television was in a couple of years. The proportion of homes using radio in 1951 was in many cases as great, in some cases greater, than in certain pre-TV years. In Boston, for instance, during the first two months of 1947, when the city had no television stations in operation, 23.1 per cent of the radio homes used radio during the average quarter hour from 6 a.m. to midnight. In the first two months of 1951, when Boston had three television stations and a TV set circulation of over 642,000, radio usage was the same 23.1 per cent.

In New York, radio usage in January and February of 1944 was 23.3 per cent during the average quarter hour per day. In

January and February of 1951 it was 23.7 per cent.

Most of the losses in radio listening occurred in the evening period, the study showed. Morning listening, on the other hand, underwent a marked upswing in many cases. In New York, morning radio usage in the first two months of 1951 was greater than in any previous year thru 1944. In Philadelphia, radio listening 6 a.m. to noon during January and February of 1951 was greater than any previous year thru 1946. Studies of years before that were not made by Pulse.

In some segments, of course, the study showed that the percentage of homes using radio was down in 1951. But the decreases were usually nowhere as great as had been assumed by many. Moreover, a drop in percentage did not necessarily mean a drop in actual number, since the total number of radio homes was known to be increasing.

In February, the Joint Radio Network Committee, representing the research facilities of the four national radio networks, issued their estimate of radio set circulation as of January 1. Their statistics showed that the number of radio sets in the U. S. had increased over the year by nearly 10,000,000. They showed that there were 42,800,000 radio homes in the U. S. on January 1, as against 41,900,000 the year before. There were 34,000,000 secondary and portable receivers in homes, compared with 30,000,000 in 1951. They estimated that 95.6 per cent of all homes had at least one radio. All their totals meant that there was one set for every voting citizen in the U. S.

Over the year, various stations thruout the country sponsored

studies that showed that radio listening, while characteristically different from previous years, was still strong. In January, WNEW, New York, published the results of a Pulse study that showed there was more listening to radio in New York radio-TV homes than there was in 1948, with a 47 per cent increase in afternoons and an evening increase of 28 per cent. WNEW itself enjoyed an increase of 83 per cent in afternoon listening, and 78 per cent in evening listening. Evening listening in all New York homes was down from 1947, the report pointed out, with 76 homes listening in 1952, as compared to 100 in 1947. The survey further showed that "a radio-TV home is the very one which uses more than the average number of radios."

Right on the heels of the WNEW study, Station WOR, New York, issued the results of a Pulse survey comparing quarter-hour figures for 1951 and 1948. It showed that the New York radio audience had expanded 43 per cent during the morning, 15 per cent during the afternoon and has dropped off by 17 per cent during the nighttime. The evening decline was less than 3 per cent, increased the early evening, 6-8 p.m.

In January, WWJ, Detroit, released a 24-page brochure revealing that there were 207,000 more radio homes in that area than in 1940, and a 10-year increase in primary area population coverage of almost a million. One significant fact that the various studies pointed up again and again was that when television comes into an area or a home, radio does not quietly ex- (Continued on page 27)



# Report Benny Stays on CBS Tonic to Net's Sunday Plans

## Seen Hostening Crosby, Skelton, Bergen Decisions for 1952-1953

NEW YORK, March 29.—A reported decision this week by Jack Benny to remain on radio next season was viewed by the Columbia Broadcasting System as firming up its powerhouse Sunday night line-up of comedy. Several other top attractions, including Bing Crosby, Red Skelton and Edgar Bergen are also moving toward a resolution of their radio status for the season of 1952-53 at CBS, and the Benny decision is seen as a hopeful augury.

CBS and Benny's sponsor, Lucky Strike cigarettes, have collaborated on a plan which would pay the comedian a sufficient dough to make him forego the hazards of a regularly scheduled TV slot. Benny, however, probably will continue making his occasional appearances on video in the Sunday night 7:30-8 p.m. slot on CBS-TV, as in the past.

Since CBS feels that as Benny goes so goes the Sunday night line-up, the web is considerably relieved. The network had felt that without Benny as anchor-man, its important Sunday night comedy line-up might resemble C. Should Benny continue next season, the likelihood of "Amos 'n' Andy" being retained by Rexall is considerably bettered.

But whether Edgar Bergen remains with CBS on radio and on TV is, so far, an unanswered question. Bergen has been conducting talks with several networks and interested clients to see whether they will pay enough to make radio worth his effort. No decision is yet forthcoming, but the National Broadcasting Company is known to be willing to take the wraps off its bankroll to get the ventriloquist. Coca-Cola, Bergen's current sponsor, has bowed out of his AM future.

This season, however, is likely to be the last for Bing Crosby on the CBS radio web. Chesterfield

has decided the crooner's AM ratings do not justify the outlay for which the cigarette sponsor could buy another TV show. Since Crosby can get all the work he wishes in other media, he is likely to move off radio. More possible and more productive of heavy loot would be Crosby's appearance on video next season on an occasionally-scheduled basis, probably for Chesterfield.

Red Skelton's lack of AM sponsorship sell-out on CBS makes his return to that web next season dubious. The comic is doing exceptionally well on TV for Procter & Gamble via NBC-TV and may be able to tape a radio version of it for the same client at cut rate prices on the NBC radio web.

### SELL 'EM LAUGHING

## NBC Sales Pic Stars "Summer V.-P." Allen

NEW YORK, March 29.—Radio salesmen of the National Broadcasting Company are sure to ring up a record number of laughs with the web's new presentation, "Summer Radio: 1952," and the potent and unusual pitch should ring up its share of sales as well. A combination sound-slide color film that uses regular AM broadcasting techniques to tell the story features Fred Allen as NBC's veepee in charge of summer, rounding up the hot-weather sales story. Supporting Allen are Portland Hoffa, Bill Gargan, Frank Gallop and such real veepees as Jack Herbert and Bud Barry.

Conceived and executed by Jake Evans, manager of the NBC radio advertising and promotion department, and Harold Shepard, supervisor of radio sales promotion, the presentation utilizes 222 color illustrations, backed by a

swiftly paced and usually hilariously taped comedy, running about 30 minutes in length. It rates as Allen's best effort of the season, on or off the air.

The pitch stresses increased sales enjoyed by many types of products during the summer, such as soaps, beverages, dry cereals, refrigerators, ranges, cosmetics, tobacco products, gasoline, oil, automobiles and many others. Total national retail sales during June, July and August are only 2.6 per cent below the entire year's levels for all business, so NBC's conclusion is that there is no real summer slump, and the advertiser would do well to continue plugging his product.

Radio itself continues to be very much a factor during the summer, it was shown, with 24 out of 25 people at home during any average summer week, and

(Continued on page 12)

# Sees Night-TV Costs Cut 72% Since 1949

NEW YORK, March 29.—Much of the scare talk about the high cost of TV is hysteria, Edward Shurick, an account exec at the Columbia Broadcasting System's TV network claimed in a speech Tuesday (25) before the Chesapeake chapter of the American Association of Advertising Agencies in Baltimore. Shurick stated that nighttime video costs have declined from \$8.68 per thousand in 1949 to \$2.40 per thousand, a cut of 72 per cent.

Shurick pointed to a letter sent to ad agencies by CBS-TV sales veepee Fred Thrower. The letter notes that altho the average program and time costs for November, 1951, were 50 per cent higher than in November, 1950, the average number of homes reached in 1951 was 92 per cent higher. The result, according to Thrower, is that the average cost per thousand homes reached in November, 1951, was 23 per cent lower than the previous year.

Shurick said that TV today has a circulation greater than the combined circulation of the top three national magazines. He pointed out that TV between 8 and 12 at night, has now passed radio in total homes reached nationally. Thus, there now are more families using TV within its 63 markets than radio attracts in all markets throughout the country. Another vital fact, the account exec claimed, is that TV during these hours has increased its season-use 41 per cent over January of last year.

Shurick cited a daytime TV program which reached 38 per cent more homes on behalf of its sponsor in January, 1952, than it did in May, 1951. The program's cost per thousand homes reached is now approximately one-third less than it was a year ago, he said. The exec pointed out that the higher time costs for this show

are offset by an almost 3 to 1 increased TV circulation. Statistically, therefore, he alleges, costs have gone up only 15.5 per cent while circulation is up 40.3 per cent.

According to Shurick, agencies and clients must do research at the "cash register" without letting ratings become a kangaroo court for programs. Shurick took the experience of Schick Electric Razor Company as an example of what the medium could produce for an advertiser. In spite of the top sales year in its history in 1950 as a result of scare buying and the introduction of its new model, Schick bettered this sales record during 1951 by 10 per cent in areas where it used TV. But in areas where the sponsor did not use video there was a 47 per cent decline in sales, Shurick said. He also claimed that a coffee advertiser recently created \$260,000 worth of retail activity as the result of a coupon offer on a modestly priced daytime TV show.

Shurick stated that daytime-TV is rapidly finding favor with clients. In January, 1950, 10 per cent of the time between 10 a.m. and 5 p.m. on CBS-TV was sponsored, but in January, 1951, the figure increased to 13 per cent, and by January of this year 31 per cent of the time was commercial.

## Shriner May Replace Nagel

NEW YORK, March 29.—Goodrich Tires this week was dickering with Herb Shriner to take over as emcee of its "Celebrity Time." The panel show will be shifted into a variety format for which Conrad Nagel, its present emcee, is deemed unsuitable.

The change is being made to see whether "Celebrity Time" can more satisfactorily meet the challenge of Red Skelton. Program is on the Columbia Broadcasting System's TV web Sunday nights, 10-10:30 p.m.

## Ford Renews WNEW Pact

NEW YORK, March 29.—Deejay Art Ford this week signed a new three-year renewal pact with local indie WNEW, thereby squelching rumors that he would move to another Manhattan station next month.

Under the new pact, WNEW Manager Bernice Judis retains control of all Ford's radio and TV activities. Ford has been the station's all-night platter spinner on "Milkman's Matinee" for nine years, and is considered one of the top 10 deejays of the country.

### NEWS CAPSULES—COAST TO COAST

## ABC Sets Multi-Mil Centers; Arkansas Min. Men Cover Blow

NEW YORK, March 29.—The first American Broadcasting Company radio program from its new \$3,000,000 plant on West 56th Street starts Monday (31) at 6 a.m. All ABC network radio programs from New York, as well as

those of its metropolitan flagship, WJZ, will emanate from its new radio operation. On Tuesday (1), the new \$1,250,000 ABC radio center in Los Angeles inaugurates its broadcasting career. And another imposing array of ABC's coast-to-coast radio facilities swings into operation Monday (21) in Chicago when the web's new \$50,000 AM studios there get under way.

### Arkansas Stations Air Tornado Disaster

LITTLE ROCK—Arkansas radio stations spearheaded the news and public service fronts here Friday (21) as a series of tornadoes slashed their way catastrophically across the state. KARK, here, was on the air with a bulletin 15 minutes after the twister hit Dirks, in the southwestern part of the state. The same station carried a flash 30 minutes after the tornado hit England, 25 miles from here. Meanwhile, several stations sent tape crews into the disaster areas and came out with material which was presented the same day the initial tornado hit.

### New Santa Barbara Corp. Chaired by Colman

SANTA BARBARA—With Ronald Colman acting as chairman of the board, the Santa Barbara Broadcasting and Telecasting Corporation has been formed here to apply to the Federal Communications Commission for a TV station license and construction permit for this city. Others in the corporation are: Colis McCrae, Ralph Cecil Smith, Alvin C. Weingand, C. H. Jackson and Arthur Marquette of the Sherman-Marquette advertising agency.

### 5 Colleges to Divide WBK Air Time

CHICAGO—Programming of WBK here, the FM station owned by Balaban & Katz, will be turned over to five Chicago area colleges, beginning April 14. They are the University of Illinois, Roosevelt College, Loyola University, Illinois Institute of

Technology and Lake Forest College. Each station will take one day a week. WBK is supplying the air time at a weekly cost of \$300. Schools stand the cost of programming.

### \$100 Fine on Reproducing Lectures, Sermons

WASHINGTON—The House of Representatives this week approved a bill which would slap a \$100 fine on anyone who reproduces a lecture, sermon or address without possession of the copyright. The measure, in the form of an amendment to the

(Continued on page 13)

### FORD FOUNDATION PREPS TV SEG

NEW YORK, March 29.—The Ford Foundation is readying a series of Sunday afternoon TV shows with a cultural theme. Format of the project is still top-secret, but the Foundation will reportedly provide a king-sized budget for the programs.

### IT'S CONFUSIN'

## Sponsor Cantor Seeks Better Buy Than Cantor, the Actor

HOLLYWOOD, March 29.—When an actor is the sponsor there's bound to be confusion. Eddie Cantor, major stockholder in Welch's, originally thought his weekly disked radio show would be an ideal vehicle to peddle Welch's wines. Plan then was that National Broadcasting Company would carry show sustaining after its present sponsor, Philip Morris, goes off April 8. Welch's would pick up show in late summer.

While Cantor, the sponsor, feels that Cantor, the actor, is okay, Cantor, the actor, feels he can get a better ad buy than Cantor, the actor. Therefore, Welch's will

retain its present ad program on TV without adding radio. Furthermore, a guy on for himself would be like taking money out of one pocket and putting it into the other.

Chief reason for Cantor's desire not to be bankrolled by Welch's, according to present indications, is strong interest in the disk show from other sponsors. Cantor indicated new bankroller would be announced soon. Half-hour show features Cantor relating showbiz lore in addition to collector item disks drawn from his 12,000 platter library.

### 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

You are cordially invited to an exhibit of the entries

in The Billboard's 14th Annual **RADIO & TELEVISION PROMOTION COMPETITION**

Time: 2:00 to 4:30 P.M.  
Date: Tuesday, April 8, 1952  
Place: The Jansen Suite, The Waldorf-Astoria Hotel, New York



# ABC Merger Easier Than Buying Singly

UPT's Goldenson Says Para Outlet Idea Pre-Dates Plan; Van Volkenburg Heard

WASHINGTON, March 29. — Leonard Goldenson, president of the United Paramount Theaters, Inc., told Federal Communications Commission Examiner Leo Resnick yesterday (28) that his organization was convinced it was more advantageous to take over a radio network than to try to buy independent radio stations one at a time. He was answering questions posed by FCC's broadcast hearing bureau chief, Frederick Ford, who is continuing his probe of the proposed Paramount-American Broadcasting Company merger on an individual basis for the next two weeks, during which public hearings will be recessed. Goldenson said that Paramount already was looking into the possibility of buying individual radio-TV stations when ABC made its merger proposal. Although Goldenson will be questioned further next week, Ford said he plans to talk with company officials involved in the proposed merger individually before calling any more witnesses before open hearings. He is looking into the directorship pattern to determine whether the proposed merger would conform to the Commission's "common ownership" rules.

### Radio Competition

Goldenson admitted, under Ford's questioning, that he had said radio will have to operate under keener competitive conditions. But he expressed the firm belief that radio still fills a great

need which television cannot touch. "Radio has news and music," he said. "Television requires greater concentration, and sometimes when people are tired, they just want to turn on their radio and listen to some soothing music."

FCC examiners also heard Jack L. Van Volkenburg, president of the TV and radio division, explain why his network wanted to incorporate Chicago radio station WBKB. Van Volkenburg claimed network operations by themselves were not profitable and that the network needed to own a full complement of stations to operate effectively. When asked by Ford, however, he was unable to produce figures showing the lack of profit in network operations. WBKB would be sold for \$5,000,000. It has a background value of \$300,000, but its income for the first nine months of 1951 stood at \$1,200,000.

# Regent Cigs Switching Agencies; Lucky Strike May Follow Suit

NEW YORK, March 29.—The highly competitive cigarette industry this week began showing signs of the strain, as one account shifted agencies, and one of the giants gave every indication that it was considering a like move. Regent cigarettes (Riggio Tobacco) decided to move its estimated \$1,500,000 billings from Brooke, Smith, French & Dorrance, Inc., to Hilton & Riggio, effective April 15. Of greater interest to the trade, however, is the fate of the \$15,000,000 Lucky Strike account, now housed at Batten, Barton, Durstine & Osborn.

Sales of American Tobacco Company are reported off in recent months, despite extremely heavy ad allocations, particularly in TV.

Reports have it that the door to Lucky topper Paul Hahn's office has been open to agency men anxious to prove that they can better the job being done by BBD&O. The billings plum is one of the juiciest in the business, but also is regarded as one of the most difficult and unstable accounts to maintain.

At least four agencies, according to trade reports, have made, or are in the process of making, a bid for the billings. These include J. Walter Thompson, Ruthrauff & Ryan, N. W. Ayer, and McCann-Erickson, with the latter regarded as having a slight edge at this point, should the account decide in favor of a switch. Young & Rubicam had been interested, but is stymied by having recently added the new Lorillard brand, Kent.

Tradesters recall that Luckies unceremoniously dropped Foote, Cone & Belding a few years ago. This occurred after the account voiced an interest in getting into TV, and FC&B counseled strongly against it. The N. W. Ayer agency moved in quickly and secured the video billings for a short while, until BBD&O wrapped up the entire account. This was done, it is remembered, when BBD&O chief Ben Duffy sold American Tobacco then chief Vincent Riggio with the barest kind of presentation over a couple of beers in a New Jersey roadside rest. The question now is whether the Duffy charm can

save the account at this point.

The Regent shift was made on the heels of the firm's decision to drop its alternate week sponsorship of "Cameo Theater" on the National Broadcasting Company TV web. The new agency is understood to be planning a deal for three participations weekly in NBC's early TV show, "Today," for which a two-week one-plug deal already had been set. BSP&D had run into trouble recently when it used a daily newspaper ad to try to peddle alternate weeks on "Cameo," which Regent then had on a weekly basis.

Meanwhile, another cigarette account, Old Gold, was due to make a decision next week on whether to renew its weekly half-hour TV sponsorship of "Stop the Music" on the American Broadcasting Company. Lennen & Mitchell agency execs were due to get a personal pitch from ABC president Bob Kintner, and, for their part, were expected to seek a better time-talent deal on the basis of a study of ratings and costs.

# NBC's "Today" Still Gaining

NEW YORK, March 29. — The early morning TV show of the National Broadcasting Company, "Today," continued to show consistent gains in ratings and audience, with the latest reports indicating it has increased its audience size by 53 per cent in the seven weeks it has been airing. The figures are derived from the March 1-7 report of American Research Bureau, which give the 7 to 9 a.m. stanza a 7.6 national rating.

In terms of cost per 1,000 viewers also the show has more than fulfilled the expectations of the web, with the level now down to \$1.35 per 1,000 for the 1,728,000 average viewers reached. This sum is based on a gross time cost of \$2.073 for the 31 stations now available (including WPTZ, Philadelphia, which begins showing "Today" next week), and a gross program cost of \$259 per participation. Total cost for one participation, then, is \$2,332. The total number of viewers reached does not include any which WPTZ will deliver, altho that station's cost is included in the estimate.

Steady growth over four rating periods may be observed from the following figures: January 13-20, 5.3 rating, 538,000 homes reached, 4,130,000 viewers reached; February 1-7, 5.3 rating, 558,000 homes, 1,172,000 viewers; February 8-14, 5.4 rating, 568,000 homes, 1,193,000 viewers; March 1-7, 7.6 rating, 823,000 homes, 1,728,000 viewers.

# NBC Expands Coast Video

HOLLYWOOD, March 29.—National Broadcasting Company's TV coverage of news, sports and special events here is being expanded. Roy Neal this week was named net's TV news director for the Coast. TV news camera staff is being enlarged to supply NBC viewers with more coverage of events here.

Staff will service five network NBC shows: "Camel News Caravan," "Today," "Gillette Sports Reel," NBC's daily syndicated reel (printed in Washington) and the "Weekly News Review." They also will cover news, sports and special events for telecast on KNSH, NBC's Hollywood outlet.

**BMI in conjunction with NARTB presents a great segment of American History**

The Foreman M. Lebold Collection of Autographs and Letters of The Signers of the Declaration of Independence; The Signers of the Constitution; Autographs of the Presidents of the United States; The original "Star Spangled Banner" Manuscript from the Library of Congress and a distinguished group of great American Documents as well as the rare collection of "American Musicana."

Welcome to **FREEDOM HALL**  
30th Annual **NARTB CONVENTION**  
Conrad Hilton Hotel, Chicago  
Exposition Hall

**Broadcast Music, Inc.** IN CONJUNCTION WITH  
**NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS**

An unusual exhibition emphasizes the great principles and traditions of A nation dedicated to liberty and freedom

This One  
ARGG-72T-SU4F



# NBC Deals for Three English Shows: Variety, Panel, Meller

NEW YORK, March 29.—In a move to create and develop a new source for network radio programs, Charles C. (Bud) Barry, AM program vicepres at the National Broadcasting Company, this week was reaching across the Atlantic for at least three new stanzas. Two of the shows would be taped in London for airing here, while the third would be a local product based upon a series now being broadcast in England.

Later is a witty panel show titled "One Minute, Please," in which four quick-thinking panelists compete with each other in extemporaneous 60-second harangues about a variety of amusing subjects. Two panelists al-

ready under consideration are Emily Kimbrough and John Mason Brown. An audition will be cut shortly.

Already bought is an adventure series, "Scarlet Pimpernel," which will be taped in London for NBC by Harry Towers, with scripts by Joel Murcott. Barry is considering three prominent thespians for the titular role. They are Alec Guinness, Robert Donat and Emyln Williams. Series will kick off by fall.

Third and most elaborate stanza is a star-laden variety revue titled "London Palladium," which is still in the negotiating stage with Towers. This show would feature leading variety artists, Continental and American,

appearing at the Palladium, and would have Ben Lyon as emcee. British impresario Val Parnell stages a Sunday show featuring these stars for an actors' benefit group, and the plan is to tape 30 minutes of this for the NBC series. A trial summer run is in the offing, prior to regular fall slotting.

Besides affording American radio with a new source for fresh air, these deals will continue the NBC policy of bringing in important names at low cost. Most expensive of the shows is the "Palladium" airer, which would come in at about \$4,000. "Scarlet Pimpernel" will cost \$3,500 gross, including agency commission.

## WNBC's New All-Night DJ Show in Black

NEW YORK, March 29.—Bulova Watch Company, this week signed to pick up the tab for all time signals on WNBC's classical record show "Music Thru the Night," midnight-to-6 a.m. across-the-board. Sale puts station's all-night operation in the black, beginning April 7.

Bulova's decision to take a chance on the still-experimental airer is in line with its history of pioneering in many new developments in the radio spot field. In addition to the Bulova package, WNBC this week sold a 12.05 a.m. spot strip on the series to Pomotex, Inc.

## Official Signs Hollywood Names for TV Pilots

NEW YORK, March 29.—Six top Hollywood names were signed this week by Official Films to make pilot films for TV, with a view to developing them into regular series. William R. Goodheart Jr., Official's president, paced Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings as thespians, and Douglas Fairbanks Jr. as producer. Four separate 30-minute films are involved, with each of the actors getting a piece of the opus in which he is participating and the producers getting a cut varying from 25 to 50 per cent.

Boyer, Russell, Powell and

McCrea will rotate in "Four Star Theater," produced by Don Sharpe, with the first pilot, starring Boyer, to be ready by April 4. Sharpe also is producer of "Impulse," psychological dramatic series which already has its initial stanza in the can, and of the Robert Cummings show, in which Cummings teams with Julie Bishop in a comedy-mystery series. First effort of this series will be completed April 7. Fairbanks is producing the "Terry and the Pirates" series, which is being played as adult adventure. Shooting on this pilot wound up two weeks ago.

## Several TV Toppers Lean to Film For Flexibility and Dollar Potential

NEW YORK, March 29.—A number of top personalities this week indicated their intention to stress film in their future TV work. These include Lloyd Nolan, Eddie Cantor, Burns and Allen and William Bendix. New examples of the flexibility and dollar potential of film are not lost on these and other personalities, who are anxious to emulate success already being scored by such shows as "I Love Lucy" and "Amos 'n' Andy."

Special interest is being shown in a deal now being negotiated on the Coast, whereby Savinini Films would distribute for showings in British theaters a feature made by tying together three or four of their U. S. TV film stanzas, with South American distribution probably to follow. The TV show's sound track also is being considered for use as

an AM series by the Columbia Broadcasting System.

In the wake of these deals, several personalities have stated flatly that they plan their TV futures around film, while others say they will move to switch from their current live outings if possible. Nolan, for example, will move out of his featured role on "Martin Kane" on the National Broadcasting Company's radio and TV web to film his own whodunit series. He notified his sponsor, the United States Tobacco Company, that he was losing out on picture work by staying in New York and, furthermore, claimed film would give the show a higher quality. The client rejected the pitch, so Nolan will move to Hollywood. It is undecided whether U. S. Tobacco will get a replacement for Nolan or cancel.

Burns & Allen, meanwhile, will have their future series editions filmed by CBS. The team, it is believed, got a commitment from CBS to film their series a few months ago, so the agreement is not contrary to the web's new policy of not filming its properties.

Cantor is about to huddle here with NBC-TV execs. His intent is to persuade them to film his slits for Colgate "Comedy Hour." He feels other talent would move into TV more readily if they were able to air via film.

Bendix has just been set for a new AM and TV "Life of Riley" series for next season by NBC-TV. He has reached a compromise agreement with the web, whereby part of his shows will be filmed so as to accommodate his motion picture commitments.

# THE BILLBOARD Radio-TV Show Charts

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

## Top 25 TV Shows NATIONALLY

(March 1-7)

... According to American Research Bureau

THE ratings below are based on countryside, county by county, urban and rural sampling covering all 48 TV markets. They are obtained from diaries placed for the week in 4,200 TV homes. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported, credit for the quarter hour is given. Half-hour and hour ratings are averages of the quarter hours. Also shown below are the percentages of men, women and children under 18 in the audience and the average number of viewers per set. All time given in New York time.

	ARR Rating	Hours (000's)	% Chgs	% Men	% Women	% Kids	% Viewers Per Set
1. TALENT SCOUTS	52.1	5,080	23 31	48 21	26	2.6	
CBS, Monday, 8:30-9							
2. I LOVE LUCY	50.6	8,260	62 33	47 20	2.9		
CBS, Monday, 9-9:30							
3. RED SKELTON	50.5	7,800	58 39	45 16	2.9		
NBC, Sunday, 10:10-11							
4. YOU BET YOUR LIFE	48.6	7,960	62 34	45 21	2.9		
NBC, Thursday, 8-8:30							
5. JELLYO STAR THEATER	47.9	7,890	61 32	44 24	2.9		
NBC, Tuesday, 8-8:30							
6. YOUR SHOW PLAYHOUSE	45.8	7,730	56 33	48 19	2.7		
NBC, Saturday, 9:30-10							
7. PAST BLUE RIBBON BOOTS	41.0	5,690	44 57	38 5	2.3		
(La-Motta vs. Harston) CBS, Wednesday, 10-10:30							
8. COLGATE COMEDY HOUR (O'Connor)	39.9	6,370	59 35	39 26	3.2		
NBC, Sunday, 8-8:30							
9. CAVALCADE OF SPORTS	39.6	5,770	45 50	41 9	2.5		
(Young vs. Duranillo) NBC, Friday, 10-10:30							
10. GOOPREY AND FRIENDS	39.1	5,920	52 32	48 20	2.7		
CBS, Wednesday, 8-8:30							
11. MAMA	38.6	5,430	39 27	44 29	2.9		
CBS, Friday, 8:30-9							
12. FIRESIDE THEATER	38.4	6,130	57 36	50 14	2.4		
NBC, Tuesday, 9-9:30							
13. TELEVISION SHOW PLAYHOUSE	38.1	5,980	58 41	48 11	2.7		
NBC, Sunday, 9-10							
14. TOAST OF THE TOWN	38.0	4,630	35 40	47 13	3.1		
CBS, Sunday, 8-9							
15. KEN MURRAY	36.5	5,380	50 36	45 19	3.0		
CBS, Saturday, 10:30-11							
16. KRAFT TV THEATER	35.2	4,680	43 37	53 10	2.4		
NBC, Wednesday, 8-10							
17. GREATEST FIGHTS OF THE CENTURY	33.2	4,390	36 54	38 8	2.4		
NBC, Friday, 10:30-11:05							
18. WHAT'S MY LINE!	33.0	4,460	37 41	49 10	2.6		
CBS, Sunday, 10:30-11							
19. SPORTS SPOT	32.6	2,360	19 53	42 5	2.4		
CBS, Wednesday, 10:45-11							
20. PLAYHOUSE OF STARS	32.5	5,000	56 32	53 15	2.5		
CBS, Friday, 9-10							
21. RACKET SQUAD	31.9	4,600	49 40	52 8	2.4		
CBS, Tuesday, 10:30-11							
22. THIS IS SHOW BUSINESS	31.5	4,550	52 39	45 16	3.0		
CBS, Sunday, 7:30-8							
23. LUX VIDEO THEATER	31.3	4,070	35 31	53 16	2.3		
CBS, Monday, 8-8:30							
23. BIG TOWN	31.3	3,970	31 36	48 16	2.5		
CBS, Thursday, 9-9:30							
25. YOUR HIT PARADE	31.2	5,000	56 37	49 14	2.5		
NBC, Saturday, 10:30-11							

## House to Act on '52 'Voice' Budget

WASHINGTON, March 29.—The House is slated to act next week on a \$133 million appropriation for State Department's information program, which includes the Voice of America. The appropriation was recommended Friday by the House Appropriations Committee on recommendation of the subcommittee on State, justice, commerce and judiciary appropriations, headed by Rep. John J. Rooney (D, N. Y.). The outlay is \$22 million less than the State Department had requested for the operation, but it represents an increase of

\$24 million above the current year's outlay.

Included in the over-all State Information outlay is \$27.5 million for the Voice of America, which runs radio broadcast activities. The Voice fund is \$20 million less than State had requested, but it is nearly \$6 million more than the current year's appropriation. In addition, under the new bill the Voice will get \$20.5 million to build several short-wave broadcast projects, including two roving short-wave transmitter-equipped ships. The

(Continued on page 20)

We're Sitting Up All Night to Make TELEVISION HISTORY

Pittsburgh's Pioneer TV Station Is Now on the Air 24 Hours Daily on a Regular Weekly Schedule Featuring

\*"THE SWING SHIFT THEATRE" (1 A.M. to 7 A.M., Monday Through Friday)

The more than 200,000 workers in the Tri-State District, who finish work at midnight, wanted entertainment while they relaxed after their labors. We're giving them fine shows throughout the night—the FIRST regular round-the-clock COMMERCIAL TV operation in the nation.

DuMont **WDTV** Channel 3

Harold C. Land, Gen. Mgr.

Chamber of Commerce Bldg. Pittsburgh 19, Pa.

WDTV Features

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



THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in WASHINGTON

(336,000 TV sets; Panel size 450)

According to Videodex Reports

Table listing stations and their respective programs: WMAL-TV Evening Star Broadcasting, WNSW National Broadcasting Co., WTOP-TV WTOP, Inc., WTTG Allen B. Du Mont Laboratories.

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed dials in a total of 7,700 TV homes.

IT WAS a close race between Columbia Broadcasting System and National Broadcasting Company in Washington the first week in February. Over Saturday and Sunday, each had the same number of top shows, as indicated in the chart below, but the NBC programs placed higher generally.

The slot that had the greatest number of sets in use was Sunday, 8-9 p.m., with "Comedy Hour" and "Toast of the Town."

7 P.M. TO SIGN OFF

Table showing top 10 TV shows for Sunday and Monday evenings (7-9 p.m.). Shows include Red Skelton, Godfrey and Friends, Comedy Hour, etc.

Table showing top 10 TV shows for Tuesday and Wednesday evenings (7-9 p.m.). Shows include Texaco Star Theater, Firestone Theater, Circle Theater, etc.

Table showing top 10 TV shows for Thursday and Friday evenings (7-9 p.m.). Shows include Man Against Crime, Playhouse of Stars, Twenty Questions, etc.

Table showing top 10 TV shows for Saturday and Sunday evenings (7-9 p.m.). Shows include Your Show of Shows, Ken Murray, Safeway Theater, etc.

Share of Total Audience Radio vs. TV WASHINGTON

According to Pulse Reports

Jan.-Feb., 1952

7 P.M. to Midnight

Table showing share of total audience for radio vs. TV from 7 p.m. to midnight. Radio is 60.7%, TV is 39.3%.

6 A.M. to 6 P.M.

Table showing share of total audience for radio vs. TV from 6 a.m. to 6 p.m. Radio is 21.8%, TV is 78.2%.

6 A.M. to Midnight

Table showing share of total audience for radio vs. TV from 6 a.m. to midnight. Radio is 39.0%, TV is 61.0%.

NEXT WEEK

Videodex and Pulse Studies of PHILADELPHIA

Top 10 TV Shows Each Day

According to Videodex

Top 5 Radio Shows Each Day

According to Pulse

Share of Total Audience RADIO Vs. TV

According to Pulse

FOR FULL INFORMATION

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

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

Alcoa Buys CBS Summer TV Show

NEW YORK, March 29.—The Aluminum Corporation of America this week bought "Draw Your Own Conclusions" to replace "See It Now" during the summer on the Columbia Broadcasting System's TV web.

The shift of "See It Now" into the Sam Levenson time leaves the bespectacled comedian minus a strong time slot. Levenson has been offered Sundays 6-8:30, but has rejected the period.

Top 5 Radio Shows Each Day of the Week in WASHINGTON

(413,100 Families)

According to Pulse Reports

Table listing top 5 radio shows and their stations: WOL, WOOK, WPAK, WGSB, WTOP, WJLA, WJLA, WJLA, WJLA.

Pulse radio surveys are conducted monthly in 10 markets, and reports are issued bi-monthly (except for New York, which is monthly). Information is obtained by the personal interview method.

COLUMBIA BROADCASTING SYSTEM had the most top radio shows Saturday and Sunday evenings, but National Broadcasting Company had the most top shows Monday-Friday evenings in Washington during January and February.

In daylight programming, CBS led the field, with Arthur Godfrey's show getting the top rating on the chart, and "Grand Slam" running second.

"Godfrey's Talent Scouts" was top evening show in Washington in The Pulse September-October report (see The Billboard, December 15, 1951), but was far below that high perch in January and February.

7 P.M. TO MIDNIGHT

Table showing top 5 radio shows for Sunday and Monday evenings (7-9 p.m.). Shows include Amos 'n' Andy, Jack Benny, etc.

Table showing top 5 radio shows for Tuesday and Wednesday evenings (7-9 p.m.). Shows include Lux Radio Theater, Voice of Firestone, etc.

Table showing top 5 radio shows for Thursday and Friday evenings (7-9 p.m.). Shows include Man Called X, Philip Morris Playhouse, etc.

Table showing top 5 radio shows for Saturday and Sunday evenings (7-9 p.m.). Shows include Bing Crosby, Red Skelton, etc.

Table showing top 5 radio shows for Monday and Tuesday evenings (7-9 p.m.). Shows include Dragnet, Counterspy, etc.

Table showing top 5 radio shows for Wednesday and Thursday evenings (7-9 p.m.). Shows include Ozzie and Harriet, This is Your FBI, etc.

Table showing top 5 radio shows for Friday and Saturday evenings (7-9 p.m.). Shows include Broadway is My Beat, Gambusters, etc.

Table showing top 5 radio shows for Sunday and Monday evenings (7-9 p.m.). Shows include Arthur Godfrey, Grand Slam, etc.

Table showing top 5 radio shows for Tuesday and Wednesday evenings (7-9 p.m.). Shows include Rosemary, Helen Trent, etc.

Table showing top 5 radio shows for Thursday and Friday evenings (7-9 p.m.). Shows include Theater of Today, Stars Over Hollywood, etc.

Table showing top 5 radio shows for Saturday and Sunday evenings (7-9 p.m.). Shows include Our Miss Brooks, My Friend Irma, etc.

\*Sales Management estimate for 1951



## Lunch at the Conrad Hilton

**RADIO**—Reviewed Wednesday (26) 12:30-1 p.m. CST. Sustaining Monday thru Friday via WMAQ, Chicago. Producer, John Brookman. Technical director, Art Hjorth. Cast: Dorothy and Tony Weitzel and guests.

This is one of those shows which comes unheralded but with plenty of steam behind it to project itself swiftly on its listeners. Intended to appeal basically to the large women's audience available at this hour, Tony and Dorothy Weitzel have put together a show which will grab a good many male listeners as well as the fens, and which should have little trouble maintaining the terrific pace it has set for itself.

Weitzel, a columnist here, and his wife, a sharp-tongued gal who also pens an occasional tome for the same newspaper, have wisely selected a variety of types on each of their shows, rather than holding to the show business celebrity. On the stanza caught, the round table included Judson Lightsey, of the Department of State; Jay Seiler, now appearing at the Conrad Hilton in the "Skating Olympia"; Stella Donath, perfume expert, and Sammy Walsh, night club comic. Thru to-the-point questioning, the Weitzels keep all guests in the act no matter what subject is being discussed. The result is a fast half hour of listenable radio fare.

Stressing the fem angle, Lightsey, while discussing such matters as the Point-Four Program, interjected some interesting facts on the drive by State to obtain women for overseas assignments, with her, Walsh, discussed various countries. The latter had visited as a USO entertainer, reviewed a customs incident which Jay Seiler had encountered while touring Europe before the war, and chatted with Miss Donath on Paris and perfumes.

The Weitzels appear to have come up with the answers which a number of other teams have failed to uncover in attempting shows of this kind here. Eddie and Jackie Hubbard, with their nighttime seg on WENR, have tailored their show to the night owls, using music and other gimmicks to build a listenable program, but the Weitzel stanza is the first daytime airtimer to hit the jackpot here.

Norman Weiser.

## Dagmar's Canteen

**TELEVISION**—Reviewed Saturday night (22), 12:15-45 a.m. EST. Sustaining via the National Broadcasting Company TV. Producer, Hal Friedman. Director, Alan Neuman. Writers, Lou Meltzer and Allan Walker. Cast: Dagmar, Milton DeLugg, Ray Malone.

The question which immediately comes to mind is this: will Dagmar be a bust? The answer is in the affirmative, unless writers Meltzer and Walker, or a few TV program doctors take this in hand. The debut performance, telecast shortly after midnight Saturday from NBC's Studio 8H, was quite uninspired. Format has Dagmar as a canteen hostess, parading among a flock of GIs.

Dagmar conducts play-reading sessions and audience participation stunts. A few GIs, for example, auditioned for roles in a play. Their performances were dull and humorless.

A talented dancer, Ray Malone, impressed with his tap routines. Just why the script writers should have him ending his turn with his face in a custard pie is a mystery.

The statuesque Dagmar cannot carry this program on physical appeal alone. She may be able to do it with better lines, smarter production. Paul Ackerman.

**WWJ**  
1922 • 1952

30th  
Year

# Television—Radio Reviews

## Gourmet Society

**TELEVISION**—Reviewed Friday (14), 9:30-10 p.m. CST. Produced by Elinor Fahrenholz for Ivan Hill agency. Participating via WBKB, Chicago. Director, Don Norton. Cast, Francois Pope, Frank Pope, Bob Pope.

One of the greatest commercial successes on Chicago daytime television is Francois Pope's hour-long "Creative Cookery." WBKB has moved the same cast—Pope, a cooking school director, and his two sons—onto a nighttime half hour in an attempt to reach some of the potential audience that can't see the daytime session. The premiere was hampered by opening night jitters, but with a few more weeks of work the show may have a chance of catching on.

The session was aimed at men, ignoring the large potential of working women who can't watch during the day, but might like some cooking lessons at night. The two dishes demonstrated were Welsh rarebit and Caesar salad—a bit exotic for the mass male audience. There probably are plenty of men who would like to learn some of the fundamentals of cooking, but whether there are enough so-called pour-mets to support a weekly half-hour show in prime evening time is debatable.

## Bachelor Setting

The setting was a bachelor apartment, and the three men wore evening clothes. One of the Pope's ademarks is giving cooking lessons in their business suits, without stopping food across their bibs. Pope's son made the rarebit, and Pope the salad. The first steps were easy to follow. However, Pope apparently forgot that he wasn't on for an hour, and the last five minutes were so badly rushed it was virtually meaningless. The audience never did see at close hand how the rarebit turned out.

One of the acknowledged reasons of the success of the daytime stanza is the sex appeal of Pope's two sons. This isn't going to help them during the evening show, unless they again make a pitch for a feminine audience.

Jack Mabley.

## Doris Day Show

**RADIO**—Reviewed Friday (28), 9:30 p.m. EST. Sustaining via CBS, Hollywood. Producer, Marty Meicher. Director, Sam Pierce. Writer, David Gregory. Cast: Doris Day, Mrs. Gus Kahn, Danny Thomas. Announcer, Roy Rowan.

The Doris Day show is an agreeable musical half hour that should attract those listeners who enjoy the thrush, or who like to listen to good popular music. Miss Day, one of the country's top singers and actresses since her last movie and her current best-selling Columbia disks, is a gal who certainly knows how to put over a tune, and is wise enough to use the same familiar musical arrangements as those on her records.

Whether or not Miss Day is strong enough to carry a program herself, however, is open to question. Perhaps it was the scripting, or perhaps it was just that the program sounded almost like a disk jockey show; but the first half of the opus, before the guests showed up, was melodic but unexciting.

The high spot of the program was the visit by Danny Thomas. As soon as the comic came on he sparked the entire show. Opening gag was "I can't see how a doll with a face like yours turns up on radio, when a nose with a face like mine turns up on TV." Then Day and Thomas sang two songs from "I'll See You in My Dreams," both of which were fine. Mrs. Gus Kahn spent only a short time with the singer to let "Dodo" know that she was still her hubby's No. One song pluggler.

In brief, the Doris Day program is melodic, and when guest stars are on of the caliber of Danny Thomas it sparkles. But it could use more life, higher scripting and a little less silly chatter from announcer Roy Rowan. It could then have possibilities of developing into a much stronger stanza.

Bob Rolontz.

## CAPSULE COMMENT

**Dagmar's Canteen (TV), NBC-TV, Saturday (22), 12:15-12:45, EST.**

The debut performance was quite uninspired. Weak script and generally dull and humorless program. Dagmar is statuesque. This is not enough. (See full review this issue.)

**Doris Day Show (Radio), CBS, Friday (28), 9:30-10 p.m. EST.**

The first program of this new series was an agreeable musical half hour, which should attract those listeners who enjoy the thrush. The singer however did not project strongly with the chatter, and the program sparked only when Danny Thomas appeared as a guest. With better scripting and more life in the show it could turn into a stronger stanza. (See full review this issue.)

**Author Meets the Critics (TV), Du Mont, Thursday (27), 10:30-11 p.m. EST.**

Climaxing a series of increasingly frantic book-bouts staged on this one-time staid little panel show, the program almost was cut off the air last Thursday (27), as the result of a libelous, highly censorable confab over the new Jack Lait-Lee Mortimer book "U. S. Confidential." (See full review this issue.)

**NBC Symphony (Simulcast), NBC, Saturday (22), 6:30-7:30 p.m. EST.**

This simulcast brought to a close the televising of Arturo Toscanini and the NBC Symphony for this season. Program featured Beethoven's "Symphony No. 5 in C Minor," and "Pines of Rome," by Respighi. Katharine Cornell made her first television appearance, appealing for public support of the American Red Cross' current fund-raising drive. (See full review this issue.)

**Gourmet Society (TV), WBKB, Chicago, Friday (14), 9:30-10 p.m. CST.**

An attempt to transfer an unusually successful daytime cooking school to prime evening time missed the mark, largely because of bad timing which rushed the show at the end. However, the show has definite possibilities, particularly if it pitches for a larger potential audience than gourmets. (See full review this issue.)

**Gangbusters (TV), NBC-TV, Thursday (20), 9:30-10 p.m. EST.**

The first program in this long-awaited TV series was a routine re-working of the format for the new medium. As it stands it will be sufficient to attract many mystery fans. However, "Gangbusters" will have to compete with many other programs of the same type for audiences, and so will have to do better if it is to cut into their viewing. The story on the debut, "The Case of Joseph McCann," was a portrayal of the search for and eventual demise of a killer. It was well played, especially by William Haged in the leading role. The Chesterfield pitch is now based on a "mask is off" theme. (See full review this issue.)

**Out There (TV), WCBS-TV, Wednesday (26), 4:30-5:30 p.m. EST.**

Presented via a one-shot sneak preview, the expanded hour version of "Out There" has been mounted into a program of considerable sponsorship potential. The story, "Hand Across the Void," however, was too laden with soul searching and political messages to make the most of the science-fiction potential of the program. But enough was revealed to give a good idea of what the show could be, given lighter weight material. The cast and production were good. (See full review this issue.)

## Author Meets the Critics

**TELEVISION**—Reviewed Thursday (27), 10:10-30 p.m. EST, via Du Mont Network. Produced by Kagran Corporation (Martin Stone). Production supervisor, Jerome Coopersmith. Director, Harry Coyle. Moderator, Faye Emerson. Author: Lee Mortimer. Critics: Virgilia Peterson, William Buckley, James A. Wechsler.

Climaxing a series of increasingly frantic book-bouts started on this one-time staid little panel show, "Author Meets the Critics" was almost cut off the air last Thursday (27), as the result of a libelous, highly censorable confab over the new Jack Lait-Lee Mortimer book "U. S. Confidential." Pro-views were expressed by William Buckley, author of "God and Man at Yale"; with con-opinions set forth by critic Virgilia Peterson and James A. Wechsler, editor of the New York Post. Lait did not show, but Mortimer was present and highly vocal.

In comparison to the act put on by Mortimer, Buckley and Wechsler, previous tantrums thrown by Solitsky, McCarthy, and McCrary were positively tame. Viewers (presumably including the kiddies) were treated to indiscreet indictments of everybody from Polly Adler and Anne Rosenberg to Frank Costello and the comics. Topper came when Mirror columnist Mortimer and the Post's Wechsler started hurling charges of "yellow journalism" at each other's respective tabloids.

However, "Red" was the more prominent hue on the agenda. Wechsler challenged Mortimer on an item in the book about Anna Rosenberg, which, he said, implied that the present Assistant Secretary of Defense has pink-tinted ideas. Mortimer retaliated by bluntly asking the Post editor, "When did you leave the Young Communist League?" Wechsler gulped, but named the year (1927).

Underscoring the surface clash between the two was the recent feud between their papers, sparked by the Post's series of articles on Mirror columnist Walter Winchell. When Wechsler asked Mortimer why he and Lait hadn't printed some of the book's wilder stories (e.g. the late Mayor LaGuardia's alleged weekly meetings with Costello) in the Mirror, the nitery editor countered with "You're about as confused as your paper is today." Later, Wechsler labeled the book (a supposedly authentic account of sex, sin and political corruption in the big cities) as "something every American newspaperman should be ashamed of."

Earlier in the proceedings Mortimer made a flash-play attempt to squash the Post's report that neither he nor Lait held a union card. The columnist threw down three membership cards as proof, and said he'd been pressured into joining the American Newspaper Guild—a charge Wechsler hotly denied. At this point a white-faced Miss Emerson said she had "orders to change the subject or we're off the air." Possibilities of libel charges were inherent in practically everything said for a while.

Faye Emerson did much better as moderator this time. She still was by no means in control of the situation, but it's doubtful if any one could have handled the boys, other than a combination of Judge Tom Murphy and Jerry Geisler.

Virgilia Peterson lashed out at intervals, but her attitude was one of aloof contempt, rather than personal anger. However, she struck some of the most telling blows against the book, by coldly nailing down all of its seamier aspects, including the aforementioned Polly Ager, and its show of racial discrimination. She summed the whole thing up neatly by tagging it "a guide-book to illegal gambling and immorality."

Sponsor-wise, "Author Meets the Critics" was never hotter. However, if this kept up, it would end up as "too hot" for any advertiser to handle without flaking a libel suit. June Bundy.

## NBC Symphony

**SIMULCAST**—Reviewed Saturday (22), 6:30-7:30 p.m. EST. Sponsored by the Reynolds Metals Company thru Buchanan and Company, via the National Broadcasting Company radio and TV. TV director, Kirk Browning. TV technical director, James Davis. Lighting director, George Sarron. Radio director, Don Gillis. Radio engineer, George Mathes. Narrator, Ben Grauer.

Telev viewers had their last opportunity this season to hear and watch Maestro Arturo Toscanini conduct the NBC Symphony. The radio audience and those in Carnegie Hall reveled in the majesty of Beethoven's Symphony No. 5 in C Minor and the sylvan beauty of Respighi's "Pines of Rome." That this in itself was a rich experience was given ample testimony by the ovations of those in the Hall. Those fortunate enough, however, to be in front of a television set during that hour reaped an even greater reward. There was the privilege of again watching the man in action. As in the past telecasts of this cultural offering, the bulk of the camera action wisely consisted of intimate close-ups of the Maestro. This was effectively carried out by the strategic placement of two cameras, one in the wing and the other at the rear of the stage. A third camera, located in the balcony, was used for an occasional long shot of the full orchestra.

To this reviewer Toscanini is still the most exciting personality yet scrutinized by the all-revealing orthicon lens. Knowing that he has already carved himself a permanent niche in the world of fine music serves to heighten the dramatic excitement of watching him operate at close range. The indelible impression which one retains of his expressive face and hands busy at their chosen work shows up television at its reportorial best.

Clad in a loose and simple jacket buttoning to his neck in Madarin style which he designed for greater physical comfort from the rigors of TV lights, Toscanini was at all times, cueing in each instrumental or section like a master puppeteer handling the strings. Although the lighting varied in accordance with the camera used, by and large it lacked the clarity of past telecasts of the Maestro which originated in NBC's 8-H studio, in some instances the murky background which sometimes framed his face actually heightened the effect. Still, phenomenally vital despite his 85 years, the energy expended during the performance resulted in a very human shot of the man, a picture of him mopping the perspiration from his brow at the conclusion of each selection.

During the intermission Katharine Cornell made her first television appearance in behalf of the American Red Cross. Appearing with E. Roland Harriman, national chairman of the organization, Miss Cornell made an impassioned plea for public support of the Red Cross' current fund-raising campaign.

Ben Grauer acquitted himself in his usual personable manner as narrator. Commercials for the Reynolds Metals Company, institutional in character, were tastefully done in keeping with the mood of the program.

Nev Gehman.

**WWJ**  
NBC AFFILIATE  
in DETROIT  
Owned and Operated by  
**THE DETROIT NEWS**  
National Representative  
THE GEORGE P. HOLLINGBERG COMPANY

THE BEST  
FILM PRODUCTIONS ARE  
DYNAMIC  
dynamic films, inc.  
1220 W. Wabash Ave., Chicago, Ill.

TV IS ALL  
OF SHOWBUSINESS  
Only THE BILLBOARD  
covers ALL  
OF SHOWBUSINESS



Gangbusters

TELEVISION—Reviewed Thursday (20), 9:30 p.m. EST. Presented by Liggett & Myers thru Cunningham & Walsh via the National Broadcasting Company-TV network.

The precursor of a host of radio dramas which followed the trail created by the success of its formula, "Gangbusters" comes to TV via film with many of its competitors well entrenched in the newer medium.

The story on the debut, "The Case of Joseph McCann," was a portrayal of the search for, and eventual demise of, a killer. Tho there were a few dramatic moments, for the most part the situation was played on a superficial level.

"Gangbusters" assets are the fact that it deals with real cases, and the range which the use of film gives. Yet these are inadequate substitutes for the kind of creative writing necessary for greater impact.

There was, however, one space which revealed what the program could be. The cornering of the criminal and his subsequent death was top TV and full of suspense.

As the killer, William Hasde gave a convincing performance of a man who sensed his end. Irene Vernon was his properly confused girl-friend. His three henchmen were well-played by John Harmon, Ted Hecht and Tony Michaels.

Phillips H. Lord did a capable job as the narrator, but since he is also supervising producer and writer, to him must go the blame for the program's inadequacies. The Chesterfield commercials were spied by Richard Stark. They highlighted a "mask is off" theme which names the various ingredients that go into the product.

Out There

TELEVISION—Reviewed Wednesday (26), 4:30-5:30 p.m. EST. Sustaining via WCBS-TV. New York. Producer, John Haggott. Director, Byron Paul. Script, Raphael Hayes. Set, Grover Cole. Cast: Charles Dingle, Maria Riva, George Ives, Paul Langton, Sally Chamberlain, David McKay, E. J. Ballentyne, Harry Cooke and Rusty Lane.

Presented via a one-shot sneak preview, the expanded hour version of "Out There" has been mounted into a program of considerable sponsorship potential. The Columbia Broadcasting System has been priming the show to move opposite Milton Berle and, when it does, the science-fiction stanza should prove formidable competition.

The tryout was titled "Hands Across the Void," but more properly could have been dubbed, "Saved by Space." It dealt with two agents from another planet who made a politician their creature to create world brotherhood. They erased his memory, changed his character completely and promoted him as the new Messiah.

On Trial

TELEVISION—Reviewed Tuesday (18), 9:30-10 p.m. EST. Sustaining via ABC-TV. Producer, ABC Public Affairs Division. Director, Jerome Franks. Technical director, Jack McNally. Cast, New York City Court Justice Arthur Markewicz, as the judge. Sen. John C. Stennis, (D, Miss.), witness opposed to televising congressional committee sessions; Ferdinand Pecora, as Stennis' attorney; Dean James M. Landis, cross-examining attorney.

This was another TV treatment of the current hot topic of televising sessions of congressional committees. As with all its subjects, the "On Trial" show handled the topic with more showmanship than the average panel stanzas, utilizing the device of having a single witness take the stand in a mock courtroom, with his own counsel and an attorney to cross examine.

Sen. John C. Stennis (D, Miss.) was the witness and he was opposed to TV pick-ups. His attorney was Ferdinand Pecora, and the opposing counsel was James M. Landis, dean of the Harvard Law School. Stennis stressed he is not against TV, which he called a "splendid industry, which is developing fast and has a great future."

Landis, thru his cross-examination, brought out that TV, like no other news medium, is wholly fair, objective and uncolored by bias. Defects in committee procedures which afford no protection to witnesses, he showed, were victims of those procedures, not of mediums which merely report them.

Via questioning by Pecora, Senator Stennis expressed a fear that counsel for, and members of, committees might magnify testimony to smear witnesses in order to attract attention. Hearsay evidence, already much overused, would become the order of the day, he feared, merely to sensationalize.

Altho the format of the show makes the presentation of issues more interesting than mere reports, it also gives the witness of the week a decided advantage. He and his own "attorney" have their line of questioning well laid out in advance, while the witness is in the position to filibuster away the cross-examination period, which Stennis seemed trying to do until reprimanded by the stanza's "judge," New York City Court Justice Arthur Markewicz.

No verdict was rendered at the show's close. Presumably the video audience is left to reach its own verdict. Sam Chase.

power seemed absolute. They joined the movement as the new controllers of the puppet politico. Plenty There

Aside from its dubious philosophy, the script suffered because much of it was earthbound. Only in the latter third of the story did the space gimmicks come into play. They were sufficiently imposing and interesting to create a demand for amplified use. The story, in spite of much literate writing, was too heavily laden with soul searching and political commentary. To reach a mass audience, the stanza should concentrate on lighter-weight melo with entertainment accent. Nevertheless, enough was revealed to indicate that the hour science-fiction program should be attractive to a large body of viewers.

Charles Dingle was the disturbingly honey-tongued robot politician. Performing in her usual impressive style, Maria Riva was the female half of the magazine team. Paul Langton, aside from some scenery chewing in his drunk scene, gave an adequate performance as the other half of the combo. The two space agents were stonily played by George Ives and Sally Chamberlain.

To John Haggott and Byron Paul must be given the credit for the science-fiction drama's capable production and direction. Leon Morse.

CAPSULE COMMENT

Youth Wants to Know (TV). NBC-TV, Saturday (22). 5:30-6 p.m. EST.

A particularly good half hour, Saturday (22), had presidential candidate Sen. Richard Russell on the hot seat for questions by Ted Granik's group of high school and junior college information seekers. The senator came thru the barrage in a rarely forthright manner, which gave zest to the program. Granik's youngster forum format is one of the most informative currently to reach living-room screens.

Giant Jottings (TV), WPIX. New York. Monday (24). 10:50-10:55 p.m. EST.

This five-minute strip is distinguished mostly for its use of a non-sportscaster one night weekly. The gal, Joan Crosby, will face the challenge of making fans out of the women viewers while not driving the men away. And that is some challenge! (See full review this issue.)

Lunch at the Conrad Hilton (Radio), WMAQ, Chicago. Wednesday (26), 12:30-1 p.m. CST.

Tony and Dorothy Weitzel appear to have found the answers to a successful daytime husband-wife show. Built to appeal to women, show features variety of guests, discussing entertainment and informative subjects. (See full review this issue.)

On Trial (TV), ABC-TV, Tuesday (18), 9:30-10 p.m. EST.

This was another TV treatment of the current hot topic of televising sessions of congressional committees. Subject was handled with more showmanship than on the average panel program, but the witness, Sen. John C. Stennis, tended to filibuster when questioned by the "cross-examining attorney," Dean James M. Landis. Stennis opposes TV for the usual reasons. (See full review this issue.)

Giant Jottings

TELEVISION—Reviewed Monday (24), 10:50-10:55 p.m. EST. Sponsored Monday thru Saturday by the National Exhibition Company (New York). Giants vs. WPIX (New York). Giants vs. Flynn Associates. Producer, Art Flynn Associates. Director, Lou Florence. Writer, Sam Aro. Cast: Sam Aro and Joan Crosby.

Continued from page 3 they could get a 10 per cent discount for a stay of a week or longer at this time.

The question of how well baseball fans in general and Giant fans in particular will take to Miss Crosby is of even more pertinence, in view of the fact that it was this team which introduced another distaff stylist to the sports audience in Laraine Day. Miss Day who runs a pre-game stanza before each home game of the Giants, is wed to Leo Auerbach, manager of the club. Whether Miss Crosby also is a beneficiary from any form of nepotism is not known.

Confirmed Bleacherite

The two girls differ considerably in their styles. While Miss Day might be described as speaking in the class tones of a box-seat occupant, Miss Crosby sounds like a confirmed bleacherite. Players interviewed by Miss Day are always respectful, show her considerable deference, and on occasion even appear a bit uneasy at their presence before the same cameras with their manager's spouse. It's quite unlikely they'd react the same way with the more rugged Miss Crosby, whom one can imagine they might address as they would their own wives after going none for five in a crucial game.

But it is the viewer's reaction that will count most. There's little doubt but that Miss Day has gained a bevy of female fans for the Giants, particularly in the frantic last days of the 1950 season as she virtually swooned thru each day's show. Whether Miss Crosby will have the same appeal to women is debatable, whether menfolk will accept her as equal, which is the way so obviously will play it, also is debatable. If she makes it, the ques-

Vote Chasers' Ratings

(March 7-7)

... According to American Research Bureau

Table with columns: SHOW AND GUEST, All Nets, No. Cities, Homes (000's), and ARB Rtg. Rows include President Truman, CRIME SYNDICATED, MEET THE PRESS, AMERICAN FORUM OF THE AIR, KEEP POSTED, CHRONOSCOPE, BATTLE REPORT, THE BIG QUESTION, MAN OF THE WEEK, ON TRIAL.

YOUTH CHASERS—7

'Youth Wants to Know' Puts Politics on Spot

By BOB FRANCIS

Ted Granik's NBC-TV sustainer in which youngsters fire questions at political biggies is really going places. Naturally, some sessions are better than others, depending on who is on the receiving end of the questioning. The Saturday (22) half hour was a particularly good one, with presidential candidate Sen. Richard Russell on the hot seat.

The high school and junior college youngsters bounced inquiries from all angles, spotting him for his views on matters ranging from universal training to his opinion of General Eisenhower as a Republican candidate. In between, he was asked, if he would appoint General MacArthur to a government post, if he were elected president?; whether we are spending enough on Alaskan defense?; why we haven't a better plane than the Russians' MIG 15?; and will the South vote if President Truman is nominated?

Forthright

The senator from Georgia was kept busy batting back the answers. A few he had to sidestep, but on the whole he was forthright, stating his views frankly on the Korean situation, a China blockade, stressing his support of the North Atlantic Treaty Organization, and emphasizing the necessity of self-help on the part of our allies.

In sum, the questions were sound and the answers exceptionally honest and complete. On just what basis the American Legion selects the young questioners, a reporter wouldn't know. It is evident, however, that the boys and girls do a lot of serious thinking on national issues. They bring up matters which make a lot of oldsters seem extremely slow on the trigger. Ted Gran-

KNBH Buys Proctor Films

HOLLYWOOD, March 29.—Bob Guggenheim, KNBH film director, this week acquired 13 features from Proctor Syndication for running in the "Kraft Theater" series. Films, all British productions, include seven first runs. Series will be aired starting April 2.

Deal was concluded for an undisclosed sum between Guggenheim and Ed Gray, of Mutual Productions here, reps for Proctor. Pact calls for single rights to the 13 pix.

tion might well be asked: Are there no longer any fields sacred to men alone? Not that we're in favor of them—we're just asking.

ik's youngster forum format is one of the most informative currently finding its way into living rooms.

Youth Wants to Know

TELEVISION—Reviewed Saturday (22), 5:30-6 p.m. EST. Sustaining via National Broadcasting Company-TV. Producer, Ted Granik. Moderator, Ted Granik. Director, Joe Browne. Guests, Sen. Richard Russell and 50 high school and junior college students selected by the American League from the Washington, D. C., area.

FILMGOERS: 9.9% TV: 18% DON'T

MILWAUKEE, March 29.—Non-TV set owners account for almost twice the total of movie theatergoers than the group possessing video sets, according to the new Milwaukee Journal consumer analysis. Of the 5,000 families queried here, only 9.9 per cent of the set owners indicated movie attendance within the past week, while 18 per cent of those not owning sets went to movie houses in the same time span.

Three \$200 Wrist Watches for the Best Answers: How Many Square Miles Will KBIG Cover? Simple, quick and easy! Fill in below and mail to KBIG for estimate of how many square miles of land KBIG will cover within its half-milwatt area. Here's some information to help you make the most accurate estimate. KBIG will focus 10,000 watts of sealed-beam power on 700 kilocycles daytime, directing it across the great salt water route to Southern California from a triple-tower antenna atop Catalina Island. We have three beautiful \$200 Chronograph wrist watches for if you prefer 15-jewel ladies' wrist watches—only for each of those whose estimates come closest to the actual coverage as determined by an independent FCC-approved consulting engineer. Any principal or employee of advertising agencies (save our own) and advertisers may enter. Entries must be postmarked no later than May 1. Judges' decision final. Winner announced within two weeks after start of broadcasting in early May. If ties, duplicate prizes awarded. MAIL ENTRY NOW. NAME, ADDRESS, CITY, STATE.



# House to Vote on Resolution To Probe Radio, TV Shows

## Rules Committee Wants 15-Man Unit To Guard Against Offensive Matter

WASHINGTON, March 29.—For the first time in the history of Congress, a resolution calling for an investigation of TV-radio programs will reach the House floor for a vote, as a result of a House Rules Committee action on March 28. The committee approved a resolution which would set up a 15-man committee to investigate

the extent to which radio and television contain "immoral" or otherwise offensive matter, place improper emphasis on "crime, violence and corruption."

The investigating committee would be authorized to look into the adequacy of existing laws to eliminate "offensive and undesirable" radio and TV programs and to promote higher standards for such programs. It also would investigate the extent to which books, particularly pocket-size books, contain immoral or otherwise offensive material.

House Speaker Sam Rayburn

# CBS Web Plans 3-Hour Sunday "Safety" Show

NEW YORK, March 29.—A three-hour program with a safety theme to catch the summer Sunday afternoon out-of-home listeners was being blueprinted this week by Lester Gottlieb, veepee in charge of programming for the Columbia Broadcasting System's radio network. The show is to be scheduled between 2 and 5 p.m. and will feature live and recorded music.

The stanza also will switch back to affiliates on the hour for a five-minute spell of local news, weather and traffic conditions. For the live music portion, CBS will use its house orchestras in New York and Chicago, under Alfredo Antonini and Cesar Petrillo, respectively. The waxed music session would be handled by a deejay, with the probability that Washington's Eddie Gallaher will get the assignment. Baseball scores will be given all thru the afternoon.

The safety theme will be hammered across by various CBS personalities on recorded spots. Jack Benny, for example, might urge motorists to drive carefully; Eve Arden might caution swimmers, etc. An important oil company already is considering sponsorship of the property.

# UAW to Quit FM Operation?

DETROIT, March 29.—Plans of the United Automobile Workers' union to shut down FM Station WDET here, which it has operated for the past four years, were reported this week. Lack of sufficient commercial sponsorship for the economic survival of the station is given as the reason.

WDET was commonly regarded in the industry as the key station in the once much-publicized entry into FM radio by organized labor. With this mass union having a concentrated membership in the Detroit area (Local 600 alone has 60,000 members), the opportunity to build a genuine labor audience seemed exceptionally promising here.

It's reported that the University of Michigan, which operates WUOM-FM at Ann Arbor, might move to take over the WDET facilities should the UAW decide to quit.

# UA Syndicate Deal Sought For 'Lucy' Seg

NEW YORK, March 29.—Desilu Productions this week was trying to make a deal with United Artists TV, Inc., to syndicate "I Love Lucy" in the 34 markets not used by Philip Morris cigarettes, its sponsor on the Columbia Broadcasting System's TV network. The deal would be similar to one already concluded by United Television Programs with Lever Brothers to syndicate "Big Town."

Lever Bros. owns the "Big Town" property, and "I Love Lucy" is owned by the packagers, Desilu, which is a company set up by Lucille Ball and Desi Arnaz, its stars. Philip Morris this week meanwhile started searching for a nine-week summer replacement package for "Lucy."

# "Hawkins Falls" Taken by Levers

NEW YORK, March 29.—Lever Brothers this week picked up the tab for "Hawkins Falls" on Tuesdays and Thursdays, 5-5:15 p.m., on the National Broadcasting Company's TV web beginning April 1. The client already sponsors the soap opera on Mondays, Wednesdays and Fridays, so the new purchase will give it ownership of the entire strip.

# SPRING AT WNBT

# Exec Sez Gals Like To Look at Men, Too

NEW YORK, March 29.—Convinced that "women like to look at men just as much as men like to look at women," WNBT's new program director, Dick Pack, is spotting male performers thruout the station's morning and early afternoon programming. "Daytime TV needs more sex appeal," said Pack, "it's the new trend."

The exec pointed out that WNBT now offers fem viewers a predominant masculine line-up of emcees during the day on both a local and national basis. Locally, station features Morey Amsterdam, Herb Sheldon, Ben Grauer, Richard Willis and John Conte. Web shows carried by WNBT spotlight Dave Garroway, Mel Martin, Bill Cullen, Dave and Charlie, Richard Harkness, Cy Harrice and Ralph Edwards.

Conte, movie actor who was signed this week, will emcee a new feature film series titled "Make Mine Romance," from 12:30 to 1 p.m. across-the-board. Sheldon replaces Eye Hunter, who resigned from the station's 1-1:30 p.m. spot this week. Stations will condense all of the boy-meets-girl movies on its evening flicker series down to special half-hour dramas for the Conte show.

WNBT General Manager Ted Cott plans to back Pack's new daytime programming concept with a special advertising campaign, built around a "Men in Your Life" copy theme. However, Cott points out that the station still will emphasize educational and home-making TV features during the daytime. In line with this, he said, WNBT will

would be authorized to appoint the investigative group, consisting of four members from the House Interstate and Foreign Commerce Committee, four from the Judiciary Committee, four from the Civil Service Committee and three from the General House Membership.

House Rules Committee action followed the recurrent floor discussion on the quality of radio and TV programs. Congressman E. C. Gathings (D. Ark.), who introduced the investigation bill before the television industry drew up its program code, decided to push for action anyway. The TV Code, which gives a special seal to all participating programs, only went into effect March 1. Stiff debate is expected on the House floor when the motion comes up for a vote.

The House Rules Committee's action yesterday came as a surprise to most observers here.

Since the resolution is strictly a House one, it would become operative immediately upon House passage, requiring no Senate action.

# NY Law Bars Hearing Airing

ALBANY, N. Y., March 29.—Gov. Thomas E. Dewey this week signed into law a bill making it a misdemeanor to televise, broadcast or take motion pictures of public hearings to which witnesses are, or may be, subpoenaed. Supporting the bill on the ground that it protected the rights of the individual, Governor Dewey said, "It is difficult enough for the ordinary witness to overcome nervousness... it is impossible if the witness is placed in front of glaring lights and knows he is being seen or heard by millions of people."

Dewey took his action despite recommendations from various industry leaders that he withhold approval or veto the measure. Among those sending such messages were President Joseph H. McConnell, National Broadcasting Company, and Harold Fellows, president of the National Association of Radio and Television Broadcasters.

continue to report on the local school system after its present educational programing tie-up with Life magazine ends next month. Station will devote half an hour weekly to school problems, thru a variety of different program formats. Ultimately Cott hopes to cover university and college problems as well.

# "Reminder" Spots Are New Aid to Clients

NEW YORK, March 29.—In a move to hype lagging sales for advertisers and stimulate more buying in general, local indie WNEW here has instituted a series of reminder-to-buy spots. Announcements, industry counterparts of public service spots, plug everything from foods and medicine chest supplies to home appliances and beverages.

Gimmick is brain child of WNEW sales director Ira Herbert, who hopes that other stations will adopt similar measures to help stem what he terms "a mild depression." Indie is airing 70 reminder-to-buy spots every week, spotting them thruout the day and night.

Altho no attempt is made to co-ordinate the industry plugs with regular commercials by tying them up with brand name products, Herbert says the an-

# DEEJAY DRIVES PSYCHO NUTS

DETROIT, March 29.—Edmond McKenzie (Jack the Bellboy), WXYZ's ace jockey, discovered that the power of music is better than the proverbial apple a day to keep the doctor at a distance. Ed took his stance in a new specially built studio in the Mutual Building a few weeks ago, and about two days of jockey show doings brought an outraged protest from the psychiatrist housed next door.

The head expert objected (1) to the record played used for checking over new disks before they were put on the air and (2) to the volume used on the radio received in the office. As quoted, the doctor remarked that the noise was driving both doctor and patients crazy. The psychiatrist is moving to new quarters elsewhere in the building. Pay-off is that McKenzie will take over the doctor's suite, and his original studio will be returned to station office use.

# BIZ BOOSTER

# DJ Promotes Disk Trade By New Plan

DETROIT, March 29.—Merchandising-angled promotion for records by disk jockey Robin Seymour of WKMH, Detroit, is paying off to the tune of \$100 to \$300 increased business per week in each of the twenty local retail record stores. Each store buys one spot a week on his show, with the device in use for five weeks now. Seymour needles the shops by a daily call to find out the top-sellers in each spot—thereby making the dealers themselves constantly aware of what the public is asking for—a new de-

(Continued on page 34)

# Report Skelton CBS Time Shift

NEW YORK, March 29.—In spite of denials by the web, rumors this week persisted that Red Skelton shortly would move into the 7-7:30 slot Sunday evenings on the National Broadcasting Company's TV network. Skelton is currently being programed in the 10-10:30 p.m. time period on NBC-TV by Procter & Gamble.

If and when Skelton moves up, the "Royal Playhouse," which is sponsored by the United States Rubber Company, will have to move. The program has been considered shaky and may even be cancelled, which would obviate the problem. NBC-TV believes that Skelton in the 7 p.m. Sunday slot would be the kind of video anchorman for the rest of its evening schedule, that Jack Benny has been for the Columbia Broadcasting System's radio network.

# See FCC Word On Allocations By Mid-April

# Commission Edict Would Signal End Of Video "Freeze"

WASHINGTON, March 29.—Battle-weary after weeks of wrangling behind closed doors over TV freeze-lift plans, the Federal Communications Commission is now groggily pointing toward mid-April as the target for issuance of its final TV allocations plan which will signal the thawing of the big freeze. Issuance of the plan, whenever it comes, will bare a deep rift in the Commission over the final allocations which, it is learned, will conform fairly closely in major respects to the last one (third proposed findings). FCC staffers are making no secret of the prospect that the TV allocations will call forth strong dissents from Commissioners Robert F. Jones and Frieda Hennek.

A large part of the dissent will be based on charges of waste of spectrum space and frequencies due to arbitrary mileage-separation rules to be imposed under the final blueprint.

Another controversial part of the forthcoming allocations plan will be its chart for city-by-city frequencies where UHF and VHF will be consolidated in hearings wherever the two bands are mixed in the larger cities. The final plan, as currently conceived, will mix UHF and VHF in most cities where VHF frequencies have already been allocated, but in communities which will be getting allocations for the first time, the allotments will be for either UHF or VHF, except for some scattered instances where there will be mixing.

There is only an outside chance that the allocations plan could be formalized by April 7, but the talk is that the date will be closer to April 14. There are some who defer beyond that, but Chairman Paul A. Walker is expected to return from the National Association of Radio and Television Broadcasters convention with a determination to bring the deliberations to a close within a fortnight. Processing of TV bids will not be undertaken by the FCC for three months following issuance of the new TV allocations plan.

# LAGER SHOW HOSTS CLERICS

JAMESTOWN, N. Y. March 29.—Local deejay Don John Ross of WJTN chalked up some kind of a first in the religious tolerance field during Brotherhood Week last month, when he played air-host to three clerics of the Catholic, Jewish and Protestant (Baptist) faiths.

Show is sponsored by the William Simon Brewing Company, in behalf of Simon-Pure Beer and Old Abbey Ale. In spite of the brand names, the commercials were not integrated with the interviews.

**Glossy Professional 8x10 PHOTOS**

Fun mail glossy photos and post cards. Low price! Satisfaction guaranteed. Our 100% honor policy. Best of all, reproduction of your own photos today for less than your original. Send today for price list. FREE samples, etc.

**MULSON 510 D**

BOX 1931 BRIDGEPORT 1, CONN.

**HOWARD PHOTO REPRODUCTIONS**

No Order too small or too large. Enlargements mounted. 2x2.50, 3x3.00, 4x4.00, 5x5.00, 6x6.00, 8x8.00, 10x10.00. Photo books, cards, 24-hour service. Mail orders coast to coast. Write, Call, Free Sample Kit.

**8x10 5c QUANTITIES**

Howard Photo Service, Dept. B, 44 St., New York 19, N. Y. LU 2-3440

**GLOSSY PHOTOS IN 1 DAY!**

**5c EACH**

10 5000 Lbs. 59c to 1200 Lbs. 79c per 100

Photocards 125 per 1000. Mounted Enlargements: 10x14 \$13.95

Made from your negative or photo. Unsurpassed quality at any price. Under supervision of famous James J. Kriesbaum.

**COPYART** Photographers

185 West 45th St. New York 19, N. Y.

**WE DELIVER WHAT WE ADVERTISE**

**PHOTOS in MILLIONS**

1,000 POSTCARDS - \$19.00  
100 8x10 - \$4.50  
5 BLOWUPS - \$2.00 up

Write for FREE sample & list 82

M.O.'S PHOTO SERVICE 730 W. 50, N. Y. 19



# Capital Gains Tax Nixed for Sinatra, GAC

Continued from page 3

December 10, 1943, despite the fact that the parties described their transactions as a sale. Those contracts were to be cancelled immediately under the agreement dated December 10, 1943, and thereupon MCA was to enter into new agency contracts with Sinatra. Thus, even if the subject matter of the agreement of December 10, 1943, had been salable property, nevertheless, it was not sold by the petitioner to MCA in the sense that thereafter MCA continued to own it. The effect of the agreement was not to sell anything but to permit MCA and Sinatra to enter into new contracts under which MCA would be the exclusive agent of Sinatra instead of the petitioner. That is not a sale or exchange within the meaning of Section 117.

### "Compensation, Not Proceeds"

"A further effect of the agreement was that MCA henceforth would perform any new services for Sinatra which might be performed by the petitioner for permitting MCA to perform those services and earn a part of the fee, was to receive from MCA one half of the total commissions which MCA collected from Sinatra. That was compensation to the petitioner, not proceeds of a sale of a capital asset. If one person originally employed to do work, has another do the work, with the consent of the employer, for a part of the charge, the entire amount received is still ordinary income. The amount received by the petitioner from Sinatra thru MCA was of that character and likewise ordinary income.

"Finally, and this of itself is fatal to the petitioner's case, it appears that a large part, perhaps all, of the amount which the petitioner received in the taxable year from MCA, was commissions earned on contracts obtained for Sinatra by the petitioner or on extensions of such contracts.

"The petitioner was entitled to that income as soon as Sinatra performed services and could not, by assigning the income, relieve itself of tax on that income which, so far as the petitioner was concerned, was earned when the petitioner obtained the contract of employment for Sinatra."

# Rates Review For "Casuals"

WASHINGTON, March 29.—The Wage Stabilization Board has announced that it will review any complaints regarding compensation paid to so-called "casual" musicians, as contrasted to staff musicians.

The board has reserved the right, however, to review or revoke its resolution at any time without prior notice. Staff musicians are defined as professional musicians who are employed on a permanent basis by broadcasting and television studios, motion picture companies, theaters, hotels, night clubs and regularly established bands and orchestras. They are not covered by the resolution which deals with those who perform irregular engagements. Staff musicians are subject to the general regulations of the board.

Varied and unusual circumstances pertaining to the employment of "casual" musicians caused the board to adopt the special resolution. It found the administration of wage regulations covering "casual" musicians impractical.

# McConnell Joins John Blair & Co.

NEW YORK, March 29.—James V. McConnell, this week was set as a vice-president with John Blair & Company, station reps, effective May 1. Last week, McConnell resigned his post as director of nation spot sales at the National Broadcasting Company, where he had been associated for two decades.

# BILLBOARD IS INFO SOURCE IN 'VOICE' PROBE

WASHINGTON, March 29.—Chairman John J. Rooney (D., N. Y.), of the House appropriations subcommittee on State, Justice, Commerce and the Judiciary, credited The Billboard's news columns with having disclosed to the subcommittee some of Voice of America's maladministration and bungling which the Rooney subcommittee has been investigating. Printed hearings of the Rooney subcommittee made public this week showed that Rooney in questioning State Department officials cited an article in The Billboard as source of information which led Rooney to probe one phase of the Voice's activities.

The article reported examples, based by Franklin J. Stout, an ex-State Department employee, of inept bungling and manpower waste in the Voice operations. The Billboard last year published a lengthy series of articles on many aspects of the Voice, and was the first national publication to undertake an exhaustive review and evaluation of the Voice.

# TV Tryout for Duffy's Tavern

NEW YORK, March 29.—An hour version of "Duffy's Tavern" this week was skidded for a one-shot tryout on the Colgate "Comedy Hour" sometime late in the season. Ed Gardner will take his troupe to California where the program will be filmed.

Should the stanza click, the National Broadcasting Company has plans to give it a regular TV spot next season.

# "Family" Offers Stations Double Bill Pic Reruns

HOLLYWOOD, March 29.—Tele stations are getting a double bill this Easter from the "Family Theater" being offered free reruns of the Jerry Fairbanks-produced "Hill Number One" and "That I May See." Films will receive 142 showings on 86 stations, according to bookings set at press time. More are expected as the holiday nears.

Original plans to make the shows available for sponsorship during the re-release have been canceled and the programs now are being offered to outlets for sustaining presentation sans charge. Change was made, according to "Family Theater," because a survey of stations revealed that most TV topers felt that religious programs of this type should not be sponsored.

"Hill Number One," filmed by Fairbanks last Easter, features Ruth Hussey, Joan Leslie, Gene Lockhart, Jeanne Carney, Lelf Erickson, Regis Toomey and other well-known Hollywood players. "That I May See," filmed by the producer for Thanksgiving showings, features Jeffrey Lynn, Ruth Hussey, Raymond Burr, Regis Toomey, Mac Clark and a cast of 240. Arthur Pierson directed both productions.

# Sell 'Em Laughing

Continued from page 6

the 25th usually having radios available on vacations. This summer, with the elections in the offing, should find additional radio listening.

The presentation stresses NBC's sales plans, including the merchandising "market basket," "super summer tandem" and "tonnage" technique plans. The merchandising effort embraces 20,000 stores, including 6,000 superstores. Special point of sale promotion is available in these places to sponsors using the "market basket" plan, embracing participations at \$15,200 weekly on "The Man Called X," "Screen Directors Playhouse" and "My Secret Story." Super Summer Tandem shows will be "\$64 Question," "Mr. Keen" and

# CAB Leader Blasts Canada Policy on TV

TORONTO, Feb. 29.—The Canadian government this week was called on to drop its restrictions against private commercial TV station construction, at the 28th annual conference of the Canadian Association of Broadcasters. D. Malcolm Neil, conference chairman, said that present plans are "completely inadequate," with but two stations now under construction, one here and one in Montreal.

"Several millions of dollars of tax money contributed by all Canadians is being spent on these two stations, to provide the people of Montreal and Toronto alone with a nebulous TV service," he said. He called for the government to allow private broadcasting interests to provide TV to all parts of the country at no expense to the taxpayer.

# Liberty Drops NY Sales Dept.

NEW YORK, March 29.—In an economy move the Liberty Broadcasting System is discontinuing its sales department here and will henceforth handle all sales from the web's home office in Dallas. Pared down to a staff of about 10, Liberty's New York office will concentrate on programming and news exclusively.

In a general denial of suspension of operation rumors (both for the New York office and the network itself) Liberty Presy Gordon McLendon this week said: "We are in the healthiest shape we have ever been, on a very sound basis." He said his decision to drop the New York sales department was due to the high costs of operating here and the fact that Liberty makes 90 per cent of its national sales from Dallas.

Liberty staffers axed in the re-employment include Paul Munroe, vicepres of national sales; Ben Colman, Eastern sales manager; and researcher Cecil Graham.

# Cavalier May Buy 'Irma' AM

NEW YORK, March 29.—Cavalier Cigarettes this week was close to buying "My Friend, Irma" on the Columbia Broadcasting System's radio web. Cavalier already sponsors the situation comedy on CBS-TV.

Ennds, the current client, is expected to drop the program under the persuasion of the web, which naturally favors a single client for one radio and TV property. CBS, however, has hopes of selling another of its packages to Ennds, which will continue to use network radio.

# Liquor Ad Ban Killed

WASHINGTON, March 29.—The Johnson-Case Bill to prohibit TV-radio advertising of liquor is dead, as the result of a 7 to 6 rejection of the bill by the Senate Interstate and Foreign Commerce Committee this week. The bill, strongly opposed by the Chairman Edwin C. Johnson (D., Colo.) of the committee, will not be revived this session.

He earlier had voiced determination to get the bill to the Senate floor.

# Sinatra to Do 3 NBC Stints

NEW YORK, March 29.—The new contract that Frank Sinatra is expected to sign momentarily with the National Broadcasting Company will provide at least three assignments. Sinatra will get a multi-weekly 15-minute TV strip, an occasional spot on one of the web's big video hour extravaganzas and a half-hour weekly radio stint.

"Screen Directors Playhouse." Participations will cost \$13,500 weekly.

# NEWS CAPSULES

# ABC Multi-Mil Centers Set in New York, L. A.

Continued from page 6

copyright act, would affect radio and TV broadcasts. It is now being considered by the Senate Judiciary Committee.

### WGAR Prepares New FM Station Broadcasting

CLEVELAND—WGAR here is preparing to begin broadcasting over a new frequency modulation station following the approval of its FM construction permit by the FCC. The new FM station, WGAR-FM, will mark a reversal of a trend toward closing of FM stations here, two of which—WLAL and WCUI—suspended operations in the last three years.

### CC Okays Sale of WWCO for 75G

WATERBURY—The FCC this week approved the sale of WWCO here to William G. Wells, Marinus Koster and R. Sanford Guyer for \$75,000.

### CBS to Audit New Fontaine Show

NEW YORK—The Columbia Broadcasting System's radio programming department will audit its new Frank Fontaine show next week. Larry Berns will produce, Al Schwartz direct and Cy Ross write. Lud Gluskin and his ork will provide the music.

### McGraw to Play in Pix "Legion" Series

NEW YORK—Charles McGraw has been signed by Douglas Fairbanks Jr. to enact the starring role of Le Tigre in "Foreign Legion," the new TV film series to be produced by the Dougfair Corporation for the National Broadcasting Company.

### "Pantomime" to Replace "Irma" for Summer

NEW YORK—The R. J. Reynolds Company will use "Pantomime Quiz" as a summer replacement for "My Friend Irma." Friday nights 8:30-9 on the CBS-TV web, "Pantomime Quiz" recently was canceled as a regular series on the National Broadcasting Company's video web by the same sponsor.

### Davis Pens 1st WNBT Station Break Song

NEW YORK—Phil Davis has penned TV's first singing station break for WNBT here. Call letters are warbled by a mixed vocal group. (E.G., "Daytime is bigtime on Channel 4.") Davis, who heads his own Musical Enterprises firm, is in Cleveland this week to discuss a new 1952 musical commercial campaign for Carling's Black Label with Lang, Fisher & Stashower, Inc. He's also writing a musical commercial for the Cleveland Indians.

### Ohio U Education Conlab Plans Tele Talk

COLUMBUS, O.—Television will be on the program agenda for the second year when the Ohio State University holds its Institute for Education by Radio-TV sessions at the Dealer-Wallick Hotel here, April 17-20. TV sessions will deal with "Closed-Circuit Theater TV," "What the Educational Administrator Expects from TV," "The Improvement of Television Programming" and "The Cultural and Educational Possibilities of TV." Burr Tillstrom's dragon puppet of "Kukla, Fran and Oily" will handle the latter assignment.

Other speakers will include

Robert H. O'Brien, vicepres of United Paramount Theaters, New York; Ted Sherbourne Jr., TV coordinator for the Navy Special Devices Center at Fort Washington, N.Y.; and Ralph Steacie, executive director for the joint committee on education TV in Washington. Institute discussion leader for the TV sessions will be Dean Kenneth G. Bartlett, director of the radio-TV Center at Syracuse University.

### Beehive Network Starts Advertiser Service

SALT LAKE CITY—The Beehive Radio Network of five Columbia Broadcasting System stations begins service to advertisers Tuesday (1), with KSL here as key station. The web will be represented nationally by CBS radio spot sales. The new network will offer advertisers special merchandising services, combining efforts of KSL's two-man staff with services of a merchandising man at each of the other four stations. Beehive quintet includes KSL, here; KSUB, Cedar City, Utah, and three Idaho outlets—KEEP, Twin Falls; KEYV, Pocatello, and KID, Idaho Falls.

### Restless People And the Revolving Door

George T. Duram, who has been account exec on Advertiser Subscribers to Hooperatings, has resigned from C. E. Hooper, Inc., effective April 1. News editor George J. O'Connor succeeds C. A. Bengtson, as general manager of WINR, Binghamton, N. Y. The latter leaves April 7, to join New York State Electric and Gas Corporation as assistant to the vice-president. Robert F. Adams, formerly with the Raven Advertising Agency, has joined WABD, New York sales as an account executive. Gordon G. Agnew was appointed radio-TV director of Ben Sackheim, Inc., New York. Jack Wilson, sales rep for Harry Solow Productions for past two years, was named sales manager of the newly formed Solow-Stark Productions, a radio-TV packaging outfit. Procter & Gamble Productions, Inc., has appointed George Giroux Jr. as its West Coast TV supervisor. Donald A. Mackenzie joins NBC as manager of personnel, New York. Charles E. Bell has resigned as director of TV for WBT, Charlotte, N. C., to become Southeastern sales manager for Du Mont TV broadcast equipment. Henry Jaffe has accepted the chairmanship of the Joint Defense Appeal's radio and TV industry division. Hank Sylvester signed as musical director for the "Give and Take" show on CBS-TV. Two new network TV salesmen joined NBC this week—Thomas A. Wright Jr., former AM-TV vicepres at Dundas & Frank Agency, and Maurice E. McMurry, ex-CBS-TV staffer. Stu Wilson joins the new Hollywood indie, KBJG, as producer manager and director of special events, when the station starts day-time operation May 1. Wilson will continue his TV and ABC radio chores. Bob Laws has resigned as TV net sales manager for ABC on the West Coast to go into the TV consultant business with offices in Hollywood. Richard M. Woolen, program director for ABC's Central Division and WENR, Chicago, has resigned effective May 31. Dr. Paul A. Wagner, ex-presy of Rollins College, appointed executive director of the Film Council of America.

**Detroit's Newest TV Star—**  
**DON BLASIOLA**  
 Pianist—Singer  
 in "Basically Piano," WWJ-TV  
 and Nightly at  
**CLUB BURGUNDY, DETROIT**

---

**COMEDY MATERIAL** for All Branches of Theatricals  
**BILLY GLASON'S FUN-MASTER**  
 "The Original Show-Big Gag File" (The Service of the Stars)  
 FIRST 10 files for \$2.00 ALL 25 ISSUES for \$25.  
 SINGLE ISSUES \$1.00. CASH WITH ORDER—NO SHIPPING.

2 BEL PARODIES, per BR.	110	MINI-STEEL GUYOT	120
4 BLACKOUT BOOKS, per BR.	125	THE STAG CALL	130
10 HOW TO WIN IN THE CEMETERY	140	THE STAG CALL	130
10 GIANT CLASSIFIED ENVELOPES OF GAGS	150	THE STAG CALL	130

PAULA SMITH, 200 W. 54th St., N. Y. C. 19, N. Y. DEPT. BB, CIRCLE 7-1130



**BURR TILLSTROM'S**  
**KUKLA, FRAN and OLLIE**

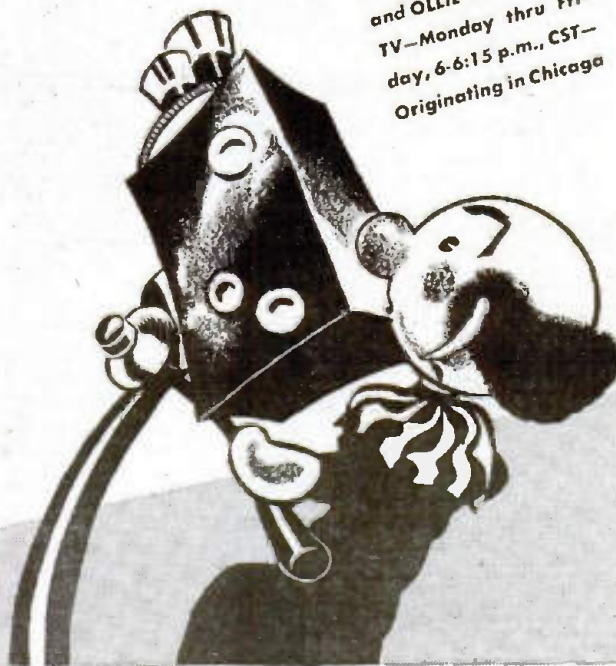


*Consistently America's Favorite*

On March 24, 1952  
**KUKLA, FRAN and OLLIE**  
 Completed their  
**1,000<sup>th</sup>**  
**TV PERFORMANCE!**

An outstanding record of top  
 quality and presentation

The "KUKLA, FRAN  
 and OLLIE" Show, NBC-  
 TV—Monday thru Fri-  
 day, 6-6:15 p.m., CST—  
 Originating in Chicago





EDITORIAL



# The Chicago Picture

This week the entire radio and television industry will be on camera in Chicago, just as it has been in past years when the National Association of Radio and Television Broadcasters convened their national convention. As a convention site for the industry, Chicago traditionally ranks No. 1. Because of its geographic location, representatives from all parts of the country can come by plane or train in a matter of hours, transact their business and return to their home base. And before the convention winds up, Chicago will again retain its highly regarded position as host extraordinary.

Business-wise, Chicago TV can look forward to a ranking of third among the nation's video centers. Its facilities for telecasting are excellent, but nobody there claims they are better than those to be found in New York and California. It has originated some top network TV fare, and it has a deep well of talent to call upon for almost any type program required, but New York and Hollywood originate more network programs, and there are more names in both cities than Chicago will ever be able to offer.

Even a cursory check will prove that in Chicago programs can be presented for less money than those of comparable stature in other cities. Primarily this is due to the fact that everyone connected with TV has been made acutely cost-conscious. To the average Chicago producer, the budget is a challenge rather than a harness with which his imagination and resourcefulness duel daily to produce high-grade entertainment at low cost.

Too, Chicago can offer advertisers the finest in film production personnel and facilities both for making commercials or complete programs. But nobody in the Windy City lays claim to being able to offer better films than those produced on either coast.

The strength of Chicago television lies in its ability to produce strong local programs which can do a selling job for the sponsor, and in its further ability to build low budget, yet entertaining programs for network presentation. It has demonstrated both qualities time and time again. It is ready to continue to do so whenever called upon.

Those persons who make up the Chicago TV picture would be the last to suggest that their city is the nation's No. 1 television center. They would also be the last to accede their position as the country's third television city, or as the Midwest's most important spawning grounds for new ideas in both programming and production for the industry's future top shows.

## THE CHICAGO PICTURE

### Note: Warm, Easy Pace Falls In Rush, But Still in Running

BY STUDES TERKEL

When some wry gibbon writes a history of TV, he may include a Chicago footnote.

It was in the days before the big squeeze. Television was still an experiment. And the dough boys had not yet flexed their muscles. A variety show called "Garrovay-at-Large" was gently probing, trying out new techniques in a new medium. A young genius named Tillstrom was unmolested. His puppets were warmly human, while in other meccas, the humans were coldly puppet. It was a happy

time for the creative artist in this frontier city.

The entrepreneurs — suede shoes, sincere ties and all—were restricted to quarters, the long bar. In the control room were only those whom the technique required. There was freedom from tension. In the world of high blood pressure and the ulcer, paradox was at work.

Educators and parents kept their fingers crossed. A new medium was bringing warmth and tenderness into the American home. And this was only the beginning.

## THE CHICAGO PICTURE

### "Super Circus" Epitomizes the Chi Flair—High Rate, Low Cost

BY PHIL PATTON, Producer, "Super Circus"

Chicago Style television for me is wrapped up in one show, namely, the American Broadcasting Company's "Super Circus." The show is now in its fourth year of continuous telecasting, and it is more popular and more highly rated than ever before. In the first two years of TV we didn't receive the big publicity fanfare and acclaim from the press that was awarded many other Chicago shows. During the last year there have been many changes in the Chicago line-up, but we are bigger and better than ever. Still we are not prying ourselves out of the market. "Super Circus" was listed in the top 25 in the March 8 issue of The Billboard's index of ARB National Ratings, where we received a 32.3. We were the only daytime show to land in this select group, and we have done it on a very moderate budget. We are only a few tenths of a point behind nighttime variety shows which cost 10 times as much to produce, and big dramatic shows which cost five times as much to produce. Right there is a point that should

make every sponsor take a second look at Chicago television before he buys. We can sell as well as shows from either coast, and at one-tenth to one-fifth the cost. That is true of many Chicago shows. This should prove that Chicago is the best buy.

No "Stars" In "Super Circus," and many other Chicago shows, we do not have the expensive "star system." We bring results without it. Claude Kirchner, Mary Hartline and Cliffy Soubler were all in radio when they were asked to try television on the new "Super Circus" show. They were in radio, but they certainly weren't stars. ABC said "These are the people to do the show." In the early days there would be rumblings of requested "changes," but we stuck with them, and in spite of some pretty fancy offers, they stuck with us. As a result, we've built star personalities for our sponsors. Claude Kirchner and Mary Hartline both have television shows of their own. Cliffy the Clown Soubler is so busy with other TV shows and his regular radio

shows that he has to turn down some producers. He just doesn't have the time. And all this is still happening in Chicago. Nicky Francis, our tramp clown, and most recent addition (its been more than two years at that), is traveling all over the country making personal appearances in the role he made famous on "Super Circus." Scampy Bardie Patton is backed up real steady at school, but he's had more calls than he could handle from Chicago producers, who want him in roles other than that of Scampy, the Little Clown. So, here is another Chicago plus. You don't have to pay the terrific costs of the older established stars, but you get equal results with personalities that we build or you.

#### Special Feeling

I believe there is a certain good feeling that comes from shows that originate in Chicago. In our show, it's a feeling of friendliness among the five cast members. A feeling that they are real people, not just performers who are only reading lines. I believe that this comes over to the viewer very strongly. Read Wight, New York advertising executive who bought "Super Circus" for Canada Dry, puts it this way: "Shows out of Chicago have a certain feeling of warmth that is a definite asset. . . . It was a factor in my buying 'Super Circus.'" Look down the list of Chicago shows, and you'll find that the people are real, warm and friendly—the kind you'd like to meet. This kind of people brings more viewers and therefore, more customers for your products. And that's in Chicago.

We have production know-how in Chicago that works just a little faster than anywhere else. With mounting studio costs, this is another saving for the sponsor. Everyone on our show, from our director, Ed Skotch, on down the line, pitches in to make the show better. It's teamwork all the way, the kind of teamwork that adds up to less hours of rehearsal time, but still produces a top show.

That's Chicago television, using "Super Circus" as the prime example. A top-rated show that will sell the product, but with reasonable costs; "personalities," but not expensive stars; a certain added good Chicago feeling, and top production in less time.

## OLD GRAD

Some of the graduates of the Chicago school of television, all now working in New York, include Bob Banner, Greg Garrison, Dave Garroway, Bill Andrews, Norm Felton, Ted Mills, Cliff Norton and Bill Hobin.

## THE CHICAGO PICTURE

### Creative Talent Holds Future, And Its Pools Runs Deep in Chi

BY BURE TILLSTROM

During the 13 years I've been in television, I have shared the growing pains and the confusion of the industry. Rules have been made and broken hundreds of times. The only one that has stuck, one that is common to all show business, is that a show must entertain.

This should be the rule for everyone connected with television: Writers, performers, advertisers and networks. If television is to become a great influence in people's lives, it must

place above all else the value of good entertainment.

To provide good entertainment, we must have creative minds. New creative talent must be discovered and supported. In Chicago there seems to be an atmosphere which is conducive to the discovery and growth of creative talent. I found it here and many others have found it here too.

There is a lot of creative talent still to be discovered and developed here.

## THE CHICAGO PICTURE

### Efficiency, Economy Pegs On Which to Hang TV Sales

BY HERBERT S. LAUFMAN, Herbert S. Laufman & Company

Chicago shows can be sold only when the advertiser is convinced he saves money with Chicago originated programs. It's a matter of economic efficiency. No matter how sentimental one may feel toward Chicago as a production center, or to what degree Chicago's artistic honesty and unique form of creativeness are recognized and appreciated, the prime concern of the program buyer is to obtain the largest amount of his kind of audience at the least possible cost.

If Chicago can prove more efficient economically, and I believe in many cases it can, then program buyers, both agencies and advertisers, must be made aware of how and why it is to their advantage to buy Chicago shows.

Full co-operation by the networks is a necessity, because they, more than any other one factor, control Chicago's destiny as a production center. Since networks own most programs, and time is at a premium, they can dictate where a show must originate. Their tendency to centralize operations in New York has caused most top shows to either move East or slowly de-

teriorate into oblivion. Until more stations and networks are constructed, and premium TV time and facilities are no longer in the seller's advantage, selection of point of origin can be largely influenced by the nets.

#### Closer Control

In most instances it is economically profitable to buy Chicago shows. Particularly in the case of Midwestern advertisers and agencies, a Chicago originated show permits the sponsor closer control of his program and commercials, thus saving costly man hours consumed in travel to New York. Talent, production personnel and staging services cost less in Chicago—in some cases 50 per cent less.

How then can Chicago regain its position as a production center?

1. Advertisers and agencies must be shown that a show produced in Chicago is low in cost and high in quality, and will secure an equally large audience as one produced on either coast.
2. Advertisers must be shown that production know-how and facilities are equal and in cer-

(Continued on page 23)



## THE CHICAGO PICTURE

### Windy City Has Horn to Blow— Simple TV Via Light \$ Touch

BY LOUIS G. COWAN

As a Chicagoan with particularly warm feelings for my native town, it may be only natural to harbor a firm belief in Chicago television, and the most assured hopes for its future.

But there are many more reasons why I am delighted to speak up for Chicago's growing place in the television picture.

The vitality and flavor sparking Chicago's own distinctive "touch" have been important enough in our thinking to lead us to originate a number of our own network programs here. Before "Down You Go" was signed by its present sponsor, we turned down an earlier sale which would have required moving the show to New York. Feeling that the wit and freshness of Bergen Evans and our own Chicago panelists were the qualities distinguishing the program, we resisted such a move.

By the same token, it seems doubtful that the "Quiz Kids" and the "Pet Show" would retain their present relaxed charm if the shows were originated anywhere except Chicago. The delightful natural enthusiasm and modesty of the "Quiz Kids" are the characteristics of school children, rather than professionals. And these famous youngsters manage to remain unspoiled, and continue to feel and act like ordinary children despite the publicity and attention paid them.

#### Simplicity

Simplicity characterizes Chicago style television. It seems logical that there will always be a wide market for the type of productions Chicagoans can do so well.

While high budget variety and dramatic shows will probably continue to be produced in New York and Hollywood, Chicago has a good future in providing medium and low-budget programs which can sell merchandise economically. Facilities are cheaper there, and yet in many cases excellent for originating network productions—as we have found in utilizing WGN's splendid studios and WBKB's Garrick Theater.

Further cost advantages stem from the fact that Chicago production staffs are small and hard-working, with a knack for getting things done quickly. Much is accomplished simply and expeditiously by a few, without big time-consuming meetings and complicated organizational set-ups. Little has been said about this sort of genius—there is much of it there, behind the scenes.

#### Chi "Graduates"

Former Chicagoans are doing some of the finest television work in New York. Three present top New York directors, for

example, worked on the "Quiz Kids" show in Chicago while they learned the business: Norm Felton, now of the Robert Montgomery show; Bill Hoblin, with "Show of Shows," and Bob Banner, of the Fred Waring show.

## THE CHICAGO PICTURE

### Quality, Economy Are Main Features of City's TV Style

BY MILTON M. BLINK, Executive Director, United Television Programs, Inc.

Just as Chicago set the pattern for classic jazz music, it has also established a special style for television. That had to do with making the most of comparatively limited facilities with a result that was at the same time economical and very entertaining. And what's wrong with a good show being economical?

Two perfect examples of the "Chicago Style" can be found right in our own shop—"Movie Quick Quiz" and Kling-United's "Old American Barn Dance." Here are two Chicago-produced film series which are completely unique in their respective fields. They compete in no way with the many drama anthologies, Westerns, mysteries, etc. By the inventive "Chicago Touch" they establish a new pattern which, at one stroke, defies competition and earns high ratings. And all at a cost that makes sense.

This "Chicago Touch" is destined to be a guide for TV in the days to come. Already advertisers are arching eyebrows at swollen costs of super productions that have dominated the big TV shows to date.

#### Economy Trend

Already there is a definite trend to economy without sacrificing quality in TV programs. Packard Motor Company, by the use of the film series, "Rebound," led the way by creating its own "network" of markets on a spot basis. Lever Brothers has switched from live TV to films for its "Big Town" package. The use of quality TV film shows will solve many a budget headache.

Because of its central location, Chicago is ideal as the headquarters for TV film distribution. UTP has been in existence as a major TV film distributor for little more than a year and in that time has achieved a certain enviable success in operating out

of Chicago, abetted by offices in Hollywood and New York. I like to feel that UTP, too, exemplifies the "Chicago Touch." We have originated many innovations, not only as a national distribution organization, but also as an agency that can readily ascertain programing needs and trends. This information is invaluable to clients alert to specific programing requirements.

We have always maintained that the future of good TV programs is on film. To that I might predict that the future of much successful TV film production and distribution is in Chicago. Geography, and UTP's sales record to date are two good proofs.

Another Chicagoan, serving for several years as our own New York production expert, is Sherman Marks, who has done excellent work on "Stop the Music," "Cosmopolitan Theater," the "What's My Name" show with Paul Winchell-Jerry Mahoney, and others.

Well equipped to continue providing top television fare, Chicago is in an excellent position to go forward, expanding its operations. Our own Chicago office has more shows than ever before and we expect to add still more.

Chicago is a pleasant place in which to do business, and it's with an especially soft spot in my heart that I look ahead to sharing in her television future. My own confident prediction is that this future is a bright one.

Chicago, abetted by offices in Hollywood and New York.

I like to feel that UTP, too, exemplifies the "Chicago Touch." We have originated many innovations, not only as a national distribution organization, but also as an agency that can readily ascertain programing needs and trends. This information is invaluable to clients alert to specific programing requirements.

We have always maintained that the future of good TV programs is on film. To that I might predict that the future of much successful TV film production and distribution is in Chicago. Geography, and UTP's sales record to date are two good proofs.

## THE CHICAGO PICTURE

### Education With Right Person, Formula Means Fun and Dough

BY DON MEIER, Director, Mr. Wizard and Zoo Parade

Two shows each week from Chicago, "Mr. Wizard" and "Zoo Parade," prove entertainment that makes sense can make money. Television programing that enters the field of education or information has generally been considered either dull or of limited audience appeal and, consequently, non-commercial. However, there are several basic concepts that convert educational and informative types of shows into entertainment, entertainment that makes sense by stimulating a universal desire to know more about the world in which we live.

And how will it make money? The answer is well known—the audience must be large enough in relationship to the cost of the show to produce a cost per 1,000 viewers favorable in comparison to shows devoted entirely to entertainment.

The question then is: How to convert education into entertainment that will have an extensive appeal? The first prerequisite, as in all types of entertainment, is a personality, an honest personality. Here is the first pitfall. The personality must be a professional man, not an actor. The personality must have the charm of a person you would personally like to know and invite into your own home. The personality must have your respect for the complete mastery he has of his profession. It must be immediately apparent that the personality loves his work, is an expert without question and that no rehearsal has been required as far as his explanations are concerned. Finally, the personality must be honest.

Marlin Perkins ("Zoo Parade") and Don Herbert ("Mr. Wizard") are without question honest personalities. Perkins has spent his entire life studying and working with animals. Don Herbert pre-

## THE CHICAGO PICTURE

### Future of 70% of Programing Lies in Film—A TV Panacea

BY FRED NILES, Vice-President, Kling Studios, Inc.

Seventy per cent of all future television programing will be on motion picture film. This is the crux of a survey of advertising and television executives. With the average television station's radiated power in the neighborhood of 50 miles, an advertiser must buy many stations at a high cost. Distribution by film can save cable charges between these stations.

Projecting our thinking for the future when we have several thousand stations, it will be essential for even the largest advertisers to be selective in their market usage. Film can be spotted in the desired markets. Hence still another reason why film will become so important in television.

Today's film, produced especially for TV, permits greater program perfection, and renders faithful panchromatic response. Because of the highly technical problems of filming, the centers of motion picture production are Chicago, New York and Los Angeles.

#### Study Firms

Chicago, being one of the large industrial film producing centers in the country and being particularly keyed to the problems and needs of the advertisers because

of its nearness to the program buyers, is capable of moving into a strong position in the syndicated film field—particularly for an aggressive producing organization that can establish production facilities on both coasts, as well as in Chicago. Thus, it is well that the television industry look to the activities of the film producers in each given area in talking about the future of the medium. During the past two years, there has been an increasing growth in television film production in Chicago, and a true style of Chicago filming has been developed—one that has the creative imagination that has characterized Chicago's live television productions.

Here at Kling's Chicago studio we have produced several package shows—some carried only as far as the pilot film, others that are running successfully in many markets. For example, the "Old American Barn Dance" represents 26 half-hour "films in the can," showing currently in 28 markets. Because a complete pattern of distribution, shooting schedule and production technique has been accomplished, the encouraging results have made us make plans for bigger and more ambitious film undertakings to meet the ravenous demand of the medium for more and more entertainment material.

#### Other Shows

There are other film producers in the Chicago area who have material syndicated and available for sale—films produced by Chicagoans—here in Chicago. Included in the list are the productions, "So the Story Goes," "Movie Quick Quiz," "Russ Davis Wrestling Shows"—and the new "Brookfield Zoo Show," just getting under way.

The other day we figured out how many hours of daily television fare we were furnishing the nation out of Kling's Chicago studios alone. This came to more than two-and-a-half hours a day of entertainment originating out of this one studio. Projecting this figure to two or three years hence, and magnifying this by the number of producers here in Chicago, film will become a large factor in television—Chicago style.

the part of the director. The director must understand the personality he is working with and what he is attempting to accomplish; there must be a complete meeting of the minds. Because the show is ad lib—and it must be if it is to be honest—the director must be able to interpret the point of interest by his camera cutting. On both "Mr. Wizard" and "Zoo Parade" three cameras are used and a system of blocking is developed which allows for a range of coverage from full shot thru medium shot to extreme close up of the point of interest.

"Zoo Parade" and "Mr. Wizard" have won numerous awards, have received the acclamations of the critics and parents and the appreciation of parent-teacher associations and educators. Both shows enjoy good ratings and network coverage. "Zoo Parade" is sponsored commercially on approximately 45 stations. "Mr. Wizard" is shown on 54 stations.

Each show proves that entertainment that makes sense can make money. There is reason to believe that all of the arts and sciences can enjoy the same success if properly approached.

## THE CHICAGO PICTURE

### Birth of "Impact" Heralds Shows Of Net Caliber on ABC O&O's

BY JAMES S. POLLACK, Program Director, ABC-TV Network, Central Division

Since coming to Chicago for ABC in September, I have often been questioned concerning the relative merits of New York versus Chicago origination on network and local shows. Actually, I have always felt that a good show anywhere is a potential network show and, absurd as it may seem, the originating city need not be connected to the cable either. As an example, I would like to cite our "Impact" show.

"Impact" was originally conceived as a local Chicago newspaper idea employing film. Live remotes, and interviews with people who are important in the news. The Chicago Daily News offered to co-operate with ABC in doing this show. They

appointed a representative to work with Con O'Dea, head of ABC News and Special Events Department in Chicago. These two men, working closely with me, were responsible for creating a local show that now gives strong indication of being produced on many of ABC's O & O Stations. Its local character and alliance with a local newspaper make it a natural for local operations.

Nevertheless, here is an idea born in Chicago that may soon be seen across the country. It's a network show without a cable. One that proves a good show, soundly conceived as a local production, can become a network program even without a network.

#### Ad Lib

Both "Mr. Wizard" and "Zoo Parade" are ad lib shows involving complicated technical set-ups, creative and agile camera work and split second coordination of movements.

The fourth and final prerequisite is interpretive direction on



ABC'S  
**SUPER  
 CIRCUS**  
*From Chicago*



**NICKY  
 FRANCIS**



**CLIFFY  
 SOUBIER**



**CLAUDE  
 KIRCHNER**



**MARY  
 HARTLINE**



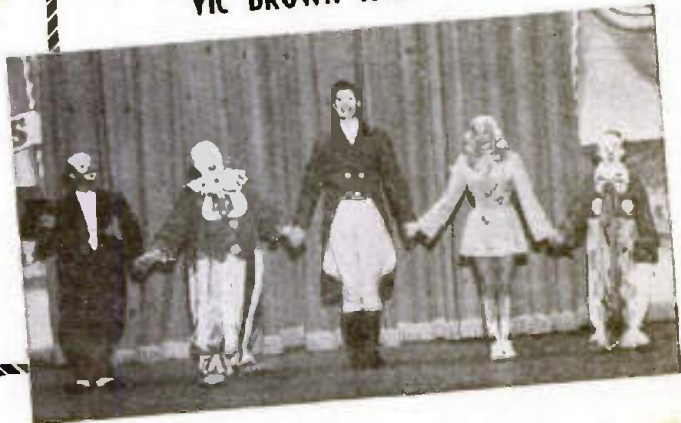
**SCAMPY  
 PATTON**

**DIRECTED BY  
 ED SKOTCH**

**PRODUCED BY  
 PHIL PATTON**

**BOOKED THROUGH  
 VIC BROWN ATTRACTIONS**

Originating in Chicago  
 ABC-TV, 4 to 5 p.m., CST., Sundays  
 Sponsored by  
**Canada Dry Ginger Ale**  
 alternating with  
**Weather-Bird Shoes**  
 (first half-hour)  
 and  
**Mars, Incorporated**  
 every week  
 (second half-hour)  
*Only Day-Time Network Show rated in the  
 Top 25 National ARB Ratings*  
 Sponsors Find Sales Are Super With Super-Circus...





## Are Chi Network TV Originations Dying?

BY J. HUGH E. DAVIS, Foots, Cone & Belding



I am sure that question is very easily answered with a simple yes. Can they be revived? Maybe.

True, the Chicago network television organization was never a large body compared to the giant of New York. But what I believe was a pretty powerful little Goliath is now pretty much without life except for a few wigwagging toes.

Unfortunately, I don't think that it even got ill. And it didn't succumb because of lack of proper attention. All but the toes were clubbed and beaten insensibly by those New York production giants. And while the toes may still be wigwagging, it would hardly surprise me if those same giants took a whack at them any day.

Why have the giants given Chicago television this kind of treatment? I am not too sure. Perhaps they themselves may have had a number of reasons. And I think I have heard them all. And many of them have the quality of the proverbial sieve that won't hold water.

The only one that I have not heard, and yet the only one that really makes sense to me, is that the production bosses in New York either wanted all the credit for themselves or by reason of self-mesmerization believe their production genius to be better than Chicago's, even though certain shows might have been, and still can be, produced cheaper and as well in Chicago.

I want to emphasize that "cheaper and as well in Chicago." And I would like to return to a discussion of it later. The networks have steered production to New York. They have even dropped successful programs. They have not only even taken them off the air, but have refused to give decent time periods to properties they owned, even though they had a customer for them.

I would like to use the term networks broadly. But it would be unfair for me to do that. I am afraid I will have to be specific at the expense of making some of my friends unhappy.

First, I will have to exclude Columbia Broadcasting System because they have never had any real production facilities of their own here, having originally been affiliated with WGN-TV, then with WBKB, and now with both.

I cannot point the finger at Du Mont because, while a few of their shows have originated here, they have never had a bank roll large enough to get into the big time.

I suppose one might say that American Broadcasting Company could have done a better job in originating network shows from Chicago, because they have facilities—and very good ones. Yet their bank roll has not been too large.

So I suppose that when we say Chicago production has been numbered by New York, we must mean National Broadcasting Company. This is a tough accusation for me to make, because very good friends of mine are the bosses on the television side of the picture.

But it is still NBC that moved "Saturday Night Review" out of Chicago, despite an exceptionally high rating.

Ransom Sherman was really never given a chance.

And, of course, the famous case of "Garroway-At-Large," about which I perhaps know as much as anybody. The only time offered was one in which only nine live clearances could be had. This despite the fact that the network had not yet sold the Kate Smith show, the New York origination, and had also earmarked for "The Goldbergs" the half hour which is yet to be sold.

There are several other examples, but let us not labor that point. I suppose that NBC and the other networks have a right to say that whether they originate the shows in New York or in Chicago is their business, just as they are trying to make it their business to have

more and more network-owned-and-produced shows.

But I think it is my business, too, because my business is getting the best buy I can for my clients. And the best buy might very well be a Chicago originated show, where production costs are cheaper than in New York.

Any network may on its own shows very well pay the costs of studio rentals, set storage, cartage and the many other costs involved in production. But those costs are ultimately passed

on to my clients.

I also suppose the networks could say that agencies and advertisers are partly responsible for diminishing Chicago production. Maybe there is a degree of rightness in that, but not so far as any of the agencies I have talked with are concerned.

Right here I should like to say I was somewhat disturbed at a "television forecast" editorial the other day regarding the lack of television originations in Chicago. They chose to place the major blame on advertising

## City Represents Sound Market for TV Sales

BY JOHN H. NORTON JR., Vice-President in Charge of ABC's Central Division

The nation's second largest market, a humming city brimming with activity, is a must for every advertiser whose product is distributed in the Chicago area.

Four television stations, each of which maintains daily operating schedules from early in the morning until midnight, are proving to be a mighty list of advertisers that they are able to perform most capably the job of selling a sponsor's product to Mr. and Mrs. Chicago.

Let's take a look at some of the reasons why a sponsor should include this sprawling metropolis in his TV budget.

Chicago is second only to New York in the number of television homes, with the latest estimate (February 1, 1952) setting the total of TV homes in the area at 1,093,000. This figure represents the number of sets in a 50-mile area of the city where the latest population count has been established at 5,783,000. In other words, nearly one person out of five owns a television set.

### TV Families

Now a glance at the number of families in this same area.

Latest available figures show that in this television territory served by the four Chicago stations there are 1,703,100 families who maintain a buying income of \$5,895. In 1950, the net effective buying income of the average American family was \$4,521, or nearly \$1,400 below that established by families in the metropolitan Chicago vicinity. An advertiser must give attention to our city when he is establishing his advertising budgets.

A further view of the high stature maintained by residents of 12 counties which comprise the metropolitan Chicago area (Lake and Porter, in Indiana, and Lake, Cook, DuPage, Will, Kane, Kane and McHenry, all in Illinois) reveal that the total retail sales (all 1950 figures) hit an all-time high of \$6,414,113,000. A breakdown of this impacting buying power shows that food sales represented \$1,355,698,000, general merchandise sales amounted to \$1,212,390,000, automotive sales totaled \$1,117,264,000, and drug, appliance, and furniture sales were set at \$478,137,000.

### Black and White

Facts and figures are hard to refute. Advertisers and their agencies are conscious of the successful job being done for them by all four Chicago television stations. We have passed the questionable stage. Tele-

## Facts and Figures

1. Area Served—Approximately a 50-mile radius, including the counties of Lake and Porter in Indiana, and in Illinois, the counties of Lake, DuPage, Will, Kane, Kane, Grundy, Kendall, DeKalb, Kane and McHenry. Total population of this area is 5,783,000. Total families this area 1,703,100.
2. Sets in Use—Latest TV estimate as of February 1, 1952 is 1,093,000. Chicago is third ranking television market. Potential TV audience day and night estimated at two and a half viewers per set.
3. Per Capita Income—In 1950 the net effective buying income of the average family in Metropolitan Chicago was \$5,895. In the same year the net effective buying income of the average U. S. family was \$4,521.
4. Store Sales—In 1950, total retail sales were \$6,414,113,000. Making up the total retail sales were:
 

Food Sales	\$1,355,698,000
Gen. Mchse. Sales	1,212,390,000
Furniture, House, Radio	308,166,000
Automotive Sales	1,117,264,000
Drug Sales	188,971,000

vision in our area is viewed by an alert and buying audience which is each and every day proving the effectiveness of the

solid judgment of the advertiser's investment in television in Chicago, the nation's second largest market.

## Altho Running Third, Chi Has Tele Future

By JACK MABLEY

Chicago television has a good future. No one in the industry, and particularly not in Chicago, ever pictured the city as anything but a strong third to New York and Hollywood as a production center. It is that now, and from all signs will continue to be.

The term, Chicago style television is something of a freak. It was publicized nationally as applying to virtually everything that came out of a Chicago TV station, and yet only three shows usually were mentioned specifically. They were "Garroway-at-Large," now defunct; "Kukla, Fran and Ollie," now cut to 15 minutes, and "Stu's Place," now off the network but thriving under local sponsorship.

Disaster of varying forms overtook all three of these charmed shows. But the bulk of the network shows, which didn't get so much attention, are plugging right along. Chicago currently is feeding 17 shows a week to the nets. These include "Super Circus," one of the strongest commercial properties in television, which is the top rated of all daytime shows and the top rated of all American Broadcasting Company shows. There are "Down You Go," "Hawkins Falls," "Zoo Parade," "Quiz Kids"; Wayne King, seen only in the Midwest with a

strong rating; "Mr. Wizard," "This Is Music" and others.

### Low Cost and Simplicity

Every one of these shows has one quality in common relatively low cost and simplicity of production. Every producer, with little urging, will be happy to sit down and tell how his show can be done in Chicago for 10 to 30 per cent less than it would cost on either coast.

One fact generally overlooked, probably everywhere but at Columbia Broadcasting System, is that CBS has been a blank in Chicago in network originations. WBKB, the Balaban & Katz-owned local CBS outlet, has had neither the facilities nor the inclination to produce network shows. CBS is ready to take over the WBKB channel when and if the United Paramount-ABC merger is approved, and at WBKB the talent has scrupulously kept clear of TV. Presumably they're being hoarded for WBKB's plunge into TV, and it can be assumed network feeds are in the plans.

### Stations in Black

The network shows get most of the attention, but naturally the local productions are the guts of the Chicago television. The city has only four stations, unlike New York and Los An-

geles, and all four are in healthy condition. WBKB's profits before taxes for 1951 will be near \$2,000,000. WGN's commercial success approximates that of WBKB, with the added advantage of having accomplished it without using Charles Antell 30-minute commercials. WENR-TV suffered little in the recent ABC economy drive, largely because a surge in sports business.

WGN-TV hasn't shown the commercial strength of the others, but it has The Tribune millions behind it, and it also has a \$600,000 piece of business in its exclusive wrap-up of the Cubs and White Sox home games this year.

The bad business which is currently rocking the networks is causing less gloom in Chicago than elsewhere. There's a predatory gleam in producers' eyes here, with the feeling that with a general tightening up, there's a good chance that the nets will again look to Chicago, as they did in 1949 and 1950, for some simple, inexpensive productions to fill the dead spots. That's what launched Garroway, "Zoo Parade," "Super Circus" and some others, and the Chicago stations are confident they can come through again if asked. And it won't interfere with their making money on their hefty local operations.

package where you want to use Sarah Churchill for certain reasons, and she is part of the New York scene.

Yet, when able to, we have produced from Chicago. We had a participation show on ABC called "Fun For the Money." It was a successful one, too. At one-eighth the cost of the then "Ford Theater," its competition, we outrated it in its 28th week—unfortunately, "Fun for the Money" final one. This show was dropped, but not for any reasons of being a Chicago production. And under different circumstances, it might still be produced in Chicago today.

I mentioned before the value of lower production costs in Chicago. I am not making idle guesses when I say this. About the first of July, last year, we decided to build for one of our clients what we then thought and still think would be an outstanding show. There is no secret about what it was. It's working title was "The College Show," "Photographer," and both go together.

Or, if you will, in your own

It so happened that the master ceremonies would have been Tommy Dorsey. Incidentally, he was perfectly willing to come to Chicago.

The best time available happened to be on CBS, and unfortunately they had no Chicago production facilities. Thus it was decided that the show would be produced in New York. But it was going to cost us \$1,500 more per week than it would have cost in Chicago. And in my humble opinion it would not have been one iota better.

So maybe the networks would like to make the defense that agencies would prefer to produce from New York. But, in answer, I say that for certain types of shows, my agency is one that would not. The plain fact is that the networks make it awfully hard for agencies to be able to produce from Chicago.

Of course, I do not for one minute think that all types of shows can be produced from Chicago. I admit that the top-grade dramatic shows and the variety shows can best be done from the entertainment centers of New York and Hollywood. But plenty of other types can be done cheaper and as well from Chicago. I just don't think that the New York bosses of the networks, despite the fact that they can be done cheaper in Chicago, want the shows to come from here.

First, let us forget shows in-


(Continued on page 27)





# Chicago, Chicago THAT WONDERFUL TOWN!

where ingenuity and know-how combine to produce the greatest shows in radio and television!



the most famous  
mounty of them all

## The Silver Eagle

now the 8th ranking evening multi-weekly show and still climbing!  
Tuesdays and Thursdays,  
7:30 to 8 p.m. (EST)  
ABC Network for WHEATIES

**The Backyard Kids**  
the youngsters you've seen in your own neighborhood — as familiar as Tom Sawyer and Huck Finn!  
a film package for television.



*The Labyrinth*

tense, absorbing, exciting drama  
a thrifty show to fit your advertising budget  
cast of only 4 characters—simple scenery  
by Jack LaFrandre,  
distinguished Chicago playwright-producer

*Jewell*

**RADIO AND TELEVISION  
PRODUCTIONS OF CHICAGO**

185 NORTH WABASH AVENUE • PHONE Financial 6-4474  
CHICAGO, ILLINOIS



# THE CHICAGO PICTURE

## You Get More for Your Money in Chicago

BY NORMAN WEISER

Chicago television has proven one important point—it can deliver top TV entertainment at a lower cost than most comparable programs can be aired in other leading video centers. At the present time it is sending some 17 programs out to the rest of the country—and while these shows cost anywhere from 10 to 30 per cent less than similar shows from New York and California, they are more than holding their own in ratings.

Where are the savings in Chicago television? Producers of film and live package shows here can point out a dozen different ways they have discovered to cut the price of top-grade shows, without sacrificing quality. Many of these discoveries have been in intangibles—yet when bids are made on national programs, Chicago packagers say they can easily under-bid their competitors by about 25 per cent.

In the matter of props alone Chicagoans, working with low budgets to produce these 17—sometimes the number has more than doubled—web shows, have found numerous ways to save the advertiser money. Sets used week after week can be stored "on the grounds" and the handling is cut to a minimum.

### Large Talent Pool

There are no names in Chicago. But the talent pool is more

than adequate to deliver any type program desired. "Super Circus," "Mr. Wizard," "Zoo Parade," "Quiz Kids" and "Down You Go" are all well-known television programs which more than pay their freight for a sponsor—yet not one of these Chicago-born and bred programs has a high talent cost.

Concrete example of the TV economy to be found in Chicago is Mort Jacobson, who initiated his "This Is the Story" series on radio a number of years from Chicago, and who started thinking in terms of filming the program for television some months ago. Jacobson contacted film studios in California and New York, explained his program in detail, and asked for bids. He also looked into the Windy City picture. The results were typical—for similar production, film treatment and technique, it was found the series could be animated and filmed in Chicago, and the savings would run well over 30 per cent per show.

On the local level, sponsors desiring to reach this, the second largest dollar market in the country, can do so and be assured that they will get results.

### Success Story

Jim Moran in 1947 was just another Hudson dealer. In 1948 he started using television—sponsoring the first theater-type film show in Chicago. Today he

### TVA RATES FOR COMMERCIAL NETWORK TELEVISION PROGRAMS

NOTE: Sustaining rate is 90% of these fees.

Performances per week	15 MINUTES OR LESS					15 TO 30 MINUTES					31 TO 60 MINUTES				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Performers 5 lines or less	(41)	(81)	(121)	(161)	(201)	(81)	(121)	(161)	(201)	(241)	(121)	(161)	(201)	(241)	(281)
over 5 lines	(81)	(121)	(161)	(201)	(241)	(121)	(161)	(201)	(241)	(281)	(161)	(201)	(241)	(281)	(321)
Announcers and Dramatized Music	(41)	(81)	(121)	(161)	(201)	(81)	(121)	(161)	(201)	(241)	(121)	(161)	(201)	(241)	(281)
Announcers (off camera)	(21)	(41)	(61)	(81)	(101)	(41)	(61)	(81)	(101)	(121)	(61)	(81)	(101)	(121)	(141)
Chorus Singers (any number)	(41)	(81)	(121)	(161)	(201)	(81)	(121)	(161)	(201)	(241)	(121)	(161)	(201)	(241)	(281)
2 Chorus Dancers	(121)	(161)	(201)	(241)	(281)	(161)	(201)	(241)	(281)	(321)	(201)	(241)	(281)	(321)	(361)
3 Chorus Dancers	(161)	(201)	(241)	(281)	(321)	(201)	(241)	(281)	(321)	(361)	(241)	(281)	(321)	(361)	(401)
4 Chorus Dancers	(201)	(241)	(281)	(321)	(361)	(241)	(281)	(321)	(361)	(401)	(281)	(321)	(361)	(401)	(441)
5 Chorus Dancers	(241)	(281)	(321)	(361)	(401)	(281)	(321)	(361)	(401)	(441)	(321)	(361)	(401)	(441)	(481)
6 Chorus Dancers	(281)	(321)	(361)	(401)	(441)	(321)	(361)	(401)	(441)	(481)	(361)	(401)	(441)	(481)	(521)
7 Chorus Dancers	(321)	(361)	(401)	(441)	(481)	(361)	(401)	(441)	(481)	(521)	(401)	(441)	(481)	(521)	(561)
8 Chorus Dancers	(361)	(401)	(441)	(481)	(521)	(401)	(441)	(481)	(521)	(561)	(441)	(481)	(521)	(561)	(601)

### TVA LOCAL COMMERCIAL RATES

NOTE: Sustaining rate is 60% of these fees.

Performers	5 min. or less		6-10 min.		11-15 min.		16-30 min.		31-45 min.		46-60 min.	
	1	2	1	2	1	2	1	2	1	2	1	2
Performers 5 lines or less	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)
over 5 lines	(21)	(31)	(21)	(31)	(21)	(31)	(21)	(31)	(21)	(31)	(21)	(31)
Announcers	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)
Off Camera rates	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)
2 chorus Singers-Dancers	(31)	(41)	(31)	(41)	(31)	(41)	(31)	(41)	(31)	(41)	(31)	(41)
3 chorus Singers-Dancers	(41)	(51)	(41)	(51)	(41)	(51)	(41)	(51)	(41)	(51)	(41)	(51)
4 chorus Singers-Dancers	(51)	(61)	(51)	(61)	(51)	(61)	(51)	(61)	(51)	(61)	(51)	(61)
5 chorus Singers-Dancers	(61)	(71)	(61)	(71)	(61)	(71)	(61)	(71)	(61)	(71)	(61)	(71)
6 chorus Singers-Dancers	(71)	(81)	(71)	(81)	(71)	(81)	(71)	(81)	(71)	(81)	(71)	(81)
7 chorus Singers-Dancers	(81)	(91)	(81)	(91)	(81)	(91)	(81)	(91)	(81)	(91)	(81)	(91)
8 or more	(91)	(101)	(91)	(101)	(91)	(101)	(91)	(101)	(91)	(101)	(91)	(101)
1 model	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)	(11)	(21)
2 models	(21)	(31)	(21)	(31)	(21)	(31)	(21)	(31)	(21)	(31)	(21)	(31)
3 models	(31)	(41)	(31)	(41)	(31)	(41)	(31)	(41)	(31)	(41)	(31)	(41)
4 models	(41)	(51)	(41)	(51)	(41)	(51)	(41)	(51)	(41)	(51)	(41)	(51)
5 models	(51)	(61)	(51)	(61)	(51)	(61)	(51)	(61)	(51)	(61)	(51)	(61)
6 models	(61)	(71)	(61)	(71)	(61)	(71)	(61)	(71)	(61)	(71)	(61)	(71)
7 or more	(71)	(81)	(71)	(81)	(71)	(81)	(71)	(81)	(71)	(81)	(71)	(81)

NOTE: Figures in parentheses are number of hours of rehearsal included in fee.

is billed as "the world's largest Hudson dealer," and is one of the city's most successful merchants. Hauser-Nash was a one-shop operation a few years ago. Today, after devoting the heavy majority of his advertising dollars to local TV, Mr. Hauser has

four distributor points thruout Greater Chicago, and is selling as many cars as the biggest dealers in the country.

The list of TV commercial success stories is a long one in Chicago—just as it is in New York and California. But by ac-

tual dollars and cents surveys, the Chicago successes were chalked up at bargain rates—with the advertisers learning how to get their money's worth out of every TV dollar spent, whether for local, regional or national shows.

**LOOK AT WHAT'S SPROUTED UP ALL OVER CHICAGO!**

AND IN CHICAGO... THE TOP TV RATINGS GO TO

<b>12:00 to 4:00 P.M.*</b> (Monday through Friday)		<b>4:00 to 6:00 P.M.*</b> (Sunday through Saturday)	
WNBC	6.0	WNBC	10.9
Station B	1.6	Station B	2.3
Station C	1.6	Station C	7.7
Station D	1.8	Station D	3.4
<b>6:00 to 11:00 P.M.*</b> (Sunday through Saturday)		<b>ALL QUARTER HOURS*</b>	
WNBC	17.8	WNBC	11.5
Station B	15.1	Station B	6.9
Station C	7.7	Station C	6.5
Station D	8.4	Station D	5.6

\*American Research Bureau (Jan.-Dec. 1951)



# Directory of Chicago Film Producing Firms



**Academy Film Productions, Inc.**  
123 W. Chestnut St., Chicago 10, Ill. Telephone: Michigan 2-0128 and Superior 7-9413.  
Personnel: Bernard Howard, president; William J. Doolley, sales manager. Production facilities: Complete sound stage for recording and shooting studio productions. Permanent kitchen set. Complete facilities for studio and location shooting including sound cameras, recording units, lights, boom, editing equipment, etc. Single-and-double-system shooting. Slide film facilities: full and semi-animation facilities. Services: TV commercials and package shows; industrial and educational films in black-and-white and color; complete script and commercial writing; editing service on film or tape; tape recording for radio spots.

**Alexander Film Company**  
1607 Tribune Tower, Chicago, Ill. Telephone Michigan 2-5636.  
Personnel: J. Don Alexander, president; M. J. McManey, sales manager; D. M. Alexander, vice-president in charge of sales; E. C. Corbett, Chicago special representative; C. C. Alexander, general district manager. Production facilities: Colorado Springs studio include largest motion picture stage (82 full size standing sets) between Coasts; complete animation; process screen, sound and laboratory facilities. Services: Complete films from scenario creation to delivery of final service prints; TV commercials; a real-time film library of 8,000 syndicated 20-second spots for 50 lines of business.

**Atlas Film Corporation**  
1111 South Boulevard, Oak Park, Ill. Telephone: Austin 7-8620 and Euclid 6-3100.  
Personnel: L. P. Moulton, vice-president and general manager; Norman C. Lindquist, vice-president and director of television; Albert S. Bradish, vice-president, production. Production facilities: All housed in one building for quality control from script to screen; cameras, 16 and 35mm. RCA sound recording; art department; time-lapse photography; two sound stages; laboratory; animation; editing; creative staff. Services: TV commercials; 16 and 35mm. public relations and training films and slide films; color and sound; short subjects (35mm, Eastman and Ansco color).

**The Cartoonists**  
100 E. Ohio St., Chicago, Ill. Telephone: Superior 7-2755.  
Personnel: Ross Wetzel, president; Roger Sloan, sales manager; staff of 18 each specializing in a phase of animated cartoon production. Production facilities: Equipped to handle the complete work from visualization and writing to the finished film. Services: TV films and commercials.

**Chicago Film Studios**  
58 E. Superior St., Chicago, Ill. Telephone: Whitehall 4-6971.  
Personnel: A. C. Dunlap, president; Robert D. Castorine, sales manager; George Jarrett, Mike Dale, M. Manzoello, Howard Sleman, Howard Schuyler, Dick Carver, production staff. Production facilities: 2 sound stages; RCA 35mm. recording-35mm. Mitchell cameras. Services: TV spot commercials; completely integrated 16 and 35mm. film production; optical effects; art and animation; script planning and writing; cutting and editing; lab processing.

**Filmack Corporation**  
1327 S. Wabash Ave., Chicago, Ill. Telephone: Harrison 7-3395.  
Personnel: Irving Black, president; Don Mack, sales manager; TV department. Production facilities: Typesetting, art department, animation stands, sound studios production sets, complete 16mm. and 35mm. laboratories, editing department, projection room, etc. Services: TV spots and announcements, show openings, coming attractions for movies. Has scene library, music library cleared for TV, stock art service.

**Fischer Photographic Laboratories**  
1729 N. Mobile Ave., Chicago 39, Ill. Telephone: Merrimac 7-5316.  
Personnel: Eugene J. Fischer, president; Ben W. Weisbach, sales manager; Joseph F. Fischer, Donald F. Fischer, Esther M. Fischer production staff. Production facilities: Complete 16mm. film laboratory services: print processing (capacity—200,000 ft. per week); negative processing; reversal processing; sound track processing; dupe negatives; TV prints; editing; titles, sound recording, screentone room. Services: Originals, dupe negatives and release prints for Teleplays, TV commercials.

**Ideal Pictures Corporation**  
65 E. South Water St., Chicago, Ill. Telephone: Dearborn 2-1676.  
Personnel: A. L. Binder, president;

Paul R. Foght, general manager; Services: Film rented to TV stations.

**King Studios, Inc.**  
601 N. Fairbanks Court, Chicago, Ill. Telephone: Delaware 7-0400.  
Personnel: Robert Eiriberg, president; Fred Niles, vice-president and director of motion pictures; Fred Freeland and Robert Longini, directors; Jack Penimore, production manager; Norman Tolson, art director; Thorlund Thorson, chief of continuity; Robert LaVerway, head cutter; David Savitt, head cameraman. Production facilities: Block long studio; 35mm. and 16mm. Mitchell cameras; 35 and 16mm. recording facilities; magnetic film; Houston Fearless crane and dollies. Services: TV films and

commercials; complete facilities for all types of visual advertising and recording.

**Stanley Neal Advertising, Inc.**  
435 N. Michigan Ave., Chicago, Ill. Telephone Whitehall: 6-3360.  
Personnel: Stanley Neal, president; Donald J. Lane, vice-president in charge of sales; C. F. Goetz, Midwest representative; B. J. Kohn, vice-president public relations; Bobby Martin, production supervisor and director; Edith Martin, script director; Charles W. Cromer, creative department. Production facilities: Major studio equipment; mobile generator unit and equipment for location work; creative personnel and technical directors. Services: Training, public relations, sales training, consumer sales films; TV films specialized films in Kodachrome color.

**Philmer Laboratories**  
548 West Washington Blvd., Chicago 6, Ill. Telephone: Central 6-9297.  
Personnel: John W. Katz, president. Services: Make slides for all Chicago television stations; develop 16mm. film for use on TV shows.

**Picture House, Inc.**  
1523 Lincoln Park West, Chicago, Ill. Telephone: Michigan 2-2746.  
Personnel: Harold Trudeau, president; Bill Graffis, sales manager; Jerry Jowick, Hugh Egan, John

Taylor, Chuck Romine, Shirley Snyder, production personnel. Production facilities: Studio, recording system, cutting rooms, etc. Own staff of cameramen and writers. Services: Sales training, industrial and sales promotion films for commerce and industry.

**Reid H. Ray Film Industries, Inc.**  
208 S. LaSalle St., Chicago, Ill. Telephone: Franklin 6-0897.  
Personnel: Reid H. Ray, president; Frank Balakin, sales manager; E. Polarus, production; J. Gibbs, editor; R. Berg and H. Johnson, animation; H. Cross and M. Schellter, camera; R. West and G. Low, scenarios. Production facilities: Studio; RCA sound; 35 and 16mm. cameras, sound trucks, laboratory; 16 and 35mm. black and white and color film. Services: Producers of television, industrial motion pictures and slide films, theater film advertising, film distribution.

**Sauganash Sound Service**  
5935 Forest Glen Ave., Chicago, Ill. Telephone: Spring 7-4505.  
Personnel: Donald C. Geis, president; R. C. Lohrengel, sales manager. Production facilities: A recording service studio, with 35 and 16mm. photo film, 17 1/2mm. max. film; tape, disc, and complete playback facilities.

**Society for Visual Education**  
1365 W. Diversey Parkway, Chicago, Ill. Telephone: Lakeview 8-1800.  
Personnel: W. H. Garvey Jr., president; Paul Kohout, assistant to president. Services: TV films, slide and film strip production. Facilities: Production facilities for 35mm. slides and film strips; library of educational and religious films.

**Triangle Continuous Daylight Motion Picture Projector Company**  
6307 N. Barenwood Ave., Chicago, Ill. Telephone: Long Beach 1-4696.  
Personnel: J. W. Small, partner; E. A. Ford partner; Joseph T. Slok, factory manager. Services: A machine used to merchandise television film at point of sale.

**Vogue Wright Studios**  
689 E. Ohio St., Chicago, Ill. Telephone: Minnawk 4-5600.  
Personnel: President, Albert W. Dungen; Sales Manager, Lloyd C. Nelson; Production, Jim Holmes, Jack Conrad, George Becker. Facilities: Mitchell cameras, sound stage, dolly, triple-lens Moviola, full cutting equipment, complete lighting, scripts. Services: Slide films, TV films, movies.

(Continued on page 26)



"THEY REALLY WATCH SARRA COMMERCIALS"



New York: 200 East 56 Street  
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING





# Danny O'Neil

**CHICAGO'S FAVORITE . . .**

**DOUBLE WINNER of TV FORECAST'S  
1951 AWARDS POLL**

- **BEST MALE SINGER**
- **BEST DAYTIME VARIETY SHOW**

"Breakfast With the O'Neils"

**Direction:**  
**ASSOCIATED BOOKING CORP.**  
203 N. Wabash Ave.  
Chicago, Ill.  
Phone: CEntal 6-9451



## Midwest Hub Contains Wealth of Facilities

BY FRANK P. SCHREIBER, General Manager, WGN, Inc.

Spotlight on  
**CHICAGO  
TV**

Chicago has everything to maintain it as a major and prominent television origination point.

Chicago is the railroad hub of the nation, the convention city of the world, the communications center of the country and the home of many major sports events in an area that produces champions. It embraces outstanding educational institutions, making it the scene of Midwest culture and common sense.

Technically and facilities-wise, the Chicago television industry is equal to the major role it is playing. We at WGN-TV have the latest and best equipment available.

In the WGN building we have 14 modern, fully equipped radio and television studios. In addition, you will find permanent television studio installations in the Civic Theater, the Daily News Building, Merchandise Mart, the State and Lake Building, and the Studebaker and Garrick theaters.

### Remote Originations

Soldier Field, International Amphitheater, the Chicago Stadium, the Coliseum, Wrigley Field, Comiskey Park, Marigold Gardens and Rainbo Arena serve as origination points for events of nation-wide interest in the fields of public affairs, sports and music. We are also centrally located to make microwave relay pick-ups from such great institutions as the University of Illinois at Champaign-Urbana, Ill.; Notre Dame at South Bend, Ind., and Northwestern University in Evanston, Ill.

The Chicago television industry cannot be stumped by difficult assignments. This was

demonstrated dramatically by the co-operative four-station handling of MacArthur Day in Chicago. Despite the complexities of a morning airport arrival, an afternoon parade and a stadium demonstration in the evening, the event was given effective and foolproof coverage here.

And this summer our television cameras will be the eyes of the nation at the Republican and Democratic conventions to be held at the International Amphitheater in July.

### Flexibility

WGN-TV has three complete mobile units to handle remote pick-ups. The other stations each have one. Our station frequently has two remote crews in the field at the same time, each working on different assignments. Last fall and winter, one unit was used on Sundays to pick up the professional football games for Du Mont (which WGN-TV couldn't carry) while another complete crew was engaged in a local station, pick-up. A WGN-TV mobile truck and crew have traveled as far from home as Cleveland to make a network telecast.

On a recent local assignment the problems were so extensive and complicated that WGN-TV utilized two complete mobile truck units controlling seven cameras. In two hours the cameras covered more than 20 exhibits on two floors of the International Amphitheater.

In Chicago, we also have outstanding facilities for studio shows. Six of the 14 studios in the WGN Building are completely equipped with permanent television installations. The main audience studio is

(Continued on page 23)

## Pinch of Chi Aids New TV Program Recipe

BY JULES HERBUVEAUX

Director of Television Operations, NBC, Chicago

Spotlight on  
**CHICAGO  
TV**

The so-called "Chicago Touch" is no such thing, unless you want to credit our town with having invested horse sense.

"Oh, what you said!" I would like to point out that whatever edge we may have in the TV programming marathon might just as well have come from Wild Earth, Neb., or West Moreland Heights, Tenn. Certainly we have no patent on it.

Our claim to fame, if any, rests on the simple-minded idea that television is a new medium and maybe ought to be treated as such. It was as simple as figuring out that you don't need a whip socket to run an automobile. There's nothing difficult about that, and nobody has a corner on that kind of thinking. We happened to get there first, possibly because of the fact that everybody else was so busy with the birth of TV that nobody had the time to tell us that we were wrong.

### New Recipe

When TV was suddenly dumped in our laps, we took a look at it and came to the conclusion that it wasn't vaudeville. It wasn't the movies, it wasn't theater and it wasn't radio. So we set out to find out what it was. As nearly as we could figure out, the thing had some of the characteristics of other show forms, but was big enough in its own parts to require a new recipe. So, having no budget to speak of, and no place to put a studio audience, and no star names handy, we came up with a simple, intimate kind of thing that had the quality of fresh-baked goods in the kitchen. And just to prove

that we have no monopoly on that kind of thinking, KSD-TV, in St. Louis; WOW-TV, in Omaha; WKY-TV, in Oklahoma City; WWJ-TV, in Detroit, and a lot of other TV stations have come up with slick program ideas. Probably the main difference between them and us was that we had a network to carry some of our stuff to other parts of the country. Hence, Chicago got something in the way of a national reputation.

There are all kinds of places where people are willing to tackle a new idea and work it out. We have been particularly blessed with that kind of people here. They say there's no substitute for experience, but by the same token a fellow's got no business assuming he knows all the answers either. In TV, particularly, it doesn't pay to assume that all the answers are right there handy in a little green book. In many ways TV is unlike anything that ever happened before, and the surest way of getting a stuffy result is to conclude that TV is something that was invented by Aristophanes, Joe Miller and David Wark Griffith.

None of this says that we aren't going to continue turning out bright, new TV ideas. Around here we think that's part of our job. Chicago has been like that for a long time and will continue to be like that. We hear that advertisers are viewing rising TV costs with alarm. It would seem that the solution lies in shows that are modest in cost and long in ideas—in other words, the kind of shows we have been producing in Chicago.



## History of a Pioneer... W9XBK Grows Strong

BY JOHN H. MITCHELL

General Manager, WBKB, Chicago



During 1943 there were about 12 television sets in the Chicago area, mostly in the hands of experimenters. Today Chicago has 1,100,000 sets. America has 107 television stations operating on a regular schedule supplying programs to nearly 16 million set owners. The impact of television is felt everywhere—in schools, churches, business offices and homes. Television has become one of the nation's strongest social forces and again it releases tremendous impact on the entertainment world and on the artists who comprise it. That is the television picture today, but the real story goes back to the beginning of World War II.

Balaban & Katz had begun regular telecasts on its experimental station W9XBK. They soon offered the entire facilities of this operation, including personnel, space and equipment, to the United States government for training of military personnel. The offer was accepted by the U. S. Navy which took over the facilities as a Naval Training School. All key personnel of W9XBK enlisted in the Navy. This school was commanded and staffed by the original group of instructors who formerly operated W9XBK.

In January, 1942, the first class of 100 began training at NTS (Radio Chicago) and completed training in April, 1942.

Upon the termination of hostilities the Naval Training School (Radio Chicago) was quickly decommissioned and W9XBK as-

sumed the expense of reconvert- ing a complex naval training establishment to a television station.

### Granted CP

A construction permit for the Balaban & Katz commercial television station, WBKB, was granted and the station began commercial operation in June, 1948. Thus, Balaban & Katz, despite the complete utilization of its facilities for four and a half years, was one of the first stations to begin commercial telecasts after the war. At no time did the company attempt to publicize or capitalize on its contribution to the war effort.

Shortly after the war WBKB aided the infant television industry by conducting special training courses for advertising agency personnel and for program and engineering executives of television stations not yet on the air.

In 1948 all regular programs were canceled to give Chicagoans a six-hour account of a major disaster in which three lives were lost. All daytime programs were canceled to give Chicagoans an account of a major fire in 1951.

WBKB has offered its facilities to the medical profession on several occasions. In conjunction with the University of Illinois, it presented a closed circuit showing called "Occlusion in Periodontal Practice" to students and faculty members of the university. Actual shots thru a microscope were taken for the first time as part of WBKB's television public service presentation.

### Community Service

WBKB has the signal honor of performing one of the finest

community services in the history of television every Christmas. The solemn, pontifical mass preached by his eminence, Cardinal Samuel Stritch, was televised for the first time in 1948 from Chicago's Holy Name Cathedral. The following letter was one of hundreds received by WBKB after the presentation.

"The telecast of the midnight mass on Christmas Eve was one of the most enjoyable programs I've seen. It was a cultural presentation which television is very much in need of besides being edifying from the religious standpoint not only to Catholics but to everyone. The camera and lighting were excellent.

"Thank you for the privilege of being able to see this."

During 1950-'51 the cerebral palsy telethon over WBKB raised approximately \$400,000 for thousands of c.p. victims who will benefit without any strings attached from this campaign. In 1950 WBKB gave to the Cerebral Palsy Foundation of Illinois 18½ hours of continuous televising; in 1951, 18 hours.

WBKB currently devotes 30 minutes per day to a military service program, presented by all branches of the service in cooperation with the Department of Defense. This program, "Assembly," not only brings special film interviews of Chicago servicemen, but once each week a phone call is made direct to Tokyo between a serviceman and his parents in Chicago.

WBKB is forging ahead again thru other public service programs. Foremost of these sustaining features is an armed forces show directed to the young men who are about to go into service and to the veterans interested in news about the branch of service to which they were attached. Unique about "Assembly" is that a serviceman is in the driver's seat for this show and steers it thru some of the most interesting half hours that can be seen anywhere on television.

WBKB strives to reserve approximately 15 per cent of its total air time for public service live programs and film shows. No recognized cause or campaign is refused time. An average of 150 courtesy announcements per month are used for recognized public service causes.

## Chicago Has Facilities

Continued from page 22

equipped with a four-camera chain, two studios have three-camera chains and two have two-camera chains.

Our production facilities department includes a shop where we create all our own sets. The staff includes designers, artists, carpenters, painters and stage hands.

### Film Library

The WGN-TV film library is one of the finest in the country and offers clients the greatest selection of film availabilities to be found in any station. The library maintains two luxurious screening rooms where films may be viewed before they are purchased. This is a service that few stations offer.

WGN-TV maintains a newsreel crew that covers events of local as well as national interest in Chicago. Newsreel film can be processed in less than 90 minutes in our newsrooms.

With all of this we still haven't touched on Chicago programming and production, for which there are many spokesmen.

This should show, however, that we have the facilities, the technical equipment, the manpower and know-how to keep Chicago up front as a television center.

That's just it. It was only the beginning.

Came the era of conformity.

Ratings were now good and in the hub of culture, Wally Cox was but spottily employed, while big plans were in mind for Dagmar.

Naturally, in this important scheme of things, Chicago did not fit—its originations bounced

off the net, cut down to size or altogether liquidated.

And yet, a most singular event was taking place.

While Chicago executives, of network and agency, sat it out, licking wounds administered by v.-p.'s, the talent of the town—performers, writers, directors—were having conclaves. Purpose: The preservation of Chicago as a TV center. For Job, for home, for life. (You live longer in Chicago than as a dash man in the Manhattan or Hollywood race.)

They were armed with David's slingshot.

How they made out may be worth another footnote at a later date.

## Efficiency, Economy

Continued from page 15

tain cases superior to New York and Hollywood.

3. Sponsors and agencies should control program packages rather than allow the nets to do so. They must encourage package producers—firms that execute all phases of production from the inception of the original idea thru final production on the air—thus saving the agency hours of worry and many dollars, since the services of a package producer cost far less than hiring personnel to produce and stage each of their TV shows.

4. If the advertisers and agencies are persuasive enough, the networks will be willing to co-operate in fostering Chicago originations.

The entire Chicago story is a matter of economics, not sentimentality. It is profitable to buy Chicago shows, and that's the story that must be told and sold.

In Chicago

# CHUCK ACREE

with

# "SOMETHING TO TALK ABOUT"

and soon

## "HINT HUNT"

### FEATURE PRODUCTIONS

228 N. La Salle St., Chicago, Ill.



IN CHICAGO

It's **KLING** studios  
foremost producers  
of filmed TV package shows  
and advertising commercials

## OLD AMERICAN BARN DANCE

PRODUCED IN CHICAGO  
NOW SHOWING IN 28 MARKETS  
THROUGHOUT THE NATION

for package shows,  
TV commercials and industrial films  
with outstanding showmanship  
give Kling a ring!

chicago • 601 north fairbanks court

*klings studios*  
DEIoware 7-0400

# THE HUBBARDS

EDDIE AND JACKIE

## CHICAGO'S FAVORITE MR. AND MRS. SHOW

### RADIO

WENR-ABC

Monday thru Friday.

From the exotic

Shangri-La

Restaurant

### WIND

Eddie Hubbard Show

### TELEVISION

Currently Starring

WENR-TV

ABC-TV



Thanks to all our Sponsors, our Stations and all the wonderful  
people who make up Chicago Radio and TV, and especially to  
Max Hoffman and Frankie Harman for launching us.

→ TV IS ALL OF SHOWBUSINESS

→ ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

## TV Program Producers In Chicago

### American National Video Productions, Inc.

17 N. Wabash Ave., Chicago, Ill.  
Telephone: Financial 6-2265.

Personnel: Thomas J. O'Brien Jr., president and sales manager; Jean Gendon, John Bettenbender, Wendell Anderson, production staff. Production facilities: Complete TV production services, scripts, consultation, direction. Services: Live TV program packages; live TV commercials.

### Associated Booking Corporation

203 N. Wabash Ave., Chicago, Ill.  
Telephone: Central 6-9451.

Personnel: Fred C. Williamson, Chicago office manager and vice-president. Services: Handle local names for guest spots in TV.

### Barie Productions, Inc.

225 N. Michigan Ave., Chicago, Ill.  
Telephone: Randolph 6-0040.

Personnel: Mitchell Barkis, president; Merrill Litov, sales manager; Sidney Golts, Stan Louis, production staff. Production facilities: Camera, sound equipment, editing, conforming, art, writing, direction, production, etc. Services: TV live and film package shows; commercial; radio, TV and film narrative scripts; art for all needs.

### CNC Productions

20 N. Wacker Drive, Chicago 6, Ill.  
Telephone: Anderson 3-0356.

Personnel: Ray Chan, partner; William Newton, partner; Johnny Conna, partner; Jack Brown sales representative; Ray Chan, scripts; William Newton art direction; Johnny Conna, casting. Production facilities: scripter, continuity, story outlines, art work, sets, layout, cartoons, animation; props, casting, directing, production. Services: Complete package shows with kid shows a specialty; commercials; industrial and TV films; records.

### Louis W. Cohan, Inc.

203 N. Wabash Ave., Chicago, Ill.  
Telephone: Franklin 2-8758.

Personnel: Louis W. Cohan, president. Services: Complete facilities for package shows including booking and handling talent.

### Six Dawson Productions

612 N. Michigan Ave., Chicago, Ill.  
Telephone: Michigan 2-8251.

Production facilities: Complete facilities for live or film package TV shows including "tailored ideas," scripts, music, set design, etc. Services: Complete program and production services; consultant; program and talent screening.

### David E. Durston Productions

205 N. Wacker Drive, Chicago, Ill.  
Telephone: Franklin 2-6848-9 and  
Davis 8-4264.

Personnel: David E. Durston, president; Lawrence Cuneo Crowe, sales manager; Patricia Stockdale, Dennis King Jr., Edward O'Neill, Carl Bellis, production staff; Gertrude Beversly, art. Production facilities: scripts—dramatic, musical or documentary, complete production including casting, set design and costuming, direction, film cutting and editing, free lance producing; directing, writing. Services: TV package shows complete as well as commercials.

### General Artists Corporation

360 N. Michigan Ave., Chicago, Ill.  
Telephone: State 2-6288.

Personnel: Pat Lombard, in charge of Chicago office; Chuck Suber, comptroller; Russ Faccini, radio and television. Services: TV programs, talent for TV shows.

### Harold B. Gingrich Productions

333 N. Michigan Ave., Chicago, Ill.  
Telephone: Franklin 2-1022.

Production facilities: transcription, scripts. Services: Live shows; TV commercials; show ideas and collaboration.

### Frank J. Hogan Agency

203 N. Wabash Ave., Chicago, Ill.  
Telephone: Anderson 3-6910.

Personnel: Frank J. Hogan, president; Jack Lau, Jack Brown, production staff. Services: Package show including talent.

### Howard Radio-TV Productions

123 W. Chestnut St., Chicago, Ill.  
Telephone: Michigan 2-0128.

Personnel: Bernard Howard, owner. Services: Complete writing, planning and production of TV and radio shows both live and film; TV-radio-film consultant.

### IWF, Inc. (International Wrestling Films, Inc.)

9 S. Clinton St., Chicago, Ill. Telephone: Anderson 3-6337.

Personnel: Russ Davis, president; John Guenther, sales manager; John Gibney, chief editor; Orant Evans, chief cameraman. Production facilities: Three 16mm. Mitchell cameras; one 35mm. Mitchell ND; two 35mm. Mitchell SMC Master six-track 16mm. sound head; Western Electric or RCA 35mm sound heads. Services: Complete series of TV package shows; complete series of TV spot commercials; IWF's patented system of sync shooting is the only one available East of Hollywood; organization specializes in "longtime" events of all types and locations.

### Jewell Radio & Television Productions

185 N. Wabash Ave., Chicago 1, Ill.  
Telephone: Financial 6-4474.

Personnel: James E. Jewell, president. Services: Complete production facilities and service for package programs, commercial spot announcements, scripts, live and film programs.

### Jo Keith School and Agency

228 S. Wabash Ave., Chicago, Ill.  
Telephone: Webster 9-4272.

Personnel: Jo Keith, president; B K Ray, sales manager. Production facilities: 15 rooms; equipment for radio, stage, theater. Services: TV children's programs; school and agency for TV and theatrical arts for children and adults; and studios for rent for TV rehearsals.

### Herbert S. Laufman & Company

624 S. Michigan Ave., Chicago 6, Ill.  
Telephone: Webster 9-2202.

Personnel: Herbert S. Laufman, partner and sales manager; Jules Pewowar, partner and production manager; James W. Oreen, executive producer; Joan White, associate producer; and Joan Steen, associate producer. Production facilities: Can provide all facilities necessary for production of live programs. Services: Create, sell and produce package shows, and produce agency and station-owned programs and commercials.

### Leroy Bros. Stage & Screen and TV Marionettes

6008 Sheridan Rd., Room 718,  
Chicago, Ill. Telephone: Long-  
beach 1-0700.

Personnel: LeRoy Benjamin, president and sales manager; Earl Perkins, Etta Benjamin, production staff. Production facilities: Marionettes and puppets for every type of animation; complete props; manipulators and voices. Services: Complete package shows.

### McConkey Artists Corporation

127 N. Dearborn, Chicago, Ill.  
Telephone: State 2-7332.

Personnel: Betsy Shelton, manager; Bill Black; Arate Prager; Phil Field. Services: TV film production, package shows, talent for TV programs.

### George Menard Productions

Wilmette, Ill. Telephone: Wil-  
mette 3184.

Personnel: George Menard, president. Services: TV package programs.

### William Morris Agency

203 N. Wabash Ave., Chicago, Ill.  
Telephone: State 2-3632.

Personnel: Stretch Adler, Midwest radio and television; Phil Lampkin, office manager; Sid Epstein, office controller. Services: Package programs; talent for TV and film programs.

### Music Corporation of America

430 N. Michigan Ave., Chicago, Ill.  
Telephone: Delaware 7-1100.

Services: Package programs; feature films; talent.

### Mutual Entertainment Agency, Inc.

203 N. Wabash Ave., Chicago, Ill.  
Telephone: Randolph 6-6900.

Personnel: J. J. Levin, president; Milo Stelt, sales manager; Al Morey, director of radio and television; Eddie Hall, Sid Moses, production staff. Services: Writing, production and talent for radio & television shows and spot commercials.

### Sidney J. Page Television Productions

203 N. Wabash Ave., Chicago, Ill.  
Telephone: State 2-7344.

Personnel: Sidney J. Page, president; Jack J. Page, TV director;

Services: Complete TV service including writing, producing, supervising rehearsal, directing, casting. Also supply complete information on time availability, ratings on time segments, film and recording costs, prices and availability of radio and TV talent. Firm has artists, legal staff, writers, producer-director, set designer and lighting expert.

### Personality Features, Inc.

900 N. Michigan Ave., Chicago, Ill.  
Telephone: Superior 7-3116.

Personnel: Ivan Hill, president; J. V. Riolute, sales manager; Mary Tomony, production. Services: Complete TV package shows and commercials.

### Sherwin Robert Rodgers & Associates

720 N. Michigan Ave., Chicago, Ill.  
Telephone: Superior 7-5708.

Personnel: Sherwin R. Rodgers, president; L. Racini, Leonard Primer and Tom Rodgers, production. Services: Package programs, commercials, production.

### Jack Russell & Associates

203 N. Wabash Ave., Chicago 1, Ill.  
Telephone: State 2-2818.

Personnel: Jack Russell, president. Services: Package programs, scripts, writers, talent.

### Carl Schreiber TV Party Club

4740 Madison St., Chicago 44, Ill.  
Telephones: Esterbrook 8-4500 and  
Esterbrook 8-9262 and Maywood  
333.

Personnel: Carl Schreiber, sales manager; E. D. Lynn, Joseph Nemeth, Barbara Nemeth, production staff. Production facilities: 6000 square feet, carpeted band shell, mezzanine for angle shots, centralized location for mobile unit, telecast, convention, special event and ballroom facilities for 600 people. Services: Party Club locals; talent; original program ideas; publicity promotion in package or separate segments.

### Walter Schwimmer Productions, Inc.

75 E. Wacker Drive, Chicago, Ill.  
Telephone: Franklin 2-4392.

Personnel: Walter Schwimmer, president; George Guyan, vice-president and sales manager; Arthur E. Piekens Jr., program director; Michael Brown, producer. Services: Complete facilities for creation, development and production of syndicated and network live TV shows; complete production facilities for producing short original dramatic movies; and complete awards division.

### Starling Television

18 W. Lake St., Chicago, Ill. Telephone: Randolph 6-8210.

Personnel: John Mitchell, president; Starling Quinlan, vice-president. Services: Programs, kinescope recording, TV consultants, multiscopes manufacturers; TV productions; new construction consultants.

### Hal Tate Productions

831 S. Wabash Ave., Chicago, Ill.  
Telephone: Harrison 7-3610.

Personnel: Hal Tate, president; Philip Fischer, sales manager; Jean Blaik, Elaine Stern, Lucille Schall, production. Services: Package programs, commercials, TV consultant, publisher of "Tate's Chicago TV Directory."

### Tele-Radio Productions

100 E. Ohio St., Chicago, Ill. Telephone: Michigan 2-8718.

Personnel: Jack F. Payne, president; Carleton Kammann, sales manager; Lin Burton, Dale Harrison, Arthur Horn, Paul Prumpkin, Dick "Two-Ton" Baker, production staff. Services: Scripts; commercials; talent; package shows.

### Television Airshows, Inc.

612 N. Michigan Ave., Chicago, Ill.  
Telephone: Superior 7-1000.

Personnel: W. Biggs Levin, president; James E. Anderson, sales manager; W. O. J. Hyer, executive producer; L. D. Joplit Jr., production and sales; production facilities. For live and film shows. Services: All package services offered.

### United Television Productions, Inc.

360 N. Michigan Ave., Chicago, Ill.  
Telephone: Central 8-0041.

Personnel: Gerald King, president; Milton M. Blink, executive director; Aaron Beckwith, sales manager; John Bohrs, Midwest regional sales manager; Wynn Nathan, Western sales manager; R. Brizzolara, advertising manager. Services: TV film distribution agency.



THE BILLBOARD

Radio-TV Show Charts—Chicago



Top 10 TV Shows Each Day of the Week in CHICAGO

(1,093,000 TV Sets—Panel Size 450)

Based on February Videodex Report

Table with columns: Rank, Show Name, Network, Time, Station, Rating. Rows for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday.

Share of Total Audience Radio vs. TV in CHICAGO

According to The Pulse

Jan.-Feb., 1952

Summary table showing share of total audience for radio and TV across days of the week and time slots.

FOR FULL INFORMATION

Text explaining the methodology for audience ratings and how to obtain more information from The Pulse.

Top 5 Local TV Shows Each Day of the Week in CHICAGO

Based on Videodex Report

Table with columns: Rank, Show Name, Network, Time, Station, Rating. Rows for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday.

CHICAGO NETWORK TV ORIGINATIONS

Table listing network TV originations with columns: Program, Orig. Net., Time, Audience Composition, Audience Opinion.

\*NBC schedule for February, 1952.



# EVERYBODY IN RADIO, TELEVISION AND SHOW BUSINESS GOES TO —

**Linn Burton's STEAK HOUSE!**  
(1744 N. Rush St. — Chicago)

Linn Burton, Chicago's top disk jockey and television star, is now operating the famous Steak House, 744 N. Rush Street, in Chicago. Peggy Sabel and Bert Wilson, Chicago Cub broadcasters, are Linn's partners. When you're in town visit Linn and the gang to enjoy the only good thing you can't get on radio or television... a big, juicy steak or any of a dozen other choices in fine diners.



**SOLD OUT  
UNTIL  
OCTOBER**

## RAY PEARL

and his Musical Gems

Featuring  
**LOIS COSTELLO—BILL DARLOWE**  
Bill Wayne — Dick Clerum  
Don Glasser — Art Taylor  
The Three Jewels

**THE SAXOPHONE WITH THE  
GOLDEN TONE OF TED LEGA**

April 3-30—Rice Hotel, Houston  
May 13-June 29—Trianon Ballroom, Chicago  
July 4-17—Claridge Hotel, Memphis  
July 21-Aug. 20—Roosevelt Hotel, New Orleans  
Sept. 5-Oct. 9—Texas Hotel, Fort Worth

For information on future Open Dates Contact  
**McCONKEY ARTISTS CORP.**  
127 N. Dearborn Street Chicago, Illinois  
New York • Hollywood • Kansas City • Cleveland • Tampa

## Chicago TV Stations: Personnel—Facilities—Rates



### WBKB

Owned by United Paramount Theaters, Inc. (Balaban & Katz Corporation), 190 No. State Street, Chicago, Ill. Telephone: Randolph 6-9210. Channel: 4. Power: Visual, 25.2 kw. Aural, 12.6 kw. Executive personnel: President, Leonard Goldenson; general manager, John H. Mitchell; program manager, S. C. Quinlan; Lee Salberg, publicity and promotion director; Milton D. Friedland, traffic manager; William P. Kusack, chief engineer; William Ryan, production manager; Matt Viacker, controller; Carl Russell, film buyer; George Rice, office manager. Network affiliation: CBS. Type of operation: Uses local live, network live, local film, network film, kinescopes. Studio facilities: Studio A (24 by 26 feet); Studio C (8 by 10 feet); Studio G (35 by 55); Garrick Television Center, 64 W. Randolph Street, fully equipped

studio with 609 seating capacity. Equipment: Film studio includes two kinescope and one image orthicon cameras, 16 mm. and 35 mm. film projectors, slide projector for 35 mm. film or 2x2-inch slides, multiscope 4x4-inch card. Rates: Class A hour rate, \$1,300 live, \$1,500 film. Minute spot, \$325. Participation per spot, \$60 to \$150. Rehearsals, \$50 per half-hour for live studio; \$60 per hour in excess of pre-broadcast run thru for film studio. Network originations: "Quiz Kids."

sales manager; George Heine-mann, program manager. Network live, local film, network film, kinescopes. Studio facilities: One studio (43x68, feet), four cameras; one studio (17x39 feet, two cameras); one studio (40x54 feet), three cameras; one studio theater, three cameras; one film studio, two cameras. Two 16mm. film projectors; two 35mm. film projectors; two slide projectors; one mobile unit. Rates: Class A hour rate, \$1,500; minute spot, \$300. Participations, \$300 per spot. Rehearsal, minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, as follows: Live studio: \$200 or \$100.

### WENR

Owned by American Broadcasting Company, Inc., 20 No. Wacker Drive, Chicago 8, Ill. Telephone: Andover 3-0800. Channel: 7. Power: Visual, 28.3 kw. Aural, 14 kw. Executive personnel: John H. Norton, Jr., executive vice-president in charge of ABC Central Division; Joseph Fisher, sales manager; Jack Brand, executive producer; Monte Fassnacht, Network affiliation: ABC. Type of operation: Use local live, network live, local film, network film, kinescopes. Studio facilities: Studio A (28x52x18 feet); Studio B (15x30x9 feet); Studio 6 (34x4x22 feet); Studio 6 (34x4x22 feet); Penthouse Studio (25x30x14 feet); Clive Theater, seating capacity 800, stage, (32x70x80 feet). Equipment: 16 studio cameras; two RCA kinoscope film cameras; two RCA 16mm film projectors; two RCA 35mm. film projectors; one mobile unit with three cameras; one GPL 16mm. film projector; one Gray Teleticon; two automatic slide projectors, four Eastman slide projectors. Rates: Class A hour rate, \$1,500. Minute spot, \$300. Participations, \$167.50 to \$300 per spot. Rehearsals, minimum charge for studio rehearsal is at the rate of one hour. Network origination: "Super Circus," "Chicago Symphony," "Hail the Champ."

### Chi Film Producers

Continued from page 27  
United Broadcasting Company  
301 E. Erie St., Chicago, Ill. Telephone: Superior 7-9114.  
Personnel: William L. Klein, president; Egmont Sonderling, sales manager; Arthur Haugh, chief cameraman; Bryan Wright, chief engineer; William L. Klein, producer. Production facilities: 2 large film stages for Mitchell camera; camera crane; mobile unit; Western Electric 35mm. film recorder; Westrex magnetic film recorder; 16mm. Mauer; lights, boom, dolly, etc. Services: TV films and commercials; specializing in 35mm. and 16mm. film recording; location camera and film recording.  
Wilding Pictures Productions, Inc.  
1245 Argyle St., Chicago 40, Ill. Telephone: Longbeach 1-8410.  
Personnel: C. H. Bradford, Jr., president; Services: Produce film programs and commercial non-theatricals.

### House to Act

Continued from page 8  
Voice had asked \$36.7 million for this. The committee's action culminated a lengthy series of executive hearings by the Rooney subcommittee which subjected Voice officials to vigorous questioning and at times produced some scathing criticism of the information set-up as wasteful and bungling. The information agency came under heavy attack of Congress last year when its funds were slashed by over \$30 million. One of the areas of inquiry centered on the Voice's use of its money in the current fiscal year.

The Voice budget last year came out unscathed in the congressional trimming, and the Rooney subcommittee demanded to know why the Voice after getting all it had asked, transferred some of its radio broadcast money to other uses, including motion picture propaganda operations. "The inference which I now get," said Rooney to State Department witnesses at one stage of closed-door hearings on the funds, "is that the amount asked for the radio broadcasting program as of last year was too much; that it was padded, that it should have been cut." Rooney also noted that the information set-up, after asking the Bureau of the Budget for \$255,898,874, apparently got cold feet in going before the Rooney subcommittee and trimmed its request by over \$65 million. The subcommittee unearthed a shift of \$5 million of funds, which was intended for radio broadcast operations to motion pictures.

Rep. Cliff Cleveland (R., O.) raised the question as to whether the State propaganda set-up's objective has become so murky that there is now a need to "redefine it, get in on the target and have something that the people who have to support it can see as a concrete result." He said: "I feel this activity has always had more money than it could expend wisely all the time."

### WGN-TV

Owned by WGN, Inc. The WGN Building, 441 N. Michigan Avenue, Chicago, Ill. Telephone: Superior 7-0100. Channel: 9. Power: Visual, 29 kw. Aural, 14.5 kw. Personnel: Col. Robert R. McCormick, president; Frank P. Schreiber, manager; William A. McGuineas, commercial manager; Ted Weber, sales manager; J. E. Faraghan, program manager. Network affiliation: Du Mont and CBS. Type of operation: Uses local live, network live, local film, network film, kinescopes. Studio facilities: Studio 1A, seating capacity 400, four-camera chain; Studio 5A (43x68 feet), three-camera chain; Studio 5B (31x25 feet), two-camera chain; Studio 6A (31x54 feet), two cameras; one studio 7A (32x60 feet), three-camera chain; Studio 7B (12x16 feet), announcer studio camera with submaster control. Facilities: Three mobile trucks for remote originations; two screen viewing rooms; facilities for designing and making sets; newsreel film staff; facilities for developing footage; two 35mm. projectors; two 16mm. projectors; two Bal-Op slide projectors. Rates: Class A hour rate, \$1,000 live; \$850, film. Minute spot, \$200. Participations, \$110-\$120 per spot. Rehearsals, \$25 per half hour in excess of 1x1 ration for live studio. Network originations: "This is Music," "Down You Go," Wrestling from Marigold Gardens," "Pet Shop," "They Stand Accused."

### WNBC

Owned by National Broadcasting Company, Merchandise Mart, Chicago 54, Ill. Telephone: Superior 7-8300. Channel: 5. Power: Visual, 23.25 kw. Aural, 12.29 kw. Personnel: Joseph McConnel, president; Harry C. Kopf, general manager; Jules Herbouveau, manager of TV operations; John J. McPartlin,

**COSTUMES for  
TV SHOWS  
OUR SPECIALTY**

LARGEST AND FINEST  
STOCK OF COSTUMES  
IN THE MIDDLE WEST

★  
Finest Costume Reference Library  
anywhere helps you costume your  
show automatically. Consult With  
Us—Prices Reasonable.

**LESTER, LTD.**  
14 W. Lake St. Chicago, Ill.

★ Herbert S. ★  
**LAUFMAN and CO.**  
Chicago's Outstanding  
**TELEVISION  
★ PRODUCTION  
SERVICE ★**  
Since 1947

Among those who have used Herbert S. Laufman Services . . . . .

- ★ The Borden Company
- ★ Leo Barnett Co.
- ★ Carrier Corporation
- ★ Cereel Institute, Inc.
- ★ Erwin, Wasey & Co.
- ★ General Mills
- ★ Henri, Hurst & McDonald, Inc.
- ★ Jewel Food Stores
- ★ Young & Rubicam, Inc.
- ★ WNBQ and the NBC Network
- ★ WENR-TV and the ABC Network
- ★ WGN-TV—WBKB

Some Herbert S. Laufman & Co. Productions . . . . .

- ★ Mr. Wizard—NBC-TV Network
- ★ Ransons Sherman Show—WBKB
- ★ Pars, Birdie and Eagles—WENR-TV
- ★ Borden's Music Bowl—WBKB

**Herbert S. Laufman & Co.**  
Television Advertising  
Productions  
624 S. Michigan Avenue  
Chicago, Illinois  
Phone: Webster 9-2392



# Are Chi Originations Dying?

Continued from page 18

volving stars of such a caliber that they can pretty much dictate from whence the shows originate. Even the networks cannot control that. If Hope or Benny or Skelton wants to originate in Hollywood, that is where they originate.

Now that the show "Mama" has great status, if Peggy Wood wants to originate in New York, that is where it will originate. But believe me, if a hungry and ambitious performer is offered a contract that says "Chicago origination," he or she will originate from Chicago.

I believe that certain of the situation comedies now on the air, with the same casts they now have, could originally have been done in Chicago.

Certain of the panel shows, audience participation, certain of the mysteries and soap operas, and any kid show could and can be done in Chicago.

On situation shows, let's take "One Man's Family" as an example. When that was originally being cast, I will bet anybody a large sum of dollars that the cast would have been very happy to originate in Chicago. There wouldn't be any major problem about originating it here, because the cast is more or less static and the bit parts could have been capably filled by Chicago talent.

I think this also holds true of certain mysteries. Certainly not "Suspense," which is a new show every week and depends to a great extent upon name talent. But surely the "Elery Queen" show, with the same basic cast every week, could be done from Chicago.

How about panel shows? Well, there is a pretty good panel show originating in Chicago right now, called "Down You Go"—a show, for my money, that has a broad appeal to America as a whole, so far as the personalities involved are concerned. Far more so than the New York originated panels conceived by the production geniuses who too often put on shows that reflect their knowledge of America's taste as being bounded on the west by New Jersey.

For my money there is no argument that the people composing the cast of "Down You Go" represent much more a variety of American types of peo-

ple than do the "Leave It To the Girls" group of Metropolitan madames whose claim to fame rests on a certain degree of managerial magnificence, plus a group of acid tongues nurtured on the gossip of plush booze parlors. But in this case I don't even have to base it on my opinion. The ratings prove it.

I don't think anybody can argue that any of the kid shows could be done just as well from Chicago. Nor do I know of any soap opera that could not. Yes, I think, and I am sure

the network production people would agree, that many shows could be produced cheaper and as well in Chicago.

Incidentally, just stop and think of the half dozen or more top producers and directors, now in New York, who were schooled in Chicago.

If the two big boys want to continue to produce in New York, when to me it is obvious that certain shows can be done as well and cheaper in Chicago, that may be their business.

But you know a lot of people might not like it and a lot of those people might decide to go where they can get the most for their money. One of them could even be me.

# Promotion & Merchandising

Continued from page 5

were not slow to get into the act. Columbia Broadcasting System sent out a presentation showing the selling job that radio has done for the small-sized, quick moving type of item like soap and cigarettes. National Broadcasting Company in October brought out its film-slide sales presentation. "This... is NBC," which demonstrated statistically that network radio was the best advertising buy in terms of circulation per dollar and that "out of every 25 passers-by" network radio reaches more than any of the other media. "The presentation unflinchingly blasted out at magazines, newspapers and television, including NBC-TV.

Mutual Broadcasting System in early fall sent out a booklet of spot announcements tagged "Radio—It's Wonderful." It contained 15 spot announcements ranging from 15 to 40 seconds, plugging radio in general. BAB subsequently moved to tie in its medium promotion efforts with those of the networks.

Merchandising tie-ins were extensively instituted. WNBC, New York, launched its "Chain Lightning" operation, making co-operative deals with local chain stores and news dealers. NBC built a merchandising department. CBS set a merchan-

dising tie-up with the Atlantic & Pacific grocery chain. And Mutual stepped up merchandising operations in the beginning of this year.

Individual stations all over the country made pitches to promote the medium. One of the most interesting was recently carried out by WGY, Schenectady, N. Y. WGY sent neighboring stations a transcription dramatically describing the response to week-long "open house" it held in February to celebrate its 30th anniversary. Entitled "Radio 1952," the disk starts out with a dialog between two depondent radio men. Then, a staff announcer, with the aid of sound effects and voice montages, tells how more than 20,000 persons from 231 cities in six States packed the station's studios during that week, mostly in response to on-the-air invitations from the station's artists. The recording dramatized the type of enthusiasm these listeners had for radio generally and WGY in particular.

A fuller story of what the industry has done to promote itself in the past year will come out of the results of The Billboard's current Promotion Competition in two weeks.

# Industry Research Strong

Continued from page 5

pire. The pattern of listening changes, but it remains strong. In November, The Billboard published a Nielsen study comparing radio usage in New York television homes in the fall of 1951 with the same period of the previous year. In three choice time slots, radio listening had actually increased in those homes, 9-10 a.m., 1-3 p.m. and 6-9 p.m. And even in those slots in which radio listening waned, it still held substantial listenership. Furthermore, New York television homes still used radio more than TV from 9 a.m. to 1 p.m. A Nielsen study of April, 1951, had shown that between 9 a.m. and noon radio was used more in TV homes than in radio-only homes.

Various studies emphasized the important extras in radio listening. A Pulse survey of last summer revealed that almost half of the families in 15 major markets own auto radios. Taking that a step further, a study recently completed by WJR, Detroit, indicates that radio's captive audience in private automobiles is about 15,000,000 spread across the country in peak hours.

There was also the post-midnight audience. The Pulse completed a study for WNEW last spring on metropolitan New York listening from midnight to 6 a.m. During the average day, the wee-hour audience totaled 1,333,200 listeners in 803,200 homes. Over a week, the cumulative late-hour audience was 2,225,900 in 1,340,900 homes.

Another phenomenon that has been quietly set forth in the pages of The Billboard week after week has appeared in the Pulse "Share of Total Audience" studies of the various television cities. Over the entire week, radio has consistently had the greater share. In the evenings, it has been a close fight every time.

As the Affiliates Committee pointed out months ago, the great to do about rates over the past year has made over so much more acute the need for radio circulation data on the local level. Last November, Howard Melghan, then president of the CBS Radio Network, pointed out that no less than 400 radio sta-

tions had gone into business since the Broadcast Measurement Bureau survey of 1949, which is still the most up-to-date area circulation study. CBS has subscribed to Dr. Kenneth Baker's Standard Audit & Measurement Service county-by-county study, which like BMB, is using the mailed ballot technique. And meanwhile, NBC has subscribed to the new Nielsen Coverage Service, which will rely on personal interviews.

# Sales Techniques

Continued from page 5

three stations in Texas confederated into a similar type of sales block.

Midst all the readjustments of sales formulas, radio time in the past year has been selling faster than fire during the depression. From October to November, 1951, the Mutual Broadcasting System chalked up over \$3,500,000 in time sales. More than \$2,500,000 of that amount was in new business. CBS announced toward the end of last year total annual billings of \$48,100,000, making that the biggest year in the history of any network. In February of this year, WCBS, New York, chalked up a 26 per cent increase in gross sales over February, 1951, and WNBC enjoyed its highest February gross in the station's history. At the end of January, the Broadcast Advertising Bureau released a study showing that 55 per cent of the radio stations in six major television markets had increased billings in 1951, gains ranging as high as 45 per cent over the previous year. With only one exception, the station reported increased local business.

As the 1952 convention of the NARTB gets underway, radio finds itself revitalized from the anxious days when the network rates were suddenly cut a year ago. Radio's resurgence sales-wise in the past year has re-trenched its position as an advertising medium and as a factor in the life of the nation for years to come.



# King Calico

## The Mid-West's Highest Rating Children's Show

Produced By

### CNC PRODUCTIONS

Ray Chan Bill Newton Johnny Coons  
Script Editor Art Director Talent Director

Associates:

Adelle Scott • Warren Best, Angelo Antonucci  
Music Director Puppeters

Jack Brown, Sales Doris Larson

## for MILNOT on WENR-TV

Wednesdays and Fridays

\*\*\*\*\*

Open Time Available for Sponsorship:

Monday, Tuesday and Thursday: 5:45-6 P.M.

Contact your advertising agency or WENR-TV Sales

or

CNC PRODUCTIONS  
326 W. Madison Street  
Chicago, Illinois

\*\*\*\*\*

# JACK RUSSELL & ASSOCIATES

Hi Friends—

Now in business for myself.  
Please call if we can be of any  
help on any talent matter.

Jack Russell & Associates  
Talent Management Chicago  
STate 2-2818

203 N. Wabash

It's  
Been  
a  
Wonderful  
Year  
for  
"HAIL  
THE  
CHAMP"  
Thanks to ...  
CHUCKLES  
Henri, Hurst and  
McDonald  
and  
The Finest Audience  
in the World:  
The Kids of  
America  
•••  
Saturdays—ABC-TV

# Need a Good Film Spot..

AT A MODERATE PRICE TO FIT A LOW BUDGET?

FILMACK can make it, as they're doing for hundreds of advertisers the country over.



For 25 years FILMACK has produced top-quality film titles and messages for theatres and agencies. Experience counts. Our staff, complete lab, sound studio and camera equipment can save you time and money. Send in your copy for estimate. Our low prices will surprise you.

FILM SPOTS  
with  
AUDIO

AS LOW AS  
8 Sec. \$50  
20 Sec. \$80  
1 Minute \$150

# Filmack Studios

SOUTH WABASH AVENUE - CHICAGO 5, ILLINOIS

# WELCOME NARTB

Just Around the Corner From the Conrad Hilton  
is Chicago's Fastest Growing

# INDEPENDENT PRODUCER

You're Cordially Invited to Drop In.

## HAL TATE PROD.

P.S.: We have extra copies of "TATE'S TV CHICAGO DIRECTORY" for You... FREE!

Your ticket to

# SALES RESULTS—

the advertising columns of

# THE BILLBOARD!



## Radio City Music Hall, New York

(Thursday, March 27)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker, senior producer, Leon Leonides. Producer, Russ Sell Markert; associate producer, Florence Rogge.

The big theater officially inaugurated Spring with its traditional Easter show, for as moving a spectacle as it has had since it started its 20 years ago. Its annual "Glory of Easter" is always a sold box office draw; its accompanying stage show, built on the Spring motif, utilized the elaborate mechanical house facilities for an equally big assist to its big flick, "Singin' in the Rain."

The Easter show, a reprise of the seasonal shows has the grilled altar piled high with lilies, stained glass windows above the altar, choir, acolytes, stage side choiral groups with the entire production handled deftly and with dignity. It ended with white robed girls bearing lilies and forming a cross.

The lighter portion of the stage show is a combo of charm, variety, novelty acts and an elaborate fashion show set to an Easter parade. It opened with Little Bo-Peep who "lost her sheep" but later finds them as the ballet, featuring Patricia Drylie. Number was very amusing, combining the conventional ballet positions with novelty terms. The fact that the ballet kids were costumed as sheep will make them more attractive to the youngsters who accompany their parents here Easter week. There was a little offstage singing by William Maun.

(Continued on page 62)

## Chicago, Chicago

Capacity, 4,200. Price policy, 45 to 85 cents daily. House booker, Harry Levine. Shows played by Louis Basile's house band.

Larry Storch, brought in as the fill topper on the strength of his TV chores, came armed to the teeth with material new to this territory. With his flexible voice and rubbery gyrations, he sold himself so well that the audience wouldn't let him go.

Storch's impressions were run off swiftly and smoothly. He sequed from his English fight announcer bit into an Italian waiter, a Japanese learning to ride a horse, a Bathhouse bit and his witch doctor song number with ease. Each drew heavier than its predecessor. His closer—an impression of a woman drunk—could easily become another "Mrs. Murgatroyd." It stopped the show cold.

Gracie Barrie, in No. 3, can still handle a tune with ease, and got a good response for her five songs. Her "Live With I Die," with special lyrics, is better suited to a nitery than a theater, but her closer, "Sunday Kind of Love,"

(Continued on page 62)

## Olympia, Miami

(Wednesday, March 26)

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

Alan Dale takes top honors in the new bill, highlighting his singing with a flock of impressions of other vocalists for a big hand. Guy has a pleasant line of chatter that went over well and undoubtedly will be booked into one of the few nitery spots still open in Greater Miami, or into one of the hotel rooms, following his theater stint.

In the comedy spot, Paul Gray walked off to a large mitt. A "quiet type" gagster, he's a welcome relief from the boys who keep punching every minute on stage. Gray looks like an undertaker's assistant, and his knock-out slipping a punch into what

(Continued on page 62)

# Night Club-Vaude Reviews

## Bar of Music, Hollywood

(Thursday, March 20)

Capacity, 400. Price policy, \$2 minimum Saturdays; \$1.50 7 days a week, no minimum otherwise. Show continuous from 9. Operators, Albert and Regina Villaudy. Manager, Jack Villaudy. Booking policy, non-exclusive. Publicity, Jerry Riley. Estimated budget this show, \$2,200. Estimated budget last show, \$1,900.

The Villaudy family has spared a pair of potent local box-office names in Elsa Lancaster, who has been working the Turnabout Theater here for nine years spasmodically, and Bobby Short, who became a fixture at the Club Gala. Miss Lancaster, in the anchor slot, is extremely sharp in both delivery and materials, thus limiting her performance to chi chi rooms. Her subtle nuances and innuendos require a rapt and intelligent audience. The titillated movie actress is strictly British in her approach, using a minimum of overt showmanship. She lets a tiny smile and a lifted eyebrow carry the message rather than utilizing the normal exaggerated mannerism. Her material is primarily based on simple subjects, but extremely well-written. Miss Lancaster, who is Mrs. Charles Laughton, got good reception to six songs.

Short is a terrifically animated pianist-vocalist. He can take any tune and inject into it phrasing at the point where the lyrics need accent and just as deftly can play down the weak side of the song. He's equipped with some wonderful parody and burlesque choruses but often the material is so spiced that it might become offensive to the more conservative. His choice of material is tops, mixing every type of song to keep interest high. He walked off to the night's biggest mitting.

Felix Decola, half of a two-piano team with Benno Rubini, which has become a fixture here, should do more comedy. His approach to humor done in British accent is new and he deserves a comedy spot in which he'd do 10 minutes. Johnny Sippel.

## Monte Carlo, Pittsburgh

(Wednesday, March 26)

Capacity, 200. Owner-operator, Allan F. Clark. Exclusive booking, George Claire. Policy, no cover, no minimum. Shows at 8:30, 10:30 and 12:30. Estimated budget this show, \$1,000. Estimated budget previous show, \$800.

Room has another of its neat little packages in songstress Nancy Reed and harpist Robert Maxwell. In her first appearance here in a year, Miss Reed showed a world of improvement; her developed into one of the better song stylists around. She added to her turn with a neat job on the piano. Mitt was big, tho' the crowd was small.

In the closing spot, Robert Maxwell showed he was master of his instrument but was smart enough to inject enough commercial numbers to entertain both the music lovers and the regular nitery customers. Maxwell lights himself beautifully with a special panel at his feet and these add considerably to the mood he sets. He eschews his Mercury Record numbers where he uses multiple harp effects, but in new working a reasonable gimmick to make it possible. Ross Hall's ork (4) did their usual good job in cutting the show and played excellently for dancing. Len Litman.

## Blackhawk, Chicago

(Wednesday, March 26)

Capacity, 350. Price policy, \$2 cover charge. Shows at 8:30 and 11:30 weekdays, 8:30, 11:30 and 1:30 Saturdays. Operator, Don Roth. Publicity, Jack Thoma. Estimated budget this show, \$3,000.

Continuing his act policy for another two weeks before bringing in a new musical "Six on a Honey-moon," Don Roth followed charter Bobby Wayne with Olivette Miller, swing harpist, and the Tim Herbert-Don Saxon team for another low budget but strong show.

Miss Miller, an accomplished harpist who also handles a lyric

(Continued on page 62)

## Baybrook, West Haven, Connecticut

(Sunday, March 23)

Capacity, 600. Price policy, \$2-\$3 minimum. Shows at 9 and 11. Operated by Lou Gherlone. Booking, non-exclusive. Estimated budget this show \$3,000.

## "After Hours"

A new tableau musical comedy. Original lyrics by Matt Duby. Original music by Harold Carr. Dance development and choral arrangement by Dean Fuller. Choreography by Beverlee Bozeman and Jonathan Lucas. Production, Herbert Berger. Cast: Jessie Elliott. Beverlee Bozeman, Sid Lawson, Lynne Lyons, Jimmy Alex, Marge Grady, Art Hammond and Bettina Edwards.

While labs are not new to cafes, "After Hours" is different, fresh and completely entertaining. It is a zippy, smooth-running package featuring an octet of talented youngsters who keep up a breathless pace of song and dance.

The story line is presented as a back-stage story, with the performers giving a party for themselves and entertaining each other with their specialties, and while the book is very loose, it ties the package up neatly enough.

## Miss Elliott Stars

Heading the troupe is comic fem, Jessie Elliott, who scores with two sock numbers, "Love Never Enters the Conversation" and "Imaginary." The latter is particularly hilarious. It is the only ribald number in the show and Miss Elliott gives it the strongest possible treatment.

Beverlee Bozeman, in a sophisticated song and modern dance, brings top talent and personality to a production number, "Love is a Four-Letter Word," that can give easily highlight the entire unit.

With Sid Lawson's ballading on "You're What I Need" and Lynne Lyons' torching "Average Guy," the show does not lack for musical variety. The music in general while not the show's strongest point, is still adequate and well spotted.

The package is timed for 45 minutes, but the almost breathless pace maintained by the young cast makes it run five minutes faster. The unit uses only minimum props—five wooden boxes and a chair. Costuming is rich and colorful.

## Lights Poor

The unit was handicapped on its break-in by inadequate lighting, and the necessity to restage because of the vastness on the Baybrook stage. However, this was offset by the many other Baybrook facilities that are made to order for productions. The Baybrook stage is almost twice the width of average floor space, with the band directly behind the performers and entrances both left and right stage.

The entire production was enthusiastically received. The addition of a name to this unit would make "After Hours" a socko package for any club in the country.

## Moe's Main Street, Cleveland

(Wednesday, March 19)

Capacity, 150. Price policy, \$1 week-days; \$1.25 Saturdays. Shows nightly, 10:15, 12 and 1:15. Operators, Josephine and Moe Nahas. Booking agent, Tony Senes. Booking policy, exclusive. Estimated budget, \$2,000.

Dolores Hawkins and the Four Lads, all Okeh label recorders, did a week's stand here to customers who kept shouting for more. The will-staked Miss Hawkins opened with "You Made Me Love You," encoring to big applause for her "Oo Wee," one of her latest plated releases.

The Four Lads were equally big here. They sang several numbers, including "My Blue Heaven," "American Beauty Rose," "Mocking Bird" and "Turn Back," to terrific mits. With youth and vitality backing them, they make a fresh appearance. The lads sell well on stage and mix equally well out front.

Jack Price and his ork played the show. — Marjorie Rickards.

## Ciro's Hollywood

(Tuesday, March 25)

Capacity, 460. Price policy, \$1.50 cover weekdays; \$2 Saturdays. Shows at 9:30 and 12. Owner, Herman Hoyer. Publicity, Jim Byron. Estimated budget this show, \$3,500. Estimated budget last show, \$4,000.

Pearl Bailey, who's shown possibilities of becoming a full-fledged headliner, finally blossomed with this showing. Gal, whose inconsistent throwaways drew yocks in the past, has taken her muttering style and expanded it into full talking comedy routines. It's these bits, running from three to six minutes, that weld her standard novelty songs into headline material. Her bit about a salary hassle with Hoyer and the talk routine built around a resume of famed blues, immortalized by the late Bessie Smith and others, is top nitery material. With the addition of this laugh-producing talk, Miss Bailey has more time to think about ad lib, thus enriching her whole program. Where her novelty songs done in her typical indolent fashion once were the draw, she's now a solid general comic. She worked almost 40 minutes to enthusiastic response, except for a straight chirping of "Birth of the Blues," which should be dropped because it slows down the terrific comedy pace she builds.

Dick Stable is back fronting the house band, which did an excellent back-up job.

Johnny Sippel.

## Deauville Supper Club, Hollywood

(Wednesday, March 27)

Capacity, 138. Price policy, no cover or minimum. Owner, John Walsh. Publicity, King Kennedy. Booking policy, non-exclusive. Estimated budget this show, \$1,250. Estimated budget last show, \$2,000.

This show is a rarity in show business, in which the owner-headwater, John Walsh, outdoes the talent, Diane Dearborn, on the stage. Walsh, an animated, gray-haired baritone, does 15 minutes of top show tunes and standards to top mitting. Walsh is a dramatist, wringing every ounce out of a good lyric. He won't travel because of his nitery obligations, but a motion picture firm, looking for a striking vocal job such as Dooley Wilson did in "Casablanca," should hear him.

The luscious Miss Dearborn doesn't have the material to go with her physical charm. She does trite numbers, except for a torchy "Limehouse Blues" which she did in top style. Her moody rendition of this number showed she has possibilities, but she should stick to dramatizing her lyrics for her voice is weak. A couple of original story songs would help her act. Harriet Davidson gave her good piano backing and did nicely with a small dramatic insert in the "Blues" number. Jack Lattimer plays relaxed intermission piano.

Johnny Sippel.

## Copacabana, New York

(Thursday, March 27)

Capacity, 610. Price policy, \$3.50-\$5 minimum. Shows at 8:30, 12:15, 2:15. Operators, Jules Podell, Jack Extrater. Booking, non-exclusive. Publicity, George Evans Associates. Estimated budget current show, \$12,000. Estimated budget previous show, \$7,500.

Continued from page 3

a bill with Durnette, a singer has to be loud to compete. Gal, well costumed, finally wound it up with "Skyscraper Blues" for a fine hand, and a good all around impression.

The Mayo Brothers (two) did their standard table top tapology, mixing it up with amusing challenge numbers and some small talk for solid reactions. The rest of the show remained basically the same. Production singers, Helen Carr and Harry Snow with some minor vocal assists by dancer Elaine Dunn, gave the Joan Edwards-Lyn Duddy music and lyrics, skillful interpretations. Elaine Dunn, dancer, was still as electric as when first caught.

The excitement ended, with

## Number One Bar, One Fifth Avenue Hotel, New York

(Tuesday, March 25)

Capacity, 150. Price policy, no cover charge or minimum. Shows start at 10:30 p.m. Operator, One Fifth Avenue Hotel, Booker, Bob Downey. Publicity, Dreyfus-DaLynn. Estimated talent cost, \$750.

The new show here is a pleasant and intimate one. Comedienne Louise Howard, back from eight months in London, had the audience with her all the way. Mixing song and chatter nicely, Miss Howard showed five skits, each built within a song parody framework. Using simple props effectively thruout, she opened fast with a sketch of her European visit to the theme of "I Want to Say Hello," and followed with flashbacks of old vaude acts built around "Give Me That Old Sock Show." Sock song of show was "Everybody Wants to Go to Heaven but Nobody Wants to Die" around a revival-meeting sketch: A prohibition pit and a series of take-offs of pit goodbye scenes wrapped up her act. The somewhat long, Miss Howard's performance demonstrated a good sense of timing and sock salesmanship.

Show opened with baritone Mitchell Gregg, who exhibited a relaxed and easy delivery, well suited for the intimacy of the room. Repertoire was made up of show and foreign tunes, registering best on the latter.

Bob Downey and Harold Fonville, duo-piano fixtures at the spot, showed imagination in their styled arrangements and could do well with a longer stint. Piano interludes were capably handled by Hazel Webster.

New Gehman.

## Mocambo, Hollywood

(Tuesday, March 25)

Capacity, 220. Price policy, \$1.50 cover. Shows at 8:30 and 12. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$2,750. Estimated budget last show, \$2,500.

From the opening to the bow-off mitt, Dick Contino rucked up heavy stuff. Contino has lost considerable weight and he again has that youthful look. Altho' visibly nervous, his program and showmanship were ultra commercial, as usual. He should sing more, for he has a deep baritone that Victor should record.

Eddy Olivier's ork did a fine back-stopping job.

Johnny Sippel.

## Paramount, New York

(Wednesday, March 26)

Capacity, 3,854 seats. Price range, 55 cents-\$1.80. Five shows daily. Chain booker, Harry Levine. Show played by Buddy Rich ork.

Continued from page 3

an imaginative and big-styled musical trip to the top shows in town via the ditty "Lullaby of Broadway." The thrush, a looker, also did well on a couple of standards.

Buddy Rich put together a fine band for the show. Ork furnished outstanding backing to Sinatra and Miss Hutton. Rich, who used to be with the Dorsej ork when Sinatra was the vocalist, almost stopped the show with his superb drum solo on "Old Man River."

This is one of the best shows the house has had in a long time. It is fast-paced, well produced, and one that ought to do real business.

Pie, "Meet Danny Wilson."

Durante prancing around the floor with the band playing and strutting behind him for a tumultuous exit parade.

Comedy-Singing Duo Hines  
**BILL LAYNE & DON HINES**  
"These Jesters Fit for a King"  
Write  
Wire  
Phone  
**JOLLY JOYCE**  
1065 Paramount Theater Bldg.  
New York City, L.A. 6666  
Here Theater Bldg. 4-6666  
WA 3-4477 and 3-3777

**AGENT**  
(Experienced)  
At Liberty After April First...  
Box 647, Hollywood 28, Calif.

**BEN YOST**  
ROYAL GUARDS  
currently  
AUTO SHOW, Seattle  
1650 Broadway, New York, N.Y.



## AGVA VS. MCA

### Row Over Pay For Canceled Bennett Acts

NEW YORK, March 29.—A two-cornered battle over a cancellation and who pays about \$1,200 for a week's work has Tony Bennett, with his manager, Ray Muscarella, in one corner and Music Corporation of America in the other.

Bennett was on stage at Loew's State, Cleveland, Monday (17) when the acts in the Bennett package, waiting in the wings, were handed wires which read, "Due to Tony Bennett getting laryngitis, we are compelled to cancel out the week of March 21 at Loew's Penn. Pittsburgh. R. Muscarella."

It developed that the acts, Lee Davis and Harris and Shore assigned regulation American Guild of Variety Artists contracts with riders, initiated by the acts, that permitted cancellations in the event of Bennett's illness.

The acts appealed to AGVA, which ruled the riders illegal and stated that Bennett should pay the dough for the canceled week. Muscarella said that MCA had drawn up the rider and assured him everything was in order. MCA officials said the difference was between Bennett and the two acts and they would have to settle it.

Muscarella said Bennett had started getting sick in Philadelphia. "But we wanted to keep going so we took the Cleveland date. But while we were there we saw that Bennett couldn't go on" (Continued on page 68)

## Show Train to N. Y. Music Hall

BRIDGEPORT, Conn., March 29.—The once-a-month New Haven show train to New York City to a selected legitimate show will depart from its usual procedure next month when the railroad will run one to the Radio City Music Hall to see the traditional Easter show.

The date is Friday, April 25 and the Music Hall has arranged to set aside 800 reserved seats for the railroad patrons. As is the procedure on legit ticket sales, purchasers of the show train tickets will also buy their theater tickets at the same time.

## Martha Raye Booked in LQ

NEW YORK, March 29.—Martha Raye will open at the Latin Quarter August 31 for a four-week date. This will make her first appearance in town for a number of years. For the past two years she's been working at the Miami Beach Five o'Clock Club.

Miss Raye will get about \$30,000 for the four-week period. She'll have a Ben Yost group with her as on previous jobs.

## Feb. Cafe Biz Up 2% Over January

WASHINGTON, March 29.—February sales in eating and drinking places were up from 2 to 4 per cent over January figures, according to the Commerce Department. At the same time, sales in food places went down about the same per cent.

Over-all dollar sales throughout the nation were up 2 per cent over January, but were slightly under the sales level of last February. Sales in seasonally adjusted eating and drinking places rose from \$979 millions in January to \$1,015 millions in February. Sales in eat and drink places in February of 1951 hit only 940 millions.

## Savoy in L.A. Will Reopen; Steinman Op

HOLLYWOOD, March 29.—Sunset Strip goes into high gear May 6 as a bolt belt in the 8000 block when Harry Steinman, hubby of singer Fran Warren; Milt Ebbins and his prize management chattel, Billy Eckstine, open the Savoy under a new name. The Savoy, which the trio bought from op Nola Hahn, is located within a two-block radius of the Mocambo and Ciro's on the Strip.

It's understood that Steinman will close the Savoy in two weeks and give the place a complete face-lift. Eckstine will headline the opening bill along with Joe Bushkin's combo. Steinman, former op of the Latin Casino, Philadelphia, and now running the 500 Club, Atlantic City, intends to run a straight show policy, with no dancing.

## Detroit Cold to "Spot" Shows

DETROIT, March 29.—First week of a new spot show policy at the Broadway-Capitol Theater proved a heavy disappointment, with Tommy Dorsey drawing only \$15,000—or half the anticipated gross, according to Saul Korman, operator of the house. Dorsey on a 50-50 split, took out about \$7,500 as his share.

Afternoon audiences were negligible all week, the evenings picked up. Korman blamed the poor grosses on the weather, general business conditions and Lent, not upon the attraction.

Another factor accounting for poor business was the operation of the 3,400-seat house on an all-night policy. With this policy established for the past year, it proved difficult to build a new audience for a stage show, in the first week, even with a top name. Unusual aspect of the engagement was the switch of motion picture policy at midnight, from the first run single film which was run with the stage show to the usual second run double bill with two entirely different pictures and a change of bill in mid-week. The known 24-hour policy of the spot undoubtedly made many potential patrons reluctant to attend the stage show.

Korman plans to continue with stage shows, but with more emphasis upon pop and hillbilly features. Pee Wee Hunt is tentatively set as the next attraction.

Korman also is considering plans for putting in a new stage show policy at another of his downtown houses, the 900-seat Times Square, the complete renovation will first be necessary. The Times Square, once a burlesque house, has been running straight pictures for about 15 years.

## 1st Show Set By NY Warner

NEW YORK, March 29.—The first show at the Warner (Fifth Strand) will start April 7 and will have Harvey Stone, Ella Mae Morse, Gene Nelson and Louis Jordan. Headliner will be Nelson, with Jordan as extra added.

This will mark the first theater date for Stone in New York in more than two years. It will also be a new first in recent years for Miss Morse.

Flick for the opener will be Abbott and Costello's "Jack and the Beanstalk," which will have an accompanying lobby gimmick. Latter will consist of a "talking" harp. Between talks harp will have piped music going through stressing Paul Winchell's first RCA Victor waxing of the title song from "Jack and the Beanstalk."

## PRICE FREEZE AFFECTS CAFES

WASHINGTON, March 29.—The Office of Price Stabilization has frozen prices on restaurants at the levels charged during the week of February 3-9, 1952. All restaurants are required to post these frozen prices, with permissible adjustments by operators who have been charging prices lower than permitted under the present restaurant regulations.

The regulation becomes effective April 7, 1952. OPCS is sending out posters with spaces for 40 principal food and non-alcoholic beverage items customarily served by eating places. If an eating establishment also serves alcoholic beverages, a poster with spaces for listing ceiling prices for 20 items must be displayed. The poster must be up by April 25.

## 'Blacksmith' by Ella Morse Is Now No. 3 Disk

NEW YORK, March 29.—Ella Mae Morse has parlayed her second Capitol disk in recent years, "Blacksmith Blues," into cafe dates that have brought her from \$400 five months ago to about \$2,000 a week for current and future dates.

About five months ago Miss Morse was getting \$400 a week at the Oasis in Los Angeles. She was then taken over by Goldfarb, Mirenburg & Vailon, lawyer-personal managers. Then came her second Capitol record, "Blacksmith Blues." It made The Billboard best seller list and is currently the No. 3 record nationally. Capitol claims it has sold 500,000 platters in less than three months.

Miss Morse's next date is at the Copa, Pittsburgh, followed by the Warner Theater date. Then comes the Showboat, Lorain, O. Yankee Inn, Akron, and the Rendezvous, Philadelphia.

Ten years ago Miss Morse's "Cow Cow Blues" with Freddy Slack was one of the hottest platters in the country. She married, left the business and had three babies. Her husband, a surgeon, was called to the U. S. Navy, and she returned to the business.

## New York

Hazel Scott will open for Harry Altman's Town Casino, Buffalo, May 12. . . . Guy Raymond, now with GAC, get the part in the legit show "Hook and Ladder." . . . Bill Miller hasn't set his opening show; he's still trying to get Peter Lind Hayes and Mary Healy. Miller's Riviera will have the Red Caps on the second show; Tony Martin is due about June 2 and the Rita Brothers follow. . . . Joey Bishop held over at LQ to May 10. . . . Jack E. Leonard trying to switch agents.

Compagnons de la Chanson open at the Waldorf in October for six weeks and follow with four weeks at the Palmer House, Chicago. One of the Compagnons has left; replaced to serve in the French Army.

## Here and There

"The Show of Shows" in Hilo, Hawaii, after a four-day run closed March 23. The east had Zarate and Paquitta, musicians;

## St. Paul Revokes Flame's Licenses

ST. PAUL, March 29.—City council here, Tuesday (25) revoked all licenses of the Flame Night Club, owned and managed by Harry Greene, as a result of a recent municipal court conviction for selling liquor to minors.

Greene appealed the conviction to the State Supreme Court. The city council agreed to adjudge the place to operate until the high tribunal ruled on the case.

## Top Talent Agencies Pruning Small Acts Against Summer Lull

William Morris, MCA and GAC All Face Seasonal Problems, Cut Lists

NEW YORK, March 28.—Top talent agencies, William Morris, Music Corporation of America and General Artists Corporation, are looking forward to the summer with mingled feelings. On one thing, however, they are in agreement and that is that their lists will have to be pruned sharply.

The Morris office, which has upped its overhead sharply in the past year with its expanded television operations, is thinking not only of releasing acts now under contract but also reshuffling its personnel. Office expects a sharp drop in income when its big television shows go off for the summer. To meet this decline, it has already started by dropping some people and moving other people into other departments.

The prime objective of all talent agencies is to get properties that will develop into large commission earners. The Morris office has probably some of the finest cafe names and television attractions now available. But in the process of selling these names it has fallen back in the development of new performers.

MCA, with its big guns in virtually every field, doesn't have the Morris expansion problems to cope with. But it, too, is being more generous with releases than in the past. MCA also has personnel shifts going on but in most cases they are not important.

GAC is probably the office that is most solidly entrenched. Not being in television to any great extent except thru filmed shows, its expansion has been gradual if at all. Operating expenses have been controlled, and artist-agency problems have been kept at a minimum. But like their two competitors, GAC too is telling acts they can't do anything for them any longer.

Where all this leaves acts under contract no one is prepared to say. One agency topper said, "Rather than keep them here we think

they'd be better off with a small independent agent. We can't do anything for them any longer." Another office head said: "Carrying acts on our books that are not going anywhere is a waste of time and money."

In effect this means that the small agent will get a better break if acts in the near future, but whether the act will work more or get more money is a moot point.

## Stem Hopes for Post-Lent Jump

NEW YORK, March 29.—Lent gave the Stem combo houses a wallop and the hope is that the new shows will bring takes up again.

Radio City Music Hall (5,945 seats; average \$103,250) finally ended its run of 11 weeks of the "Greatest Show on Earth" with \$103,000, the same figure it pulled the previous week. Bill included a house stagershow and approximated a record set in 1943. New show has "Singin' in the Rain" plus Bela Kreomo and the Andrea Dancers.

Roxy (5,880 seats; average \$71,000) slipped to \$60,000 for Gloria DeHaven and "Headline U.S.A." after an opener of \$78,000. Last week's recap of the Roxy figures was mistakenly printed as less than that.

Paramount (3,654 seats; average \$52,000) closed its second week with \$47,000 for "Boots Malone" plus Ella Fitzgerald, Richard Hayes, George DeWitt and Al Donohue's band. New show has Frank Sinatra, Buddy Rich band and "Meet Danny Wilson."

Palace was dark last week. It will continue to be out until April 12, when the Betty Hutton show comes in.

## Extra Added

The Ladd Sisters, singers; Dell O'Dell, magician; Charles Carrer, juggler; The Ballantines, harmonica players.

The Andrews Sisters headlined the four-day show at McKinley Auditorium, Honolulu. Other members of the cast were the Esaiman Trio, instrumentalists; John Molinari, accordionist; Joe Kelly, lute rider, and Lois Ray, tapster. Hal Lewis was emcee, and music was by Ray Tanaka and His Esquires. Prices were pegged at \$3, \$2.40 and \$1.50.

## Moreland, Harris New Detroit Team

DETROIT, March 29.—A new comedy-musical team is being formed here by Mantan Moreland and Bud Harris. Moreland is starred in the "Charlie Chan" series of films, as well as on radio and television. Harris is the Bill Jackson of the "Eulaul" radio show.

Jerry Harris of Park Avenue Radio and Television Productions will do publicity for the new team.

## Gayle and Windell Suits Total 225G

BALTIMORE, March 29.—Suits totaling \$225,000 for damages allegedly received in an automobile accident, December 14, here, were filed Monday (24) in Superior Court by Terry Gayle and May Windell, cafe performers.

## Walters Hit By AGVA Fine

NEW YORK, March 29.—Lou Walters, who last week closed his Miami Beach Latin Quarter with a bang, ended up with a \$250 fine levied against him by proxy by the American Guild of Variety Artists. For his final night seven great performers, Ben Blue, Syd Slate, Blackburn Twins and Pam Cavan, went on for a short bit. Harry Richmond refused to go on, citing AGVA rules.

All the performers were called in by AGVA and fined. They all said Walters had promised to pay their fine if any were levied. Walters en route to Las Vegas was unavailable for comment.

## FRIARS MAD AT BROTHER BERT

NEW YORK, March 29.—The boys sitting around the Friars Club all were still, faces rapt in reminiscence as Milton Berle and Mickey Rooney depicted two ambitious small time performers for Texaco on the TV screen.

When Bert Hanlon, also a Friar, came on the screen as the agent, to tell the actors that none of the big bookers out front wanted them and the Palace was not for them, there wasn't a dry eye in the house. Most of the Friars remembered when it happened to them. So when Hanlon came off the show and into the club everybody was mad at him.



# BMI Gains Europe Foothold Via Pacts in Four Countries

Helps Members Acquire Material For U. S.; British Society Unsigned

• Continued from page 1

with SACEM, and this, of course, is the most important of the continental societies. Negotiations now are under way for reciprocal agreements with PRS, the British society, and with executives of groups representing Scandinavian and other countries.

Heretofore, agreements with the European societies had been held exclusively by the American Society of Composers, Authors and Publishers. The Consent Decree, however, prohibits the principle of exclusivity. The way was thereby left open for the successful negotiation of the agreements aforementioned.

BMI's arrangement with most of the foreign societies provides for the following: (1) BMI will administer the performing rights of all the works which BMI affiliates will, or have, published or sub-published (the latter term refers to publication of arrangements or adaptations). (2) The foreign societies will represent the rights of the BMI affiliates in their respective countries and account to BMI for the rights of the BMI affiliates, publishers and authors.

It is immediately apparent that the BMI-foreign agreements offer several advantages to BMI publishers: (1) BMI publishers are now placed in a better competitive position—as against ASCAP publishers—in the matter of acquiring material for the United States. (2) BMI affiliates will now get as good an accounting of revenues derived from foreign sources as that given by ASCAP to its publishers.

## Columbia to Release 7-In. LP Pop Disks

NEW YORK, March 29.—Columbia Records has started to release the seven-inch pop LP disks again. Diskery execs look upon the renewed interest in their 33 and 1/3 minidisks as still in the "trial" stage.

Only five new pop singles are being made available currently. Final sales results will determine Columbia's future moves in this field.

Currently being released on the seven-inch LPs are "A Guy Is a Guy," "Hambone," "Gandy Dancers' Ball," "Pittsburgh, Pennsylvania" and "Ay-Round the Corner." All the disks have been previously released on both the 45 and 78 speeds.

## Defendants Respond in 'Fortune' Suit

NEW YORK, March 29.—Three of the defendants in the "Wheel of Fortune" infringement suit brought by Stan and Lee Russell filed answers in New York Supreme Court this week. Capitol Records stated that they had received the recording rights from Laurel Music and had therefore violated no statutes. Their answer further charged that the

See Page 65 for

THE BILLBOARD'S NEW WEEKLY  
"WHERE-TO-FIND-IT"  
SERVICE

The Market Place  
for the

Music-Record Industry

Consult this new reader service for all  
of your special music-record needs.

There are several important factors to be borne in mind when evaluating the BMI-Continental agreements. The conclusion of these agreements is undoubtedly a major step for BMI and its affiliates. It undoubtedly means that BMI now has a foothold abroad for the more extensive promotion and exploitation of its repertoire.

This is of decided economic value and is doubly significant in view of BMI's aggressive merchandising policies. On the other hand, it is to be remembered that as of now, PRS, the British Society, is still, figuratively speaking, an ASCAP stronghold. Too, PRS, according to estimates of traders, is worth to the American music industry as much as the Continent and the remainder of the world combined.

The close accord between PRS and ASCAP is an historic one. The close integration between the British music business and the

American music business—with American firms having strong representation in Britain—is a factor in this traditional accord. The question causing much conjecture now is whether BMI can crack PRS.

The BMI has no deal with PRS. A BMI publisher can nevertheless collect money from British performances. The method is indirect, whereas the method whereby an ASCAP publisher collects is direct. In the case of a BMI publisher, the tune is handled abroad by a British firm, which divides the performance money 50-50 with the American publisher.

In addition to aforementioned deals with foreign societies, BMI has agreements with publishers in Italy and Germany, and has agreements—directly or indirectly—with South American societies.

The competition is now joined on an international level.

## CAPAC Fees Hiked To Twice Old Rate

Copyright Board Announces New Radio Formula; Canadian Stations May Appeal

• Continued from page 2

does less commercial broadcasting than private stations, will pay 1 1/2 per cent of its gross revenue plus 1 cent per capita of population.

Fees in the past have been based on the number of radio receiving sets in Canada. The charge was 14 cents a set with the CBC paying 7 cents.

It was unofficially estimated that the private stations will pay \$350,000 in fees this year compared with \$158,420 in 1951. The CBC would pay approximately \$175,000 compared with \$152,421. The CBC will pay the percentage levy only on its gross revenue from commercial broadcasting. It will not pay fees based on the amounts which it receives in grant from Parliament or in license fees.

CAPAC will have the right to examine the books of radio stations to verify their statements of gross revenue.

The amount to be paid by both

private stations and the CBC will be less than those sought by CAPAC. CAPAC asked that private stations pay four-fifths of a cent per capita of population and 2 1/4 per cent of their commercial revenue. It also asked that CBC pay 1 cent per capita and 2 1/4 per cent of commercial revenue.

Meantime, no statement has been made by the Canadian Association of Broadcasters, but it is known that they are very chagrined at the result. There is a possibility of court action being taken to appeal this decision.

## ASCAP May Fill Gen. Mgr. Vacancy

NEW YORK, March 29.—The advisability of a general manager's post for the American Society of Composers, Authors and Publishers has again come to the fore, the subject having been considered at the ASCAP membership meeting this week and in several recent and private discussions among the Society's members. The fact that ASCAP will elect a new president and other officers next month has further rekindled interest in the possibility of naming a general manager.

Since the death of John Paine about five years ago, ASCAP has not filled the former post of general manager. It is felt in many quarters that the Society is in need of strong and expert aid in the solution of many of its problems—TV, film and other unsettled fronts. It's no secret that the ASCAP-ers thinking seriously of a general manager are thinking of filling such a post with a Washingtonian, a politician and/or a national figure. Typical of the kind of name desired for the post are Beardsley Ruml, Eric Johnston, Jim Farley and John McCloy.

For the most part the ASCAP writers are in favor of a general manager, while most of the publisher members are opposed to the position. However, several of the top publisher members are now admitting that the appointment of an important personage to the post would be good for ASCAP.

Meanwhile ASCAP-ers are speculating on the final results of the election of officers. Elec-

## MAORI CHANT A MOTHER TUNE

NEW YORK, March 29.—Southern Music's acquisition of a Maori folk tune is the latest example of the accelerated search publishers and diskeries are marking for new and unusual material and sounds. Tune entitled "Hoea Ha" was picked up by Southern's Australian office and given the English lyric, "A Mother as Lovely as You." RCA Victor has already waxed the melody by Jan Peerce and is rushing it to the market (March 31) as a Red Seal special in order to take full advantage of Mother's Day disk business.

## Bands to Talk Cross-Plugging Biz Stimulus

NEW YORK, March 29.—Several band leaders, their managers and booking agencies are preparing a meeting for the near future to consider a plan for cross-plugging between the orks. With the objective of stimulating interest in bands as a whole and helping revive the dance band business.

Thus on a dance date Billy May would be expected to say nice things about Ray Anthony, Guy Lombardo and other orksters, and when Anthony, Lombardo, etc., played the spot they would make

(Continued on page 64)

## Decca Spot to Trial TV Play

NEW YORK, March 29.—Decca tries out a new merchandising gimmick tomorrow when it follows up a TV show with a spot commercial pitching an album of a composition played on the seg. Gordon Jenkins, music director of the NBC-TV show, "Royal Showcases" will perform his own "Manhattan Towers," waxed by the ork leader for the diskery. Time, too, has been bought only on the local outlet, WNET.

## ITOA Warns Of Levies on Lobby Music

NEW YORK, March 29.—Execs of Independent Theater Owners Association this week advised member exhibitors to be on the alert as to the type of music played in their theaters. ITOA execs, when queried, stated they were not trying to "sabotage" anyone. They pointed to the possibility, however, that theaters which played music, live or recorded, in the lobby or between shows, might be liable to a levy from the American Society of Composers, Authors and Publishers.

Theater men contacted Broadcast Music Inc., asking for listings of recorded music available and suitable for playing in lobbies etc., and not taxable. BMI disclaimed any intention of getting into the theater business, and certain BMI personnel advised exhibitors they would be in the clear if they used public domain tunes.

American Society is currently negotiating with film companies to cover blanket use of music since the Leibell decision. When these interim deals are concluded, regular blanket pacts will be negotiated. ASCAP stated it had no knowledge of the ITOA admonition to members.

## AFM Revokes Disk License Of Tennessees

NEW YORK, March 29.—The recording license of Tennessee Records has been revoked by the American Federation of Musicians, with the union citing two counts for its action.

The diskery, reported to have sold some 400,000 copies of the Del Wood hit, "Down Yonder," is said by AFM to have renege on salary payments to musicians and to be long delinquent on royalty fees owed the Music Performance Trust Fund. Reynold Bubis, head of Tennessee, also owns and operates the pubbery, Barb Music.

Miss Wood now is in New York to set a recording pact with another company. She is expected to sign with Decca.

## Det. Edgewater Bonanza to GAC

CHICAGO, March 29.—General Artists Corporation hit a bonanza at the new Edgewater Park Ballroom, Detroit, this year, snaring all but two of the lucrative weekend bookings thru the summer. Only other office to squeeze into the picture was Associated Booking Corporation, which got two of the 14 available dates for Frankie

(Continued on page 64)

## Capitol in Concerted Push Into H. B. Field

HOLLYWOOD, March 29.—With Glenn Wallichs, president of Capitol Records here, spearheading the drive, Capitol is making a concerted pitch into the h. b. side of the country field. Wallichs, Hal Cook, v.-p. with Capitol in New York, and Ken Nelson visited WSM, Nashville, during the past 10 days, with Wallichs and Cook making other Southern stops with their distributors.

Biggest development in the past year for Cap has been the signing of Martha Carson to a WSM pact. This marks the first time that Cap has had an artist getting featured billing at WSM, which is considered the top country station. Miss Carson also has been inked to do the entire summer show at the Astor Roof, New York. The remainder of the show will be Eddie Hill, Mercury recording

artist, and a WSM band, together with leading record sellers from the WSM stable who will do two-week stays at the important Gotham bolto. WSM has arranged to broadcast the first two network segs of the "Grand Ole Opry" from the Astor when the WSM revue takes over late in May.

Lloyd Cook, who is doubling as country disk promotion chief in the South and regional distributor, has moved to Nashville, where he will head up the Knoxville-Nashville area for Capitol. Cap has not had Nashville representation since Dec Kilpatrick and the Hollywood firm split a year ago.

Capitol intends to carefully prune its talent roster, with new additions expected from various portions of the South. Ken Nelson



Music Publishers' Record Scoreboard

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

Sides in Current Release

Week ending March 29

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

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various record releases with publisher names like ACUFF-ROSE, ADAMS, ARMO, etc.

Total Sides per Publisher per Label

January 1, 1952, to Date

Large table with columns: PUBLISHER, SIDES PER LABEL, TOTAL NUMBER OF SIDES, PUBLISHER, SIDES PER LABEL, TOTAL NUMBER OF SIDES, PUBLISHER, SIDES PER LABEL, TOTAL NUMBER OF SIDES. Lists cumulative totals for various publishers.

Total Sides for Week Released by Each Label

Week ending March 29

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows weekly totals for labels like CAPITOL, COLUMBIA, DECCA, etc.

Total Number of Sides Released by Each Label

January 1, 1952, to Date

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows cumulative totals for labels like CAPITOL, COLUMBIA, DECCA, etc.

(Continued on page 62)



## BRYSON-KEFAUVER

# Finkelstein Punches For Bill's Passage; Inequity, Not Money

## Insists Injustice Be Removed, Principle Of Public Performance Holds for All

WASHINGTON, March 29.—Herman Finkelstein, attorney for the American Society of Composers, Authors and Publishers, told a House Judiciary subcommittee that passage of the Bryson-Kefauver bill to end juke box royalty exemption would correct a grave inequity. In a hard-hitting statement before the subcommittee on Copyrights, Patents and Trademarks, Finkelstein also approved a proposal to make juke box operators pay higher prices for records than home users.

Finkelstein insisted that exemption of the juke box industry was "an injustice" which he wanted removed. He flatly opposed the suggestion that the law be amended to require payment

of a bigger royalty per record by record manufacturing houses. "We are not here just asking for more money," he said. "We do not want a charge passed on to the public just as a means of getting more money."

The ASCAP attorney told congressmen he saw only one issue, namely, "that everybody engaged in public performances for profit pays." He said, "that is the system of our copyright law. They pay in order that you may encourage writers and so that the public, when they use it privately, may have it for a lesser price. To pervert that principle merely to increase royalties that may flow to authors immediately would be terribly unsound."

Finkelstein told congressmen he considered the relative wealth of the composers and the juke box operators as immaterial. "If the principle of compensating a writer when his work is used in public for profit is sound, then everybody who uses that work for public performance for profit should pay," the attorney said. "Whether they be a juke box operator or a good businessman or a poor businessman."

### Quotes Fisher

The ASCAP attorney described the Registrar of Copyrights (present registrar of copyrights is Arthur Fisher) as having said: "Here are people with these fancy juke boxes who are putting up something in a terribly fancy package and they keep on adding more ribbons and making them more fancy every year, and it costs more and more money to do it and the thing that they put into that package is this musical composition." Then, according to Finkelstein, the Registrar of Copyrights went on to say that the juke box people finally declare, "If you make us pay for this thing that we are wrapping up, you will put us out of the wrapping business."

"Now," said Finkelstein, "while this industry takes in \$2,000,000 or \$3,000,000, why should it escape paying royalties for the use of that property just because in 1909 the situation was different?"

Rep. Edwin Willis interrupted at this point to declare that "all of this is what we have heard in the last few weeks." Rep. Shephard Crumpacker then asked Finkelstein to discuss his proposal which would level higher royalties on records for juke boxes use than for home use. The ASCAP attorney declared, "I have no objection to it."

### Why Privileged?

Finkelstein objected to placing the juke box industry in the same tax-free category as religious, charitable and educational organizations. (Continued on page 34)

# Royalty Higher For Jukes' Use, Sez Wattenberg

## Fears Monopoly If 2c Mechanical Royalties Dropped

WASHINGTON, March 29.—Songwriters would rather see juke boxes paying royalties like anyone else than get more money themselves, Sidney Wattenberg, general counsel of the Music Publishers Protective Association, told the House Judiciary Subcommittee on Copyrights, Patents and Trademarks. Wattenberg expressed the belief that authors, composers and publishers would get more money if their royalties on records were increased from their present 2 to 4 cents per record.

But he told Congressmen, "It isn't strictly for money reasons that we are down here. We are here to correct an unfair and antiquated provision in the law and to make the person who is now using someone else's property for his own financial gain pay a reasonable fee. For this reason Wattenberg opposed the suggested amendment to the Bryson-Kefauver bill to increase royalties paid by record manufacturers."

The MPPA spokesman favored only one of the three proposed amendments to the Bryson-Kefauver bill. (Continued on page 34)

# Claims Radio Creates Hits

WASHINGTON, March 29.—Herman Finkelstein, general counsel for the American Society of Composers, Authors and Publishers, crediting radio rather than juke boxes for the popularity of disks, placed the following data into the record of the House Judiciary Subcommittee's hearing on the Bryson-Kefauver Bill this week.

Taking songs from The Billboard's popularity list, he tabulated their popularity gain for two comparable weeks, after being played by disk jockeys and after being played on juke boxes. The survey, he said, covers lists for songs from The Billboard for the weeks of March 24, 1951, and December 2, 1950. Only one song appeared on juke box lists before being played by disk jockeys. For the week of December 2, 1950, one song reached disk jockey notice five weeks before juke box listing, one song was played on the radio three weeks before juke boxes, one song took two weeks (Continued on page 34)

# COURTESY OF DC STAFFERS

# Schulman In Favor of All 3 Amendments

## Sez Writers Hold The Gag; Juke Ops Want Cheap Ride

WASHINGTON, March 29.—John Schulman, general counsel of the Song Writers' Protective Association, came out this week in favor of all three suggested amendments to the Bryson-Kefauver bill to end juke box priority. In testimony before the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, Schulman voiced the view that mechanical royalties of 2 cents a record should be dropped, but he said he would not object to raising the royalties to as much as 6 cents a record if mechanical royalties were not dropped altogether. Schulman did not oppose a third amendment which would set up separate prices for juke box and home-use records.

Schulman told congressmen he favored the complete elimination of compulsory royalties because he believed this provision encouraged rather than helped prevent monopoly. "One of the reasons you have so few record companies of any size is the compulsory license," he said. "If I want to go into the record business tomorrow, I cannot get Bing Crosby, Guy Lombardo, the Andrews Sisters, Fred Waring, the Ames Brothers, Johnny Desmond and others. They are all tied up under exclusive contract with Decca."

As for claims that the record companies cannot afford to pay more royalties, Schulman quoted figures showing that the Decca Records Company made \$1,514,119.47 last year on an invested capital of \$388,325. Since 1936, he said, Decca has accumulated an earned surplus of \$5,900,000. Schulman also quoted The Billboard's reporting that Capitol Record Company's 1951 profit doubled its 1950 gain, with total sales of \$13,385,548, an increase of \$1,089,229 over the previous year.

### No License

Schulman told the committee, "I think even the record companies would be better off if that compulsory license feature were removed, because they would bring out more songs and not merely re-record something which somebody else has put out. I think what we need in this country is the publication and recording of more songs, not more copies of one song. I think that is healthy. This makes more writers, makes more singers, and that is what competition is."

At this point Rep. Edwin Willis told him "This amendment was so lightly touched on by the others, I must say I didn't realize (Continued on page 34)

## BRYSON-KEFAUVER

# RIAA, Decca, MGM Urge Take-It-Easy

## Execs Say Long, Careful Study Needed; Broad Subject of Bill Involves 4 Groups

WASHINGTON, March 29.—Opposing suggested alternatives to the Bryson-Kefauver Juke Box Copyrights Bill as discriminatory, a take-it-easy attitude was urged upon the House Judiciary Subcommittee on Copyrights, Patents and Trademarks by three disk-maker witnesses: Frank Walker, general manager of MGM Records; Samuel Yaman, Secretary of Decca Records, and John Griffin, executive secretary of the Record Industry Association of America.

Walker described the three suggested revisions as well as the Bryson-Kefauver Bill itself as dealing with "one specific group" rather than all the parties involved. "What I want to see is not some legislation which brings results to just one group out of this four," he said. "How about the artists? How about the musicians? How about the recording companies themselves who make it possible? There are four groups involved and that is what we ought to be talking about. But here we are talking about only one."

### Careful Study

Declaring that the subject "needs a study and a long and careful study," Walker said he favored seeing the entire industry represented in talking over a possible solution preparatory to any legislation or procedure steps. "It is a broad subject," he told the subcommittee, "and it is best to leave it alone until there is some study of the thing that can

## NOT TOO GRIM

# Walker's Cracks Pull Big Laughs

WASHINGTON, March 29.—Frank Walker, general manager of MGM Records, drew a laugh when he replied to a question put to him by Rep. Shephard Crumpacker Jr. at this week's hearing on the Bryson-Kefauver Bill before the House Judiciary Subcommittee on copyrights. Crumpacker asked, "If it came down to your having to make a choice among the three suggested alternatives, choosing the lesser of the three evils, which of these three evils would you prefer?"

Walker replied, "Well, that is very much like giving a man who is condemned to die the choice as to whether he prefers to die by hanging or gas or the electric chair."

The MGM executive later drew another big laugh when he ended his testimony, saying he was cutting short his remarks to accommodate witnesses yet to be heard, "but when this bill comes up again in maybe three years or so, I would like to have another chance."

be made of it." Asked how long he thought it would take to complete such a study, Walker said he didn't know. "I can only tell you that the copyright law has been in existence for 43 years, and I do not know if it will take another 43 years—it might take three months or a year or more, but I do not know." He declared that the bill and the three alternatives to it fall to correct anything, adding "only confusion."

Walker said the proposal to hike the statutory royalty on disks would force a rise in the price to consumers of around 10 cents a disk for every 2-cents-a-side hike.

Yaman, speaking for Decca Records, told the subcommittee that the present amount of payment "is fair and equitable." He said, referring to one suggested alternative, "private royalty agreements would raise costs to the public and would undoubtedly (Continued on page 34)

# Fowler Says Jukes Important Hit-Builders

## 2d Only to Radio, Legislation Would Cramp Promotion

WASHINGTON, March 29.—William H. Fowler, vicepres of Capitol Records, Inc., opposing the Bryson-Kefauver Bill and three suggested alternatives to that bill, declared that "coin machine operators are second in importance only to the radio disk jockeys in promoting or exploiting a new version or a revival of an old tune, so that it will reach the maximum in consumer sales on phonograph records. He said the proposed legislation would cripple this source of disk-sales promotion. He voiced belief that coin machine operators "work to the benefit of the composers and publishers and to the ultimate benefit of American Society of Composers, Authors and Publishers and the federal government itself."

### Paid Snoopers?

Assailing a proposed alternative to set up separate juke box-home use disks, he said this would give rise to a fantastic possibility. (Continued on page 34)

# Raine Smacks 3 Alternatives

WASHINGTON, March 29.—Kenneth E. Raine, Columbia Records, Inc., opposed as "complicated" and unfair the three suggested alternatives to the Bryson-Kefauver juke box bill. Testifying before the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, Raine declared that a proposed alternative to eliminate the entire compulsory license provision in the existing copyright act "would abolish carefully thought out provisions against monopoly in the recording field adopted by Congress in 1909 after several years of study."

Taking up alternative No. 2 to raise the 2-cents-a-side mechanical royalty on disks, Raine said this would hike the price of disks to all consumers, and he declared that "there is no fairness or reason in throwing the burden upon buyers of records for home enjoyment." As for alternative No. 3 to establish separate home-use and juke box-use labels whereby juke boxes would pay stiffer royalties, Raine said this would be impractical. (The Bill, March 29.)

He voiced belief that the aim is to assess the record manufacturer (Continued on page 34)

# House Group Weighs Bill's Fate In Closed Session; Time Runs Short

WASHINGTON, March 31.—The House Judiciary Subcommittee on Copyrights, Patents and Trademarks went into executive session today (31) to deliberate the fate of the controversial juke box royalties issue. General opinion was that, no matter what the outcome of the subcommittee's closed-door huddle may be, time has virtually run out for decisive floor action by Congress this session on the Bryson-Kefauver Bill either in its original form or in any amended version. The Congressional timetable calls for priority to top legislation, including fiscal bills and defense measures, preparatory to an earlier-than-usual wind-up for this year's important election campaigns. It appeared that the subcommittee is opposed to two of three proposed alternatives to the original Bry-

son-Kefauver Bill—proposals to eliminate the present mechanical royalty fee or to hike it. As to a third suggested alternative—establishing separate labels for disks would pay stiff royalties—the subcommittee was divided in sentiment as it went into session today.

### Round-Up So Far

At last week's (26) wind-up public hearing on the proposed alternatives, two witnesses who supported the original Bryson-Kefauver bill went on record as endorsing adoption of all three alternatives as well as the bill. Spokesmen for disk manufacturers vigorously opposed all three alternatives as well as the original (Continued on page 34)

bill. (See separate stories for detailed arguments pro and con.) Supporters of the legislation said it was the only way to correct an "inequity" under which juke boxes are exempted from paying royalties, but foes of the legislation said the measures would impose an unfair and discriminatory burden and would discourage disk sales. Proponents of the legislation insisted that the procedure would be workable and conducive to "more fair" returns to artists, composers and publishers, but the disk-maker spokesmen contended that the result would be chaos administratively, and two of them warned that separate labeling would probably result in disk makers refusing to manufacture juke box labels, with a consequent loss of this source of revenue. (Continued on page 34)





# DECCA DATA

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators

TO BUILD PROFITS

## TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	COUNTRY		DECCA
18	WONDERING	NEW SILVER BELLS	46344* Webb Pierce
41	PEACE IN THE VALLEY	Where Could I Go But To The Lord	14373* Red Foley
16	TOO OLD TO CUT THE MUSTARD	I'M IN LOVE WITH MOLLY	46387* Ernest Tubb and Red Foley
12	MISSING IN ACTION	A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	46387* Ernest Tubb
11	YOU KNOW I'M STILL IN LOVE WITH YOU	I'M GONNA SEE MY BABY	46385* Webb Pierce
48	JUST A CLOSER WALK WITH THEE	STAY AWAY	14303* Red Foley
22	ALABAMA JUBILEE		27610* Red Foley
21	IT IS NO SECRET	He Bought My Soul At Colvary	14560* Andrew Sisters and Red Foley
4	SOMEONE TO CARE	I WON'T HAVE TO CROSS JORDAN ALONE	14576* Jimmie Davis
15	I'M STEPPIN' OUT OF THE PICTURE	DRIFTWOOD ON THE BEVER	46377* Ernest Tubb

## SEPIA

4	I'M GONNA JUMP IN THE RIVER	"TIL MY BABY COMES BACK	27927* Buddy Johnson
5	PEACE IN THE VALLEY	NEAR THE CROSS	48279* Sister Rosette Thayer with Anita Kerr Singers
—	"HONEST AND TRULY	I FOUND A NEW LOVE	48284* Little Donna Nightower
9	A MAN AIN'T SUPPOSED TO CRY	I DIDN'T SLEEP A WINK LAST NIGHT	27871* Arthur Prysock
5	I HEAR A RHAPSODY	Am I To Blame	27978* Arthur Prysock

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

## BEST BETS

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

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR		DECCA
5.	1.	THE GANDY DANCERS' BALL	AROUND THE CORNER	The Weavers and Gordon Jenkins 28054*
—	2.	MY HERO	SPRING IS A WONDERFUL THING	Four Aces 28073*
6.	3.	I'LL WALK ALONE	THAT'S THE CHANCE YOU TAKE	Patty Andrews 28038*
11.	4.	THAT EVER LOVIN' RAG	WHY WORRY?	Andrew Sisters 28042*
9.	5.	A GUY IS A GUY	That Old Feeling	Ella Fitzgerald 28049*
7.	6.	THE BLACKSMITH BLUES	ANY TIME	Sy Oliver with Trudy Richards 27972*
8.	7.	HAMBONE	COME WHAT MAY	Tommy Dorsey 28057*
10.	8.	THE PENNY-WHISTLE SONG	HORSE AND BUGGY	Leroy Anderson 28037*
—	9.	THERE ARE SUCH THINGS	WHAT IS TIME?	Tommy Dorsey with Gordon Jenkins 28055*
—	10.	WILD SIDE OF LIFE	IT'S SO LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin 28055*
12.	11.	MISTAKES	My Corolla In Spain (It's A Shock In The Lane)	Al Morgan and Frankie Frobe 28040*
14.	12.	I WILL NEVER CHANGE	The Sweetheart Waltz	Music by Camarata and Don Cherry 27755*
18.	13.	LONELY WINE	ALONE AND FORSAKEN	Bill Darnel 27994*
—	14.	BE ANYTHING	(But Be Mine) SINCERE	Buddy Stark 28039*

## COUNTRY

1.	1.	HONEST AND TRULY	Warm'd Over Love	Roland Johnson 46403*
4.	2.	AN ANGEL IN DISGUISE	I'M OLD KENTUCKY BOUND	Charlie Monroe 46406*
5.	3.	I'M GOING BACK TO BIRMINGHAM	DON'T TRADE YOUR LOVE FOR GOLD	Orval Prophet 46404*
—	4.	THE FIRST WHIPPOORWILL	I'M ON MY WAY TO THE OLD HOME	Bill Monroe 28045*
—	5.	MUSIC MAKIN' MAMA SECOND HAND	LET OLD MOTHER NATURE HAVE HER WAY #2	Lonzo and Oscar 28060*
6.	6.	LET'S TAKE THE LONG WAY HOME	I HOPE TOMORROW NEVER COMES	Aultry Inman 46407*

## SEPIA

3	1.	SIT DOWN SERVANT	DESS JESUS CARE	Marie Knight 48285*
2.	2.	I HEAR A RHAPSODY	YOU PLAYED ON MY PIANO	Helen Humes with Gerald Wiggins 48282*
5.	3.	LOST IN A FOG	AMBER	Colman Hawkins 27999*
4.	4.	I NEVER LOVED ANYONE BUT YOU	WORRIED OVER YOU	Joe Medlin 48283*
—	5.	BOW-TOP BLUES	MIDNIGHT SUN	Lionel Hampton with Dinah Washington and Lionel Hampton 28059*

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

## TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	POPULAR		DECCA
10	BLUE TANGO	Belle Of The Ball	27875* Leroy Anderson
5	PERFIDIA	YOU BROUGHT ME LOVE	27987* Four Aces
17	TELL ME WHY	A GARDEN IN THE RAIN	27860* Four Aces
11	BE MY LIFE'S COMPANION		27860* Love Lies Mills Brothers with Sy Oliver
8	WIMOWEN	Old Paint	27928* The Weavers and Gordon Jenkins
3	EASTER PARADE	Always	23817* Guy Lombardo
1	"HONEST AND TRULY	One Little Word	27995* Guy Lombardo
1	"HONEST AND TRULY	All My Life	27970* Ink Spots
2	TULIPS AND HEATHER	You'll Never Walk Alone	27954* Fred Waring
2	BLUE TANGO	AT LAST, AT LAST	28031* Guy Lombardo
29	A KISS TO BUILD A DREAM ON	I Got Ideas	27720* Louis Armstrong
4	MILK BUCKET BOOGIE	SALTY DOG RAG	27981* Red Foley
3	EASTER PARADE	I've Got Plenty To Be Thankful For	23819* Bing Crosby
2	YOU'RE NOT WORTH MY TEARS	High and Dry	28021* Mills Brothers
1	"WHEEL OF FORTUNE	"Til All The Stars Fall In The Ocean	27957* Arthur Prysock

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

## NEW RELEASES

### SINGLES

Jeanette (I Dream Of You Time)	Louis Armstrong and Gordon Jenkins	28015*
Indian Love Call		28015*
The Boom Song	Jane Turley	28059*
White Train A-Chuggin' In My Heart		28059*
If Someone Had Told Me	DeJores Gray	28059*
(From Warner Bros. Picture "About Face")	To Be Loved By You	28059*
Love, Where Are You Now?	Tommy Dorsey	28074*
Reel Raw		28074*

That's All I'll Ever Ask Of You	Clara Ayres	28052*
The Legend Of Lady Luck		28052*
I Don't Mind	Trudy Richards Featuring George Barnes At The Guitar	28052*
I Never Loved Anyone But You	Trudy Richards	28052*
God Has Been Good To Me	Anita Kerr Singers	28052*
The Road He Ahead		28052*
Meets Jew Rag	Herb Remington	28058*
Old Timey Waltz		28058*
I Am A Heart	Dick Mawmics	28057*
And So I Waived Around		28057*

### ALBUMS

RUSS MORGAN and His Orchestra	POLKAS	"In The Morgan Manner"
A-910-\$4.15 • 9-207-\$3.75 • 9L 3480-\$3.49		
NOW AVAILABLE IN 45 RPM AND 33 1/2 RPM		
CONGAS	Played by	EDDIE LE BARON and His Orchestra
8-207-\$3.75 • 9L 3201-\$3.99		Also available in 45 RPM

NEW CHILDREN'S SET	CRADLE SONG (Brahms' Lullaby) and THAT SLY OLD GENTLEMAN (From Feathered Lane) BING CROSBY with JOHN SCOTT TROTTER and His Orchestra
8-221-\$3.00 • 1-177-\$3.49	
*Decca/U.S. under normal use	

TRUDY RICHARDS TRUDY RICHARDS TRUDY RICHARDS TRUDY RICHARDS TRUDY RICHARDS TRUDY RICHARDS TRUDY RICHARDS TRUDY RICHARDS TRUDY RICHARDS TRUDY RICHARDS

# TRUDY RICHARDS

Featuring George Barnes at the Guitar

sings **I DON'T MIND** and **I NEVER LOVED ANYONE BUT YOU**

Decca 28084 (78 RPM) and 9-28084 (45 RPM)



**A HIT!**

**The RAY ANTHONY Capitol Recording of**

**"AT LAST"**

**CAPITOL 1912**



# House Group Weighs Bill

Continued from page 32

enue and stimulation for retail sale of records.

Rep. Joseph Bryson, chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, voiced hope that legislation of some kind could be sent to the floor, and Chairman Emanuel Celler, of the House Judiciary Subcommittee, urged passage not only of the original Bryson-Kefauver Bill but also of the alternative to set up separate labels for home use disks and juke box disks. Rep. Edwin E. Willis, however, has been indicating coolness to action on any of the legislation without further study, particularly in view of the willingness voiced by several of the witnesses for a get-together confab.

Willis asked several of the witnesses last week, one by one, whether they would be willing to sit down together and seek a solution either by suggesting proper legislation or by establishing procedure which would not require Congressional authorization. Willis got favorable replies each time he posed the question. At one juncture, Willis asked Samuel Yaman of Decca Records, "Do you think there would be possibility of these different groups, the manufacturers who are group number one, let us say, and the composers and authors who are group number two, and the juke box operators who are group three, and the American Society of Composers, Authors and Publishers who are group number four, is there a possibility of all of them getting into a room together and resolving this problem? Do you think that is practical? Let us put it this way. Representing your group, you would be willing to meet and undertake that? I do not say today or tomorrow."

### Industry Probe?

When Yaman replied that he thought discussions of any problems affecting the industry could properly be taken up by representatives of all segments in an industry-wide conference, Willis said, "Well, you say now in effect—and the previous witness (William H. Fowler, vicepres of Capitol Records, Inc.) said—that would be the real way to do it, to take it away from Congress and let you

### Schulman in Favor

Continued from page 32

until hearing you that it had so much merit."

If the mechanical royalty provision remains in the bill, however, Schulman advocated raising it to as much as 6 cents because no other prices in the world have remained at the 1909 rate. The 2-cent mechanical royalty rate on records was set under a 1909 law. "Songwriters are human. They have wives, they have children," Schulman declared. "Nobody gives them their rent at 1909 prices. The butcher doesn't sell their meat at 1909 prices."

"Consequently if the mechanical royalty provision is not repealed," he said, "even tho the Bryson bill is passed, I think the 2 cents should be raised, because, if capital can double its profits in one year, it certainly isn't losing money on the writer." Schulman protested that, under the present law, the songwriter is the only one who can be bargained down and cannot be bargained up.

Schulman compared the juke box operator to a man who wants to sit in a Pullman seat for the price of a coach ticket. "The fact that I pay for a coach seat doesn't entitle me to ride Pullman," he declared. "What the juke box people are saying is that, because it only costs \$8 to ride by coach, they should be entitled to ride Pullman for the same \$8. It just doesn't make sense. It doesn't make sense because riding Pullman is not merely a convenience for them; they make money out of that extra luxury."

Schulman told the committee he did not object to the inclusion of a provision requiring juke box operators to pay more for their records than people who buy them for private use. "It is an alternative way of collecting the performing fee," he said, "because the Pullman privilege is the performing fee and you can either buy your ticket at the window, you can buy it from the hotel porter or you can pay the conductor on the train for it. The main thing is that the Pullman excess has to be paid.

fellows get together and do it. Now when I asked whether you would be willing to do that, I mean to do it with a willingness to reach a reasonable solution."

Yaman said, "We would certainly go into such discussion in good faith and would endeavor to arrive at a reasonable solution."

Sentiment of proponent witnesses for the legislation—John Schulman, Songwriters Protective Association; Herman Finkelstein, general counsel for American Society of Composers, Authors and Publishers, and Sidney Wattenberg, Music Publishers' Protective Association—was not sounded out on the idea of an industry-wide confab, so they did not go on record on this subject. Rep. Shepherd J. Crumpacker Jr., author of two of the three suggested alternatives, sought repeatedly to get a counting of noses among the witnesses as to which of the alternatives they would consider easiest to live with. The disk-maker spokesmen were opposed to all of them, but the Bryson-Kefauver proponents were unanimously behind the separate juke-home labels suggestion. The subcommittee today faced the alternatives of deliberating briefly and deciding to continue deliberations at some later date, shelving the legislation, outrightly casting a defeat vote or voting adoption with or without recommendations. Only the latter step could send the legislation to the full committee. As the House subcommittee would be necessary before any legislation could get to the floor of the House.

### Finkelstein for It

Continued from page 32

zations. "The juke boxes do not make any unique contribution to our national interest," he said. Finkelstein also could not see any reason why the House subcommittee should consider the plea that a requirement of royalties would complicate the juke box industry's methods of doing business. He indicated that the juke box industry could keep books as well as the next one.

In answer to the argument that juke boxes help make songs popular and thus make money for songwriters, Finkelstein placed in the committee record a national song popularity survey based on hits from The Billboard's lists. He said it showed most songs were popular on the radio before the juke boxes touched them. "In no case," said Finkelstein, "did a song become popular on the juke box before it became popular on the radio."

The survey covered the last week of March, he pointed out, and thus was completely up to date. As for allowing juke boxes royalty exemptions because they help to make songs popular, Finkelstein said the same argument could be used for radio and Broadway shows, which also help make songs popular.

### Fowler Says Jukes Important

Continued from page 32

licensing operation. "Who is to prevent the coin box operator from walking into any phonograph record store and buying any phonograph record intended for home use, without the distinctive label, and playing such record on the coin operated machine," he asked. "What about the type of operation where the customer puts his coin into a receptacle on the counter and the playing machine is at some remote location? Many coin machines are placed in the basements or kitchens of restaurants and night clubs to be out of the way. The sound still comes over a loudspeaker on the wall or in the booth. Will you have federal men in ASCAP snooping around like gas meter readers with flashlights to examine millions of records to see if they bear the distinctive label?"

Fowler said "it is certainly conceivable that if the coin machine operators were to fail, the results could well be disastrous to all the interlocking facets of the music industry and that in turn, the federal government could suffer a substantial loss in revenues from the federal excise tax on records and from the federal income taxes now paid by the hundreds of corporations and thousands of indi-

# Royalty Higher for Jukes' Use

Continued from page 32

Kefauver bill; namely, the one to authorize higher royalty charges for juke box records than for records used privately. But he emphasized that he would support the amendment only if "it were made a misdemeanor on the part of a juke box operator to play a record that had been manufactured for home use."

Answering a claim of small juke box operators that they could not afford to pay royalties, Wattenberg declared, "I cannot help but feel that a person's liability to pay for one piece of property belonging to another is no justification for giving him the right to use it freely. I cannot reconcile that concept in my own mind with our way of life."

He said that fear of monopoly made him hesitate to support an earlier proposal which would eliminate the present mechanical royalty of 2 cents a record. He said some music publishers have told him they would like freedom to make their own royalty contracts, but he added, "We couldn't very well survive if the compulsory royalty provision were removed."

"There would be a serious threat of monopoly if this section were deleted from the law," Wattenberg said, "because the record companies who have the right to make exclusive deals with artists, dictate the terms on which they will take music."

"Very, very few people realize," Wattenberg continued, "that in the vast majority of cases the publisher doesn't get the full statutory fee of 2 cents. He is forced by economic pressure on the part of the record company to accept something less. It may be a cent and three-quarters, it may be a cent and a half. It has been as

### Take It Easy

Continued from page 32

with a payment to the owner of the performing right," and he said "only a special group of records is affected."

Under a cross-fire of questions from Chairman Emanuel Celler of the House Judiciary Committee and L. James Harris, subcommittee counsel, Raine voiced belief that "the composer has the greater opportunity to make money the way the law is now." He said, "He is going to have a dozen performances, some of which are likely to be successful." And added, "If he is obliged to tie himself down to one that may not go at all, he is going to suffer." Raine said that the separate label idea would put the disk-makers "in a special business of manufacturing a separate line of records for juke boxes which is a little staggering, when you think of the manufacturing and the storing problems involved."

Chairman Celler questioned Raine about the relationship of Columbia Records to Columbia Broadcasting System. Raine said CBS is a radio-TV network and also has a set-manufacturing interest, but he said that Columbia Records is "an entirely separate business."

low as 1 cent, because, if a music publisher or an author or composer wants a Perry Como record, he can only go to the Harris and, since RCA Victor is in the driver's seat, they can say, 'Yes, we will record your song, but we cannot pay you 2 cents.' That happens very often."

Wattenberg told the subcommittee that the 2-cent-a-record royalty is paid less than half the time. "Only in a comparatively few cases, where you have music by a composer of renown or a novelty song," he said, "can the publisher go to all record companies and say, 'I want this published,' and keep the 2-cent rate."

Wattenberg said that the fear of monopoly which made Congress pass the mechanical 2-cent-a-record royalty law in 1909 could well be understood by music publishers today. Rep. Celler asked him to amplify his statement that some music publishers feared elimination of the 2-cent royalty provision would put them out of business.

"That is because of the fact that there are close to a thousand music publishers," Wattenberg replied, "while there are perhaps 8 or 10 large record companies which dominate the industry."

### Raine Smacks

Continued from page 32

edly enable only one performance of many songs to be offered to the public, which would thus deprive the public of the opportunity that now exists to make a selection of a song produced by many different record companies." He said it would limit employment among artists and accompanists, as well as in recording studios and factories. Asked by Representative Willis whether he thought an industry-wide confab on the subject might be advisable, Yaman said, "I think discussions of any problem affecting the industry are worth while, and I do not see how we could conscientiously object, nor would I object to getting a meeting and looking forward to the solution..."

Griffin, speaking for small disk manufacturers, said the proposed legislation would put the smaller manufacturers out of business. On the question of separate juke box and home use disk labels, Griffin said the practice would be impossible. He said manufacturers have little control over the sale of disks, and "any regulation you set up to control the point of sale is lost by reason of the fact that so many of these records are sold to the dealers." He said, "We have to get back to one fundamental in the record business, that nobody knows that a record is going to be hit before it is made. There are exceptions to that, very unusual of course, but we do not know whether a record is going to do well in a juke box or at retail or whether it is going to sell at all until you let it out actually into circulation." He said that this "goes for the large manufacturers as well as the small ones."

### BIZ BOOSTER

## DJ Promotes Disk Trade By New Plan

Continued from page 12

velopment in neighborhood store promotion. The five top numbers of the check of store sales, are played on the Seymour show at 4:45 p.m. daily.

The top 25 of the week are placed on a placard and distributed to the stores for window display.

Stores are identified via point-of-sale display and air plugs as well as the "Robin Seymour Recommended Record Stores of Greater Detroit." The theme is reiterated on the air that "the music we play can be bought at your neighborhood record store." With cooperative sponsors limited to twenty, in order to keep it within manageable limits, there is already a waiting list of would-be sponsors. First series of six weeks is ending, and Seymour succeeding in renewing all twenty for a second commitment of six weeks—an unusual record for a participating show.



# Both Sides Quote Data in Billboard

WASHINGTON, March 29.—The Billboard was cited exclusively more than a score of times as source for data placed into the official hearing record by spokesmen for both sides on the controversial Bryson-Kefauver Copyrights, Patents and Trademarks. The Billboard's columns were cited so frequently by pros and cons alike that one witness commented in an off-the-record aside that he was quoting "chapter and verse from the music industry's Bible." At one juncture, when John Schulman, general counsel for the Songwriters' Protective Association, was quoting from an article in the current issue dated March 29, he told the subcommittee that the issue "is one that shouldn't have been out yet, but it's Saturday's (29) Billboard, I think." Rep. Joseph Bryson, subcommittee chairman and a co-sponsor of the Bryson-Kefauver Juke Box Royalties Bill, said smiling, "that must be a very alert newspaper to give news three days before it comes out."

### Cites Facts, Figures

Schulman in his testimony drew on facts and figures on two different occasions from The Billboard, and the box-score by the day's end showed every witness having cited the publication as source for information an equal number of times of more. The Billboard was cited as authority for any tunes mentioned in the "honor roll" category. A subcommittee member, too, cited the publication. This occurred when Rep. Edwin E. Willis was questioning Kenneth Raine, Columbia Records, about the amount of statutory royalties paid by the diskmakers to authors and composers. Raine testified that Columbia alone paid \$1,250,000 last year, and reference was made to a brief filed with the

office of Price Stabilization last June showing that five disk manufacturers paid almost \$30,000,000 in mechanical royalties during a 5-year period. Willis commented that this would amount to \$6,000,000 paid by the five major companies per year. The Congressman then mentioned that Howard Letts, RCA Victor Records, had cited The Billboard as source for news item that the American Society of Composers, Authors and Publishers collected \$14,000,000 in public performance fees in 1951. Willis said that since these were the highest figures of that kind in the record, they would stand as official unless challenged.

## Col. Records Ups Earl and Townshend

NEW YORK, March 29.—Columbia Records this week promoted Albert B. Earl to executive assistant and director of consumer research, and Irving Townshend to advertising manager. Both execs have been with the company for some time. The promotions were made by Goddard Lieberman, executive vicepres. At the same time, the diskery moved Howard Scott from the engineering department to the masterworks division as assistant to David Oppenheim.

Earl, who joined the company eight years ago, was named advertising manager in 1950. In his new role he will be in charge of special projects, co-ordinate interdepartmental activities and act as liaison between the executive offices and other divisions of Columbia. He will report directly to Lieberman and President Jim Conkling.

Townshend joined the company as sales promotion manager in November last year. He will continue to handle sales promotion duties in addition to those of his new position.

## 8 DISKERS PAY \$3G IN FEES ON "MULE TRAIN"

WASHINGTON, March 29.—Testimony before the House Judiciary Subcommittee on Copyrights, Patents and Trademarks was placed on record stating that eight record companies alone paid \$53,182 in license fees to the composers and publishers of the tune "Mule Train." The figure was listed among others in a study reportedly made by a firm of certified public accountants. It showed the eight record companies also paid for:

"Some Enchanted Evening" .....	\$51,200
"Riders in the Sky" ..	50,023
"The Third Man Theme" .....	47,571
"How High the Moon" ..	35,991
"Good Night Irene" ..	34,000

Several of these tunes are revivals, that is, they returned fees to the composer and publisher many years ago, according to the witness, William H. Fowler, vice-president of the Capital Records Company. Today, he pointed out, the tunes again are earning their composers and publishers great sums from many sources.

## Col. Records Has 3-Speed Disk Player

NEW YORK, March 29.—Columbia Records, Inc. is set to market a three-speed record playing attachment. This will be the first time the diskery, which previously had merchandised an LP attachment, has made a player capable of handling all speeds available. It is reported that the attachment is being manufactured by the Symphonix Radio and Electric Corp. in Boston and will retail at \$12.95.

## Video-DJ Film Biz Drawing Opposition

NEW YORK, March 29.—The growing but still infant television disk jockey film business is meeting with opposition from some publishers on the matter of clearing songs for use by the film producers. It is true there are publishers who are perfectly willing to go along with the new industry. But basic questions which remain unsettled in the minds of the publishers are: (1) Is the use of a recorded song with a filmed background to be considered a synchronization? (2) Is it a dramatic or production use? (3) Do publishers own dramatic and/or production rights on all the songs in their catalogs?

The two major firms making TV disk jockey films, United Artists Tele-Discs and Columbia TV Toons, have thus far been able to clear many current pop items and a fair amount of standards. The film producers, of course, are seeking as many standards as possible, while the publishers are usually reluctant to clear standards. Thus far the Broadcast Music firms have been most co-operative, the several American Society of Composers, Authors and Publishers affiliates have gone along with the film producers.

Some publishers believe that the use being made of their songs is a grand right in that the film combined with the phonograph record is in the nature of a dramatic or production right. Not being sure of their position on this ground, these publishers won't go along with the film firms.

Harry Fox, agent and trustee for many publishers won't take any position on the problem at the moment, stating that it is up to the individual publisher to make a decision.

Execs of both Tele-Discs and TV Toons agree that some publishers are completely unco-operative and that most firms guard their standard songs zealously. Several have agreed to license standards if the film companies will take two or three new tunes

at the same time. These publishers consider the TV films a good exploitation medium for the current plugs. Both film companies also point out they can circumvent publishers objections as to what type of rights these are by the interpretation they give the songs on film. They claim to have done this in many instances.

The TV firms are also known to make different types of films for ASCAP or BMI tunes. On several BMI songs, the film comes close to actual synchronization, while on ASCAP songs the film interpretation is much broader in concept. One production technique being used calls for such a broad interpretation on film that a half dozen different recorded songs can be used with the same film strip.

## Cleffers May Settle Valando Case Amicably

NEW YORK, March 29.—The large group of songwriters held what was termed a "final" meeting yesterday (28), there was still a general belief that the cleffers would amicably settle their beef with publisher Tommy Valando over payment of moneys claimed to be overdue. Valando is said to owe about \$38,600 to over 80 writers—\$13,000 of which allegedly owed to Bennie Benjamin and Georgie Weiss, who are contract writers.

According to execs of the writer group, Valando's music pubberies are in a "liquid state." An audit of his books has shown that a combination of cash on hand and accounts receivable more than covers the amount of money claimed to be due the writers. The writers also claim that they do not intend to get involved in a major hassle with Valando or

## PALINDROME

### Cry to Halt 'Try' or Try Halt to 'Cry'

NEW YORK, March 29.—Mellow Music, owner of the hit tune, "Cry," yesterday called on Central Songs to "cease and desist from further steps in connection with the sale, distribution or promotion of the song, 'Try,'" tagging the effort a "direct infringement" of the Mellow copyright.

In a letter to the Hollywood pubber, Frederick E. M. Ballon, attorney for Mellow, asked that all copies of Capitol's disking of "Try" be recalled, and rejected a purported offer by Cliffe Stone of 25 per cent of the publisher's profits for authorization to continue exploitation of the song.

The letter, copies of which were sent to Capitol Records, Broadcast Music and the Columbia, National and Mutual networks, reads in part:

"Our attention is directed to the fact that there appears under your name on the Capitol record reference to what purports to be a clearance by BMI. We are advised that the song, 'Try,' was rejected by BMI and therefore could not possibly be cleared thru them, and that your purported reference to such fact is false, misleading and wholly improper.

"We are further authorized and directed that you will be held strictly accountable for all revenue received by you in connection with the song . . . as well as damages sustained by our client."

## Capitol Inks Franz Waxman

HOLLYWOOD, March 29.—Franz Waxman, winner of the Academy Award for the past two years in the musical score division, this week inked a term pact with Capitol, with the local firm setting up his first session for May. Deal calls for a minimum of three albums per year.

Waxman won the prized film-musical award for best scoring of the dramatic opuses, "Sunset Boulevard" in 1950 and "Place in the Sun" in 1951. Waxman will direct the Los Angeles Festival Orchestra in a variety of material, which will feature vocalists and choral groups.

## Set Sales Off In Dept. Stores

WASHINGTON, March 29.—Department stores realized 33 per cent less from the sale of radios, phonographs and television sets last January than they took in during the same month the year before. Their inventories were 55 per cent under those of last year, the Federal Reserve Board has reported.

Likewise off were sales of records, sheet music and instruments which in January were 11 per cent under sales in the same month in 1951. Stocks in the latter category were 8 per cent less than the previous year.

## Spier, Bourne In Coin Tangle

NEW YORK, March 29.—Attorneys and accounts for Saul Bourne and Larry Spier have been huddling the past week, trying to reach agreement on the final financial settlement of Spier's termination of employment with Bourne. When Spier joined Bourne's ABC firm some time ago, he brought in three tunes on which the contract called for Spier to split profits with Bourne 50-50, after all ABC expenses, overhead charges, etc. had been deducted.

Spier's claim is that Bourne threw in about \$25,000 worth of Bourne Music expenses on top of ABC expenses for the period during which the tunes were pushed. At week's end no final deal had been made. Spier, of course, is now operating three firms of his own.

## Masterworks Get TV Plug

NEW YORK, March 29.—The Douglas Edwards CBS-TV news show, sponsored by Columbia Records, will spotlight the diskery's masterworks artists during commercials beginning April 8.

Tenor George London kicks off the first spot in a projected six to eight-week campaign on the two-a-week air, to be followed April 19 by Eleanor Steber, soprano. Artists will appear in person, plugging their latest release.

## Radio Creates

● Continued from page 32

to reach juke boxes and five songs took one week.

Of 14 songs reaching disk jockeys before juke boxes during the week of March 24, 1951, one was five weeks earlier, one was four weeks earlier, three were three weeks earlier, one was two weeks earlier, and eight were one week earlier. Finkelstein also said that four songs were on juke box lists as soon as disk jockeys played them.

**A HIT!**

The  
**RAY ANTHONY**  
Capitol  
Recording of

**"AT LAST"**

CAPITOL 1912

**Capitol RECORDS**



# GAC Into R.&B. Trade With Inking of Jordan

HOLLYWOOD, March 29.—The ever-increasing trade in name r.&b. and jazz artists, which started here six months ago, has reached a peak, with GAC for the first time projected into the picture with the first tour of Louis Jordan's Tympany Five in four years in this territory to start May 30.

The entrance of GAC makes a total of five agencies pitching attractions at the jump spots, with Cliff Aronson, of Milt Deutsch's office, repping Billy Shaw here; Ben Waller, local agent who has his own stable, plus fronting Universal Attractions' stable here; Associated Booking Corporation and Eric Marshall. Agents are not only working on a Coast territory that runs from San Diego to Vancouver, B. C., but they are also getting a chance to pitch attractions to the Hawaiian Islands, with both Eddie Sartan and Freddy Matsuo competing for good jazz packages for concert and location jobs on the Islands.

Jordan is the third attraction set by Matsuo for Hawaii, with the Decca recorder set for a week there, opening June 13. Jordan is also set for the Clayton Club, Sacramento, opening July 9 for a week; the Say-When, San Francisco, July 18-27, and the Tiffany, Los Angeles, July 28 for two weeks. Jordan is getting as high as \$1,500 for one-nighters between location jobs.

The San Francisco-Oakland area is still the jumping spot on the Coast, with the Blackhawk and the Say When competing for r.&b. and jazz names, while the Hangover remains the Dixieland citadel. Aronson has set some top jazz names, including Oscar Peterson and George Shearing for McClendon's, Portland, Ore., spot which is upping its budget.

In addition, all the offices have consistently sent one-nighter tours as far north as Vancouver with their top attractions. Louis Armstrong's All Stars just skirted the

Coast from north to south for Associated. Aronson has a tour of nine one-nighters at no less than \$1,000 per set in Northwestern Canada for the Shearing combo. Waller is consistently putting out tours of front two to six weeks on a number of leading indie label r.&b. artists.

## Little Hope for N. Y. Festival

NEW YORK, March 29.—Plans for a New York music festival, on the scale of a Berkshire or Bayreuth, have all but been abandoned, an accidental victim of government investigations. The project has lost its most powerful supporter with the departure of Newbold Morris to Washington to take on the job of President Truman's special investigator into official wrong-doing.

Morris, ex-president of the city council, shared initial sponsorship of the planned festival with Hy Faine, executive secretary of the American Guild of Musical Artists, and was counted upon to whip municipal support behind the project. But reports from Washington indicate Morris has encountered enough to occupy his full attention.

Faine indicated, however, that there is some hope the festival idea may be revived next year or the year after. First, however, several practical obstacles will have to be overcome. Hotels, which will have to accommodate the heavy influx of visitors attracted to a large-scale event, would like to see the festival wedded for mid-winter. Others say summer is the best time, pointing to the heavy schedule of musical events of all types each winter.

Aside from practical considerations, those interested in the project realize they will have to agree on some central theme to provide a rallying point around which a nation-wide interest in yet another music festival can be aroused. No such theme has yet been brought forth.

## 2d Merger Try By Coast AFM

HOLLYWOOD, March 29.—The movement toward amalgamation of the two locals of the American Federation of Musicians here, 47, white branch of the musickers' org. and 767, the Negro local, has struck a temporary snag, but the two groups intend to meet next week to see if the merger plan can't be resuscitated.

The original meeting of groups from both locals February 7 drew a blank. Local 47 announced last week that preliminary plans for the wedding of the two locals had failed. The Billboard, February 16. At next week's meeting major talk will center around transfer of the assets of Local 767 into Local 47. Previous problems, such as transfer of membership and its resultant seniority, and initiation of members of Local 767 into the white local will also be discussed.

## Marilyn King Exits May Ork

HOLLYWOOD, March 29.—Billy May, whose new ork breaks in on one-nighters, starting April 4 at Mission Beach, Calif., is having vocalist troubles. Marilyn King, kid sister of the King Sisters, the harmony team that hit the top with the old Alvino Rey band, gave notice "unexpectedly this week. May, however, has succeeded in inking Willie Smith, formerly with Ellington, who will play lead alto and do novelty vocals. The May ork has been set for the Paramount, New York, May 28, for at least two weeks. If the Paramount runs longer, May will have to cancel a two-weeker tentatively slated to open at the Misadownbrook, Cedar Grove, N. J., June 12. May is also set for the Thunderbird, Las Vegas, Nev., August 28, for three weeks.

May, a prolific and versatile arranger, is continuing his heavy sked of kidisk arrangements, which he does for Capitol's a.&r. chief, Alan Livingston.

## GRIFFIN QUOTES GROSS EARNINGS OF DISK FIRMS

WASHINGTON, March 29.—John Griffin, executive secretary of the Record Industry Association of America, testifying at the House Judiciary Subcommittee hearing on the Bryson-Kefauver Bill, gave the following report on phonograph record sales by record manufacturing companies during the last fiscal year:

- Disk Manufacturers**
- 4 Companies—More than \$10,000,000 gross sales
  - 3 Companies—Between \$2,500,000 and \$10,000,000
  - 1 Company—Between \$750,000 and \$2,500,000
  - 6 Companies—Between \$100,000 and \$750,000
  - 18 Companies—Less than \$100,000

Griffin also said that these figures are for only the 32 companies which are members of the RIAA. He believes that there are 40 or 50 companies in the whole disk industry netting \$100,000 a year or less.

## Deutch Joins Robbins; Will Open Pubbery

NEW YORK, March 29.—Irv Deutch leaves the Redd Evans pubberies next week to take over as general professional manager of the J. J. Robbins firm. The deal also calls for Deutch to set up his own pubbery with the Robbins-Kassner combine. Charlie Ross, who headed all the firms, take over as general professional manager of the Kassner and Piccadilly catalogs. Move was made to strengthen the pubberies while relieving Ross of a part of his work load.

The new Deutch pubbery will be affiliated with Broadcast Music, Inc. and has taken over the "Kentucky" from BMI as its first plug. Ditty created a stir in England during World War II. Deutch will make his headquarters here, but is expected to visit the West Coast several times a year on cross-country promotional tours, and is signing up new tunes for both the Robbins and J. J. Robbins catalogs. The Kassner firm will rep the Deutch catalog in England, Canada and on the Continent.

## Grant Murray NCAC \$2,193

NEW YORK, March 29.—John Creighton Murray, concert violinist, was awarded \$2,193 from a suit this week in his suit against the National Concert Artists Corporation. Murray had sued for \$100,000 for alleged breach of contract and wrecking of his career, plus \$4,000 for money due him for performances. NCAC had countered with a suit in Municipal Court for \$1,008 for money laid out for Murray while he was on tour, an action which was later consolidated with Murray's suit. Justice Briscoe dismissed Murray's \$100,000 action, so that the amount awarded him in effect covers part of the money he claimed was due him for performances.

Murray had charged that NCAC had violated its duty and trust when on June 1, 1948, it sent a memo to its field offices saying "... remove Murray immediately ... he is no longer available for concerts."

Murray had allegedly signed an exclusive management agreement with NCAC in 1947.

## MENC Okays Diskery Unit

NEW YORK, March 29.—The decision to set up a sub-committee of the Music Educators' National Convention, to continue working with the record industry in an effort to better meet the disk requirements of schools, highlighted a panel discussion between educators and diskery representatives at the Music Educators' convention which closed in Philadelphia March 28.

In all probability this committee will meet with a yet unformed subcommittee of the Record Industry Association of America rather than deal directly with each individual diskery.

## ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

The April 5 "Songs for Sale" TV show will present the tunes which have been voted tops on the preceding six weeks' video programs. The winning song gets a guarantee of a recording, while the writer gets \$750 in cash. Songs to be recorded that night are "Under the Honey-suckle Vine" by Emma Duff, sung by the Mariners; "En-Thuz-E-Ur-E-Asm" by Don Kintz, sung by Eileen Barton; "Out of This World" by Beverly Ross, sung by Eileen Barton; "Never Come Monday" by Bernie Bennett, sung by Tex Beneke; "That's Ireland to Me," by Ted Martin and Joe Penning, sung by Danny O'Neill; "You May Be the Sweetheart of Somebody Else," by Harry Hewes Jr., sung by the Ink Spots, and "At a Gypsy Fortune Stand," by Del Nero and Johnny Cale, sung by the Ink Spots. The winning song or songs on the April 29 program will also be performed again next week.

Panelists for the April 5 show are Barry Gray, Meyer Davis, Doug Arthur, Howard Dietz and Eleanor Steber. Most recent trade activity on songs presented on "Songs for Sale" is as follows:

"At a Gypsy Fortune Stand," to be recorded by the Ink Spots, and "You May Be the Sweetheart of Somebody Else," to be recorded by the Ink Spots and published by Bill Kenny.

## Capitol Sets Longhair Bow

HOLLYWOOD, March 28.—Capitol is debating its contender in the high fidelity longhair market, the new full dimensional sound series, in mid-April, with the first release stressing three new albums by the recently acquired Pittsburgh Symphony Orchestra under William Steinberg. The Pittsburgh Symphony's first release will be: Beethoven's "Sixth Symphony," and Schubert's "Sixth Symphony" and "The Unfinished Symphony." In addition, the FDS stamp will be carried on Leonard Pennario's "Gaspard De La Nuit" and "Mirois Suite for Piano"; Glazunov's "The Seasons," performed by Roger Desmieri and the Rench National Orchestra; Arensky's "Variation on a Theme From Tchaikovsky" by Harold Byrnes and the Byrnes Chamber Symphony, and Ravel's "Introduction and Allegro" by Anne Mason Stockton and the Hollywood String Quartet. Bob Myers, Cap's longhair chief here, said that the firm will release three albums per month thru the summer with a heavier release during the fall.

The FDS symbol will be applied to new Telefunken albums, coming from Telefunken's recording facilities, which were recently moved from Berlin to Hamburg, Germany. Cap's engineers have exchanged information with Telefunken recording execs, so that the FDS sound will be achieved on the European masters.

Capitol is preparing an extensive advertising campaign on FDS in leading consumer journals. In addition, a counter display, which will be given to qualifying retailers, has been prepared.

Capitol claims that its FDS series, while stressing the extreme high and low registers, also emphasizes a true balance of sound, with proper emphasis on the middle register. In the FDS series, Capitol claims to have achieved a natural balance of sound from the highest to the lowest register.

## Vox Adds France, Germany Firms To England Office

NEW YORK, March 29.—Vox Records has set up two more branches in Europe, making three foreign firms for the classical diskery. The English branch of Vox Records was started last year, and the new additions include firms in France and in Germany.

English Vox is handling disks for England and other sterling area countries, while the French firm handles the LP's for Italy, Belgium, and Greece. Vox disks are distributed in France and Switzerland by the EMI distributors.

## Peggy Lee to Decca Stable

NEW YORK, March 29.—Peggy Lee signed with Decca Records Friday (28). Her previous Capitol pact would have run until summer, but it was canceled by mutual consent of both parties.

The thrush has been under contract to Capitol since she left the Benny Goodman ork to go out as a single.

## ABC Inks Van, Fio Rito; McC Gets Herbeck

HOLLYWOOD, March 29.—Three veteran balancers were involved in important shifts here this week. Associated Booking Corporation inked both Garwood Van and Ted Fio Rito to management pacts. Both were previously with MCA. Van has had a band at the Statler Hotel, Washington, for the past 27 months but has returned to the Coast and will work from here when he starts with the Joe Glaser office. Fio Rito is continuing in a location job at the El Rancho Vegas, Las Vegas, which started almost three years ago.

Ray Herbeck, who had a location band almost 20 years, has dropped the baton to take up agent's duties with McConkey Artists here. Herbeck will do location act and band booking and will also handle special events for the Coast MAC office.

**A HIT!**

**"TRY ME ONE MORE TIME"**

ROBERTA LEE—DECCA  
MARGARET WHITING—CAPITOL

**AMERICAN MUSIC, INC.**

1512 Broadway, N.Y. • 9169 Sunset Blvd. Hollywood, Cal. S. 7483 CB 1-3354

**MOUNTAIN LAUREL**

Recorded by:

VAUGHN MONROE... RCA Victor 20-4479  
LAINIE TURZY... DECCA 27949  
GRANDPA JONES... RCA Victor 20-4505

Pleadilly Music Corp.  
1614 Broadway, New York, N.Y.

**LONDON RECORDS**

**ffrr**

"The finest sound on record"

Bob Merrill's Latest Novelty

**THERE'S A PAWN SHOP ON A CORNER IN "PITTSBURGH, PENNSYLVANIA"**

Oxford Music Corp.  
1619 Broadway, New York 19, N.Y.

from the #1-5 "Hit"  
**THE BELLE OF NEW YORK**

**Baby Doll**

LEO FEIST, INC.

2 Great Records...  
**When You Want a Little Jack**

JOHNIE & JACK  
RCA Victor 30-4533  
Vox 8808  
King 1947

**TANNEN MUSIC, INC.**

144 West 54 St., New York 19

**"I NEVER KNEW I CARED SO MUCH"**

RUTH CASEY... CADROLAC

David Weingarten Music Corp.  
164 Alex St., Bridgeport 7, Conn.

that singing rage

**Miss Patti Page**

LOVE, WHERE ARE YOU NOW?

MERCURY 5816  
ABC MUSIC CORP. 799 7th Ave. N.Y. 19, N.Y.



# Don Mossman Of Joliet Makes The Switch That Had To Be Made!

**W**HO is producing the millions of weapons our Armed Forces need to defend America?

The answer is . . . all kinds of companies . . . big and little . . . in all sections of the country.

There are, of course, companies like RCA, with fine laboratories, skilled engineering staffs and mass production facilities.

But there are also thousands of little companies run with skill and courage by men like Don Mossman, who tackled and licked a mighty tough job for our Navy.

## Who is Don Mossman?

*Don Mossman has been a landlubber all his 43 years.*

Born in Nebraska, he was educated in Missouri. He stuck to the land, even when it came time to go to war, joining the Army as a 2nd Lieutenant in 1942 and coming out as a Major in 1945.

Now he manages D. P. Mossman, Inc., a small switch manufacturing plant employing only 45 people, that is located in Joliet, Illinois . . . which is just about as far as you can get from the sea in this country.

Even though he proudly states that he makes more different types of push, turn and lever switches than any other company in the world, it is probable that until recently the Navy knew as little about Don Mossman as he knew about the Navy.

*But because of the teamwork that exists between America's industrial firms, big and little, Don Mossman right now is making a major contribution to the effectiveness of every Navy task force and the safety of all the men in them.*

## The Navy Needs Information Fast

The Combat Information Center of major Navy ships is the very heart, brain and nerve center of a modern task force. Called the C.I.C. for short, it is the central point to which is funneled all vital battle information from radar, radio, telephone and other new, secret types of electronic equipment.

That information must be assembled and analyzed instantly and sent out with the utmost speed to every element of the task force . . . ships, aircraft and submarines.

Even a few seconds delay in getting this information out can mean the difference between victory and disaster — and the loss of ships and American lives.

*Three years ago the Navy asked RCA to design and build a communications console that could send out such information in exactly the time it takes to push a button. Our top engineers went to work on this and finally designed a model that would do the job.*

*Their design, however, called for a very complicated switch that just didn't exist.*

The RCA purchasing department went to companies experienced in complex switching devices. Many of these companies said it was too complicated — it required up to 889 different parts. Others said it was impossible. And still others were too busy with defense work of their own to divert their skilled manpower to our switch.

Only two firms expressed any interest in the switch at all. D. P. Mossman, Inc., of Joliet, Ill., was one of them.

## Mossman's Switch Does The Job

*To Don Mossman our sketch presented a challenge. With the help of his father who had founded the company, he made up a rough sample and our engineers saw at once that he was at least a year ahead of the only other company willing to try.*

From that time on, Mr. Mossman and RCA engineers worked closely together.

At least once a week for the next three months, Don Mossman came to our engineering headquarters in Camden, N. J., to coordinate the development work on the switch.

*To speed the work and get closer to RCA, he went up to Danbury, Conn., and made arrangements with the Capitol Machine Company of that city to produce the switches. Capitol itself is a small machine manufacturer and makes spray baking equipment for such things as fountain pen cases, lipstick holders, and clock parts. It had exactly the right kind of tools and skilled craftsmen needed to build the parts for the switch.*

Under Don Mossman's direction, 18 of Capitol's 25 employees worked in shifts for 60, 70 and 80 hours a week.

Because of the Navy's urgent need for the new console, we assigned an expeditor to the job, and he went all over the country in search of the necessary materials.

*After four weeks of this intensive effort, the first engineering model of the switch was completed at 3 a.m. on a Monday and delivered that same morning at 7 o'clock in Camden. By the next morning we had Navy approval, and production of the new C.I.C. console was started.*

## 119 Other Companies Are On The Team

**T**HE combined skills of Mossman and Capitol and RCA . . . in Joliet and Danbury and Camden . . . made the switch that had to be made.

But, these companies are only three members of the team producing the new C.I.C. console for the Navy.

*In all, we have called on 119 other companies to supply us with parts or materials in connection with this order.*

*68 per cent of these suppliers, like Don Mossman, are classified by our government as "small business" firms. They receive 71 per cent of our purchase orders.*

These companies are located in all parts of the country, because no one region has a corner on production facilities, skilled management and skilled workmen needed to do the job.

*In all, there are more than 5,000 suppliers with whom we are working day in and day out producing quality products for both the Armed Forces and the nation's consumers.*

*Many of these are very small companies. Actually, 70 per cent of all the companies who supply parts and materials to us are classified by the government as small businesses. About half of our suppliers employ less than 100 men and women.*

But no matter whether they are large or small . . . no matter where they are located . . . the members of this All-American industrial team pool their skills and their resources to get the job done. Together, in peace and war, we serve America!



**RADIO CORPORATION of AMERICA**

World Leader in Radio—First in Television





...Like it never was swung before!

# Jerry Shard's

record of

# "WASHINGTON

AND

# LEE

# SWING"



NO. 2021



Over for

"YES SIR, THAT'S MY BABY"

## THE BILLBOARD Music Popularity Charts

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

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received March 26, 27 and 28.

Last Week | This Week

#### 1. 1. Wheel of Fortune

By Benny Benjamin and George Weiss—Published by Laurel (ASCAP)

RECORDS AVAILABLE: Bill Sisters-M. Rene, V 20-4520; Cardinals, Atlantic 958; F. Carle, V 20-4540; A. Castro-H. Scott, Crescendo 6104; Four Flames, Specialty 423; J. Hartman, V 20-4349; H. Harms, Dec 4320; S. Kay, Col 39647; E. Light Ork, Prom 1010; K. Malv, Remington R-25024; S. McDonald, Cap 1493; A. Pryzed, Dec 27467; J. Scott, Coral 46650; H. Starr, Cap 1944; T. Thomas, King 1051; D. Washington, Mercury 8267; B. Wayne, Mercury 5779; E. Wilcox-S. Gale, Deby 787; B. Williams, MGM 11172.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated.

#### 3. 2. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Baxter, Cap 1966; F. Carle, V 20-4541; X. Capel, Mercury 5817; B. Maynard, Mercury 5790; G. Lambardo, Dec 29031; J. Thomas, Mercury 8205; H. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Dave Terry, Associated.

#### 4. 3. Any Time

By Herbert Hassp Louren—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Carle, V 20-4518; E. Fisher & H. Winterhalter, V 20-4359; A. Haley, Mercury 5095; D. Raynes, Dec 24506; Leo & Tita, Intra 5006; M. O'Connell, Cap 1895; S. Oliver, 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cats, Theaters; Spade Cooley, Standard; Lenny Herman, Lang-Worth; Alan Holmes, Associated.

#### 2. 4. Cry

By Chas. M. Kellman—Published by Melow (BMI)

RECORDS AVAILABLE: E. Bartel, Coral 60592; R. Casey, Cadillac 103; P. Chapman, Dec 27857; B. Farrell, MGM 11113; Four Knights, Cap 1875; S. Franklin, International 101; G. Gibbs, Mercury 5749; J. Gray, Dec 27966; (Lutie) D. Highower, Dec 48254; A. Holmes, King 13148; Los Tres Diamantes, V 23-9624; V. Lynn, London 1169; B. McLendon, Deby 785; J. Ray, Duke 5040; C. Singleton, Alan 1003; C. Taylor, Mercury 8262; J. Vain & H. Winterhalter, V 20-4388; B. Williams, V 20-4406.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theaters; Jerry Gray, Standard; Ginn Osser, Associated.

#### 5. 5. Tell Me Why

By Al Alberts and Marty Gold—Published by Signet Music Co. (BMI)

RECORDS AVAILABLE: H. Bailey, Coral 60625; F. Carle, V 20-4518; E. Fisher & H. Winterhalter, V 20-4444; Four Aces-A. Alberts, Dec 27860; Four Tunes, V 20-4827; T. Glenn, Royal Road 543; K. Kaye, Cap 7779; H. Lee & B. Marlin, Dec 27926; B. Marlin, Mercury 5767; S. McDonald, Cap 1967; Sunbeam, King 4515; D. Washington, Mercury 8267.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Siravo, Associated.

#### 9. 6. Blacksmith Blues

By Jack Holmes—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Bitt, V 20-4532; B. Carroll, Dec 27968; T. Harper-H. James Ork, Col 39673; L. McCallife, Col 20907; E. M. Morse, Cap 1422; A. Moxey, MGM 11173; S. Oliver Ork, Dec 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth.

#### 6. 7. Please, Mr. Sun

By Ray Gronow and Sid Frank—Published by Weiss and Barry, Inc. (BMI)

RECORDS AVAILABLE: G. Auld, Coral 60647; L. Baxter, Cap 1966; F. Carle, V 20-4536; P. Coma, V 20-4453; T. Edwards, MGM 81134; B. Kenney, Dec 27946; E. Light Ork, Prom 1005; J. Ray, Col 39636; J. Raymond, Remington R 25013.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Jo Ann Greer, Standard; George Siravo, Associated.

#### 7. 8. Little White Cloud That Cried

By Johnny Ray—Published by Larry Spier (ASCAP)

RECORDS AVAILABLE: L. Blanning, Cap 1952; T. Glenn, Royal Road 543; H. Lamb, Mercury 5761; R. Lee, Dec 27893; J. Ray, Oak 6040.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Siravo, Associated; Dolly Dawn, Theaters.

#### 8. 9. Slow Poke

By Pee Wee King, Redd Stewart and Shelton Price—Published by Redaway (BMI)

RECORDS AVAILABLE: B. Flanagan, V 20-4375; A. Goffrey-Chordistes, Columbia 39362; J. Gerry Scottie-J. Saxe, Baiter 1099; H. Hankins, King 905; Tiny Hill, Mercury 5740; Pee Wee King, V 23-0489; R. Lee, Dec 27924; A. Mooney, MGM 11135; M. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1025; B. Villa, Ideal 710; B. Villa & Remita & Lamb, Ideal 696.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard; Vincent Lopez Ork Theaters; Ginn Osser, Associated.

#### 10. Guy Is a Guy

By Oscar Brand—Published by Ludlow (BMI)

RECORDS AVAILABLE: Davis Day, Col 39613; E. Fitzgerald, Dec 28049.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.





# ORDER BLANK

FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

*The Overnight Sensation!*

"YOU TOO CAN BE UNHAPPY IF YOU T-R-Y"

**STAN FREBERG**

*Sobs his heart out on...*

# "TRY"

and just for laffs

**"PASS THE UDDER UDDER"**  
Song of the cow with 27 spigots

Record No. 2029

use this RUSH FORM to place your order

# NOW

**BEST SELLING POPULAR ALBUMS**



Music from the Great  
**20th CENTURY-FOX**  
MOTION PICTURE  
**WITH A SONG  
IN MY HEART**

Sung by  
**JANE FROMAN**  
Performed with warmth and fervor, her glorious voice was never more beautiful... a singing symbol of her resplendent life.  
Another Capitol Exclusive!

**BEST SELLING POPULAR ALBUMS**

(Based on Actual Field Reports)

	QUANTITY		
	45	78	33 1/3
"WITH A SONG IN MY HEART" Jane Froman	309		
"LEGEND OF THE SUN VIRGIN" Yma Sumac	299		
"HOUSEPARTY NOP" Ray Anthony	292		
"THE PALMS" CHRIST THE LORD IS RISEN TODAY The Voices of Walter Schumann	814		X
"TODAY'S TOP HITS, VOLUME IV" 7 Top Artists	9105	X	X
"BOB CROSBY AND HIS BOBCATS" Bob Crosby	293		X
"THE NEW SOUND! VOLUME II" Les Paul and Mary Ford	286		
"AN AMERICAN IN PARIS" Paul Whiteman	301		X
"RHAPSODY IN BLUE" Paul Whiteman, Leonard Pennario	302		X
"RHAPSODY IN BLUE" "AN AMERICAN IN PARIS" Paul Whiteman, Leonard Pennario	303	X	X
"VOICE OF THE XYBAY" Yma Sumac	244		
"HONKY TONK PIANO" Melvin Ash, Lou Busch, Ray Turner	187		
"TODAY'S TOP HITS, VOLUME I" 8 Top Artists	9101	X	X

**TOP SELLERS...POPULAR**

	YEAR	QUANTITY			YEAR	QUANTITY	
		78	45			78	45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Ray Starr	1964			"NEVER BEFORE," "SAILOR'S POLKA" Dean Martin	1901		
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1922			"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011		
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912			"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin	2001		
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter	1956			"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole	1808		
"NAMBONE," "THE CANDY DANCERS' BALL" Tennessee Ernie	2017			"TRY ME ONE MORE TIME," "FOCCY RIVER" Margaret Whiting	1984		
"TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford	1920			"SUGAR BLUES BOOGIE," "I JUST LOVE AFFECTION" Clyde McCoy	1937		
"EASTER SUNDAY MORNING," "SUMMER IS A-COMIN' IN" Nat "King" Cole	1994			"I HEAR A RHAPSODY," "FOR DANCERS ONLY" Ray Anthony	1973		
"WASHINGTON AND LEE SWING," "YES, SIR, THAT'S MY BABY" Jerry Sherd	2021			"I COULD WRITE A BOOK," "I'LL WALK ALONE" Margaret Whiting	2000		
"ALWAYS," "THERE IS NO GREATER LOVE" Billy May	1995			"MISTAKES," "PERFIDIA" Ben Light	2023		
"NOODLIN' RAG," "YES! YES! YES! YES!" Joe "Fingers" Carr	2009			"GOD'S LITTLE CANOLES," "WONDERING" Jeanne Gayle	2018		
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely	1965			"WHEN I TAKE MY SUGAR TO TEA," "CHARMAINE" Billy May	1919		
"MERRING BOATS," "SIN" Mickey Katz	1941			"UNFORGETTABLE," "SILVER AND GOLD" Billy May	1955		
"TRY," "PASS THE UDDER UDDER" Stan Freberg	2029			"FESTIVAL," "INVITATION" Les Baxter	2005		
"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole	1948			"TENNESSEE SATURDAY NIGHT," "SENSATIONAL" Ella Mae Morse	1903		
"MOONLIGHT SAVING TIME," "THERE ARE SUCH THINGS" Ray Anthony	2002			"EGGERT," "THE EASTER EGG," "BENNY THE BOB TAILED BUNNY" Glade MacKenzie	1997		
"YES," "MAMBO RHAPSODY" Stan Kenton	2020						

**TOP COUNTRY and HILLBILLY**

	YEAR	QUANTITY			YEAR	QUANTITY	
		78	45			78	45
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942			"TEN TO ONE I LOVE YOU," "I'VE GOT NEWS FOR YOU" Rod Morris	2022		
"SATISFIED," "NICE ME, ROCK OF AGES" Martha Carson	1900			"THEY LOCKED GOD OUTSIDE THE IRON CURTAIN," "CALL OF THE MOUNTAINS" Wesley Tuttle	1992		
"KINFOLKS IN CAROLINA," "RAINY DAY FEELIN'" Merle Travis	2014			"WHEEL OF FORTUNE," "THE LOVE THAT HURT ME SO" Skeets McDonald	1993		
"WORDS," "I'M MISSIN' LOTS OF LOVIN'" Terry Preston	2024			"ROADSIDE RAG," "CRACKER JACK" Speedy West	1991		
"C-JAM BLUES," "O'D THE MAN IN THE MOON COME FROM TEXAS!" Ole Rasmanen	2015			"THERE'S A BLUE SKY "WAY OUT YONDER," "GOT MY HEART SET ON YOU" Hanklin Jimmie Dolan	2006		
"VICIOUS LIES," "ALONE WITHOUT YOU" Carl Butler	1996			"HONEY, HONEY, HONEY," "CET BABY BLUES" Rod Norris	1946		
"IT'S OUR GOODBYE," "WOMEN, BEWARE" Jimmie Skinner	2007			"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870		

**TOMORROW'S HITS—TODAY**

	78	45
"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011	
"THE LITTLE BROWN CAL," "WHATSA MALLA U" Dinning Sisters	2004	
"FESTIVAL," "INVITATION" Les Baxter	2005	
"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin	2001	
"GENTLE HANDS," "THESE THINGS SHALL PASS" Gordon MacRae	2010	
"HOW CAN I LIE TO MY HEART," "TEARS IN YOUR EYES" Jack Hume	2003	
"COME WHAT MAY," "BABY, WE'RE REALLY IN LOVE" Helen O'Connell	1944	
"LOVE, WHERE ARE YOU NOW," "MY INTUITION" Jan Garber	2012	
"GOIN' ON A HAYRIDE," "EV'RTIME" Peggy Lee	2025	
"TEN TO ONE I LOVE YOU," "I'VE GOT NEWS FOR YOU" Rod Morris	2022	

**NEW RELEASES**

	78	45
"TATTLE TALE," "ANYTHING THAT'S PART OF YOU" Bob Eborly	2036	
"GOODY GOODY," "IT'S BEEN SO LONG" Jeanne Gayle and Bob Crosby	2037	
"THAT'S HOW IT GOES," "KEEPIN' OUT OF MISCHIEF NOW" Nellie Lutcher	2038	
"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG" Faron Young	2039	
"NDRTH," "CHINA BOY" Pete Daryl	2041	
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie	2042	
"LONESOME DOLLAR BILL," "CADILLAC BLUES" Jess Willard	2043	

MAIL TO YOUR NEAREST



DISTRIBUTOR

CUST. ORDER NO. \_\_\_\_\_ DATE \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard For Reviews and Ratings of Radio Section.

## Records Most Played by Disk Jockeys

Based on reports received March 26, 27 and 28

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys (Bureau's country). Unless shown in this chart, other available records will be found in the *Hit Parade of Hits, Music Popularity Chart, Part 1*. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last 13 Weeks	Title	Artist	Label
7	1	1. WHEEL OF FORTUNE	K. Starr	Capitol 7817964; (45)F-3964-ASCAP
9	5	2. BLUE TANGO	L. Anderson	Decca 7817875; (45)F-27875-ASCAP
9	3	3. AT LAST	R. Anthony	Capitol 7813912; (45)F-3912-ASCAP
20	2	4. CRY	J. Ray	Okeh 7816040; (45)F-6840-BMI
17	4	4. ANY TIME	E. Fisher-H. Winterhalter	Vocalion 781204329; (45)F-4399-BMI
8	6	6. BLACKSMITH BLUES	E. M. Morris	Capitol 7813922; (45)F-3922-BMI
7	9	7. WHEEL OF FORTUNE	B. Wayne	Mercury 7815774; (45)F-7945-ASCAP
4	8	8. BLUE TANGO	H. Winterhalter	Vocalion 781204518; (45)F-4518-ASCAP
3	15	9. GUY IS A GUY	Doris Day-P. Weston	Capitol 78139675; (45)F-39675-BMI
17	7	10. TELL ME WHY	Four Aces-A. Alberts	Decca 78127860; (45)F-27860-BMI
11	17	11. (Here Am I) BROKEN HEARTED	J. Ray	Capitol 78139636; (45)F-39636-ASCAP
9	20	12. PLEASE MR. SUN	J. Ray	Capitol 78139636; (45)F-39636-BMI
13	10	13. BERMUDA	Bell Sisters	Vocalion 781204422; (45)F-4422-BMI
6	23	14. WHEEL OF FORTUNE	Bell Sisters	Vocalion 781204520; (45)F-4520-ASCAP
13	11	15. TELL ME WHY	E. Fisher-H. Winterhalter	Vocalion 781204427; (45)F-4427-BMI
1	—	16. THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	Vocalion 781204574; (45)F-4574-ASCAP
9	11	17. COME WHAT MAY	P. Page	Mercury 7815772; (45)F-77245-ASCAP
4	20	18. HAMBONE	F. Laine-J. Stafford	Capitol 78139672; (45)F-39672-BMI
3	22	18. PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 78139663; (45)F-39663-ASCAP
1	—	20. BE ANYTHING (But Be Mine)	E. Howard	Mercury 7815815; (45)F-5815-ASCAP
1	—	20. HAMBONE	R. Saunders-Hambone Kids-D. Hawkins	Okeh 7816062; (45)F-6062-BMI
2	26	22. I'LL WALK ALONE	D. Cornell	Capitol 78160654; (45)F-60654-ASCAP
4	16	23. BLUE TANGO	L. Baxter	Capitol 7813966; (45)F-3966-ASCAP
12	14	24. TIGER RAG	L. Paul M. Ford	Capitol 7811920; (45)F-1920-ASCAP
2	—	24. I HEAR A RHAPSODY	F. Sinatra	Capitol 78139652; (45)F-39652-BMI
4	19	26. HAMBONE	Bell Sisters-P. Harris	Vocalion 781204584; (45)F-4584-BMI
7	30	26. WIMOWEH	G. Jenkins-Weavers	Decca 78127928; (45)F-27928-BMI
4	27	28. PERfidIA	Four Aces-A. Alberts	Decca 78127987; (45)F-27987-ASCAP
5	24	29. AROUND THE CORNER	J. Stafford	Capitol 78139653; (45)F-39653-ASCAP
2	—	30. GANDY DANCERS' BALL	F. Laine	Capitol 78139665; (45)F-39665-ASCAP

## VOX JOX

By JUNE BUNDY

### Gab Bag

"Age of gimmicks appears to be waning. Leroy Anderson's 'Blue Tango,' Percy Faith's 'Would You,' Ray Anthony's 'At Last,' and several Eddie Fisher records are tops in Akron. These are all single-dub, echo-chamberless and they all sound good!" — Clark Field, WAKR, Akron. "Sure wonder when the meek are going to inherit the earth. Starr copies Wilcox. Laine and Stafford do likewise to Saunders. Bigger companies must be getting too lazy to hunt their own material—just steal the little guy's stuff." — Ken Scott, WONT, Centralia, Ill. "Why is it you never have any information on the composer of 'Cry?' Is the name Churchill Kohman or Churchill and Kohlman?" — Ken Rowland, KSAL, Salina, Kans. (Note: His name is Churchill Kohman and he's a non-pro tune-smith of Pittsburgh. "Cry" is his first hit.) — "In reference to a recent article concerning my switch from engineer to announcer by way of a skit at a Christmas party, I should like to comment. First let me thank you for printing the article. However, my name was misspelled. I like to think of myself as being well-read, but nevertheless my name is not 'Book Cook' but Bob." — Robert D. Cook, WAKR, Akron. "I head a fan club for Robin Seymour, WKMH, Dearborn, Mich. On February 2 he celebrated his fourth year as a disk jockey and the Bobbin with Robin fan club and the Happy Laines gave him a birthday party, with Tony Benne and the Four Aces as special guests. We gave him another party March 8 and Betty Clooney was special guest. Please write about Robin Seymour and thinks for writing about Detroit disk jockeys." — Patrick Musio, Detroit.

### Gimmix

Charles Royo, WDAE, Tampa, Fla., is running a contest (sponsored by the All-Sweet Margarine Co.) to find the oldest music box. "Amazing how good some of them still operate," writes Charles. "The quality of some of the old steel disks is just about equal to some of the records being made today — in some cases, even better." — Leo McDevitt, WBSM, New Bedford, Mass., pulled almost \$1,000 for the Greater New Bedford Heart Fund, recently via an eight-hour Heart-to-Heart Pledge Party last month on the air. — Joe Ryan, WALL, Middletown, N. Y., has dug out Columbia's "Hear It Now" albums and plays the 1948 segs to point up fact that this is another presidential year. He also plays such topical disks as "Wintergreen for President," "I Don't Wanna Be President," "They Like Ike," and "I'm Just Wild About Harry." Joe wonders if "any other election-type songs have been recorded." — Don Larkin, WAAT, Newark, N. J., has received more than 500 cards from listeners on his contest for Columbia Records new disk "Ten Swedes." Gimmick is that dialers guess "how many handshakes did the ten Swedes make that night" (tag line of the song's chorus). Tune was penned by Mack Kay, a bank clerk at the Irving Trust Company's Wall Street branch, with Karl and Dan Zandt Trio. — When Dean Hudson guested on Roger Clark's program over WNOR, Norfolk, Va., he brought along a couple of his side men, and they "took over mike, turntables, commercials, phone calls, et al." According to Clark, "Dean does great as record emcee." — Ross Smitherman, WHEB, Huntsville, Ala., taped interviews with Howard Duff and John Lund in Birmingham, March 20, in conjunction with showing there of the flicker stars new movie, "Steel City." (Continued on page 108)

## Best Selling Sheet Music

Based on reports received March 26, 27 and 28

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

POSITION	Weeks Last 13 Weeks	Title	Artist
6	1	1. WHEEL OF FORTUNE (R)	Laurel
12	2	2. ANY TIME (R)	Hill & Range
8	7	3. PLEASE MR. SUN (R)	Weiss-Barry
15	3	4. LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier
21	6	5. SLOW POKE (R)	Ridgeway
16	4	6. CRY (R)	Mellow
3	10	7. BLACKSMITH BLUES (R)	Hill & Range
8	8	8. BE MY LIFE'S COMPANION (R)	E. H. Morris
14	5	9. TELL ME WHY (R)	Signet
2	14	10. PETER COFFONTAIL (R)	Hill & Range
3	14	11. BLUE TANGO (R)	Mills
2	9	12. GUY IS A GUY (R)	Ludlow
2	11	13. PITTSBURGH, PENNSYLVANIA	Oxford
5	13	14. TULIPS AND HEATHER (R)	Shapiro-Bernstein
2	—	15. COME WHAT MAY (R)	Shapiro-Bernstein

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences in programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Postman's Audience Coverage Index. The Index is projected upon radio logs made available to Postman's ACI by the Accurate Recording Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 50 (more in the case of film) tunes alphabetically. This music checked is preponderantly over 50 per cent old.

(F) Indicates tune from a film; (M) indicates tune 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.

This feature is copyrighted 1947 by the Office of Research, Inc., 1470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in brief papers; no other use is permitted; no radio broadcast utilizing this information may be made. Indorsement will be provided.

Artist	Title	Label
Alter I Say I'm Sorry (R)	Mills-ASCAP	
Any Time (R)	Hill & Range-BMI	
Around the Corner (R)	Frank Music-ASCAP	
Be My Life's Companion (R)	E. H. Morris-ASCAP	
Bermuda (R)	Goody-BMI	
Blue Tango (R)	Mills-ASCAP	
Book Cook (R)	Decca-BMI	
Come What May (R)	Shapiro-Bernstein-ASCAP	
Cry (R)	Mellow-ASCAP	
Dance Me Loose (R)	Erwin Howard-ASCAP	
Did Anyone Call (R)	Kamaw-ASCAP	
Gandy Dancers' Ball (R)	Decca-ASCAP	
I Could Write a Book (R)	T. B. Harms-ASCAP	
I Hear a Rhapsody (R)	Broadway Music-BMI	
I'll Walk Alone (R)	Adams-Vee & Adams-BMI	
Life is a Beautiful Thing (R)	Famous-ASCAP	
Marshmallow Moon (R)	Famous-ASCAP	
Nocturne Rag (R)	Bergman-Voorhees-ASCAP	
Open (R)	Peri-BMI	
Perfidia (R)	Peri-BMI	
Peter Cottontail (R)	Hill & Range-BMI	
Play Me a Martin Tune (R)	Pickwick-ASCAP	
Please Mr. Sun (R)	Weiss-Barry-ASCAP	
Silly Dancer (R)	Wimoweh-ASCAP	
Singin' in the Rain (R) (F)	Decca-ASCAP	
Sloopy (R)	Ridgeway-BMI	
Tell Me Why (R)	Signet-BMI	
Tread It In (R)	Leeds-ASCAP	
Until (Alma-E-Cole) (R)	Leeds-ASCAP	
Wheel of Fortune (R)	Laurel-ASCAP	
Wishin' (R)	Winbow-ASCAP	

### Top Ten in Television

Any Time!	Artist	Label
Be Anything (But Be Mine) (R)	Shapiro-Bernstein-ASCAP	
Cry (R)	Mellow-ASCAP	
Dance Me Loose (R)	Erwin Howard-ASCAP	
Festival (R)	Boone-ASCAP	
Please Mr. Sun (R)	Weiss-Barry-BMI	
Tell Me Why (R)	Signet-BMI	
Undecided (R)	Leeds-ASCAP	
Wheel of Fortune (R)	Laurel-ASCAP	
When I Take My Sugar to Tea (R)	Famous-ASCAP	

## England's Top Twenty

POSITION	Weeks Last 13 Weeks	Title	English	American
5	2	1. UNFORGETTABLE	Bourne Music, Ltd.	Bourne Music
10	2	2. THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Connelly	Senita-Joy
7	3	3. LITTLE WHITE CLOUD THAT CRIED	Larry Spier, Ltd.	Spier
13	4	4. MISTAKES	Lawrence Wright	Mills Music
3	12	5. CRY	Francis Day	Mellow
6	5	6. SLOW COACH	Sterling	Ridgeway
40	9	7. LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbie
9	6	8. DOWN YONDER	Falman	La Sals
10	7	9. DOMINO	Leeds	Pickwick
3	17	10. SATURDAY RAG	John Ford	
11	8	11. WHY WORRY	Macariff	Leeds
4	11	12. I WISH I WERE A MAN	Sterling	Adams-Mowell
16	10	13. SOME ENCHANTED EVENING	Williamson	Williamson
14	15	14. AT THE END OF THE DAY	Chappell	Chappell
15	14	15. LOVE'S ROUNDABOUT	Chappell	Chappell
16	16	16. ONLY FOOLS	San	
7	—	17. OODLES OF NOODLES	Edward Cat	
26	14	18. BECAUSE OF YOU	Decca	Broadway Music
6	13	19. ROCK 'N' STONE	Masser	Cromwell
2	20	20. WE WON'T LIVE IN A CASTLE	Campbell-Connelly	Clare Music

\* Publisher not available as The Billboard version.



# this week on COLUMBIA

**COLUMBIA'S No. 1**

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



**His First Big Columbia Release!**

## LIBERACE

(pronounced Liber-AM-chee)

playing

### "SEPTEMBER SONG"

from "Knickerbocker Holiday"

### "I WANT MY MAMA"

(Mama Yo Quiero)

Orchestra under the direction of **GEORGE LIBERACE**

78 rpm 39709 ★ 45 rpm 4-39709



#### OTHER NEW RELEASES

**ROSEMARY CLOONEY**  
with **PERCY FAITH**  
**Half as Much**  
**Poor Whip-Poor-Will**  
78 rpm 39710, 45 rpm 4-39710

**SARAH VAUGHAN**  
with **PERCY FAITH**  
**If Someone Had Told Me**  
**Corner to Corner**  
78 rpm 39719, 45 rpm 4-39719

**KEN GRIFFIN**  
**Put Your Little Foot**  
**The Dipsy Doodle**  
78 rpm 39711, 45 rpm 4-39711

**DUKE ELLINGTON**  
**Bensonality**  
**Blues at Sundown**  
78 rpm 39712, 45 rpm 4-39712

**ERROLL GARNER**  
**Ja-Da**  
**Oh, Lady Be Good**  
78 rpm 39713, 45 rpm 4-39713

**THE STAMPS QUARTET**  
**I Know My Savior Is**  
**There**  
**I've Put My All in His**  
**Care**  
78 rpm 20921, 45 rpm 4-20921

**NEW OKEH RELEASES**  
**DOLORES HAWKINS and THE FOUR LADS**  
**Heavenly Father**  
**Rocks in My Bed**  
with the **Bill Davis Trio**  
78 rpm 6880, 45 rpm 4-6880  
**PAUL GAYTEN AND HIS ORCHESTRA**  
**Give Me Liberty or Give**  
**Me Love**  
**Happy Days**  
78 rpm 6870, 45 rpm 4-6870  
**THE TRUMPETEERS**  
**Home Don't Seem Like**  
**Home**  
**Don't Miss That Train**  
78 rpm 6871, 45 rpm 4-6871

#### your check list-COLUMBIA'S TOP TWELVE

Based on actual sales reports for week ending March 29

**GUY MITCHELL**  
**Pittsburgh, Pennsylvania**  
**The Doll With the Sawdust**  
**Heart**  
78 rpm 39663, 45 rpm 4-39663

**LES COMPAGNONS DE LA**  
**CHANSON**  
**The Three Bells**  
**Whirlwind**  
78 rpm 39657, 45 rpm 4-39657

**JO STAFFORD and**  
**FRANKIE LAINE**  
**Hambone**  
**Lets Have a Party**  
78 rpm 39672, 45 rpm 4-39672

**POSSUM & WOLVERTON**  
**Sad Singin', Slow Ridin'**  
**Don't Cry, Baby**  
78 rpm 20908, 45 rpm 4-20908

**JOHNNIE RAY**  
**Please, Mr. Sun**  
**Broken Hearted**  
78 rpm 39636, 45 rpm 4-39636

**JO STAFFORD**  
**Ay-Round the Corner**  
**Heaven Drops Her**  
**Curtain Down**  
78 rpm 39653, 45 rpm 4-39653

**LEFTY FRIZZELL**  
**Don't Stay Away**  
**You're Here, So Every-**  
**thing's All Right**  
78 rpm 20911, 45 rpm 4-20911

**ROSEMARY CLOONEY**  
**Did Anyone Call!**  
**Tenderly**  
78 rpm 39648, 45 rpm 4-39648

**JOHNNIE RAY**  
**Cry**  
**The Little White Cloud**  
**That Cried**  
Okch 78 rpm 6840, 45 rpm 4-6840

**ARTHUR GODFREY**  
**Dance Me Loose**  
**Slow Poke**  
78 rpm 39632, 45 rpm 4-39632

**CHAMP BUTLER**  
**Be Anything (But Be Mine)**  
**When I Look Into Your**  
**Eyes**  
78 rpm 39690, 45 rpm 4-39690

**FRANKIE LAINE**  
**The Gandy Dancers' Ball**  
**When You're in Love**  
78 rpm 39665, 45 rpm 4-39665

# COLUMBIA RECORDS

for music that sends them . . . to you!



# THE BILLBOARD Music Popularity Charts

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

## Best Selling Pop Singles

Based on reports received March 26, 27 and 28

Records listed are those selling best in the nation's top volume retail record stores. List is based upon the Billboard's weekly survey among the 1,408 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks (Last)	This to date/Week/Week	Title	Artist	Label
8	1	1	WHEEL OF FORTUNE	K. Starr	Capitol
13	2	2	BLUE TANGO	L. Anderson	Decca
8	5	3	BLACKSMITH BLUES	E. M. Morse	Capitol
20	3	4	CRY	J. Ray	Decca
18	4	4	ANY TIME	E. Fisher-H. Winterhalter	Mercury
4	6	6	GUY IS A GUY	Doris Day-P. Weston	Capitol
18	7	7	TELL ME WHY	Four Aces-A. Alberts	Decca
3	10	8	FORGIVE ME	E. Fisher-H. Winterhalter	Mercury
7	8	9	PERFIDIA	Four Aces-A. Alberts	Decca
4	13	10	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol
3	16	11	I'LL WALK ALONE	D. Cornell	Capitol
8	19	11	COME WHAT MAY	P. Page	Mercury
11	9	13	PLEASE MR. SUN	J. Ray	Capitol
7	21	14	WIMWEH	G. Jenkins-W. Weavers	Decca
14	12	15	TELL ME WHY	E. Fisher-H. Winterhalter	Mercury
4	14	15	BLUE TANGO	H. Winterhalter	Mercury
11	17	17	(Here Am I) BROKEN HEARTED	J. Ray	Capitol
8	20	18	TULIPS AND HEATHER	P. Como	Mercury
14	11	19	BERMUDDA	Bell Sisters-H. Rene Ork	Mercury
7	23	20	WHEEL OF FORTUNE	B. Wayne	Mercury
2	26	21	GANDY DANCERS' BALL	F. LaRue	Capitol
3	23	22	AT LAST	R. Anthony	Capitol
1	—	23	AY-ROUND THE CORNER	J. Stafford	Capitol
5	16	24	HAMBONE	J. Stafford-F. LaRue	Capitol
9	27	25	BE MY LIFE'S COMPANION	Mills Brothers	Capitol
2	28	25	BE ANYTHING (But Be Mine)	E. Howard	Mercury
1	—	27	WHISPERING WINDS	P. Page	Mercury
20	15	28	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca
3	22	28	BLUE TANGO	L. Baxter	Capitol
1	—	30	TRY	S. Freberg	Capitol

## Best Selling Classical Albums

Best Selling 33 1/3 R.P.M.

LAST WEEK	THIS WEEK	Title	Label
1	1	Debussy: La Mer; NBC Symphony Or., A. Toscanini, conductor	VCS11M-1221
2	2	Moscow City Pictures at the Exhibition; Chicago Symphony Or., Karel Ančerl, conductor	Mercury-3311M-5000
3	2	Verdi: La Traviata (Complete Opera); L. Albanese, P. DeSantis, J. Garcia, R. Merrill, J. Marston, J. Ferrer, Jr., S. Singman, NBC Symphony Or., Chorus, A. Toscanini, conductor; Wilkerson, director	VCS11M-6003
4	4	Puccini: La Bohème; L. Albanese, J. Ferrer, A. Toscanini, conductor	VCS11M-6006
4	5	Caruso in Opera and Song; E. Caruso, Metropolitan Opera Chorus & Or.	VCS11M-1034

Best Selling 45 R.P.M.

LAST WEEK	THIS WEEK	Title	Label
1	1	Strauss: Works of Johann Strauss; Minneapolis Symphony Or., E. Ormandy, conductor	V451WDM-262
2	2	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Or., P. Monteux, conductor	V451WDM-920
3	3	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Or., V. Golschmann, conductor	V451WDM-1028
4	4	Tchaikovsky: Nutcracker Suite; E. Ormandy, Philadelphia Or.	V451WDM-1002
4	5	The Great Caruso: M. Caruso, RCA Victor Or., C. Calvioli, conductor	V451WDM-1506

## DEALER DOINGS

### Trade Talk

In reply to a recent letter from Crawford Priest Music Store in Shreveport, La., about Remington Records, we have a note from Leon Ferguson, of Ferguson's Record Shop, in Memphis, which praises Remington and other low-priced LP's. Mr. Priest had stated that he did not want to sell inexpensive LP's to his reason as to why Remington Records were low-priced was erroneous. Remington Records, as do all other record companies, pay royalties to publishers on all copyrighted songs. Songs in Public Domain, and, of course, which include most of the older classical works, do not require royalties from any diskyery. Here is an excerpt from Mr. Ferguson's letter: "I have handled inexpensive LP's for several years, and I believe that they have a place of their own in the record field without being too competitive with the major labels. An all-round dealer would sell both high and low-priced lines just as a grocer sells margarine and butter. Last year when I visited a Hudson-Ross store, the clerk told me that low-priced LP's had a market of their own and did not hurt the major labels. I think there are many people, especially students and young people, who like classics but can't afford to buy many records, and these low-priced disks fill a real need in such cases."

### Price Cutting

We are still getting letters in on the current price war on LP's and 45 r.p.m.'s. Here is one from The Outlet Company, Providence. "There are no tricks left in the book to compete with the cut-throat operation going on in New York, and gradually being adopted by other large cities. If the manufacturers do not want to see a lot of retailers close their doors, they had better start something drastic, and the sooner the better." And V. Hazard Record Shop, Saratoga Springs, N. Y., writes, "Beef—Sam Goody in New York City sells records for what we buy them for. How can we compete? Why do the record manufacturers service him?" Bergenfield Music, Bergenfield, N. J., says, "I believe that price-cutting can be solved. With more and more dealers joining the ranks of the price-cutters, the 'big boys' are beginning to feel the pinch. The largest price-cutter in New York was heard to say that he would gladly turn 'Legitimate' if the industry was organized and controlled. My own program for a healthier industry includes a strong dealer organization, with all members to sell records at list price, and a fine to be levied against those members of the dealer's association who sell records at less than list."

### Chatter

Atlas Radio Company, Cleveland, writes, Congratulations and best wishes to Wade Whitman on his recent promotion to branch manager of the Columbia-Cleveland set-up. He is a good record man, and oh brother, does that firm have the hits. This guy Mitch Miller must be a magician and a fortune teller in one! Andrew program for a healthier industry includes a strong dealer organization, with all members to sell records at list price, and a fine to be levied against those members of the dealer's association who sell records at less than list."

## Best Selling Children's Records

Based on reports received March 26, 27 and 28

Records listed are those selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks (Last)	This to date/Week/Week	Title	Artist	Label
112	2	3	CINDERELLA (Two Records)	I. Woods & Other	V781Y-399; (45)WV-399
36	1	2	ALICE IN WONDERLAND (One Record)	K. Braunton-E. Wynn	V781Y-437; (45)WV-437; (33)LY-1
4	3	3	PETER COTTONTAIL (One Record)	G. And	Capitol
45	7	4	ONE RANGER VOL. 1 (He Becomes the Lone Ranger) (One Record)	G. Tenille	Decca
29	4	5	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Decca Day	V451WV-33; (78)Y-33
27	5	5	HEREY HAWK (One Record)	M. Blum	Capitol
71	8	7	BOO ON THE FARM (Two Records)	P. Cahoy-B. May	Capitol
3	13	8	SORCERER'S APPRENTICE (Two Records)	D. Wilson	Capitol
1	—	8	EGBERT THE EASTER EGG (One Record)	R. Rogers	V781Y-4526; (45)WV-4526
1	—	8	HOPPY'S HAPPY BIRTHDAY (One Record)	R. Rogers	Capitol
28	11	11	TWEETY'S PUDDY TAT TWOBLE (Two Records)	M. Blum	Capitol
22	11	11	HOWDY DODDY'S LAUGHING CIRCUS (Two Records)	B. Smith	V781Y-414; (45)WV-414
13	—	11	LITTLE WHITE DUCK (One Record)	B. Ten-P. Faith Ork	Capitol
52	—	11	LITTLE ENGINE THAT COULD (Two Records)	P. Wink	V781Y-304; (45)WV-304
174	—	11	LITTLE TOOT (One Record)	Don Wilson-The Startingers	Capitol

## Best Selling Pop Albums

Based on reports received March 26, 27 and 28

Discs on all labels are set based on all spins. It is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire to a companion who may draw between their 35 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparable sales volume between 45 and 33 pop albums.

Best Selling 33 1/3 R.P.M.

LAST WEEK	THIS WEEK	Title	Label
1	1	AN AMERICAN IN PARIS	MGM
2	2	I'LL SEE YOU IN MY DREAMS	Capitol
3	3	SHOW BOAT	MGM
4	4	TOP TOPS	Capitol
5	5	LEGEND OF THE SUN VIRGIN	Capitol
6	6	GLENN MILLER CONCERT	Capitol
7	7	HONKY TONK PIANO	Capitol
8	8	QUO VADIS	MGM
9	9	WITH A SONG IN MY HEART	Capitol
10	10	YOUNG BOY HOP	Capitol

Best Selling 45 R.P.M.

LAST WEEK	THIS WEEK	Title	Label
1	1	I'LL SEE YOU IN MY DREAMS (Four Records)	Capitol
2	2	AN AMERICAN IN PARIS (Four Records)	MGM
3	3	SHOW BOAT (Four Records)	MGM
4	4	GLENN MILLER CONCERT (Four Records)	Capitol
5	5	TOP TOPS (Four Records)	Capitol
6	6	QUO VADIS (Four Records)	MGM
7	7	HONKY TONK PIANO (Four Records)	Capitol
8	8	TRIBUTE TO GLENN MILLER (Four Records)	Capitol
9	9	LEGEND OF THE SUN VIRGIN (Four Records)	Capitol
10	10	WITH A SONG IN MY HEART (Four Records)	Capitol

## Classical Reviews

**78** TCHAIKOVSKY: EUGEN ONEGIN; LETTER SCENE AND VILLA-LOBOS: BACHIANAS BRASILEIRAS NO. 5 ALBUM; Lilia Albasque-Luciano Stokowski Ork (2-10") VCS11M-142  
Lilia Albasque, currently among the strongest operatic divas, is outstanding in this set. And beyond waiting either of the concert works etched here will probably show preference for this disc, although both compositions are elsewhere available on LP. They will be richly rewarded for their choice. Performances by the singer, with Stokowski' leading orchestra, are magnificent. If anything, Miss Albasque shows to greater advantage in the Eugen Oegin excerpts, where her voice has material of more dramatic content to deal with. She sings both parts in the original Russian and Portuguese, respectively.

**75** OPERATIC INTERMEZZI—The Philadelphia Or. of London-Wilhelm Scherzer, Cond. (3-10") MCM (33) E-151  
Intermezzi from: Cavalleria Rusticana; L'Amico Fritz; I Quattro Rusticelli; works of the Madama; I Pasticci; Act II and IV of Carmen. This is fine discing. The orchestra is first rate, the recording is good and the program is first class and well chosen, as there are probably few opera lovers who are unfamiliar with the music. The outstanding selections are the two "Pasticci," but not the "Amico Fritz" or the "Carmen" as well. This set should certainly appeal to opera fans as well as those who like operatic music—but prefer it without the vocals.

**68** INVITATION TO WALTZ—Rudolf Venius Grand Symphony-Max Schoenberg, Cond. (3-10") Vennella VNLK 1003  
This discing contains eight well-known waltzes, including such favorites as waltzes from "Der Fledermaus," "Süßer Rosen" and "The Merry Widow Waltz." They are beautifully played and conducted by the Radio Vienna Symphony Or., under Max Schoenberg. This is one of the first releases from the Vienna line, one of the newest companies devoted to the production of historical LP's. The program is set in the form of a radio concert, just as it would be performed by the orchestra in the Vienna theaters. At the price that this set retails for, and the fact that it features historic discing, it should find a market among those who like the light classics and are not interested in higher priced discs.

**65** ANTON BRUCKNER: FIRST SYMPHONY IN G-MINOR ALLURE—Austria State Symphony-Dr. Volkmar Andreae, Cond. (3-10") Masterwal 033 MW 40  
There is a small cast of Bruckner enthusiasts for whom the composer's massive symphonic efforts have no peer. That most other music lovers find his approach pretentious and somewhat bewildering does not end. For this hard core, the Masterwal set is a handsome price. Bruckner's First Symphonies has been performed, it is given an authoritative reading by Andreae, who has championed the Bruckner cause since 1906. The fresh album binding, excellent notes and detailed harmonic analysis contribute plus values.




A Freddy Martin Wing-Ding!

**"Wing-Ding Tonight"**  
and...  
**"AM I IN LOVE?"**

from the Paramount film "SON OF PALEFACE"

20-4640-47-4640



This week's

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

Release 42-14

**Ships Coast to Coast, Week of April 6**

**POPULAR**

- WAYNE KING and his Orchestra**  
Jeanning  
When You're in Love 20-6616—(47-6616)\*
- FREDDY MARTIN and his Orchestra**  
Wing-Ding Tonight!  
Am I in Love? 20-6640—(47-6640)\*
- EDDIE "PIANO" MILLER**  
Why Worry  
Penny Holiday 20-6631—(47-6631)\*
- LISA KIRK**  
I Thought of You Last Night  
Look Up 20-6645—(47-6645)\*
- THE PETER KING SINGERS**  
Sit Walk Alone  
Love, Where Are You Now? 20-6617—(47-6617)\*
- MERV GRIFFIN with Orchestra conducted by Hugo Winterhalter**  
The Heart of a Clown  
With No One to Love Tonight 20-6610—(47-6610)\*

**COUNTRY-WESTERN**

- HANK PENNY, Plain Ol' Country Boy**  
You're Gonna Look Like a Yankee  
Takes Taser 20-6633—(47-6633)\*
- ROY ROGERS (King of the cowboys)**  
There's a Cloud in My Valley of Sunshine  
A Four-Legged Friend 20-6631—(47-6631)\*

**SONS OF THE PIONEERS**

- Sweet Smoke  
Almost 20-6639—(47-6639)\*

**BLUES RHYTHM**

- BOB WILLIAMS**  
Baby, You're Wrong  
I'm Yours for Tonight 20-6636—(47-6636)\*
- JOHNNY HARTMAN**  
I Feel Like Crying  
Black Shadows 20-6627—(47-6627)\*

**SACRED**

- HANK SNOW with The Rainbow Ranch Boys**  
I Just Telephoned upstairs 20-6623—(47-6623)\*
- HANK SNOW and THE JORDANAIREs with The Rainbow Ranch Boys**  
My Mother 20-6622—(47-6622)\*

**SPIRITUAL**

- MARY FRAZIER**  
Glad to Go With the Spirit  
Glad to Go With the Spirit 20-6625—(47-6625)\*

**RED SEAL SPECIAL**

- JAN PEECE with Orchestra conducted by Hugo Winterhalter**  
A Mother As Lovely As You  
Three Things Are Known 20-6602—(47-6602)\*
- JAMES MELTON with Hugo Winterhalter's Orchestra and Chorus**  
One Little Word  
Teethache in My Head 20-6603—(47-6603)\*

**NEW ALBUMS**

- PAUL WING; Music composed and conducted by Norman Layden**  
Dick Whittington and His Cat  
Ragtime 20-6548—(47-6548)\*
- PAUL KING; Music composed and conducted by Norman Layden**  
The Ugly Duckling  
Three Billy Goats Gruff 20-6553—(47-6553)\*

\*45 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.

- Lady Love/Idaho State Fair**  
Vaughn Monroe 20-4611—(47-4611)\*
- That's the Chance You Take/Forgive Me**  
Eddie Fisher 20-4574—(47-4574)\*
- Easy on the Eyes/Anything That's Part of You**  
Eddy Arnold 20-4569—(47-4569)\*
- Any Time/Never Before**  
Eddie Fisher 20-4359—(47-4359)\*
- Tulips and Heather/Please, Mr. Sun**  
Perry Como 20-4453—(47-4453)\*
- Blue Tango/The Gypsy Trail**  
Hugo Winterhalter 20-4518—(47-4518)\*
- Tell Me Why/Trust in Me**  
Eddie Fisher 20-4444—(47-4444)\*
- The Gold Rush Is Over**  
Hank Snow 20-4522—(47-4522)\*
- Flamhorne**  
Phil Harris and The Bell Sisters 20-4584—(47-4584)\*
- Bermuda**  
The Bell Sisters 20-4422—(47-4422)\*
- Three Ways of Knowing/When You Want a Little Lovin'**  
Johnnie & Jack 20-4555—(47-4555)\*
- Slow Poke**  
Pee Wee King 21-0489—(48-0489)\*
- Poor Whip-Poor-Will/Wheel of Fortune**  
The Bell Sisters 20-4520—(47-4520)\*
- Egbert The Easter Egg**  
Roy Rogers 45-5336—(47-0306)\*
- Down South**  
Spike Jones 20-4568—(47-4568)\*

**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.

- BE ANYTHING**  
Don Estes 20-6378—(47-6378)\*
- EASY ON THE EYES**  
Eddy Arnold 20-4569—(47-4569)\*
- The Dick Jockey Pick, Billboard, March 29th issue.
- The Country and Western Disk Jockey Pick, Billboard, March 29th issue.

**TIPS**

**WING-DING TONIGHT/AM I IN LOVE!**  
FREDDY MARTIN  
20-4640—(47-4640)\*

**THIS WEEK'S MAILBAG**

**ONE LITTLE CANDLE**

Perry Como has recorded for RCA Victor a song entitled ONE LITTLE CANDLE. The lyrics convey the message of an ancient proverb: "It is better to light one little candle than to cry out against the darkness."

We in show business hear a lot of "crying out against the darkness," and the cries are only too familiar: "It's not what you know; it's who you know."

"That's not a new singer; that's a new disease!"

"His father's a music publisher, and that makes him a composer."

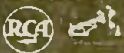
The above remarks don't light any candles: they just increase the darkness. And we'll have to confess that we have done a little darkness-increasing ourselves sometimes. Perhaps because of our failings, the message Perry Como conveys in his RCA Victor recording of ONE LITTLE CANDLE made a deep impression on us. And, from the reaction we've gotten from leading disc jockeys, we gather that we are not alone in our feelings. So we thought we'd tell you about this record. And we thought we'd light one little candle of our own by thanking the composers of the song publicly for their fine work. J. Maloy Roach and George Myszels can take a bow.

Thanks also to Mitchell Ayres and his Orchestra for their outstanding contribution to the record. And special thanks to the guy who is known throughout show business as a man who's always ready to help a good cause with a good performance—our favorite candle lighter, Perry Como.

The stars who make the hits are on

**RCA VICTOR Records**

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Materials printed in Germany



TO AMERICA'S DISC JOCKEYS . . .

If my latest Mercury Record pleased your listening audiences and justified your selecting it for your record shows... I'm happy!

TO AMERICA'S PHONO OPERATORS . . .

If my latest Mercury Record helped fill the coin boxes in your machines... believe me... I'm thrilled!

TO AMERICA'S RECORD DEALERS . . .

If my latest Mercury Record is ringing the bell on the cash register and stimulating traffic into your store... that's what really counts!

# PATTI PAGE

# 'WHISPERING WINDS' COUPLED WITH 'LOVE, WHERE ARE YOU NOW'

MERCURY 5816 • 5816X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

## 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 latest advance sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

#### NEW YORK

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Okeh
3. BLUE TANGO—L. Anderson—Decca
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. GUY IS A GUY—Doris Day—Columbia
7. PERFDIA—Four Aces—A. Alberts—Decca
8. PLEASE, MR. SUN—J. Ray—Columbia
9. THERE AM I! BROKEN HEARTED—J. Ray—Columbia
10. TELL ME WHY—E. Fisher—H. Winterhalter—Victor

#### CHICAGO

1. BLUE TANGO—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. CRY—J. Ray—Okeh
6. WHEEL OF FORTUNE—B. Wayne—Mercury
7. WINDOW—G. Jenkins—Weavers—Decca
8. PERFDIA—Four Aces—A. Alberts—Decca
9. HAMBONE—R. Saunders—D. Hawkins—Hambone Kids—Okeh
10. THREE BELLS—Les Compagnons De L'Air—Columbia

#### LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. CRY—J. Ray—Okeh
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. WINDOW—G. Jenkins—Weavers—Decca
6. TRY—S. Traylor—Capitol
7. TELL ME WHY—Four Aces—A. Alberts—Decca
8. COME WHAT MAY—P. Page—Mercury
9. BLUE TANGO—L. Anderson—Decca
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

#### DETROIT

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLUE TANGO—L. Anderson—Decca
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. PERFDIA—Four Aces—A. Alberts—Decca
6. I'LL WALK ALONE—D. Cornell—Coral
7. GUY IS A GUY—Doris Day—Columbia
8. BLUE TANGO—L. Anderson—Decca
9. CANDY DANCERS' BALL—F. Laine—Columbia
10. BLACKSMITH BLUES—E. M. Morse—Capitol

#### BOSTON

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. GUY IS A GUY—Doris Day—Columbia
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. I'LL WALK ALONE—D. Cornell—Coral
6. AROUND THE CORNER—J. Stafford—Columbia
7. CRY—J. Ray—Okeh
8. ANY TIME—E. Fisher—H. Winterhalter—Victor
9. TENDERLY—R. Cisneros—Columbia
10. WHISPERING WINDS—P. Page—Mercury

#### DALLAS-FORT WORTH

1. BLACKSMITH BLUES—E. M. Morse—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. BERNUDA—Bill Siffers—Victor
6. HAMBONE—J. Stafford—F. Laine—Columbia
7. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
8. THAT'S THE CHANCE YOU TAKE—E. Fisher—H. Winterhalter—Victor

#### SEATTLE

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

#### PITTSBURGH

1. BLUE TANGO—L. Anderson—Decca
2. GUY IS A GUY—Doris Day—Columbia
3. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
4. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
5. WHISPERING WINDS—P. Page—Mercury
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. I'LL WALK ALONE—D. Cornell—Coral
8. WHEEL OF FORTUNE—K. Starr—Capitol
9. TELL ME WHY—Four Aces—A. Alberts—Decca
10. TRY—J. Ray—Okeh

#### ST. LOUIS

1. GUY IS A GUY—Doris Day—Columbia
2. I'LL WALK ALONE—D. Cornell—Coral
3. AT LAST—R. Anthony—Capitol
4. BLUE TANGO—L. Anderson—Decca
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. KISS TO BUILD A DREAM—L. Armstrong—Decca
7. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
8. DANCING WITH TEARS IN MY EYES—Masterson—London
9. WHEEL OF FORTUNE—K. Starr—Capitol

#### WASHINGTON, D. C.

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Okeh
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. BLUE TANGO—L. Anderson—Decca
5. I'LL WALK ALONE—D. Cornell—Coral
6. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
7. THAT'S THE CHANCE YOU TAKE—E. Fisher—H. Winterhalter—Victor
8. ANY TIME—E. Fisher—H. Winterhalter—Victor
9. PLEASE, MR. SUN—J. Ray—Columbia
10. SLOW POKE—Pee Wee King—Victor

#### DENVER

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
5. BLACKSMITH BLUES—E. M. Morse—Capitol

#### ATLANTA

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

#### PHILADELPHIA

1. GUY IS A GUY—Doris Day—Columbia
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. THERE AM I! BROKEN HEARTED—J. Ray—Columbia
4. BLUE TANGO—L. Anderson—Decca
5. CRY—J. Ray—Okeh
6. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
7. BLACKSMITH BLUES—E. M. Morse—Capitol
8. ANY TIME—E. Fisher—H. Winterhalter—Victor
9. IF I HAD THE HEART OF A CLOWN—B. Wayne—Mercury

#### NEW ORLEANS

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. CRY—J. Ray—Okeh
5. BERNUDA—Bill Siffers—Victor
6. PLEASE, MR. SUN—J. Ray—Columbia
7. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
8. FORGIVE ME—E. Fisher—H. Winterhalter—Victor

### HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from the Billboard

#### HELPS RECORD SALES

"Our most successful advertising to date has been a combination of TODAY'S TOP TUNES and a radio spot. On our daily spot we invite people to receive songs. We add their names to our mailing list which receives TODAY'S TOP TUNES."

MUCHES MUSIC  
Mary Hughes  
Burney, Calif.



The Billboard 921  
2100 Patterson St., Cincinnati 23, Ohio

Please imprint and ship 50 copies of TODAY'S TOP TUNES for which I enclose \$1.

IMPRINT AS FOLLOWS:

NAME .....

ADDRESS .....

CITY AND STATE ..... PHONE .....

Ordered by .....

**SPECIAL TRIAL OFFER**  
**50 Copies Only \$1**  
TRY IT AND YOU'LL BUY IT EVERY WEEK.



# Art Mooney



*with a great NEW Mooney Maker*

## Honky Tonk Blues and ...



## "Move it on Over"



MGM 11196 (78 rpm)  
K11196 (45 rpm)

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 10, N.Y.

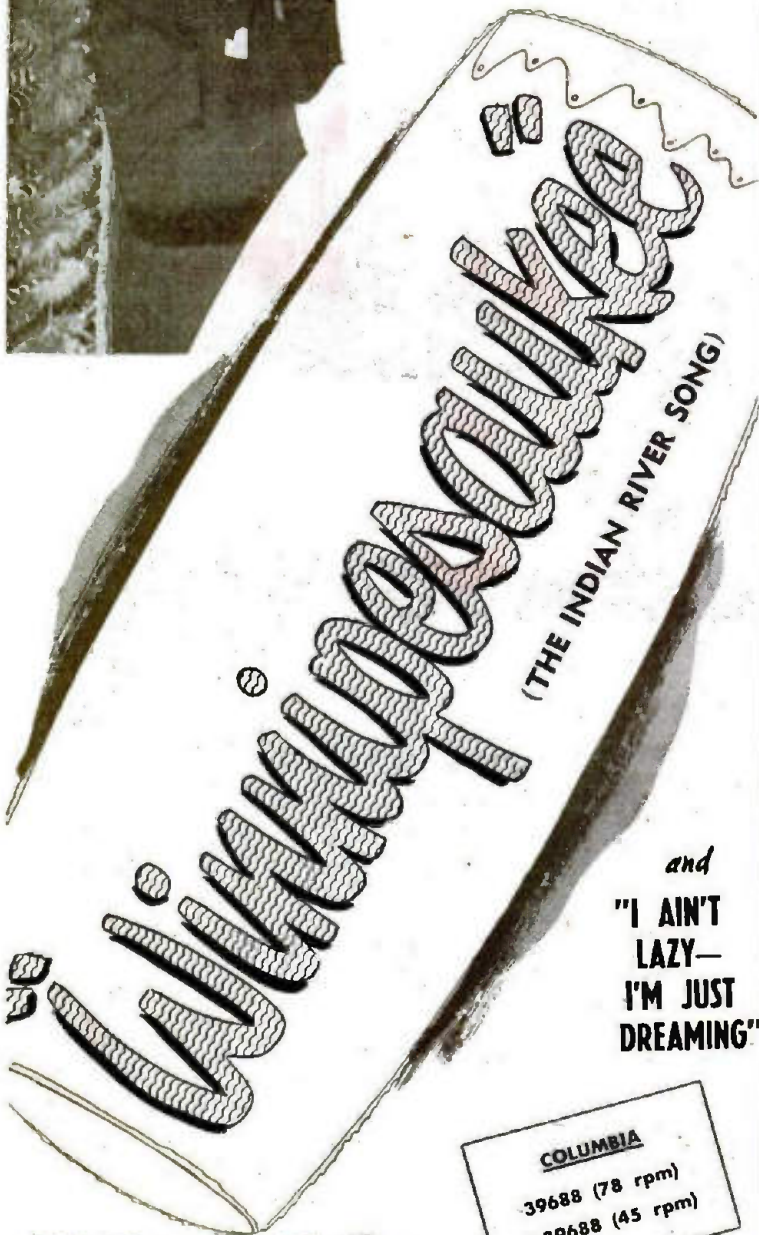


Sammy's on the ~~Hot~~ Hit Path . . .  
the swing and sway music of . . .



# Sammy KAYE

and His Orchestra playing . . .



"Whispering Winds"  
(THE INDIAN RIVER SONG)

and  
"I AIN'T  
LAZY—  
I'M JUST  
DREAMING"

**COLUMBIA**  
39688 (78 rpm)  
4-39688 (45 rpm)

## Columbia Records

First, Finest, Foremost in Recorded Music  
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

Tony RUSSO  
and the  
KAYDETS

## THE BILLBOARD Music Popularity Charts

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

### • Most Played Juke Box Records

... Based on reports received March 26, 27 and 28

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Listings shown in this chart other available records of tunes listed here will be found in the Master Roll of Hit Music Popularity Chart, Part 1.

POSITION	Weeks [Last] This Year	Record	Artist
7	1	1. WHEEL OF FORTUNE	K. Starr Capitol 1964; (45)F-1964—BM
19	2	2. CRY	J. Ray Decca 27860; (45)M-6840—BM
18	3	3. ANY TIME	E. Fisher-H. Winterhalter Victor 4359; (45)M-4359—BM
16	4	4. TELL ME WHY	Four Aces-A. Alberts Decca 27860; (45)M-27860—BM
7	5	5. BLUE TANGO	L. Anderson Decca 27875; (45)M-27875—ASCAP
11	6	6. PLEASE, MR. SUN	J. Ray Capitol 39636; (45)M-39636—BM
4	9	6. HAMBONE	J. Stafford-F. Laine Capitol 39672; (45)M-39672—BM (P. Marlin-Bell) Sisters Victor 20-4584; R. Saunders Ork, Decca 6862; T. Dorsey Ork Decca 28057
18	7	8. LITTLE WHITE CLOUD THAT CRIED	J. Ray Decca 28040; (45)M-6840—ASCAP
8	9	9. BLACKSMITH BLUES	E. M. Morse Capitol 1922; (45)M-1922—BM
9	14	10. BE MY LIFE'S COMPANION	Mills Brothers Decca 27889; (45)M-27889—ASCAP (H. Hawkins, King 1039; M. Carson-M. Griffin, Victor 20-4454; G. G. Gable, Mercury 5758; R. Clooney-P. Faith Ork, Columbia 39633; Art Leno, MGM 11133; S. McDonald, Capitol 3967)
6	10	11. PERFIDIA	Four Aces-A. Alberts Decca 27987; (45)M-27987—ASCAP (J. August, Mercury 5589; D. Bruback Trio, Fantasy 515; G. Miller Ork, Victor 27-0137; B. Sawyer, Capitol 2019)
22	13	11. SLOW POKE	Poo Wee King Victor 4549; (45)M-0459—BM
3	16	11. FORGIVE ME	E. Fisher-H. Winterhalter Victor 4574; (45)M-4574—ASCAP (F. Edwards-L. Holmes Ork, MGM 11170)
10	17	11. STOLEN LOVE	E. Howard Mercury 57714; (45)M-57714—BM (E. Hill, Mercury 6383; The Larks, Apollo 1190; G. Lombardo, Decca 27962; J. Liggins, Specialty SP-427; Three Suns, Victor 20-4510)
5	17	15. WHEEL OF FORTUNE	B. Wayne Mercury 57794; (45)M-57794—ASCAP
3	21	16. PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller Capitol 39663; (45)M-39663—ASCAP
8	1	17. COME WHAT MAY	P. Page Mercury 57724; (45)M-57724—ASCAP (M. B'Connell, Capitol 1944; J. Scott, Coral 40650; T. Dorsey Ork, Decca 28057)
2	26	17. BLUE TANGO	G. Lombardo Decca 28931; (45)M-28931—ASCAP
1	—	17. I'LL WALK ALONE	D. Cornell Capitol 40659; (45)M-6069—ASCAP (L. Holmes Ork, MGM 11190; M. Whelan-L. Davis Ork, Capitol 2000; P. Andrews, Decca 28036; B. Taylor-P. Faith Ork, Columbia 39654; J. Froman, Capitol 2094)
4	—	20. WISHIN'	E. Howard Mercury 57894; (45)M-57894—ASCAP (E. Hawkins, Decca 28056; E. Barton-P. Weston Ork, Coral 40651; R. Horton Ork, Decca 27975; G. MacKerzie, Capitol 1983; C. Lane, MGM 11173; T. Phillips Ork, King 19156)
3	24	21. WHEEL OF FORTUNE	Bell Sisters Victor 4520; (45)M-4520—ASCAP
13	19	22. TELL ME WHY	E. Fisher-H. Winterhalter Victor 4444; (45)M-4444—BM
2	29	22. WHISPERING WINDS	P. Page Mercury 57581; (45)M-57581—ASCAP
8	11	24. (Here Am I) BROKEN HEARTED	J. Ray Capitol 39636; (45)M-39636—ASCAP (F. Dixon-E. Williams Trio, Spring Time 26; Alan Dale, Decca 27961; B. Anthony Ork, Capitol 1956; J. Raymond-J. Hanson Ork, Remington R-28023; E. Light Ork, Prere 1009)
13	15	24. BERMUDA	Bell Sisters Victor 4422; (45)M-4422—BM (B. Anthony Ork, Capitol 1956; R. Lee, Decca 27993)
1	—	24. AROUND THE CORNER	J. Stafford Capitol 39653; (45)M-39653—ASCAP (B. Newman, King 1957; The Weavers-G. Jenkins, Decca 28054; M. Cugat Ork, Mercury 5813)
2	21	27. GUY IS A GUY	Doris Day Capitol 39673; (45)M-39673—BM
2	24	27. HAMBONE	Bell Sisters-P. Harris Victor 4586; (45)M-4586—BM
3	—	29. AT LAST	R. Anthony Capitol 1912; (45)M-1912—ASCAP (G. Hilliday, Prere 1044; B. Johnson Ork-A. Francis, Decca 27998; G. Miller Ork-R. Egan, Victor 27-0137; T. Sinatra Ork, MGM 11145; T. Martin, Victor 20-4477; R. Martin Ork, Abbey 15066; G. Lombardo Ork, Decca 28031)
1	—	29. PLEASE, MR. SUN	P. Como Victor 4453; (45)M-4453—BM



# the Modernaires

**'THANKS'**  
for the kind words . . .  
and a  
**BIG SMASH HIT!**

**VARIETY**  
"A reprise of 'Doodle' smash of 15 years back which will pay its freight in sales and be an especially stout juke-box commodity. Bleating is beautifully blended and the vocal drive the group invests is the best The Mods have disc'd in years!"



**The Billboard**  
• **The Billboard Picks**

"All the showwise background of the vocal group's years of experience plus a strong background for a fine old standard, adds up to a coin catching etching." . . .

# "THE DIPSY DOODLE"

**Moving Fast**  
**STOMPIN' AT THE SAVOY**  
and **OCTOBER 32nd, 1952**  
Coral 60609 (78 rpm)  
9-60609 (45 rpm)

**CORAL RECORDS**  
*America's Fastest Growing Record Company*  
(A subsidiary of DECCA RECORDS, INC.)

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

backed with  
**'I'll Always Be Following You'**  
with orch. directed by George Cates  
Coral 60658 (78 rpm)  
9-60658 (45 rpm)

Materiale protetto da copyright



# "LOVE SONG OF THE WATERFALL"

IMPERIAL RECORD NO. 8134 — 45-8134

## Breaking for a BIG HIT!!!

\*\*\*\*\*

# "SLIM" WHITMAN

IMPERIAL  
RECORD NO.  
**8134**  
45-8134



IMPERIAL  
RECORD NO.  
**8134**  
45-8134

SINGS... BOB NOLAN'S

# "LOVE SONG OF THE WATERFALL"

IMPERIAL RECORD CO., INC.  
6425 HOLLYWOOD BLVD • HOLLYWOOD 28, CALIF.

PUBLISHED BY

AMERICAN MUSIC CO., INC.  
9109 SUNSET BLVD. • HOLLYWOOD, CALIF.

# "LOVE SONG OF THE WATERFALL"

IMPERIAL RECORD NO. 8134 — 45-8134

"LOVE SONG OF THE WATERFALL" • IMPERIAL

"LOVE SONG OF THE WATERFALL" • IMPERIAL

## THE BILLBOARD Music Popularity Charts

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

### • Most Played Juke Box Folk (Country & Western) Records

... Based on reports received March 26, 27 and 28

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

POSITION	Weeks   Last   This	to date   Week   Week	Artist	Record No.	Label
22	1	1	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col:78:20862; (45)4-20862—BMI
14	2	2	GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col:78:20885; (45)4-20885—BMI
6	4	3	DON'T JUST STAND THERE	Carl Smith	Col:78:20893; (45)4-20893—BMI
28	3	4	SLOW POKE	Pee Wee King	V:78:21-0499; (45)48-0499—BMI
10	5	3	WONDERING	W. Pierce	Dec:78:46364; (45)9-46364—BMI
7	6	6	SILVER AND GOLD	Pee Wee King	V:78:20-4558; (45)47-4458—BMI
9	7	7	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V:78:20-4413; (45)47-4413—ASCAP
3	8	8	MILK BUCKET BOOGIE	Red Foley	De:278:27981; (45)9-27981—BMI
2	8	8	SALTY DOG RAG	Red Foley	Dec:78:27981; (45)9-27981—BMI
6	10	10	HONKY TONK BLUES	Hank Williams	MGM:78:112160; (45)16-31160

#### Coming Up

Records listed here 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.	WILD SIDE OF LIFE	H. Thompson	Cap:78:1942; (45)F-1942
2.	DON'T STAY AWAY	Lefty Frizzell	Col:78:20911; (45)M-20911
3.	EASY ON THE EYES	E. Arnold	V:78:20-4569; (45)47-4569

### Subscribe Now!

**52 BIG ISSUES, \$10**  
Including 8 Special Issues

"A good display of record advertisements from The Billboard is a great help for increasing your sales."

F. W. WOOLWORTH CO.  
Miss Hazel Smith  
124 West Main St.  
Durham, N. C.

THE BILLBOARD 919  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. Foreign Countries (except Canada), \$20. I understand this will include at least 8 Special Issues.



Name .....

Address .....

City .....

Occupation .....

Cancer  
strikes  
one in  
five

### STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY



# 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 Records Most Played by Folk Disk Jockeys

Based on reports received March 26, 27 and 28

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

POSITION	Weeks (Last) This to date/Week/Week	Record	Artist	Label
6	1	1. DON'T JUST STAND THERE	Carl Smith	Cal:78120893; (4514-20893)-BMI
14	2	2. WONDERING	W. Pierce	Dec:78146364; (4519-46364)-BMI
4	6	3. WILD SIDE OF LIFE	H. Thompson	Cal:7811942; (4511-1942)-BMI
15	3	4. GIVE ME MORE, MORE, MORE	Lefly Frizzell	Cal:78120805; (4514-20805)-BMI
9	7	5. MISSING IN ACTION	E. Tubb	Dec:78146309; (4519-46309)-BMI
13	9	6. BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM:7811100; (4516-11100)-BMI
8	—	7. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V:781204413; (45147-4413)-ASCAP
8	8	8. SILVER AND GOLD	Pee Wee King	V:781204558; (45147-4458)-BMI
24	4	9. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Cal:78120862; (4514-20862)-BMI
1	—	10. EASY ON THE EYES	E. Arnold	V:781204569; (45147-4569)-ASCAP

### Coming Up

1.	GOLD RUSH IS OVER	Hank Snow	V:781204522; (45147-4522)
2.	DON'T STAY AWAY	Lefly Frizzell	Cal:78120911; (4514-20911)
3.	MILK BUCKET BOOGIE	Red Foley	Dec:78127981; (4519-27981)

## Best Selling Retail Folk (Country & Western) Records

Based on reports received March 26, 27 and 28

Records listed in 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	Artist	Label
20	1	1. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Cal:78120862; (4514-20862)-BMI
27	2	2. SLOW POKE	Pee Wee King	V:781210489; (45148-0489)-BMI
4	3	3. DON'T JUST STAND THERE	Carl Smith	Cal:78120893; (4514-20893)-BMI
9	4	4. MISSING IN ACTION	E. Tubb	Dec:78146309; (4519-46309)-BMI
8	7	5. WONDERING	W. Pierce	Dec:78146364; (4519-46364)-BMI
14	6	6. GIVE ME MORE, MORE, MORE	Lefly Frizzell	Cal:78120805; (4514-20805)-BMI
7	5	7. SILVER AND GOLD	Pee Wee King	V:781204458; (45147-4458)-BMI
5	9	7. HONKY TONK BLUES	Hank Williams	MGM:7811100; (4514-11100)
1	—	9. GOLD RUSH IS OVER	Hank Snow	V:781204522; (45147-4522)
1	—	9. EASY ON THE EYES	E. Arnold	V:781204569; (45147-4569)-ASCAP

### Coming Up

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

1.	SALTY DOG RAG	Red Foley	Dec:78127981; (4514-27981)
2.	MILK BUCKET BOOGIE	Red Foley	Dec:78127981; (4514-27981)
3.	DON'T STAY AWAY	Lefly Frizzell	Cal:78120911; (4514-20911)

### ATTENTION, DEALERS AND OPERATORS ONLY SOLVE YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE

Ordering and Getting Records Is a Difficult and Trying Problem. Let Us Be Your Erased Boys! Let Us Do All the Hustling and Running Around to the Various Houses.

GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS

We Ship in 24 Hours—No Substitutes—No Back Orders. All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Any One Else Can Offer You.

TRY OUR SERVICE AND YOU WON'T USE ANY OTHER

UPTOWN MUSIC ONE-STOP RECORD SERVICE 465 BELMAR AVE. (Phone: FO 317 2401) ST. LOUIS, MO.



HANK'S LATEST

# "Half As Much"

and ...

# "LET'S TURN BACK THE YEARS"

M-G-M 11202



POP FAVORITE

COUNTRY FAVORITE

# "TENNESSEE MEMORIES"

and ...

# "TRUE LOVE"

MERCURY 6388

# The CARLISLES



# BIG for the OPERATORS



# "LET YOUR PENDULUM SWING"

CAPITOL 1987

# ROY HOGSEED

RECENT RELEASES RIDING HIGH!

Columbia 20906 "ALMOST" George Morgan  
 M-G-M 11163 "I CAN'T STAND THIS LONELINESS" Bob Willis  
 M-G-M 11182 "YOU UPSAY MY APPLE CART" Jimmy Allen  
 "ROCK CANDY ROCK"



Acuff-Rose PUBLICATIONS



THE BILLBOARD

Music Popularity Charts

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

Folk Record Releases

- Cry, Cry, Cry—Boots Faye-Idaho Call (11m) Cap 2867.
Don't Step Away From Love—Grady Martin-His Slow Foot Fire (10m) Dec 28074.
Four Bare Walls and a Ceiling—Cowboy Copas (11) King 1046.
Fanny Book—Denny Dixon (Sweater) Abbott 132.
Georgia—Norm Houge (10m) JE Ranch ME-1433.
Get Up and Go—Grady Martin-His Slow Foot Fire (Don't) Dec 28074.
God Has Taken My Flower—Jimmie Osborne (Millie) King 1045.
I Am Slowly Dying of a Broken Heart—Hawshaw Hawkins (Over) King 1047.
I Can't Stop Loving You—Cowboy Copas (Fort) King 1046.
Idaho State Fair—Rusty Keefer-Hillside (You) Coral 60679.
I'm Looking at a Darlin' Angel—Bob Davis (My) Abbott 114.
I'm Missin' Lots of Lovin'—Terry Preston (Words) Cap 2024.
I'm Smilin' in a Hole—Boots Faye-Idaho Call (10m) Cap 2027.
I'll Wait 'til You—Hodges Bros. (My) Trumpet 160.
The Last News for You—Rod Morris-His Missourians (Ten) Cap 2022.
Let Old Mother Nature Have Her Way, No. 2—Louie & Oscar (Musical) Dec 28060.
William Peace Have Died—Jimmie Osborne (God) King 1048.
Moose Jam Rag—Herb Remington-Ranch Hands (10m) Dec 28058.
Musk Malar Mama Second Hand—Louie & Oscar (10m) Dec 28060.
My Gal Comes From Heaven—Bob Davis (11m) Abbott 114.
My Darlin' Liba Lou—Hillbilly Barton (You) Abbott 113.
My Heart Fell at Her Feet—Hodges Bros. (11) Trumpet 160.
My Mother Must Have Been a Girl Like You—Ernest Tubb (Somebody's) Dec 28061.
Old Time Wail—Herb Remington-Ranch Hands (10m) Dec 28058.
Over the Hill—Hawshaw Hawkins (I Am) King 1047.
Somebody's Stolen My Honey—Ernest Tubb (My) Dec 28067.
Sweater Girl—Denny Dixon (Farm) Abbott 132.
Ten to One I Love You—Rod Morris-His Missourians (11m) Cap 2022.
Too Old to Get the Mender—Norm Houge (10m) JE Ranch ME-1433.
Words—Terry Preston (11m) Cap 2024.
You Made Me Love You—Hillbilly Barton (My) Abbott 113.
You Will Never Grow Old—Rusty Keefer-Hillside (Taste) Coral 60679.

Country & Western (Folk) Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale from 100 to 10. Includes entries for Ernest Tubb, Hank Williams, Cowboy Copas, Jimmie Osborne, Moon Mulligan, Rod Morris, Ernie Lee, Gene McChee, Hawshaw Hawkins, Ramblin' Jimmie Dolan, Bill Monroe, Roy Acuff, Terry Preston, Carson Robison, Boots Faye-Idaho Call, Jimmie Skinner, and Jimmy Boyd.

FOLK TALENT AND TUNES

Communications in case The Billboard, 1300 Sunset Blvd., Hollywood 28. By JOHNNY SIPPET.

Artists' Activities

Lute Williamson is taping interviews with the increasing number of artists hitting New England for his special Saturday morning show over WHYN, Holyoke, Mass.
Charlie Walker, who recently cut his first sides for Imperial, is still plugging country wax at KMAC, San Antonio, in addition to promoting one-nighters at his Barn, San Antonio.
Uncle Joe Allison has added a full hour to his daily aired at KXLA, Pasadena, Calif.
Jane Powell, librarian at WARR, Arlington, Va., reports that Hawshaw Hawkins is now appearing regularly at the Merry Lane Cafe, Washington, D. C.
Gene B. Gay of that station gives over to four Army installations late in March.
Marty Roberts, WCKY, Cincinnati, reports that a new diskery, Adams, whose first release is "Milk Bucket Boogie," Warren Jarvis, WVA, Norton, Va., reports Carl Story did capacity business in a recent appearance at a local theater. Story is headed back to Charlotte, N. C.
Tex Davis, WLOW, Norfolk, wants tapes from artists for his shows.
Carl Shock, WKYW, Louisville, reports his early reaction to Hank Snow's "The Gold Rush Is Over."
Red Hutsell is now doing three hours daily over WIBK, Knoxville, and is seeking new talent to promote via disks in his territory.
Duke Walshek, KOTL, Gonzales, Tex., is seeking a copy of Tex Williams' "Happy Birthday Polka."
His copy, which he uses to acknowledge birthdays of his listeners, is worn out.
Ray Read, KULP, El Campo, Tex., would like all the new Spike Jones Country Cousins disks from Victor.
Dick Stuart, KWTM, West Memphis, Ark., likes Bob Bruce's Chess recording of "How Can It Be."
Claude Dugay, Maine country music promoter, reports that a new country music ranch may start near Waterville, Me.
Georgia Mae and Tex and the Night Riders have their own separate daily shows over WLAW, Lawrence, Mass.
Dunneville, Ont., has the first h.b. park in the entire province, opening week-ends and holidays only. It is operated by George L. Featherstone. Featherstone plans to add an outside theater this season.
He also leads the house band.
Dick Carter, leader of the Circle C Ranch Hands, does a two-hour daily d.j. shot over WRRF, Washington, N. C. and also does a daily show with his band over the station.
The Mercer Brothers (Columbia) have started a Sunday morning all-hymn show on WIBB, Macon, Ga.
The Georgia Crackers, WHKC, Columbus, O., have completed 88 shows this season.
Zeb Carver and his Country Cousins are in their 22d week at the Village Barn, New York. Carver and his group are also linked to World Transcription for a series.
Eddie Kirk, who signed recently with Arena Stars, the Ralph Wonders-Spike Jones management firm, is bedded with flu.
He is missing his daily d.j. shows at KXLA, Pasadena, which are being worked by Cousin Lou Stevens.
Charley Wright, the Dallas agent, has set Jack Rowe and the Wichita Mountain Boys (Decca) at Bob Willis' Ranch-House, Dallas, for six weeks.

Hawshaw Hawkins may play his first string of dates thru the Southwest soon. Hawkins has reportedly left WWVA, Wheeling, W. Va., for a time to make personals. Wright is also taking over personals on Leon Payne (Capitol), beginning March 31.
Tillman Franks has sold out his retail record shop to concentrate on promoting his new property, Webb Pierce. Pierce is set for the NBC "Grand Ole Opry" on April 18.
Jack Patton (Gold Tone) is now heard daily on KIRK, Los Angeles.
Carolina Cotton has given her name to a kiddie park owner for use in publicizing his establishment in Compton, Calif. The park will now be known as Carolina Cotton Tiny Town. She will work the park on Sundays when her schedule permits. Merchandise tie-ins will be worked out. This park was known as Doye O'Dell Tiny Town as late as the fall of 1951.
Texas Bill Strength (Coral) is still working out of the Atlanta office of the CIO, doing songs at labor gatherings.
Tom Stanton, proxy of Rich-R-Tone label, reports that he has signed Bill Alford to a waxing pact. They are heard daily on WETB, Johnson City, Tenn.
Carl Ritter reports he did good business with his rodeo in Austin recently. It was the first rodeo in the Texas city in a long time.
Doc Klatt and Earl Scruggs (Mercury and Columbia) have moved to WPTF, Raleigh, N. C.
Carl Story is also working in North Carolina, having moved from WCVB, Bristol, Tenn., to WAYS, Charlotte.
WLS "National Barn Dance" (Continued on page 108)

Advertisement for Henry Ford's Original Early American Records, featuring 40 Popular Dances. Includes contact information for The Henry Ford Museum, Dearborn, Michigan.

Advertisement for "Satisfied" and "Jesus for Me" records by The Blue Ridge Quartet, featuring a picture of the quartet and contact information for Gemini Record Corp.

Advertisement for Atlantic Recording Corp. featuring records like '5-10-15 Hours', 'One Mint Julep', and 'Sweet Sixteen'.

Advertisement for a record titled 'SLEEPER HIT! I CAN'T LOSE WITH THE STUFF I USE' by Lester Williams.

Advertisement for 'I FOR 311! RACE! HILLBILLY! and POP! "HEAVENLY FATHER" or "I LOVE YOU" by Edna McGriff With Buddy Lucas.

Advertisement for 'Sure hit... Big Profits!' featuring a 'DIAMOND RING' by Brownie McGhee, available from Savoy Record Co., Inc.



# THE BILLBOARD Music Popularity Charts

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

## • Most Played Juke Box Rhythm & Blues Records

Based on reports received March 26, 27 and 28

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

POSITION	Weeks Last To Date/Weeks	Title	Artist	Label	Catalog No.	RPM
6	1	1. NIGHT TRAIN	J. Forest	United	781110	(45)45-110
14	2	2. THREE O'CLOCK BLUES	B. B. King			RPM 339-8M1
4	4	2. GOT YOU ON MY MIND	J. Greer		W78120-4348; (45)47-4378	
3	5	4. POUND OF BLUES	J. Hodges		Mercury 781896A; (45)496-1X45	
4	8	5. WHEEL OF FORTUNE	D. Washington		Mercury 7818267; (45)8267X45-ASCAP	
8	—	6. BOOTED	R. Gordon			Chess 1487-881 RPM 344
1	—	6. NO MORE DOGGIN'	R. Gordon			RPM 350-8M1
1	—	6. BIG QUESTION	P. Myfield			Specialty 425-8M1
1	—	9. NEW BLOWTOP BLUES	D. Washington			Mercury 7818267; (45)8267X45
2	6	10. COFFEE BLUES	Lightnin' Hopkins			Shim In 635
10	8	10. CRY	J. Ray		Decca 7816440; (45)4-6940-8M1	

### Coming Up

Records listed here 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. LET'S FALL IN LOVE ..... L. Young ..... Mercury 6963
2. MR. SO AND SO ..... A. Crudup ..... RCA Victor 20-4572

## • Best Selling Retail Rhythm & Blues Records

Based on reports received March 26, 27 and 28

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

POSITION	Weeks Last To Date/Weeks	Title	Artist	Label	Catalog No.	RPM
6	1	1. NIGHT TRAIN	J. Forest	United	781110	(45)45-110
9	2	2. BOOTED	R. Gordon			Chess 3478 Gold Gold Winner RPM 344-8M1
14	3	3. THREE O'CLOCK BLUES	B. B. King			RPM 339-8M1
2	6	4. TROUBLE IN MIND	D. Washington			Mercury 7818267; (45)8267X45
5	4	5. WHEEL OF FORTUNE	D. Washington			Mercury 7818267; (45)8267X45-ASCAP
1	—	5. HEAVENLY FATHER	E. McGuff			Jubilee 7815073; (45)45-5073
15	5	7. CRY	J. Ray			Decca 7816440; (45)4-6940-8M1
19	—	7. FLAMINGO	E. Bostic			King 7814475; (45)45-4475-ASCAP
8	7	9. WHEEL OF FORTUNE	E. Wilcox-S. Gale			Decca 781787; (45)45-787-ASCAP
1	—	9. DUST MY BROOM	E. James			Trumpet 146 Caldish Blues

### Coming Up

Records listed here 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. LET YOUR TEARS FALL BABY ..... W. M. Thornton ..... Peacock 1587
2. WHEN YOU SURRENDER ..... L. Cummings ..... Decca 4821

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

Atlantic Records, which has mainly specialized in r.&b. records on its single disks, is starting a new gospel line which will be on the market in a few weeks. Re-releases will be issued with a newly designed label and called Atlantic Gospel Records. Artists set to record for the firm include the Rosettes, spiritual group who used to sing with Sister Rosetta Thurgood on Decca, and Billy Bunn and his Gospel Harmonizers, of Richmond, Va. Bunn has cut a number of sides for Victor.

Atlantic is also releasing the first Odel Turner platter this week, "Alarm Clock Boogie," the ditty the thrush penned and performed at the Apollo Theater in New York. Session was arranged and conducted by Jesse Stone. The Angelic Gospel Singers are

still under contract to Gotham Records, tho they have cut two sides for the Okeh label.

Joan Shaw and Her Blues Express Ork have been pacted by the Gale agency. . . . MGM Records has added to its r.&b. stable with the signing of blues shouter Johnny King. The singer, a protege of Leonard Feather, worked with the Loumal Morgan ork at Snookie's in New York. The first MGM sides cut by King were backed by the Buddy Johnson ork.

Nellie Lutcher just finished a week at Chubby's, Camden, N. J. . . . Willie Smith will tour with the Billy May ork when the band takes off with the package, "The Biggest Show of '52," in April. He will handle some vocals as well as his sax work. . . . The Lucky

(Continued on page 108)

## • Rhythm & Blues Record Releases

- Bermuda—Maurice King-His Wolverines (Wheel) Okeh 6863
- Birth of the Blues—Bill Osborne (Osborne) JM Ranch ME 1424
- Blanton of Blues—Tab Smith Ork (Down) United 1024
- Coffee Dassy Blues—Denny (Don Joe) Taylor (Come) Coral 65082
- Come on Home, Baby—Denny (Don Joe) Taylor (Coffee) Coral 65082
- Down Beat—Tab Smith Ork (Blanton) United 1024
- Heavenly Father—Edna McGriff-Buddy Lucas Ork (J. Jubilee 5073)
- Honeymoon—Betty Jones-Sandy Sandifer Ork (Lovel) Coronet 5001
- I Don't Mind—Streetsingers (Sankin) Comet 5201
- I Love You—Betty Jones-Sandy Sandifer Ork (Honeymoon) Coronet 5001
- I Love You—Edna McGriff-Buddy Lucas Ork (Heavenly) Jubilee 5073
- I'm Leavin' You—Betty Jones-Sandy Sandifer Ork (Linda) Coronet 5002
- Linda Brown—Betty Jones-Sandy Sandifer Ork (I-80) Coronet 5002
- Dorrie Sample—Bill Osborne (Birth) JR Ranch ME-1424
- Smakin' and Dreamin'—Streetsingers (I Don't) Comet 5201
- Wheel of Fortune—Maurice King-His Wolverines (Bermuda) Okeh 6868

## • Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RECORDING	STAR BORN	NEW
<b>LITTLE RICHARD</b> Get Rich Quick VICTOR 20-4582—One and chamber cut this raucous, carefree number with a backing in its rousing style. Good new wax.	83--84--80--84				
Thimbin' Bout My Mother The sentimental warbling by Little Richard carries conviction in this slow blues wailing.	80--80--80--80				
<b>FLO GARYIN</b> Let Me Keep You Warm KING 4510—In one of her own ditties, Flo Garyin offers affection with no hints of hard. Backing is stingy and features some neat use work. One should show interest.	82--82--82--82				
I'm on the Outside Looking In There's an uncensored here in an expressive reading of a torch tune.	80--80--80--80				
<b>HADDA BROOKS</b> All Night Long OKEH 6865—The intimate style set by the thrush is very appropriate to the sense of this blues ballad. Contribution by Teddy Bunn at the guitar adds great values. Due for many sides.	82--82--82--82				
Time Was When The sophisticated blues here is being appealingly by Miss Brooks. Backing is thin, pointing up the girl's effective style.	78--78--78--78				

**LATEST RELEASES!!**

TWO TOP HITS ON EVERY RECORD  
45 RPM OR 78 RPM  
30c each

Specify Speed Desired

**POPULAR**

318—WHEEL OF FORTUNE—  
TIGER RAC  
317—CRY—BE MY LIFE'S COMPANION  
316—TELL ME WHY—ANY TIME  
322—BLUE TANGOS—PERFECTA  
323—THE BLACKSMITH BLUES—HAMBONE

**WESTERN**

321—SILVER AND GOLD—TOO OLD TO CUT THE MUSTARD  
320—WONDERING—BUNDLE OF SOUTHERN SUNSHINE  
315—TISIC MAKIN' MAMA FROM MEMPHIS—ALABAMA JUBILEE  
314—GIVE ME MORE, MORE, MORE—BABY, WE'RE REALLY IN LOVE  
311—SOMEBODY'S BEEN BEATIN' MY TIME—CRAZY HEART  
1/2 with order. Balance C.O.D. MINIMUM ORDER \$10.00.

**VEDEX COMPANY**  
674 Tenth Ave., New York 19, N. Y.  
PLAZA 7-0636

**JOHNNY HARTMAN**  
at his Best...  
with  
**"BLACK SHADOWS"**  
and  
**"I feel like crying"**  
RCA Victor Records  
RCA 20-4637  
47-4637

**Peacock**  
SPIRITUALS—  
with plenty feeling

**GOLDEN HARP SINGERS**  
Sing  
"WILL THERE BE ANY STARS IN MY CROWN!"  
Parts #1 and #2  
PEACOCK #1591

**MARIE ADAMS**  
NEW RECORDING  
STAR BORN  
PEACOCK #1594 78 & 45 RPM

**DIXIE HUMMING BIRDS**  
2—GREAT SPIRITUALS—2  
"WADING THROUGH BLOOD AND WATER"  
"WHAT ARE THEY DOING IN HEAVEN TODAY!"  
PEACOCK #1583 78 & 45 RPM

**MARIE ADAMS**  
"MY SEARCH IS OVER"  
flip  
"I'M GONNA PLAY THE HONKY TONKS"  
PEACOCK #1583 — 78 & 45 RPM

**HOT! HIT THE SPOT!**  
**Peacock** 4104 Lyons Houston, Texas  
**GREAT! REAL GREAT!**



# BLAZING!

From Her Performance  
on Milton Berle's TV Show

# GEORGIA GIBBS

Has a  
Smash Hit in

# 'KISS OF FIRE'

Mercury Records 5823 and 5823×45  
Immediate Delivery!



## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
and TV Shows See The Billboard  
For Reviews and Ratings of Radio  
Section).

### Record Reviews

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

#### How Ratings Are Determined

Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers, and (4) for 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. A "B" indicates record is not suitable for a specific usage.

#### The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; organization (record ad/its-promotion firm, agent and other "push" 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.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>JERRY SHARD</b>		
Washington and Lee Swing CAPITOL 2021—Looks like the sherry has come thru with another big number in Les Paul's sherry, sherry, sherry, etc. The arrangement conceals, basic idea and engineering skill are combined with some hoked up musicianship to make for a powerful waltz item.	88--88--88--88	
Yes Sir, That's My Baby More of the same on another familiar ditty. The trane, aloke, banjo, chiasm and sypophane pound out the second side of a strong double-header.	86--86--86--86	
<b>FOUR ACES (Al Alberts)</b>		
My Hero DECCA 28073—A surprisingly different idea comes off as a powerful disk. Al Alberts leads the group all the way on the lovely "Chicago Soldier" item. Backed by a lush orb in a full-blown arrangement, the Aces build this to a powerful finish.	87--88--87--87	
Spring Is a Wonderful Thing The ballad, an attractive and filling new waltz salutes a show tune, is a switch for the group. Alberts leads all the way with the Aces getting only bits of their rhythmic style into the disk. It's still fine and should do well, considering the group's current stature.	81--83--80--81	
<b>TONY BENNETT (Percy Faith Ork)</b>		
Somewhere Along the Way COLUMBIA 30695—This is one of the loveliest new ballads. Bennett sounds much more relaxed on this one than he has in many previous disks. His popularity and the song should be enough to make this a likely item.	86--86--86--86	
Sleepless More unusual material for Bennett. The chanter doesn't get much opportunity to sell his emotional style. Yet, the change of pace item could be a smart move on which Bennett could break thru.	85--86--84--85	
<b>JANE FROMAN (Sid Fells Ork)</b>		
With Song in My Heart CAPITOL 2044—This is the title song of the Froman film story which the singer herself does on the film's sound track. Ork, however, was recorded specially here. Good as that the "Song in My Heart" album will talk some of the edge off the orb, but there's still action due on this single. Miss Froman, of course, is a fine performer. She does this with warmth.	85--86--84--85	
I'll Walk Alone Another standard from the same flock and the same kind of performance. Comment, too, is the same.	83--84--82--83	
<b>AMES BROTHERS</b>		
Sheik of Araby, The CORAL 40450—The boys turn in a lively and exciting reading of the oldie, featuring their fine blend on a slick rhythmic arrangement that punches thruout. Fine musical backing makes this an item that could take in a lot of coin.	85--86--83--85	
And So I Walked Around A pretty new ballad receives the smooth and relaxed Ames Brothers treatment. A warm and moving performance by the boys over a good orb backing. A good item for the deejays.	80--82--78--80	
<b>THE PAULETTE SISTERS (Larry Clinton Ork)</b>		
Oh, Johnny, Oh Johnny, Oh! COLUMBIA 30692—The Paulette Sisters sound fresh and cute as if broken on this re-visit of the oldie. They sing and recite the lyrics brightly and cleverly using little girl voices thruout. Ork backs the pair tastefully. Disk could be the Paulette Sisters' first big one, and the boys ought to give it a try.	83--85--80--84	
(That Is Where a Man He) Put the Foot Down The Spanish version of this folk ditty was a big seller in Mexico and border States. The pair do a fine job with the English lyrics, with a slight Spanish accent, and the orb has kept the whining sound of the original version. It may bust out in the States with enough plays and spins.	80--81--78--82	
<b>BOB EBERLE (Dave Cavanaugh Ork)</b>		
Tattle Tale CAPITOL 2016—An infectious and bubbling novelty item, slickly arranged, receives a top-flight vocal from Eberle, backed by the first-rate chorus and orb. Could catch on.	82--83--80--83	
Anything That's Part of You The waltz version of this lovely item now stirring up action in the country field. Chorus and Cavanaugh orb lend fine support. This waltz could break out, and could get some.	81--83--80--80	
<b>RUSS MORGAN ORK</b>		
Nightingale Remembers, The DECCA 28063—Morgan and the Gay Sisters do a solid job with this cute and humorous ditty which could step out as a big one. It is played in a near-pops style, with lots of pretty sounds. A strong disk.	82--83--80--83	
There's a Cloud in My Valley of Sunshine The Morgan orb has a lively item in this rhythmic and happy semi-pop tune, which gently builds the country sweepers. Morgan spot is good, Gay Sisters are fine with their vocals and points. Could get many spins.	80--82--78--80	
<b>TERESA BREWER (Ray Bloch Ork)</b>		
Roll Them Roly Boly Eyes CORAL 40476—Miss Brewer cuts her best Gay '90's voice forward on this bouncy item with solid orb backing by Ray Bloch. Should get spins.	82--84--78--84	
Gonna Get Along Without Ya Now Another bouncy tune that's got right for the orb. Bloch arrangement is outstanding.	78--78--78--79	
<b>LOLA AMECHE</b>		
Codycat MERCURY 5812—This is the ditty started by Cowboy Copas and his daughter on the King label. Ameche gal delivers a well-protected reading in the first pop sitting. Could create a stir with enough deejay spins. Ditty is on the top of "new Peas".	81--83--80--81	
Walk Right In The chip has r.b. material here in a stiff-built hand-clapper which she does with plenty of verve while the orb pounds out a hand-clapping background.	79--80--76--81	

(Continued on page 54)

MUSIC BY THE BILLBOARD





# Jimmy Wakely

Rides your way with Bob Nolan's great Western classic

## "LOVE SONG OF the WATERFALL"

and

## "GOODBYE, LITTLE GIRL"

with chorus and orchestra conducted by LES BAXTER

Record No. 2028



The Jimmy Wakely Show

KNXT - Channel 2 - Hollywood

Sundays - 5:00 to 5:30 p.m.



**Rousing!** **AY-ROUND THE CORNER** Jo Stafford ..... Columbia 39653  
The 10-A-flar ditty is done so delightfully by Miss Stafford for a rousing waltz item with a handclapping beat.  
THE BILLBOARD, FEBRUARY 23

**Rolling!** **AY-ROUND THE CORNER** (Jo Stafford; Columbia). A high-spirited South African folk song about a girl of the veld and her wayward boy friend. A solid hit for Songstress Stafford.  
COLUMBIA 39653—Miss Stafford and a mixed vocal group team up on a folk-like item penned by Weston and Paul Brown Howard, persons of "Spring" goodie! Performance, ailing and rattling spirit all made for a lively exchange.  
Heaven Drops Her Curtain Down  
One of the prettiest of the new ballads is done with warmth and assurance by the thrush. Excellent mood was.  
THE BILLBOARD, MARCH 8

**High-Spirited!** **AY-ROUND THE CORNER** (Jo Stafford; Columbia). A high-spirited South African folk song about a girl of the veld and her wayward boy friend. A solid hit for Songstress Stafford.  
COLUMBIA 39653—Miss Stafford and a mixed vocal group team up on a folk-like item penned by Weston and Paul Brown Howard, persons of "Spring" goodie! Performance, ailing and rattling spirit all made for a lively exchange.  
Heaven Drops Her Curtain Down  
One of the prettiest of the new ballads is done with warmth and assurance by the thrush. Excellent mood was.  
THE BILLBOARD, MARCH 10

# JO STAFFORD

singing

# 'AY-ROUND THE CORNER'



## 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

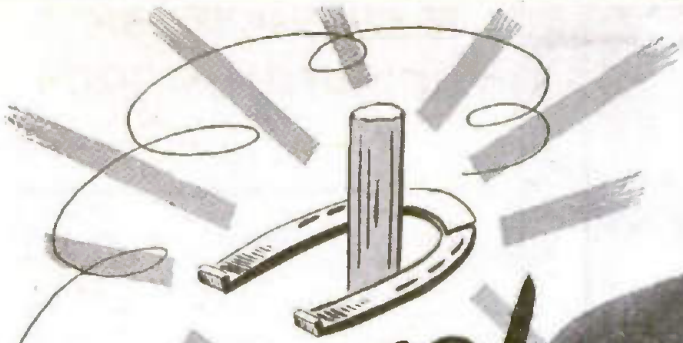
90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-39 POOR

Continued from page 52

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>FRANK SINATRA</b> (Axel Stordahl Ork) <b>Feet of Clay</b> COLUMBIA 39649—The Voice sings from the heart on this moody item about a woman who prefers gold to love. A very touching and simple ditty. Sinatra gives it a powerful reading with the aid of "dubbing" for a choral effect. Could get a lot of spins.		81--82--80--81
<b>Don't Ever Be Afraid to Go Home</b> Frankie is relaxed and easy on this cute item with good lyrics and its own moral. The voice sounds as fresh as he used to in the old days and the ork lends close support. A strong job.		80--81--78--81
<b>IAN GABER ORK</b> <b>Two Little Kisses</b> CAPITOL 2033—This is the ditty started on the "sleeper" road by the Four Aces on the Flair label. The Gaber ork has added a vocal group enjoying the Aces beat and sound. Result is some mighty fine coverage. Platler could get moving with the proper exploitation.		80--82--78--80
<b>Who's Excited?</b> The Gaber ork comes up with a fine dance instrumental on the familiar well-beat topic.		72--75--70--72
<b>JEANNE GAYLE</b> (Bob Crosby's Bobcats) <b>Goody, Goody</b> CAPITOL 2032—Another good chanting effort by the label's newest teen vocalist. Ditty was started on the Dot label by Jane Grant in a first-rate revival of the oldie. This version is a bright, Oakland affair.		79--80--78--80
<b>It's Been So Long</b> Miss Gayle continues to impress with her first-rate rhythm singing. Ditty, of course, is a well-known oldie. She and the ork turn in a fine reading.		77--78--75--77
<b>ANNE SHELTON</b> (The All Stars) <b>After You've Gone</b> LONDON 803—Miss Shelton reads the oldie sweet and tender like, then steps up the tempo with a hard-hitting vocal. A good performance aided and abetted by the All Stars. Jules could use this one.		79--79--77--81
<b>Some of These Days</b> England's top Canary whips her tender tones around the old Sophie Tucker favorite and sells it in a big way. Ork send out some solid jazz. A good disk.		77--78--76--77
<b>ANDREWS SISTERS</b> <b>Why Worry?</b> DECCA 28242—The gals have a rag-time cover here which figures to draw plenty of coin in lots of locations. The hokey ending and singing is good for laughs and might catch on with exaltation.		79--80--77--80
<b>That Ever Lovin' Rag</b> More of the same kind of material. Good two-sided juke box item.		76--77--74--77
<b>TONY BAVAAR</b> <b>I'm Dancing With Tears in My Eyes</b> VICTOR 20425—Bavaar turns in a fitting and very creditable vocal on this newly revived oldie, which also features a lovely old sound. With the Marouani ork wailing settings plays this one could grab a share of the loot.		79--80--78--79
<b>I'll Sing to You</b> The warbler is effective and intimate on this tender ballad over a good ork arrangement.		73--75--71--73
<b>RALPH FLANAGAN ORK</b> <b>Singin' in the Rain</b> VICTOR 20413—The oldie gets a full-blown and peaching reading from the Flanagan ork, featuring a good gang vocal by the band. The diskling could get plays.		78--80--76--78
<b>Baltimore Rag</b> Ewing's ragtime ditty, with a catchy strain, gets a driving instrumental interpretation from the ork. The piano work and the big beat stand out. A good item.		76--77--74--77
<b>LAWRENCE WELK ORK</b> (Roberta Linn) <b>Gandy Dancers' Ball, The</b> CORAL 60677—Fine coverage of the current Frankie Laine cliche, the possibly late to get big hunk of the coin. Roberta Linn and the Sparklers combine to give a lively performance.		78--79--77--78
<b>Ivory Rag</b> Tune penned by Jack Elliott and Lou Busch gets a good ragtime play.		75--77--73--74
<b>STAN KENTON ORK</b> <b>Yes</b> CAPITOL 2026—Originally rhythm and blues material, this comes off as an okay pop item via some June Christy-like chanting by the ork's new troupe, Juvie Wilsons. The Kenton ork reads it danceably.		78--80--75--78
<b>Mambo Rhapsody</b> This is the Kenton ork with a driving Latin-American rhythm section and Conte Candoli's trumpet leading the brass section thru a strong coverage on the mambo ditty. Good instrumental item.		76--80--73--75
<b>JIMMY DORSEY ORK</b> (Sandy Evans) <b>(I Stood and Threw) Confetti</b> COLUMBIA 39691—The singer gives the new ballad a straight, warm reading that blends nicely with the fine ork arrangement. This disk is real and danceable and could get plays.		78--79--75--79
<b>No Other Love But Yours</b> Evans is persuasive with his vocal on this pretty ballad backed by the Dorsey sax and smooth ork. Another good one for dancers.		75--76--72--77
<b>PEGGY LEE</b> (Sid Feller Ork) <b>Ev'rytime</b> CAPITOL 2025—This is Miss Lee in her warm, sexy style. Her breathy interpretation of the attractive new ballad should get plenty of spins. This is one of better recent wax efforts.		77--80--75--77
<b>Goin' on a Hayride</b> Tune is from the new Broadway local hit "Three Wishes for Jamie." The Sid Feller arrangement does much to sell the ditty via a clip-clop beat. The thrush does a fine job with the lyric. Could get started with enough plays.		77--80--75--77
<b>JAN GABER ORK</b> <b>Love, Where Are You Now?</b> CAPITOL 2032—The Gaber ork does nicely on tune which is beginning to ride via Patti Page recording. Typical Gaber backing. Should pick up a chunk of the dough.		77--79--76--75
<b>My Intuition</b> Gaber does what he can with somewhat disappointing material. Gaber arrangement is good.		70--70--70--70
<b>WINIFRED ATWELL-7ED HEATH ORK</b> <b>Dinah Boogie</b> LONDON 3167—The gal pound out a solid wailing of "Dinah" on the 10, backed by the driving beat of the ork. Fine for the juke.		74--75--72--76
<b>Body and Soul</b> The Johnny Green ensemble is performed capably but rather unfeelingly by the pianist. The Heath ork arrangement is top-flight.		71--71--70--72

(Continued on page 56)





**A RINGER!**

**RAY  
PRICE**

*singing*



**"I've Got to  
Hurry, Hurry, Hurry"  
and  
"Talk to Your Heart"**

78 rpm 20913 • 45 rpm 4-20913

**Columbia Records**

FOR MUSIC THAT SENDS THEM . . . TO YOU!

Trade Marks "Columbia," "Masterworks," etc. © Reg. U. S. Pat. Off. Marks Registered



# EDDY HOWARD

**"BE ANYTHING"**  
(BUT BE MINE)

**The Billboard Picks**

BE ANYTHING (BUT BE MINE) ..... Eddy Howard  
Mercury 5815  
Currently riding high with some sales-leading listings, Howard should rack up another winner with this one. This version should lead the list of good bouncer items. Mercury 5815 disc on the tune by other artists. Flip, "She Took" is an effective

**The Disk Jockeys Pick**

BE ANYTHING ..... Eddy Howard ..... Mercury 5815

**The Retailers Pick**

BE ANYTHING ..... Eddy Howard ..... Mercury 5815

**The Operators Pick**

BE ANYTHING ..... Eddy Howard ..... Mercury 5815

**Record Reviews**

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
EDDY HOWARD Mercury 5815 <b>Be Anything (But Be Mine)</b>	Howard's vocal sound are combined with the chancier current draw of a fine ballad.	88-88-88-88				
<b>She Took</b>	Howard and the group delivers a bounce novelty with a fine, relaxed beat. Good change of pace for the chanter which might step out with enough promotion.	83-83-83-83				



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

## THE BILLBOARD Music Popularity Charts

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

**Record Reviews**

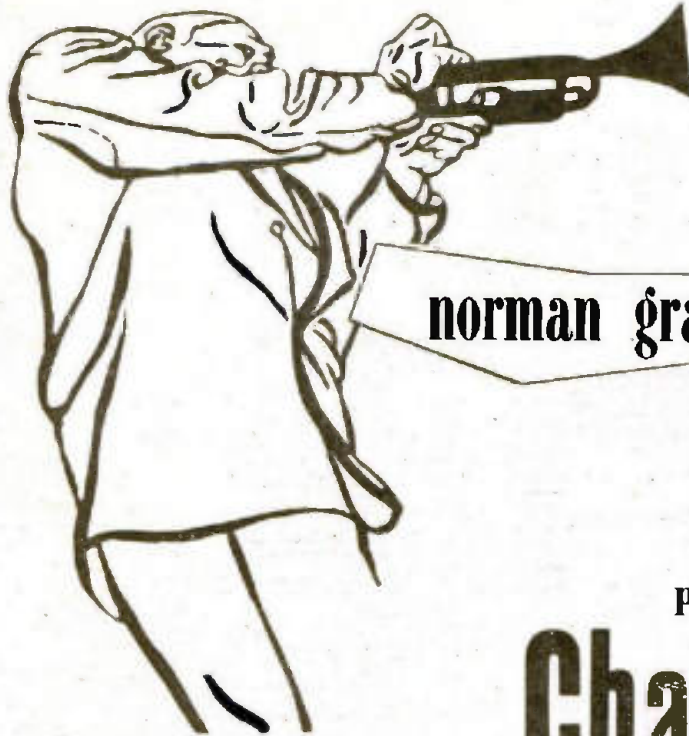
90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

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

Continued from page 54

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>POPULAR</b>						
<b>BING CROSBY</b> Rosalie DECCA 24861—The crooner's effective and warm on this sweet ditty about a dove from the Emerald Isle. Also a good old item.		74--75--73--74				
<b>Don't Ever Be Afraid to Go Home</b> King turns in a good vocal on this lively item with its own folksy melody. The Kings Men and the era back the warbler well. Decca will spin.		73--75--71--73				
<b>ROBERT MERRILL-ROBERTA PETERS (Charles Sanford Ork)</b> <b>Indian Love Call</b> VICTOR 1832—Merrill and Peters blend beautifully in this duet from "Rise, Ye Warriors." A good calypso item.		74--75--74--73				
<b>So In Love</b> Merrill recorded Cole Porter fare from "Kiss Me Kate" was recorded by him as a result of work performance on TV show. Another good disk.		73--74--73--72				
<b>THE STREETINGERS</b>						
<b>I Don't Mind</b> COMET 5201—The Streetingers do a strong job with this new ballad, singing with a big beat and a mood similar to the Ames Brothers. Lyrics and melody are good. An item for the juke.		74--75--71--75				
<b>Smokin' and Dreamin'</b> Smooth rendition of a slick new ballad by the Streetingers, with okay musical backing.		72--73--71--72				
<b>DOLLY DAWN (C-Notes-Buddy Lucas Ork)</b>						
<b>You're Not Worth My Tears</b> JUBILEE 605—Dolly Dawn, an old-timer in the business, comes thru here with an above-average cover version of the currently active ditty. This she has an attractive sound, her style may be a bit too glamorized to make much noise against the heavy competition.		73--75--70--75				
<b>Be Anything (But Be Mine)</b> More good covers—and the same comment.		73--75--70--75				
<b>BILL HAYES (George Bassman Ork)</b>						
<b>April Sings</b> MGM 11505—New ballad about the springtime is given an effective performance by the singer.		73--74--71--74				
<b>Golden Haired Boy From the Valley, The</b> A moving story ballad about a youth who wishes to sing receives a big and full reading from Hayes, and a top ork performance.		72--73--72--70				
<b>GORDON MacRAE (Van Alexander Ork)</b>						
<b>Gentle Hands</b> CAPITOL 2618—The slow religious item has a lovely melody and Macrae injects just the right amount of feeling. Could do well in some markets.		73--75--70--72				
<b>These Things Shall Pass</b> Another religious number, penned by folk artist Stuart Hamblen, gets a literal reading from Macrae's big ballroom.		70--73--70--67				
<b>PRIMO SCALA ORK (The Stargazers)</b>						
<b>Where the Sweetheart Roses Grow</b> LONDON 1160—Lovely reminiscent tune is handled ably by Scala and the Stargazers.		72--73--71--72				
<b>Standing Beneath the Clock</b> Scala comes across on this slow, tune has a light touch and the Stargazers come thru well.		71--73--70--70				
<b>CURT MASSEY-MARTHA TILTON</b>						
<b>What Can I Do?</b> CORAL 60475—Massey and Miss Tilton is a give and take sort. Tune is a slow and with a light touch.		72--74--71--71				
<b>Nightingale Remember, The</b> Massey and Miss Tilton get an assist from the Corals on this slow number. Overall performance is not too exciting.		70--70--70--70				
<b>DICK JAMES</b>						
<b>It Would Break My Heart</b> LONDON 1162—Warbler James does a good job on this fast-tempo novelty, singing with two voices via "doubling." Lively ditty could catch on.		72--73--70--70				
<b>Pretending</b> Another "dub in" singing has the singer accompanying himself on a cello and strumming novelty item. Could get discs, with its good ork backing.		71--71--69--72				
<b>GINNY STEPHENS</b>						
<b>I'll Still Have My Rainbow</b> CAROLINE 300—An appealing and simple ditty is given a warm and sweet reading by the chanter on this new label, backed nicely by the chorus and organ.		69--70--68--69				
<b>While the Candles Burn</b> Miss Stephens does an effective job on this rather slight piece of material.		62--62--62--62				
<b>ART FORD (Al Lombardy Ork)</b>						
<b>Rock Island Line, The</b> ESSEX 6102—Deejay Art Ford does a creditable job on tune which he learned from the late Leadbelly. Lombardy and others give assist.		68--72--65--69				
<b>World I Don't Know, A</b> Working out of an echo chamber, Ford, given assist by the Al-Tones, does a convincing job on a tune he penned himself.		65--65--65--65				
<b>THE SATISFIERS (Rutus Smith Quintet)</b>						
<b>Rainbow Street</b> RUPPER 3002—The bounce ditty is typically the Pan Alley writing. The group sounds it is not so, but there's nothing special in either the song or the interpretation. The label, tho, makes an interesting bow with this platter.		68--70--65--70				
<b>Low Down Mama From New Orleans</b> Material here is less effective commercially. The group and Smith combo, tho, are excellent.		65--68--62--66				
<b>SPIRITUAL</b>						
<b>THE DIXIE HUMMING BIRDS</b>						
<b>I'll Never Forget</b> DHEM 6064—The tenor lead is most persuasive in this (flaking as the rest of the vocal combo gives harmonic body to the treatment.		82--82--82--82				
<b>I'll Live Again</b> The group sings out with some remarkable sound in this wailing, wailing and interpretation are strong.		80--80--80--80				
<b>THE GOLDEN EAGLES</b>						
<b>Jehobah</b> FEDERAL 12056—The boys come thru with a strong reading of a rhythmic jubilee item about the Biblical Jehobah, which shows off their smooth sound.		78--79--77--N5				
<b>Lay Down Your Soul</b> A spiritual with a solid beat receives a good run thru from the group.		74--75--73--N5				





norman granz'

**Jazz**

ON MERCURY

presents

**Charlie Barnet**

and his

**Orchestra**

album

**C-114**

includes

- "CHEROKEE"
- "SKYLINER"
- "JUBILEE JUMP"
- "CHARLESTON ALLEY"
- "GAL FROM JOE'S"
- "DEEP PURPLE"
- "BLUE LOU"
- "SOUTHERN FRIED"

**FIRST RELEASE**

available on all 3 speeds



MERCURY RECORDS

CHICAGO, ILLINOIS



# THE BILLBOARD Music Popularity Charts

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

## Advance Record Releases

### POPULAR

And So I Waited Around—Ames Bron (Sire) Coral 60680  
 Baltimore Rag—Ralph Flanagan Ork (Singer) V 20-6113  
 Be Anything (But Be Mine)—Duffy Dorem-C-Notes-Buddy Lucas Ork (You're) Jubilee 6002  
 Cops—Louis Armache (1941) Mee 5812  
 Dirty Doves—Tommy Dorsey-Columbia Sere (Trouble) Dec 28064  
 Don't Ever Be Afraid to Go Home—Bing Crosby-King's Men (Roulette) Dec 28061  
 Don't Ever Be Afraid to Go Home—Frank Sinatra-Art Storch Ork (Felt) Col 39647  
 Anytime—Peggy Lee-Sid Feller Ork (Cap) Cap 20225  
 Feet of Clay—Frank Sinatra-Art Storch Ork (Cap) Col 39647  
 Goin' on a Holiday—Peggy Lee-Sid Feller Ork (Everly) Cap 20225  
 Gandy Dancers—Barbara Roberts-Liane Lawrence With Ork (Singer) Coral 60677  
 God's Little Candles—Jimmy Boyd-Norman Luboff Choir 104 Col 39696  
 Gonna Get Along Without Ya—Teresa Brewer-Ray Black Ork (Raitt) Coral 60676  
 Goody, Goody—Jeanne Crute-Bob Crosby's Bobcats (1913) Cap 20337  
 Green Light Hill—Gilt Muzza-George Barnes Ork (Rambler) Dec 28065  
 If Somebody Had Told Me—Dolores Gray (Tad Dec 28061)  
 I'm Your Warm Love, My Love Me—Janice Ken Moore Ork (Habit) Lady 1004  
 I'll Sing to You—Tommy Dorsey (191) V 20-4625  
 It's Been So Long—Jeanne Crute-Bob Crosby's Bobcats (Goody) Cap 20227  
 I'll Wait Alone—Jane Frazee-Sid Feller Ork (Mills) Cap 2044  
 I'm Dancing With Tears in My Eyes—Tommy Dorsey (191) V 20-4625  
 I Stand and Throat Confetti—Jimmy Dorsey Ork (Hot) Col 39691  
 It's Easter Time—Perry Como-Mitchell Ayres Ork (One) V 20-4631  
 Ivory Rag—Lawrence Welk Ork-Roberta Lion (Candy) Dec 28067  
 Low Down Mama From New Orleans—Satisfiers-Rufus Smith Quintet (Rainbow) Redder 1002  
 Martha Whynot—Stan Krotas Ork (Vee) Cap 2020  
 My Heart—Four Aces-Al Alberts (Spring) Dec 28073  
 Nightingale Remembers—Ruth Murray Ork (There) Dec 28063  
 Nightingale Remembers—Durt Messy-Martha Tilton (Whisper) Coral 60675  
 No Other Love But Yours—Jimmy Dorsey Ork-Sandy Evans (I Stood) Col 39691  
 One Little Candle—Perry Como-Mitchell Ayres Ork (191) V 20-4631  
 On! Lullaby—Jimmy Boyd-Norman Luboff Choir (Coral) Col 39696

Rainbow Street—Satisfiers-Rufus Smith Quintet (Low) Redder 1002  
 Rambling Gambler—Mam—Gil Hixon-George Barnes Ork (Green) Dec 28065  
 Roll Them Old Baby Eyes—Teresa Brewer-Ray Black Ork (Gonna) Coral 60676  
 Rouleaux—Bing Crosby-King's Men (Dart) Dec 28061  
 Samba of Araba—Ames Bron (Am) Coral 60680  
 Singin' in the Rain—Ralph Flanagan Ork (Baltimore) V 20-4613  
 Sleepers—Terry Bennett-Perry Felt Ork (Saw-whet) Col 39695  
 Somewhere Along the Way—Terry Bennett-Percy Faith Ork (Sings) Col 39695  
 Spring Is a Wonderful Thing—Four Aces-Al Alberts (191) Dec 28073  
 That's Ever Lovin'—Rag—Andrew Sisters (Why) Dec 28042  
 There's a Cloud in My Valley of Sunshine—Rosa Morgan Ork (Nightmare) Dec 28061  
 To Be Loved by You—Dolores Gray (191) Dec 28051  
 Trouble in Mind—Tommy Dorsey-Columbia Sere (Dirt) Dec 28064  
 Two Little Kisses—Jan Garber Ork (Who's) Cap 2033  
 Walk Right In—Lola Ametta (Cops) Mee 5812  
 Wash Your Face and Lee Swing—Jerry Shand Ork (Yes) Cap 2021  
 What Did I Do?—Durt Messy-Martha Tilton (Whisper) Coral 60675  
 Who's Excited—Jan Garber Ork (Tad) Cap 2033  
 Why Worry?—Andrew Sisters (That) Dec 28042  
 With a Song in My Heart—Jane Frazee-Sid Feller Ork (191) Cap 2044  
 Yes—Stan Krotas Ork (Mambo) Cap 2020  
 Yes Sir, That's My Baby—Jerry Shand Ork (Washington) Cap 2021  
 You're Not Worth My Tears—Duffy Dorem-C-Notes-Buddy Lucas Ork (191) Jubilee 6002

### POPULAR ALBUMS

Single in the Rain Album (10-13)—Gum Kelly-Donnie & Connie-Debbie Reynolds-MGM Studio Ork-Lennie Hayton, cond.—MGM (33) E-113

### HOT JAZZ ALBUMS

Brook, Dave, Trio Album (10-10)—Dave Brook Trio—Didi's Know What Time It Was; Too Marvelous for Words; How High the Blues; Heat and Soul; Squeeze Me; Avalon; Absay—Fantasy (33) 3-4

### SPIRITUAL

Come Into Me—Sister Rosetta Tharpe-South Wind Singers (Let's) Dec 28075  
 He's the One—Mahalia Jackson (191) Apollo 258  
 I'll Live Again—Diane Humming Birds (191) Dish 6864  
 I'll Never Forget—Diane Humming Birds (191) Dish 6864  
 I'm Getting Nearer My Home—Mahalia Jackson (191) Apollo 258  
 Let's Talk About Jesus—Sister Rosetta Tharpe-South Wind Singers (Come) Dec 28075

### INTERNATIONAL

Love Party Cordeau—Frank Wojtowicki Ork (Dad) Dand 3077  
 Long John Polka—"Whoops" John Willfahrt Ork (Steincher) Dec 28068  
 Merry-Go-Round—Walt Jaworski Ork (Railroad) V 145 47-4554  
 Montrosado—Nick Perito Ork (Pozal) Coral 60678  
 Old Times Polka—Frank Wojtowicki Ork (Lawn) Dand 3077  
 Pizza Polka—Nick Perito Ork (Montrosado) Coral 60678  
 Railroad Polka—Walt Jaworski Ork (Merry) V 145 47-4554  
 Steincher-Landler—"Whoops" John Willfahrt Ork (Lend) Dec 28068

### GOSPEL SONGS

Beautiful Life—Harmoneers Quartet (He) Biblestone 8004  
 Board for the Kingdom—Sister Mary Queen Marie Lister (D) Cap 2016  
 God Has Been Good to Me—Anita Kerr Singers (Road) Dec 28093  
 Heavenly Parade—Harmoneers Quartet (Peace) Biblestone 8003  
 He Bought My Soul at Calvary—Harmoneers Quartet (Beatrice) Biblestone 8004  
 He Knows Just How Much You Can Bear—Le Fevre Trio (Mansion) Biblestone 7032  
 I Just Want to Tell You (What the Good Lord Done for Me)—Homeland Harmony Quartet (We) Biblestone 6023  
 I Know He Loves Me—Homeland Harmony Quartet (Ism) Biblestone 6022  
 Joy Bells—Le Fevre Trio (Trouble) Biblestone 7031  
 Mansion Over the Hilltop—Le Fevre Trio (He) Biblestone 7032  
 On Several Day—Sister Mary Queen Marie Lister (How) Cap 2016  
 Peace Like a River—Harmoneers Quartet (Heavenly) Biblestone 8003  
 Road Up Ahead—Anita Kerr Singers (God) Dec 28053

### Sing Your Blues Away—Homeland Harmony Quartet (I Know) Biblestone 6022

Trouble, Goodbye—Le Fevre Trio (Joy) Biblestone 7031  
 We Shall Walk the Streets of Gold—Homeland Harmony Quartet (I Just) Biblestone 6023

## Baxter, Nero Set Orks After Disk Build-Up

HOLLYWOOD, March 29.—Two new musical attractions, built on prestige received from disk sales, are forming bands here. Les Baxter, who has cut musical albums for Cap, getting his own billings as well as getting billed as musical conductor for Yma Sumac, is taking a one-night flier at the dance business with a 14-piece band and a five-piece choral group April 12 at Bakersfield, Calif., with the date booked by Associated Booking Corporation.

Baxter is treating the date merely as an experiment, but is concentrating on building a theater-nitery package, in which he wants to produce a miniature legit musical around hit album and hit single sides for Capitol. MCA has set Baxter at the Thunderbird, Las Vegas, opening May 30. For this show, he is using a 12-voice choir, two Cuban drummers and two Cuban dancers, with the house band, with added strings, doing his musical arrangements from the album.

Paul Nero, writer of the "Hot Canary," is also bowing a new band for Associated Booking in two week-ends at the Trianon Ballroom, San Diego, April 28 and May 4. Nero intends to use three saxes, trumpet, trombone, three rhythm and his fiddle. Nero, who waxes for Capitol, intends to build a hostelry type crew.

A Rousing, Swashbuckling  
 He-MAN melody that makes the  
 pulse quicken

### IOWA FIGHT SONG

by Meredith Willson  
 full concert orchestra  
 under direction of JACR SHAINDLIN  
 New Official University of Iowa Song.

by  
**IOWA CHANT**  
 by Charles B. Righter  
 sung a cappella by  
 University of Iowa Men's Chorus  
 78 rpm—Vinylite—P1151

**DISTRIBUTORS and OPERATORS:**  
 Get on this one FAST!  
**ORDER NOW!**

**HAY-RAY RECORDS, LTD.**  
 235 Kover Ave. Iowa City, Iowa

**TEMPO**

A Boppo From  
**BROTHER BONES**  
**CHARLESTON**  
**COQUETTE**

78 rpm P168—45 rpm P45168

**TEMPO**  
**RECORD CO. OF AMERICA**  
 1510 Sunset Blvd., Hollywood 46, California

**USED**  
**JUKE BOX**  
**RECORDS.**  
 UNASSORTED—5c EA.  
 In lots of 5,000 units.  
 F.O.B. Detroit, 1¢ Deposit, Balance  
 C.O.D., Including Freight.

**MUSIC SERVICE CO.**  
 2633 Woodward Detroit 1, Mich.

**RECORD PRESSING**  
 Originators of the  
**NON-SLIP FLEX**  
 (Pat. Pending)

**Research Craft Co.**  
 1017 NO. SYCAMORE ST  
 LOS ANGELES 38, CALIF

## Can't Be Anything but a Hit!

# "Be



# Anything"

## (But Be Mine)



Record No. 2011



# HELEN O'CONNELL



Just One Week...  
And Already Moving to the Top!

# 'Kiss of Fire'

MERCURY 5823 · 5823X45

IT WILL CATCH ON FIRE FOR BIG SALES!

IT'S EXCITING!..IT SIZZLES!



# GEORGIA GIBBS

## ORDER BLANK

SAVES TIME! FASTER DELIVERY!  
FILL OUT AND MAIL AT ONCE TO  
YOUR MERCURY DISTRIBUTOR

### POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"BE ANYTHING (BUT BE MINE)" "SHE TOOK" Eddy Howard	5815		"DIANE" "SEPTEMBER SONG" Billy Daniels	5806	
"LOVE, WHERE ARE YOU NOW?" "WHISPERING WINDS" Patti Page	5816		"BESIN STREET STOMP" "MARGIE" Basin Street Six	5809	
"WHEEL OF FORTUNE" "HEART OF A CLOWN" Bobby Wayne	5775		"COPYCAT" "WALK RIGHT IN" Lola Amelia	5812	
"KISS OF FIRE"	5823		"MISTAKES" "THE LITTLE BOY I KNEW" Dick Thomas	5808	
"HOW COULD YOU (BLUE EYES)" "JUST BECAUSE" Rusty Draper	5820		"YOU'RE NOT WORTH MY TEARS" "SHIP AHOY" Rose Marie	5811	
"COME WHAT MAY" "RECREAT" Patti Page	5772		"TOOT, TOOT, TOOTSIE" "DANCIN' SHOES" Jimmy Palmer and Orchestra	5814	
"BABALU" "MORE THAN LOVE" Richard Hayes and Xavier Cugat	5780		"EVERY BABY NEEDS A DA-DA-DADDY" "DON'T SEND ME HOME" Helen Grayco	5818	
"AT-ROUND THE CORNER" "CHIU CHIU" Xavier Cugat and Orchestra	5813		"HOMING PIGEON" "AND SO I WAITED AROUND" Kay Brown	5819	
"BLUE TANGO" "UNCLE FLUTE" Xavier Cugat and Orchestra	5817				
"I'LL WALK ALONE" "HAYLEYAL" Richard Hayes	5821				
"SINCE MY LOVE HAS GONE" "WOULD YOU" Ray Curo	5783				
"STOLEN LOVE" "WISHIN'" Eddy Howard	5784				
"WHO" "IT'S A LONESOME OLD TOWN" Jimmy Palmer and Orch.	5786				
"MILK BUCKET BOOGIE" "SILVER AND GOLD" Tony Hill and Orchestra	5789				
"THE ACAPULCO POLKA" "THE HILLBILLY MAMBO" Xavier Cugat and Orchestra	5798				
"LOOKING FOR MY DABY" "BEGIN THE BEGUINE" The Ravens	5800				

### NEW RELEASES

"JUST LOOKIN'" "THE WILD SIDE OF LIFE"	5820	
"MOUNTAIN JAM" "BABY MY HEART"	6392	
"SAD NEWS FROM KOREA" "LET ME FLY YOUR KITE"	8274	
"LIMEHOUSE BLUES" "KOHALO"	6393	

### COUNTRY and WESTERN

	78		45			78		45	
"TADPOLE" "JUNIOR'S A BIG BOY NOW" Sue Thompson	6390				"LET'S TAKE THE LONG WAY HOME" "PORT OF LONELY HEARTS" Ken Marvin	6382			
"I'VE GOT MY LOVE" "I'M LOSING AGAIN" Ken Marvin	6391				"WHEN THE PEARLY GATES SWING OPEN" "MIGHTY CLOSE TO HEAVEN" Carl Story and His Rambler Mountaineers	6386			
"TOO OLD TO CUT THE MUSTARD" "MY HAPPINESS BELONG TO SOMEONE ELSE" Carlisle Bros.	6348				"THEN YOU'LL BE MINE, ALL MINE" "WHEN WINTER COMES" Roy King	6387			
"I WOULD IF I COULD" "PATCH UP YOUR OLD LOVE AFFAIR" Carlisle Bros.	6371				"TENNESSEE MEMORIES" "TRUE LOVE" Carlisle Bros.	6388			
"YOU'VE BEEN CHEATING ON ME, DARLING" "SPRING OF LOVE" Paul & Roy	6374				"AT-ROUND THE CORNER" "WISHIN'" Lulu Belle and Scotty	6389			

### RHYTHM and BLUES

	78		45			78		45	
"NO MAIL BLUES" "GONNA NEED MY HELP SOME DAY" Memphis Slim	8266				"BE ANYTHING—BE MINE" "HEAVEN KNOWS WHY" Wild Brown	8270			
"TELL ME WHY" "WHEEL OF FORTUNE" Dinah Washington	8267				"HEY, HEY" "WALKIN' THE LONESOME ROAD" Big Bill Broonzy	8271			
"TROUBLE IN MIND" "NEW BLOWTOP BLUES" Dinah Washington	8269				"SEQUEL" "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinichette	8272			

MAIL TO YOUR NEAREST

CUST. ORDER NO.  DATE



DISTRIBUTOR

NAME

ADDRESS

CITY

ZONE  STATE

INTRODUCING THE  
NEW SINGING STAR

# RUSTY DRAPER



## 'Just Because'

MERCURY 5820-5820x45

• The Billboard Picks

JUST BECAUSE.....Rusty Draper.....Mercury 5820

This one is a driving, echo-chambered, Frankie Laine performance on a fine old ditty. The vocal presence and art sound are combined for an impressive first disc by the singer.





# CASH in with these BEST SELLERS



**BILLY ECKSTINE**  
**A ROOM WITH A VIEW**  
and  
**CARNIVAL**

MCM  
11177 78 rpm  
K11177 45 rpm



**ALAN DEAN**  
**BE ANYTHING (But Be Mine)**  
and  
**ALL MY LIFE**

MCM  
11187 78 rpm  
K11187 45 rpm



**TOMMY EDWARDS**  
**FORGIVE ME**  
and  
**THE BRIDGE**

MCM  
11170 78 rpm  
K11170 45 rpm



**TEX BENEKE**  
**SINGIN' IN THE RAIN**  
and  
**THE WEDDING OF THE PAINTED DOLL**

MCM  
11189 78 rpm  
K11189 45 rpm

**Henry Jerome**  
**HOMING PIGEON**  
and  
**LET ME DREAM**  
MCM 11174 78 rpm — K11174 45 rpm

**Bill Farrell**  
**HEAVEN KNOWS WHY**  
and  
**SINCERE**  
MCM 11193 78 rpm — K11193 45 rpm

**Fran Warren**  
**I HEAR A RHAPSODY**  
and  
**MOTHER, MOTHER**  
MCM 11190 78 rpm — K11190 45 rpm

**Tommy Tucker and His Orchestra**  
**BABY DOLL** and  
**WITH NO ONE TO LOVE TONIGHT**  
MCM 11162 78 rpm — K11162 45 rpm

**Georges Guetary**  
**I'LL BUILD A STAIRWAY TO PARADISE**  
MCM 30400 78 rpm — K30400 45 rpm

**Sarah Vaughan**  
**TENDERLY** and  
**I'LL WAIT AND PRAY**  
MCM 10705 78 rpm — K10705 45 rpm

**Art Mooney and His Orchestra**  
**THE BLACKSMITH BLUES** and  
**YOU'RE NOT WORTH MY TEARS**  
MCM 11171 78 rpm — K11171 45 rpm

**Buddy DeFranco**  
**PENNYWHISTLE BLUES** and  
**BUDDY'S BLUES**  
MCM 11206 78 rpm

**Billy Williams Quartet**  
**CONFETTI** and  
**DON'T GRIEVE, DON'T SORROW, DON'T CRY**  
MCM 11184 78 rpm — K11184 45 rpm

**Barbara Ruick**  
**DON'T STOP NOW** and  
**HAMBO ON MY MIND**  
MCM 11183 78 rpm — K11183 45 rpm

**Danny Davis**  
**DEEP WATER** and  
**PLEASE BRING BACK THE SUNSHINE**  
MCM 11175 78 rpm — K11175 45 rpm

## ALBUMS THAT MEAN SALES



**"SINGIN' IN THE RAIN"**  
**Gene Kelly, Donald O'Connor,**  
**Debbie Reynolds**  
MCM 113 78 rpm—K113 45 rpm—  
E113 33 1/3 rpm

**ACADEMY AWARD WINNER!**  
**"AMERICAN IN PARIS"**

Recorded directly from the sound-track  
of the Academy Award winning film!



**"AMERICAN IN PARIS"**  
starring  
**Gene Kelly, Georges Guetary,**  
**Johnny Green and His Orch.**  
MCM 93 78rpm—K93 45 rpm—E93 33 1/3 rpm

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
201 SEVENTH AVE., NEW YORK 10, N.Y.

Keep M-G-Minded—It's Good for Your Business

# THE BILLBOARD Music Popularity Charts

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

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

**I DON'T MIND** ..... **Trudy Richards** ..... Decca 28884  
Miss Richards is teamed with herself (she dabbles) and a driving George Barnes group for a rattling performance which should stop out.

**WHAT'S THE USE MOUNTAINS IN THE MOONLIGHT** ..... **Johnnie Ray** ..... Columbia 39698  
Apparently the frenetic Mr. Ray has a way with a sentimental piece of material, too. "What's the Use" is the Turkish-derived item replaced with Middle Eastern instrumentation. Flip, "Mountains" is a Ray-geared ballad which should please his oh-so-many fans.

## • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. **LADY LOVE** ..... Vaughn Monroe Or. .... Victor 20-4621
2. **LDVE, WHERE ARE YOU NOW** ..... Patti Page ..... Mercury 5816
3. **WHISPERING WINDS** ..... Patti Page ..... Mercury 5816
4. **BE ANYTHING (BUT BE MINE)** ..... Helen O'Connell ..... Capitol 2011
5. **DIPSY DOODLE** ..... Modernaires ..... Coral 606-58

## • 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. **MY HERO** ..... Four Aces-Al Alberts ..... Decca 28073
2. **WHAT'S THE USE** ..... Johnnie Ray ..... Columbia 39698
3. **I'LL WALK ALONE** ..... Jane Frazee ..... Capitol 2044
4. **A-ROUND THE CORNER** ..... Gordon Jenkins Or.-Vocalists ..... Decca 28054
5. **LADY LOVE** ..... Vaughn Monroe Or. .... Victor 20-4611

## • 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. **THAT'S THE CHANGE YOU TAKE** ..... Eddie Fisher-Mary Wietackter Or. .... Victor 20-4574
2. **BE ANYTHING (BUT BE MINE)** ..... Eddy Howard ..... Mercury 5815
3. **HONEST AND TRULY** ..... Guy Lombardo Or. .... Decca 27995
4. **HOODLIN' RAG** ..... Perry Como ..... Victor 20-4582
5. **WHEN YOU'RE IN LOVE** ..... Frankie Laine ..... Columbia 39665

## • 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. **ALMOST** ..... George Morgan ..... Columbia 20906
2. **DON'T STAY AWAY** ..... Lelny Frizzell ..... Columbia 20911
3. **THE GOLD RUSH IS OVER** ..... Hank Snow ..... Victor (45)47-4522
4. **HALF AS MUCH** ..... Hans Williams ..... MCM 11202
5. **THREE WAYS OF KNOWING** ..... Johnnie and Jack ..... Victor 20-4555

**Subscribe Now!**  
**52 BIG ISSUES, \$10**  
Including 8 Special Issues

"A good display of record advertisements from The Billboard is a great help for increasing your sales."

F. W. WOOLWORTH CO.  
Miss Hazel Smith  
124 West Main St.  
Durham, N. C.



THE BILLBOARD 918  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. Foreign Countries (except Canada), \$20. I understand this will include at least 8 Special Issues.

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....



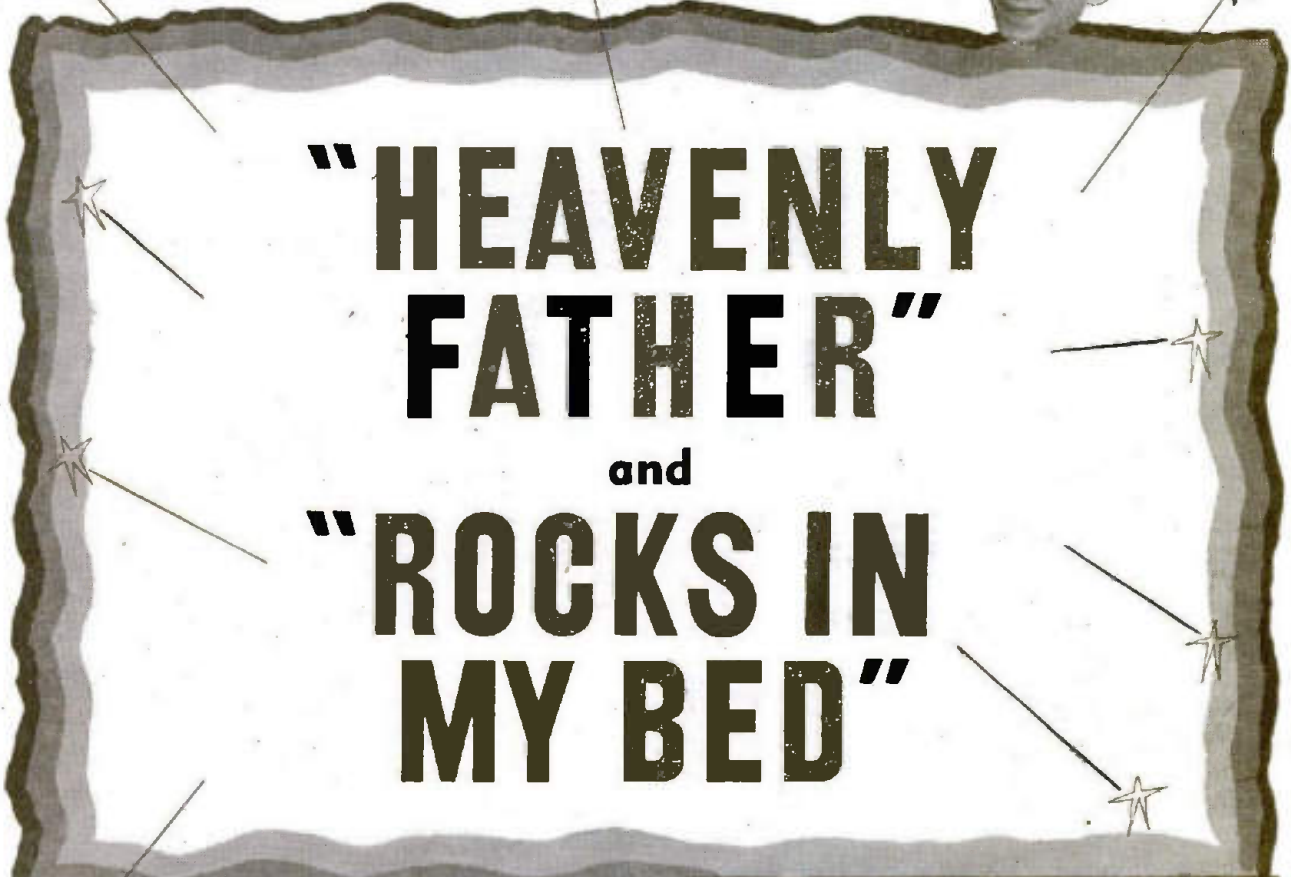
# A WINNING COMBINATION!



*and*



*singing*




OKeh 78 RPM 6880

45 RPM 4-6880

**OKeh**

a product of

Columbia  Records, Inc.

Trade Mark Columbia "Masterworks" ©  
© Reg. U. S. Pat. Off. Marca Reg. Amdes



**Great PERMO POINT Performers**

IT PAYS TO STANDARDIZE ON PERMO POINTS

THE COMPLETE COIN NEEDLE LINE

**PERMO, Inc.**  
6415 RAVENSWOOD AVENUE  
CHICAGO 26 ILL.

### Sides Per Publisher, Label

Continued from page 31

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS	PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS
PEER, INT. LA SALLE, C. K. HARRIS, SOUTHERN	Cap 79, 61	46	WORLD	RCA 1p	3
PEER	Col 19, 154		RIDGEWAY, BLUE RIVER, REDD STUART, PEE WEE KING	Col 2p	7
	Dec 2p, 5p		RIDGEWAY	Cap 37	7
	Mer 2p, 2f			Col 2f	
	MGM 1p, 1f			Mer 2f	
	RCA 1p, 1f			RCA 1p, 2f	
SOUTHERN	Cap 1p	9	BLUE RIVER	Mer 1p	5
	Col 2p			Mer 1p	
	Dec 2p, 1f			RCA 1p, 1f	
	Mer 1p, 1f		STUART	MGM 1p	1
	RCA 1p		ROBBINS, FEIST, MILLER, LION (MGM)	Cap 9p, 1f	43
PEMORA (K. Capat)	Col 2p	4	ROBBINS	Col 5p, 1f	43
	Mer 2p			Mer 3p	
PENNY	RCA 2f	2		MGM 1p, 1f	
PORGIE	Mer 1p	3		RCA 1p, 1f, 1r	
	MGM 1p		FEIST	Cap 4p	39
RFD	RCA 1f	2		Col 2p, 1f	
	Col 2f			Dec 12p, 1f, 1r	
RED RIVER SONGS	RCA 2f	2		Mer 6p, 1f	
REPUBLIC, WORLD	Col 2f			MGM 4p	
(Sammy Kay)				RCA 4p	
REPUBLIC	Dec 1p	3			
	Mer 1r				

### Sides in Current Release

Continued from page 31

PUBLISHER	TUNE	ARTIST AND LABEL
	There's a Cloud in My Valley of Sunshine	Roy Rogers, RCA (F)
	A Fair Legged Friend	Roy Rogers, RCA (F)
	Give Me Liberty or Give Me Love	Paul Gascon, Col (F)
PARK AVE.	Berry Galt's Symphony	George's Tavern Band, Dec (F)
PASTON	That's the Chance You Take	Ted Strasser, MGM (F)
PEER, SOUTHERN	Friend	Art Lund & Anita Gordon, MGM (F)
PEER	Almanac Song	Billy Strasser, Cap (F)
SOUTHERN	You're for Me, Mimi	Danny Kaye, Dec (F)
	A Mother as Lovely as You	Jan Peerce, RCA (F)
PENNY MUSIC	You're Bound to Love Like a Monkey	Jerry Murad & R. Marrett, Mer (F)
	Tears	Maak Penny, RCA (F)
REPUBLIC	Blue-Top Blues	Lilani Hampton, Dec (F)
ROBBINS, FEIST, MILLER	Broadway Ballet	Gene Kelly & Leslie Hutton, MGM (F)
ROBBINS	I Want My Mama	Liberace, Col (F)
	Rocks in My Bed	Dolores Hawkins, Col (F)
FEIST	Last Night	Voices of Walter Schumann, Cap (F)
	Ja-Da	Erol Gentry, RCA (F)
	Jealousie is Dream of Like Time	Wayne King, RCA (F)
MILLER	What Good is a Gal (Without a Guy)	Debbie Reynolds, MGM (F)
	With no One to Love Tonight	Mere Griffin, RCA (F)
SUCCESS	Oh How My Heart is Yearning	George's Tavern Band, Dec (F)
TADAMERICA MUSIC	See if You Like It	Waldy Azavedo, Dec (F)
TANMEN	Buttercup Valley	Bud & Betty Bryant, MGM (F)
TEMPO	Sensuality	Dave Ellington, Col (F)
	Blues at Sundown	Dave Ellington, Col (F)
WEISS & BARRY	Walker to the Moon	Cindy Lee, MGM (F)
BOB WILLS, INC.	I'll be Lucky Some Day	Bob Wills, MGM (F)

**YOUR RECORD PROBLEMS DISAPPEAR**

when you team up with

### RCA VICTOR'S CUSTOM RECORD SERVICE!

- ★ RECORDING**  
your material and production ideas... in the nation's best equipped studios
- ★ PROCESSING**  
your order gets RCA's famous engineering know-how... latest and soundest duplicating techniques
- ★ PRESSING**  
your records are precision-pressed... carefully inspected to insure uniform high quality
- ★ SHIPPING & HANDLING**  
your job is handled with care... delivered promptly

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

**RCA CUSTOM-MAKES**  
every type and speed record  
★ 6 1/2" and 7" children's records  
★ a variety of special records to meet your individual requirements

### RCA VICTOR custom record sales

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

NEW YORK A-48 430 5th Ave. Judson 2-9511	CHICAGO A-48 445 N. Lake Shore Drive Windsor 4-2215	HOLLYWOOD A-48 1014 N. Sycamore Ave. Hollywood 5-171
---	---	--

RCA VICTOR... A SOLID NAME BEHIND YOUR LABEL

PUBLISHER	SIDES PER LABEL	TOTAL NUMBER OF SIDES ALL LABELS
MILLER	Cap 1p	8
	Mer 1p	
	MGM 4p	
LION	Cap 1p	6
	Col 2p	
	Dec 1p	
	Mer 1p	
J. J. ROBBINS	MGM 1p	6
	Dec 2p	
	MGM 2p	
	RCA 2p	
ROBBSON	MGM 2f	2
(Carmen Robson)	Cap 1p	2
RONCOM	RCA 1p	2
(Perry Como)	RCA 2p	2
RONSON PRESS	Cap 1p	2
RUSH	Col 1f	2
	Dec 1p	
	RCA 1p	
SANTLY-JOY, HAWTHORNE, OXFORD	Cap 2p	8
SANTLY-JOY	Cap 3p	2
	MGM 3p	
HAWTHORNE	MGM 1p	1
OXFORD	Col 2p	4
	MGM 2p	
SHAPIRO-BERNSTEIN, MOOD, SKIDMORE	Cap 2p	23
SHAPIRO-BERNSTEIN	Cap 2p	2
	Dec 2p, 2f	
	Mer 3p, 1r	
	MGM 4p	
	RCA 4p	
MOOD	Cap 1p	2
	Mer 1p	
SKIDMORE	MGM 1f	1
SOPHISTICATE	Dec 2p, 1f	3
SPITZER	Col 1p	3
	Dec 1p	
	MGM 1p	
TANMEN, SPIN	Cap 1f	11
TANMEN	Col 1f	1
	Dec 1f	
	Mer 2p	
	RCA 2p, 4f	
SPIN	Mer 1p	1
TEMPO	Col 4p	6
(Dave Ellington)	Mer 3p	
	MGM 1p	
WALDO	Dec 1p	2
	RCA 1p	
WEDDINGTON	Cap 2p	3
	Dec 1p	
WEISS-BARRY	Cap 2p	7
	Col 1p	
	Dec 1p	
	MGM 2p	
	RCA 1p	
BOB WILLS	MGM 2f	2
W. WIZELL	Cap 1p	2
	RCA 1p	

### SPA Members Number 1,900

NEW YORK, March 29.—Membership of the Songwriters' Protective Association has passed the 1,900 mark. Over 100 tunesmiths joined the organization since the first of the year. Among the recent additions to the membership roster are Bill Kenny, Wingy Manone, Morty Nevins and Stan Jones.

Meanwhile, little progress has been made in settling the matter of auditing publisher books. The series of meetings between SPA and the Music Publishers' Protective Association have been temporarily postponed because a number of key publishers are vacationing, while SPA execs are involved in matters concerning the American Society of Composers, Authors and Publishers.

### "ASCAP" FINALE IS HYBRID TUNE

NEW YORK, March 29.—American Society of Composers, Authors and Publishers' dinner at the Waldorf-Astoria Hotel this Tuesday (23) included a lengthy orchestral concert of ASCAP-licensed hit songs of the past few decades. Dinner guests, as usual, paid close attention to the long list of tunes played by the orchestra.

The last tune played in the "cavalcade of ASCAP hits" this week got the usual big finish arrangement from the orchestra. The tune was titled "The Loveliest Night of the Year." Many a tradesman was cognizant of the fact that the melody line for the song is familiar also as "Over the Waves."

"Over the Waves," of course, is public domain.

- For Sale
- WILL SACRIFICE
- RECORD PRESSING PLANT
- Four automatic hydraulic presses, complete with dies.
- Anthony Galgano
- 4142 W. Armitage, Chicago, Ill.
- Phone: Dickens 2-7060

**King DE LUXE**

**FEDERAL RECORDS POPULAR**

- ★ TEDDY PHILLIPS  
I'M SORRY I GOT IN THE WAY  
DEEP, DEEP IN THE CELLAR  
15162 and 45-15162
- ★ JACK RICHARDS and The MARKSMEN  
THERE'S A BLUE SKY WAY  
OUT YONDER  
YOU'RE NOT WORTH MY TEARS  
15161 and 45-15161
- ★ MARY SMALL  
ROMANCE ME  
RIVER, GET A-ROLLIN'  
15158 and 45-15157
- ★ DICK BROWN  
HEAR A SHAPADOOY  
THE UNSEEN RIDER  
15159 and 45-15159
- FOLK-WESTERN**
- ★ MOON MULLICAN  
A MILLION REGRETS  
SHOOT THE MOON  
1043 and 45-1043
- ★ WAYNE RANNEY  
REAL GOOD FEELIN'  
I'D FEEL LIKE A MIL-LIONAIRE  
1036 and 45-1036
- ★ BOB NEWMAN  
A-ROUND THE CORNER  
LOHESOME SAILOR'S DREAM  
1057 and 45-1057
- ★ HAWKSHAW HAWKINS and RUBY WRIGHT  
OVER THE HILL  
HAWKSHAW HAWKINS  
I'M SLOWLY DYING OF A BROKEN HEART  
1047 and 45-1047
- SEPIA-BLUES**
- ★ SUNNY THOMPSON  
MELLOW BLUES  
PARTS 1 & 2  
4488 and 45-4488
- ★ EARL BONTIC  
FLAMINGO  
I'M GETTING SENTIMENTAL  
OVER YOU  
4475 and 45-4475
- ★ LOVER, COME BACK TO ME  
THE MOON IS LOW  
4511 and 45-4511
- ★ WYONIE HARRIS  
MY PLAYFUL BABY'S GONE  
HERE COMES THE NIGHT  
4507 and 45-4507
- FEDERAL**
- ★ THE ROYALS  
EVERY BEAT OF MY HEART  
ALL MIGHTY LONG  
12064 and 45-12064
- ★ THE DOMINOES  
WHEN THE SWALLOWS  
COME BACK TO CAPS-TRAND  
THAT'S WHAT YOU'RE DO-ING TO ME  
1059 and 45-1059
- ★ LITTLE ENTERH  
THE STORE  
SUMMERTIME  
12056 and 45-12056
- ★ BING-A-BING-BOO  
THE CRYING BLUES  
12055 and 45-12055
- DELUXE**
- ★ ROY BROWN  
BROWN ANGEL  
I'VE GOT THE LAST LAUGH  
NOW  
3328 and 45-3328

distributors **King RECORDS, INC.**  
CINCINNATI 7, OHIO



A HIT!

The RAY ANTHONY Capitol Recording of

"AT LAST"

CAPITOL 1912



Music as Written

Carpenter Dance Dates to MAC; Gordon Keeps AM, TV . . .

The Carpenter, currently appearing with his band at the Congress Hotel, Chicago, last week clarified the confusion which followed his signing for five years with the McConkey Artists Corporation. Under terms of the contract, Carpenter will be handled for one-riter and location dates by MAC, with Hal Gordon continuing to handle the band for radio and television. Ork, which was set in the Congress for two weeks with options, has been renewed indefinitely by the location, MAC said.

Decca Opens New Baltimore Branch . . .

Decca Records last week held a formal opening celebration at its new distributing branch in Baltimore. Affair was attended by top Decca brass and local dealers, disk jockeys and distributors.

Beneke Ork to Guest on "Songs" . . .

Tex Beneke and his ork will guest on the "Songs For Sale" TV show on April 5. This marks the first time a name band has appeared on the program.

New York

Decca Records has signed Gene Arnons to a waxing pact. . . Mitch Miller is due back from his vacation trip this week. . . Trudy Richards just completed a tour of disk jockeys in Baltimore, Washington and Philadelphia with Len Wolf of Decca. . . Guy Lombardo's ork goes back into the Roosevelt Hotel here on May 5 for a two-month stay. . . Jeri Southern plays the Town and Country Club, Buffalo, from March 31 to April 6. . . Tenor Clark Donnis waxed several sides with Gordon Jenkins this week. . . Four Aces goes into Moe's Main Street, Cleveland, on April 4. . . General Artists Corporation signed booking pacts with Danny Scholl and the Charioteers. . .

Marvin Cane, personal manager for Vic Damone leaves for Stuttgart, Germany, on the 31st for confabs with the singer. Cane will also spend some time in England setting up a British affiliation for his pubbery. Charlie Kanter, Cincinnati coin op who heads Ace Sales, is in town. Accompanying Kanter are Walter Phillips, deejay, and his wife. Don Reed, of Abbey Records, is off to Europe today (29) for three weeks in England and France to arrange for LP disks for release here. . . Roy Acuff was in town Wednesday for a guest shot on the Kate Smith show. . . Presidents of the Art Lund Fan Clubs threw a surprise birthday party Saturday (29) for the MGM artist at the Beekman Towers. The clamor was attended by Ken Murray and his TV show cast. . . Pee Wee King is here to guest on the Ken Murray TV show today (29). . . Danny Davis opened at the Monte Carlo, Pittsburgh, Friday (28) for one week. . . Jacques Plant, French lyric writer and pubber, has formed a new French music firm with Gene Godman called Regent France to exploit tunes from the Regent and Harmon pubberies.

Nat (King) Cole goes into the Earle Theater, Philadelphia, April 18, for a week's engagement. Following that the singer is due at

Loew's, Buffalo, April 25. On May 14 Cole opens at the Paramount, New York. Jerry Blaine's Jubilee label took over the Cadillac masters of "In Spite of All" and "Lonely," waxed by chanter Ruth Casey. . . Allan Livingston, Capitol a.&r. chief, arrives in New York early in April. . . F. M. Scott III, Capitol exec in charge of albums, is in town to record the original cast disk of "Three Wishes for Jamie," which opened at the Bellinger Theater here Friday (21). Billy May's ork will guest on Perry Como's TV show April 9 and on April 11 will play its first Eastern date in Manhattan Center at the "Gandy Dancers' Ball." . . It's a baby girl for the Carlos Gastels.

Harry Link, professional manager of E. B. Marks, left for Los Angeles last week for a two-week visit. . . Mandy Carson opens a two-week engagement at the Moebambo, Hollywood, April 18. . . Lefty Frizzell was in New York last week with Jack and Neva Starnes. The Columbia folk artist did a guest shot on the Perry Como show and visited a number of deejays. . . Arnie Mogull, professional manager for the Dorsey brothers and Embassy music pubberies, became a father Friday (14). The new daughter is named Andrea.

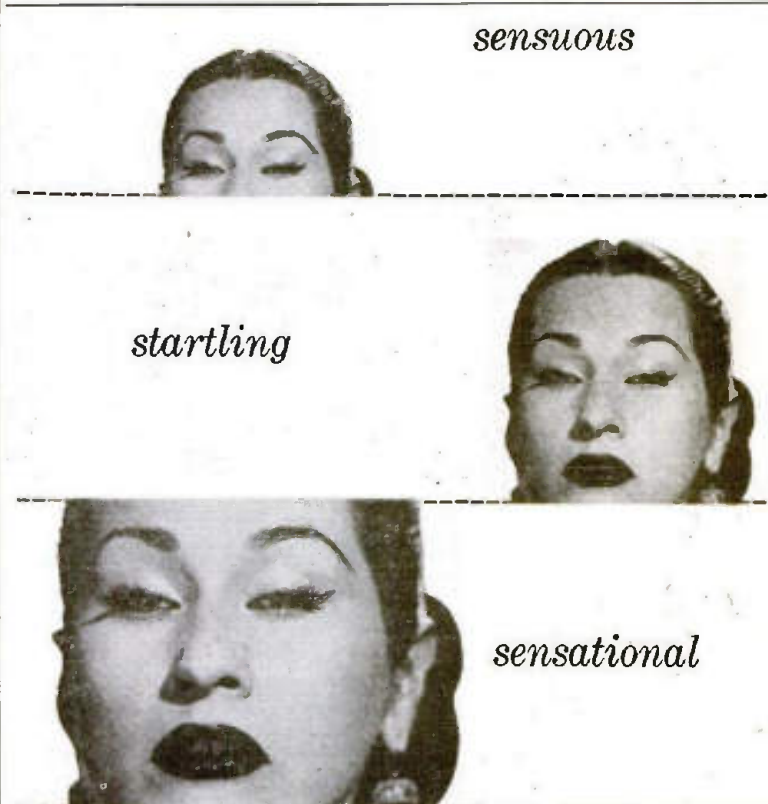
PIGEONS TO SOW D-J GOOD WILL

NEW YORK, March 29.—Look out below! The exploitation on Henry Jerome's MGM dinking of "Homing Pigeon" involves shipping the birds to deejays with a message about the record tucked in the tube on the pigeon's leg. As if this isn't dangerous enough, deejay Ted Husling and ork leader Henry Jerome will release flights of homing pigeons from the roof of Station WJGM and the Hotel Edison respectively on Saturday (29). Gentlemen should wear hats.

Merc Hypes Foreign Net

CHICAGO, March 29.—Erwin Steinberg, Mercury Records treasurer, this week initiated the first in a series of moves designed to strengthen the foreign distribution network for the firm's disks. Appointed to handle the label in Puerto Rico was the R & R Distributing Company, and to distribute all Mercury products in Guam, Steinberg appointed Trade Winds Music as the firm's rep in that area. Later is headed by Mary Brady, who was in Chicago recently to complete the deal.

On the domestic side, Mercury this week named the J. B. Furst Company to handle its line in Peoria, Ill. This appointment becomes effective April 1.



sensuous

startling

sensational



Legend of the Sun Virgin

...climbing to a top position in sales alongside her first record-breaking success, Voice of the Kibbutz.



Moises Vivanco

Moises Vivanco, talented and famous South American composer, has written inspired music that serves as an ideal vehicle for Miss Sumac's thrilling performance

album no. 299



CALKINS & HOLDEN Capitol Records, Inc. 1/2 page B&W Variety—April 2, 1952 Billboard—April 5, 1952



**CORAL RECORDS**  
**The AMES BROTHERS**

*America's 4 (most) Hitmakers*

**'AND SO I WAITED AROUND'**



and  
**'SHEIK of ARABY'**



Coral 60680 (78 RPM)  
 and 9-60680 (45 RPM)



© CANADA: Egan-McGowan Radio Corp. Ltd., Toronto-Montreal-Winnipeg

**NEW CORAL RECORDS**

**RELEASE #67**  
 APRIL 1, 1952

**2 SPECIAL RELEASES**

**JACK HASKELL**  
 Coral 60686\*  
 BE ANYTHING (But Be Mine)  
 COME BACK (Reviens!)\*  
**WINGY MANONE**  
 Coral 60687\*  
 AT LAST  
 AWFUL WAFFLE MAN

**10 NEW SINGLE RECORDS**

**AMES BROTHERS**  
 Coral 60680\*  
 And So I Waited Around  
 The Sheik of Azah  
**TERESA BREWER**  
 Coral 60676\*  
 Roll Them Roly Boly Eyes  
 Gonna Get Along Without You  
**LAWRENCE WELK**  
 and His Champagne Music  
 Coral 60677\*  
 The Gandy Dancers' Ball  
 Ivory Rag  
**MARTHA TILTON and CURT MASSEY**  
 Coral 60675\*  
 What Can I Do?  
 The Nightingale Remembers  
**NICK PERITO**  
 and His Orchestra  
 Coral 60678\*  
 Pissa Polka  
 Montrosano  
**RUSTY KEEFER**  
 and The Hilliders  
 Coral 60679\*  
 Idaho State Fair  
 You Will Never Grow Old  
**MORRIS LANE**  
 Coral 60681\*  
 Midnight Sun  
 I Don't Want to Set the World  
 On Fire  
**MARTY LICKLIDER**  
 Coral 60126\*  
 I Don't Want My Darlin' to Cry  
 (Over Me)  
 Down By the Missouri River  
**DANNY 'RUN JOE' TAYLOR**  
 Coral 60682\*  
 Coffee Daddy Blues  
 Come On Home Baby  
**MILT LARKIN**  
 and the K RAYS  
 Coral 60683\*  
 Walking in the Sunshine  
 While We're Young  
 \* All available in 45 rpm. Add prefix '9' to number shown.

**2 NEW ALBUMS**

**FRITZ KREISLER MELODIES**  
 Played by  
**SIDNEY TORCH**  
 and His Orchestra  
 Selections include: Caprice Viennois—3/4th Movement of Air Rosenberg—The Ole Refrain—Le Giton—L'Infernal—L'Infernal (Solo)—Serenade—March Miniature Viennoise—Praeludium and More.  
 CORAL 9-8050 (45 RPM)  
 CRL 8051 (Long Play)  
 Presenting  
**LAURINDO ALMEIDA**  
 in a Cultural Recital of Famous Serenades  
 Selections include: Serenade (Schubert)—Serenade (From Ballet "Les Millions D'Arlequin")—Duet—Waltz from "Serenade for Strings" (Tchaikovsky)—Serenade (Tosti)—Serenade (Sargol)—Serenade (Bisetti)—Serenade (Machowski)—Serenade (Bamberg)—Serenade (D'Alba)  
 CORAL 9-8048 (45 RPM)  
 CRL 8049 (Long Play)



© CANADA: Egan-McGowan Radio Corp. Ltd., Toronto-Montreal-Winnipeg

**Detroit Edgewater**  
 • Continued from page 30

Carle and Les Brown respectively. Original plan of the Edgewater Park management was to run the ballroom on a full-week policy, but this was changed to a three-day week-end set-up a few weeks ago, and "name" bands were selected to play the location in Detroit proper. Importance of the location in the band booking field is stressed by the fact that this is a new spot on the circuit, and that it is the first time since 1949 that name acts have been booked in a Detroit spot. In 1949 the Eastwood Gardens ran a dance band policy, dropping out of the picture at the end of the season. Edgewater will open the week-end of May 30 with Carle, then follow with Stan Kenton, June 6; Woody Herman, June 13; Buddy Morrow, June 20; Clyde McCoy, June 27; Ray Anthony, July 3; Les Brown, July 11; Tony Pastore, July 18; Ralph Marterie, July 25, and Ralph Flanagan, August 1. Jimmy Dorsey comes in August 8, and the next two week-ends will be filled by GAC bands yet to be named. The August 29 week-end, only four-day run, which is caused by the Labor Day holiday, will be played by Hal McIntyre, with the season ending at the close of his run.

**Goody to Offer**  
 • Continued from page 30

carried LP attachments and three-speed players, this is the first time the shop has sold "private brand" phonographs. The unit will include a three-speed changer with magnetic pick-up, amplifier, loudspeaker and cabinet. The shop also has introduced a new gimmick to sell diamond point phono needles, which retail for \$25. The store has arranged a time-payment plan. This merchandising idea, according to Goody, is that customers who use the diamond point return considerably fewer records. Latest record-merchandising plan introduced by the store and set to start in April is the sale of one LP disk for \$1 for each one (of a list of 45 to 50 disks) purchased at list price. The next record promotion by the store is a free three-speed phono attachment, plus one sapphire-tipped phono needle, with the purchase of any two LP's (of a selected list of 50) at list price.

**Defendants Speak**  
 • Continued from page 30

Russells' complaint failed to state a cause of action. They added that the theme and lyric content of the song were not new or original with the plaintiffs, having been used by others in the past. Laurel Music also filed an answer in which it, like Capitol, asked for a dismissal of the suit. They said that the Russells had not acquired any proprietary interest in "Wheel," that they were not the original or first composers of the song, that parts or all of it were copied from prior works. An answer along the same lines was also filed by Derby Records.

**Capitol in Push**  
 • Continued from page 30

son, Cap a & R, chief on the rustic side, will make more frequent junkets into the South with his next sweep scheduled for May. Marvin Townsend recently joined Capitol's local home office, to take charge of country disk promotion for the Coast. Nelson also has inked Carl Saucerman, Alabama warbler, who previously cut sides for Rich-Tone and Mercury.

**Bands to Talk**  
 • Continued from page 30

similar remarks about May. It is also hoped that when orksters do disk jockey interviews, they might talk about their fellow bandmen and the business in general, rather than restrict their conversation to their own enterprises.

**Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!**



# Song Survey Reveals Value of Live Air Plug

CHICAGO, March 29.—Value of personal contact with the "live" musical programs being aired in this market was pointed up this week when Radio Checking Service, after making its second overall survey of tunes aired on network and local stations in Chicago, discovered that, with the exception of a few runaway disks, most of the top 25 songs on the list attained the rating thru a heavy preponderance of live performances.

Further pointing up the importance of contact activity is the "Silly Dreamer" performance in the two-week span covered by the

report. Song, without the benefit of one record plug, landed in a strong position in the top 25—strictly on the work done by the local pubber representative.

Benefit of artist promotion again was shown in the report, with Bobby Wayne in town during the check period for a run at the Blackhawk, pushing his "Wheel of Fortune" side well up near the top of the 10 most played disks thru his numerous appearances thruout the city during his stay. Johnny Desmond's "Festival" also shot up fast as a re-

sult of the chanter's assist with disk jockeys.

Report, which covered 1,300 station hours in the March 1-15 period, listed the following toppers in alphabetical rather than actual performance:

Most played records: "A Guy Is a Guy," Doris Day; "Any Time," Eddie Fisher; "Be Anything," Eddy Howard; "Blue Tango," Leroy Anderson; "Festival," Johnny Desmond; "I'll Walk Alone," Don Cornell; "Life Is a Beautiful Thing," Dinah Shore; "Perfidia," Fats Domino; "Wheel of Fortune," Bobby Wayne and Kay Starr versions.

Most played artists in the period were Ray Anthony, Les Brown, Perry Como, Bing Crosby, Doris Day, Tommy Dorsey, Eddie Fisher, Eddy Howard, Dinah Shore and Frank Sinatra.

## Shaw Fall Tour Lists 65 Dates

NEW YORK, March 29.—The Robert Shaw Chorale, which has developed into one of the hottest concert draws during the past four years, wound up a 26-date spring tour this week, with the packaged booker, James A. Davidson Management, just about set on the company's fall junket. The fall tour kicks off the week of October 6 and will comprise 65 performances before the wind-up in mid-December.

With the start of its new season, the price of the package advances a flat \$2,700 a date, according to Walter Gould, who handles the attraction for the Davidson agency. Added costs, particularly a 10 percent rise in musicians' minimums, account for the increase over the present \$2,500, he said.

Scale for the musicians is now \$137.50 a week, against the earlier \$125. The company of 50, including Shaw, (Continued on page 67)

**GALGANO'S LATEST RELEASES**

**OPERATORS:** For just 15c per tune—have the latest recordings on your juke boxes. Order any quantities you wish immediate service. High Fidelity—Unbreakable—Quality Merchandise.

**18 RPM**      **45 RPM**

**30¢ ea.**      **36¢ ea.**

All the latest and Best Sellers      More than 250 Standard Numbers

This is just a partial list of hundreds of GALGANO'S latest releases. Send for our complete list today!

78 rpm	45 rpm	POPULAR	78 rpm	45 rpm	MILLBILLY
350	45444	A Garden in the Rain I'll See You in My Dreams	MH19	46415	Burials of Southern Sinking Sinking Sinking
247	45450	Please, Mr. Sun Bermuda	MH16	46414	Happy Yank Blues I'm Sorry for You, My Friend
349	45458	Viper Rag—Blue Tango	8107	45436	You Oid to Cut the Mustard Let Old Mother Nature Have Her Way
347	45454	Be My Life's Companion Tulips and Heather	8106	45435	Give Me More, More, More Call Her Yaw! Sweetheart
285	45357	Charmaine The Best Things in Life Are Free	8105	45444	Humming Bird Detour
146	45933	City—Green Steeple	8104	45447	Slow Poke Lonesome Whistle

**GALGANO DISTR. CO.**  
6147 W. ARMITAGE AVE.      DEPT. 6B-14      CHICAGO 37, ILL.

*We are proud to present the most Sensational Album of all times*

# "THE SECOND ELIZABETH"

1,300 Sold Since Saturday

Narrated by  
**DAVID NIVEN**  
ARBEY LP #1

**OUR TERRITORY**  
Minnesota, North and South Dakota, Iowa and Western Wisconsin.

Dealers wire or write for YOUR SUPPLY TODAY...

## LEW BONN CO.

1211 La Salle Ave.      Minneapolis, Minn.  
Phone: Main 8281      Harold Laue, Sales Manager

**ATTENTION, D.J.'S AND DEALERS:**  
Wire or phone for details an gigantic Northwest Contest. \$4,000.00 in prizes. You are eligible to win one of the prizes.

**To Order Your Market Place Ad USE THIS HANDY FORM TODAY**

1. First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed.

2. Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch.

3. Now check off the classification you want your advertisement to appear under:

- Display-Classified
- Regular-Classified
- Employer-Employee Meeting Place
- The Record Exchange
- Business Opportunities
- Distributors—Agents—Dealers
- Parts—Products—Services

4. And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this advertisement in your "Market Place" as indicated below:

Next issue only  
 Next 3 issues  
 Next 52 issues

Payment enclosed  
 Bill me

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zone: \_\_\_\_\_ State: \_\_\_\_\_

Signed: \_\_\_\_\_

### ADVERTISING RATES

**REGULAR-CLASSIFIED**  
Usual, wanted style, one paragraph, no display. First line set in 6 pt. bold, balance 8 pt. light.

Per word ..... 10  
2 or more CONSECUTIVE or 36 insertions, per word ..... 20  
25 CONSECUTIVE insertions, per word ..... 16  
Minimum \$5.

**DISPLAY-CLASSIFIED**  
Any advertisement using display make-up or white space. Figure space between columns. 1st. rate borders determined only on ads of 28 lines or more.

Per word line ..... \$1.00  
2 or more CONSECUTIVE or 24 insertions, per word line ..... .75  
25 CONSECUTIVE insertions, per word line ..... .50  
1st. rate in extra 14 rate lines.

Send all orders and inquiries to: **THE MUSIC MARKET PLACE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.**

## THE MARKET PLACE for the MUSIC-RECORD INDUSTRY

The National Exchange for Music Record Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

---

**Business Opportunities**

**CUSTOM RECORD PRESSINGS**  
Specialists in Long Play, 45 and 78 RPM pressings. Materials include pure black and red vinylite, non-breakable extended runs and break resistant. Complete servicing—dubbing from tape or instantaneous master metal processing labels, collating, warehousing, shipping, individual mailing, art work, albums.

**ALLENTOWN RECORD CO., INC.**  
Allentown, Pennsylvania      Tel. 3-7405

**PROMOTERS**  
Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might undertake and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**EXTRA PROFIT!**

If you have store space you can operate your own record department profitably. We supply "know how" and material.

Box M-726  
1564 Broadway,  
N. Y. 36, New York

---

**Distributors Agents—Dealers**

**WORLD'S LARGEST DISTRIBUTOR**  
**JEWISH — HEBREW ISRAELI**

Records Now Featuring  
**CHILDREN'S PASSOVER**

Write for Free Catalog  
**DAUNTLESS INTERNATIONAL**  
225 Lafayette St.      New York 12, N. Y.  
Phone: CA 6-0203

---

**SQUARE AND ROUND DANCE RECORDS**

One of the largest folk dance lines available. Both with and without calls. Instruction sheets with each record. This is a saleable line. Dealer and distributor inquiries invited. Complete listing upon request. 78 and 45 r.p.m.

**OLD TIMER RECORD COMPANY**  
1703 North Seventh St., Phoenix, Arizona

**DISTRIBUTORS WANTED**  
**AC-DC TELEVISION**  
NEW FINE LINE

MOST TERRITORIES OPEN  
WRITE FULLY IN APPLYING  
**PARK VIEW TELEVISION CORP.**  
5083 3D AVE. BRONX, N. Y. CV 2-6360

**CRG RECORDS**

The most widely advertised line of protected, age-grouped, unbreakable children's records. Create new customers for you daily. Address orders and inquiries Sales Manager.

**CHILDREN'S RECORD GUILD**  
27 Thompson St.      New York 13, N. Y.

Note: Distributors: Exclusive distributing territories still available.

---

**Employer-Employee Meeting Place**

**STENO SPEED DICTATION RECORDS**

The Steno Speed method enables stenographers to learn to take faster, more accurate shorthand to qualify for better, higher paying jobs. Many specialties covered in these records. Quick selling upon demonstration. Gives the student pace, speed, accuracy, greater vocabulary and writing ease. Distributed by

**A. AND C. B. STORM**  
Box M734, The Billboard  
1564 Broadway      New York 36, N. Y.

Learn to Type, Records that teach typing in the easy way—the rhythm way. Can be used in home or school. Simple to use. Long history of successful use by educators. Created by the American Book Company, Box M735, The Billboard, 1564 Broadway, New York 36, N. Y.

**TOP DRAWER NEGRO DISC JOCKEY AVAILABLE**

BOX 746, The Billboard  
1564 Broadway      New York 36, N. Y.

---

**BLANK RECORDING DISCS**

High quality blank recording disks for home recording or office use. We have had long experience making quality disks. For your blank recording disk requirements write to

**PRESTO RECORDING**  
Box M733, The Billboard  
1564 Broadway, New York 36, N.Y.

---

**The Record Exchange**

Operators, Dealers—If you need phonograph records in foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities, in 78, 45 and 33 1/3 RPM. New releases every 6 weeks. Standard Phono Co., 163 West 25th St., N. Y. C.

We supply records—all labels—all speeds at wholesale cost, plus small service charge. No orders too small or too large. Guarantee immediate service and best prices. Also specialize on needles, accessories, etc. Town Hall Records, 188 Riverside Ave., Brooklyn 12, N. Y. Dickens 6-2735.

**GIVE TO DAMON RUNYON CANCER FUND**

Manufacturers! Looking for a salesman?—Someone to contact 9,500 record dealers a month at a reasonable cost. Send for information today. Write "Salesman," care Box M-731, The Billboard, 1564 Broadway, New York 36, N. Y.

**Parts—Products Services**

Phonographs—For lowest prices and highest quality plus superb all around service and guarantee—all distributors, jobbers, dealers, write or call Dean Sales Co., 35 5th Ave., Brooklyn 17, N. Y. Attn: George H. Fass.

**NEED SOUND EFFECTS?**

Send for recorded sounds of locomotive, summer thunderstorm, etc. Also frequency and intermodulation test record, thermal (white) noise test record. Quality recordings at low cost. Write now to

**THOMAS VALENTINO, Inc.**  
Box M732, The Billboard  
1564 Broadway, New York 36, N.Y.

Record Pressings—Shellac, vinylites. Size 4", 7", 8", 10", 12", 78 rpm; 45, 33 1/3, LP; rigid inspection; rush orders. The slickest and largest pressing plant in the East Coast. Sun Plastics Corp., 900 Passaic Ave., E. Newark, N. J. HUmboldt 2-6749



Broadway Openings

DARK LEGEND

(Opened Monday, March 24)

President Theater

I directed by Helga Praeger, based on a novel by Dr. Fredrick Wertham. Staged by Morton Da Costa. Set and costumes by William Riva. General manager, Zaida Dorfman. Stage manager, Mabel Orger. Props representative, Arthur Cantor and John E. Tooley. Presented by David Heitwell, Robert N. Winter, Neeger and Darren McGavin.

David Heitwell has been around the stem engaged in various producing chores. Sometimes he has sponsored right good things. Now he has teamed up with Robert Winter-Berger and Darren McGavin in the management of the little President Theater for a skedded series of intimate productions. So he is at least partially responsible for the trio's tee-off "Dark Legend." If "Legend" is a sample of what is to come at the President, Heitwell had better go back to theater-in-the-round, on which his judgment seemed sounder.

"Legend" purports to be a first Broadway effort by Helene Fraenkel, based on a novel by psychiatrist Dr. Frederic Wertham. According to reports, Dr. Wertham's book, in turn annointed to an actual psychoanalyst for a case history of matricide with Hamlet-Orestes overtones. Not having read the book, a reporter cannot comment. Having, however, seen Miss Fraenkel's play, he can report that it is a dreary, sordid business, and wanders again how young Mr. Heitwell permitted himself to get mixed up in its production.

Thick Plot

Miss Fraenkel's conceit (or it may be Dr. Wertham's) concerns the armoured peccadilloes of an Italian New England matron with a horrendously possessive son. Fortunately, under Morton Da Costa's subtle direction it becomes so esoterically Italian that only a spaghetti connoisseur could follow exactly what is going on. In any event, it appears that the lady found her aging baker husband bed-wise unsatisfactory. She takes on a younger gent, who may have helped her spouse to a demise via a hunting accident. She has offspring by No. 2. She goes rid of him. And finally is about to hook up with a family friend (whom this reporter somehow figured to be the delegate of the bakers' union), when her brooding son ups and knifes her. Since all violence occurs off stage, it can't be proved, but it may be accepted that the lady is very dead. Lady Shakespeare and Aeschylus told the tale better and without Italian accent.

Players Blameless

Players shouldn't be blamed for a debacle of this kind, except for allowing themselves to get mixed up in it. James Daly probably comes off best. At least, he is forthright and rugged as the virile lout who awakens the lady's slumbering passions. Olive Deering works hard and with occasional good results as the lady in question, and James Lipton has a helluva time for himself with the over-conscienceed son. The rest of them do likewise to lesser degree.

William Riva's setting of a living room behind a bakeshop is well designed for a small stage, and his costumes seem less obtrusive than the script. The best that can be said for "Legend" is that in Italian-New England dialect it is a popping disappointment. Maybe this reporter would like it better in Yiddish. Bob Francis.

Dramatic Routes

- Bea, Book and Candie (Great Northern) Chicago.
Breat King (Albany) Philadelphia.
Candide (Court Square) Springfield, Mass.
D. (Metropolitan) Providence, R. I.
Demosthenes (Aud.) Worcester, Mass.
(Buhamel Aud.) Hartford, Conn.
Chase, The (Loomis) Philadelphia.
Cocktail Party (Cape) Washington.
Darkness at Noon (Metropolitan) Seattle.
Dary and Dolls (Shubert) Chicago.
Henry Due (Cape) Philadelphia.
Mr. Roberts (Auditorium) Salt Lake, Kan.
(Auditorium) Topeka 1-3; (Music Hall) Kansas City.
Moon Is Blue (Harris) Chicago.
Moon Is Blue (Cape) Sioux City, Ia. 2.
(Graham) Omaha, Ia.
Romance to Be Seen (Cape) Detroit.
Eve Tullio (Cape) Chicago.
North Pacific (REO Place) Columbus, O.
(First Aud.) Cincinnati 7-19.
Student Prince (Cape) Buffalo 1-3; (Auditorium) Rochester 4-8.
Two on the Aisle (Shubert) Boston.

THE GRASS HARP

(Opened Thursday, March 27)

Martin Beck Theater

A fantasy by Truman Capote. Staged by Robert Lewis. Set and costumes by Cecil Beaton. Music by Virgil Thomson. General manager, Warren Greenwald. Stage manager, Ben Krantz. Props representative, George and Dorothy Ross. Madeline Hittner. Presented by Arnold Saint-Suber.
Catherine Creek (Georgia) Burke
Colin Talbo (Midland) Natwick
Dolly Talbo (Midland) Natwick
Fernie Talbo (Ruth) Nelson
Dr. Morris Riva (Johanna) Harris
The Reverend's Wife (Susan) Scell
The Reverend (Ralph) Harris
The Barber (William) Holloway
The Baker's Wife (Gertrude) Fygar
The Barber (Jay) Barber
Jude Charles Cool (Russell) Collins
The Choir Mistress (Jane) Smith
Big Eddie Steiner (Anthony) McGrath
Brophy (Julia) Racine
Sam (LARRY) Robinson
Maude Gordon (Lena) Peterson
Miss Baby Love Dallas (Alice) Pearce

Continued from page 3

and her attitude becomes a target for the town's displeasure. An obvious crook and others are involved. The wind-up, however, sounds as if the brothers Grimm had been eventually hypnotized by Hans Christian Andersen. Even if what goes on at the Martin Beck were seen thru the eyes of a 15-year-old (which it isn't), the result would still be baffling.

Pointing up the dramatic efforts of our newest lyric bright boy are outstanding performances by Georgia Burke and Mildred Natwick as a protective Negro servant and a gentleman of considerable spinelessness, respectively. Johnny Stewart is good as the young lad, and Russell Collins is excellent as a youth-seeking judge. Such players as Sterling Holloway and Alice Pearce are wasted on parts that seem to mean less than nothing to the advancement of the proceedings. As a matter of fact, Capote seems content to make caricatures out of most of all his lesser people. There is little or no substance in any of them.

In sum, beyond imaginative, handsome settings by Cecil Beaton and some intriguing incidental music by Virgil Thomson, there must be more in "Harp" than meets the eye and ear. There are some sharp lines, some obviously well written, but its impact has to hack a way thru a soufflé of bewilderment.

Off-Broadway Review

ASHES IN THE WIND

(Opened Tuesday, March 25)

Amato Opera Theater

A play by Robert Deardorff and Hal Peterson. Staged by Robert Baris. Set by Barry London. Stage manager, Virginia Marka. Produced by Stage Door. Sarah (Ruth) Marka Corbo
Andrew (Hal) Peterson
Alex (Bob) Smith
Lila (Barbara) Cooper
Delores (Delores) Griffith
David (Harry) Loughrane

Tho those concerned with the Stage Door's presentation of "Ashes in the Wind" obviously know very little about the theater, there is no doubt that all, from playwrights Robert Deardorff and Hal Peterson on down, are absolutely sincere in their efforts. Without that sincerity, the group would have nothing to offer. The playwrights doubtless gave much to say about Miswestern Victorianism. There seems no question that the basis for their story actually happened, as the program says it did. But in bringing the little history to the stage, it loses much in translation. This is melodrama, which is neither written, directed or played as such.

Pedestrian Pace

Matters proceed at a pedestrian pace in the presentation of a supposedly-crippled son and his dominant, six-month-old mother, who keep them from the evils of the outside world. Even the introduction of a "wicked" offspring of the mother's husband and her own sister doesn't create much stir. But suddenly towards the end, the son discovers he's no longer a cripple, takes to sleep walking and kills his mother. And after the slightest suggestion to

SADLERS' KIDS

Have Spirit, But Still to Come of Age

NEW YORK, March 29.—It is always possible to expect too much. Where tulle and lights are concerned, the label "Sadlers Wells" has come to mean something super-special in ballet. Its senior troupe has twice come over to show a brand of stepping in its field. Never has there been such critical hat-tossing for any dance group.

Now comes the organization's junior troupe, if that is the right way to describe it, called the Sadlers Wells Theater Ballet. The young British balletes have been touring the country and Canada to local acclaim and arrived this week for a two-week stay at the Warner Theater. The word was out that this group is something exceptional, and since they are the product of Sadlers Wells training by its outstanding teachers, expectation was high.

However, it must be reported in all honesty, that judged on the basis of their opening night performance, the Sadlerites are just fine, fresh, well-trained young dancers. They do not compare either individually or as a group to their senior aggregation, nor for that matter to our own home town City Centerites. There is some evident fine talent among them, which undoubtedly will make itself felt one of these days, but the overall gives an impression of youthful vigor and bounce which has not quite arrived at fulfillment.

Everyone in View

The opening night program apparently was designed to give as many of the troupe as possible an introductory show-casing. It started off rather slowly with Frederick Ashton's Les Rendezvous, which had three quarters of the company classically on view. Followed a pas de deux literally lifted from the old fairy tale, "Beauty and the Beast," by John Cranko, expressively mimed and danced by Patricia Miller and David Poole.

Matters picked up materially thereafter with Ashton's revised "Casse Noisette" (or "The Nutcracker"). The troupe really went to town against Cecil Beaton's brilliant backgrounds and costumes. Elaine Field made a spritely Sugar Plum Fairy, and David Blair a most creditable Nutcracker Prince. There were also good contributions from David Gill, Maurice Mellick, Donald Britton, Stanley Holden, Donald McAlpine and Walter Trevor.

The Highlight

But the finale, "Pineapple Poll," was the top of the evening, an amusing bit of nonsense based on one of W. S. Gilbert's "Bab Ballads" to arrangements of Arthur Sullivan's music. It is full of vigorously high spirits, and is evidently the sort of thing the young Britishers are particularly good at. Miss Field was splendid as the burlesque woman of the title role, and David Blair was likewise as the bewhiskered captain who sets all fem hearts a-swooning. David Poole added an outstanding stint as a lovelorn pot-boy of the local pub. Cranko's dance patterns for "Poll" are wickedly amusing, and everybody, including the dancers, seems to have a high old time out of it.

If the group's advance build-up doesn't seem wholly justified, many of them most certainly have plenty on the ball. It will be interesting to watch them grow.

Bob Francis.

the "wicked one" that he may be going batty, he obliges. Along the way a gardner says "Ye-um," and "No, um," and is promptly seen no more. And his daughter, full of life and yet not too loose, is seduced by the bastard son and very likely raped off-stage. She also is seen no more. It is not the purpose here to be facetious but to point out to the playwrights the absurdities in their script.

Set Okay

With such against them — besides complete misconception and plodding direction by Robert

Shop Talk

The St. Louis Municipal Opera has listed its musicals for its 34th season, which gets under way on June 5 with "Show Boat." The last show of the season will be "Annie Get Your Gun." . . . The Robert Breen-Blevins Davis production of "Porgy and Bess" will be the lead-off show of the six-production siked of the 1952 State Fair Musicals at Dallas. "Porgy" will run June 9 to 22. It will be cast in New York by May 6 and move to Dallas for final rehearsals before June 1. Other shows on the skeed are "A Tree Grows in Brooklyn," "The Student Prince," "Carousel," "The Wizard of Oz" and "Call Me Madam." All will be staged in the air-conditioned State Fair Auditorium, which has a seating capacity of 4,301. . . . The Playhouse, only legit house in Wilmington, Del., has a new manager, William Doerflinger, appointed by the Du Pont Company to succeed Francis Cavanaugh, who was promoted to another position in the company. . . . William De Lys has incorporated his proposed American Commedia Theater as the De Lys Theater Corporation with capitalization of \$102,000. The company recently leased the Hudson Playhouse in Greenwich Village.

Danbury Tent Planned; Double Bill for ELT

James Westerfield, currently appearing in "Venus Observed" in New York, is planning to run a 12-week season of operettas under canvas beginning June 30. The tent, which will accommodate 1,500 will be located at the grounds of the White Turkey Inn on Route 7, north of Danbury, Conn. . . . The Westport Country Playhouse will open its new season, June 16. . . . Gen Genovese and Edward Woods plan to present a musical on the Stern next season with Billy Gilbert in the lead. Entitled "Buttrick Square," the show has a score by Arthur Jones and Fred Starmer. . . . The second show at the President Theater, following "Dark Legend," will be "The Victim," a new play by Leonard Lesley, adapted from a novel by Saul Bellow. . . . Peter Fyfe will stage "The Charles Hornor-Henry Miles comedy hitherto known as "Fire Sale" has had its title changed to "Hook n' Ladder," producer-director Al Morris announced this week. . . . Lillian Gish and Edward Everett Horton have won the Stock Managers Association Awards as "the stars who have contributed most to the 1951 season." The presentation will take place in the North Ballroom of the Hotel Astor on April 15 at 12:30 p.m.

Antoinette Perry Awards Announced at Waldorf

The Theater Wing's Sixth Annual Antoinette Perry Awards "for distinguished contributions to the current season" were announced Sunday night (30) at a dinner at the Waldorf-Astoria. Jan De Hartog's "The Fourposter" received the "Tony" in the Dramatic Play category, and "The King and I" won it in the Musical category. . . . Julie Harris was voted the leading dramatic actress for her performance in "I Am a Camera." Jose Ferrer received an award in two categories: Leading Actor and Director. The first stemmed from his appearance in Joseph Kramm's "The Shrike," and the second for his staging of "The Shrike," "Stalag 17" and "The Fourposter."

The leading musical stars voted by the Theater Wing board were Phil Silvers for "Top Banana" and Gertrude Lawrence for "The King and I." Supporting performances that received accolades from the Wing were John Cromwell in "Point of No Return," Marion Winters in "I Am a Camera," Yul Brynner in "The King and I" and Helen Gallagher in "Pal Joey." The set and costume designs that were honored were both from "The King and I," credited to Jo Mielziner and Irene Sharaf, respectively. . . . Max Meth, musical conductor of "Pal Joey," and Robert Alton, choreographer of the same show, each received a Tony in his category. The technician selected was Peter Feller, master carpenter in the crew of "Call Me Madam." . . . Three special awards were given this year. They went to Edward Kook of Century Lighting for important contributions to the theater in the realm of stage lighting and electronics, to Judy Garland for her part in the revival of vaudeville, and to Charles Boyer for his performance in "Don Juan in Hell" and for his part in bringing out a new form of theatrical presentation. . . . The awards, which in past years have not been announced until Easter, were presented by Helen Hayes, president of the Wing.

a Camera," Yul Brynner in "The King and I" and Helen Gallagher in "Pal Joey." The set and costume designs that were honored were both from "The King and I," credited to Jo Mielziner and Irene Sharaf, respectively. . . . Max Meth, musical conductor of "Pal Joey," and Robert Alton, choreographer of the same show, each received a Tony in his category. The technician selected was Peter Feller, master carpenter in the crew of "Call Me Madam." . . . Three special awards were given this year. They went to Edward Kook of Century Lighting for important contributions to the theater in the realm of stage lighting and electronics, to Judy Garland for her part in the revival of vaudeville, and to Charles Boyer for his performance in "Don Juan in Hell" and for his part in bringing out a new form of theatrical presentation. . . . The awards, which in past years have not been announced until Easter, were presented by Helen Hayes, president of the Wing.

Pittsburgh "Call Me Madam" Casts Dawn for Eastham

Roger Dann succeeds Richard Eastham in the cast of "Call Me Madam" when the show opens in Pittsburgh on June 2. Anthony Farrell has commissioned Hatvey Haislip to write the book of a musical based on one of his stories of Navy life. . . . Chorus Equity membership last week elected six members to their nominating committee. They were John Schickling, Eve Herbert, Dean Campbell, Jack Daboud, Leo Kayworth and Geraldine Delaney. They will join the three members selected by the executive committee, John Dorrin, John Schmidt and Ray Cook, to draw up a slate of officers to be voted on by the general membership of Chorus Equity in June.

BROADWAY SHOWLOG

Table with columns for Show Name, Dates, and Box Office/Status. Includes Dramas and Musicals sections.



## NEWS NUGGETS

### Du Bief to Icer; Detroit Expo Up

NEW YORK, March 29.—Entire production staff of "Ice Capades" here, is eagerly awaiting the Tuesday arrival of Jacqueline Du Bief, Parisian world figure-skating

"champ, at Idlewild Airport. Seems that altho the French darling of ice, whom "Ice Capades" execs are gambling will be the hottest skate sensation since Sonja Henie, has already agreed to turn pro under their banner, she is holding on to her amateur status until a few moments before her overseas plane touches U. S. soil. The sentimental 19-year-old is determined to sign her first pro contract at the exact moment her plane flies over the Statue of Liberty, an earlier French gift to America. "Ice Capades" contract inkling will be legally witnessed at that moment by plane captain and co-pilot.

#### Dayton Attendance Off for Spike Jones . . .

DAYTON, O.—Spike Jones drew one-quarter houses for two shows at 2,700-seat Memorial Hall here Sunday (23). It was the third time the revue has played Dayton and some observers believed there wasn't sufficient ballyhoo for changes in the show.

#### Hartford Shrine Circus Set for Week in April . . .

HARTFORD, Conn.—State Armory here will house the annual Shrine Circus during the week of April 21. As in past seasons, the circus unit will be produced by Frank Wirth.

#### Detroit Travel-Sports Crowds Increase 34 Per Cent . . .

DETROIT — Attendance at the combined travel and sports show at State Fair Coliseum here was up 34 per cent, showing a ticket sale of 187,000 in the nine days (15-23). Promotional campaign utilized newspapers, radio and television.

#### Ramors Strong on Sale Of Holyoke Arena . . .

HOLYOKE, Mass.—Reports that the Valley Arena would be sold were rife here last week and with some foundation. Oreal Rainault, big boss of the boxing and wrestling plant, admitted that the deal might go thru at any minute. Representative from a Virginia syndicate was here in conference with Rainault, leading to the impression that the arena is about to change hands. The arena has been up for sale for several years, but the present negotiations have been going on only for a few weeks.

The new interests would use the arena for televising boxing and wrestling bouts, filming them and showing them in other spots. The policy of weekly bouts, however, would continue to promote the boxing shows, which are held Monday nights.

#### Henie Refunding Starts; Revue Goes to Havana

NEW YORK, March 29.—Sonja Henie representatives this week began refunding an estimated \$100,000 to advance sale ticket holders. The 1952 Ice Revue, which was slated to open next week at Kingsbridge Armory, the Bronx, was canceled out when the producer failed to put up a \$1,000,000 bond. No assurance that a license would be granted was included in the demand for the unusually high bond, it was said.

Date was a costly one for the icer, for a reported \$50,000 invested in advance advertising and publicity alone. Skating star and her troupe left here for a 21-day engagement at the Teatro Blanquita in Havana. The troupe was kept on full salary during the layoff, show officials said.

#### Awaits, San Antonio In Tentative Pact

SAN ANTONIO, March 29.—The city council here tentatively agreed to accept the bid of Roy and Velma Awaits for concessions at Municipal Auditorium, San Pedro Playhouse and another city auditorium. The Awaits bid of 35 1/2 per cent

### Talent, Cars Boost Crowds For Portland

#### Lee Cosart Credits Names, New Models With Big Increase

PORTLAND, Ore., March 29.—Big-name talent and displays of new cars were credited by Lee Cosart, proxy and general manager of the Pacific International Arena here, with multiplying the attendance at the Portland Motor Show. The event closed Sunday (23) with an attendance of 115,909 at \$120 each plus 5,000 at a previous date. Last year's attendance was 44,000.

Talent package listed Henry Busse's orchestra; screen star Preston Foster and his wife, Sheila D'Arcy; Moro and Yancanello; comedy; Jack Marshall, emcee; Tucker Troupe, trampolines, and Hamid Arcut. Cast did 21 shows during the nine-day run, including six shows daily on week-ends. Foster termed the arena date an "experiment" and expressed high satisfaction with the results. Displays and awards for several classifications of cars, trucks and boats were made.

### Barb Scott Appearance Marks Vancouver Aud-Arena Activity

VANCOUVER, B. C., March 29.—Skater Barbara Ann Scott was paid a reported \$2,000 by the Vancouver Skating Club for her two appearances at the Forum here at the club's ice carnival. She flew here during a two-week layover of her regular show, Arthur Wirtz's "Hollywood Ice Revue," and was added to the bill in an effort to boost a sagging advance sale.

Andra McLaughlin, co-star in the Wirtz show, and Michael Kirby, Miss Scott's partner, also were featured in the local show.

In other building activities here, Tommy Trinder, English comic, closed a trans-Canada tour of his Music Hall Varieties with a five-day stand at the Auditorium, ending Saturday (22). Business built from a slow start to capacity for the final two nights. Tour was

### Allot \$9 Mil. For Armories

WASHINGTON, March 29.—U. S. Steel Bureau last week released \$9,000,000 for construction of 25 more armories thruout the country. New armories will be in addition to 44 built or purchased since the end of World War II and 13 already under construction. Army construction, up to date, has been slower than Army Reserve officials had anticipated. Last fall \$4,000,000 was released. And the present allotment is still part of the \$16,000,000 approved by Congress for the 1951 fiscal year. The unexpended balance is about \$3,000,000. Budget for the new fiscal year (1953), which begins July 1, is believed to carry a request for about \$12,000,000 for armory construction.

Plans announced last week contemplate armory construction in the following cities: Mobile, Ala.; Fresno, Calif.; Hartford and New Haven, Conn.; Wilmington, Del.; South Bend and La Fayette, Ind.; Jopoka, Kan.; Lawrence and Springfield, Mass.; Lansing, Mich.; St. Louis; Lincoln, Neb.; Raleigh, N. C.; Camden and Trenton, N. J.; Albany and Buffalo, N. Y.; Johnston, Pa.; Philadelphia; Chattanooga; Huntington, W. Va.; Madison, Wis., and two for Milwaukee.

of gross or \$7,200 per year, which ever is higher, was the highest of the seven bids entered. The contract will be for five years and the successful bidder will be required to post \$10,000 surety bond.

### "Hollywood" Icer To Repeat Detroit, Indianapolis Dates

#### Toronto, Montreal Runs to Follow; Anticipate Closing Late in May

CHICAGO, March 29.—Arthur M. Wirtz's "Hollywood Ice Revue" will play unprecedented repeat dates at Wirtz-controlled buildings in Detroit and Indianapolis. The show will play Toronto and Montreal immediately after the second date at Detroit.

Both repeats were set because business prospects seemed better there than at any other available building, according to Bill Horstman of the Wirtz staff. He pointed out that the earlier runs at each city won good takes. Horstman spoke a report that there was any effort to "keep anyone out" of Indianapolis.

It appeared likely that the icer would end its season late in May. After playing the Coliseum at Raleigh, N. C., it opens in Buffalo Memorial Auditorium Wednesday (2) for five days and lays off for Holy Week. The second Indianapolis stand will be April 12-16 and the show reopens in Detroit's

Olympia for four days on April 18 at Toronto. "Hollywood" will be at the Maple Leaf Garden April 23-29. The Montreal Forum will be May 4-11. It is unlikely that more Canadian dates will be played, and a once-discussed tour of Europe apparently will not develop. Business at Springfield, Mass., which preceded a lay-off, and Raleigh was satisfactory.

Horstman said no other cities would be repeated this season. The first engagement in Detroit brought a record gross of \$583,313 and the Indianapolis run which ended in December also was well above last year's gross, it was reported.

### Canada Sports Show Draws Top Crowds

TORONTO, March 29.—Record-breaking crowds, expected to reach 200,000 in the estimate of show officials, have been attending the 1952 Canadian Sportsmen's Show at the Coliseum here this week. Sponsored by the local Anglers and Hunters' Association, the show was booked and produced by William Shilling, of New York.

The tee-off crowd was "the largest we have ever seen on any opening day," according to Loyal M. Kelly, general manager, Saturday (22) attendance, Kelly stated, "was the largest that has ever been in the Coliseum for a show or event of any kind."

#### U. S. Performers

U. S. performers appearing at the show include the Cristallins, Phil Bennett and Jackie the Crow, Joan Salvato, Four Skating Marks, Jim Running Troupe, Willie Necker's retrievers, Vinson Twins, the Great Arturo and Sharkey the Seal.

Managers of several U. S. sportsmen's shows visiting to watch the show operation include Charles Collins, Milwaukee; Don Bryant, of Cleveland, and Clinton Smullen and George Smith, Philadelphia.

### Fem Ice Hockey For Arenas, TV

HOLLYWOOD, March 29.—New TV and arena attraction, girl ice hockey teams, is now in the works, with ice show producer Margaret Williams importing fem hockey teams from Canada. Fair sex, according to Miss Williams, has long been playing hockey north of the border and teams will combine speed of the sport with glamour to bolster the gate and increase show's TV value.

Miss Williams already has closed bookings for the fem hockey teams in Cincinnati (Cincinnati Gardens) March 29-30; Grand Rapids, Mich., April 10-12; Indianapolis, April 3-6, and Huntington, W. Va., April 17-19. Canadian group consists of 36 persons, including 32 gal bladeists. Terms on bookings include guaranteed advertising and a straight 60-40 b.-o. split. Miss Williams said negotiations are under way with various TV outlets, but no agreements have been reached.

#### Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and package show brings upon the number of quality local promoters. That is why it will be to your advantage to aid in the compilation of this list. If you are a sponsor-promoter in your area, send us the name of the promoters, your territory, office, Arena Auditorium, Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

### Louisville Tabs 6th New Record As Trotters Pull

LOUISVILLE, March 29.—Louisville Armory hung up the sixth new record of recent weeks when the Harlem Globetrotters drew 8,300 paid for a gross in excess of \$13,000 Saturday (22). This was a 17 per cent hike over the best previous Globetrotters appearance here.

Armory Manager Herman J. Penn and Max Gallen, of the Globetrotters, aimed their promotional campaign at an all-reserved house, eliminating general admission tickets. Advertising concentrated on recommendations that tickets be picked up in advance, and Penn said that 98 per cent of the seats were picked up before the day of the game.

Armory is attempting to make the advance pick-up a general rule. Campaign also was carried out in that line for the recent appearance of "Holiday on Ice" and several college basketball games. Pitch includes pointing out the advantage of avoiding congestion.

### Picture Business

Continued from page 2

changed by a committee of arbitrators.

"Any arbitration of this matter would be without meaning, because regardless of what the outcome of the arbitration might be, RKO will not yield to Jarrico's demands.

"Under the terms of the contract between RKO and the Screen Writers' Guild, now that you are in receipt of this letter (containing my refusal to be bound by any arbitration award in favor of Jarrico) you are in a position to abandon the conciliation and arbitration proceedings and take whatever action you desire.

"I have spoken very frankly in this letter with the sincere desire that it will save time and trouble for everyone.

"I hope you will be equally frank with me and answer this question:

"Now that you have RKO's refusal to comply with Jarrico's demands, is it or is it not the intention of the Screen Writers' Guild to call a strike against RKO?"

In this letter I have carefully refrained from making any accusations or charges against your Guild. It is not my desire to start a debate.

"You gentlemen are professional writers and I am not. I am sure that in any letter-writing contest with the Screen Writers' Guild I can only finish second best.

"Therefore I hope this will not be the teeing-off point for a series of letters and name calling back and forth as so frequently occurs in Hollywood.

"All I want is a simple answer to a simple question. "Are you going to strike or aren't you?"

"Sincerely,  
"Howard Hughes."

### SOMEWHERE IN THE WORLD . . .

There's a buyer for your wares — services — or merchandise. Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 —!







## Roadshow Rep

**L. VERNE SLOUT**, manager of the Toby and Ora Slout Players Tent Show, comes thru with the following from Vermontville, Mich., where the org is preparing for the coming season: "On several occasions I've noted in the column where some performer or show fan writes berating the fact that there are no more tent shows or they point out that poor business, radio, motion pictures, television or the new deal has killed off the American tent show. I admit that in these days one show doesn't have to wait to get onto a lot until the show there the week before most off. I admit that the old-time professional tent show performer is getting scarce, but I do not admit that the shows are dying out or that these isn't a place for them. Altho there are fewer shows than

in other decades, those which are operating are all reliable, standard, dependable name shows. Their equipment is better than they ever carried in the past. In most cases the plays are presented in a more thorough manner and I deem that every operator now ends the season on the right side of the ledger. One never hears of actors waiting or not receiving salaries. This isn't because of Equity shows. Equity forgot about tent shows when the shows shrank in number and a representative couldn't go out and collect enough dues to more than pay his salary and expenses much less leave something for Equity. Most shows, however, still carry on, using the main terms of the Equity contract. For proof that the public does want the tent show, here is a list of some of the major successful shows. In addition to our own, Toby and Ora Slout Players Tent Show, there are: Bisbee's Comedians; Neil and Caroline Schaffner, with their Toby and Susie and The Schaffner Players Tent Show; the Plunkett Family, Hugo Players, Chick Boyes, Dennis Players, Sun Comedians, Tilton Players, Manhattan Players, Roberson Players, Jack Collier Players and Brooks Stock Company. There are others probably that I should have mentioned and will hear about, but at this writing the ones mentioned are the ones that come to mind. Before Hank Brunk sends me a collect wire to get him in with the rest, Brunk's Comedians play Colorado, Texas, Oklahoma and New Mexico. The other two long-season shows are Bisbee's Comedians and the Plunketts. I think every show is motorized, instead of transporting an outfit in a baggage car or cross country on farmer's wagons, they all have their own trucks, trailers and house cars. I don't know of any that carry a band but, they all have their own orchestras, sound systems and bally trucks."

## Drivin' Round The Drive-Ins

THERE are about 77 drive-ins listed in the Eastern Pennsylvania-Southern New Jersey-Delaware territory, with only five new ones to open for their first season. These are the Moonlight Open-Air, West Wyoming; Triangle, Halifax; Temple, Williams-town; Wysox, Wysox, and the Y. Wellsboro, all in Pennsylvania. The Moonlight, owned by James Hizzo, will have a 432-car capacity. Booking and buying will be done by Milgram Theaters, Inc., Philadelphia. The Triangle will be a 300-car spot, owned by Floyd Scheib and Leon Lutzel. It will open soon. Booking and buying will be handled out of Philadelphia by Allied Booking & Buying Service, Tri-State Booking & Buying Service, Philadelphia, announced that it has added the Brandonville Drive-In, Brandonville, Pa.; Kerry Drive-In near Wilmington, Del., and the Pocono Drive-In, Bartonville, Pa., to its books. The Bowl Outdoor Theater Corporation has started construction of a 400-car capacity drive-in theater in West Haven, Conn. Completion is slated for the spring. Pending in Superior Court is an appeal taken by Fishman Theaters from a decision made by (Continued on page 70)

## Fund-Raising Skate Venture By N. Y. Blind

NEW YORK, March 29.—For the first time, the Independent Blind Newsboys' Association thru its Athletics for the Blind Division, will stage a skating affair with which it hopes to raise funds for the purchase of athletic equipment for the use of local blind youngsters, according to Sam Finkelstein, division director. The association is a non-profit organization, said Finkelstein, and this marks its first attempt at fund-raising. In the past directors and members (all of whom are blind) have chipped in necessary funds, but since most of them are newsdealers who barely manage to make a livelihood, the association is using a skating party to raise necessary funds.

Admission price for the group's skating "festival," to be held April 1 at Park Circle Roller Rink, Brooklyn, is \$1.20, tax included. A number of stars of stage, radio, TV and the sporting world are expected to attend along with Betty Clark, blind radio and TV singer; the Shannons, radio-TV singers; Don Heller, singer, and the Harmonitones. A regular skating session will follow performances by national roller skating champions, Roller Derby members, and a dance skating exhibition by one of the association's blind members, Johnny Wahlten, and his partner, Jean Carlson.

Co-chairmen of the affair are David F. Sodou, Brooklyn philanthropist, and Bob Haymes, TV and recording star.

## Texas ARSA Meet Slated for Dallas

DALLAS, March 29.—A State-wide roller skating meet will be held May 23-25 at Robinson's Roller Rink, Fort Worth, E. L. Hamblen, Southwestern representative for the U. S. Amateur Roller Skating Association, said here.

The meet is sanctioned by the USARSA and will be open to all Texas amateurs registered with the association. There will be competition in dance, figure, free style and speed skating. Hamblen said it will be a qualifying meet for the national championships, June 23-28, in Muskegon, Mich. The meet will be conducted by Robert Evans, pro at Robinson's Rink.

## Novice Team Hot In Buffalo Meet

BUFFALO, March 29.—Billy Cannon and Marcia Wroblewski were reported outstanding in local championships of the Roller Skating Rink Operators' Association, held March 18 in Mr. and Mrs. E. J. Scott's New Skateland. Cannon won the men's novice free-style skating title and teamed with Miss Wroblewski to take the novice dance contest. The Wroblewski girl also captured the ladies' novice free-style skating crown. Both will represent Buffalo in the New York State championships, to be held April 14-18 in New York.

## WANTED AT ONCE

Hammond Organizer for USARSA Rink. Present organizer compelled to resign due to illness. Contact:

**GEO. C. GELINAS**  
OHLAWAKE ROLLER RINK  
Telephone 2902 and 4574  
New Castle, Del.

## CURVECREST RINK-COTE

The skating surface for wood and mastic floors. The ultimate in cleanliness and traction.  
**PERRY S. GILES, Pres.**  
Curvecrest, Inc., Marquette, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

## WANT RINK

For amusement center in Shreveport, LA. Will furnish free rent and outfit and customers for 30 per cent of take. Contact:

**PERRY SPARKE**  
At 1322 Texas St. or call 66442  
Shreveport, La.

## AD SPOTLIGHTS SKATE MESSAGE

ATLANTIC CITY, March 29.—Seven roller skating teachers, all members of the South Jersey Roller Skating Teachers' Society, joined efforts to center attention on the sport by participating in a joint newspaper advertisement offering roller skating instruction. The teachers, with their photographs carried in the advertisement published in The Press-Union, included: Donald Gorman, Marian Patroni, Bill Garner, Ed Young, Wmifred Young, Alice Jones and Eleanor Smith.

The professionals offered lessons in plain, figure, dance and speed skating during the day and evening at the Atlantic City Roller Rink. The advertising highlighted roller skating as developing skill, grace, rhythm, music appreciation, co-ordination and poise as a means of increasing one's popularity and keeping healthy, happy and trim.

## Reynolds Story Told in Journal

LA FAYETTE, Ind., March 29.—Earle Reynolds, renowned speed and exhibition skater of another era, was the subject of a feature article by Leslie E. Arndt in the Saturday (15) magazine section of the La Fayette Journal and Courier. The article is the first of a series to be printed by the paper on Reynolds.

Now 83 years old and living in Rensselaer, Ind., the article, "Skater Reynolds," recalls the fabulous days of Reynolds' career when he was winning racing titles by the carload and later when he teamed with Nellie Donegan to become an outstanding attraction, along with Anna Held, in Ziegfeld shows.

Reynolds and Miss Donegan, his wife, did much to put Rensselaer on the skating map, the article reports. Aside from their own accomplishments, they had twin daughters who later became skating champions, and Patricia LaMaire, a granddaughter, is currently performing with "Hollywood Ice Revue."

In the article Arndt calls Reynolds the king of the world's ice and roller skaters at the turn of the century, and reports that when Reynolds and Donegan were appearing in Ziegfeld's "Parisian Models" they were one of the top salaried acts in show business. The vet skater is credited with teaching Anna Held to skate and the introduction of the "Merry Widow Waltz" to Americans.

Reynolds started as a jockey in the 1880's, but when the roller skating craze swept the country he quickly mastered the rollers and became so proficient on them that from 1884 to 1889 he won 646 races against all comers. In the roller skating seasons of 1884-85 he won 112 out of 120 races in the United States and Canada, and in 1897 and 1898 won 166 out of 188 races. Many of his ice skating records still stand.

## Milford Skater Sold

MILFORD, Del., March 29.—Milford Roller Rink has been taken over by Lady Linda Covers, Inc. for manufacturing use.

## Mineola West'n Night Awards 17 Wrist Watches

MINEOLA, N. Y., March 29.—Operators of Mineola Roller Rink put up 17 Bulova wrist watches as prizes at the rink's March 28 second annual Western Night, featuring a "jail" erected in the center of the floor, adjoining judges' bench and sheriff's quarters, and "deputies" skating about the floor looking for likely prospects for lock-up in the hoose-gow.

The prizes were awarded for the best dressed cowboy and cowgirl and the best dressed Indian boy and girl. Skaters were permitted to wear dungarees, only night of the year the management permits skaters to wear such garb.

Rink officials also announced the addition to the professional staff of Ann Hoffmeister Gregg, former amateur dance skating champion.

WANT MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOROUS SHOWMAKING GET THE NEW "REVOLVING" HOLLYWOOD SPOTS-LITE BETTER! A CRYSTAL BALL NO AMERICS TO BREAK WASH OR POLISH GLAMOROUS NEW IDEA IN HEAVY BROWN SPONGE MARBLE, CRYSTAL AND GLASS. THE ONLY TRULY "REVOLVING" SPOTS-LITE SHOWS IN THE WORLD! SEE IT AT THE HOLLYWOOD SPOTS-LITE CO. 1471 Boston Rd., Bronx 44, N. Y. DAyton 3-3822

**MADAME REINE'S**  
Full Price  
**SKATING SKIRTS**  
\$24.00 a Doz.  
CASH IN ON THE FAMOUS  
**Bonny Skating Tights**  
(8 Assorted Colors)  
For Ice Skating, Roller Skating and Ball Around  
**\$10.50 a Doz.**  
All merchandise guaranteed. Write for complete price list.  
1/2 dozen by the lightest  
—sell for 50c.  
**JACK ADAMS & SON, INC.**  
1471 Boston Rd., Bronx 44, N. Y.  
DAyton 3-3822

## WE BUY and SELL

**NEW and USED RINK ROLLER SKATES**  
lowest prices  
By buying and selling—  
—repairing and renovating—  
—sell for 50c by the lightest  
—sell for 50c.  
**JOHNNY JONES, JR.**  
Owner of JOHNNY'S CHICAGO ROLLER SKATE CO.  
27 CHATHAM ST., PITTSBURGH 19, PA.

**SAVE ON RINK SUPPLIES**

Metal Skate Cases, 5 1/2"	\$34.00
Pro-Tek-You Skates, doz. pr.	7.80
Chamois Toe Bumpers, doz. pr.	3.20
Press Pads—extra large.	
doz. pr.	3.75
"Streamlined" Skate Cases, rounded corners, doz.	16.68
Shoe Laces, all colors, 54"	
72", 81", doz. pr.	1.40

**ROBQUETS**  
2511 Greenwood St., Chicago 26, Ill.  
Distributors of Bickerton skates and parts, Davison's Pacer-Power's, Major Products, King-Rhythm, Liberator, Bickerton, Bickerton, Bickerton, Skaters Jewelry, Floor Brushes, Wheelies, Skate Wheel Drivers, Revolver Wheelies, Laces, etc.  
Write for Price List

**SOUTHERN SHOWMEN**  
Write for new catalog of greatest 16MM attractions ever released.  
**DELTA VISUAL SERVICE, INC.**  
815 Poydras St.  
NEW ORLEANS 12, LA.

**16 mm. ROADSHOWMEN**  
WE PAY YOU to show sponsored films—top quality productions, present an entertainment. Book your "big audience" westerns, serials, features from the world's largest film library and get paid for showing sponsored films. Write, phone or visit your local Ideal dealer today! Or write to:  
**IDEAL PICTURES**  
48 S. South Water St., Chicago 1  
Ask for the FREE Community Theater Brochure.

**16MM. SOUND FILMS FOR SALE**  
Over 300 complete pictures from \$18.00 to \$40.00 each.  
**FILMS RENTED AT ONE LOW PRICE**  
\$2.00 to 3 days \$4.00 per week \$12.00 per month  
Advertising order placed free.  
**ACE CAMERA SUPPLY**  
442 W. Evans Street Florence, S. C.

**OPEN A DRIVE-IN THEATRE AT LOW COST**  
New and guaranteed rebuilt equipment from \$1995. Time payment available to reasonable parties. Write, giving location and number of cars. SPECIAL OFFER! Temporary Mineola & Marquette films, 27¢ per ft. 50¢; 10", 60¢; 3. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

## Lexington Benefit For Competitives

PITTSBURGH, March 29.—H. D. Ruhlman's Lexington Skating Palace here has set April 18 as the night for a benefit skating party, proceeds of which will be used to send the rink's competitive skaters to USARSA Eastern regional championships in Norfolk in May and the July national in Denver.

Enrollments are now being accepted for the rink's various April dance classes. Classes have been established for adult beginners, teen-agers and children. The management continues to push its 10-session skating ticket selling, for \$5.50. Such a ticket saves the purchaser \$1, since the regular price for evening sessions is 65 cents. The rink's price scale is 35 cents for weekday matinees, except Mondays; Sunday and holiday matinees, 50 cents; Saturday matinees and kiddie sessions, 20 cents, and weekday practice sessions, 4.30 to 6.30 p.m., 25 cents.

## Gay's Skateland Named Site of Texas Tourney

TEMPLE, Tex. March 29.—A State roller skating championship tourney is scheduled to be held here at Gay's Skateland May 3 and 4. A feature of the tournament will be a series of roller hockey games with men and women teams from various cities.

## Newman New Instructor At N. St. Mary Rollery

SAN ANTONIO, March 29.—Johnny Newman has been named skating instructor at North St. Mary Roller Rink here, according to Joe Spillman, manager.

**RINK MEN WHO USE CHICAGO SKATES ARE SUCCESSFUL**

There's a reason. Chicago skates are strong, can take hard wear, low up-keep cost, easy rolling, simple to replace worn parts after long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements, also.

**JUMP BARS FOR THE JUMPERS**  
**CHICAGO ROLLER SKATE CO.**  
4427 W. LAKE ST. CHICAGO 24, ILL.



# The Final Curtain

**BATTLE—Alfred James.**  
72, musician known professionally as Professor Itzhak, March 14 in a Fresno, Calif. hospital. He was born in England, but came to the United States when a boy. He served in the Philippine Islands during the Spanish-American War and was a member of the United Spanish War Veterans. Battle was in Fresno by his own choice in his profession for about 25 years. Survived by a brother, Fred, Woburn, Mass., and a granddaughter, Barbara Weidner, with whom he lived in Fresno. Services March 19 and burial in West Side Memorial Cemetery, Jett, Calif.

**BART—Prof. Victor.**  
75, musician and conductor, March 26 in Newark, Conn.

**BUTLER—Andrew S.**  
76, president of McDougall-Butler Company, Inc., Buffalo paint manufacturer, March 25 at his home in that city. At one time commissioner of Buffalo Park, he was born in Buffalo and came to Buffalo in 1904. He had been president of McDougall-Butler since 1918. Survived by his wife, two daughters and a sister. Requiem mass March 29 and burial in Mt. Olivet Cemetery, Tonawanda, N. Y.

**DAVIS—Waver Willet.**  
8, son of Mr. and Mrs. Ken Davis, congressional aide with the Hills Greater Show, recently of croquet after having been lost in a boat on the Mississippi Sound. His grandmother was Esther Davis, married central concourse. Burial March 27 in Winter Park, Fla.

**DELANE—Maudie.**  
66, retired stage actress, whose professional career spanned half a century, March 18 of a heart ailment at her home in San Francisco. Surviving are a sister, a niece and two nephews.

**REBERG—William.**  
77, for many years manager of Warner movie houses in Philadelphia, March 31 at his home in Philadelphia. He was manager of the Venice Theater at the time of his death. A sister survives. Services March 25 and burial in Mount Olivet Cemetery, Philadelphia.

**FRANZONI—Frank.**  
68, stage actor who made several U. S. tours and appeared in motion pictures, March 24 in Sydney, Australia.

**HELFERSON—M. T.**  
67, known among repeat-show performers as B. J. (Boudie) Dickson, at his home in Weppah, Wis., recently. His widow, Dorothy Milla Helferson, and a son, Lieut. Robert Adler, survive.

**HEBACH—Martha.**  
67, son-in-law and associate of the late Mike Jacobs and widow manager of the Jacobs Theater at River View Hospital, Red Bank, N. J., March 28. His widow, a son, a daughter and a brother survive.

**BORENTZMAN—Bert.**  
79, outdoor show artist painter, March 31 in a General Hospital, Los Angeles. He had been a member of the Pacific Coast Showmen's Association since 1944. He leaves his widow and brother. Burial in Holy Cross cemetery, that city, March 25.

**ISAVATA—John.**  
64, radio engineer for a number of years at WKAR, that Lansing, Mich., March 25 in Lansing of a cerebral hemorrhage. His widow and two children survive.

**BERNIGAN—Mable.**  
wife of W. F. (Red) Bernigan, formerly of the Golden Gate, River Greater and Coastal Plain Shows, March 18 in Fayetteville, N. C. Services and burial March 18 in Cross Creek Cemetery, Fayetteville.

**JOHNSON—Joe.**  
veteran Slide Show performer known professionally as Chief Rain in the Pace, December 28, 1951, in Lafayette (La.) Charity Hospital. He had just been married. Last year he closed his ninth season with John T. Hutchens' Modern Museum. The Veterans' Administration handled burial details in Lafayette.

**KRAFT—Earl C.**  
71, Indiana school music teacher and composer of the march, "Spreadway," and numerous operas, recently at his home in Frankfort, Ind., of a heart attack. He was assistant band leader in the 35th Field Artillery Battalion during World War I and formerly appeared in Evesham and Chateaux in 1936 and 1937. At the time of his death he was teaching music in 11 schools. He was a member of the American Society of Composers, Authors and Publishers; American Legion, Veterans of Foreign Wars and Masonic order. He is survived by his wife and a sister, Anna. Burial in Bonnell Cemetery, Frankfort.

**KURN—Capt. Jack.**  
81, (alias artist), March 23 in the Little Barmen for the Poor Home in New York. Burial March 26 in survivors.

**MCGOWAN—John F.**  
73, film actor, director and actor for more than 40 years, March 25 in Hollywood. He was born in Australia, served in the U. S. Army and acted and directed films in many foreign countries. He went to Hollywood in 1912 and formed his own company. Previously he had directed films in New York. In the early 20's McGowan played heavy film roles.

**MADON—Uncle Dave.**  
81, entertainer on the "Grand Ole Opry" radio show, March 23 in Murfreesboro, Tenn. He was one of the first entertainers on the show originating in Nashville 35 years ago. He had many records and records and one Hollywood film. He was the author of many ballads. He is survived by his wife, Mrs. Madon. Services March 23 in Murfreesboro.

**MARTIN—John W.**  
81, stagehand for many years at the Gayety Theater, Detroit, in that city March 18. He was a member of the Local 44, International Alliance of Theatrical Stage Employees, and a charter member of Detroit Lodge 28. He was secretary and treasurer of the group. His widow, Marian, and a son, Michael J., survive.

**PACK—Ernest.**  
78, retired actor, violinist with the Cincinnati Symphony Orchestra, March 23 in St. Mary's Hospital, Cincinnati. He was in St. Louis, Mo., March 13 while on tour with the orchestra. Pack formerly had played with the Cincinnati and had taught violin at the Cincinnati College of Music. He joined the Symphony in New York Philharmonic and St. Louis Symphony orchestras. He was born in France, and at one time was a member and concert master of the State Orchestra in Russia. Survived by his widow, Opka, and his mother, Mrs. Marie Pack, who lives in Czechoslovakia. He was a member of the Masonic order. Services March 25 at the Cincinnati Crematory.

**FARRS—Emanuel.**  
84, part owner of radio station WJAC, March 25 of a heart ailment in San Juan, Puerto Rico.

**PHILLIPS—Andrew W.**  
75, on the staff of the Capitol Theater, March 19 at 40 years at his home in St. John, N. H. He also was associated with the York-Nickel Theater and Victoria Bank, St. John. His widow survives.

**RENNER—Mrs. Marie Sebels.**  
69, Czech-born retired concert singer, March 27 in Pleasantville, N. Y. She commuted in many big cities and at the 1910s after the death of her husband, Metropolitan in New York, under the direction of Leopold Damrosch. A son survives.

**ROGAND—Hazel.**  
63, retired vaudeville actor whose real name was Harry Starr, March 21 in Stillwater, Okla. He had appeared as a magician, daredevil and roller skater with such notable acts as Harry Blondin, John E. Sullivan, C. Fields and others. A brother survives.

**RENNER—Joseph H.**  
73, veteran Cincinnati singer, March 27 at his home in that city. In 1908 he toured Europe with Mrs. Ernestine Schumann-Haack. He also had appeared in London with the Cincinnati, St. Louis, St. Paul and Minneapolis symphonies. He is survived by his widow and three daughters. Requiem high mass March 25 at St. Peter's.

Charles Church and burial in St. John Cemetery, St. Bernard, O.

**SCHEIN—Mrs. Adelaide L. G.**  
wife of Philip A. Schein, a composer and musical director of Terra-Goa, Inc., March 24 in New Rochelle, N. Y. Surviving beside her husband is a daughter.

**SPELDI—Mme. Amelia.**  
82, opera and concert singer around 1900 and more recently a voice teacher, March 23 at her home in New York. At the age of 18 she sang at the Metropolitan Opera House in Berlin. In 1905 she came to the U. S. to continue her career.

**SHIVE—Robert H. (Hob).**  
85, retired outdoor showman. (For details see story in General Overseas section.)

**SHUTTLEWORTH—Walter W.**  
69, a Broadway stage manager and actor, March 25 in New York. He started his career in 1901 as a pianist in vaudeville. In recent years he directed 1930 show. A nephew survives.

**TAYLOR—John H.**  
74, vaudeville, stock and rep performer, at his home in Lynn, Mass., after an illness of several months. He had directed amateur and amateur productions. His widow survives.

**YELLOW—Pineburgh.**  
about 70, privilege man and booster handle his old-time shows in Chicago, March 20. He had been in show business since his youth but was inactive for the past several seasons. His name was Charles H. Egoff, but he was known only by his nickname. Survived by a brother and two sisters. Burial in Chicago.

**VERDI—Francis M.**  
72, actor and playwright, March 25 at his home in New York. He appeared on Broadway in many big plays, and was author of the play, "The Inside Story," which starred Louis Calhern in 1922. A brother survives.

**WOLFE—Arthurd.**  
veteran carnival worker in the Maritime Province, in his St. John, N. B., home March 18.

**WHYTE—John W.**  
72, treasurer of Stouras Theater Corporation, March 24 at his home in New Rochelle, N. Y. At an early age White became associated with the Federal Reserve Bank of St. Louis, Mo., and became cashier. He resigned to join the Louis Amusement Company, later by the Stouras brothers. When the latter moved their interests in theatrical enterprises to New York, White went along as treasurer. Surviving are his widow, son and sisters.

**ZINCK—Wes C.**  
74, teamed with Bill Lynch Show, March 12 at his Martins River, N. B., home. His widow, four sons and two daughters survive.

**WRNIE—William H.**  
owner in the film business in Eastern Pennsylvania, March 19 at his home in Catawago. He opened his first theater in Catawago in 1906, later building the Majestic Theater there, now known as the Savoy.

**WILLIAMS—George Elmer.**  
83, one-time vaudeville with the old Bortz Circus and Tom's Vaudeville and Tent Show, March 18 in Akron. Survived by his widow, Anna, two sons, Claude and George Elmer, and a daughter, Florence. Burial at Rimersburg, Pa.

# London Dispatch

By LEIGH VANCE

Continued from page 2  
seem to be deliberately planning their own funerals.

**British Troops Cry Lack of Shows . . .**  
A row blew up this week about a lack of British artists for Korea. On an inspection tour out there Countess Mountbatten reported the troops' main concern was for some entertainment, pleaded for Gracie Fields and others to be asked. Now comes the Army's reply. Head of Army Entertainment, Lt. Col. Hugh Fraser, explained they had stopped winter shows because both artists and troops found it too cold to sit about in the primitive halls they could find. Despite this Larry Adler went out last December. Apparently the Army plans to spend \$30,000 this summer sending out a show to \$130 a week, which means only top-liners would be losing by it.

**British Equity Works on Scales for Foreigners . . .**  
Equity here is working on a new scale of permit entry charges for foreign artists. They have issued figures of foreign actors and actresses (legit only) given cards during 1951. There were 62 from France, 20 from America, two from the Argentine and one from Israel. The largest foreign entry is for ballet. Last year there were 191 visitors, including 57 from Spain and 29 from the States. Altogether 432 foreign artists came here for film or stage work.

# Paris Peek

By ANNE MICHAELS

Continued from page 2  
broadcasts before taking off for their annual France-Europe tour which will run thru September when they return to New York and Bill Miller's Riviera.

**Gramont Needs Manager; New Shows Arrive . . .**  
Jean Mercure's "On Earth Like in Heaven" got far better than average notices. The Gramont Theater is without a manager. Two long-standing friends, Elvira Popesco, who wants the theater for her France Monde Productions, and Simone Berliou, director of the Theater Antoine, are vying for the house. Michel Vitold will do "Resurrection of the Body" by the poet Louis Masson, at the Ceuvre Theater first week in April. Jean-Bernard Luc's comedy based on the Kinsey report opens this week at the Madeleine Theater under the title "Leaves of the Vine." Maurice Clavel's adaptation of "Electra" opened at the Nordumbles radio producer, makes his debut as a legit writer with "Last Outrage" at the Theater Vieux Colombine in April. . . . The melodrama *Bedeila* is to be brought into the Theater Sarah Bernhardt. Maria Caseres makes her debut in the Pirandello Robert Charpentier in Search of an Author in April in Jean Anouilh's new play, again along the line of the play within a play, is tentatively called "Tonight, Marbath."

# Roadshow Rep

Continued from page 69

He'll put all his time and attention into his traveling solo show soon, however. . . . C. H. (Doc) Burns is in Liberty, Tex., framing a small animal and museum show to tour established territory in New Mexico, with opening slated for early April. . . . Gorman's puppet show is in Central Wisconsin on the second lap of a coast-to-coast tour. . . . Frye Brothers will have a puppet show at Eastern resort camps this summer. Show played Central Pennsylvania this winter. . . . S. S. Krupp reports that he has had a good season with religious and feature film in West Texas. He's readying a summer platform show at El Paso. "Don't sell Texas down the river for small shows," Krupp says. "There are plenty of towns and acres of territory. Just bring along some smart talent and something with which you can get a few dollars on the merchandise end. I met Graham Ferrill in El Paso and his solo show is a real one." Ferrill is an old-time 10-20-30 performer and was with Harvey Players, Walte Stock Company and others.

# Rome Round-Up

D. SYD STOGEL

Continued from page 2  
Cooper in the Divin' Round, "Limelight" is eagerly awaited there and is getting loads of advance publicity. . . . One paper, the Rome Momento, has written an editorial calling on the directors of the Venice Film Festival (which celebrates its 20th anniversary this year) to use "every bit of pressure and prestige possible to insure that 'Limelight' is not entered in any other festival but Venice. . . . Italian Commies have extended their anti-American propaganda campaign to include the field of pop music. . . . The Reds now scoffing Italian tunes with a boycott and that over 70 per cent of the songs broadcast are foreign pieces. . . . Altho Italy has not yet started regular television shows, over 2,500 TV sets have already been sold. Latest gal to make good here is Elizabeth Pritchett, a mezzo-soprano from Dallas who culled warm notices for her supporting role in Wagner's "Die Walkure," currently at the Rome Opera.

# HARRY AND LARRY HUGO

Hugo Players, were among guests at a party staged by Harry Evans and his Mayloft Party, of Station KRVN, Lexington, Neb., by Earl and Nora Ramsey at their home in Kearney, Neb., recently. Other guests included Kate and George Thorne, Chuck and Cathy Ellis, Beverly Case, Leo Lacey, Jimmie Reynolds and Buddy Manley. . . . Thomas Finch, widely known in rep and tent show circles, is operating a sign business and producing amateur minstrels around Allendale, Ill. His fifth annual Kiwanis Minstrel, to be held in Lawrenceville, Ill., April 18-19 is currently in rehearsal. For the past few years, Finch has designed and built fronts for the Johnny J. Jones Exposition, John R. Ward Shows and Independent Midway operators, Inc. He'd like to know what has become of Harry and Dorothy Mayhall, Jack and Virginia Hamilton, Charles Rumble, Gladys Murdock and Les Mayhall. Among the numerous shows Finch trumped with was the Roy licensed with the Honey-Hughes and Billy Wain "Money-moon Express" when its cast included Walter Deering, Bobby Whelan, Joe Gray, Rex Dare, Walter Pruitt and Bobby O'Connor.

# Divin' Round The Drive-Ins

Continued from page 69

Col. Edward J. Hickey, State police commissioner, in issuing a permit to Bowl Outdoor Theater Corporation to operate a film projector in this new drive-in.

**A BILL** prohibiting the licensing of any more drive-in theaters within 2,000 feet of churches, hospitals or schools in Massachusetts has been approved by the Massachusetts House. Another bill to put out of business those already licensed within this distance of churches, hospitals and schools was defeated after Rep. Charles F. Holman protested that owners had spent thousands of dollars on the drive-in theaters. It was estimated that the 46 now licensed would have been outlawed by the original bill. . . . New Floridan Outdoor Theater at Tampa held its formal opening March 11. J. M. Poindexter is manager.

# Marriages

**FLETCHER-MILLER.**  
Alan R. Fletcher, staff announcer with WJAC-TV, Harris, Conn., and Olive Miller, non-pro, of Athens, Conn., March 20 in Marmaroneck, N. Y.

**MILLER-ALLAN.**  
Gilbert Miller, of the Chords, and Vivian Allan, of the Allan Sisters, recently.

**O'CONNOR-MITTON.**  
Charles O'Connor, Hollywood dance director, and Betty Boston, film actress, March 17 in Las Vegas, Nev.

**SEAR-TRELFAGE.**  
Lieut. Richard Sear, U. S. Army, and formerly in charge of producing commercials for the "Big Parade" show, and Barbara Ann Trelfage, "Big Parade" ballerina, March 19 in Bridgeport, Conn.

**SHAW-FORGE.**  
George Shaw, night club singer-vaude, and Tracy Forge, model, in Philadelphia March 19.

**TURNER-MOFFET.**  
Sic. Robert H. Turner and Dolly Moffet, singer, dancer, musician and comedienne with a hitballing show, March 18 in Tupelo, Miss.

# Births

**BARNES.**  
A daughter, Denise Elaine, March 16 to Mr. and Mrs. Harold Barnes, Father is Elaine Meyer, ballerina.

**GLADSTONE.**  
A son, John, March 19 to Mr. and Mrs. Gladstone in North County Community Hospital, Roslyn, N. Y. Father is a WOR newscaster in New York.

**WILSON.**  
A son, Gary, recently to Mr. and Mrs. W. H. Wilson. Father is a newscaster for WLW-TV and WLW, Cincinnati.

# Divorces

**MARTIN.**  
Mary Marie from Harry (Slim) Martin, who had been forward on the W. G. Wade Show, recently in Ithaca, Mich. Cause: Cruelty.

**JANIS CARTER.**  
actress, from Carl Carter, New York musical director, March 25 in Los Angeles.

**IN LOVING MEMORY**  
Of My Beloved Wife  
**Elsie Murphy Brown**  
Deceased April 1, 1951  
W. S. BROWN

---

**IN MEMORY**  
Of My Friend  
**Elsie Murphy Brown**  
Deceased April 1, 1951  
Come but not Forgetful  
**MISS BILLIE REED**

**Subscribe Now!**  
**52 BIG ISSUES, \$10**  
Including 8 Special Issues

"A good display of record advertisements from The Billboard is a great help for increasing your sales."

**J. W. WOOLWORTH CO.**  
Miss Hazel Smith  
174 West Main St.  
Durham, N. C.

**THE BILLBOARD** 917  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. Foreign Countries (except Canada) \$12 and send me will include at least 8 Special Issues.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_



## Carnival Owners' Reactions Mixed On Union's Drive

Strates Opposed, Sedlmayr Says He Will "Go Along"

Continued from page 1

two months and was brought into the open this week when all railroad show owners were invited to attend a meeting called for April 1 at the Hotel Grady, Atlanta.

Reached at his show's Tampa winter quarters, Carl J. Sedlmayr, owner of Royal American Shows, the nation's largest carnival, said that he "had consented to go along with the union."

J. C. McCaffery, co-owner of the Amusement Company of America (the former Hennies Bros.' Shows) reached at his Miami winter home, said he planned to attend the Atlanta meeting and indicated that he would "go along with Sedlmayr."

### Strates Opposed

James E. Strates, owner of two railroad shows, the James E. Strates Shows and Strates Model (Continued on page 86)

## Jersey Senate To Vote on Legal Bingo

TRENTON, N. J., March 29.—The much-discussed Forbes Bill calling for a public referendum on legalizing bingo games for religious, welfare and service organizations' benefits was reported out last Monday (24) for action by the State Senate here.

Bill, introduced by Senator Malcolm Forbes, Somerset Republican, was amended to allow municipalities to regulate bingo games as they saw fit; to increase the number of voters required to petition for a municipal referendum to permit such games, from 5 to 15 per cent; to prohibit games by an organization not at least five years old and to prohibit cash awards to winners and limiting merchandise and other prizes to a \$25 top value.

Informed observers predict Senate Republicans can muster enough votes to pass the bill, which is expected to come up for action early next week.

## Name Kendall Pepsi Veepee

NEW YORK, March 29.—Donald M. Kendall, former assistant national sales manager of Pepsi-Cola Company, was named assistant vice-president for the company. It was announced by Alfred N. Steele, president.

Kendall is in charge of all bottle and sirup sales of Pepsi-Cola in circuses and carnivals, as well as grocery, drug and variety chains.

## Kedenburg Skeds L. I. Race Dates

FREEPORT, L. I., N. Y., March 29.—Long Island auto race season opens Sunday afternoon, April 6, at Dexter Park, Jake Kedenburg, local speedway promoter, announced here this week.

Islip Speedway opens Sunday afternoon, April 27, with Freeport's Municipal Stadium making its car debut the following week.

See Page 75 for THE BILLBOARD'S NEW WEEKLY "WHERE-TO-FIND-IT" SERVICE

The Market Place for the For Food and Drink Concessionaires

Consult this new reader service for all of your special food and drink concession needs.



E. K. FERNANDEZ (fourth from left in back row) sends the last 24 performers to Tokyo to appear in his All-American Circus, the first United States originated show to play Japan. The acts flew from Los Angeles Monday (24) and will play Tokyo for 30 days, starting April 3. Fernandez will play other dates there and probably Hong Kong, Okinawa, and Guam.

## Fernandez Troupe Flies to Japan; Circus to Open in Tokyo April 3

LOS ANGELES, March 29.—Completing five weeks of arrangements, E. K. Fernandez left here Tuesday (25) for San Francisco and then Tokyo, where he opens his All-American Circus April 3. The last contingent of performers left Monday (24) by Pan American Airways for Japan, with a stopover in Honolulu. Fernandez joined the troupe there Wednesday and continued his flight to the Orient after only four hours at home.

Fernandez, who has presented shows in the Hawaiian Islands for 35 years, is staging the first American circus to be presented in Japan. The show will play 30 days in Tokyo in the Kokugikan Arena and then another 30 days in Osaka. Following two weeks or more in Nagoya and a prob-

able run on Okinawa, the show will play a return engagement in Tokyo under canvas.

The show equipment and personnel started moving westward March 12 when the animals were shipped from San Francisco. Raymond Aguilar, band leader, left March 17, and Eddie Camara, calliope player, followed. Aguilar will select musicians in Japan for the band. A shipment of Dolly Jacobs' three elephants and the van was made March 21.

### About 55 in Troupe

Fernandez has sent nearly 55 persons to Japan at various times during the past few weeks. The performers were delayed in their departure until the showman returned from Washington, where he expedited the visas. All perform-

ers were required to take nearly 15 inoculations. Flying out Monday night were the last 24 performers.

On the program are 22 displays including Rings Brothers, comedy bar; the Hickmans, acrobats; Frank Phillips, pumas and tigers; Elaine Hendricks, riding act; Wallace (Continued on page 86)

## HEAVE HOT POTATO

# CNE Told to Void Hamid Agreement

TORONTO, March 29.—The "hot potato" job of voiding a Canadian National Exhibition agreement to obtain acts from George A. Hamid, New York booker, and thus pave the way for the granting of such contract to a Canadian booker was tossed into the lap of Hiram McCullum, CNE assistant general manager, who is acting as general manager in the absence of vacationing Elwood H. Hughes.

The heave was made at a joint press conference called by George Taggart and Robert H. Saunders, acting CNE president, to cap the reverberations that set in this week when the CNE approved the contract award to Hamid, thus confirming a verbal commitment made in December.

When the Hamid pact was approved, two Canadian bookers raised the now familiar cry against the use of American bookers or talent. The George Taggart organization and the Norman Harris Artists leveled the blast against the CNE, charging it with doing an about-face on an avowed policy to make the show an all-Canadian production this year.

The two agencies also berated the CNE for allowing the contract to go to an agency not accredited with the American Guild of Variety Artists. This referred to the announcement by the CNE that the acts would be booked by Len Humphries of Toronto to tour Hamid in New York.

"I will not support the Humphries appointment, Mayor Lamport declared, if he's not accredited by AGVA. We will not deal with any agent who does not have a franchise. Nothing has been finalized, and I intend to reopen the whole thing."

The acts involved in the Hamid agreement are for use in the afternoon grandstand show and

for the early-evening, pre-spectacle grandstand show.

Jack Arthur, producer of the big night show, is having his own headaches over the all-Canadian talent angle. He himself was picked for the first time to produce this year's show because he is a Canadian, replacing an American, Leon Leonidoff. But Arthur this week told a CNE committee that he is having difficulties lining up a set designer because most of them are working on TV material.

## Keystone Pyro Firm Hit by 15G Fire

DUNBAR, Pa., March 29.—Keystone Pyro Firm's Company was back in operation here this week following a fire that destroyed one of the firm's buildings. Loss was estimated at \$18,000.

The blaze was the second in recent months. In February the plant was hit by a \$5,000 fire. Cause of the recent fire was given as spontaneous combustion, caused by wet powder drying too fast.

## Mich. State Fair Pares Coliseum Show 3 Days

DETROIT, March 28.—Michigan State Fair plans to cut its Coliseum show to seven days instead of the usual 10, Peter Bueback, chairman of the fair board's entertainment group Thursday evening.

The announcement was contained in an invitation to booking offices to attend a meeting of the entertainment group Thursday evening (3) to submit shows for the

## Herb Shive Dies Of Heart Attack; Vet Show Agent

KNOXVILLE, March 29.—Hubert B. (Herb) Shive, 35, veteran outdoor showman, died here late Thursday night (28) in St. Mary Hospital following a heart attack a few hours earlier.

John Gallagan, well-known carnival concessionaire, who makes his home in this city, rushed Shive to the hospital and was with him when he died. Shive had been in poor health for more than a year, during which time he was hospitalized frequently.

He was serving as general agent of the Cavalcade of Amusements (Continued on page 86)

## 3 Units Active In Australia

SYDNEY, March 29.—Easter is circus time here, with three of the leading big tops already in action. Bullen Bros. & Hagons is pitched at Alfred Park, a stand used by Wirth's for many years, but which was taken over by BB&H when Wirth was in New Zealand, leaving the latter to hunt a new lot. Use of one park by Wirth's has already been refused by city council.

Coles Bros.' business is steadily building during one-day suburban stands. All circuses are hopeful of red ones over the anticipated influx of visitors to the Royal Easter Show, which is expected to draw a record crowd of over a million.

## RB Gotham Advance Sales Way Ahead

Top Gross Likely; 21 Imports Listed In New Program

NEW YORK, March 29.—A forecast record advance sale, despite the addition of 50 cents to a previous unprecedented high of \$6 for choice seats, will greet the Ringling Bros. and Barnum & Bailey Circus when it opens at Madison Square Garden here next Friday night in a plush benefit performance designed to aid the Heart Fund.

Sale is surprising in view of the fact that the announcement of the opening was delayed because of the uncertainty of the hockey schedule. This week the show's paper was still slugged "coming soon" and the prospective patron was hard put to determine just when the Big One would open until Roland Butler and his press agent crew broke initial stories in the dailies.

While it is also rumored that the Garden-circus moguls this year are counting on more seats in the highest brackets than ever before, besides raising the price, a hefty business could almost certainly result in the Big One piling up a record gross for its 38-day run. To do this, the money bags will have to contain well over \$2,000,000.

### Magazine Tie-In

This year's production is likely to outshine all previous efforts in color as the result of a tie-in with Look magazine. A deal, reflected in a lavish spread in the (Continued on page 86)

## San Francisco Queen Contest Grosses 11G

SAN FRANCISCO, March 29.—Art Craner conducted his 73d queen contest in his 50 years of promotional work and grossed over \$11,000 in the second annual More a Girl of the Golden West Queen competition here.

The contest was plagued by storms and rain, and two transportation strikes. Despite the bad breaks, Craner said the gross ran 20 per cent above of the last contest in October, 1950.

The competitions, commercial and based on sale of votes, named four of the five winners from local night spots and included Inez Torres, of the Club Sinaloa, who was named queen; Daisy Quon, Moonlight Room; Juanita La Chiquita, Cable Car Village; Florence Logue, the Blue and Gold Room, and Dorothy Donovan, an independent entry. The winner appeared on television here and in Hollywood and on "Queen for a Day." She was the guest of the San Bernardino Moose lodge at the National Orange Show. The Queen and her four attendants were feted during St. Patrick's week, March 10-17.

Craner, who has four other similar events scheduled for the summer, was assisted by Charles P. Teevin, former administrative assistant of all federal activities at the Golden Gate Exposition.

## Ocala, Fla., Lions Club Rodeo Draws

OCALA, Fla., March 29.—Packed houses saw each of four performances of the recent 10th annual Southeastern Championship Rodeo here under auspices of the Lions Club, reports T. L. Sims, L. S. Blackmon, Sayre, Olden, promoter of the RCA-approved show. He is now doing rodeo work for the Kiwanis Club Rodeo to be held in Gator Bowl, Jacksonville, Fla., April 4-5, proceeds of which go to underprivileged children.

The local show was highlighted by a public wedding, Hub Hubbell, trick shooter and announcer for Blackmon's Diamond B Rodeo, married Eunice Williams, Ocala.



**MAKE MORE MONEY from POPCORN**  
with Cretors' New **HOLLYWOOD JR. 55**

THIS EFFICIENT, MODERN POPPER COSTS LESS TO BUY—LESS TO OPERATE

- Stainless Steel and Plastic Floor Model
- Eye-Catching "Butter Yellow" Color
- Automatic Thermostat Heat Control
- Uniformly Heated Popper Case
- Ample Storage Space in Base

Write Today for Illustrated Literature.

**C. CRETORS & CO.**  
12 1/2" wide, 12" deep, 16" high. 502 W. Cermak Rd. Chicago 16, Ill.

**MINIATURE STEAM TRAIN**

Train crosses next to Cooper in three big parks. 33 Trains Gross \$2,500 to \$15,000 A SEASON

Burns coal for normal steam operation. Can also operate on compressed air. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unequaled for appeal and repeat rides. Runs from 15 to 25 kids and adults every trip. Ask your customers which train they like BEST.

**OTTAWAY AMUSEMENT CO.**  
Mfrs. Miniature Steam Trains  
224 W. DOUGLAS WICHITA 2, KANSAS

**HIT THE DECK**

Ideal for Drive-Ins, Parks and other Permanent Locations

Get your share of 1952 profits with our amazing new boat ride. Ideal for Drive-Ins, Parks and Other Permanent Locations.

Send for details today

**SMITH**  
185 SPRINGVILLE, NEW YORK

Also Builders of Adult and Kiddie Chairlifts, Ferris Wheels, Kiddie Airplane, Waves, Trailer Mounted Jeep and Fire Engine Rides.

**The TLT-A-WHIRL Ride**

'Best Buy in Rides Today'

- Very Popular and Profitable
- Good Looking
- Well Built
- Good Quality
- Economical
- And What a \*Repeater!!!

**SELLNER MFG. CO.**  
Faribault, Minnesota

BE PREPARED FOR THE EVER-INCREASING KIDDIE BUSINESS BY PLACING YOUR ORDER NOW FOR "EVERLY KIDDIE RIDES"

**EVERLY AIRCRAFT CO.**  
SALINA, MISSOURI

**MANUFACTURERS OF ADULT MERRY-GO-ROUNDS**

COMPLETE LINE OF KIDDIE RIDES

Write for Catalogs  
707 East Grand Street  
H. E. EWART CO. Phone: Newark 1-0808; Newark 6-1976  
Compton, Calif.

**TICKETS**

**KANSAS CITY TICKET CO.**  
Dept. 109 West 18th St., Kansas City 8, Mo.

**SPECIAL PRINTED**

Cash with order	10,000	.....	\$4.95
	100,000	.....	7.80
	100,000	.....	26.70

**Subscribe Now!**

**52 BIG ISSUES, \$10**  
Including 8 Special Issues

"A good display of record advertisements from The Billboard is a great help for increasing your sales."

**F. W. WOOLWORTH CO.**  
Miss Hazel Smith  
124 West Main St.  
Durham, N. C.

**THE BILLBOARD**  
2160 Patterson St., Cincinnati 22, Ohio 920

Please enter my subscription to The Billboard for one year, for which I enclose \$10. Foreign Countries (except Canada), \$20. I understand this will include at least 8 Special Issues.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

**Ringling Plans Breakfast AM Spot Saturation**

NEW YORK, March 29.—Ringling Bros. and Barnum & Bailey Circus, always a heavy user of transcribed radio spots for the opener here, this year is switching its spot campaign to an almost 95 per cent concentration on the breakfast hour and is using it in an intense saturation campaign, timed to begin March 31, four days before actual opening, and ease up April 8, four days after the tea-off. The circus eloses here, May 11.

The new saturation tempo contrasts with spot strategy of previous years when spots were scattered through the entire 38-day engagement, with no particular concentration point. Bill Anies, circus radio-tele chief, plans also to use the same saturation technique for the following Boston, Washington and Philadelphia dates, as well as all other long stands. The idea is to boost advance sales. No TV time is being bought.

**Breakfast Spots**

Antes' heavy buying of breakfast-time slots for his transcribed spots, plugging the "coming" and "now showing" themes, is based on his, and presumably top management's, conviction that the 7 to 9 a.m. period is the most effective in this strong TV area, as well as in similar other TV strongholds. This gives him a guaranteed family audience best suited for pitching kid circus appeal. The strong conviction on the use of the breakfast time was decided upon after due consideration on using time on the already-established afternoon kiddie radio shows.

Spots themes, themselves, show little change from last year, being broken down into only two time lengths, a transcribed series of one-minute and 20-second check-breaks, using a live announcer to plug lot location, downtown ticket sale and show times, with circus music to fill. Antes also carries six transcribed circus program open-enders, with four running 14 minutes and 30 seconds, and two running four minutes and 30 seconds.

**Gratis Harvest**

TV as well as radio promotion deals and tie-ups with circus this year shape up to equal 1951's fabulous gratis-time harvest. Two weeks before the actual opener, Antes had already cinched over 75 deals. A full-hour Arthur Godfrey TV'er is skedded for April 30, on which the irrepressible Arthur is expected to pull his most improbable stunt yet. Godfrey's promotion is a repeat of last year's successful circus program. Last year's total of well-over 300 TV and radio promotional appearances by the circus' talent at least be equalled, with the number on TV outweighing that on radio.

Antes' five year record of handling radio-tele for Ringling comes near smacking of the fabulous, since it is strictly a one-man operation. Contrary to outdoor show business gloom-spreaders of a few years back, facts grossly prove that TV, three to the Big State. To the contrary, video has opened one more avenue for big top flacks, who, after all, coined the very language and idea of pitching ballyhoo.

**Mermaid Festival Sets '52 Program**

NORTH WEBSTER, Ind., March 29.—Mermaid Festival will be held here June 24-28 under auspices of the Lions Club, with Gooding Amusement Company providing the rides. George H. Prough, of East Mishawaka, Ind., is booking the concession.

One of the festival highlights is the Queen Coronation Contest, which attracted 32 participants in 1951.

**Adele Tatali, Acro, Killed by Auto**

LOS ANGELES, March 29.—Adele Tatali, comedian in the Four Tatali Sisters acro-tumbling act, was killed here Saturday (19) when struck by an automobile. The accident occurred at a trailer park, where she resided.

**Cisco Kid Org Preps '52 Tour**

CHICAGO, March 29.—Cisco Kid (Duncan Renaldo) and his Ty-Motion picture partner, Pancho (Leo Carrillo), have been signed to a three-year contract by Western Shows, Inc., of the Cisco Kid, Rocco and Stampede. The producing organization is made up of Chicago businessmen, including Leo Burlow and M. Davis, with Arthur Morse as its legal counsel.

Present plans call for a bigger route this year, according to officials. Last year the Western attraction played several major league ball parks, including Wrigley Field here and Crosley Field, Cincinnati, but expects to increase this to a half dozen spots in '52. Jack Andrews, veteran rodeo executive, is lining up the dates at present.

In addition to the two male members, Armida, feminine attraction of the act is also expected to be signed. Variety acts will be carried in addition to bucking horse and other rodeo events.

Colonel Jim Eskew, veteran rodeo producer, will provide the stock for at least three of the programs.

**Jacksonville, Fla., Sets 2-Day Rodeo**

JACKSONVILLE, Fla., March 29.—L. S. Blackmon's Diamond B Rodeo will come in for three shows at the Gator Bowl here, April 3-4, under auspices of the local Klwanis clubs with two night performances and one matinee scheduled.

A street parade Friday afternoon will precede the first contest that night with other shows set for Saturday afternoon and evening. Talent will include Robert's clowns; Chet and Janette Howell, trick riding and rope spinning; Patsy and Nancy Blackmon, trick riding and Berl Jackson.

Hub Hubbell is handling the advance and will also take over the announcing chores.

**Palmyra Cele Switches Dates**

PALMYRA, N. Y., March 29.—New date, June 25 and 26, was set for the Northern Central Volunteer Firemen's Association convention at an executive board meeting here. Original dates, first announced for earlier in June, were found to conflict with school examinations.

Convention will feature the first morning firemen's parade here since 1924, on Thursday, June 26. Chairman of the meet is John D. Myers, of Palmyra, with Chief DeWitt Cullip, of local Volunteer Fire Department as adviser.

**Conn. State Aid Ruling Clarified**

HARTFORD, Conn., March 29.—Assistant State Attorney General Joseph A. Hoffenberg has declared that non-profit agricultural societies in Connecticut are entitled to reimbursement for cash prizes paid exhibitors only if such prizes amount to at least \$200 at annual fairs.

Hoffenberg's opinion was addressed to State Farms and Markets Commissioner John Christensen in reply to a query. Under the law, according to the opinion, the State will pay 75 per cent of the cash premiums paid as long as they amount to more than \$200. In no case, according to the law, can any one society receive more than \$2,500 a year from the State.

**Cincy Food Show Adds 20 Booths For Exhibitors**

CINCINNATI, March 29.—Anticipating new records for attendance and the number of exhibits at this year's Zoo Food and Home Show, J. F. Huesser, general manager of the sponsoring committee, this week made 20 more booths available to exhibitors planning to make the event. Dates are August 11-24. Huesser said, however, that he has received so many applications even at this early date that the space will be designated on a first come, first serve basis.

Current plans call for over 2,000,000 courtesy tickets to be distributed in Cincinnati, Kentucky, Indiana and in Ohio generally for the event. Sponsors include Cincinnati Electrical Association, Greater Cincinnati Retail Meat Dealers' Association, The Cincinnati Times-Star and The Cincinnati Post.

Last year's show drew a record-breaking 204,523 paid admissions. The \$18,000 profit was given to zoo officials for the purchase of animals for the new carnivora and small mammal houses.

**SAFEST KIDDIE COASTER EVER BUILT!**

**Allan Hirschell LITTLE DIPPER**

There's nothing like a roller coaster for thrill... and there's nothing like the Allan Hirschell Little Dipper for safe, smooth, dependable performance. You get a bigger "roll" with this revolutionary feature... continue to slide long after kiddie car has stopped... accommodate adult passengers with extra seats... in every size... available, transport.

Write, wire or phone for free descriptive literature.

**ALLAN HIRSHELL COMPANY, Inc.**  
N. Tonawanda, N. Y.  
World's largest manufacturer of amusement rides

**NEW KIDDIE RIDES!**

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

**KING AMUSEMENT CO.**  
MT. CLEMENS, MICH.

**ALUMINUM MERRY-GO-ROUND HORSES**

IMMEDIATE DELIVERY—3 SIZES

**H. E. EWART**  
797 B. Grandview St., Compton, Calif.  
Phone: Newark 6-1976

**ANY SIZE ANY CAPACITY**

**MINIATURE TRAIN CO.**  
RENSSELAER, INDIANA

Advertising in The Billboard Since 1901

**ROLL OR FOLDED TICKETS**

CASH WITH ORDER PRICES... 10M. \$10.50... ADDITIONAL 10M'S AT SAME ORDER, \$2.50

Below prices for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. Must be over multiples of 10,000 for a roll and color.

**STOCK TICKETS WELDON, WILLIAMS & LICK**

1 ROLL... \$1.50  
100,000... \$15.00  
1,000,000... \$150.00

THIS IS THE ONLY TICKET COMPANY IN THE WORLD THAT HAS BEEN INCORPORATED IN THE STATE OF KANSAS SINCE 1901.

**LOOK! PARKER DOES IT AGAIN**

Owing to so many orders received to date, we can only accept 5 more orders for spring delivery. Prices start at \$5,750.00. Get your orders in now—don't be disappointed. We trade Kiddie Rides priced on low as \$700.00. For particulars phone, wire or write

**C. W. PARKER AMUSEMENT CO.**  
Lawrenceville, Kansas, U. S. A.

**GIVE TO DAMON RUNYON CANCER FUND**

Materiale prota... every right









# "A Grab Stand on Wheels"

That's the way a recent customer describes his concession trailer unit. It's a show-business paraphrase on our slogan "Your Business on Wheels" . . . but no matter how it's said, the advantages of using mobile units are the same.

You can go with the crowd . . . moves are made quickly from one place to another without mess or fuss . . . and you can be independent of outside power supply. The mobile unit can be made to fit your needs in models from 12 to 30 feet in length. Tell us your needs and we'll tell you what we can do. The trailer shown above is one going into concession use for the first time in 1952. It's a dandy!

11575 S. Wabash Avenue Chicago 28, Illinois  
(Enter on 116th Street) WAlerIA 8-2212



## Calumet Coach Co.



### CONCESSION TENTS

Any Color, Size or Shape  
8' x 10' - 10' x 10' - 10' x 12'

#### SALE OF TENTS

14'x21' - 28'x42' - 20'x30'  
30'x30' - 40'x100' - all sizes  
Send rough sketch for free estimate.

Write us for all canvas needs  
FLAGS - COIN APRONS  
BALLY CLOTHS

## A. MAMAUX & SON

120 BLVD. OF THE ALLIES COWD 1-3500 PITTSBURGH 22, PA.

### CONCESSIONERS, ATTENTION!

A 2-SECOND deep-fat frying operation which can reap 100% NET profits of from \$75.00 and up—PER DAY—in years for the price of a post-card. Send for complete information on a real cheese chip which is processed within seconds, which requires the least equipment and inventory investment. You'll be able to exercise complete product control to sales; always a fresh chip—no stale, no losses. Proven public appeal for fast, profitable sales. 100% co-operation from your first inquiry to your last sale for the season. Write to

**THE BIG FOUR COMPANY**  
1745 Front Street, Cuyahoga Falls, Ohio

## ROGERS TENT & AWNING CO.

MANUFACTURERS OF CONCESSION, SHOW, AND RIDE TOPS

Send address for free copy of 1952 used Tent price list.

PREMONT

(since 1899)

NEBR.

THE CENTER OF ATTRACTION AT PARKS, FAIRS, CARNIVALS

### "THE TURF"

(all electric race horse group games)  
The money maker and most popular of all group games. Tried and tested for 8 years—won't break down. The one and only skill operated group game where a skillful player can't ruin the play—Automatic sound system—the fastest one salary, no caller needed—Does everything automatically, even registers the money, and those registers are always "buzz" with "THE TURF". Write for FREE details and sample. Made and sold exclusively by ELECTRONIC GAMES, INC., Greensburg, Pennsylvania.

**TICKETS** Cash with order F.O.B. Collinsville, Ill.  
ROLL OR MACHINE FOLDED 100,000 \$31.00

10M \$10.30—20M \$12.60—30M \$14.90—50M \$19.50  
All same copy—Each price change, 50¢. Each color change, 60¢.

**STOCK PRINTED ROLL TICKETS** 5 cents \$5.00, each optional roll size.  
**DAILY TICKET COMPANY** COLLINSVILLE, ILLINOIS

### Collon Candy-Snow Cones-Popcorn-Candy Apples

Our 1952 Catalogue listing all the equipment and supplies you need for these stands has been mailed to everyone on our list. If you do not receive your copy, write for it today.  
If you want to make money this year, line up with GOLD MEDAL and get the "mostest for the leastest and the fastest."

**GOLD MEDAL PRODUCTS CO.** CINCINNATI 2, OHIO

318 S. THIRD STREET

GIVE TO DAMON RUNYON CANCER FUND

## COMING EVENTS

**California**  
Los Angeles—Sportsmen's, Vacation & Trailer Show, April 10-20. H. Werner, 8242.  
Oakland—Garden Show of Calif., April 23-May 7. Mrs. E. G. Henderson, 220 Fallon St.  
Red Bluff—Red Bluff Roundup, April 18-20. E. T. Hart.  
San Diego—Home Show & Food Show Jubilee, April 26-May 2. Jim Wilson, 525 Spreckels Bldg.  
San Francisco—Natl. Junior Livestock Expo, April 5-10. Nye Wilson, Cow Palace.

**Connecticut**  
Hartford—Shrine Circus, April 21-26. Henri B. Van Selin, Box 1708.

**District of Columbia**  
Washington—Shrine Circus, April 28-May 4. Frederick Wilken, 1118 K St., N.W.

**Florida**  
Miami—Miami Home Show in Auditorium, March 30-April 6. C. H. Brooks, 8126 N.W. 36 Ave.  
St. Petersburg—Festival of States, April 2-5. P. V. Galan, Box 171.

**Illinois**  
Chicago—Chicago Int'l. Trade Fair, Harry Piro, March 23-April 6. John N. Osgo, Midco Mart.

**Indiana**  
Indianapolis—Home Show, April 10-17. J. E. Cantwell, 456 N. Delaware St.

**Iowa**  
Sioux City—Sports & Builders Show, April 22-27. Ken Ferguson, Sullwater, Minn.

**Kansas**  
Emporia—Food Show of Kansas, April 19-21. O. M. Sandstrom, Kansas City, Kan.

**Kentucky**  
Louisville—Kentuckiana Home Show, April 19-27. Joseph Brooks, 825 W. Walnut St.

**Louisiana**  
New Orleans—Birling Fiesta, April 13-27. Catherine B. Dillon, 548 St. Peter St.

**Michigan**  
Detroit—Flower & Garden Expo, March 28-April 8. Werner E. Hoy, 414 Cass Ave.  
Holland—Holland Home Show, April 2-4. Ray Metzger.

**Minnesota**  
Duluth—Shrine Circus, April 28-May 4. Wallace A. Tengel, 201 E. First St.  
Duluth—Home Show, April 8-13. Evelyn E. Cox, 307 Alworth Bldg.  
Minneapolis—N. W. Sports, Travel & Boat Show, April 11-20. P. W. Kahler, 1614 Hennepin Ave.

**Missouri**  
Joplin—Realtors Home Show, April 14-18. B. Warren Coglier, 1407 Main St.  
St. Louis—Palace Circus in Arena, April 20-May 4. Edward H. Rohde, 1300 Clark St.

**Nebraska**  
Omaha—Gardner Shrine Circus, April 14-18. Rink Wright, Box 284, Stanton Neb.

**New York**  
New York—Int'l. Motor Sports Show, Grand Central Palace, March 28-April 6. Fred Piller.  
Syracuse—Sports & Vacation Show, April 12-20. Norm Bassett, Fayetteville, N. Y.

**North Carolina**  
Durham—VFW Durham on Parade-Expo, April 21-26. Ed J. Thompson.

**Ohio**  
Cincinnati—Home Builders Show in Cincinnati Garden, April 15-17. Eric DeLattre.  
Cleveland—Sportsmen's Vacation & Boat Public Sale, March 28-April 6. A. W. Newman.

**South Carolina**  
Charleston—Azalea Festival, April 30-May 2. Paul Quattlebaum Jr., 302 King St.

**Tennessee**  
Memphis—Home Show, April 20-27. Frank Stuedden, 50 Berrick Bldg.

**Texas**  
Dallas—Sports & Vacation Show, April 18-27. Martin B. Kelly, 1st Nat'l Bk. Bldg., St. Paul, Minn.  
Dallas—Fairbairn Plains Dairy Show, April 18-19. James Roberts, Box 451, 718 S. Main St., Dallas.  
San Antonio—State Fair, January 29-30. Sherman—Red River Valley Livestock Expo, April 28-May 2. Melvin Sisk.

**Washington**  
Tappanah—Central Wash. Jr. Livestock Show, April 29-May 1. E. F. Hennebery.

**West Virginia**  
Huntington—Home Show, April 7-12.

## DOG SHOWS

**California**  
Anaheim—April 30. Elizabeth Bromwich Orndale—April 8. Mrs. H. Lewis Pagan. Calif.

**Delaware**  
Wilmington—April 26. Foley, 2009 Ransstead St., Philadelphia.

**District of Columbia**  
Washington—April 18. Dorothy Grover, 1465 Dexter St., N. W.

**Georgia**  
Athens—April 11. Moss & Mulvey, Greensboro, N. C.  
Atlanta—April 19-20. Moss & Mulvey, Greensboro, N. C.  
Columbus—April 24. Moss & Mulvey, Greensboro, N. C.

**Indiana**  
Hammond—April 20. Mrs. O. Cunningham, 3049 Wallace Road.

**Iowa**  
Cedar Rapids—April 20. Viva Rowray, 210 E. 4th, N. W.  
Sioux City—April 27. Bow Org. Detroit. Waterloo—April 18. W. Spear, 1818 Exchange Ave.

**Kentucky**  
Louisville—April 27. Mrs. E. Morris, 7203 Edgehill Road.

**Maryland**  
Havre de Grace—April 21. Foley, 2009 Ransstead St., Philadelphia.  
Timonium—April 20. Foley, 2009 Ransstead St., Philadelphia.

**Michigan**  
Ann Arbor—April 21. Mrs. L. Zeeb, Box 459.

**Mississippi**  
Jackson—April 22. Mrs. W. Briggs Jr., 507 William St.

**Missouri**  
St. Louis—April 5-6. Bow Org. Detroit.

**Nebraska**  
Lincoln—April 29. Mrs. C. Fisher, 1703 W. 14th St.  
Omaha—April 30. T. Greener, 116 S. 25th St.

**New Hampshire**  
Manchester—April 5. Foley, 2009 Ransstead St., Philadelphia.

**New York**  
Buffalo—April 27. Foley, 109 Ransstead St., Philadelphia.

**North Carolina**  
Asheville—April 7. G. Kiser, Box 1128, Burlington—April 29. Moss & Mulvey, Greensboro, N. C.  
Greensboro—April 26. Moss & Mulvey, Greensboro, N. C.  
Winston-Salem—April 27. Moss & Mulvey, Greensboro, N. C.

**Ohio**  
Columbus—April 20. Bow Org. Detroit.  
Dayton—April 13. Miss J. Hiss, 105 W. Siebenthaler Ave.  
Toledo—April 6. Foley, 2009 Ransstead St., Philadelphia.

**Pennsylvania**  
Greentree—April 27. A. Ingham, R. 1, Glen Mills, Pa.

**South Carolina**  
Greenville—April 8. Moss & Mulvey, Greensboro, N. C.

**Tennessee**  
Chattanooga—April 18. Mrs. E. O. Steimmet, Knoxville.  
Knoxville—April 18. Mrs. O. Carter, 3338 Broadway, N. E.

**Texas**  
Austin—April 12. Mrs. W. Forster, Box 666, Fort Worth—April 30. W. King, 114 E. 14th St.  
Houston—April 6. Ched Dudy Bilot, Miss. Post Arthur—April 6. Otell Diddy, Bilot, Miss.  
San Antonio—April 13. Capt. A. Berry, Box 754.

**Virginia**  
Danville—April 9. Moss & Mulvey, Greensboro, N. C.  
Port Myrtle—April 18. Foley, 2009 Ransstead St., Philadelphia.  
Fredericksburg—April 13. Foley, 2009 Ransstead St., Philadelphia.  
Martinsville—April 28. Moss & Mulvey, Greensboro, N. C.  
Richmond—April 12. Foley, 2009 Ransstead St., Philadelphia.  
Roanoke—April 19. Mrs. J. Johnson, R. 2, Salem, Va.

**Washington**  
Olympia—April 26. Florence Goldenburg, Box 622.

**Wisconsin**  
Port Atkinson—April 20. M. Palmquist, 272 Lucile St.  
Milwaukee—April 5. A. Greiner, 10400 W. Woodward Ave.

## Imlay City, Mich., Sets Varied Night Attraction Sked

IMLAY CITY, Mich., March 29.—Eastern Michigan Fair has completed attraction plans for its August 5-9 run with Happyland Shows to play the midway and the Gus Sun Agency to provide the night grandstand show, Harold Muir, manager, announced.

The Sun office will present three complete changes of program during the five-day run. First night show will be Ted Mack's "Amateur Hour" with Carol Brickley, Pinky Storch Rhythm Riders, Fay Glinos, Tony Russo, King Korn Trio and the White Sisters.

Wednesday and Thursday night a variety program is set to include King Reynolds, light wire; Miss Itonia, contortion; Ed Collins, banjo; Pinto, high school horse; Juggling Jewels, juggling; Montana Frank, ropes and whips; El Toro, educated bull, and the Six Sparklets, comedy.

Final two nights will feature Ed Kuhn's Wild Animal Cavalcade, including Caswell's chimp; Jennie Kuhn, tight wire; Joyce Kuhn, cloud swung; J. Kuhn's pumas; Mart and Gert, comedy, and Camille's dogs. Mel Snyder will emcee all three shows and Jack Zimmerman will provide the organ music.

Afternoon events will include an amateur show, dairy exposition, plug horse and mule races, pulling matches, dairy parade, spotted horse races, balon twirling contest, tractor rodeo, saddle horse races and farm wagon races. Gov. J. Mennen Williams is skedded to visit the fair on the closing Saturday.

Leading exhibits will include the East Michigan rabbit show, an Army exhibit, Indians and a turnout of drum and bugle corps.

## TENTS

ALL SIZES—ALL TYPES

Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY

S. I. JESSOP GEO. W. JOHNSON

UNITED STATES

TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12

Chicago's Big Tent House Since 1870

## POWERS TENTS

TEND YOUR SIZES



Largest manufacturer of show tents in the East. Write for quotation.

Powers & Co., 5178 Woodland Ave., Philadelphia, Pa.

## SHOW TENTS

CENTRAL Canvas Company

516-518 EAST 19th ST.

KANSAS CITY 6, MISSOURI

Phone: HOwland 3276

HARRY SOMMERVILLE

## MIDGET RACING CARS



Patrons prefer a ride they can operate themselves. Let them satisfy this desire for thrill, speed and action in these streamlined, modern racing cars. Write today for full information.

KING AMUSEMENT CO.

Mr. Clement MACH

## SCALE WORKERS

We have just received our first shipment of large Platform Scales from England. Write for Circular and Prices.

MIDWEST MDSE. CO.

1008 Broadway Kansas City, Mo.

## Saskatoon Plans 21G Improvements

SASKATOON, Sask., March 29.—Saskatoon Exhibition board has approved expenditure of \$21,000 on fairground improvements this year. Paying will cost \$10,000; improvements to electrical facilities, including underground wiring in the midway area, will require \$8,000, and drainage improvements will cost \$3,000. Fireworks displays will be presented on each of the six nights of this year's fair instead of the usual five. Cost will be \$3,000.

## Nat'l Legion Meet Set for New York

NEW YORK, March 29.—The American Legion convention committee has shifted headquarters from Indianapolis, and opened offices at 300 Park Avenue to start planning the Legion's 34th annual meet which opens here August 24 thru 28. The convention's big event, its annual parade, will be held August 26.

## Chico, Calif., Event Appoints Warren

CHICO, Calif., March 29.—Edmund Warren, secretary-manager of the Napa County Fair, Calistoga, Calif., for the past three years, has assumed his duties as head of the Third District Fair here. He succeeds M. J. (Spike) Hogan, who resigned. Fred McGarr, who for 25 years managed the Salinas Rodeo and later the Monterey County Fair, was appointed to follow Hogan but died of a heart attack only three days before he was slated to take his new post.

## Exempt N. Y. Fairs From Race Tax

ALBANY, N. Y., March 29.—Harness meets at fairs were specifically eliminated from a bill passed by the Assembly which calls for the levy of a 15 per cent admissions tax on harness racing tracks. Six tracks are affected.



# Kentucky Launches Promotions Drive

## Campaign on to Lure Exhibitors, Fair-Goers; Grandstand Goes Free

LOUISVILLE, March 29.—A double-barreled promotion aimed to lure national advertisers and potential-fair-visitors, both in and out of the State, was launched this week by J. Dan Baldwin, manager of the Kentucky State Fair, in an effort to boom both attendance and exhibits at the 49th running of the annual September 5-13.

The ambitious campaign is wrapped around an attractive, three-color, four-page brochure outlining to advertisers the benefits of exhibiting at the Kentucky State Fair and pointing out to fair-goers in the surrounding territory the numerous entertaining and educational highlights to be featured by the Kentucky annual in 1952.

Prepared and illustrated by Carl Camenisch, of Carl Camenisch Advertising, Inc., in the Heyburn Building here, the brochure

gives its first chance to prove its worth next week when it will receive wide circulation throughout the State as an insert in The Kentucky Farmer, a monthly with a large circulation.

The 9 by 14-inch folder will also appear as an insert in other farm and industrial publications serving the territory, and will also be distributed among farm, educational and civic organizations throughout the State. Total distribution is expected to top the 200,000 mark, Camenisch announced.

### Numerous Innovations

Numerous innovations are planned for the State Fair this year, Manager Baldwin told a representative of The Billboard visiting the fairgrounds here this week. The outer gate admission will be hyped to 60 cents this

(Continued on page 88)

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- Betty, Clyde (Washington & Hill Sts.), Los Angeles 1-11.
- Capell Bros. (Hearse, Tex. 2; Grandview 4; Truax 8).
- Davenport, Orrin (Columbus, O. 1-3).
- Hagen Bros. (Carleton, Tex. 4; Tyler 7; Gladewater 3; Marshall 4; Kilgore 5).
- Hagan-Wallace (Oark, Ark. 1; Troy 2).
- Belma 3; Onella 4; Theoria City 5).
- Lawless 7; Roanoke 8; Alexander City 9; Talladega 10; Ansonia 11; Briscawa 12).
- Kings, Memphis, Tenn. 10.
- King Bros. (Cylinder, Mecon, Ga. 1; Athens 2; Greenwood 3; E. Greenville 4; Spartanburg 10; Shelby, N. C. 11; Asheville 12).
- Polack Bros. (Eastern (Municipal Arena) Norfolk, Va. 1-3).
- Polack Bros. (Western (Mural Temple) Indianapolis, Ind. 4-13).
- Risinger Bros. and Barnum & Bailey (Madison Square Garden New York 4-May 11).
- Rogers Bros. (St. Petersburg, Fla. 21-April 2; Lakeland 3; Orlando 4-5; Daytona Beach 7).
- Stevens Bros. (Manfield, Ark. 3).
- Tiger Bill Wild West (Greer, Tex. 1; Mount Pleasant 2; Texarkana, Ark. 3-4; New Boston, Tex. 5; Shreveport, La. 7).
- Wallace Bros. (McComb, Tex. 1; Junction 2; Stephenville 3; Brownwood 4; Coleman 5).

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- (Routes are for street work when no dates are given. In some instances possible mailing points are listed.)
- Alabama Am. (Davis Avenue) Mobile, Ala.
  - Alamo Expo (Austin, Tex.)
  - American Midway (Lombard, Tex.)
  - Babcock United (Lancaster Park) Los Angeles, Calif.
  - B & A (Co. Winnabow, S. C. Bordenland; Sanderson, Tex.)
  - Brown & Wallace (Stateboro, Ga.)
  - Burke, Harry (Baton Rouge, La.)
  - Burkhart, Paragould, Ark.
  - Capital City (Valdosta, Ga.)
  - Carolina Augusta, Ga.
  - Cavalade of Amusement (Pensacola, Fla.)
  - Belma Ala. 7-12
  - Central States (Great Bend, Kan. 4-12)
  - Coney Island (Cleveland, Tenn.)
  - Dumont, Archdale, N. C.
  - Feist, Carl D. (Winnabow, Ga. 1-12)
  - Genach, J. A. (Brookhaven, Miss.)
  - Georgia Am. Co. (Toccoa, Ga.)
  - Gold Medal (Selma, Ala.)
  - Hammond 7-12
  - Harrison Greaser (Lomberton, N. C.)
  - Heller's Home (Mayerville, N. C.)
  - Hills Greaser (Cloris, N. M.)
  - Holke, BUN (Marzo, La., 4-12)
  - Interstate (Piedmont, Ala.)
  - Jolly (Rich Square, N. C.)
  - Lawrence Greaser (New Bern, N. C. 3-12)
  - Manning, Ross (Lynchburg, Va.)
  - Merton Greaser (Barnwell, S. C.)
  - Midway of Mirth (Centra, Ill.)
  - Mighty Page (Sumter, S. C.)
  - Mighty, Coney (Gloster, Miss.)
  - Moore's Modern (Cameron, Tex.)
  - Orange State (Cherry Point, N. C.)
  - Page Am. Co. (Hunting Mountain, N. C.)
  - Page Bros. (Guthrie, Ky.)
  - Palmetto Expo (Greer, S. C.)
  - Pan American (San Diego, Calif.)
  - Price Am. Co. (Wapakoneta, Ohio, 5-12)
  - Nayak Crown (Columbus, Ga.)
  - Royal Crown (Columbus, Ga.)
  - Royal Expo (Cocoa, Fla.)
  - Scher's Just for Fun (Tyler, Tex.)
  - Shan Bros. (Marshall, Tenn.)
  - Siebard Bros. (Douglas, Ark.)
  - Southern Valley (Lynchburg, Va.)
  - Stephens, C. A. (Cordele, Ga.)
  - Strates, James E. (Washington, D. C. 3-12)
  - 20th Century (Riverside, La.)
  - Tidwell, T. J. (Rowell, N. M.)
  - Tinsley, Johnny T. (Greenville, S. C.)
  - Tracked Expo (Riverside, Ark.)
  - Vicory, Maria, Tex.
  - Virginia Greaser (Suffield, Va.)
  - Victoria Bros. (Lynchburg, N. C.)
  - West Coast (Bakersfield, Calif.)
  - Wilson Greaser (Alamogordo, N. M. 2-4)
  - Wolfe Am. Co. (Greer, S. C.)

## ASTRO FORECASTS

All Readings Complete for 1952  
On hand in these sizes: 3 1/2 inch 3/216; 4 inch 4/318. Write for prices.  
Single Sheet, Book 100, Per M. \$4.00  
Gold Fish Pamphlet, 4 page, 8 1/2 x 11, 12  
Bliss Any Quantity  
"WHAT IS WRITTEN IN THE STARS"  
Folding Booklet, 12 P., 8 1/2 x 11, Contains all 12 Months. Very well written. \$2.95 per 100. Sample...  
BROADCAST AND  
Penny Covers, 8 1/2 x 11, Each...  
Samples of each cover for 25¢  
No. 1 45-Page Assorted Color Covers...  
NEW DREAM BOOK  
120 Pages, 8 1/2 x 11, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality. Paper sample...  
HOW TO WIN AT THE CASINO  
LATIONS, 24 p., Well bound, 8 1/2 x 11.  
PACK OF 75 SOPHISTICATED F. CARDS.  
Answers All Questions. 120 Questions, 60 Answers, 60 Questions, 60 Answers. 120 Questions, 60 Answers, 60 Questions, 60 Answers. 120 Questions, 60 Answers, 60 Questions, 60 Answers.  
Mental Telepathy. Booklet of 10 p., 8 1/2 x 11. Shipments Made to Your Customers Under Your Label. No check accepted C.O.D. 25¢ Dues. Our name or ads do not appear in any merchandise. Sample a postage price. Orders at P. P. Box.

## SIMMONDS & CO.

225 S. Dearborn & Illinois  
Send for Wholesale Prices.

# Subscribe Now!

52 BIG ISSUES, \$10  
Including 8 Special Issues

"A good display of record advertisements from The Billboard is a great help for increasing your sales."

F. W. WOOLWORTH CO.  
Miss Hazel Smith  
124 West Main St.  
Durham, N. C.



THE BILLBOARD 923  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. Foreign Countries (except Canada) I understand this will include at least 8 Special Issues.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

# THE MARKET PLACE

for  
**FOOD AND DRINK CONCESSIONAIRES**

The National Exchange for Food and Drink Concession Products, Services and Opportunities  
**CLASSIFIED ADVERTISING**

## Agents—Distributors

Ice cream store on wheels; money-making vending equipment of the highest quality; available in cart, tricycle and trailer models; good deal. Write for information today. Box WE-504, Billboard, 188 W. Randolph, Chicago 1, Ill.

## Business Opportunities

For Sale—26 Popcorn Sizing Machines, \$45 each; perfect working condition; also popcorn route for sale. Goodies Vending Co., 654 Adams Ave., Philadelphia, Pa.

## Food and Drink Concession Supplies and Services

Now Is the Time To Buy  
**POPCORN BOXES**  
AUTOMATIC  
Just Squeeze and Fill  
Also regular Closure Boxes, Bags, Cones, High Popping Corn, Seasonings.  
PROMPT SHIPMENTS MADE AT ALL TIMES.  
Write for Prices.  
BOX WE-507  
The Billboard Pub. Co.  
188 W. Randolph St. Chicago 1, Ill.

Peanuts Our Specialty—Nuts, popcorn and supplies, packaged peanuts, etc. A. J. Bazzini Co., Inc., 110 Park Pl., N. Y. 7, N. Y.

## BETTER BEVERAGES Means More Profits

Orange—Root Beer—Lemon—Lime  
Cherry—Grape

(Only Root Beer requires carbonation. All others are delicious with plain water.) These beverages are sold nationally and we can supply you wherever you may be. These are brand-name beverages and we are interested in knowing the potential volume from concessionaires. We can supply attractive, attention-compelling dispensers, banners, point-of-sale material and other merchandising aids. Your customers will recognize our name which is backed by years of acceptance and national advertising. Write us if you are interested. Please tell us your estimated requirements.  
BOX NO. WE-503, c/o The Billboard  
188 W. Randolph St. Chicago 1, Ill.

## New Food and Drink Concession Equipment

About all makes Popcorn Machines available from \$35; Candy Corn Machines, Peanut Roasters, Krispy Korn, 120 S. Market, Chicago, Ill.  
D.C.A. stainless steel automatic donut machine, used only 9 months; in top condition; will sell for \$100. Write Wilson Dairy Products, 200 S. Main St., Mt. Vernon, Ohio.  
Electro-Press Custard Machines for sale, good condition. 921 E. New York Ave., Brooklyn, N. Y. Slucum 6-1503.  
10 Popcorn Sizing, \$60 each; 50 Silver King Sizing, \$100 each; 50 Silver King Sizing, \$100 each; 2812 Cove Rd., N. W., Roanoke, Va.

## EVERYTHING FOR THE COOKHOUSE!

Griddles, pans, silverware, dishes, cooking bowls, coffee urns, etc. State your needs—write for prices. Prompt attention given to all orders.  
BOX WE-500, The Billboard  
188 W. Randolph St. Chicago 1, Ill.

## Used Food and Drink Concession Equipment

Burgers—Popcorn, snow cone, wiener, hamburger machines; Coleman tanks, burners, balloons; all types, cheap. Peppers Supply, 146 Walton, Atlanta, Ga.  
D.C.A. stainless steel automatic donut machine, used only 9 months; in top condition; will sell for \$100. Write Wilson Dairy Products, 200 S. Main St., Mt. Vernon, Ohio.  
Electro-Press Custard Machines for sale, good condition. 921 E. New York Ave., Brooklyn, N. Y. Slucum 6-1503.  
10 Popcorn Sizing, \$60 each; 50 Silver King Sizing, \$100 each; 50 Silver King Sizing, \$100 each; 2812 Cove Rd., N. W., Roanoke, Va.

# BERMAN

A Reliable Name in Show Business Transportation  
**Has Available For Immediate Delivery**



an UNUSUALLY good lot of first-class USED TRACTORS and TRAILERS Specially Designed For Carnival Use. Ask for details on our convenient payment plan.

**BERMAN Sales Co.**  
R.F.D.-1 PENNSBURG, PA.  
Phone Pennsburg 521



**YOU GET NATION-WIDE SERVICE WHEN YOU ARE INSURED WITH CHAS. A. LENZ**  
The Showman's Insurance Man  
1497 Fourth St., St. Petersburg, Fla. Phone 7914

**ARLAND**  
Designed and Built MINIATURE GOLF COURSES  
Arland Has Constructed More Miniature Golf Courses at Golf Driving Ranges Than All The Other Builders Combined from COAST TO COAST  
**ARLAND**  
444 Brooklyn Ave., New Hyde Park, N. Y.

**TABLES & STEEL OR WOOD CHAIRS**  
Folding or Non-Folding  
Prompt Delivery, Minimum order 4 sets. Ask for price, toll number needed.  
**ADIRONDAC CHAIR CO.**  
1148 W. Way, N. Y. (37 St.), Dept. CI, MU 3-1355

# MONKEY RACE

THE NEW CLIMBING MONKEY GROUP GAME Imported From England—Immediate Delivery. Write for Descriptive Literature.  
**SELL LEASE LOCATE**  
**PHIL GORDON IMPORTING COMPANY**  
Skating Rink Bldg., Grand & Blvd., Seaside Heights, N. J.

## To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed.

2 Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

3 Now check off the classification you want your advertisement to appear under:

Agents-Distributors  
 Food and Drink Concession SUPPLIES and SERVICES  
 NEW Food and Drink Concession Equipment  
 USED Food and Drink Concession Equipment

4 And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Confirmation: Run this advertisement in your "Market Place" as indicated below:

Next issue only  
 Next 3 issues  
 Next 52 issues  
 Payment enclosed  
 Bill me

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Signed: \_\_\_\_\_

### ADVERTISING RATES

REGULAR-CLASSIFIED	DISPLAY-CLASSIFIED
Usual wanted style, one paragraph, no display. First line set in 6 pt. bold, balance 8 pt. 10m.	Any advertisement using display make-up or white space. Figure space between column rules. 1 pt. rule borders permitted only on ads of 18 lines or more.
Per word ..... \$ .30	Per single line ..... \$1.00
3 or more CONSECUTIVE or 26 INTERMEDIATE per word ..... \$ .30	Insertions, per single line ..... \$ .50
52 CONSECUTIVE insertions, per word ..... \$ .10	52 CONSECUTIVE insertions, per single line ..... \$ .50
	(1 inch equals 14 single lines)

Send all orders and inquiries to: CONCESSION MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.



# DON'T MISS IT-IT'S OUT NEXT WEEK!

## the Great BIG Valuable

# BILLBOARD SPRING SPECIAL ANNUAL!

Here's one of the biggest SPRING SPECIALS The Billboard has ever put out. In all our 58 years of publishing service to all branches of show business, we've never put out a more practical, money-making issue of such long-lasting value!

How come it's so BIG? Why so extra-useful and valuable right now? Simply because this year promises one of the biggest "Takes" in the whole history of outdoor show business. There's PLENTY of CASH around and this great issue shows performers, concessionaires, fair and carnival men and suppliers of all kinds exactly how to make the most of the boom!

Here is where everybody connected with outdoor show business gathers to offer their wares, their acts and attractions, their products and services in the biggest jamboree of outdoor show bargains and values ever put between 2 covers!

### A PARADE OF EXTRA "PROFIT" FEATURES!

More than a score of BIG, extra-value, down-to-earth features have been packed into this tremendous special. And they're all geared right down to the practical needs of outdoor show people in every conceivable branch of the business.

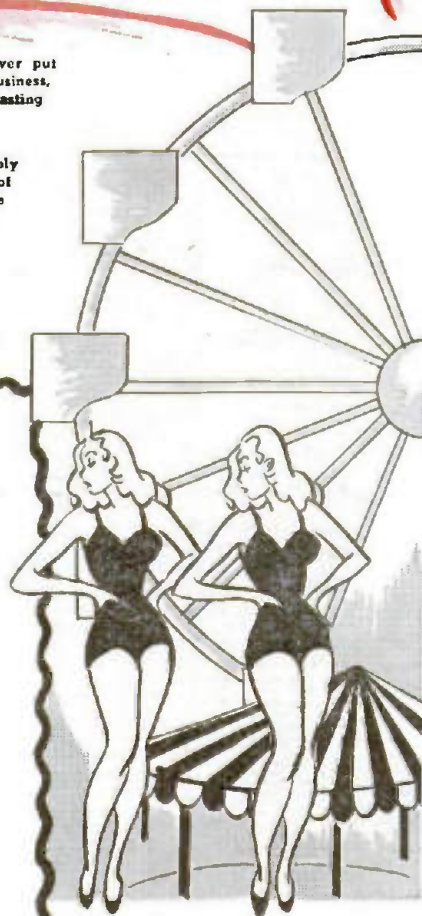
Here are just a few:

- FAIR DATES FOR '52—Complete, countrywide, covers the entire season!
- BIG '52 DIRECTORY OF AMUSEMENT PARKS AND WALK-THRU KIDDELANDS (Published Exclusively in This Issue)
- RODEO DATES—NATIONWIDE FOR '52

and More, More, More!!!

THESE SPECIAL ARTICLES GIVE YOU PRICELESS WORKING DATA FOR YOUR BIGGEST SEASON EVER!

- WHAT'S AHEAD FOR CONCESSIONAIRES? Vendors tip you off on the price outlook for eat-drink supplies, labor.
- MERCHANDISE CONCESSIONAIRES GET SET FOR A BIG YEAR—Bigger volume is on the way for the merchandise supply field. Here's how others plan for profits!
- OUTDOOR OUTLOOK FOR '52—Operators of all kinds give you a round-up of this year's prospects for carnivals, circuses, parks, kiddielands, fairs, expositions, etc.
- PLUS—What's New in the New and Used Rides Field—Trailer Boom: Big Break for Outdoor Ops—TV's Part in Outdoor Showbiz Promotion—and many more!



This Great Spring Special **FREE**

With Your Introductory  
Subscription Entered NOW!

A subscription to The Billboard saves you money—28 per cent on the single copy price. Order now while low rates remain in effect and get The SPRING SPECIAL—FREE!

DETACH AND RUSH COUPON BACK TODAY

**A CARNIVAL OF BUYS—  
BARGAINS and VALUES**  
Here are just a few of the best seasonal offerings made in the SPRING SPECIAL ANNUAL:

Power Supplies  
Popcorn Units  
Merry-Go-Rounds  
Mechanical Horses  
Folding Chairs  
Spotlights  
Carousel Music  
Ferry Wheels  
Trunk Rides  
Tickets  
Trailers  
Labels  
Display Signs  
Fireworks  
Games  
Food Supplies  
Candy Equipment  
Money Changers  
Light Towers  
Kitchen Units  
Ice Shavers  
Freezers  
Peanut Machines  
Carnival Flags  
Drink Stands  
Show Insurance  
Generators  
Wire Ropes  
T-Shirts  
Roll Tables  
Watercycles  
Bowling Shows  
Package Shows  
Talent and Acts  
Midway Attractions  
and hundreds MORE!

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

The Longer the  
Term—The  
More You Save!

Yes, enter my subscription at once as checked below, and rush FREE copy of Spring Special.

26 wks. \$6     52 wks. \$10     78 wks. \$14

Payment enclosed     Bill me

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Occupation \_\_\_\_\_



## DANZIGER OPINES:

### Urban Sites Increase Showmanship Needs

WEYMOUTH, Mass., March 29.—Milton Danziger, manager of Weymouth Fair, this week stressed the need for showmanship in the fashioning of programs for annuals. Pointing to the encroachment of many other forms of entertainment, he said it was necessary to inject artful appeal into the many facets which make up a fair if it was hoped to build crowds and to stimulate interest among the rural and urban segments of population to which most annuals now appeal.

Weymouth is one of several fairs that have been engulfed by an expanding suburban zone. Located only a few miles from Boston, it is today catering principally to an urban population.

As such, it is no longer possible to merely bill the event, throw open the gates and wait for crowds to pour in, Danziger said. Even agricultural exhibits have to be dramatized today to evoke interest, he said. People are still interested in the production of food, but there are so many things competing for their interest that you have to do more than to show them a basket of tomatoes or an ear of corn, he said.

**Pipe Smokers Aid**

One of the several unique endeavors staged at Weymouth in recent showings, is the upcoming convention of the International Pipe Smokers' Club. While most persons never have heard of the group, it is just such endeavors that earn teams of newspaper space and radio publicity because of their novelty, he said.

Also located in an area blanketed by Boston's two television stations, Danziger said the visual entertainment media offered no threat to the annual. In his opinion, the sight of fair features on video only served to stimulate a desire in the prospective patron to see these things in person.

**ATTENTION!**

Secretaries of  
**FAIRS, CELEBRATIONS**  
and  
**INDOOR SHOWS**

Contact the  
**ERNIE YOUNG**  
**AGENCY**

For every known type  
of entertainment  
203 N. WABASH AVE.  
CHICAGO 1, ILL.

**TELL & SELL WITH POSTERS**

RINKS PARKS ORCHESTRAS  
FAIRS RODEOS CARNIVALS  
AUTO & MOTORCYCLE RACING  
TRAVELING SHOWS THEATRICALS SPORTING EVENTS  
OTHERS

**Posters Incorporated**  
835 CHERRY ST. PHILA. 7, PA.  
Union Shop, Phn. LO., rd 3-2000

**The Sensational ORTONS**  
...DORIS & VERN

New Playng  
**ALADDIN TEMPLE SHRINE CIRCUS**  
COLUMBUS, OHIO

For bookings, contact:  
**MAL PEARCE PRODUCTIONS**  
BOX 4637, STATION A, DALLAS, TEX.

**WANT CARNIVAL**  
Or Independent Rides for  
**HARDIN COUNTY FAIR**  
August 18-21, Eldon, Iowa.  
**WILSON H. HAULEY, Sec.**

**PROMOTERS**

—Get on our Mailing List  
—Each week The Billboard receives inquiries asking for name of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.  
—Please state the date and type of event or at least one event which you have arranged in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**ILLINOIS FIREWORKS**  
WORLD'S LARGEST  
MANUFACTURERS & EXHIBITORS  
WRITE FOR CATALOG  
Ph. 1716. P. O. Box 792, Danville, Ill.

### Eastern States Extends Run To Eight Days

September 14-21  
Dates Include  
Two Sundays

SPRINGFIELD, Mass., March 29.—The 31st annual showing of the Eastern States Exposition in West Springfield will be open to the public eight days this year instead of seven, as has been customary, from September 14-21. Change has been made because of many requests from exhibitors and the public.

In making this announcement at a meeting of the Connecticut trustees of the exposition in Hartford recently, Jack Reynolds, new general manager of the fair, said:

"In view of the fact that the exposition is an educational corporation operated for the purposes

(Continued on page 94)

### ESE Books "Vanities," Outdoor Night Show

SPRINGFIELD, Mass., March 29.—Harold Stelman's "Skating Vanities" featuring Olsen & Johnson in a brand new arena package scheduled to open next August, has been booked into the Eastern States Exposition here, Jack Reynolds, general manager, announced yesterday. Signing of the roller skating extravaganza marks a new and major departure in show policy at this event since a rodeo has been the nightly Col-

### Mil'kee Sets Big Off-Season Event Schedule

MILWAUKEE, March 29.—Wisconsin State Fair will this year have one of its busiest non-fair seasons on record. According to Willard (Bill) Masterson, manager, to date only two week-ends are unoccupied by either motor events or other type attraction.

Most ambitious lineup of still dates will be the auto race program, to be presented by Tom Marchese, this city. The annual 100-mile AAA big car national championship meet is scheduled for June 8; 150-mile AAA stocks will run on July 13 and these will be augmented by a number of AAA midget auto races during the season. In addition, modified stock sprints are scheduled for one night a week on the small track.

Biggest non-fair event of the year will be the 50th birthday party to be staged here by the town of West Allis. This celebration is set for June 14-15 and will include entertainment in the form of parades, shows, pageants and two nights of fireworks.

Thrill shows are set for five days during the summer. Joie Chitwood's Auto Daredevils will play May 30, 31 and June 1, while the Swenson Thrillcade will show June 21-22.

A national championship motorcycle race is also set for one Sunday afternoon, but the actual date is yet to be decided upon.

### Shaunavon, Sask., Plans July Event

SHAUNAVON, Sask., March 29.—Shaunavon Club here will again team with the Shaunavon Agricultural Society to present the two-day county fair in July. J. J. Hannah has been named fair manager, with M. Baumgartner, secretary, and A. W. P. Hook, treasurer.

Gayland Shows will be on the midway. Grandstand shows will be presented on both nights and fireworks displays will be larger than last year. A permanent lighting system is to be installed in the grandstand.

### New Annual Slated For West Co., N. Y.

E. D. Kelmans Plans 8-Day, Full-Scale Event for Indian Point Park, Peekskill

NEW YORK, March 29.—Westchester County, one of this city's plush suburban areas, will be the site of a new fair this year, E. D. Kelmans announced here this week. The new annual will be staged at Indian Point Park near Peekskill, N. Y., a rustic 300-acre fenspot which Kelmans purchased just two weeks ago after inaugurating and operating a highly successful, well-equipped park there for the past two years on a lease basis. The dates are August 20 to September 6.

Kelmans emphasized his intention to keep his park and fair operation completely separate. The eight-day annual will be a bona fide agricultural endeavor designed to win the complete approval of the Department of Agriculture and Markets, New York State's governing body for fairs, and to serve the county of which he is a resident, he said.

Westchester has been without such an event for several years. The staging of a Westchester County Fair at the Yonkers Raceway two years ago ended up as a financial fiasco, even the crowds and the earnings of contracted parties were reported as extremely high. An event staged indoors in the past was hardly representative of a county-wide endeavor, despite State supervision and sanction.

**Prior Planning**

The possibility of staging a Westchester County Fair has been uppermost in his mind ever since taking over the operation of Indian Point, Kelmans said. Although willing to undertake the job prior to this year, it was thought best to wait until the sale of the property was consummated so as to make feasible the many perma-

(Continued on page 94)

iseum feature here for the last 11 years.

A second major change in the entertainment format will be the revival of a night show in front of the grandstand. Details for the

(Continued on page 79)

### Shreveport, La., Lets 406G Pact For New Arena

SHREVEPORT, La., March 29.—Louisiana State Fair this week awarded a contract to Werner Company, a local contractor, for the construction of the second phase of the fair's new youth activities building at a cost of \$406,000.

Work schedule calls for completion of a roofless stadium, including dormitory facilities under the stands for 120 boys and girls in time for this year's fair. The roof, third and final step in completion of the structure, will be constructed in the near future. Estimated cost of the latter operation runs from \$700,000 to \$800,000. Foundation for the building was completed some years ago at a cost of \$52,000.

The stadium, with a seating capacity of 6,500 to 7,000, will be used for the junior livestock show and auction at this year's annual.

### Morristown Skeds Industrial Exhibit

MORRISTOWN, N. J., March 29.—Assemblyman Thomas J. Hillery, chairman of the industrial exhibit committee of Morris County Fair, announced that an industrial exhibit is practically assured for the 1952 fair. Exhibit will center about the iron mining business which over 200 years ago first made Morris County famous.

Much of the cannon and cannon balls used by Washington's army was cast in foundries adjacent to the rich iron deposits in Morris County. Exhibit will show samples of various iron products and demonstrations of their use.

**BUDGETS ARE IMPORTANT—**  
But . . . Value Comes First!

You can be sure of Quality when You buy a

**Barnes-Carruthers Show**

**BARNES-CARRUTHERS**  
Theatrical Enterprises, Inc.  
159 N. Dearborn St. Chicago 1, Ill.

**NATIONAL HOME SHOWS INC.**

America's Outstanding Trade Exposition Organization

PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES

Sponsors, Show Managers, Spots Salesmen, Exhibitors, Write:

**Groves & Godfrey, Pres.**  
Home Builders Auditorium  
2190 Live Oak St.  
Dallas, Texas

**CROWDS CHEER AND WE GRAY BIGGER & BIGGER**

BECAUSE WE SELL THE **FINEST ACTS**

YOU TOO, CAN CHEER TO OUR OFFICE RECEIPTS GALORE!

Write, Wire or Phone

**HETZER'S**  
Theatrical & Agency  
Bank Arcade — Suite 107  
Huntington W. Va.

**PAWNEE COUNTY FAIR**

Tentative dates, Aug. 18-27 or Sept. 1-11

Independent show, rides and concessions wanted. Grandstand entertainment, 14th 5th entertainment wanted. Contact

**MR. J. TOM SAWYER**  
Pawnee City, Nebraska

**WANT**

Week of Sept. 8th

Good, clean, organized Carnival of 7 or 8 Rides; no sealer. Free gate and plenty of people. Write

**H. E. TABOR, Pres.**  
Carroll County Fair, Berryville, Ark.

**CONCESSIONAIRES EASTERN ILLINOIS FAIR**

DANVILLE, ILLINOIS

Big Car Races — Revue — Harness Races — Cetina & Wilson Shows — Joie Chitwood's Auto Daredevils — Jack Kochman's Thrill Show — Motor cycle Races — Stock Car Races — English and Western Horse Shows.

Anticipated Attendance, 65,000. July 27 thru August 1. Write

**DAVID J. TWOMEY**  
103 1/2 N. VERMILION ST.  
DANVILLE, ILLINOIS



## OPS EYE GROUP PLAY

### Industry, Transport Execs Tell How to Build Outings

BOSTON, March 29. — Aware that the picnic or outing business may take on even more importance in fashioning a successful season this year, members of the New England Association of Amusement Parks and Beaches gave keen attention to a panel of industrial personnel executives and transportation leaders at their annual meeting here last week. Following thru on some of the numerous suggestions made by the experts could well lead to increased group business at all of the funspots.

There was the fundamental suggestion by Herbert E. Hand, personnel manager of Chicopee Manufacturing Company, Manchester, N. H., and Frank Ford, personnel

department and executive secretary of the employee's recreational association of the Merrimack Manufacturing Company, Lowell, Mass., that the park operators go after the numerous annual industrial outings staged by New England firms. Hand said that in the 11 years that he had been conducting a company outing he had not received a single piece of literature from a funspot. Ford reported a similar experience, even though he headed up a group that staged an annual outing plus other events throughout the year, with an attendance of 1,500 or better.

Hand said that he favored a park or beach for an outing and not just a bare picnic area. The physical layout is of prime importance he said. Influencing the choice of the site are the accessibility of the plant which, he said, should be within one-hour's travel time; parking, general cleanliness, an available sports area, a variety of amusement devices that would provide entertainment for children and the older and more active groups, as well as benches for the oldest members of the party who mostly get their entertainment from viewing others, concessions that are both fair and attractive, first aid facilities plus quarters for the committee, a covered dining area and a hall large enough for indoor activities in case of rain.

#### Reciprocity Helpful

He suggested that management could aid its pursuit of business by being reciprocal, replying promptly to correspondence, catering to the group, providing police protection, but not of a supervisory nature, offering cut-rate strip tickets, opening the facilities early so that the group could commence its fun upon arrival.

and making sure that attendants are neat and courteous.

Hand said that he preferred an area that was not too large in which to hold his company's picnic. He does not favor large beach resorts because the outing almost was sure to lose group resemblance and participation and, as a result, the company could easily lose sponsor credit, he said.

Ford, while agreeing with Hand on the foregoing, also suggested that park management have a map of its funspot and its attractions printed on the backs of strip tickets for convenience in finding new, and frequently strange, attractions. He also proposed that parkmen spend 3 to 4 per cent of the expected income from a group on trophies or prizes to be awarded in athletic contests or other events. This indication of interest will pay many dividends, he said.

#### What Patrons Want

William B. Spencer, executive assistant in charge of promotions and new business for the United Electric Railways Company, Providence, R. I., said that drivers reported that lack of drinking water brought the most complaints from outing patrons. He suggested that ops concentrate on good food, places to rest, facilities for sports and public locker space. He said that his company currently was studying the possibility of sponsoring a one-piece, bus-outing package with the only deterrent as of now the question of legality, since the firm is chartered as a common carrier.

William C. Duley, assistant general passenger agent, and Frank Doyle, district passenger agent of the Boston & Maine Railroad, told of their experiences in transport-

(Continued on page 79)

## New Press Man At West View Sets Program

House Giveaway, Cooking Classes In Season's Plan

WEST VIEW, Pa., March 29. — Heavy publicity-promotion program is scheduled for West View Park this year, according to Albert Brevach, newly appointed publicity director for the funspot. Brevach formerly handled publicity for the Harris theaters.

The park opens for week-ends April 27 and swings into full-time business after May 17. George M. Harton, president of the park, and his family are vacationing in Florida.

West View has installed a Sky-fighter in its Kiddieland and has transferred the Kiddie Swings to Walbridge Park, Toledo.

#### Home Giveaway

Brevach's program will include a home giveaway. The house, furnishings and decorations will be on display at the park. Idea is to stimulate sale of \$1 ticket strips thru the season. Chance on the prize goes with each dollar purchase.

Cooking schools aimed especially at young persons will be weekly events starting in May. Prizes will be offered for participants. Baby sitters will be stationed at the Kiddieland during the classes to permit mothers to attend. There are a dozen rides in the kids' zone.

Major corporations in Pittsburgh are booking ballroom facilities for company parties. Tables there accommodate 1,000.

## Lincoln Park Preems, Eyes Big Season

NORTH DARTMOUTH, Mass., March 29. — Lincoln Park will get away to an earlier-than-ever start this season with a preview opening set for today and tomorrow, John Collins, manager, announced. Park will continue to operate week-ends and a big Easter Parade is scheduled.

Early openings employed by the spot in recent years have paid off, despite the fact that the time of year promises quite a gamble with the weather. Collins said.

Roland Gamache, promotional director, said that the season's outing business promises to be bigger than ever. He said that while money probably would be less plentiful, prospective patrons would be more inclined to stay home and spend in the area.

Winter business has been good with skating and dancing sessions well attended.

## STONE LISTS RULES

### Stand Ops, Execs Agree On How to Get Along

BOSTON, March 29. — Larry Stone, operator of Paragon Park, Nantasket Beach, Mass., told New England parkmen what he expected from concessionaires at their annual meeting here last week. Altho many rent and privilege payers were on hand, tenets proposed by Stone went without question and Jesse Hutchinson, who answered for the concessionaires, agreed all the way.

Stone proposed that the operator should be: 1. A specialist in his endeavor. 2. Interested in park promotion, the staging of attractions, etc. 3. Ready to adhere to a definite operating policy, such as is in effect at Palisades (N. J.) Park. 4. Conscious of the need to extend courtesy to every park patron. 5. Willing to abide by a uniform price policy. 6. Be prepared to establish and maintain stands in keeping with the planned architecture of the park. 7. Give patrons merchandise representing 25 per cent of his gross income, since, he added, a park and its personnel could continue to prosper only by treating its patrons fairly. 8. Acknowledge management as the supreme command in all matters since their's was the greatest investment and responsibility. 9. Act with the utmost honesty. 10. Abide by a clear-cut policy which the park management is obligated to define.

Hutchinson, a food concessionaire for 40 years including the last 13 at Riverside Park, Agawam, Mass., said he had made a success of his endeavor by accentuating cleanliness, courtesy, the use of the best possible ingredients and co-operating with management.

#### Favor T. C. Deal.

Consensus from the floor and speakers seemed to be that a percentage payment of privilege was best in all respects. The job of getting patrons to funspots belonged to management, it was said. Given big crowds, the con-

cessionaire was sure to benefit and management, in turn, was entitled to share his profits, the gathering decided.

Prefacing his remarks, Stone said, it wasn't too long ago that the amusement park operator demanded only that the concessionaire pay his rent on the line and tell everyone what a great operator he is.

The contract arrangements between operators and concessionaires were discussed, but most execs seemed to think that a personal knowledge of the person they were dealing with and a handshake were the best assurance of pleasant arrangements. Some voiced the opinion that a lease principally benefitted the renter. They said they would rather remain in a position that would allow them to sever business relations with a concessionaire who would not adhere to their policies.

## Earlier Opening Date Set for Dallas Midway

DALLAS, March 29. — Midway at State Fair Park here opens Saturday, April 12, for the summer season, two weeks earlier than last year. Season runs thru September 21. Twelve weeks of free acts start June 9, according to Fred Tennant Jr., midway superintendent for the State Fair of Texas.

Merry-Go-Round, owned by Ray Stannett, has been refurbished during the winter. New kiddie ride uses gasoline-powered tractors and was converted from old jalopy ride by Fred McFall Jr. Ed Meek's miniature steam-type train operated by compressed air was taken to factory for overhaul job during the winter.

#### Promotions Scheduled

A comprehensive program of

## RIVERSIDE IDEA

### Neat Ad Pitch A Bromo for Help Problem

AGAWAM, Mass., March 29. — Tight labor market no longer looms as a spring-size headache to Eddie Carroll, owner-manager of Riverside Park here, as a result of a new wrinkle in classified "help-wanted" advertising cooked up by him and park flack, Harry Stornia.

New idea was sprung in the form of a four-column, foot-deep classified ad in Sunday (23) Springfield Republican, showing a drawing of a uniformed Riverside Park attendant smiling at reader, with a cartoon drawing of a happy kid riding a carousel horse in background of the ad. Headline alongside drawings in bold lettering, challenges readers with the slogan: "Folks get paid for this!" Smaller copy below explains that hundreds of local folk, men and women, get good pay doing pleasant work at Riverside, adding that some work weekends, others work a few nights during week, and that it's an easy way to make an extra buck for doctor bills, etc.

Below this, taking up main body of the ad, Carroll and Stornia laid out two parallel columns, one headed, "countermen and women for..." with the second column, alongside, headed, "operators and cashiers for..." Each column contains a full listing of various jobs, with a blank check-box alongside, in which anyone interested can pencil-check his or her preference. Bottom of ad is coupon style, with space for name, address and phone number, and bigger check-boxes for marking preferences for day, night, week-end or spare time work.

Clincher to the new ad stunt was fact that it created quite a stir, publicity-wise. Best of all, perhaps, it got such good results, labor-wise, that Carroll and Stornia canceled out a future insertion.

## Park Liable In Free Ride Accident

BOSTON, March 29. — State Supreme Court decided that Mrs. Rita Beaulieu, of Fall River, Mass., who was injured while on a free ride on the Whip at Lincoln Park, operated by Lincoln Rides, Inc., is entitled to \$2,500 for injuries sustained when thrown from one of the cars.

Mrs. Beaulieu claimed the safety bar of the car was not fastened one end, so that when the car spun around the safety bar sprung forward. She was thrown between the platform and a fence and was struck by other moving cars.

Lincoln Rides, Inc., contended that since Mrs. Beaulieu had not paid for her ride, the company was not responsible for her injuries.

## New Kiddie Play Area Set For Whalom

Jack Roy Designs Moppet Zone, New Minnie Train Added

FITCHBURG, Mass., March 29. — A kiddieland, designed by Jack Roy, and a miniature train built by National Amusement Device Company are two of a number of major improvements scheduled for completion prior to the opening of Whalom Park here.

President Henry Bowen and Jim O'Malley, manager, said that the kiddieland would be relocated. As part of the plan the bus station will be relocated and all vehicles henceforth will operate outside of the park grounds. In the past the buses entered the park and took up considerable area in parking and turning around.

The new train, which will operate on 2,700 feet of track, will wind thru the picnic grove and around the theater. No additions will be necessary to supplement the natural scenic beauty of the route.

The roller skating rink, destroyed by fire last year, is being rebuilt and again will be operated by Edward LaVenture. Skating sessions were held thru-out the winter in the dance hall, to which a heating system was added about a year ago. Upon completion of the new rink, and with the heating plant in the dance hall proved efficient, park management will be able to stage dances thru-out next winter.

A number of coin-operated bowling machines also are to be added.

## Conklins Build New Swim Show For Belmont

48 Rides Divided Among 4 Funspots In Canada, U. S.

TORONTO, March 29. — J. W. (Patty) Conklin and brother, Frank, midway operators at four Canadian and U. S. parks, will have 48 rides at the spots this season, Conklin said this week.

For Belmont Park, Montreal, the Conklins are building a major Water Show patterned after their similar show at the Canadian National Exhibition. Alf Phillips, who manages the Toronto show, will be in charge of the Belmont operation, Conklin stated. Thirty-five persons will be used in the show.

Fifteen rides and a Glass House complete the Belmont line-up. At Sunnyside Park, Toronto, they will have 14 rides, and for Crystal Beach, Crystal Beach, Ont., they have scheduled a 12-ride layout. At Riverview Park, Springfield, Mass., they will have seven rides. Conklin said, a static new device, a Kiddie Tumblebug, will be used at Crystal Beach.

## Servicemen Aid Play at Carlin's Spot

BALTIMORE, March 29. — A good winter has been enjoyed by Carlin's Park. Owner John Carlin reported operations principally centered around the operation of the funspot's roller and ice skating rinks. Soldier traffic from nearby Fort Meade and sailors from the increasingly busy port considerably aided play.

Outlook for the outdoor season is good, Carlin reported. Large numbers of service personnel are in the area and business generally is good.



**SET UP A BATTERY OF SHUFFLE GAMES**

We create banks of Shuffle Games for use in Parks and Arcades, and have games available in all lengths, with all latest improvements — to book speedy money!

**WRITE—WIRE—PHONE**

**DAVE LOWY & CO.**  
504 10th Ave. New York, N. Y.  
Phone: CHickering 4-5800

**WANT TO BUY MERRY-GO-ROUND ANIMALS**  
(136 Wood or Aluminum)

Also want 40' by 42' Merry-Go-Round Top, Gears, Cranks, Telescopes to convert to jumping horses; Lusse Scooter Cars or Motors. Book or lease Major Rides for season.

**FUNLAND PARK**  
Box 176 Long Branch, N. J.

**BUY OF A LIFETIME THE BUG \$3,000.00**

A good Ride in good condition. Must be seen to be appreciated. Can be seen at Eastwood Park Detroit Contact:

**A. C. ROSENZWEIG**  
18492 Northland Detroit 21, Mich.  
Phone: University 43377

**FOR SALE—SACRIFICE**

Beautiful Park Merry-Go-Round One of the finest! Excellent condition. Original cost \$60,000—\$80,000 price now \$12,500. Can be seen in operation now. Reason for sale: loss of property on which Merry-Go-Round is located. Also Kiddie Elephant Ride for sale. Mechanical electric push button control. Capacity 18 children. Good as new. Selling only because we have two of same.

**FRAN STEIN**  
MAX GRUBER, 101 E Broadway, Long Beach, Long Island, N. Y.

**RAILS**  
124-15-20"

With Splice Bars, Frog, Switches, Bolts and Ties for Kiddie Railroad. Also Locomotives, Cars and Equipment of same.

**M. K. FRANK**  
480 Lexington Ave., New York 17, N. Y.  
105 Lake Street Reno, Nevada

**MINIATURE GOLF**

Park owners need one packaged course for new profits, \$600.00 sq. ft. area. A Cook course has never failed. They couldn't resist. Every year a winner!

**HOLMES COOK MINIATURE GOLF CO.**  
25 Pearl St. New London, Conn.

**JOE DAY**  
JOSEPH DE TRAPANI  
"Arrive Supreme"  
Phone contact

**ROY RICHWINE**  
Williams Grove  
Mechanicsburg 4571

**MOXHALA PARK**  
ZANESVILLE, OHIO

For lease: Skating Rink, a year round operation. Concessions: Ball Games, Fish Pond, Darts, Photo, etc.

**TIM NOLAN—MOXHALA PARK**  
South Zanesville, O.

**FOR SALE**

**6 Wuriltzer Skee Balls**

In A-1 condition.

**NATIONAL COIN MACHINE EXCHANGE, INC.**  
85 Avenue F Rochester, N. Y.

**FOR SALE COMPLETE ARCADE**

With Park Lease Same location ten years. 86 Machines. Terms to reliable people or will trade.

**FRED NOLAN**  
Moxhala Park, So. Zanesville, Ohio

**WANTED AT ONCE**

Animals of all kinds. Bear Cubs and Deer of all kinds in any amount. Will book for some season—Kiddie Rides of all kinds in our permanent tested Game Park, location at the entrance to the Great Smoky Mountain National Park, drawing more people than any park in the United States. Also Mug Outfit than can and will stand to make money. Need capable Animal Help and Sales People. Write

**MILLER BROS., Fort Weare, Pigeon Forge, Tenn.**

**A 12 OR 14 UNIT GREYHOUND RACE**

CAN MAKE MORE MONEY FOR YOU

**LEGAL EVERYWHERE**

**GREYHOUND AMUSEMENT DEVICE CO., INC.**  
3124 SURF AVE. Esplanade 3-6810 BROOKLYN 24, N. Y.

GIVE TO DAMON RUNYON CANCELLING FUND

**Rocky Point Adds Coaster And Funhouse**

**WARWICK, R. I., March 29.**—Despite poor prospects for a banner year because of a generally poorer economic situation in the area, Rocky Point Park has scheduled several major improvements, Manager Paul Haney reports.

A new intermediate roller coaster, built by National Amusement Device Company, is being added and the old Crystal Maze is being rebuilt to form a walk-thru funhouse.

**Week-Ends Good At Haworth Spot; Four Rides Added**

**AUGUSTA, Ga., March 29.**—Funland Amusement Park, spotted near the local H-Bomb project area, has been playing to large crowds and good week-end business while preparing for its full-week operations which get under way April 5. General Manager Joe Haworth, former circus executive, said that four new rides are expected in here in time for the scheduled bow.

The new roller skating rink, now under construction, will be managed by C. G. (Chuck) Carter. It will have a 60 by 90-foot skating area under a 100-foot circus big top, Haworth said. The Haworths took delivery on a new trailer last week.

Recent visitors included H. W. (Bill) Jones, of bingo note; J. B. (Dick) Ryan, Vernone Culbert and Loretta La Pearl, of International Rodeos; Bill Leon, Nick and Virginia Hing, of New Philadelphia, O.; Louie and Irma Nickolson, Erie, Pa.; Harry Schiff, Connaut, O., and Stella Brown, Glendale, Calif.

Haworth played host at a barbeque dinner to James E. Strates, owner; Starr De Belle, publicity agent, and members of the Strates Shows, and Terrell Jacobs March 17.

**W. Ohio Meet**

**Continued from page 77**

pulling together, can be accomplished in other Western counties, said Sandles. This, it is hoped, will make Western Ohio fairs stronger.

An inspection tour of Springfield grounds will be held at 10 a.m. to be followed at 1:30 p.m. by a meeting in which local elvie leaders will tell visitors how a fair can better serve its community. Other speakers will tell of the responsibility that rests on county, city and organizing officials in supporting local fairs. The meeting also is expected to develop a better understanding of the problems encountered by fair men, said Sandles. A special program is being arranged for women who will attend. A banquet will be served at 6:30, to be followed by a floorshow supplied by the Gus Sun office.

**FOR SALE**

**60-UNIT GROUP GAME**

Similar to Fascination. Condition like BRAND NEW. All tables have FORKED tops. MUST BE SOLD. NO REASON ABLE OFFER REFUSED.

**BOX NY-126, 476 Billboard**  
1364 Broadway New York, N. Y.

**PROMOTERS**

—Get on the Making List

—Each week The Billboard receives inquiries asking for names of individuals who might undertake and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.

—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible of secured responsible underwriting. Write Arena Auditorium Department, The Billboard, 181 W. Randolph St., Chicago 1, Ill.

**Operators Eye Group Play**

**Continued from page 78**

ing large groups to amusement centers. All of the transportation execs said that they were anxious to participate in the fostering of new outing business. They saw the pursuit as one of co-operative effort since, they pointed out, they would benefit as transportation units while the funspot operators also would reap dividends.

Charles F. Sweeney, superintendent of parks and playgrounds, Fitchburg, Mass., cautioned operators to frame their endeavors so that children could enjoy the facilities without either moral or physical injury. He said that persons in charge of large groups of children were well aware of their responsibilities and that they would not jeopardize the welfare of their charges. A park that could not meet high standards would not get much youth business in groups, he said.

**Members Participate**

Seldom has a program been received so enthusiastically by the New England group. The active participation of the members was such that the program had to be ended by the chairman, George A. Hamid, operator of White City Park, Worcester, charged that transportation companies generally had lost their inventive spirit and interest in new business. Tracing the development of parks, many of which were the offspring of transportation units, which sought to provide a lure at the

**ESE Sets 'Vanities'**

**Continued from page 77**

outdoor night event have not yet been worked out but the program will likely include a number of variety features topped off by a big fireworks display. Patrons will thus have their choice of two different shows each night, as well as a choice in prices, since the expensive indoor event will undoubtedly run at a higher scale. "Skating Vanities," booked thru Barnes and Carruthers, Chicago, will give seven night and one matinee performances during the eight-day event, September 14-21. Matinee is scheduled for the final Sunday. With the Coliseum used daily for cattle showings, the skating floor will have to be laid down at the conclusion of each afternoon's events.

**Supplants Rodeo**

Rodeo was not abandoned because of the lack of business, execs said. The bucking horse and wild steer showpiece has done very well thru the years and last year reportedly sold out on all but a couple of nights. However, it was felt that a different type of show offering would appeal to more patrons and also serve to build after dark attendance.

The grandstand facilities are far from adequate, fair execs are confident that a night outdoor program will be both popular and profitable. With show interest confined to the Coliseum in recent years there has been little to lure additional patrons to the grounds.

The Vanities, currently in Europe, will break in an entirely new show a few weeks before appearing here.

end of the cartline for week-end business, he said that bus companies today could revive the old formula to their benefit.

John Carlin, Carlin's Park, Baltimore, said that funspots were providing good wholesome recreation for youth. Col. Allan Mac Nicol, Playland, Rye, N. Y., said that altho his unit handled over 200,000 school children annually in groups and mostly in June, there had been no casualties worthy of mention even though the police-like supervision was employed.

P. M. Brown, Buckeye Lake, O., said that operators were probably overlooking a possible lucrative business by ignoring the small picnics of 100 or more while pursuing the 1,000 or more member gatherings. In a competitive area someone had to lose out, he said. With the smaller groups, it was possible to schedule multiple groups on the same day.

Henry Bowen, Whalom Park, Fitchburg, Mass., chairman of the panel. His manager, Jim O'Malley, was credited with securing the members.

**WANTED**

**KIDDIE RIDES**

**MERRY-GO-ROUND**

**SKEEBALLS**  
(Phil. Toboggan)

**POKERINOS**

**BOX D-152**

Care The Billboard Cincinnati 21, O.

**ANY SIZE ANY CAPACITY**

**MINIATURE TRAIN CO.**

**RENSSELAER, INDIANA**

**FOR SALE HEY DEY**

With Park Lease if desired. Ride good shape, extra parts. Erected and ready to operate. Price \$1000. Terms or will trade.

**FRED NOLAN**  
Moxhala Park, So. Zanesville, Ohio

**WANTED WANTED WANTED**

**RIDES AND CONCESSIONS FOR BEACH**

Will Be Good Until Labor Day and Then on Road

Will book any Kiddie Ride or a full set of Kid Rides, any major ride not conflicting. NOTE: Especially want SCOOTER RIDE. Rides work on low P.C.

Want all kinds of hanky panks; only one of a kind booked; work for low P. C. or low weekly net. Can use Hings with top.

This is the place to make a nice H. R. and enjoy living on a good beach for the summer.

**SEASHORES, INC.**  
Dr. N. C. MULLEN, Louisburg, N. C.

**FUN LAND AMUSEMENT PARK**

Located in the heart of the Billion Dollar H-Bomb Project area. Sand Bar Ferry road—1/2 mile from

**AUGUSTA — downtown — GEORGIA**

**WILL BOOK**

Spilline, Tilt-a-Whirl, Sky Fighter, Kiddie Ferris Wheel, Octopus, Little Dipper, Boat Ride, Baby Whip, Arcade.

**SHOWS**

High-class Girl Shows with own equipment—positively no Strips. One-Ring Circus, Fun Shows, Glass Shows. We have Roller Skating Rink, Bingo and Lunch Room.

**OFFICIAL SPRING OPENING DAYS**

Saturday, April 5th and Sunday, April 6th. Park open daily noon until midnight. 52-Week Season—Free Gate Admission

**Write—JOE HAWORTH, Gen. Mgr.—Wire**

**HAVE EXCEPTIONAL LOCATION FOR KIDDIE RIDES**

On Boardwalk — Adjacent to Bathing Beaches — Fine Opportunity for Good Operator. Long lease—must be A-1 equipment — space for other attractions and skill games.

**D. J. MAHER**  
Recreation Pier, Long Branch, N. J.

**High Quality KIDDIE RIDES**

**ROTO WHIP—SPEEO BOATS—PONY CARTS**

**GALLOPING HORSE CARROUSEL**

Illustrated Circulars Free

**W. F. MANGELS CO., Coney Island 24, N. Y.**

**KEE-BALL**

REG. U. S. PAT. OFF.

*America's Favorite Skill Game*

**FOR PARKS, ARCADES, RESORTS, LOCATIONS**

**NO OTHER GAME. INDIVIDUALLY PLAYED. HAS EQUAL POPULARITY**

**HIGH EARNINGS WITH TROUBLE-FREE OPERATION PROVEN BY HUNDREDS OF INSTALLATIONS**

**80 GAMES AN HOUR WITH EITHER 5c\* OR 10c\* SLOTS—\*OPTIONAL**

**COASTERS & PARTS** **PHILADELPHIA TOBOGGAN COMPANY** **FUN HOUSE STUNTS**

130 N. DUVAL STREET PHILADELPHIA 44, PA. LAFFING FIGURES



14 FT. LONG. 30 IN. WIDE



## BEATTY SHOW HOPS TO LOS ANGELES

Season Opens at El Monte; Turnouts Good for First Days as Weather Clears

LOS ANGELES, March 29.—Ideal weather helped the Clyde Beatty Circus open its 1952 season in El Monte Thursday (27), with the show debuting on the Washington and Hill Street lot in Los Angeles yesterday for 17 days.

Altho the section has been suffering from heavy rains this year, the weatherman ruled out the storms and gave the Beatty openers clear and warm weather. The good crowds for both the spots, with the big top being filled Fri-

day night (28) with guests, including radio, movie and television celebrities and members of the Pacific Coast Showmen's Association.

The Beatty management is expecting this run to be the greatest ever for the show on this lot. Matinees are scheduled for a 3 o'clock opening to get the kids after school. With Easter holidays soon to start the afternoon time will be set ahead.

Pre-show publicity, particularly radio and television, has been heavy. Handled by Shirley and Norman Carroll, the plugs were increased during the week to give the circus a good send-off. The Carrolls spotted the Martells on "Bandstand Review" over KTLA on Sunday and Milonga Cline was featured with her dog act on "Dixie Showboat." The Ina Ray Hutton show was guested by Vicki Benford and Kay Francis doing swinging ladders. Mrs. Jane Beatty and Charles Hilderra appeared on the Billie Burke video stanza and Beatty presented the winner of "Queen for a Day" with a monkey. Other shows included Dick Anderson on "Double or Nothing" with Walter O'Keefe, and Hilderra on "You're Never Too Old" TV's. Eleven disk jockey shows have used tie-in gimmicks or ticket giveaways. Plugs have been heard on the Jack Kirkwood, Ed Wynn, Al Pearce and Art Linkletter shows.

Early in May the show will play the first of a series of dates under auspices of Ruritan clubs. In 1950, national headquarters of the club endorsed the Beers-Barnes Circus to its units, and this season the show expects to play a large number of Ruritan dates.

Bill Forkum's lion act is scheduled to be with the show. Happy Holmes, juggler and table rock, will return for another season. Some new advertising paper has been prepared by Forest Freeland.

At Miami, the Beers and Barnes families have acquired a truck to replace one damaged in a home run wreck last year. The elephant, Alice, injured in the wreck, has recovered. Another truck is being rebuilt as a camel and seal vehicle.

## King-Cristiani Flashes New Heralds, Ads

MACON, Ga., March 29.—Floyd King and staff, old masters at throwing the art and adjectives together for circus advertising, have come up again this season with a special set of heralds and newspaper copy. All material features the expanded King Bros. & Cristiani title.

A four-page, two-color newspaper-style herald is being mailed to box holders. It includes art work depicting the Cristianis and the show's new parade. A streamer-type herald is being circulated from the bill car and it's loaded with King-coined phrases of the old school.

Five styles of newspaper ads feature the title, Cristiani Family, Chamberlains, Hugo Zaccchini's cannon act, Truzzi, giraffe, hippo and the parade. Press Chief Ora Parks has been reading the material.

The King-Cristiani show opens here Saturday (3).

## N. Y. Library Has Circusiona Display

NEW YORK, March 29.—Spring and the circus arrived together at New York Public Library, which is repeating its annual display of circusiona. Special showing, which runs the gamut of old photo-bills and posters, route books, photos and press clips, has been added thru a recent gift of Cris Audubert, long-standing member of the Circus of America.

Circus material is to be found in the Theater Collection, presided over by William H. Matthews, the main branch's big top specialist and circus fan.

Early in May the show will play the first of a series of dates under auspices of Ruritan clubs. In 1950, national headquarters of the club endorsed the Beers-Barnes Circus to its units, and this season the show expects to play a large number of Ruritan dates.

Bill Forkum's lion act is scheduled to be with the show. Happy Holmes, juggler and table rock, will return for another season. Some new advertising paper has been prepared by Forest Freeland.

At Miami, the Beers and Barnes families have acquired a truck to replace one damaged in a home run wreck last year. The elephant, Alice, injured in the wreck, has recovered. Another truck is being rebuilt as a camel and seal vehicle.

## Photo Finish With 1951 for Polack in Cincy

CINCINNATI, March 29.—Polack Bros.' Western Unit, sponsored by Syrian Temple Shrine, again hit the built-eye attendancewise at the Taft Auditorium here, a 2,500-seater, March 19-29. Big ran slightly under that of last year, when 65,000 folks laid it on the line in 24 performances. Louis Stern, managing director, described it as a "photo finish" with last year's takes.

Weather being ideal, the show had big crowds this week with a number of sellouts, only the second night performance Friday (28) being light. Home Saturday night (27) was a sellout. From here the circus goes to Indianapolis, playing at Murat Temple, April 4-13.

On Monday morning (24) a special performance, not advertised to the public, was given for orphans, children from welfare agencies and residents of old people's homes. Clowns and several acts gave a performance Tuesday morning (25) for the crippled children at the Condon School. The John Robinson-Loyal Rensky Tent, CFA, had a cocktail party for personnel at the Sheraton-Gibson Hotel Sunday afternoon (23).

George Westerman, in charge of the promotion here, will next do it in San Francisco.

## New Cole-Waters Hippo Dies in WQ

HUGO, Okla., March 29.—A hippopotamus purchased recently for Cole & Walters' Circus died in quarters of the Kelly-Miller show here. It was the second hippo lost by the show in two years. Last season its pigmy hippo died shortly after the show opened. The second hippo, a full-sized animal, was to have been a major feature with the show.

## RB FLICKER EQUALS RECORD RADIO CITY RUN

NEW YORK, March 29.—In one of the best-timed, albeit coincidentally, Tinker-to-Evers-to-Chance exploitation assists in show biz history, "The Greatest Show on Earth" film closed here last Wednesday (26), at Radio City Music Hall, seven days before the Big Show itself is due to open. De Mille film ran 11 weeks to tie the theater's long-run record, previously held by "Random Harvest."

## Wallace Crowds Light at Two; Austin Strong

Gonzales, Temple Without Auspices; Hagen Bros. Nearby

TEMPLE, Tex., March 29.—Wallace Bros.' Circus, the new Ben Davenport aggregation, launched its season at Gonzales' winter quarters Saturday (22), moved to Austin for Monday (23) and played here Tuesday (24).

Business was weak here and at Gonzales, but attendance at Austin was reported large. Both shows drew full houses there, with Knights of Columbus as auspices. Hagen Bros. was to follow Wallace by four days at Austin.

The Wallace show's appearance here was not sponsored, altho it used the American Legion's lot. Show was only lightly billed and the single newspaper ad appeared only one day prior to the show date. Performances were delayed in anticipation of better crowds, but less than one-quarter of a house turned up for each. Clyde Bros.' Circus is playing under Legion auspices at Belton, seven miles away, on Saturday (29).

At Gonzales the show was erected at the quarters.

## FBI Arrests Ben Davenport At Austin, Tex.

AUSTIN, Tex., March 29.—Ben Davenport, of Wallace Bros.' Circus, was arrested by the FBI here Monday (24) and released later under \$10,000 bond. He was charged with interstate transportation of \$83,750 in stolen money and securities.

A hearing in the case was set for next Thursday (3) before U. S. Commissioner Robert Sneed here.

In San Antonio, neither the U. S. marshal's office nor the FBI released full details. But the FBI said that the money and securities involved was allegedly stolen from a Uvalde, Tex., rancher October 1, 1950. Said to be included in the amount was \$39,750 in cash, \$25,000 in government bonds and \$19,000 in stocks. The FBI said that the items had been concealed in a clothes hamper by the rancher.

## King, Ringling Get Sponsor Dates In Binghamton

BINGHAMTON, N. Y., March 29.—King Bros. and Ringling-Barnum will both play dates under auspices here this season. The American Legion will bring King in here May 19 while the Rotary Club will sponsor the Ringling show on July 14. The King permit includes permission to hold a street parade.

Since the Ringling show will also be here on Sunday, July 13, a large regional meeting of circus fans is scheduled.

## RB Gotham Advance Sales Set Record

Continued from page 71

issue of Look now in circulation, will result in a number of girl elephant riders being robed in lavish costumes engineered by many of the nation's foremost designers with materials furnished, and replaced throughout the season, by as many famous fabric houses.

The word is that the show train, which is scheduled to arrive at the Mott Haven Yards, the Bronx, tomorrow morning, will carry a bigger percentage of street circus features than in recent years.

Knyot's Lions will fill the gap caused by the noticeable absence of a wild animal act in the recent past. Other billed new features will include Great Friska, Nina Karpowa and Miss Luigina, aerialists; the Great Lunares, tight wire; the Heirolls, roller skating; Renowned Rigaretta, unsupported ladders; Fennis-Peroni Duo, rolling cylinders; Balancing Bisbinis, unsupported ladders; Hammer-schmidt's wonder apes; Helmut Gunther, juggling; Dieter Tasso, slack wire juggling; the Great Bomba, double-somersaulting automobile; the Ricoris, cyclists; Sbx Frelanis, cycling acrobats; the Rassos, equilibrist; Aerial Montona, aerialists; Riding Erzop Family; Gimmas Troupe and Lilly Kohler and the Abbott Girls, acrobats, and Camille Mayer Troupe, high wire.

21 Imports Billed  
In all, the Big Show is billing 21 imports. Just what the final program will hold is hard to say at this time, since each year there are disappointments. While the

apparatus for the double-somersaulting car is on route, it is not known whether a driver is available to perform the stunt.

Four new specs, with music by John Ringling North, lyrics by E. Ray Goetz and choreography by Edith Barstow, are carded. They are "The Good Old Times," the new super walkaround designed to appeal to all ages; "Butterfly Lullaby," starring Tinito Del Oro, will feature the aerial ballet, trained by Antoinette Conello. "Mardi Gras" found its inspiration in New Orleans' annual pre-Lenten festival. In it are featured dressage riders Roberto De Vasconcellos, Visconde Ponte da Barca, Franz Ackert, Luciani and Friedel; "Gold Dollar Moon," finale features Daredviel Conely, the Man in the Moon.

## TV IN LEAD

## 48 Chi Video, Radio Shows Plug Polack

CHICAGO, March 29.—Television took the edge over radio in Polack Bros' Circus publicity during the show's first run here, according to a summary of programs which were devoted to the show. All or most of the time on 48 radio and TV shows was turned over to the circus theme, Press Chief Justus Edwards reported. Twenty-five of the shows were on television.

The series started February 27, with most of the programs for the first several days being on radio. After the show opened, the emphasis switched to television, where many of the show's performers and staffers appeared for guest shots and interviews.

Not included in the summary prepared for the Shrine here were spot announcements and short mention of the circus on additional programs. Circus material was also sent to neighborhood and regional radio stations but the report makes no tabulation of results there.

Edwards said that Polack air publicity this year was well ahead of previous years. Some stations were asked to omit spots and plugs late in the run when it became apparent that the circus would be unable to handle the crowds.

## Mills to Parade At Greenville

GREENVILLE, O., March 29.—Mills Bros.' Circus will give a street parade for opening day only, Jack Mills said here this week. The march will be in connection with the opening day events being planned by the circus, city officials and the Chamber of Commerce. Schools will close early and business houses will put on a "circus jubilee." Date is sponsored by the auxiliary police.

Jack and Ida Mills with Hans Lederer met several members of the Wallaby Troupe who arrived in New York. Others of the troupe, together with Digger and Johnny Pugh and eight English clowns will arrive in this country April 5. New band and usher uniforms were ordered in New York. Two trucks also were purchased this week.

Harry Mills and assistant, Ray Freeland, are readying concession equipment at quarters. Arthur (Hard Times) Leonard, Margie Clutch and Bob Peterson, new steward, arrived in quarters.

More than 1,000 persons, including 19 bus-loads of students, saw the free Saturday training show despite a heavy rain. Several cub scout groups visited earlier in the week.

## Jacobsens Buy Kayda Interest; Form New Firm

NORTH HOLLYWOOD, Calif., March 29.—Charles and H. W. Jacobsens have organized the Hollywood Circus Corporation to succeed the discontinued Circus Corporation in which Al Kayda was a partner with the Jacobsens.

Charles Jacobsen said the new show will continue the policy of allowing sponsors to select a circus title. Phonemen will be used, he said, but the neonometer system will be replaced by the use of crew managers.

A special pitch has been started for outright sales of performances to companies and organizations. A special brochure has been prepared for the campaign. Among cities to be played soon are Vallecito, Richmond and Santa Rosa, Calif.

Charles Jacobsen will be general agent. H. W. Jacobsen will be manager. A contracting agent will be signed later. Acts contracted for fall dates include the Peoples Hanneford Troupe, riding; Phil and Bonnie Bunta, perch; Fred West, organist, and Hap Henry, wire, dogs and elephant.

## Tiger Bill Wins Good Business At El Campo

EL CAMPO, Tex., March 29.—Tiger Bill's Wild West Show played to near-capacity for the night show here Monday (24). The matinee drew a three-quarters house.

The new show was under auspices of the fire department and advance ticket sale was reportedly strong. Merchants bought tickets for distribution to customers. Show's seating capacity was estimated at about 900, and advance sales exceeded the capacity.

## Capell Loses Hempstead

HEMPSTEAD, Tex., March 29.—Capell Bros. Circus lost both performances here Saturday (22) when high winds prevented raising of the tops. Weather was cold,







## NEW RIDES, SHOWS SET TO GO OUT WITH GOODING

Rolex to Get Introduction to Trade; Eight Units Make Ready for Openings

COLUMBUS, O., March 29.—First of eight ride units to be operated by the Gooding Amusement Company, of this city, will leave winter quarters April 18. Remaining units will tee-off within a six-week period following the first unit's bow.

Much new equipment has been purchased, according to Floyd E. Gooding, the organization's president-general manager. New additions include a Flying Scooter, two Eli Ferris Wheels, a dark ride, Jeep Ride, Airplane Ride, Buggy Ride, Kiddie Auto, Jet Ship ride and a Funhouse. These are in addition to the seven new rides

which were delivered at the end of the '51 season.

Gooding also announced that D. B. Pewitt has booked his new Rolex Ride on for the season. Ride, which is new to the show world, is a major device, unlike any flat ride now on the market. Ride can handle 24 adults or 32 children and has eight self-operating rolling and spinning cars.

**16-Car Scooter**  
B. H. Britt, who recently obtained a 16-car auto scooter, again will operate under the Gooding banner, working both his scooter and dark ride. Harvey Wilson has also bought a 70-foot glass house and will operate two of such houses, with his son, Harvey Jr., in charge of the second unit.

Floyd Smith will rejoin with his Little Dipper Roller Coaster, while a new Coaster, owned by Robert White, also has been booked. Earl Ingalls has contracted to join with eight kid rides and Charles Anderson has signed his Kiddie Boat and Kiddie Auto rides for the season.

Harry C. Ward will have an Allan Herschell Buggy Ride, a Herschell Kiddie Ride, a Ward Jet Plane Ride and a Miniature Train. Allan Deggeller again will be back with his Super Rolloplane, while his brother, Irving, has contracted a Kiddie Auto, Kiddie Airplane and Miniature Train rides.

Charles H. Hodges has signed five shows, including his Circus Side Show. The other Hodges units to be with it are Diane Ross and her revue, with orchestra; a fat family show, a Midget Revue and a 55-foot Funhouse. Hodges recently built or purchased an 80-foot front, a large new top and complete settings for the Diane Ross show.

**Doc Hartwick Joins**  
Doc Hartwick will join with his 70-foot snake and reptile show for his first season with Gooding. Hartwick, who is well known for his years of railroad show experience, has reframed his entire

equipment and built up one of the largest collection of snakes and reptiles to go on tour.

Gilbert Tracy again has contracted his Freak and Midget Animal Show. James Keller, a local man, who has been with Gooding for several years as a concessionaire, recently completed a new Monkey Speedway and Monkey Drome which he will operate.

Sailor Katzy will be back with an enlarged Snake Show and exhibit that features Mrs. Katzy milking rattlesnakes. Art Converse will be back with his Circus Side Show. A newcomer this season will be Thomas J. August, formerly associated with Singer's Midgets, who will have a Snake Show.

D. Rex Barnes will be back with his Monkey Show and his Big Bertha Show, an alligator show. Barnes will be assisted in the operation of the Monkey Show by Mrs. Barnes.

Joe Stity, who joined Gooding for the State Fair dates last year, plans to return for the full season with his huge Funhouse. Stity, who is widely known for his many years as a concessionaire on the late Johnny J. Jones Exposition, will be assisted by his wife, Mary.

**Rivervo Troupe Back**  
The Rivervo Troupe and their Globe of Death will be back. The troupe received widespread publicity two years ago when Life magazine featured the fact that troupe members succeeded in 86 troupe members succeeded in 86

(Continued on page 86)

## ACA Readies Show Fronts, New Scenery

HOT SPRINGS, March 29.—Amusement Company of America will hit the road this year with several new show fronts which are being constructed here in winter quarters under the supervision of Noble Fairly, business manager. Scenery for the back-end units is being designed by Charles Teichner, show's art director, who recently arrived here from Chicago.

Virgil Pierson, new publicity director, was a recent arrival here and is laying the groundwork plans for this year's tour. W. E. (Bill) Jack, head of the billing crew, is temporarily in charge of the purchasing department.

J. C. McCaffery, general agent, is recovering from an attack of virus flu which has confined him to his Miami Beach home. Mrs. Al Kunz, wife of the show's secretary-treasurer, left here recently for Wisconsin to visit their son who is ill.

## Edenton to Va. Greater

SUFFOLK, Va., March 29.—Virginia Greater Shows' manager, Rocco Masucci, and General Agent W. C. (Bill) Murray, recently inked a contract to again provide the midway at the American Legion Chowan County Fair Association, Edenton, N. C.

## Crafts Pacts Fresno Event, 2 State Fairs

Phoenix, Ariz., Sacramento, Calif., Added to Route

NORTH HOLLYWOOD, Calif., March 29.—Crafts Shows were awarded the contracts for the Fresno District Fair and the Arizona State Fair in addition to receiving a reaffirmation of the pact for the California State Fair.

Crafts will play the Fresno event for the second consecutive year and pay a per capita rate of 17 1/2 cents. Bidding for the spot was West Coast with a figure of 17 1/2 cents. Crafts played the date in 1951; Ferris Greater Shows in 1950 and West Coast in 1949. The event runs nine days, opening October 3. Last year's attendance was 221,063.

The organization has played the Arizona State Fair in Phoenix for the past four years and winds up the season on this date. Event opens November 7 for 10 days.

At the Fresno District Fair, Crafts will supply 20 major and 15 kid rides, 10 shows and about 75 concessions. A kiddieland will be located this year between the grandstand and the carnival midway. In past years the kiddieland has been the front part of the midway. A new exhibit building has been constructed on a part of this plot.

Other California fairs set for Crafts include the Merced County Fair, Merced, August 13-17, and the Lodie Grape Festival and National Wine Festival in Lodi September 19-21.

At a recent meeting of the California State Fair board, the contract for this event was confirmed. Bidding for the spot were also West Coast Shows and Foley & Burk Combined Shows.

Crafts' No. 3 Unit, Fiesta Shows, will debut its '52 season on its own at Palm Springs, when it plays the Desert Festival there April 2-6. Leo Haggerty will manage the unit.

Following the five-day stand there, the show will play El Monte, Palmdale, Trona and then the Lone Pine Stampede in Lone Pine May 7-11. Show will move into Nevada for the Elks Helderorado celebration May 15-18. On this date, the equipment will be augmented by that from either Crafts 20 Big or Exposition shows. Yermo's Calico Days follows with the event closing May 25.

Show will play on its own until late August, when it will join the 20 Big and Exposition units for 11 days at the California State Fair.

## Coleman Sets April 24 Bow; Pacts Alcidos

MIDDLETOWN, Conn., March 29.—Coleman Bros. Shows have completed plans to launch their 34th season on the road with a week's stand at local quarters beginning April 24. Richard J. Coleman, manager, announced this week. Current plans call for the org to carry 14 rides, 10 shows and 40 concessions, Coleman said.

The Sky High Alcidos have been signed to provide the free attraction. Coleman said that the org's fair trek will get under way July 28 at Boonville, N. Y. Other fairs to be played in the State include those at Norwich, Middletown, Altamont, Ballston Spa and Fonda. Other fairs contracted for are those in Greenfield, Mass.; Rochester, N. H.; Stafford Springs, Conn.; and Belchertown, Mass. Three celebration dates, including the Oneida, N. Y., Firemen's Celebration, have been booked, Coleman said.

Mickey Donahue will be back with his Motordrome, and Doc Jones has booked his Side Show and Revue. Bill Althausen will be back with Penny Arcade and glass pitch. Paul Towns will have the Funhouse and two concessions, and Joe Bruno will have the Pony Ride and Wild Life Show.

Concessionaires also include Whitey Beardsley, Bill Storey, Jimmie Conors, Tim Coleman, Coleman Corley, Paul Smith; Tom Ely, with Jones' bingo; the Harrisons, the Coopers and Tommy Woods.

## Collins Crew Readies Gear For Fair Route

MINNEAPOLIS, March 29.—William T. Collins Shows, due to a short season and a route that will allow little time for work on equipment, will be set for fairs when the org leaves winter quarters here. Art Signor, who is supervising operations, announced this week.

A large crew is working indoors here in a 60 by 120-foot heated building and the rides are rounding into shape. The Merry-Go-Round horses have all been repaired and painted. Seats for the Octopus, Tilt-a-Whirl and Ferris Wheel are being readied for a paint job, while all the mechanical parts are getting an overhaul.

Trucks are being repaired and painted under Jim Duzonis, assisted by Harry Swanson. All junction boxes and wiring are getting a going-over. Working here are Bill Schaffer, Abe Cusson, Bob Ward, Charleston Winners, Clarence Westbrook, Jimmy Evans and Harold Moore. A L. McLaughlin, electrician, is expected soon. Mr. and Mrs. Gus Pappas are also expected to ready the office-owned concessions.

Charence Sayre will be back this year with his Motordrome (Continued on page 86)

## Mickey Stark Adds New Tilt, Trucks, Semis

MOUNT STERLING, Ill., March 29.—Gold Bond Shows, which open their season in Creve Coeur, Ill., April 25, will bow with a new Tilt-a-Whirl in addition to two new show fronts mounted on trailers, three new semis and four new trucks, Mickey Stark, owner-manager, announced from local winter quarters.

With quarters open all winter, org's equipment is already rounding into shape. Most of the trucks trailers and rides sport a new coat of paint.

Gold Bond's fair route this year will include annuals in Wisconsin and Minnesota. Tour starts at Hopkins, Minn., July 16. Other Minnesota fairs include those at Duluth, Hibbing and Grand Rapids. Badger State annuals are at Madison, Rice Lake, Plymouth and Friendship, while still dates include the Rockford, Ill., Centennial Celebration, June 7-15, and other spots in Illinois and Wisconsin.

There is little change in shows' staff. In addition to Stark, Mrs. Mary Stark serves as secretary-treasurer, and Ray Swanner as agent and general representative. G. Garde, assistant manager in 1949, is still holding down the chief of police post here. Mr. and Mrs. Jack Hamilton again will join Jack spent a year in the Army, most of it in Korea. In preparation for the season the Hamiltons recently took delivery on a new house trailer.

Visitors included Curley Vernon, owner of United Exposition Shows; J. Smith shows' agent; Jess Wrigley, agent for 20th Century Shows; Bernard Rogers, co-owner of Rogers Bros' Shows; W. E. (Bill) Snyder, veteran show agent; Mr. and Mrs. Jack Ogle, operators of Lee Moss Diggers; Mr. and Mrs. Joe Wright, Arcade operators, and Jack Diamond.

## Augusta Off for Strates After Banner Fla. Trek

AUGUSTA, Ga., March 29.—James E. Strates Shows ran into a bloomer here after a highly successful winter tour in Florida. While the date marks the show's first stop in its annual trek north, the bad business encountered here is not considered indicative of things to come.

Small earnings have resulted from the puny crowds attending. Last Saturday (22) about 2,500 paid thru the gate to provide the biggest crowd of the engagement so far. Attendance on week-day nights has added up to only a few hundred.

Strates said that while he did not look for much here, the results were less than expected. Principal fault lay in the location, since the fairgrounds are several blocks from the end of the bus line and the route to the show grounds is thru an unimproved section of town. Strates said there was no doubt in his mind that the show would have done much better on a highway location. Approaches to the fairgrounds are dark and uninviting.

**Too Many Shows**  
Perhaps equally important is the fact that this city, the closest

## Percell Org Sets Pa. Tour

SOUTH WAVERLY, N. Y., March 29.—Pioneer Shows will spring on their winter quarters lift here April 25 and will remain in Pennsylvania thruout their fair and still-date season. Mickey Percell, general manager, announced this week. Most of shows still dates are under auspices, he said.

In addition to Percell, staff includes Louis (Stretch) Rice, business manager; Paul Merrick, general agent; Popeye Andrews, mechanical superintendent; Albert Bydairk, ride superintendent; Mack Kline, electrician; Leon Paulman, sound superintendent; John Leonard, publicity, and Mrs. Mickey Percell, secretary-treasurer.

In preparation for the opening, two new show fronts are being built and light towers, along with much neon, will be added. Shows expect to open with 12 rides and six shows, Percell said.

to the government's H-bomb development site, has hardly been without carnival attractions thruout the winter. Show was predated by several other traveling units and the novelty had worn off.

While a lot of good weather was wasted here, show personnel is looking forward to the next stand in Washington where the org will be first in. Date is always good and inquiries are already being received from a number of concessionaires.

Florida dates were up about 10 per cent on the average. Strates said, with Orlando showing such an increase even the three days were practically lost to rain.

Model Shows are shaping up nicely at Savannah winter quarters. Strates said yesterday after returning here from that city. Several of the show's rides have been in operation there for some time and have been winning money, he said.

## WOM Slates Preem For April 24 in D. C.

RICHMOND, Va., March 29.—World of Mirth Shows will open its season April 24 in Washington, Frank Bergen, general manager, announced here this week at winter quarters. A tentative plan to open on the fairgrounds here for a shakedown run was abandoned in favor of the stand in D. C., a date that is usually big.

Show will be in Washington in time for the finishing touches to be applied before the official opening. Leisurely set-up is assured, making the stand ideal for an opening date, Bergen said.

Bergen said that nearly 50 men are now in quarters and that building activity is the greatest it has been in a number of years. Influx of help was taken as an indication that the show will not face any acute help shortage this season, he said.

**New Unit Planned**  
Negotiations for a major and novel back-end attraction are nearly complete. Bergen said, with an announcement likely to be forthcoming next week. Unit will be in addition to usual major shows carried behind big fronts. A big sitdown Illusion Show,

## Torture Show and new front for Rose's midgets are currently under construction. Al Moody, trainer-master, has supervised the complete repainting of all train cars.

While noting that long-range guessing was hazardous at best, Bergen said that he was looking forward to a good season. While the end of hostilities in Korea might bring a noticeable change in the nation's economic picture, Bergen said the show's usual territory reflected only major economic changes.

## Buff Hottle Names Herman Bus. Mgr.

MARRERO, La., March 29.—Ben Herman has been named business manager of the Buff Hottle Shows, it was announced here this week. Hottle was last connected with Heller's Acme Shows, assisting Owner Harry Heller thruout the Eastern booking season.

Show is scheduled to open here April 4. Major part of the route is in Mid-west territory.



# Midway Confab

Mr. and Mrs. John T. Hutchens, of Hutchens' Modern Museum, returned to their home in Cassville, Mo., recently following a six-week visit in Florida. While there they visited with Mr. and Mrs. Art Converse, Les Urdeeman, Mrs. Jimmy Checon, Mrs. George McAllen, their daughter, and Odie, the mentalist, who spent 13-years with the Hutchens museum. Hutchens recently closed a contract with Billie Snapp for the 1952 season.

Mrs. June Grantham, of Tiny Town Circus, has returned to her home in Birmingham after undergoing surgery in a hospital there. The Granthams have been working in and around the Alabama city the past four months to good business. Tiny Town Circus was with the Amusement Company of America last season. . . . Peggy Ewell reports that she had a good week at Dade County Fair, Miami, with the Barney Tassell Shows. Harry Fink also had a fair week with the Baby Show. William Ewell reports.

Joseph Lehr, spot worker, pens from Philadelphia that Buck Suter, concessionaire and former owner of Buck's Drive-In Theater there, has opened a restaurant and will remain in Philadelphia until he starts his fair and celebration dates. Buck's manager, Pearl (Slim) Kearns, joined Marlon Greater Shows in St. George, S. C., with eight concessions. Lehr says that he plans to work a spot store at some of Buck's celebration and fair dates. Old Celis Brunell, of the Circle Inn, Philadelphia, and well known to outdoor showfolk, is vacationing in St. Petersburg, Fla.

Lela and Frank Zazzara, of the Ringling-Barnum circus, arranged the dinner and reception following the marriage in Miami, Friday (4), of Walter B. Cox, concessionaire on the James E. Strates Shows for the past four years, and Honey Reed, of the same org. The bride is the sister of Betty Hartwick. Festivities ended with a party at the Gaiety Night Club, with Rita Cortez also a guest. The newlyweds will tour with Strates this season. Sam Benjamin plans to leave his Kansas City, Mo., home soon to take over his duties at a Detroit park. . . . Curly and Trixie Clark and Marva Lemons left Kansas City, Mo., last week for Texas to join Model Shows for the season.

Tex Conroy, veteran Side Show talker and currently cmse-magician for Carl J. Lauther's Side Show, visited New York recently to purchase more magic equip-

ment. While there he renewed acquaintances with Eddie Mareno, manager; Woo Foo, Laurella and Albert Alberts, all of Hubert's Modern Museum. He also visited with Dewise Purdin, Side Show operator on Vivona Bros' Shows, who also was in town on business. Conroy, who was accompanied by his wife, stopped over in Philadelphia to undergo dental surgery. Upon his release from the hospital they will return to Virginia quarters via Washington, where they will visit the James E. Strates Shows.

Babe Montana was tendered a birthday party at the home of his sister in Brooklyn Friday (21). He was the recipient of several gifts and numerous cards. Guests included Mr. and Mrs. William Fink, Mr. and Mrs. Lew Manfred, Mr. and Mrs. Anthony Lovaglia, Mary and Connie Dima, Mario Segman, Gino Giampolo, Mr. and Mrs. Sal Dima, John Staneski, Rae Telelli, Jay Rex, Mario Furrinich, Frank Daccuro, Nancy Montana, Lew Maglis and Bobby Kork.

Bob and Betty Harris Jr., Loraine Davis and son, Michael, and Stanley Kowalski left Dallas last week to join 20th Century Shows. . . . Millie Cepak is visiting friends and relatives in Chicago. . . . Evelyn Chambers, who wintered in Dallas, left last week to join Central States Shows.

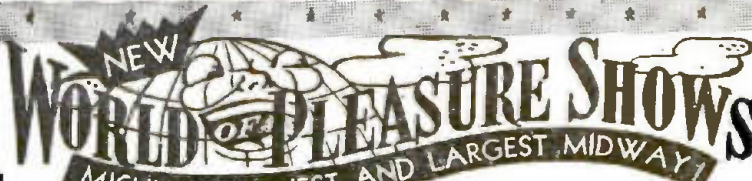
Harry Wallace is a patient at General Hospital, Los Angeles. . . . Lou Leonard is confined in South-west Florida Hospital, Tampa. . . . Turner Scott infers from Daytona Beach, Fla., that he will open his funspot there April 12 with four rides. . . . John Woods, of Royal American Shows, was slightly injured recently when he was struck by a car in Tampa. Following treatment at Municipal Hospital, Woods was released.

Jack McCormick returned to New York Tuesday (25) after a six-week sojourn in Hot Springs where he met J. W. (Patty) Conklin and a host of other show business figures. Only unhappy aspect of his winter vacation was a side trip to view the damage caused in the area by tornadoes. His curiosity and that of a party of friends was tempered by the awful destruction they viewed, Jack said. . . . Jim Bergen stopped off to lunch in New York with Gerald Snellens before leaving for the Richmond, Va., winter quarters of World of Mirth Shows where he will prepare the bingo unit for the season. . . . Bucky Allen, shows' concession manager, continued on to quarters after a few days in New York where he attended a meeting of the National Showman's Association of which he is president.

Ethel Partle, of Palisades Park (N. J.), getting her drome ready for opening, while husband Earl is putting finishing touches on their drome on Cetin & Wilson Shows. He'll join her shortly at the park. . . . Max Cohen, general counsel for the American Carnivals Association, in New York City on business. . . . Phil Isser visited with Charlie Cohen and reports that Cohen recently bought a stable of race horses in order to have something to do with his spare time.

Dave and Millie Curtis have joined the act line-up of the Hall and Leonard Side Show on Buff Battle Shows. Millie will have charge of the snakes. Francis Doonan is featured in the show.

Peter Garey arrived in New York from Hollywood, where he made movie trailer shorts for Cetin & Wilson exploitations. Garey, who previously made flickers with Marie Wilson and Jane Russell, also signed a personal management contract while in the flicker city, with Helen Ainsworth, Gloria Swanson's manager. Featured baritone is all set for C&W's "Hollywood on Parade" midway stage-show, produced by Raynal. . . . Bill Powell, outdoor show biz's unofficial roving "ambassador and traveling critic," reports from London that Mary Martin elicited big in "South Pacific" and that "Call Me Madam" also opened big. Bill's latest flash adds that the first British circus of season head-off in a heated top in Cambridge, two weeks ago. He's been headquartered at the Regent Palace Hotel, Piccadilly Circus, London, but has skedged gay Paree for his next stop.



**NEW WORLD OF PLEASURE SHOWS**  
MICHIGAN'S FINEST AND LARGEST MIDWAY!

**LAST CALL**      **LAST CALL**  
**Opening April 15th at 8 Mile and Wyoming, Detroit**

GRAND OPENING: May let of Mt. Clemens. First Show in City Limits in 15 years. Followed by Lansing, Muskegon, Sargis, Bontle Creek, Kalamazoo, Jackson, Lake St. Clair Fishing Tournament, then big fourth of July Celebration at Napoleon, Ohio. Followed by outstanding route of Fairs and Celebrations until October 5th. Can use a few more Honky Tonks. We do not carry racket. Want 10-1, Glass House, Motordrome or any Show not conflicting. Want Ride Foreman for Merry-Go-Round and Comet Rides. Heavy Ross, answer this ad for Dipper. Johnny Moran says: Ride Boys that know him to come on. **WILL BUY LATE MODEL OCTOPUS.**

**WORLD OF PLEASURE SHOWS, 82 Orchard St., Mt. Clemens, Mich.**

**W.G. WADE SHOWS**

Now Contracting  
**RIDES • SHOWS**  
**• CONCESSIONS •**

For our 1952 Season

G. P. O. Box 1488  
Detroit 31, Michigan

**COLEMAN BROS.' SHOWS**

Opening Middletown, Conn., April 24

Want Ride Help Semi-Drivers preferred.

Want Mechanical, Monkey, Midget or Hillbilly Shows. All help formerly with me, answer.

**RICHARD J. COLEMAN**  
Middletown, Conn.

**ATTENTION**  
**Park & Carnival Owners**

At Liberty: Young married Man, strictly sober and reliable experienced in managing and assisting managing Park or Carnival. Can get it on and off the lot, handily. Mechanical or any show of merit. Call, write or wire.

**FETTER**  
1960 S. W. Third Ave.      Miami, Fla.  
Phone 30136

**COUNTY FAIR SHOWS**

Opening May 1st, 1st of Omaha, Neb. Have 30 Fairs and Celebrations. Want Heavy Banks of all kinds except Hi-Sticker, Mid. Wage, Low Range, Fines, Paperon, Grab Jewelry, Ace and Weight. Shows Wanted: Amusement, Funhouse, Tennis One, Snake, Illusion, Glasshouse, Wild Life, Mechanical or any show of merit with own transportation. Want Ride Help, top wages, contact at once. Sammy George, G. K. Kelly, Nelson E. Swan, Bill Kirby, contact.

**EAHL D. JOHNSON**  
County Fair Shows      Chambers, Neb.

**STRANGE AND WEIRD**  
**ATTRACTIONS**

Barangon Head, Bodies, Devil Child, Fish Girl, Ace Boy, Wild Boy, many others. Write made up, free folder.

**YATES' CURIOSITY SHOP**  
1658 N. Van Buren St.  
Phoenix, Arizona

**HUBERT'S MUSEUM**

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**BINGO HELP**

Counterpart and Glass Pitch Agents. At Whitlock, can you write

**ANDY CRANDELL**  
1444 So. Water      Wichita, Kans.

**BLUE GRASS SHOWS**

NOW CONTRACTING FOR 1952

**SHOWS—RIDES—CONCESSIONS**

P. O. Box 621      Owensboro, Ky.  
Phone 35321

**FOR SALE**

Merry-Go-Round, \$2,000.00; 10 Big Ferris Wheel, \$4,500.00; Sliding Auto Ride, \$1,000.00; International Trailer and 26 ft. Trailer, \$1,000.00; Complete, Cotton Candy, Snow Cone, Popcorn, \$1,000.00.

**JOHN KAHL**  
R. 12, Box 1524      Des Peres, Mo.

Percell's  
**PIONEER SHOWS**  
*high class midway attractions*

Opening April 25, Waverly, N. Y.

Wanted—Posing Show, Snake Show Operator, Monkey, Grind, Wild Life, 10-in-1 or any show of merit with or without equipment. Concessions—Custard, French Fries, Sweets, Ace and Weight, Photos, Heart Range, Striker, Ball Games, Swinger, Buckles, Set Spindle for stock, any legitimate Concessions not conflicting. Ride Help and Seal Drivers, experienced or inexperienced, for Merry-Go-Round, Wheels, Octopus, Tilt and Sellopane, Bungee Clerk, useful help in all departments. For Sale—8 Car Octopus and Double Loop-Platz, 4 beam Trainers, three 20x30 Tops, one 20x30 Bingo Top, Bingo Blower, Water Fall Blower, 30x30 Marquee, priced to sell, come see this equipment, you will buy.

**E & B AMUSEMENTS**

30 WEEKS IN NEW YORK CITY

Need Caterpillar foreman. Also Second Men on all Rides. Good deal for Agents for Custard, Ball Game and Grab; prefer couples. Can place other useful Show People, Chasers and drunks, stay away. Showing Ogden and University Ave., Bronx, N. Y., until April 7, or contact

**JOHN A. BASS**  
24304 UNION TURNPIKE      LONG ISLAND, NEW YORK  
(Phone: Flushing 7-0457)

**WANTED—COOKHOUSE**

Can place all-down Cookhouse at the Jackson Harness Race Track (Fair Grounds), Jackson, Mich. You can open April 15, meeting starts May 2 to June 7. Serve three meals a day. Water and lights available. We will have over 300 horses on grounds which means better than 300 men. Closest restaurant 1 block away. Must be neat and in keeping with downtown prices. Cheap privileges to the proper Cookhouse. Write

**DON ELLIOTT**  
353 MORRIS AVE.      GRAND RAPIDS, MICH.

**FOR SALE**  
**MECHANICAL ROBOT WALK-THRU EXHIBIT**

This beautiful unit consisting of 36 life size circus musicians playing all instruments with hand-carved miniature circus performers available for enterprising showman. Exhibit presented on 1951 30' drop frame specially built Ky. van trailer with 1949 2-ton Dodge tractor. Special Anchor carves hooks to top of trailer making exhibition, 35'x22' when working. Unit far above average—includes sound, floodlights, outstanding signs, heavy duty rubber covered wire, trailer wired in conduit with 12 fuse switch box. Nothing lacking. Room for sleeping. Cost over \$14,000 in May, 1951. Best offer takes it. My connection with world's largest business brokers forces me off the road.

**George E. Lambert, Director Eastern Division**  
Chas. Reed & Associates, 11 West 42nd St., N. Y., N. Y.

**I. T. SHOWS, INC.**

Unit #2 opening in Brooklyn, April 4th. Frozen Custard wanted. Must have own generator. Starting for Long Island tour May 19. Want for Long Island beginning May 19. . . . Side Show, Monkey Show, Penny Arcade. Will book any Grand Show capable getting money. Concessions wanted. Glass Pitch and others that do not conflict with what we already have. Have Bingo for sale, 24x36, 104 seats, completely equipped.

**PHIL ISSER, Gen. Mgr.**  
1539 EAST 29 ST.      BROOKLYN, N. Y.

**KELLIE GRADY SHOWS**

Want for opening date starting Saturday, April 12th, Sheffield, Ala., best of town.

One or more Kiddie Rides, Cookhouse, Bingo, Glass Pitch, Sitting Game or any Stock Concessions. Good proposition for Shows with own transportation. This show will positively play smokestack lawns of Alabama, Tennessee and Kentucky. 10 Fairs already booked and more pending. People wish us before come on. Will give ex on 2 Mth Camps. Want Long or Short Range Gallery. All answer:

**KELLIE GRADY SHOWS, Florence, Ala.**

**JAMES E. STRATES SHOWS, INC.**

Can place at once LOT MAN who is capable of laying out large RAILROAD SHOW and can make himself generally useful. Can place A-1 Social Agent capable of promoting Kiddie Matinees and handling Promotions. Have plenty of good material to work with. Address

**James E. Strates      Dick O'Brien**  
**Pres. and Gen. Mgr.      Mgr.**  
Washington, D. C., April 3-12.

**Wants—Motordrome Manager—Wants**

Want Manager with own machines or will book complete Motordrome. Have wonderful proposition.

20TH CENTURY SHOWS, BATON ROUGE, LA., UNTIL APRIL 5

America's finest Show Concessions—

**TENTS—SIDESHOW BANNERS**  
**CONCESSION TENTS**  
**IMMEDIATE DELIVERY!**  
**FLAMEFOIL FABRIC**  
Available in all colors  
All sized colors also available  
Bernie Mendelson—Charles Drive

**O. Henry Tent & Awning Co.**  
7041 W. CLARK ST.      CHICAGO 20

**HANKY PANKS**

**PENNY PITCH BOARDS**  
STILL GOING STRONG  
IN OUR 10TH SEASON!  
Finest Penny Pitch Board Ever Built . . . . . \$60.00 Each  
Write for Catalog

**RAY OAKES & SONS**  
771 OGDEN AVE.      LYONS, ILL.  
Day Phone: LYONS 3-4633  
Nite Phone: Brookfield 8885

**SLUM SPINDLES**

Will Get Top Top Money in Any Midway  
You can safely flash your best prices, work for 10¢, 15¢ or 25¢ with our new, attractive, profitable slum spindle. 30 inch square, beautifully covered with red felt, heavy metal corner plates, has 45 French spaces, fine finished 2 1/2 inch arrow. Complete and ready to work on any counter top, only \$4.50.  
\$30.00 deposit, balance C.O.D.

**K. Max Smith Enterprises**  
Box 297, Russell Point, Ohio







**W. C. (BILL) BELL**  
WANTS  
MAN FOR ARCADE. ALSO  
AGENTS FOR HANKY PANNS.  
ADDRESS: c/o American Beauty Shows  
Box 29, Perryville, Mo.

**WANTED**  
NAIL AGENTS  
FOR SLUM CONCESSIONS  
ON WORLD OF MIRTH  
SHOWS.  
**CLYDE**  
1314 E. Franklin St. Tampa, Fla.

**PROMOTERS**  
Get on our Mailing List  
Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for amusement and carnivals. We can refer inquiries from your territory to you—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Department, The Billboard, 100 W. Randolph St., Chicago 1, Ill.

**EMPIRE STATE SHOWS**  
Want two Major Rides with own transportation for 20 weeks in the territory. Want Dirt Banz, Arcade, Grind Show, Legitimate Concessions, get our low rates. Operating May 1, Auburn, N. Y. Contact V. HOLLIS, Mgr. 26 Montgomery St., Roston 16, Mass. or CARL MILLER Cor. Flomich & Montgomery Aves., Rocky Hill, Conn.

**CAN PLACE**  
One or two Major Rides for full season in end ground Buffalo. Work on percentage. No Winter or Christmas.  
**DEALING'S RIDES**  
2800 Niagara Falls Blvd. Tonawanda, N. Y.

**WANT B-I-N-G-O**  
Also Demonstrators. Week April 21st. DUBUAMON ON PARADE.  
Mel J. Thompson  
Box 1080 Durham, N. C.

**FOR SALE**  
At sacrifice due to service call, into model FD-0-Plane and Six Flatbed. Used one season, with transportation. Any reasonable offer considered.  
**D. R. STECK**  
Waco, Texas. thru April 5

**CARNIVAL WANTED**  
For week of June 20  
Event sponsored by Starline Merchants' Association. Big Air Show and Free Fireworks Display. Write to Manager for information contact:  
**JOHN J. MANION**  
123 E. Third St. Sterling, Ill.

**WANTED**  
Concessions, Children's Rides and other Entertainment for Annual Celebration, July 4. Write to  
**Chamber of Commerce**  
Aurora, Nebraska

**BIG CARNIVAL WANTED**  
Good Clean Carnival to play May 20, 21 and 22 at Marine Base of 50,000 population. Contact  
**Camp Special Services**  
Camp Lejeune, North Carolina

**WANT DROME RIDERS**  
Men or Women at once  
Opening April 12—Palisades Park, N. Y. \$75-\$85 weekly, plus tips.  
**EARL PURTLE**  
4 Cumberland Road, Palisades, N. Y.

**WANTED IMMEDIATELY**  
PIN STORE, BLOWER AND  
COUNT STORE AGENTS  
**RALPH LIPSKY**  
5334 Wells St. St. Louis, Mo.

**WANT**  
PUBLICITY AND PROMOTION MAN  
This show at Washington, D. C., April 1.  
**JAMES E. STRATES**  
SHOWS

**WANTED**  
Good, Clean Entertainment; prefer Stock Car Show or such under own cover. Sponsored by V.F.W., Post 8177. Any week during summer months.  
**WILBURN MANFORD**  
Box 97, Clarence, Mo.

**Miami Showmen's Association**  
236 W. Flagler St., Miami  
Ladies' Auxiliary  
Last meeting of the season was called to order by President Mae Levine. On the rostrum with her were Ruth Schreiber, first vice-president; Ada Cowan, third vice-president; Mrs. W. T. Tucker, treasurer; Mrs. Alberta Mack, recording secretary, and Mrs. G. Whitehead, corresponding secretary. Bea Tarbes delivered the invocation.

Martha Zimmerman was welcomed to her first meeting. Kitty Glosser reported \$24 collected for food sold at the Jamboree. Freda Wilson announced that Minnie Simmonds and Bea Truesdale had donated to the Kay Edwards Memorial Fund. She also reported the outlook excellent for the club to have its new building by fall. Tyler Babs Geffen reported 73 members present. Frances Barnett distributed raffle books to be sold for the raffle at our Follies party. Recess was called for the dark horse, won by Bea Truesdale, and the flower fund.

Following the business meeting Frances Deemer, chairman of the entertainment committee, gave us one of the best parties of the year. Assisting her were Winnie Edwards, Peggy Heiman, Emma Rocco, Regina McLinden and Myrtle Brooks. Songs were sung by Regina McLinden, Emma Rocco, Kate Lucardo, Peggy Heiman, Winnie Edwards and Myrtle Brooks, accompanied by Kate Goodman and Regina McLinden. There was also community singing.

Kitty Glosser and Pearl Schultz, co-chairmen of the refreshment committee, and their assistants, Billy Palitz, Louis Weiss, Belle Cooke, Peggy Hirsch, Dorothy Karst and Mae Nelson, served lunch.

**Heart of America Showmen's Club**  
813A Broadway, Kansas City, Mo.  
Ladies' Auxiliary

Auxiliary held its annual Pot Luck Dinner for members of both clubs March 21, but a sudden snowstorm held attendance to 56. President Ruth Martone welcomed guests and called on HASC President Hugo, who responded with a brief talk. He presented Sam Benjamin with a gift from Chester Levin. Bill Snyder attended the dinner, as did Capt Roy Hickman, of the U. S. Air Force, and his mother, Mrs. West, of St. Joseph, Mo. Door prize, a Mexican silver bracelet and earrings, donated by Ruth Ann Levin, was won by Ivan Michelson. Club will hold two more meetings and then close the clubrooms until November.

**INLAND SHOWS**  
OPENING WISCONSIN, APRIL 19  
Want Wheel Operator, female, own help and gear 10-50 after tax and commission, or salary. Write for Kit List, West Flat Pond, Colby, Suring, Cork, Bell Games, Glass Pitch, Big Jug, Jewelry or any Show Joint, \$18.95. Includes cut in, insurance, Six Cans, Set Joints, Hoses, \$36.90 HUB Bikes, Percentage over, Adam Tools, contact. Will book or lease Merry-Go-Round.  
ADDRESS: Nettleton, Ark., until April 16.

**GIRLS—GIRLS—GIRLS**  
LOOK—LOOK—LOOK  
READ THIS  
Wanted for Girl Show—good salary, good bonus, new Postale Convertible, and excellent opportunity for television career when show closes. Write Leslie Kuester, Hotel Naville, Rochester, Minn.

**NAIL AGENTS WANTED**  
RED HAZZARD, COME ON.  
**J. E. CALDWELL**  
Carnival Agent of Amusement, Pensacola, Fla., this week; Selma, Ala., next week.

**WANTED**  
SHOWS—RIDES—CONCESSIONS  
For Women's Annual Homecoming at Ferris, July 15-26.  
No Gift, no Gypsy Wets.  
**George R. Cutler, Mgr.**  
Ferris, Mich.

**FOR SALE**  
1947 Caterpillar with 1801 tonner. Perfect condition, priced to sell. Also Middle Farm Wheel.  
**AL TAMARGO**  
28 Franklin St. (Mount), N. Y.

**Show Folks of America, Inc.**  
145 Turk Street, San Francisco  
SAN FRANCISCO, March 29.—Regular Monday night (24) meeting was called to order by President Doris Monette. Also on the rostrum were Charlotte Porter, first vice-president; Phil Shapiro, sitting in as second vice-president; Oris Blome, as third vice-president; and Patty Treanor, treasurer. Guests of honor included Lee Brandon and Bonnie Townsend, the latter serving as secretary in the absence of Edna Raiford.

Three new members were initiated by Past President Harry G. Seber. Sick committee reported that Polish Fisher was recuperating at home and is expected to be up and around shortly. Fred Ramsey, husband of Nellie Baker, is still in Marine Hospital here. President Monette announced that three special meetings of the board of directors had been held in the past two weeks and that the ways and means and financial committees are working on some new fund-raising plans.

Lee Brandon spoke briefly and recited from a book by Eugene Field. Other members present after absences included Mr. and Mrs. Charles Albright, R. LaFond, Mr. and Mrs. Fagan, Mr. and Mrs. Bud Haynes, Mr. and Mrs. Oris Blome, Nick Bolly, Archie Long and Mr. and Mrs. Hunter Farmer. Meetings will be held each Monday night thru June 1. During the summer they will be scheduled once a month until September 1, when weekly meetings will again be resumed.

**Regular Associated Troupers**  
106 E. Washington, Los Angeles  
LOS ANGELES, March 29.—Among the many members who worked the Orange Show in San Bernardino, Calif., was President Lill Schue. Five new members were brought into the club, as was a good sum for the bazaar fund. A Lillian Schue Night was held March 20, with 10 members acting as hostesses. Tillie Palmateer will direct the Building Fund Party to be held April 10. A ham dinner will be served, followed by a fashion show under direction of Sunshine Jackson. Virginia Kline lettered from London. Doris Devine, daughter of Myrtle Hutt, was married to Louis S. Kaufman here March 16.

**Tivoli Exposition Shows WANTED**  
Rides, Shows and Concessions, 10-in-1 with own equipment, 18 Fairs beginning June 20th already contacted.  
M. V. PETERSEN  
P. O. Box 742 Joplin, Mo.

**WANTED**  
**A CLEAN CARNIVAL**  
For the American Legion Free Fair, Sunman, Ind., July or August.  
**E. W. HOWREY, Sec.**

**GIRLS—WANTED—GIRLS**  
For Poling Show and Revue. Experience not necessary. Can also place 2 Ticket Sellers. Write  
**DOT OR NAT MERCY**  
Care John H. Marks Shows Richmond, Va.

**KING REID**  
Wants to hear from  
Sol Melcher, Harry Price, Anthony Mendoza, J. Zolner  
Winter Quarters, Manchester, Vermont

**WANT CARNIVAL**  
For Fair and Horse Show for week of Aug. 25 to 30th, 1952. Sponsored by American Legion and VFW. Contact  
**DR. JOSEPH SCHICKEL**  
Burbachville, Ky.

**WANTED**  
RIDES AND SHOWS  
For week of Aug. 10 through 16, five weeks and all kinds of sporting events. Will give good deal. Contact DONALD A. PENNA. 81 State St., Holly, N. Y.

**TURNER BROS. SHOWS**  
**BILL SNYDER**  
CONTACT US AT ONCE  
**FOR SALE**  
One 60 KW Diesel Light Plant.  
ADDRESS: Perryburg, Ill. (Phone: 280)

**HILL'S GREATER SHOWS**  
WANT FOR CLOVIS, NEW MEXICO, SOLDIERS' PAY DAY, FOLLOWED BY TEXAS' LARGEST DAIRY SHOW AT PLAINVIEW, TEXAS, APRIL 12-18  
HANKY PANKY: Will book Baseball, Ace, Scales, Cal Race, Bottle Game, Fish Pond, Slum Pitch, You-Win or Lose, Joe Brown, wants Help for Wheel wire if I know you. Floyd H. Matter wants Cakes and Waters. SHOWS: Want Fun House, Glass House, Midget Race and Blouses Show. RIDES: Will book Pony Ride, Busby, Rack-o-Plane. Can place Foreman for Spiffire, also General Ride Help. Glynn Joplin, have two rides for you.  
This Show has 18 Fairs and Celebrations starting at Livingston, Mont., week July 4. Also Top Spring Routs. Route to interested parties.  
**WILL SELL OR TRADE SPITFIRE FOR OCTOPUS**  
Linda Lopez wants for two Girl Shows, Side Show, Snake Show and Monkey Show—People in all departments, Marjorie Vantree, who worked for me last year, come on. Want Tatters and Mite Camp, good promotion, this is an excellent route for both. Can place Danzing Girls, experience not necessary. I train you, very good pay. Theatrical Sellers, also Midget and Midget, come on. All People who were with me before, wire or come on. Ginger Mae Scortina, terrific proposition.  
All Wires or Calls: H. P. MILL, Owner, Clovis, N. M., this week; then not route.

**JIMMIE CHANOS SHOWS**  
Will Open Richmond, Ind., May 2  
Want legitimate Concessions of all kinds: Ball Games, no Striker, Cigarette Gallery, Fish Pond. On account of disappointment want Cook House that caters to show people. Want Shows with own outfit. Want Girl Show with own outfit, also Man to run office owned Athletic Show. Want Ten-in-One Side Show, Snake Show, Fun-house. Will book you free all you pay is lights. Show leaves winter quarters April 15. Want Ride Help, Merry-Go-Round Foreman, Ferris Wheel Foreman, Caterpillar Foreman, Flying Scooter Foreman, also Second Man for all kinds of rides. This show has ten office owned rides. No gate. All replies to  
**JIMMIE CHANOS**  
801 East 5th St., Greenville, Ohio Phone 491

**JOHNNY'S UNLIMITED SHOWS**  
"HONESTY IS OUR POLICY"  
Opening April 21st at Fort Payne, Ala., Downtown Lot. Choice Tennessee Spots to Follow With Two Weeks on Nashville Lots.  
Sell X on Custard, Novelty, French Fries, Want-Jewelry, Hit and Miss, Cakes, Bottle, Balloon, Bark, Car Race, Bill Bottle, Fan Game, Pie Pool, Cork Gallery, Pump Pitch, Glass Pitch, Will book Fun House, Glass House, Hussion and Motorcycles, I am framing new Midget Show wagon from Intertown. Intertown Manager starting July 4th week. Help needed—Due to disappointment need Wheel Foreman and Second Man. Will Foreman and Second Man. Man to handle panel front and marquee and to operate rollerboard. All ride bids must drive.  
All replies: **JOHN PORTEMONT, Athens, Ala.**

**GATTO AMUSEMENTS**  
FOR SEASON'S WORK IN PHILADELPHIA  
Concessions—Bingo, Popcorn, Apples, Floss, Grab Stand, Custard, French Fries, Scales, Age and Weight, Fish Ponds, Ball Games, Photos, Will book all legitimate Hanksy Panky Shows. Manager starting July 4th week. Help—Ferris Wheel Foreman, Electrician for 75-kw. transformer. This show has seven Rides. Have choice locations. Open April 18. Philadelphia, Pa. All replies to  
**ROX GATTO**  
13 CHURCH LANE FERNWOOD, PA.

**CAVALCADE OF AMUSEMENTS**  
Can place high class Circus Side Show with own equipment. Want Operator with own banners for Snake Show, Cox place Wild Life and Barnum Show. Want capable Man to operate Glass House. Foreman for Philadelphia Toboggan Merry-Go-Round, also Foreman for Little Dipper. Can place Polers, Chalkers and Tractor Drivers. Address:  
**AL WAGNER, MGR.**  
Pensacola, Fla., this week; Selma, Ala., next week.

**JOHN FRANCIS SHOWS**  
OPENING FRIDAY, APRIL 10, FOR 10 DAYS  
4330 BLOCK OF "NORTH BROADWAY, ST. LOUIS, MO.  
Will book Concessions that work for stock. Want Man to operate Corn Game. Ride Men, come on.  
Fairs, Street Fairs and Celebrations in Illinois, Indiana, Kentucky, have some open dates.  
WRITE: P. O. Box 27, Bremen Station, St. Louis, Mo.

**GENERATOR SET FOR SALE**  
3,000 watt, 110 volt, 60 cycle Generator directly connected to 2 cylinder gasoline engine. Montgomery Ward make, practically new condition, used only 150 hours. Mounted on rubber tired outfit. Cost new \$650.00; our price \$300.00 for quick sale here is a real bargain for someone.  
**GOLD MEDAL PRODUCTS CO.**  
318 E. Third St. Cincinnati 2, Ohio

**CHARLES H. HODGES**  
DUE TO DISAPPOINTMENT  
Can use one or two Fat Girls for Fat Family Show. Della Clark (Amazon Giantess), contact me for wonderful proposition.  
**CHARLES H. HODGES**  
BOX 235 COLDWATER, MICHIGAN

**WANTED AGENTS WANTED**  
LONG RANGE GALLERY (16 FOOT) Mounted on 1950 Chevrolet Truck. Aluminum side walls. Agent must be able to drive and have Concession experience. **ELECTRIC ROBBAN TABLE** (20 Tables) with five (5) tables. This concession is fast and a money-maker. Good opportunity for man and wife. **WATCH LA FITCH, TILL-YOU-WIN (16 FOOT)** Agent must be able and willing to work. Scales and reliable. No others need apply. This is our 11th season with "Big Greater Shows. We open April 31 at Joplin, Mo. All Concessions in first class condition, with plenty of stock.  
**PAUL W. FARHIS**  
112 PARKER (Phone: 6487) Chaffee, Mo.

**RED RIBBON SHOWS**  
Want Hanky Panky of All Kinds  
Want to book, buy or lease Merry-Go-Round, no junk. Have for sale—Kiddle Horse Cart Ride, brand new. Want Ferris Wheel Foreman, Jay Hickman, contact at once.  
Address: 1804 Bennett St., New Orleans, La.

**Wanted—DIESEL ELECTRICIAN—Wanted**  
Combination Man wanted for one of America's largest railroad shows. Excellent proposition. Wonderful opportunity for sober, reliable and capable Man. No time to write—wire or call.  
**AMUSEMENT COMPANY OF AMERICA**  
(Formerly Hennessey Bros. Shows)  
Phone: 624-69 or P. O. Box 414, Hot Springs, Arkansas



### EASTERN MARKET

HEART OF DOWNTOWN DETROIT

Best location in city; paved lot. 12 big days. April 9-20

Can place Eating and Drink Stands and legitimate Merchandise Concessions of all kinds. Glass Pitches, Popcorn sold.

Rides: Can place Scooter or Looper. Set of Kid Rides for all season's work.

#### LEONARD GOULD

4555 W. Boston Blvd. Phone: Texas 42460 Detroit 4, Mich.

### Star Amusement Shows

Opening April 5, Two Saturdays, Quitman, Ark. Good spring rodeo.

#### WANT

Concessions—Bingo, Hanky Panky of all kinds; \$15.00 till Celebrations. Shows with own outfit. Ride Help of all kinds. Marshall, Ark., Strawberry Festival booked. Contact

#### BILL PIKE, Mgr.

Rt. 2, Box 143 [Johnson, Ark.]

### JIMMIE FERENZI WANTS GIRLS

For Revue Type Show, also Talks for Posing Show with girls. Highest salary paid for girls and your money every week. Girls who join now will be paid percentage on candy. Wardrobe and sleeping quarters furnished. This goes for girls who come on now and those who worked for me before. Don't write, just write or come on. Would like to hear from Joan from Lancaster, Pa.; Beverly Shuman, Kiffin Carroll, Stordie & Marie, Marion Burns and Jack Vallee. Contact JIMMIE FERENZI, c/o Lawrence Greater Shows, New Bern, N. C., April 8-12; then so per notes.

#### REWARD

For information leading to recovery of Two-Headed Baby stolen from my first last fall. Reward as Lander's Baby. Can be identified by these marks: Has two heads, four arms, one leg, one body. Has posturism incision on stomach covered with tape. Has purple stripes on spine—BFL at back of spine. Send information to me. HOWARD INGRAM c/o Hi-Way Cafe Blue, Georgia (Have this ad to identify baby)

### M. A. SRADER SHOWS NOW BOOKING

Shows, Rides and Concessions for 1952. BOX 1995, WICHITA, KANSAS

### JOHN H. MARKS SHOWS



Opening April 14, So. Richmond, Va., Broad St. showgrounds. Week of April 21; followed by two of the best industrial cities in Virginia. (First show in 5 years.)

#### WANT

CONCESSIONS: Legitimate Merchandise Concessions. SHOWS: Monkey Show with or without equipment, Motor Drome, Snake Show or any other money-getting Grind Show. RIDES: Octopus, TB-a-Whirl or any other novel ride with or without transportation. HELP: Foreman for Kidde Rides, White, Little Dipper and Merry Co.-Round. Want Man to take charge of attractions and revenues. Want experienced Show Carpenter. Can use dependable help in all departments. Winter quarters now open. Address all replies: P. O. BOX 171, RICHMOND, VA.

### BERLIN FAIR

BECKLEY ROAD, BERLIN, CONN. OCTOBER 2-3-4-5, 1952

MIDWAY—RIDES—ENTERTAINMENT, ETC. We do our own bookings. For space, etc., in our Midway or Commercial send your request to CLIFFORD M. HAMILTON Berlin, Conn. BERLIN, CONN. LOUIS R. GOODRICH, Secy.

### STRATES MODEL SHOWS

WANT WANT

Force Wheel Foreman, Fly-a-Plane Foreman, Dark Rides Foreman, Looper Foreman, come on. Want Shooter Foreman, Eddie Johnson, answer, Top salaries. Can place Tractor Drivers, Train Hends, General Show Help, Canvasmen, Cookhouse Help, Polers. Can place Glass House, Monkey Show, Ernest Evans, Scotty, Jake Kramer, answer.

All address: DAVID B. ENDY, Mgr., Savannah, Georgia.

### SUNSET AMUSEMENT COMPANY

RIDE HELP: Second Men who drive semis for Tilt, Caterpillar, Dodgem, C-Cruise, Octopus; salary and bonus. Must be at Excelsior Springs, Mo., W. Q. by April 21. JOE WYKPIEZ, WINE DANVILLE, ILLINOIS Address all correspondence to P. O. Box 468, Danville, Ill.

## Mixed Reaction on Union Drive

Continued from page 71

Shows, on the other hand voiced opposition to the union's request. Frank Bergen, owner of the World of Mirth Shows, and Jack Wilson, co-owner of Cetlin & Wilson Shows, were non-committal when asked to express their views.

Al Wagner, owner of Cavalcade of Amusements, was in Pensacola, Fla., Friday (28), setting up his show for the season's opening there that night when he was reached by The Billboard. Wagner said that he had heard reports of the move but that he had not been contacted by a union rep.

The Royal Amusement Shows, Amusement Company of America and Cavalcade of Amusements are Midwest shows, with only the Cavalcade, of the three, making some Eastern dates, whereas the Strates units, World of Mirth and the Cetlin & Wilson shows are classed as Eastern shows, with only Cetlin & Wilson of the group making a few stands annually in the Midwest.

#### Sedlmayr Signs

It was reported Friday (28) from several sources that Sedlmayr had signed an agreement to bargain

with the union. There was, however, no confirmation from Sedlmayr.

It also was reported that the motorized Royal Crown Shows, based in Tarpon Springs, Fla., not far from Royal American's winter quarters, had signed a similar agreement.

Targets of the initial part of the unionization drive, however, are the railroad shows, with truck shows to follow, then circuses, it is believed.

Karsh, who had been on a two-week trip to Florida, returned to his office in the union's headquarters here Friday (28). When asked to enumerate specific proposals of the union, he declined, saying that he would be in a position to disclose specific demands at the end of two weeks.

Reports, however, were that the union membership fee would be \$4 a month. There were no reports on any specific benefits that the union proposed to extend to members.

The charter for the St. Louis union was issued within the last few months, the Chicago headquarters of the AFL disclosed.

## Gooding Sets Rides, Shows

Continued from page 82

moving several specially built Czechoslovakian motorcycles from behind the iron curtain in order to be able to ride the globular dromes.

Gooding disclosed that he is negotiating for other back-end units, including a Monkey-Chump Show, several mechanical shows and a few more grind shows.

Pending his complete recovery from a recent eye operation, Gooding is limiting the number of hours he spends at his desk. Meanwhile his office and factory staff are pushing make-ready work for the openings of the various units.

The office is staffed by Kathleen Holleran, manager; Mrs. Doris Zachman, secretary to Mr. Gooding; Mrs. Anne Reid, bookkeeper; and Mrs. Virginia Crain, pay roll clerk. Hal F. Effort is handling advertising and general agenting. Randy Address also is a general agent. Charles Pottofff continues as road advertising agent.

Factory staff is composed of George Bouie, machine shop superintendent; Charles Clymer, foreman of the carpentry shop; James Wolfe, head decorator-artist; Ted Smith, assistant superintendent of the machine shop;

Frank Gray, mechanic, and R. K. Gooding, paint department supervisor.

#### Unit Managers

Unit managers are John Enright, Gerald Frantz, Charles O'Brien, Homer Dennison, Raf Riffe, Randy Address, William Leisure and George Pence. Office secretaries include Joe Gaskell, Lee Frantz, Bert Miner, Eva Riffle, Kay Leasure, Henry Shumaker and Catherine Pence.

Much new equipment is in use in the factory as the result of recent purchases. A new front entrance of modern design was completed recently in the shop under the direction of Bert Miner. The business office has been equipped with a battery of electric type-

## Fernandez Unit Flies to Japan

Continued from page 71

ter Henricks, riding act; the Great Cepler, high wire; Tiny Twist, dog act; Mildred Welbes, performing monkeys; Julian Jacobs, dogs; Fernandez Aerial Ballet; the Riding Duttons; the Cliftons, trampolines; Tom and Tiny Twist, balancing and ladder act; the Claytons, trampoline; Herbie Weber, wire act.

Si Otis and his trick mule, Abner; Marylin Rich, traps; Tom Hickman, chumps; Beatrice Dante, chumps; Reuben Castang, chumps; the Belfords, Risley; the Great Latino, foot slide; Capt. Guy Leslie, seals; Dolly Jacobs, elephants (3); Ted DeWayne Troupe, teeterboard, and Fred Valentine and His Sensational Flyers.

#### Visa List

Personnel included in the visa list are Ted DeWayne, Geraldine DeWayne, Barbara Simpson, Charles Musely, Brayton Walter Yerkes, Donald Johnson, Donald

Hewell, Lewis Melvin Jr., Todd Lybarger (DeWayne), Richard Doud, Dorothy Pina, Herman Cepler, Grace Cepler, Richard Cepler, Fred Valentine, Mary Ann Perry, Barbara Jean Winter, Ben F. Gibson, Herbert Weber, Charita Escalante Weber, Beatrice Dante, Wayne Blake, Tom Hickman, Tony Hickman, Dudley Riggs Sr., Dudley Riggs Jr., Dolly Jacobs, Julia Jacobs, Terrell Jacobs Jr., Robert C. Thomas, Clark McDermit, Mildred Welbes, Reuben Castang, Raymond Aquilar, Linda Henricks, Helen Henricks, Edwin Henricks, Nellie Dutton Bausman, William McKenna Bausman, Raymond Lemoine, Ernie Lemoine, Otis Raymond Miller, Sally Dunlap and Buddy Richards.

Fernandez was joined in Honolulu by his family, who will make the trip with him.

## Collins Crew

Continued from page 82

and one concession: Roland A. Michaud, 2; Robert S. White, 2; Sam Lieberwitz, corn game; E. Adams, popcorn and candy apples; E. Whippler, 4; Will Carter, cookhouse; Al D. Silvestro, pea pool, and Mr. and Mrs. Ernest Timmons, pan game.

Owner Collins is still busy laying plans for his kid park which will operate here during the summer. He also is investigating the possibility of establishing a motel on his property. The Art Signors are sporting a new Spartanette Tandem house trailer. Son, Billy Signor, who is attending school here, will be mailman and agent for The Billboard this season.

Recent visitors here included Mr. and Mrs. Clyde Kelsey, of the Wadens, Minn., fair, and Bob Fink, manager of the Minot, N. D., annual.

writers that are given a vigorous workout to keep abreast of all the correspondence and form-filing involved in the broad-scale Gooding operation.

## Herb Shive Dies

Continued from page 71

when he succumbed. Over the years he had been connected with many carnivals, including, besides the Cavalcade, 'Live on a Bros.' Shows, Gold Medal Shows, John R. Ward Shows, Buckeye State Shows, Lawrence Greater Shows and the L. J. Heth Shows at a time when the latter was a railroad show. He was a co-owner of the short-lived Cris and Shive Shows about 15 years ago. In addition to touring with carnivals, either as press agent or special agent, Shive toured the Al G. Barnes Circus and also was associated for several years with the late Ralph H. Hankinson, auto race promoter.

Shive was a veteran of World War I. He was a member of the Showmen's League of America and the National Showmen's Association.

His brother, Walter Shive, of Glasgow, Ky., survives him.

Funeral services were set for Sunday (30) at the Satterfield and Aiken Funeral Home, Bowling Green, Ky., with interment in Fairview Cemetery, that city.

Cancer strikes one in five

Strike back

Your Dollars will save lives by strengthening the Cancer Crusade of the American Cancer Society.

Your Dollars will bring words of truth and hope to you, to your family, to your friends and to your community.

Your Dollars will help ease the pain of the cancer patient.

Your Dollars will train skilled, understanding hands and minds to serve in the hospital, in the doctor's office, perhaps even in your home.

Your Dollars will speed the march of research toward mastery over cancer, the disease that last year killed 215,000 men, women and children.

## Give to conquer cancer

**AMERICAN CANCER SOCIETY**  
GENTLEMEN:

PLEASE SEND ME FREE LITERATURE ABOUT CANCER.

ENCLOSED IS MY CONTRIBUTION OF \$\_\_\_\_\_ TO THE CANCER CRUSADE.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**American Cancer Society**

Mail the coupon to "Cancer" C/O your local Post Office



# Winter Quarters

## Virginia Greater

SUFFOLK, Va., March 29.—Recent good weather permitted final touches to be made to show equipment before shows move on to the opening lot here. All motorized equipment has been repainted and retethered under supervision of Bill Murray. Rides are in last stage of refurbishing, as are the Girl, Minstrel and Side Show fronts.

Recent arrivals at quarters were Charles Davis, Mr. and Mrs. Bob Trout, and Jimmy Tomas, who closed two weeks ago but who has been rehired. Danny Dorso's bling arrived last week. On the roster are Mr. and Mrs. Stanley (Red) Talbot, John (Slim) Old and Joe (Shorty) Padula. Red will manage, with Slim and Shorty as countermen.

Recent visitors included L. C. McClenny and F. L. Jordan, of Edenton, N. C., Fair Association, and Mr. and Mrs. Buddy Monroe and son, who came in from their Florida home with their concessions.

## M. A. Srader

WICHITA, Kan., March 29.—M. A. Srader, of the Srader Shows, after returning from a booking trip, took time off to take Mrs. Srader and Patsy on a two-week trip south to visit old friends, including Frankie Culver, who had his rides and concessions in operation at Corpus Christi, Tex., and Dugan Wells and family, who have an Irish bar near the water front. After spending three days in Aransas Pass visiting with Gabe and Grace King, F. G. Miller and family and Cliff and Gussie Knox, some time was spent with Mack and Rosetta McCrary, who recently purchased several apartment units. En route home they visited H. C. Swisher, owner of the Parada Shows. James McBride, of the Anderson Amusement Company, Toledo, was a visitor at winter quarters. Hutchinson, Kan.—PATSY SRADER.

## Johnny's United

ATHENS, Ala., March 29.—Work in local quarters is progressing rapidly and will be finished soon. Shows open the season April 21. Three semis, recently purchased, have been fitted to the rides they will transport. Shows took delivery on a new Tilt-a-Whirl and work on the twin Ferris Wheels is about completed.

Mrs. John Portemont Sr., is showing much improvement in health. Frank Hamill, mechanic, and his wife, Marie, came in from their winter home in Indiana to get shows' rolling equipment in shape and to ready their concessions.—KATHLEEN BUSH.

## Page Bros.

SPRINGFIELD, Tenn., March 29.—Ronnie Cline has the trucks ready to go, and C. C. Leasure, agent, has the route finished. New arrivals in quarters are Mr. and Mrs. C. L. Daugherty, Tex. Shipper, Blackie Thorn, Tom Pindergrass. Visitors were Mary and Ellis Roberts, Bud Eckles, A. T. Leady and Tom Johnson.

## Royal Midwest

FINDLAY, O., March 29.—Quarters work is about finished and all rides have been painted and repaired. Roxie Harris, owner-manager; Hip Harris and Bud Birchman returned from St. Louis where they purchased an Octopus and Rolloplane.

Jack Rose has his scales and age stands booked for the season and Ray (Cricket) Teeple will have his basket ball concession here. Bob Harris is still with E. & L. car haulers but will be on hand when the shows open the season late in April. He is shows' electrician and will have three concessions with it.

New show fronts are being constructed and a new lighting system is to be installed.—B. BIRCHMAN.

## Percell's Pioneer

WAVERLY, N. Y., March 29.—Jack Kearns will have his attractions with the shows this season. John Newlin booked his concessions. Phil Garrison will operate the Mechanical Show. Harry Snyder, Paul Nero, Albert Smith and Tony Farrel joined the ride crew.

Dolly and Slim Patterson have booked their long range gallery. Opening date is April 25. Mrs. Percell purchased a new trailer and tractor to haul the bingo stand. Jack Martinkus will manage it. Bingo crew includes Mr. and Mrs. Merrill Roberts, Charles Showden and Ron Wesley.—C. LOVEJOY.

## I. K. Wallace

RICHMOND, Va., March 29.—Org. in quarters at the Chesterfield fairgrounds, will open at Providence Forge, Va., April 12, auspices of American Legion. A new power unit has been ordered for the Ferris Wheel. Mr. Gawle is carpenter and painter; Mr. Taylor has the cookhouse; Mike Sabbers will have popcorn and candy apples; Mr. and Mrs. Gawle, candy floss; Mr. Mallory, duck pond and cork gallery; Mr. Goodrich, swinger and jewelry; Hiram Beal, cats, pitch-tilt-you-win and pan joint; Mr. and Mrs. Edwards, balloon darts, hoop-in and grocery wheel; Mike and George Ell, palmistry, Girl and Crime shows. Shows will operate bingo.—G. WALLACE.

## J. A. Gentsch

McCOMB, Miss., March 29.—Org moved here from Lucedale, Miss., where, after fair weather all week, Saturday was lost to rain. Small crowds came out during the week, with shows running ahead of rides and concessions.

Captain Harold's Lion Show cleaned the midway after each bally and was top in the gross department. Wesley Harold has framed a new Wild Life Show with all new cages. A Minstrel Show joined here as did Bruce and Lindy McGlaughlin with their concessions.

Mrs. J. A. Gentsch is in Natchez, Miss., landscaping her new home but is expected to join before the shows leaves this city.

# BARON PAUL

## OPENING MAY 1, INDIANAPOLIS, INDIANA

Want Hunky Panks of all kinds. Popcorn and Photos still open. Exclusive on Custard, Cookhouse and Cotton Candy sold.

Ride Help who drive semis for Wheel, Merry-Go-Round, Spitfire, Chairplane, Rolloplane and Looper. Positively top wages and sure. Ask any of the boys who were here last year.

Want Kiddie Rides. Will give "X" on three or more.

Will sell Rolloplane on liberal terms with privilege of booking an show.

Rose Houghton, answer; also Rupp. Red Miller, come on.

Pat Flynn and Sol R., call me.

Winterquarters open April 20.

**BARON PAUL, Capitol City Amusements**

P. O. Box 811, Indianapolis, Indiana Phone Wabash 1010

# DEAL PREMIER SHOWS

*worlds • cleanest • midway*

## LAST CALL

Official opening Saturday, April 12, Essex, Maryland

### LAST CALL

*This is the best early date in the east*

<b>CONCESSIONS</b>	Can place Jewelry, Novelties, DERBY RACER, Fishpond, H-B Striker, Glass Pitch and any other legitimate Concessions.
<b>SHOWS</b>	Can place Arcade, Life Show or any Show not conflicting. <b>WANT MAN TO MANAGE MOTOCROME</b> ; prefer one with own cycles, or we will purchase same. Drome in excellent condition. Want two more Girls for office-owned Girl Show. Good salary and good treatment.
<b>RIDES</b>	Can place Little Dipper or Caterpillar.
<b>HELP</b>	Can place Second Man for Merry-Go-Round, Wheel and Tilt-a-Whirl. Want Foremen for Kiddie Rides, also Rolloplane. Can place good Man to handle front and carvas for Girl Show; prefer men who drive semis only. Frank Meyers, Blackie, Carter, others who worked for me, come on. Buster Westbrook, Bud Nip, can place agents for Count Stores. Harry Rubin can also place Agents for Concessions. Address all mail and wires to

**LLOYD D. NERFASS, Goldsboro, N. C.** 1 Show leaves Winterquarters April 7!

## STEEL CITY SHOWS

8 RIDES—5 SHOWS

Want Hunky Panks of all kinds, especially Ballon Darts, Slum Spindles, Photo, Popcorn, Roll Games, American Palmistry, No Hairs, Ride Help for Octopus, Merry-Go-Round, Chairplane, semi drivers preferred. Good salary and good treatment. Jack Murphy wants Agents. Red McCann, contact by Ronalds. Hays, Ark., March 31—April 5; American Legion Spring Festival, Silveston, Mo., to follow. All replies to

### STEEL CITY SHOWS

## WANTED

Colored Musicians and Performers in all lines. A-1 Drummer, A-1 Sax and A-1 Piano Player. No advance money until after joining. You pay your wire, I'll pay mine. Write or wire

### JIMMIE SIMPSON

616 N. First St. Richmond, Va.

## LONE STAR SHOWS

Broadway & Houston Sts.  
Opening March 31 to April 2

Can place Hunky Panks of all kinds. No "X". Can always place Shows of merit without audits. Can place Ride Help on all Rides. Top salary and good treatment. Address all mail and wires to

### J. H. McSPADDEN

Hesper, Ga.

P.S. Those who contacted before, please contact again.

## WANT

Cookhouse or Grab, Picture, Long or Short Range Galleries, Hunky Panks, Shows, what have you? Foreman for Caterpillar, Second Men-drivers, Work and Men all departments. Opening April 11th, Tuckerman, Ark. Contact Searcy, Ark., until April 6th.

### DYER'S GREATER SHOWS

## FOR SALE—FOR SALE

One new Ford and Buggy ride still in crates. A bargain for quick sale. Will trade for Sun Shine Show-Chess Table. Want Wheel and Jenni Foreman; work the two days a week, best of salary.

W. A. Miller, answer. All replies to

### C. W. HENDRIX

220 So. Claiborne St., New Orleans, La.  
Phone, Missinele 8921

## HELP WANTED

For Foot Lons and Ice Cream, starting at Battle of Flowers, San Antonio, April 21. Contact

### H. A. StaeEACHERN

1700 Alamo Exposition Showst  
2726 E. Houston St., San Antonio, Texas

## WANTED—WANTED

Rock-o-Plane Foreman and Second Man. No drinks, please.

### CHARLES CHANEY

1109 St. Clair Ave. E. St. Louis, Ill.

**GIVE TO THE RUNYON CANCER FUND**

## Wilson Greater Shows

WANT FOR ALBUQUERQUE, N. M. BARELAN CENTER FESTIVAL, APRIL 12 TO 20

And two more Albuquerque celebrations to follow.

Any Kiddie Rides except Auto Cars. Shows with own transportation.

Man to operate Fun House. Want Foremen for Wheel and Mix-Up. Some Concessions open.

For Sale: Mechanical Show on trailer with living quarters. Will book same on show.

Will book Octopus or Spitfire.  
Address  
**LLOYD WILSON**  
Alamogordo, New Mexico, April 2-6.

## GUARDIAN ANGEL ORPHANAGE FESTIVAL

DETROIT — APRIL 12 TO 20  
Vernor and St. Jean Sts.  
Detroit's Famous Concession Location

→ CAN PLACE ←  
Concessions and Booths. Hunky Panks of all kinds, also out and out sales privileges. (No Wheels, PC or 6-Cab.)

NOTICE—This is not the official opening of the season. No Side Shows operate here. Contact now!

### W. G. WADE SHOWS

Write: Western Union  
CPO BOX 1483  
Detroit 31, Mich. W. WADE SHOWS  
Detroit, Mich.

## M. D. AMUSEMENT CO.

Opening April 25, Hazleton, Pa.

WANT—Legitimate Concessions—WANT

John Shusky, write

Can place Foremen for \*5 Ell Wheel and 1949 Allan Harscholl Merry-Go-Round. Will pay top wages to responsible men. Winter quarters now open.

**MICHAEL COLE** HAZLETON, PA.

# CETLIN & WILSON SHOWS

WANT Foremen for Roll-a-Plane, Looper, Caterpillar and Spitfire. Frank Sawyer, answer this advertisement.

CAN PLACE experienced Workmen in all departments. Winter Quarters now open at Petersburg, Va. All address:

**CETLIN & WILSON SHOWS, Petersburg, Va.**

## GLADSTONE EXPOSITION SHOWS

CONCESSIONS—BINGO, Slum Concessions of all kinds. Age and Scale, Fish Pond, etc. RIDE HELP on Jenny, Wheel, Tilt and Comet. SHOWS—Wild Life, Snake, Monkey, Ten-in-One with own equipment. Will place two Girl Shows; work every week.

Address F. POOLE, Gladstone Exposition Shows  
Box 1184, Jackson, Miss.

## Subscribe Now!

### 52 BIG ISSUES, \$10

Including 8 Special Issues

"A good display of record advertisements from The Billboard is a great help for increasing your sales."

F. W. WOOLWORTH CO.  
Miss Hazel Smith  
124 West Main St.  
Durham, N. C.

THE BILLBOARD 224  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. Foreign Countries (except Canada), \$20. I understand this will include at least 8 Special Issues.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_



**BILL HAMES SHOWS**

**WANT FOR ALL SEASON, OPENING APRIL 21**  
All Celebrations beginning July 1 thru August 23, then a **SOLID ROUTE OF FAIRS** thru October, including **PARIS, TYLER, GAINESVILLE, AMARILLO, LUBBOCK, ALL TEXAS, ROSWELL, N. M., STATE FAIR, AND OTHER TOP FAIRS IN THE SOUTHWEST.**

**SHOWS OF ALL KINDS**  
**RIDES THAT DO NOT CONFLICT**

**RIIDE HELP:** FOREMEN FOR OCTOPUS, CATERPILLAR, LOOPER and TILT-A-WHIREL, SECOND MEN AND RIDE HELP FOR ALL RIDES. Top salaries, good treatment.

All Address:  
**BILL HAMES, Mgr., Box 1377, Fort Worth, Texas**

**UNITED STATES SHOWS**

**OPENING APRIL AT HOMEA PATH, SOUTH CAROLINA**

**WANT Concessions of all kinds.**  
**WANT Ride Help who drive semis.**

**Need Monkey Show, Snake Show, Penny Arcade, Sound Truck, Free Acts.**

All replies to 1032 N. E. 82nd Terrace, Miami, Fla.

**NEW YORK GAIETY SHOWS**  
**OPENING AT ITHACA, N. Y.**  
**FOR 8 DAYS—MAY 10 TO 17 INCLUSIVE**

**FOLLOWING WEEK SEQUENTIENNIAL AT BATAVIA**

**WANT Concessions:** Ball Games, Short Range, Arcade, Photo, Striker, Coca-Cola, Sling, Dorr Balloon, Novelties, Pitches or any Concession not conflicting.

**WANT General Ride Help:** Foremen and Second Men on Wheel, Jersey, Chair plane, Sky Fighter, Tilt.

**WANT Shows:** Will furnish 20x80 tent and front for Side Show and furnish tent and front for Girl Show, or what have you?

**WANT Rides:** Octopus, Kiddie Rides, Train, Boat, Automobile, Little Dipper and Buggy.

**Will buy Tripod Scales.**  
Angelo Desario wants Agents for Add Stores and Caller and Courtmen for Bingo, Wire, write

**ANTHONY SANTILLO**  
106 MADISON STREET  
EAST ROCHESTER, N. Y.

**CARL D. FERRIS SHOWS**  
**WANT FOR OUTSTANDING ROUTE OF 32 WEEKS IN THE EAST**

Show opens March 31, Savannah, Ga.—two weeks in Savannah

**SHOWS:** Wild Life, Freak Show, Illusion, Glass House, Fun House, Unborn, or what have you!

**CONCESSIONS:** Nanky Panks, Ball Games, French Fries or any legitimate Concession working for stock. **RIDE HELP** and **Semi Drivers.** Can use Help on Tilt, Fireplane and Rocket. **Johnny Watkins,** contact. **Charley Tetters,** did not hear from you. Wire or come on now.

**Carl D. Ferris, Western Union, Savannah, Georgia**

**GEM CITY SHOWS**

**BIG EASTER CELEBRATION AND EGG HUNT, APRIL 12 THROUGH 15—BIG WEEK.**  
**2 SATURDAYS—FRIDAY, MOBILE, ALABAMA, SPONSORED BY LIONS' CLUB.**  
**PRIZES DONATED BY MERCHANTS; DIAMOND RING FOR GRAND PRIZE.**

**Want Nanky Panks and legitimate Concessions only. Can place Ride Help on all Rides. Must have driver's license. Will book Rides not conflicting. FOR SALE—big Show front mounted on semi. Also Toys and other fronts. Address all replies!**

**GEM CITY SHOWS**  
BOX 75, THEODORE, ALA.

**HELP . . . HELP . . . HELP**

**UNITED EXPOSITION SHOWS**

**Want sober, reliable Ride Help who drive. Johnny Taylor, Blackie Rogers, Bob Hale, Jack Shannon, wire or come on. Especially want Dark Ride Men. Concessions—Agents for Nanky Panks, High Striker, Percentage. Can place Fish Blind, Candy Floss, Snow, Custard, or what have you? Two more Arkansas towns, then the smoke stacks in Illinois. Wire or come on now.**

**C. A. VERNON, Mgr.**  
11 DORADO, ARK., THIS WEEK.

**HELLER'S ACME SHOWS**

**Mayville, N. C., this week; Farmville, Va., next week; Ettrick, Va., to follow.**  
All five department supported.

**Want Shows of all kinds except Girl Shows. Want Girls for Girl Show. Want Nanky Panks of all kinds. Want Concession Agents and Second Men on Rides. Good Ride Help always welcome. Must be truck drivers.**

**Address Harry Heller, Mayville, N. C., this week**

**GOLD MEDAL shows**

**WANT FOR DOWNTOWN ANNISTON, ALA.**  
**CONCESSIONS—All legitimate Concessions only. Want A-J Mechanic with own tools; Richard Beach and Carl of Ft. Smith, contact. Wire or phone**

**JOHNNY DENTON OF ART FIZAZER**  
PHONE, 0124, SELMA, ALA., THIS WEEK.

**LEE UNITED SHOWS**

**OPENING APRIL 12, MONROE, MICH.**

**Can place Nanky Panks of all kinds. Also Fun House, Glass House, Girl Show, Octopus. All people contacted please acknowledge. Address:**

**CHARLES R. LEE**  
780 SO. FARRACUT ST. BAY CITY, MICHIGAN

**WANT CAPABLE SECRETARY TO JOIN AT ONCE**

**Must know carnival office and all forms of taxes. Reference required.**  
All answer:

**DOLLY YOUNG, MGR., ROYAL CROWN SHOWS**  
Columbus, Georgia (Rialton Hotel)

**Kentucky Launches Promotion**

*Continued from page 73*

season, a dime over last year, but the grandstand will be open free to the public, with an Ernie Young revue presenting two performances daily. Among the grandstand features set by Young to date are the Sam Howard Water Show; Sharkey the Seal; Lily the Globe-Trotter, Canadian trick dog; Dalton and Bailey Team, Canadian candy turn; the Paroffs, the Tyrans and line of girls. The Gooding Amusement Company will again occupy the midway with an augmented unit.

Greater attention is being given this season to the farm machinery exhibit, Baldwin says, with the displays being moved to a new location on the 100 acres in the center of the infield in front of the grandstand. A new exhibit feature will be the farm building and equipment department sponsored by the College of Agriculture of the University of Kentucky. Here industrial firms will be invited to show farmers other than regular farm implement equipment, Baldwin explained. A new merchants' and manufacturers' exhibit will house a display of products manufactured in Kentucky.

As in 1951, Baldwin reports, emphasis will again be placed on the Fountain of Youth, teen-ager center located atop the Administration Building, which last year attracted 74,000 people during the running of the fair.

**Free Sports Events**

The Kentucky State Sportsmen's League, in cooperation with the State Fish & Game Commission, is setting up a huge exhibit and one of the days of the fair will be set aside as Sportsmen's Day. There will be such free attractions as a coon-drag, fly-casting and archery contests, as well as demonstrations by work dogs, wood choppers and horse-back riding square dancers from Union County. In addition, square-dance contest will be conducted by WHAS-TV. The event last season carried entries from 12 States.

**Picton Maps Big Centennial Plans**

**PICTON, Ont., March 29**—Broad plans were outlined for the August 19-23 centennial exhibition at a recent meeting of Prince Edward County Agricultural Society here, according to Phil Doidis, secretary-treasurer.

It was decided to invite Louis St. Laurent, Canadian prime minister, to be present for opening ceremonies of the centennial celebration, and to raffie off an auto and other large prizes during the fair. The society will seek cooperation of town and county councils in support of the fair's celebration. It was also decided to investigate the possibilities of erecting more accommodations on the grounds for horses. Other planned activities will include a beauty contest, fashion and street parades, fireworks bands, horse racing, horse show and large grandstand show. Bernard & Barry Shows have been signed for the midway.

**State Execs Meet At Eastern States**

**SPRINGFIELD, Mass., March 29**—James W. Butomilly, Montpelier, Vt., director of industrial development for the Vermont Development Commission, was elected 1952 chairman of the Avenue of States Association to succeed Sidney J. Edwards, at an association meeting here last week. Others attending were Mrs. Ione F. Winans and Leo Doherty, director of fairs, Massachusetts Department of Agriculture.

Meeting was addressed by Howard W. Selby, president of Eastern States Exposition, and Jack Reynolds, Exposition general manager. Representatives of each State outlined their exhibit plans for 1952.

**Stocks Preem At Candlelight**

**BRIDGEPORT, Conn., March 29**—Candlelight Stadium, owned and operated by Carl Brunetto and Robert Sherwood, will start stock car racing tomorrow (30). United Stock Car Racing Club will sponsor the competition.

**Under the Marquee**

*Continued from page 81*

tion meeting in San Francisco Tuesday and Wednesday (25-26).

John Looney, concession operator, caught Hagan-Wallace at two Florida stands and visited Alphonse Loyal and Mill Robbins. He also visited Buck Leahy, with Rogers Bros., at Miami, and stopped over at the Ringling quarters.

Mills Bros. is circulating invitations to its annual opening-day banquet April 19 at Greenville, O.

Donald Marcus, of San Francisco, had his model circus on display at a church for a week and has scheduled exhibits at a theater in Berkeley, Calif., and at Masonic lodges in Oakland, Calif. . . . Billy Barton, who will be with Frank Wirth this season, has been doing press work for young Marsha Hunt's television appearances. He's at Hunt Bros' quarters in New Jersey.

Thelma Fleming, wife of Joe Fleming, Trenton, Neb., fan, underwent a major operation and is at St. Catherine Hospital, McCook, Neb.

O. C. Harris, of Madison, Wis., reports that John Kelley, former Ringling attorney, is boosting Eugene Wis., as the site for a State circus museum. Madison and Milwaukee papers have carried stories about Kelley's plan. Harris' company branch in Baraboo is located in former Ringling quarters buildings.

Frank J. Leo, former general press representative for the Clyde Beatty Circus and press agent for Al Wagner's Cavalcade of Amusements late last season and now on the press staff of "Holiday on Ice," is vacationing in Mexico. . . . Grover O'Day, comedy ex-ist, will return to Tom Pack's Shrine Circus as The Billboard sales agent and mail man, after he complete his tour with Patterson Bros. Indoor Circus at a few Ohio dates.

**Albert, Max, Paulina and Vivi Schumann, high-school and Liberty horse numbers; Leon de Rousseau, novelty diver; Kosmeyer's elephants and Poulton's dogs are among the acts appearing with Schumann's Circus, Stockholm.**

Emmett Kelly stopped in at the Atwell Club, Chicago, on his way to Logansport, Ind. He'll make a club date at Buffalo before going to New York for the Ringling opening.

Howard Y. Bary, of the British Africa Zoo, was in Chicago after close of Hamid-Morton's Wichita, Kan., date, which he promoted.

**CARNIVAL WANTED**

**FOR THE DATES OF AUGUST 11 TO 17, INCLUSIVE**  
NO "FLAT GAMES" TO BE OPERATED. WRITE  
**BLACK HILLS RANGE DAYS—HORSE SHOW—AND EXPOSITION**  
BOX 1304, RAPID CITY, SOUTH DAKOTA

**Cut Knife, Sask., Elects Ted Boden**

**CUT KNIFE, Sask., March 29**—Ted Boden was elected president of the Cut Knife Agricultural Society at its annual meeting, at which it also was decided to hold a fair this summer. Vice presidents are J. Busch and M. McKeown. Secretary is L. J. Forest.

**PNE Ups Premium \$\$**

**VANCOUVER, B. C., March 29**—Pacific National Exhibition has increased its livestock premiums a flat 10 per cent across the board. Dr. J. C. Berry, chairman of the livestock committee, announced this week. All classes will be upped this amount, he said.

**Cancer strikes one in five**

**Strike back**

*By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer . . .*

*That is how your dollars strike back at cancer when you give them to the American Cancer Society.*

*Send your gift today by mailing it to "Cancer" care of your local post office.*

**Give to conquer cancer**

**American Cancer Society**

**WANTED**  
Tilt Foreman, Octopus Foreman. Good salaries.

**FOH SALE**  
Spillman 32-ft. Merry-Go-Round, like new.

**MOUND CITY SHOWS**  
1417 Crazan St. St. Louis, Mo.

**Distributors of CARNIVAL PLASTER PLAQUES and PIGGY BANKS, PLASTER NOVELTIES**

**H. V. STRAWMIER**  
606 Umasilla St. Denver, Colo.  
Phone: AC 2125







### EASTER SPECIALS

Breetsmen, Gift Shops and all the Mustards are cleaning up. The greatest yet that was ever known.

#### MECHANICAL EASTER RABBIT

With Car on Wheels



\$3.50 doz.  
\$36.00 gr.

#### MECHANICAL HOPPING FUR DOG | MECHANICAL HOPPING FUR RABBIT

Each in a box

\$1.75 doz.  
\$18.00 gr.



MECHANICAL EASTER PICKING CHICK  
With Wings ..... \$2.25 doz.  
\$24.00 gr.

COTTON BUNTING CONFEDERATE FLAGS  
With stick and spear, 12"x18"  
4"x6" Confederate Flags ..... \$1.50 doz., \$27.00 gr.  
4"x10" Confederate Flags ..... 5.00 gr.  
6"x10" Confederate Flags ..... 9.75 gr.  
12"x18" Confederate Flags ..... 3.00 gr.

CONFEDERATE & YANKEE HATS  
With crossed metal pins. The best Confederate & Yankee hats on the market. Made out of Twill and Gabardine.  
\$6.00 doz. — \$66.00 gr.



25% deposit returned—money order or cash. We ship same day as we receive orders. Ship all over the world. THIS IS OUR ONLY STORE.  
**HARRIS NOVELTY COMPANY**  
1102 Arch Street Philadelphia 7, Pa.  
Phones: MA 7-9848—WA 2-6970

LOVING CUPS—Gold or Silver ..... \$16.00 Gr.  
TROPHY CUPS—With Black Base ..... 2.25 Di.

- |  |           |
|--|-----------|
| MULA DOLLS, 6", Black or White With Bell               | 1.50 Doz. |
| HI MAT MULA DOLLS, 7", With Red Beads, New Number      | 2.10 Doz. |
| HI MAT MULA DOLLS, 9", With Red Beads, New Number      | 2.10 Doz. |
| FUR MONKEYS, Brite Colors, 4", Black Hat, Yellow Face  | 2.25 Doz. |
| HI MAT FUR MONKEYS, Brite Colors, 7", 6 to 8           | 2.10 Doz. |
| HI MAT FUR MONKEYS, Brite Colors, 12", 6 to 8          | 2.10 Doz. |
| HI MAT FEATHER DOLLS, Red Shoes, New Stock, 4"         | 12.00 Gr. |
| HI MAT FEATHER DOLLS, Red Shoes, Beads, New Stock, 7"  | 14.00 Gr. |
| HI MAT FEATHER DOLLS, Red Shoes, Beads, New Stock, 9"  | 22.50 Gr. |
| HI MAT FEATHER DOLLS, Red Shoes, Beads, New Stock, 12" | 34.00 Gr. |
| HI MAT FEATHER DOLLS, Red Shoes, Beads, New Stock, 15" | 45.00 Gr. |
| SQUIRT DOLLS, Hat Novelty Item, New Price              | 1.25 Doz. |
| SEXY, Ladies Hair Gels, New Numbers, Lady Goggles      | 3.00 Doz. |
| JUMPING RUBBER LIZARDS, FROGS, SPIDERS, Big Seller     | 1.25 Doz. |
| JUMPING RUBBER FROGS & SPIDERS, Small                  | .75 Doz.  |
| AIRPLANE, Atomic Jet Bombers, Three Propellers         | 18.00 Gr. |
| 112 PADDLE BALLOONS, Painted, Red Box                  | 4.75 Gr.  |
| 115 PADDLE BALLOONS, Painted, Red Box                  | 5.50 Gr.  |
| 114 CAT BALLOONS, Red Box                              | 7.00 Gr.  |
| MULTICOLOR SPIRAL BALLOONS, Oak                        | 7.50 Gr.  |

Write for New Price List, 25% deposit with all orders.  
**CHARLES SHEAR** 150 PARK ROW NEW YORK 7, N. Y.

### JOSEPH BROS. FIRST WITH LOWEST PRICES!

**More Brilliant Than Diamonds**

"Rutila," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliancy than a diamond.

Per Carat \$0.95

Men's gold mounting, \$12.50 add. Ladies' gold mounting, \$15.00 add.

ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM  
WATCHES GUARANTEED LIKE NEW  
For men and women, new model watches, case and dial. Reconditioned and guaranteed like new. Complete with leather straps.  
Wholesale prices \$1.00 add. Retail \$1.50 add. with order. Returns C.O.D. 1-day money-back guarantee. Not good.

**JOSEPH BROS.** 8 S. Wabash Ave. Dept. B-5, Chicago 3, Ill.  
"The Watch and Diamond House"

**NEW! General Catalog**

SEND FOR FREE COPY TODAY

Our general catalog illustrates the most complete line of novelty and premium merchandise including Bismilch, Electric Appliances, Aluminum Ware, Toys, Clocks, Lamps, Toys, and hundreds of other items.

**GELMAN BROS.** 1111 South 12th St. St. Louis 4, Mo.

Merchandise You Have Been Looking For  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Handkerchiefs, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Games, Ball Game Specials, Rings Merchandise.

Catalog Now Ready—Write for Copy Today  
IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.  
**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th St. St. Louis 4, Mo.

### ANIMALS, BIRDS, PETS

BLOTH BEARS \$49. GOLDEN CATS, \$500 pair. Spotted Male Indian Leopard, 24 years old, imported \$1,800. Famine Leopard Tiger, 18 months, \$1,800. African Leopard Cub, female, \$400; great Antelope, \$150. Young Rhino, \$150. Young Hippo, \$600. Write for lists. Trufflers, 228 Fulton St., New York.

TRY US JUST ONCE. SEE FOR YOURSELF how we can help you make more money and get more for your money. Try us for 15 weeks. We'll give you 15 of our best ideas really help your business. Try us for 15 weeks. The Billboard, 2408 Patterson St., Cincinnati 20, Ohio.

WANTED — SMALL ANIMALS, BIRDS, Cats, and wild life equipment. \$5 foot sidewalk cash waiting. Write Altenters, 2901 W. Wabash, Milwaukee 8, Wis.

### BUSINESS OPPORTUNITIES

AQUARIUM — FULLY EQUIPPED. LEASE on percentage; ocean front and main high-traffic location. Write Box 23, Dakota, S.D. 5712

### MORE OPPORTUNITIES FOR YOU!

See The Billboard's New MARKET-PLACE

A Sectionalized Classified Feature in the Music, General Outdoor and Coin Machine sections.

BEST PARTNER YOUR BUSINESS EVER had! The Billboard keeps it at your fingertips for money-making ideas by the hundreds. All branches of show biz covered. Only \$10 for full year subscription (less than a quart). The Billboard, 2408 Patterson St. Cincinnati 20, Ohio. 5712

WASH. POLIO. 800 MONKEY MAKING DEALS. Plans, Formulas, Ideas, Supply Sources for anything. Write WFO, 335 S. Chestnut St. St. Louis 12, Mo. 4712

OPERATE MAIL ORDER BUSINESS, small capital, fresh ideas, mail service. 187 Britannia, Hamilton, Canada.

QUICK MONEY IN SMALL TOWN Promotion, four leads daily (loop) (paid advertising daily) \$25 per week! Write Smith Associates, Paragon 6, Arts 5712

START A VENEZUELAN BLIND LAUNDRY — Profit opportunity for investment minimum, new machine method; free booklet on request. L. B. Co., 442 N. Seneca St., Wichita, Kan. 773, Kansas, N. D. 4712

START A MAIL ORDER BUSINESS, Small capital, details \$1. Prad Notice, Sec'y, Box 773, Bloomington, N. D. 4712

WHERE TO BUY WHOLESALERS ELECTRICAL Appliances, Novelties, Costume Jewelry, Combs, etc., other essential merchandise. Write Distributors, 1130 Broadway, N. Y. 10

WOULD YOU LIKE TO MAKE EXTRA money in your spare time? For free information, write Gene Miller, Dept. B, 3814 Normandy, Kew-Forest, Mich.

1000 RIDES IN BEAUTIFUL PARK, 4 Wheel, Merry-go-round, Looper, Spitter, and more. Write for details, 1130 Broadway, N. Y. 10

1000 NEW LISTINGS OF AUCTIONS AND Company Sites in 10 States. Terms and Cash Advances! \$1. Simpson, 2705 Julia, Chicago, Mo.

### COIN-OPERATED MACHINES, SECONDHAND

TURN TO THE COIN MACHINE SECTION  
For the new MARKET-PLACE Listings on USED EQUIPMENT

You will also find other classified listings all under one heading. Another new feature of The Billboard

### COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL IRISH AND GRASS HULA SKIRTS, 100% Wool, Balmain, Cash, Hawaiian Silk, Shop, 3030 16 St., San Francisco, Calif. Headquarters for Flare Lanes.

WINE, FOOD, OCCASIONS, 100 Pieces, Beach, etc. Buy direct from Jax Toys, Pleasant surroundings, liberal prices! 25¢ discount on 100+ orders. 814 Broadway, Alton, 726 Sixth Ave. 12th St., N.Y.C. 24, N.Y.C. 4712

### FOR SALE SECONDHAND GOODS

MECHANICAL STAKE DRIVER MOUNTED on trailer, Semi Trailer (old Chevy Truck) with Stake Driver, 10' x 10', mounted in carrying case, Musical Gears, Baby Squeak, L. Verne Stout, Vermont, Mich.

M & N GAS ENGINE OIL SPITTER — Used 3 seasons, price \$200. 1615 Avenue 200 Seaside Blvd., States Island 9, N.Y.C.

FOR SALE—SECONDHAND SHOW PROPERTY  
ALL 16MM. SOUND—7000 REELS, FEAS. Duvy, Shorts, Serials, 5000. 1615 Avenue 200 Seaside Blvd., States Island 9, N.Y.C.

ATTENTION! PHENOMENAL SALES — Tremendous profits from advertising in Billboard. Low rates. Free trial. Call or mail reader-buyers snap up your offer. Billboard, 2408 Patterson St., Cincinnati 20, Ohio. 5712

### TURN TO THE GENERAL OUTDOOR SECTION

For the New MARKET-PLACE Listings on Used Food and Drink Concession Equipment . . . Another new feature of The Billboard to help you find what you are looking for easily and conveniently.

AUTO RIDE, PLANO DRIVE, 8 FINE EX-1000 Chev. Truck 1 1/2 ton, 1536 1/2 foot bed, running condition good tires, 1200. Solid apparatus, Charles Sauer, Central Park, Harvey, Ill. Phone Harvey 939 W.

BUILD FAIR AND CARNIVAL EQUIPMENT from Tested Plans. Rides, Concessions, Hobbies, Attractions, 200 to \$10 each. Free catalog. Brill, Box 870, Fort St. Ill.

EVANS SET SPINDEL, \$15. ONE 3/4 doz. and wall, \$25. 400 Novelties Top and Wall, \$25. 1000 Concessions, Toys, \$25. 1000 Half cash, bal. c.o.d. Have Jewelry Item Spinels, exp. Larry E. Burns, Manchester Center, Vt.

FOR SALE—TWO USED LORDS PRAVER 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

FOR SALE—SHORT RANGE GALLERY, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

FOR SALE—POOPY RIDER, THIS MACHINE can be used either portable or stationary. Cost \$150 to build, price \$200. John McCall, 1000 S. Main, St. Louis, Ill. Phone Upton 6-9678, 4712

FOR SALE—KIDS' CARNIVAL, USED only six months. This attractive set-up includes 10 rides, 10 concessions, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

HAVE PACKAGE SHOW IN OREGON, New 21 Wheel, Parker 25 Roadster, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

MERRY GO-ROUND — HERSCHELL PORTABLE show, complete with gasoline engine, Allan Harbeck, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

OTTAWA STEAM TRAIN—KIDDE RIDE 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

NEW 21 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

SALE—FOUR ORIGINAL LARGO SEESaws, Ball Alters, reconditioned, new operating; new carpet, new mechanical parts. Apply Bakers, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

SMALL PORTABLE LONG RANGE GALLERY, free price, adetail, tub, leader, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

THEATER CHAIRS, PROJECTORS, TRAYS, Machine Chairs, Blowers, Folding Chairs, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

TRANSPOLINE WITH 100 NEW SPRINGS, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

TWO 8 RVA WESTINGHOUSE GENERATOR Units, having Level 4 cylinder power units attached, alternating current, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

6 LUSAR CARS, 150 TACT NEW FLOOR seats, Kidde Autos, Stewarts, Handcar, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

8 CAR OCTOPUS, DOUBLE LOOP PLANE, 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 NEW LISTINGS OF AUCTIONS AND Company Sites in 10 States. Terms and Cash Advances! \$1. Simpson, 2705 Julia, Chicago, Mo.

1000 RIDES IN BEAUTIFUL PARK, 4 Wheel, Merry-go-round, Looper, Spitter, and more. Write for details, 1130 Broadway, N. Y. 10

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

1000 WHEEL, PARKER 25 ROADSTER, all metal horse; 21 seat Kidgie Plane, also Auto Ride, beside truck. 1000 sq. ft. machine, 1200 sq. ft. W. L. Berg, 1710 Home Ave., Akron 10, Ohio.

You haven't LIVED till you've seen.



JAY ROSS  
13563 Ventura Blvd., Dept. 88  
Sherman Oaks, Calif.

### JUST OFF THE PRESS! NEW CATALOG

for Engravers • Demonstrators Fair Workers  
WRITE FOR YOUR COPY OF CATALOG No. 106  
Containing complete selection of engraving jewelry especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 56  
Contains most everything in merchandising for the jeweler.

IS IT YOUR BUSINESS?  
All Orders Shipped Same Day Received

BIELER-LEVINE  
5 No. Wabash Avenue Chicago 2, Illinois  
ALL PHONES: Central 6-7966

### MIDWEST MERCHANDISE CO.

1008 Broadway, Kansas City 6, Mo.  
SPRING SLUM SPECIALS  
ONE GROSS EACH OF THE FOLLOWING SLUM ITEMS FOR \$20.00

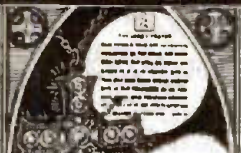
- No. 221 Colored Porcelain, full length \$1.20
- No. 222 Miniature China Park . . . . . 1.25
- No. 223 Metal Wading Bins . . . . . 1.25
- No. 224 Full Size Pocket Combs . . . . . 1.25
- No. 225 Neckties, 100 each, 1000 . . . . . 1.00
- No. 226 Pens, Folding, 1000 . . . . . 1.25
- No. 227 China Ashtrays, assorted . . . . . 1.25
- No. 228 Insulation Kits, 1000 . . . . . 1.00
- No. 229 Buttons, 1000 . . . . . 1.00
- No. 230 Buttons, 1000 . . . . . 1.00
- No. 231 Feather Shave Kits . . . . . 1.00
- No. 232 Wide Mouth Straws, 1000 . . . . . 1.00
- No. 233 Combs, 1000 . . . . . 1.00
- No. 234 Plastic Buttons, full length . . . . . 1.00
- No. 235 Key Rings, plastic . . . . . 1.00
- No. 236 Buttons, 1000 . . . . . 1.00
- No. 237 Buttons, 1000 . . . . . 1.00
- No. 238 Buttons, 1000 . . . . . 1.00
- No. 239 Buttons, 1000 . . . . . 1.00
- No. 240 Buttons, 1000 . . . . . 1.00
- No. 241 Buttons, 1000 . . . . . 1.00
- No. 242 Buttons, 1000 . . . . . 1.00
- No. 243 Buttons, 1000 . . . . . 1.00
- No. 244 Buttons, 1000 . . . . . 1.00
- No. 245 Buttons, 1000 . . . . . 1.00
- No. 246 Buttons, 1000 . . . . . 1.00
- No. 247 Buttons, 1000 . . . . . 1.00
- No. 248 Buttons, 1000 . . . . . 1.00
- No. 249 Buttons, 1000 . . . . . 1.00
- No. 250 Buttons, 1000 . . . . . 1.00

### RINGS ARE BACK!

Cash in an National Ad Program  
You can and will profit—stock only trade marked rings in 1/30 1/4, 1/30 1/8, or sterling silver, 1/30 1/4, 1/30 1/8, 1/30 1/16, 1/30 1/32, 1/30 1/64, 1/30 1/128, 1/30 1/256, 1/30 1/512, 1/30 1/1024, 1/30 1/2048, 1/30 1/4096, 1/30 1/8192, 1/30 1/16384, 1/30 1/32768, 1/30 1/65536, 1/30 1/131072, 1/30 1/262144, 1/30 1/524288, 1/30 1/1048576, 1/30 1/2097152, 1/30 1/4194304, 1/30 1/8388608, 1/30 1/16777216, 1/30 1/33554432, 1/30 1/67108864, 1/30 1/134217728, 1/30 1/268435456, 1/30 1/536870912, 1/30 1/1073741824, 1/30 1/2147483648, 1/30 1/4294967296, 1/30 1/8589934592, 1/30 1/17179869184, 1/30 1/34359738368, 1/30 1/68719476736, 1/30 1/137438953472, 1/30 1/274877906944, 1/30 1/549755813888, 1/30 1/1099511627776, 1/30 1/2199023255552, 1/30 1/4398046511104, 1/30 1/8796093022208, 1/30 1/17592180444416, 1/30 1/35184360888832, 1/30 1/70368721777664, 1/30 1/140737443555328, 1/30 1/281474887110656, 1/30 1/562949774221312, 1/30 1/1125899548442624, 1/30 1/2251799096885248, 1/30 1/4503598193770496, 1/30 1/9007196387540992, 1/30 1/18014392775081984, 1/30 1/36028785550163968, 1/30 1/72057571100327936, 1/30 1/144115142200655872, 1/30 1/288230284401311744, 1/30 1/576460568802623488, 1/30 1/1152921137605246976, 1/30 1/2305842275210493952, 1/30 1/4611684550420987904, 1/30 1/9223369100841975808, 1/30 1/18446738201683951616, 1/30 1/36893476403367903232, 1/30 1/73786952806735806464, 1/30 1/147573905613471612928, 1/30 1/295147811226943225856, 1/30 1/590295622453886451712, 1/30 1/1180591244907772915232, 1/30 1/2361182489815545830464, 1/30 1/4722364979631091660928, 1/30 1/9444729959262183321856, 1/30 1/1888945991852436663712, 1/30 1/3777891983704873327424, 1/30 1/7555783967409746654848, 1/30 1/15111567934819493309696, 1/30 1/30223135869638986619392, 1/30 1/60446271739277973238784, 1/30 1/120892543478555946477568, 1/30 1/241785086957111892955136, 1/30 1/483570173914223785910272, 1/30 1/967140347828447571820544, 1/30 1/1934280695656895143641088, 1/30 1/3868561391313790287282176, 1/30 1/7737122782627580574564352, 1/30 1/1547424556525516114912704, 1/30 1/3094849113051032229825408, 1/30 1/6189698226102064459650816, 1/30 1/12379396452204128919301632, 1/30 1/24758792904408257838603264, 1/30 1/49517585808816515677206528, 1/30 1/99035171617633031354413056, 1/30 1/198070343235266062708826112, 1/30 1/396140686470532125417652224, 1/30 1/792281372941064250835304448, 1/30 1/1584562745802128501670608896, 1/30 1/3169125491604257003341217792, 1/30 1/6338250983208514006682435584, 1/30 1/12676501966417028013364871168, 1/30 1/25353003932834056026729742336, 1/30 1/50706007865668112053459484672, 1/30 1/101412015731336224106919371344, 1/30 1/202824031462672440213838726688, 1/30 1/405648062925344880427677453376, 1/30 1/811296125850689760855354906752, 1/30 1/1622592251701379521710709813504, 1/30 1/3245184503402759043421419627008, 1/30 1/6490369006805518086842839254016, 1/30 1/1298073801



BEAUTIFUL CROSS



AD DOLLARS BUY MORE—INCREDIBLY high response to your novelty merchandise... ADVERTISING BARGAIN—30 WORDS classified ad only 70¢ per year...

PROVIDENCE RING CO. 49 Westminster St., Providence, R. I.

YELLOW EXPANSION IDENT'S

WHILE 6000 • 720 DOZEN LAST • 720 JAMPER \$100... IDENT'S... 14.00... FRISCO DETE FOR SERVICE THAT CAN'T BE BEAT

604-606 W. LAKE ST., CHICAGO 6, ILL. PHONE FRANKLIN 2-2567

DIRECT FROM MANUFACTURER

FAST SERVICE LOWEST PRICES—100 three-color, 14x20 Window Cards... FINE PRINTING AT THIRTY PERCENT... SPECIAL INTRODUCTORY OFFER \$6.00 per dozen

Packard Jewelry Co. 228 Fifth Ave., New York 10, N. Y.

BUY YOUR TIES DIRECT FROM MANUFACTURER

Outstanding offerings in a wide assortment of tie... FREE CATALOG 30c... I. WOLFGART

LADIES' FULL FASHIONED 51 GAUGE, 13 DENIER, DUPONT NYLON HOSE \$6.50 Doz.

MISCELLANEOUS

AD DOLLARS BUY MORE—INCREDIBLY high response to your novelty merchandise... ADVERTISING BARGAIN—30 WORDS classified ad only 70¢ per year...

CONCESSIONAIRE'S MONEY CHANGER... NEED NEW ITEMS: HAVE 100,000 MEN Mail Order Buyers clamoring for merchandise...

MUSICAL INSTRUMENTS. ACCESSORIES. FOR SALE—ONE NATIONAL STEEL... WEST COAST ORGAN CO. MANUFACTURERS...

PARTNERS WANTED. PARTNER WANTED—LADY THEATRICAL... PERSONALS. OHVE TO SHIRLE—RECEIVED LETTER...

PHOTO SUPPLIES. DEVELOPING-PRINTING. COMIC FOREGROUNDS, BACKGROUNDS...

DIRECT POSITIVE PHOTOGRAPHERS. DIRECT POSITIVE PHOTOGRAPHERS... DIRECT POSITIVE PHOTOGRAPHERS...

PHOTO BOOTH OUTSIDE CHEAP... THE EASTMAN IMPROVED TYPE DIRECT POSITIVE PAPER...

50 PACES PHOTOGRAPHY FORMULAS. 50 PACES PHOTOGRAPHY FORMULAS... PRINTING. EXPERT MINOR WRAPPING...

FAST SERVICE LOWEST PRICES... FINE PRINTING AT THIRTY PERCENT... OLD RELIABLE CURTAIN SHOW PRINT...

WINDOW CARDS—14x20 and 14x14... ATTENTION: MR. CARNIVALMAN, PITCHMAN, CONCESSIONAIRE

When you are in or near the city of Atlanta, Ga., it will pay you to visit us... H. SMITH BOTTLE SUPPLY CO.

MAGIC FOLDER. The Hottest Item Out Today... STOP PAYING BIG PRICES

For Hustlers Only. Make money during spare time... \$50-\$75-\$100 DAILY!

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

Big Profits. Own your own business... ACE TOY MFG. CO.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

SALESMEN WANTED

MAKE MONEY WITH FAST-SELLING ROSEANON... MAKE MONEY WITH FAST-SELLING ROSEANON...

SALESMEN WANTED. MAKE MONEY WITH FAST-SELLING ROSEANON...

SCENERY & BANNERS. NICHMAN CARNIVAL CIRCUS BANNERS...

TATTOOING SUPPLIES. A-1 TATTOOING MACHINES, DESIGNS, COLORS...

WANTED TO BUY. AIR CALLOPE IN GOOD USABLE CONDITION...

SOMETHING TO SELL TO COIN MEN? See the New MARKET-PLACE

THE MIRACLE CROSS. THE SENSATION SWEEPING THE NATION!

Now Priced at only \$4.50 per doz; \$50 per gross canded

STERLING JEWELERS. 44 E. LONG ST. COLUMBUS 13, OHIO

For Hustlers Only. Make money during spare time... \$50-\$75-\$100 DAILY!

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

5 in 1 SCREWDRIVER KIT!



EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one - WANTS one - BUYS one!

Sells On Sight! BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel. Comes complete with plastic pouch.

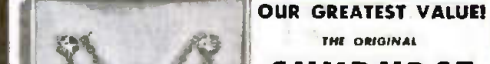
Has a blade for every size and type of screw. Vice-grip shucks locks blades securely in place.

CASH IN NOW! Greatest money-maker in years! No mechanic or hobbyist can resist a peek at this tremendous buy!

25% Deposit with orders. Bal. C.O.D. F.O.B. Detroit.

GEM Sales Co. 533 Woodward Detroit 26, Mich.

OUR GREATEST VALUE! THE ORIGINAL SUNBURST NECKLACE AND EARRING SET



Now Priced For Volume Sales \$10.80 per doz. sets boxed

NOW, EVEN INCREASE YOUR SALES OF THESE LOVELY SETS BY SHOWING TWO GORGEOUS MATCHING SCATTER PINS WITH EACH SET

STERLING JEWELERS. 44 E. LONG ST. COLUMBUS, OHIO

ELGIN • BULOVA • BENRUS • GRUEN. Brand new 1952 model! Cases in gold and ladies. Rebuilt movements, guaranteed like new.

15-1 \$12.45 17-1 \$14.65 21-1 \$18.95

AL'S PRINT SHOP. 118-F Eagle St. Dayton 10, Ohio

JEWELRY BARGAINS! 100 Jewelry Items, Assorted \$6.00

MAKE \$2 HR SELL RA-GLO SIGNS. To bars, stores, restaurants, New! Best!

ALL ART SIGN CO. 179 N. Wells St., Dept. 42, Chicago 9, Ill.

Big Profits. Own your own business... ACE TOY MFG. CO.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.

UTILITY DURAWEAR CO. 83 W. Jackson Blvd., Chicago 4, Ill.







# DON'T MISS IT-IT'S OUT NEXT WEEK! the Great **BIG** Valuable **BILLBOARD SPRING SPECIAL ANNUAL!**

Here's one of the biggest **SPRING SPECIALS** The Billboard has ever put out. In all our 58 years of publishing service to all branches of show business, we've never put out a more practical, money-making issue of such long-lasting value!

How come it's so **BIG**? Why so extra-useful and valuable right now? Simply because this year promises one of the biggest "Takes" in the whole history of outdoor show business. There's **PLENTY OF CASH** around and this great issue shows performers, concessionaires, fair and carnival men and suppliers of all kinds exactly how to make the most of the boom!

Here is where everybody connected with outdoor show business gathers to offer their wares, their acts and attractions, their products and services in the biggest jamboree of outdoor show bargains and values ever put between 2 covers!

## A PARADE OF EXTRA "PROFIT" FEATURES!

More than a score of **BIG**, extra-value, down-to-earth features have been packed into this tremendous special. And they're all geared right down to the practical needs of outdoor show people in every conceivable branch of the business.

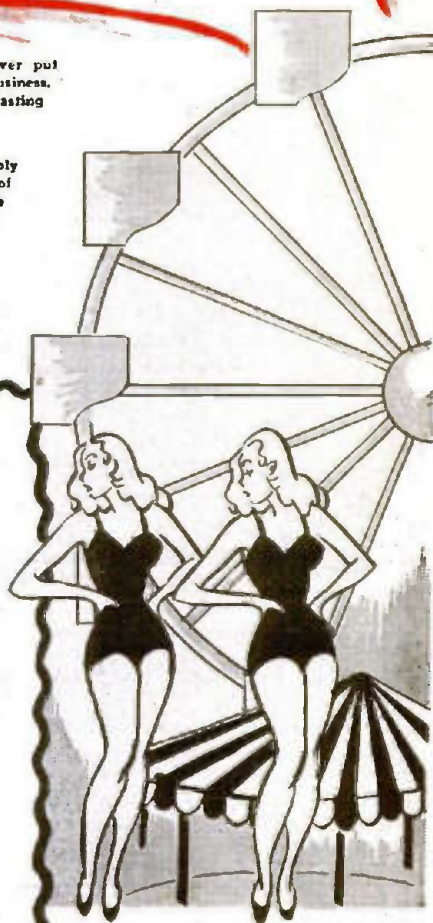
Here are just a few:

- **FAIR DATES FOR '52**—Complete, countrywide, covers the entire season!
- **BIG '52 DIRECTORY OF AMUSEMENT PARKS AND WALK-THRU KIDDELANDS** (Published Exclusively in This Issue)
- **RODEO DATES—NATIONWIDE FOR '52**

and More, More, More!!!

THESE SPECIAL ARTICLES GIVE YOU PRICELESS WORKING DATA FOR YOUR BIGGEST SEASON EVER!

- **WHAT'S AHEAD FOR CONCESSIONAIRES?** Vendors tip you off on the price outlook for eat-drink supplies, labor.
- **MERCHANDISE CONCESSIONAIRES GET SET FOR A BIG YEAR**—Bigger volume is on the way for the merchandise supply field. Here's how others plan for profits!
- **OUTDOOR OUTLOOK FOR '52**—Operators of all kinds give you a round-up of this year's prospects for carnivals, circuses, parks, kiddielands, fairs, expositions, etc.
- **PLUS**—What's New in the New and Used Rides Field—Trailer Boom: Big Break for Outdoor Ops—TV's Part in Outdoor Showbiz Promotion—and many more!



This Great Spring Special **FREE**

With Your Introductory  
Subscription Entered NOW!

A subscription to The Billboard saves you money—28 per cent on the single copy price. Order now while low rates remain in effect and get THE **SPRING SPECIAL—FREE!**

DETACH AND RUSH COUPON BACK TODAY

**A CARNIVAL OF BUYS—BARGAINS and VALUES**  
Here are just a few of the sensational offerings made in the **SPRING SPECIAL ANNUAL!**

- Pepper Supplies
- Popcorn Units
- Merry-Go-Rounds
- Mechanical Horses
- Folding Chairs
- Southern Music
- Carnival Music
- Fern Wheel
- Thrill Rides
- Tickets
- Teasers
- Trucks
- Labels
- Display Signs
- Fireworks
- Games
- Food Supplies
- Candy Equipment
- and hundreds MORE!
- Money Changers
- Light Towers
- Kitchen Units
- Ice Shavers
- Friscoes
- Peanut Machines
- Cornmeal Slugs
- Ornament Stands
- Show Insurance
- Generators
- Wire Ropes
- T-Shirts
- Real Estate
- Waltzboxes
- Bowling Alleys
- Package Shows
- Talent and Acts
- Midway Attractions

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

The Longer the  
Term—The  
More You Save!

Yes, enter my subscription at once as checked below, and rush **FREE** copy of Spring Special.

26 wks. \$6     52 wks. \$10     78 wks. \$14

Payment enclosed     Bill me

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_



# FAMOUS FROM COAST to COAST FABULOUS TEMPLE EXCLUSIVES

The BENRUS WATCH CO. A  
Has Designed for Our  
Exclusive Use Temple  
Exclusive

## BENRUS WATCHES and SETS

SPECIALY PACKAGED  
FOR THE PREMIUM TRADE



3-STRAND  
COMBINATION  
14K Gold  
\$4.00 EA. SET

2-STRAND COMBINATION—90% EA. SET  
1-STRAND COMBINATION—75% EA. SET

DROP IN TO SEE US WHEN IN PHILADELPHIA

## TEMPLE COMPANY

708 Sansom Street  
Philadelphia 6, Pa.  
Market 7-6519

### JUMBO RUBBER ANIMALS

They squeak when squeezed  
Inflate to 1 1/2"  
Assorted 8 kinds to the dozen:  
Dog, Horse, Puma, Cat, Rabbit, Duck

**\$7.80 DOZ. \$90.00 GR.**

Also available in 1 1/2" size,  
\$1.25 Doz., \$48.00 Gr.  
Prices do not include postage,  
25% discount with C.O.D. order.

### KIPP BROTHERS

Wholesale Distributors Since 1850  
240 42 SOUTH MERIDIAN ST.  
INDIANAPOLIS 25, INDIANA

### DIRECT From Manufacturer

#### SENSATIONAL VALUE

Beautiful 3-piece set. Hinged  
point fountain pen, automatic  
pencil and precision ball pen.  
Plastic cap. Assorted colors.  
Attractive case.  
FREE GROSS  
Sample set \$1.00 \$36.00 plus  
tax

These Pens Sell Like Wildfire!  
Combination ball pen plus  
pencil \$36.00 plus  
tax  
New 1952 Vacu-  
um Filler \$30.00 plus  
tax  
Pauitain Pen.

Three Piced Sets  
with metal cap \$48.00 plus  
tax

Send \$5.00 for the complete  
Sample Set.  
Orders filled the same day as  
received. Send 25% deposit with  
the order.

37 East 22nd Street  
New York 10, N. Y.  
SP-104 7-7180

### PACKARD BALL PEN

### IDENTS . . IDENTS . . IDENTS

Gents (Rhodium Leads) \$33 gr. Ladies Rhodium \$24 gr.  
Gents (Med. Wt. Rhodium) 36 gr. Ladies (File Chain Rhod.) 36 gr.  
Gents (Heavy Wt. Rhodium) 42 gr. Ladies Expansion Type 42 gr.

### Earrings, \$30.00 Gross

Charm Bracelets \$42.00 gr. Tie Slides \$ 6.00 gr.  
Blk. Velvet Pads 3.00 ds. Aast. Neck. Pins, Bracelets 36.00 gr.

Grand is the name for Idents and Jewelry. Don't spend your money  
foolishly, buy from us. Cut out this ad for future needs.

### GRAND JEWELRY CO.

76 Dorrance St. Phone: Gaspee 1-4051 Providence, R. I.

### WE CARRY THE COMPLETE STYLE GUILD LINE IN STOCK!

8 Pc. Style Guild Sets in-  
cluding the new "Wooden"  
Set \$36.00 ds.  
9 Pc. Style Guild Sets in-  
cluding the new "Wooden"  
Set \$42.00 ds.  
Send \$20.00 for complete  
sample assortment.

8 Pc. Style Guild Sets in-  
cluding the new "Wooden"  
Set \$18.00 ds.  
9 Pc. Style Guild Sets in-  
cluding the new "Wooden"  
Set \$24.00 ds.  
Send \$10.00 for five  
sample assortment.

Beautifully spaced Pearl Earring and Choker Sets in five  
top numbers \$15.00 ds. \$15.00 ds.  
Sample \$1.50—Send \$7.50 for complete assortment.  
We sell wholesale only for resale. Prices do not include  
postage. Full payment with orders under \$20.00 others  
1/2 down, 1/2 due. And C.O.D.

### RAKE

609-M SPRING GARDEN ST., PHILA 23, PA. LOMBARD 3-2676

# Pipes for Pitchmen

By BILL BAKER

**JAMES I. HARDMAN** . . . letters from New Jersey State Prison, Trenton, where he has served 11 years of a robbery sentence. Is anxious to locate a fellow he knows only as Scottie, reportedly a pitchman, whose home is supposed to be in Canarsie, N. J. Hardman says that Scottie, who was working small American flags with him in Newark, N. J., in April, 1941, when the robbery allegedly occurred, can prove Hardman innocent of the crime. Anyone knowing Scottie's whereabouts is asked to have him contact James I. Hardman, No. 8824, Drawer N, Trenton, N. J.

**BILLY BEAM** . . . and his wife, Ethel, are reported to be working spots in Tennessee. Chief Thunder Cloud is with them.

**BERT GOODMAN** . . . was tendered a surprise party on his 50th birthday March 24 in the Philadelphia home of Marsha (Graff) Ziegler by members of the pitch fraternity who were in the city at the time. Numerous jackpots about the old days in Pittsburgh were cut up and the party continued until early morning. Guests included Mitzl and Pavy Finelli, Gussie and Moe Wisch, Jerry Ziegler, Johnny Latham, Grace Pascone, Freddie Gould, Mrs. Graff, Ida Lieder, Marilyn Stern and Jack Cutler.

**HENRY H. VARNER** . . . who is still confined in Room 208, Medical Building, City Hospital, Akron, with an injured hand, reports that he received numerous get-well letters and cards from pitchfolk friends since he entered the hospital. He says he'd like to read more pipes here from Tom Kennedy and Dave Rose. Varner will remain in the hospital for another month.

**TONY JOBLOTS** . . . has returned to his Chicago haunts following a brief stay in New Orleans where he took in the Mardi Gras.

**COLEMAN NEWSTADT** . . . well known to pitchfolk, is confined in Ward D 308, Hines Hospital, Chicago, and would like to read letters from friends.

**THEY TELL US** . . . that pitchmen and demonstrators are clicking on seed sales on the West Coast.

**"IT'S ABOUT TIME** . . . we all should be reading pipes from the old established pitch comrades, like Tom Kennedy and Mary and Madeline E. Ragan," pipes "Gen. (Horseback) Meyers from Orlando, Fla. "We also could use some pipes from my old friend from the West Coast, Ben Stone; Whitey Monette, Swartz Brothers, Ben Haberman, Lefty Shapiro and Morris Kahntroff."

**DORIS RANDOLPH** . . . is still working Car-Bo-Tet in Woolworth's downtown Los Angeles store.

**E. C. PARDEE** . . . has been released from a Florence, Ala. hospital after being confined there for 45 days. He says that he's out to get it again and would like to see pipes here from Horace Brazier, Doc Mangrum and Jimmie Wilson.

**CARL MORGAN** . . . and his wife have joined Royal American Shows for the 1952 tour.

**ART GORVIN** . . . work belt worker, is still in Drew Field Hospital, Tampa, and would like to read letters from friends.

**RICHARD MARSH** . . . in Columbus, O. framing a magic kit pitch which he plans to work at fair and celebration dates.

**BLAINE YOUNG** . . . who describes himself as a small operator, letters from Los Angeles: "I read a recent pipe wherein Dave Rose pointed out that many young men were getting ready to follow a very poor existence, that of hustling novelties, etc., unless they become big operators. One thing is certain. They all can't become big operators. I have often thought that I'd like to be a big operator, but always have had the wanderlust in my system. I just can't remain in one place too long. In my travels the past few years, I have met many wealthy men who have plenty on the ball. I just heard one make a pitch and I don't believe he is over 25 years old. He made one of the most convincing sales talks

that I have listened to in 30 years and he did big business. He is one of that group which so many refer to as JCL's. It seems to me that there is plenty of room for capable workers, young or old in the business. I'm planning to leave here for Honolulu in about two weeks."

**ART NELSON** . . . has returned to his Chicago headquarters following a chick stand at the recent Home and Flower Show in Cleveland.

**CHARLIE HUDSON** . . . is reported to be working drug-store windows in Chattanooga to better than average takes.

**BOB SMITH** . . . the old globe trotter, is still with it and celebrated his 70th birthday in Chattanooga March 23. He says that in his 50 years in the pitch field he has trotted over much ground over the country. Business has been only fair of late, he says.

**AL STOFFEL** . . . is reported to be playing towns and hamlets in Alabama to good returns.

## Plan New Fair

Continued from page 77

ment improvements and installations planned, he said.

The plant is admirably equipped for a first-time endeavor. State officials have been made aware of the available facilities and have passed their approval on the plant as it now exists, together with contemplated improvements. The acreage is ample and contains all of the necessary basic facilities, such as sanitary arrangements, that might be difficult to construct in these days of shortages and restrictions, assuming that the needed area could be found anywhere else in this county of rapidly multiplying home developments.

Kelmans said that a board of directors composed of agricultural, industrial and business leaders representing the entire county would be announced shortly. While it is naturally expected that any initial event of this kind may fall far short of its potential, the planning is long-range with a gate attendance running into the several hundreds of thousands foreseen. While it will be the youngest of the State's 50-odd events, there is every reason to believe that the event will surpass many in participation and attendance. Kelmans said.

### Big Drawing Area

An analysis of the population in a 40-mile radius would indicate that the hoped for first-year attendance of at least 150,000 is far from wishful thinking. Location is only 40 miles from New York, Connecticut and the heaviest populated areas in neighboring Dutchess County, not to mention an equally heavy concentration of families across the Hudson River, with a total population well in excess of 10,000,000. The operation of Indian Point Park as an amusement area for only two years has already resulted in crowds of 20,000 or more on Sundays, despite the fact that the weather has been mostly bad on the vital week-ends. A check on patronage has shown that interest is spread over a wide area.

Of necessity, tents will be used to house the bulk of the exhibits planned for this year, even though available permanent buildings will provide upwards of 20,000 square feet of space for this purpose. While no feelers have yet been sent out to gauge public reaction, Kelmans said that he was confident that the populace would accept the event from the start since, for one thing, it would fill a need in the area. His tentative plans are known to have won the full approval of some State officials.

While hewing to the line as a bona fide agricultural endeavor, Kelmans said that the changing times would be reflected in the

staging of events. Civic, fraternal and social groups will be offered the opportunity for full participation. Because of the near metropolitan location a great many patrons are expected to be urbanites who will be faced with a first-time introduction to agriculture.

### Show Features Planned

Show features will play an important part in the staging of the annual Kelmans said. While the plant still lacks a grandstand there are several areas that could easily be adapted for the presentation of stage and some track events. A number of contests that will result in wide participation are already planned.

Permanent park installations will provide many of the needed fun zone activities and units, however, these units will be added in every department, Kelmans said.

## Eastern States

Continued from page 77

of advancing the interests of agriculture and industry in these Northeastern States and that its success in these efforts is dependent upon public acceptance of the program, it is important that the expressed wishes of the public be respected.

"The many suggestions which have come to us have indicated the advisability of continuing the show thru another Sunday. This arrangement, we are sure, will provide a desired opportunity for many persons who have attended the exposition earlier in the week to visit the show on the final Sunday to enjoy a more leisurely inspection of the many educational exhibits and participate in many activities not possible on their first visit."

The colorful pageantry of the reception to the governors of the North Atlantic States in the Coliseum will continue to be a highlight of the opening Sunday, designated as Music Day, declared Reynolds, and a special program of unique interest is being planned for the closing day a week later.

It is expected that, with good weather, extending the show to eight days will boost the attendance total in excess of a half million and break the all-time figure of 423,155 established last year.

### OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT!  
Workers Available  
See your Jobber

The Oak Rubber Co.  
Cleveland, Ohio

### Oak Balloons

For Immediate Shipment.  
Write for FREE Catalog.  
**STATE NOVELTY CO.**  
615 W. St. Clair Cleveland 13, Ohio

BALLOONS—OAK NM-10, Multicolor, 12 1/2" dia., 12 1/2" tall, 12.25 gr.  
WATCHES—240, White and Blue, With Tinted Head, Cord & Belt, \$15.00 gr.

**HENRY CHARLES ENTERPRISES**  
BOX 1285, RALEIGH, N. C.  
Wholesale Only State Business

### Pitchman Demonomerators

Clean up with the new sanitary Plastic Paddle.  
Every household wants this sanitary, handy way to make Hamburg, Salmon or Picnic patties.

Fill mould with hamburger, smooth with knife, turn over and out drops a perfect patty.  
No law, no mess, no greasy hands.  
Dishes in assorted colors. Big profits.  
Send 25¢ for complete details.

**SPECIALTY MANUFACTURING CO.**  
1277 4th St. S. W.  
Grande Rapids 6, Mich.

Men's Red & White Stone Combination, \$3.25 Doz., 6 P.P.  
**JUST OFF THE PRESS—NEW CATALOG**  
No. 55 for Engineers, Demonstrators, Air Workers. Also  
**NEW CATALOG**  
No. 74 for Jewelry and Ring Demonstrators.  
Lime, if possible give permanent address and state your business. Orders shipped by express.

**MELBIDE JEWELRY CO.**  
301 5th Ave. N. Y. 16, N. Y.







## '51 Exports Set All-Time Machine, Dollar Records

Total Valuation: \$5,121,806; Games, Venders Pace Expansion

WASHINGTON, March 29.—Led by new record sales volumes of both games and venders, total exports for 1951 aggregated 29,764 new and used units valued at \$5,121,806, it was announced this week by the U. S. Department of Commerce. The number of pieces shipped and the dollar value recorded all-time highs, slightly surpassing the 26,542 machines sold for \$5,120,102 in 1947.

As in previous years, juke boxes accounted for most of the dollar total, proof of the growing solidarity of the export market was indicated by the 1951 music sales which accounted for but 60 per cent of the annual total. When the last \$5 million figure was reached in 1947, jukes were responsible for 78 per cent of the over-all dollar total. A breakdown of the 1951 export summary showed 8,442 were sold to foreign countries for \$3,058,749. This was the second time more than \$3 million was spent by importers of U. S.-built coin photographs. Meanwhile, 7,753 automatic merchandisers were shipped abroad for a total of \$648,835. The previous highest number of machines exported was 6,765 (1947), while

the former record venter valuation was set in 1950 when the total reached \$501,843.

### Games

In the games segment of the export field the number of units and their combined value were also of record-breaking proportions. Amusement pieces totaling 13,524 and worth \$1,519,422, were exported in 1951. Both dollar-wise and in number of units they dwarfed previous peak figures. In 1950, the former high game dollar year, the total was \$701,971. The greatest number of games sold prior to 1951 was in 1947 when 13,378 were consigned to overseas firms.

Another factor attesting to the

steady strength of the export market was the fact that in both the first and second halves of the year approximately 50 per cent of the sales were made. In previous years the spring months were usually light with latter part of the year marked by heavy sales. In 1951 the monthly average dollar value of shipments was \$432,000 and in only one month July, did the monthly figures dip sharply.

Because of a change in listing of countries made by the Commerce Department, effective July 1951, it was not possible to break down all the figures by countries. Under this change Commerce announced it would continue listing only

(Continued on page 106)

## Coin Machine Exports

1951 Monthly Totals

Month	Totals		Photographs		Venders		Assessment Games	
	No.	Value	No.	Value	No.	Value	No.	Value
January	2,705	\$ 449,186	907	\$ 254,500	620	\$ 74,247	1,178	\$ 120,439
February	2,210	382,820	771	241,580	498	22,077	941	118,163
March	3,792	557,615	779	316,330	1,756	76,898	1,257	164,387
April	3,563	539,863	1,245	334,393	1,035	54,885	1,283	150,387
May	2,136	361,807	410	172,340	584	70,054	1,142	118,813
June	2,380	387,847	681	240,226	350	51,192	1,129	96,429
July	1,813	281,180	350	131,069	693	41,646	770	87,971
August	2,018	451,892	650	301,283	378	32,751	990	117,878
September	2,241	351,511	549	224,887	655	27,610	1,037	99,014
October	1,959	389,165	502	224,323	387	52,047	1,070	112,795
November	2,684	484,969	776	283,329	292	20,837	1,616	180,803
December	2,238	503,951	822	333,509	305	18,799	1,111	151,343
Totals	29,764	\$5,121,806	8,442	\$3,058,749	7,753	\$543,635	13,524	\$1,519,422

## Deliver Keeney Matching Score Shuffle Games

CHICAGO, March 29.—Samples of a new four-player shuffle game were shipped to all firm distributors this week, Paul Huchsch, sales manager of J. H. Keeney & Company announced. Called Super Deluxe League Bowler, it is available in 8 or 9 1/2-foot lengths.

The new Keeney product is an all-skill game to match a score which lights up on the back glass after coins have been inserted. This score varies from 140 to 259 points. It also can be operated as a mystery game. In this case the score to be matched does not light up until after all players have completed their 10 bowling frames.

Super Deluxe League Bowler is designed so that all players have an equal opportunity to match the score. Thus, it is possible for up to four players to win during the same game.

## N. Y. Guild Sets First Banquet

PORT CHESTER, N. Y., March 29.—The Westchester Operators' Guild, Inc., will hold its first annual banquet May 6, President Carl Pavesi announced this week. The event will celebrate the second year in existence and the site will be Bill Reiber's Restaurant, Elmsford, N. Y.

Despite its brief experience as a trade group, the Guild has built up a solid reputation thru stabilizing the industry in Westchester County. Its other executives are Max Klein, vice-president; Seymour Pollak, secretary; and Louis Tartaglia, treasurer. The WOG board of directors is made up of Frank DeMuro, Arone Goldberg and Harold Rosenberg. Its legal advisor is Malcolm Wein.

## UL APPROVAL FOR BRONCOS

CHICAGO, March 29.—Underwriters Laboratories, Inc., notified the Exhibit Supply Company this week that the firm's Big Bronco had met all its rigid tests for safety and operation. This marks the first coin-operated mechanical horse to receive the coveted UL approval.

In addition to testifying to the sound construction of the product, the UL approval will also prove valuable to operators seeking new locations for Big Bronco and will entitle them to minimum insurance rates.

## Capitol's New Movie Unit Bows

NEW YORK, March 29.—Capitol Projector's new Pin-Up Movie machine is now in production and available for delivery, according to Sam Goldsmith, Capitol sales manager. New unit, designed to take up less space in arcade and park locations, has been streamlined somewhat from the same firm's taller and heavier Peep Show, introduced last year.

Dimensions of new Pin-Up are 5 1/2 feet high, 22 inches wide and 19 inches deep. It weighs less than 100 pounds and retains an attractive full-color eye-catcher display. Makers claim its new and improved optical system will produce clearer, sharper pictures on larger-sized screen. Pin-Up is priced at \$495, approximately \$100 less than Peep Show.

See Page 107 for

THE BILLBOARD'S NEW WEEKLY

"WHERE-TO-FIND-IT"

SERVICE

The Market Place

for the

Coin Machine Industry

Consult this new reader service for all of your special coin machine needs.

## 55 DISTRIBS MEET

## Exhibit Introduces New Play Principle

CHICAGO, March 29.—The Exhibit Supply Company introduced a new type shuffle game during an informal distributors' meeting at Ray Foley's club here Sunday (23). The game uses a new concept in playfield designed in which all the balls used are an optical illusion. The name of the game is Twin Rotation and is played like regulation pool. Thru-out the rest of week the distributors held conferences with Exhibit officials at the factory.

Approximately 55 distributing firms from all parts of the country were represented at the showing. Following a complete description of Twin Rotations playing principle a review of its test performance and development of the game over the past two years, the

distributors look turns playing the four models in a private section of the club. Following approximately two hours of test play and discussions, cocktails were served and later a lavish dinner.

Twin Rotation has a playfield eight feet long by 30 inches wide and is based entirely on skill shots. As its name implies, it can be played by either one or two persons, each depositing a dime. At no time are the balls, numbered 1-15, actually on the playfield. At the start of play the balls appear to be racked on the playfield. With the puck serving as the cue ball, the player shoots at the illusory rack and scatters the balls. One or more balls hit in proper rotation by the No. 1 ball are considered pocketed. A ball is pocketed when its image disappears from the playing area. After breaking the rack, player then tries to pocket balls according to their order. On single play, 15 shots are offered. With two players the "sinking" of all balls constitutes a game. Average playing time is one minute per game.

A good score for a single player is completing the rack within the 15 shots or less. On doubles play, the winner is determined by who

(Continued on page 107)

## Gottlieb Bows Baseball Game, Hit 'n' Run

CHICAGO, March 29.—Hit 'n' Run, a new type baseball game, is in production at the D. Gottlieb & Company plant and distributor samples have been shipped, Alvin Gottlieb announced Thursday (27).

Hit 'n' Run has two baseball diamonds. The one on the playfield features four high score trap holes at each of the three bases and home plate. Balls dropping into the trap holes illuminate corresponding pop bumpers which advance base runners. Filling all the trap holes, sets up replays. The three other ways to gain replays are thru making the game's 1-8 sequence, high score and scoring runs. The completed 1-8 sequence starts a traveling light on the game's mystery replay buttons.

The diamond on the backglass features animated baserunners, depicting action on the playfield, and keeps player informed of game's progress. Scoring units on the playfield include four pop bumpers, two cyclonic bumpers and a pair of flippers, plus the buttons and trap holes.

## Unveil Bally's New Five Ball Atlantic City

CHICAGO, March 29.—Bally Manufacturing Company started deliveries this week on a new five ball replay game featuring three score-sections on the backglass. It is called Atlantic City.

All the sections contain numbers ranging from 1 to 25 but the arrangement differs in each of the three square patterns. The playfield panel is the standard pinball type and contains 25 numbered skill holes. With a single coin, player activates the first score section and additional coins select the next sections for play. Atlantic City also has a return hole for balls which run thru the playfield and do not drop in a numbered hole. Balls returned

(Continued on page 106)

## MANILA EDITOR GIVES VIEWS ON PIN GAMES

MANILA, March 29.—After pondering the development of the amusement game industry in this Philippine city and witnessing the virtually annual attempts by local solons to regulate their operation, Manuel V. Villa-Real, managing editor of The Manila Daily Mirror, in one of his recent editorials analyzed the situation as follows:

### "The Metaphysics of Pinball"

"The fraternity of pinball players, a honorable and increasing tribe in this city, has good reason to feel alarmed at the attention given to their favorite machines by some councilors and legal experts.

### "Is Pinball Gambling or No?"

"That, at the moment, is the great debate that engrosses the metaphysicians in City Hall. It reminds us of the medieval wrangling about how many angels could stand on a pinhead. "Pinball, as any bootblack or reporter knows, is no more a game of chance than going to the movies, playing the juke-box or giving candy to a baby.

"You drop your nickel or dime in the slot without any expectation of getting it back, let alone of making it return with a litter of other coins of the realm. To be sure, the store-keeper may let you play or drink on the house if you run up a score in the millions. But, again, there is no more gambling in that than in going to the movies and finding a sneak preview.

"Pinball is the last refuge of non-gamblers who want to forget their troubles without recourse to marijuana, a pack of cards or a smoky theater. It should not be confused with its mechanical cousins, the ones that promise to double your money."



## Belvend Starts Chlorophyll Gum Vender Output

CHICAGO, March 29.—Belvend Manufacturing Company announced production of its new Chlorophyll Gum Vender got under way this week with a 500-unit run. Bel E. Hall, president, said the improved metal supply situation makes possible adequate output during the next two and possibly three quarters.

The tab machine, manufactured for Belvend by W. G. Parrish, Inc., Chicago, has 100 nickel pack capacity in three columns. Each column has its own coin mechanism. Hall indicated the sensitivity may be used in the future if a proposed ammoniated gum is added to the line.

A leaf green cabinet features a satin chrome finish face panel, which in turn bears a leaf trade mark. Plastic knobs are fitted on the delivery arms. The cabinet is 16 inches high, 7 1/4 inches wide and 8 1/4 inches deep. Delivery is scheduled to begin within three weeks.

With the initial announcement of Belvend's Chlorophyll gum program (The Billboard, March 8), it was reported franchised distributors (for the gum only) would be appointed for 100,000 person areas. The vender will be sold nationally by Belvend, with the franchised gum distributor electing either to operate the machine in his area or acting as supplier to various operators who purchase the machine.

## Pulver Active In Gum Vender, Supply Fields

ROCHESTER, N. Y., March 29.—Stepping up its vender and gum production, Pulver Company, Inc., also reports efforts to reactivate many of its units abandoned during the war years. John H. Waasdorp, sales manager, stated that in line with the sales program, the firm is now establishing operations in new territories. In addition to expanding existing routes.

Pulver operators, according to Waasdorp, will continue to operate in protected territories. To facilitate its route renovation program, parts for older equipment are being made available, he said.

Currently, the company manufactures two venders: the Pulver Automatic, 135 capacity, priced at \$5.50 including slug rejector; the Pulver Midget, non-selective, 100 capacity, priced at \$4. Both models vend penny tabs.

## Lorillard Debuts Kent Cig in Chi

NEW YORK, March 29.—P. Lorillard Company debuted its new Kent cigarette in Chicago this week. The standard length brand, featuring a patented filter tip, retails for 30 cents.

New brand, also initially marketed in Los Angeles and New York, will be distributed nationally as soon as production can be increased, officials stated.

## CUP VENDERS CONTINUE TOPS ON USED MACHINE MARKET

CHICAGO, March 29.—Cup soft drink venders continue to lead as high-demand equipment on the used machine market. According to a check of the Market Place in Vend, sister publication of The Billboard, operators are maintaining a steady search for this type of unit, a demand which started with the curtailment of new machine production last year.

Second in operator demand on the used machine market are candy venders. Hot coffee and ice cream equipment tie for third place, while cigarette venders come in a close fourth. The "want" pattern is based primarily on two factors: Rate of expansion in that particular vending field, and ability of new machine manufacturers to supply the current market.

## CIG MACHINES GET AIR PLUG

LOS ANGELES, March 29.—Cigarette vending machine manufacturers and operators got a pleasant surprise on Thursday night's (27) "Dragnet" TV program. The middle commercial showed a patron putting a quarter into a cigarette machine. After he received a pack of program sponsor's Fatimas, he held up the familiar pack and launched into a regular commercial. Camera technique seemed to deliberately prevent identification of the make of the machine, however.

## High Tax Burns Can. Cig Biz; Sales Plummet

MONTREAL, March 29.—Canadian cigarette interests look for Finance Minister Abbott to reduce the per-pack levy by at least a few pennies when he brings forth his budget for the new fiscal year Tuesday (8). The present federal tax of \$11.50 per 1,000, spokesmen state, has drastically curtailed use of the Canadian product.

According to Edward C. Wood, president of Imperial Tobacco Company of Canada, smuggling of American packs into the provinces has made "serious inroads on the Canadian cigarette industry."

Canadian cigarette excise tax rates are more than three times those in the U. S. The tax rates have resulted in per-pack prices as high as 48 cents in Quebec. The federal tax was increased to 23 cents a pack from 20 cents, and the general sales tax to 10 per cent from 8 per cent. Provincial taxes add up to another 3 cents per pack, bringing the total per-pack tax in some provinces to 28 cents.

### Miss Mark

In 1951, Canadian tax officials predicted that the higher cigarette tax would return \$21,000,000 in increased revenue for the fiscal year ending March 31; the actual increase in returns was \$276,000 for the first nine months.

The lower tax returns were due to decline in Canadian cigarette consumption following the high imposts. Last December, sales

(Continued on page 100)

## Ice Cream Novelties See Sharp Sales Gain

CHICAGO, March 29.—Sharp increase in the sale of ice cream novelties, such as bars, sandwiches, packaged sundaes, etc., were confirmed by the 1950 analysis of sales just completed by the International Association of Ice Cream Manufacturers. The survey, covering 415 manufacturers, was the first made since the association's 1941 analysis.

IAICM's survey revealed that frozen specialties now constitute 17.56 per cent of the industry's total annual sales, compared with 11.35 per cent in 1941. Ice cream venders, which increased in number over 100 per cent since 1949 (when there were 6,000 machines in operation) now move a growing volume of bars and sandwiches, in keeping with the up-

# Increased Metal Supplies For Venders in Third Quarter

### Move Follows 2d Quarter Boosts; Will Include Aluminum, Cobalt

WASHINGTON, March 29.—Greatly increased allocations of steel, copper and aluminum for the third quarter of this year will allow the vending industry to make corresponding production expansion.

Defense Production Administrator Manly Fleischmann announced this week that in consumer goods fields aluminum allocations will be increased around 37 per cent over the second quarter, copper products by 19 per cent and steel by about 15 per cent.

This will particularly benefit the small producers, many of whom have suffered severe hardships because of the channelling of scarce materials into direct defense production. The DPA expects to release a detailed breakdown of its third quarter allocation within two or three weeks.

### Cite Benefits

A 17 per cent third quarter over-allocation in carbon steel will benefit manufacturers of all types of vending equipment. Produc-

tion of electric models also will be allowed to swing upward by an increased 10 per cent allocation of copper wire products.

The 37 per cent jump in aluminum production will be particularly welcome to ice cream venders, where the aluminum shortage hampered output of zero refrigeration equipment.

Release of additional cobalt for civilian markets in the third quarter was also promised. Because cobalt is necessary to slug rejector production, the supply of this vital vending machine component will be eased.

Fleischmann emphasized, however, that the present easing in the steel, aluminum and copper supplies could be temporary. "A slight tightening of demand," he said, "could easily throw the balance the other way." He added that copper still is in tight supply and will remain the greatest single limiting factor on production. The increase in third quarter metal allocations for civilian in-

dustry followed an initial, but smaller, increase for the second quarter announced earlier this month (The Billboard, March 15).

The second quarter allocations for vender manufacturers were increased over first quarter limits by the following amounts: Carbon steel, 427 tons; alloy steel, 10 tons; copper wire, 5,758 pounds; copper foundry, 690 pounds. Copper brass was decreased by 2,830 pounds and aluminum by 79,422 pounds over first quarter quotas.

## NO FREEZE

## Ice Cream Op Lauds "Hot" Sales, Future

STATE COLLEGE, Pa., March 29.—Speaking before the recent Ice Cream Conference at Penn State College, Melvin Wainer, head of Pony Boy Ice Cream Company, Lancaster, Pa., declared that "the hottest thing in a cold business is selling ice cream thru vending machines."

Wainer, who started his operation over a year ago, has installations in military camps, industrial plants and transportation terminals. Citing his experience in the automatic merchandising of ice cream, he said that in public locations such as bus depots, sales were increased as much as 30 per cent after illuminated flashing signs were installed on the machines.

Describing the "magnitude of

(Continued on page 100)

## BULK BEVERAGE GAINING

## Cup Venders Whittle Bottle Unit Sale Gap

CHICAGO, March 29.—In total sales and in numbers of machines, the gap between cup-type and bottle soft drink venders is narrowing at an accelerated pace during the last two years. With the eased metal allocations, this trend is now seen as holding steady this year.

Examination of the national bulk and bottle beverage sales picture shows that while the latter still retains a marked lead in equipment-operating, the actual drinks-sold figures show the greatest gains on the cup machine front. These facts were crystallized in the 1951 Census of the Industry in Vend, sister publication of The Billboard.

While both bottle and cup venders gained in total placement last year, the gain in terms of percentage was far greater in the cup-vending field. Over a three-year period cup venders almost

doubled in numbers (from 19,000 in 1949 to 32,125 last year) while bottle equipment increased less than one-fourth (from 410,000 in 1949 to 507,232 in 1951).

Altho less than one-sixteenth the number of bottle venders, cup venders last year sold one-third as many drinks as the former. This is due to the much higher average weekly sales per machine in the cup field; 810 drinks against 134 by bottle units.

Over all, cup venders moved 1,353,105,000 drinks during 1951, while bottle equipment made 3,334,392,576 sales.

Within the next several years, based on a continuance of the recent rate of growth, cup venders are looked to surpass the total annual sales volume of bottle machines—and thru a smaller total number of units.

## Per-Machine Tax Bills in Mass. Killed

BOSTON, March 29.—The Committee on Taxation of the Legislature voted to refer to the next session, House Bills 1114 and 1115. The measures were regarded as detrimental to automatic vending machine operators in Massachusetts.

The action was a major victory for the Cigarette Merchandisers' Association of Massachusetts, which had waged a vigorous fight against the bills. "The action by the House was final and the bills are dead," Lucius F. Fister, associate director of the CMAM, said.

The bills would have imposed licenses of \$20 on juke boxes; \$15 for cigarette machines, pins, etc.; \$10 for soft drink machines, and \$5 for all other machines in one version (House 1115), and \$100 for drink dispensers; \$25 for food dispensers; \$25 for weighing machines, and \$100 for juke boxes under House Bill 1114.

(Continued on page 100)

## Vendomatic Intros Chlorophyll Unit

TAMPA, March 29.—Vendomatic Sales & Distributing Company announced a new bulk unit, Chlorophyll King Vender. Capacity is three pounds of 210 count ball gum; cabinet is finished in green hammerloid.

E. T. Stinnette, Vendomatic head, stated the vender will be sold thru authorized distributors.

## Candy Sales at Billion for '51

NEW YORK, March 29.—Altho U. S. candy eaters chewed \$1,000,000,000 worth of sweets last year and bought most of this healthy total thru 1,300,000 retail outlets, according to part of a preliminary report published here Wednesday (26) by the Market Research Division of the National Association of Tobacco Distributors, the gross is mainly explained by inflated prices. Since candy and confection unit volume sales have fallen below that for any comparable year.

One bright note in the over-all candy-confections sales picture, however, is the growing percentage of sales racked up via coin-operated vending machines, it was said. Especially is this true in many industrial installations, where machines are booming sales far above those previously recorded for the same areas by ordinary retail outlets.

One factor hurting wholesalers is the ballooning number of candy manufacturers who are ever-more-successfully selling direct to the public thru high-powered merchandising campaigns cued to their high-traffic, owned-and-operated retail stores.

The continuing NATD candy

(Continued on page 100)

## Ball-Gum Acquires Copyright on New Chloro-Mint Name

CHICAGO, March 29.—Ball-Gum, Inc., has announced that its new chlorophyll gum line, introduced last month, is being sold under the copyrighted trade name, Chloro-Mint. Sterling B. Douglas, sales manager, stated the four-variety line is being made available in 210, 170 and 140 counts, plus 430-count candy coated tabs. All are 45 cents per pound, f.o.b.

According to Douglas, Ball-

(Continued on page 100)



# MORE PROFITS—STEADIER INCOME WITH VICTOR'S TWO SUPER SALESMEN...

## BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound. VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and reads two for one cent (2 for 1c). The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than job gum vending —there are 300 CHICLE TREETS in the pound, and vending 2 for 1c gives you \$1.50 per pound. Also there is an special loading: JUST POUR YOUR CHICLE TREETS in BABY GRAND and YOU ARE OFF LIKE A FLASH. VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural. BABY GRAND holds 2 1/4 pounds of CHICLE TREETS and takes in about \$8.25 each time it supplies. GET STARTED NOW — TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

## VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo-size ball-gum. 100 count per pound. THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION. JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare. The combination of JUMBO 100 and JUMBO-SIZE BALL-GUM has sustained play appeal which means a permanent, profitable future for you. JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vendor ever devised. The outstanding JUMBO 100 cabinet is made of solid oak beautifully decorated in blue, red, yellow and chrome and holds 750 to 800 jumbo-size ball gum. GET STARTED TODAY WITH THESE SUPERIOR SUPER SALESMEN.

**VICTOR VENDING CORPORATION**  
5701-13 W. Grand Ave.  
Chicago 39, Illinois

# Supplies in Brief

### Tobacco Sales

WASHINGTON, March 29.—Wholesale sales of tobacco products ran an estimated \$222 million in January, compared with \$200 million the previous month and \$201 million the previous January. Commerce Department reported this week. Totals were computed after allowance was made for seasonal variations. Inventories of tobacco products in January totaled \$146 million, compared with \$148 million the previous December and \$150 million the previous January.

### Confectionery Sales

WASHINGTON, March 29.—Wholesaler sales of confectionery were 7 per cent higher last January than in the previous January. Commerce Department announced. However, sales were down 6 per cent from December. Dollar value of January wholesaler confectionery sales was reported as \$1,491,000.

### Bottle Supply

WASHINGTON, March 29.—Shipment of returnable beverage containers totaled 511,277 in January, compared with 522,145 the

previous month and 466,662 the previous January. Commerce Department announced. Shipment of non-returnables totaled 14,012 in January, a gain of 4,000 over December and a similar gain over the previous January.

### Cashew Crop

WASHINGTON, March 29.—Indian cashew nut crop is expected to be 45,000 to 50,000 long tons this year. Commerce Department reported. Exports to the United States last year totaled 15,747 tons, compared with 15,271 tons the previous year.

WASHINGTON, March 29.—Sugar distribution in the United States from January 1 to February 23 totaled 1,013,010 tons, compared to 1,116,459 tons a year ago, the Department of Agriculture announced.

For the week ended February 23 there was a drop from 125,210 tons in 1951 to 119,602 tons in 1952. Refiners distributed 89,748 tons in that period in 1952, beet processors released 19,949 tons for military and civilian use and importers handled 9,505 tons. These groups delivered 20,000 tons more sugar in the week of February 16, 1952, than in the following week.

## Re-Activate Chi Sandwich Route

CHICAGO, March 29.—Shelton & Schefferman, who discontinued operation of a Freshway sandwich vander route here last year, are taking the machines out of storage for relocation.

The Freshway refrigerated sandwich unit, originally sold under the Freshway Automatic Vendors banner, has since been taken over wholly by J. H. Keeney & Company. Formerly, Keeney provided the machine for Freshway, not handling the sales or distribution end. Unit is now marketed as the Keeney Model A sandwich vander.

## Earl Talley, Calif. Cig Operator, Dies

LONG BEACH, Calif., March 29.—Funeral services for Earl B. Talley, 38, cigarette operator, were held here today. He died Monday (24) following a long illness.

Altho blind for a number of years, Talley was one of the largest operators in this area and his Talley Cigarette Service was well known in the field. He was active in civic organizations as well as merchandising associations.

## New Del. Food, Bev Op

DOVER, Del., March 29.—Lunchomat Corporation of America was granted a State charter this week. It will deal in food and beverage vendors. Capital was listed at 1,000 shares of no par value stock. Principal office is listed in care of the Register & Transfer Company.

## Mason Launches New Gum Drop

NEW YORK, March 29.—Mason, Au & Magenheimer last week introduced Softies, a new sugar rolled, fruit-flavored gum drop. New candy item is priced at \$3.15 for the 120-count pack.

## Huylers Stops Candy Output, Sells Plants

NEW YORK, March 29.—Huylers has announced it will stop candy production and sell its wholly owned subsidiaries, the Ridley and Holbrook plants. William L. Tooley, president, stated that operations in both plants were ended late last year. Candy will now be purchased from an unnamed independent manufacturer and retailed under the Huylers name in the restaurants, fountains and confectioneries it will continue to operate.

## WE SPEAK FROM EXPERIENCE

You can empty your machines in any fair location within a week. Stops that used to take four-five weeks now empty in one week. WHY? WHY? It's what YOU DO. You do it right and it comes out right.

**1<sup>st</sup>** Cause it EVERYBODY—the boy, the girl, the eight-year old, the twelve-year old, the teen-ager, the girl and adult, too. That means the widest possible assortment of Charms. In other words, an assortment of twenty different series rather than an assortment of ten different series would.

**2<sup>nd</sup>** Don't be Charm Stoney. You can afford to put in about 60 assorted Charms, about \$3.50 worth a fill. It is important that every second or third penny deliver a Charm.

Attract them, entice them and cater to them with a tremendous variety of the newest and best-seller Charms—and KNOWLEDGE of them, and new empty machines fast. If that simple and you can prove it to yourself by listening to our voice of experience. Winner Ball Operators and Operators who are not new using Charms would be well advised to heed this important advice.

**SUCCESS CHARM MIXTURE**  
Consists of twenty different Series, the newest, the best-seller Charms that cater to the most people.  
★ 450 Assorted Charms \$3.00 per bag ★  
20 Series

**SAMUEL EPPY & Co. Inc.**  
91-15 144th Place, Jamaica 2, N. Y.

Operated from Coast to Coast and 20 Foreign Countries

## "SILVER-KING" Vendors

Built for professional operators



VENDS NEW LARGE SIZE "SUPER GUM" (200 to the Pound) or regular 15/16" size Nut and Ball Gum, Candy, Charm Vendors, 1c & 2c, and Foreign Cans. "Hot Nut" Vendors. Distressed for sales consulting eye appeal.

**SILVER-KING CORP.**  
425 Diversey Parkway Chicago, Ill.

## BUY BABY GRAND

VENDORS FROM **TORR** ON 20 Weekly Installment Plan

WRITE FOR DETAILS  
**ROY TORR** LANSDOWNE, PENNA.  
Serving and Financing Operators Since 1910

**CIGARETTE MACHINES**  
Silver Quarter Operation  
King Size Col. included  
Uneda Model 100, 15  
Col. 425 Pack Cap. \$70.00  
Uneda Model 500, 9 Col. \$75.00  
358 Pack Cap. \$75.00  
Uneda Model C, 9 Col. \$75.00  
215 Pack Cap. \$75.00  
Uneda Model B, 8 Col. \$75.00  
254 Pack Cap. \$75.00  
Uneda Model A, V Col. \$75.00  
250 Pack Cap. \$75.00  
National 8-20, 9 Col. \$75.00  
370 Pack Cap. \$75.00  
Outboard Churner, 111  
Col. 250 Pack Cap. \$75.00  
DuGrener Model 67, 7 Col. \$55.00  
210 Pack Cap. \$55.00  
Royal Imperial, 6 Col. \$75.00  
258 Pack Cap. \$75.00  
Royal Royal, 6 Col. \$75.00  
240 Pack Cap. \$75.00  
**\$3.00 LESS for 20c VENDING**

**CANDY MACHINES**  
Stoner Series, 8 Col. \$75.00  
144 Bar Cap. \$75.00  
16c-70c (New) \$75.00

**WRITE**

Parts and Mirrors available to all makes and models.  
Conversions, any make or model to 25c or 30c.  
King Size Columns installed on all machines.  
**SEND FOR PARTS LIST**

**ALL EQUIPMENT UNCONDITIONALLY GUARANTEED! TRADE PRICES!**  
1/2 Dep. With Orders. Balance C.O.D.

**UNEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

**OUR PAINTS ARE NOW VENDERIZED**  
PREVENTS PEELING, FLAKING AND RUSTING!

NOW AT THE LOWEST PRICE IN YEARS! SPECIAL!

DeGrener MODEL "W" \$85.00

8 Col. 358 Pack Cap. (Silver Quarter and King Size included). ORDER TODAY!







**HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING**

**SIMPLIFIED SERVICE MEANS MORE MONEY . . . LESS WORK**



The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location. The empty globe is cleaned and filled at your machine. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION  
529 S. ARMSTRONG ST., MORRIS, ILL.

### Commissions Key Western Ops' Meeting

LOS ANGELES, March 29.—Commissions were the main subject of discussion at the regular monthly meeting of the Western Vending Machine Operators' Association Tuesday night (25) at the Unique Restaurant here.

Following dinner, M. I. Slater, president, quickly disposed of routine matters to devote the remainder of the meeting to views on commission structure. Bulk merchandise operators present expressed their opinions.

The informal handling of the subject was brought about by the report that promoters were circulating in the area and offering locations percentages which the established operators said could not be met legitimately.

The minutes of the previous meeting were read by Bob Lydenberger, secretary. Phil Sreden, treasurer, made his regular report.

### New Chi Coke Co. Exec

CHICAGO, March 29.—Patrick L. O'Malley was named general sales manager of Coca-Cola Bottling Company of Chicago. It was announced by Harry Kipke, president.

### N. E. Candy Mfrs. Elect Clare Prez

BOSTON, March 29.—At the annual meeting of the New England Manufacturing Confectioners' Association here this week, Richard W. Clare, of New England Confectionery Company, was elected president.

Other officers named were C. E. Worthen Jr., James O. Welch Company, vice-president; William O. Walburg, W. F. Schrafft & Sons, treasurer; Stephen A. Rich, Squirrel Brand Company, secretary.

Senator Whittier said that manufacture of confectionery is a leading industry in Massachusetts, giving employment to over 10,000 persons.

### Per-Machine Tax

Continued from page 97

Similar per-machine tax bills, known as the Iannello bills, were killed last year.

The bills had been protested by C. S. Darling, executive director of National Automatic Merchandising Association, and at a hearing opponents included Robert H. W. Welch, James O. Welch Company; Bert Harless, Coca-Cola Bottling Company, Lowell; R. F. Ludden, Automatic Merchandising Company, Abington; Harold Cutter, Automatic Ice Cream Sales, Dorchester; William C. McConnell Jr., Automatic Merchandising Corporation, Medford; Jarvis Hunt, Associated Industries of Massachusetts, and Foster.

### Candy Sales

Continued from page 97

distribution report is patterned on that organization's cigarette distribution survey released last January, which pin-pointed vending machines as second most important cigarette sales outlet. Final N.A.T.D. report, which will give a breakdown of the retail candy market situation, including a study of candy vending machine sales, is expected to be released in August, 1952.

### Tobacco Industry Sets '52 Brotherhood Dinner

NEW YORK, March 29.—Ira Katz, president of the Metropolitan Tobacco Company, will be guest of honor at the annual dinner of the Tobacco and Allied Industries Division of the National Conference of Christians and Jews. This year, the dinner will be held April 2 at the Waldorf-Astoria.

Tickets were priced at \$100 per person, as they have at past dinners. Funds are used to promote good will and understanding thru the group's brotherhood programs carried on by over 60 offices in the U. S.

Robert Greene, president of Rowe Corporation, was guest of honor at the 1951 dinner.

### Ball-Gum Acquires

Continued from page 97

Gum's seven-item Champ gum line includes at least two "firms" in the gum industry: The 100-count or 1/4-inch ball size and a specialty item in the form of 3,000-count or 1/2 inch ball size. Later, while not marketed to operators, can be vended thru machines as a multi-piece penny item, Douglas said.

The 430-count gum, which vends three or four pieces at a time for a penny, is proving especially popular thru the New York, Chicago and general Southern areas, Douglas declared.

### No Freeze

Continued from page 97

"the vending machines business." Wainer quoted sales figures for various products (candy, soft drinks, cigarettes) from the 1951 Census of the Industry, January Vend (sister publication of The Billboard).

In the next few years, Wainer predicted, the ice cream industry will see 75 per cent of its novelty products sold thru vendors. This will all be surplus business, he emphasized.

### High Tax Burns

Continued from page 97

totalled \$66,000,000, under the new tax load, compared with 1,244,000,000 in the like month a year earlier.

Canadian officials, mounties and customs men, seized about 10 million contraband U. S. cigarettes during the last eight months, and they estimated that this figure was only 5 per cent of all cigarettes smuggled into the provinces during that period.

### Diamond Match Sales Break Record in '51

NEW YORK, March 29.—Diamond Match Company grossed over \$100 million in 1951 for the first time in its 71-year history, Robert C. Fairburn, president, announced this week.

Gross sales last year totaled \$100,308,568, compared with \$98,019,993 in 1950. Net income last year, however, was lower than the preceding year; \$6,212,540 against \$8,018,007 in 1950.

Diamond's sales volume was divided among its diversified lines: lumber and building materials, 50 per cent; matches, 27 per cent; paper and pulp products, 17 per cent, and woodenware, 6 per cent.

### Name New Nestle's Rep

NEW YORK, March 29.—Nestle's Chocolate Company, Inc., appointed Walter F. Ratoff as sales representative for the metropolitan New York territory. He will handle chocolate coatings and bulk cocoa powders.

### New L. A. Distributor

LOS ANGELES, March 29.—The Duka Corporation, has been granted a charter for the sale and distribution of vending machines in Los Angeles County. Authorized capital was given as \$1,000.

Directors are Richard H. Keatinge, Alison Paden and Elise Radcliffe.

### Cadbury-Fry Radio Ads

NEW YORK, March 29.—Cadbury-Fry, Inc., of America is featuring its Dairy Milk Bars daily on five morning radio shows. Estimated audience is over two million New York homes.

### Carbonated Coffee Bev Offered Cup Operators

NEW YORK, March 29.—Airline Foods has taken over the manufacturing and distribution of Sparkoffee, a coffee-flavored carbonated beverage sold locally by Macy's and Bamerger's for 18 years.

Airline will handle the bottled drink as well as sirup for fountain and vander sales.

The beverage is made from freshly roasted coffee beans and is said to contain no artificial flavoring. Franchises for local bottlers and distributors are being considered by Airline Foods.

**World's Smallest Midget**

## WHISTLE

**\$10 per M**

**WORKS LIKE A CHARM**  
**VENDS LIKE A CHARM**  
**WATCH THE KIDS FOLLOW THIS LEADER!**  
**BEAUTIFUL, ATTRACTIVE**

Two-tone colorful plastic, inch length whistles that give you real profit! Vends perfectly in any machine. ORDER NOW for quick delivery!

**SIRENS: \$5 GROSS**  
**Distributors Wanted**  
**PAUL A. PRICE CO.**  
220 BROADWAY, NEW YORK 38, N. Y.

### SCHOENBACH STAMP VENDORS

Folder Typo

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

1 Col. Vendor (as illustrated) \$27.50 ea.  
3 Col. Vendor \$32.50 ea.

Very Low Prices  
1/3 With Order, Balance C.O.D.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 23, N. Y.

## Vend

"The Magazine of Automatic Merchandising"

"I have been a subscriber to your magazine for a little more than a year and have learned several good things, which would more than make up for the cost."

**LYLE P. KELSO**  
Inglewood, Calif.

**VEND** 922  
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.....

### 30 DAY MONEY BACK TRIAL

## Northwestern TAB GUM

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

10-Coin  
12 Selective  
**PRICES**  
Less than 25 \$14.95  
25 to 49 \$19.95  
50 or more \$24.95  
F.O.B. Factory

**GUARANTEED USED MACHINES**

DELUXE 12 and 36 Combination	\$12.95	CHALLENGER, 54, 3 Col.	\$22.50
MODEL 32 BALL GUM	7.95	MUNTER (Like New)	22.50
PORCELAIN, 12	7.95	ESQUIRE, 12	22.50
MASTER, 12	7.95		

**MERCHANDISE AND SUPPLIES**

Per Lb.	Per Lb.	Per Lb.	Per Lb.
ZENOBIA PISTACHIO	SPANISH PEANUTS	BALL GUM, All Sizes	500 Lbs. Min.
June Queen	ALMONDS, 48 Count	Prepaid	Per Lb. 5.25
PISTACHIO 4-Star	5 Lb. Vacuum Packed	ADAMS GUM, All	Flavors, 100 Count
9-ounce Shell	ITALIAN CHICK	WRIGHT'S GUM, All	Flavors, 100 Count
PISTACHIO Vendors	BEAL, Roasted and	SUGARMAID CHOC.	LATE, 200 Count
MID	Salted	HERSHY'S CHOC.	LATE, 200 Count
PISTACHIO 5-Star	RAINBOW PEANUTS	MINIMUM ORDER, 35 Boxes	1/4c/ctk. Charms, 15
CASHEW, Whole	BOSTON BAKED		
CASHEW, BUTTS	BEANS		
MIXED NUTS	JELLY BEANS		
VIRGINIA PEANUTS	LICORICE LOZENGES		
	M & M		

Complete Line of Penn. Sweets, Straws, Globes, 1/2 Doz. Plastic, Balance C.O.D.

**TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED.**

**NORTHWESTERN SALES AND SERVICE COMPANY**  
**MOE MANDELL**  
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142  
410 S. 16TH AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

Don't Delay... Order NOW! From LITTLE ACORNS mighty INCOMES grow

## ACORN

The only completely die-cast aluminum, precision built

### ALL-PURPOSE VENDOR

- Vends all bulk mdse. — nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Temperproof. Held by top lock and body clamps only.
- Guaranteed mechanically—weights less than 7 lbs.

East & Midwest  
M. J. ABBSON  
Gen. Sales Mgr.  
7073 Fifth Ave.  
Pittsburgh 17  
Phone: A 7-4478

Pacific Coast Distributor  
**OPERATORS VENDING MACHINE SUPPLY**  
1027 S. Grand Ave.  
Los Angeles

**IAK manufacturing co., inc.**  
17411 Knightsbridge Ave., Culver City, Calif.

### Central Ohio Specials!!!

## USED CIGARETTE MACHINE BARGAINS!

Get 'em while they LAST

40 NATIONAL ELECTRICS, 9 Col. . . . . \$125  
5 Rowe Electrics, 8 Col., Diplomat \$125  
1 Keeney Electric, 9 Col. . . . . 150  
2 Eastern Electrics . . . . . 155

950 National Mechanicals . . . \$ 89.50  
150 National Mechanicals . . . 79.50  
2 PX Mechanicals (Ring Size) 125.00

All Above on 25c Pay

New Keeney Electric Cigarette Vendor With Changer. Immediate Delivery. Write for New Low Prices.

USED CANDY MACHINES  
5 Milk Merchandisers . . . \$49.50  
75 B & S Col. . . . . 89.50  
2 Rowe, 8 Col., 120 Bar . . . 89.50  
1 National, 9 Col. . . . . 99.50  
(126 Bar, 9 Col.)

TERMS: 1/3 DEPOSIT WITH ORDER; BAL. C.O.D.

### CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH ST., COLUMBUS, OHIO AD 7254

## this sword means Cancer SERVICE

Six hundred thousand patients are under treatment for cancer today.

For many of them the American Cancer Society helps provide medical services, dressings, transportation, articles of comfort and necessity, relief from pain.

The volunteers who work under the sign of the cancer sword need your support. Cancer Strikes One in Five. Your Dollars Strike Back.

Mail Your Gift to "Cancer" Care of Your Local Postoffice

**AMERICAN CANCER SOCIETY**

IN STOCK VICTOR'S

New BABY GRAND CHICLET TREETS VENDOR

also JUMBO 100

ORDER TODAY

**VEDCO SALES CO.**  
2124 Market St. Philadelphia 8, Pa.  
Phone: LOcunt 7-1448



## Wurlitzer to Show 100-Plus Selection Phono April 6-7

Rumor Has It New Juke Box Will Play Both 45, 78 R.P.M. Mixed

CHICAGO, March 29.—Wurlitzer distributors across the country were readying their headquarters this week for two-day showings (April 6-7) of a new model phonograph which will offer more selections than any other juke box.

Distributors for the company got their first look at the new box 10 days ago when they met at the North Tonawanda, N. Y., plant. No official announcement has been made by the manufac-

turer or the distributors beyond the statement that "something new" is coming. The company has never announced "National Wurlitzer Days," as it did last week, without introducing a new model.

Rumors of a new model in the Wurlitzer line have been plentiful for the past three months, and they hit a new high this week after the April 6-7 dates were confirmed. The new model will be called the 1500, but the company will continue to offer the 1400 and 1450 for the remainder of the year, according to an earlier announcement by Ed Wurgler, sales manager.

Here are the highlights of trade speculation on the new phonograph:

All rumors agree the new phonograph will offer more than 100 selections, currently the top number of tunes available on a single juke box.

Most reliable sources figure the box will have 52 records, play both sides for a total of 104 selections.

Another feature of the phonograph, according to speculation, is that it will play 78 and 45 r.p.m. disks mixed, probably using two tone arms.

In North Tonawanda sales executives of the company were getting set to scatter to various key points for the April 6-7 showings. Sales Manager Ed Wurgler planned to be at Commercial Music Company, Dallas; Bob Bear, Indianapolis; A. D. Palmer, New York; Gary Sinclair, Chicago; Max Walker, Des Moines; and Lou Drapel, Boston.

## Chi Gets Detroit Juke Export Biz—Canada, Pacific Islands

### L. A. Company Runs Full-Time Foreign Dept.

LOS ANGELES, March 29.—Badger Sales Company, the only coin machine firm maintaining a full-time foreign trade department here, is shipping juke boxes throughout the far-flung reaches of the Pacific and to South and Central America.

The firm has exported juke boxes, earmarked for military clubs, to Japan, and it maintains a branch office in Tokyo in charge of Fred Emerson. It has sent machines to such other areas as Guam, Okinawa, the Hawaiian Islands and Alaska.

In recent months many of Badger

(Continued on page 102)

### JUKE EXPORTS TOP \$3 MILLION

CHICAGO, March 29.—U. S. Department of Commerce figures released this week show that juke box exports jumped over the \$3 million mark last year for the first time since 1947.

A total of 8,442 machines were exported at a total dollar value of \$3,058,749.

These figures and others released previously by the department (The Billboard, March 22) indicate that the exportation of juke boxes is becoming increasingly important as a market for distributors and manufacturers.

Articles in adjoining columns spotlight two centers of activity, indicating the influence played by exports and the outlook for the future in these areas.

## Shippers Hurt By Red Tape, Custom Levies

DETROIT, March 29.—A survey of juke box exporters in this city indicates that the Canadian juke box market, long an important part of local distributorship operations, has been shifting to Chicago.

One distributor noted that substantial orders for machines formerly sold to Toronto and Windsor outlets have gone in the past several years to Chicago supply sources rather than the nearer Detroit market.

One of the reasons given for this significant trend is the fact that it is necessary to sell used equipment at fairly low prices in order to make it attractive despite the import duty. Little low-priced equipment is available locally at this time. Hence Canadian buyers

(Continued on page 104)

## Suesens Joins In Partnership With Poole Co.

Named Veepee, Manager New Eng. Wurlitzer Distrib

NORTH TONAWANDA, N. Y., March 29.—The Rudolph Wurlitzer Company announced this week that Charles M. Suesens has joined Harry Poole as a partner in the Harry Poole Distributing



CHARLES M. SUESENS

Company, Wurlitzer's New England representative.

Suesens will be vice-president and general manager. Wurlitzer recently named the Poole Company as its distributor in five New England States (The Billboard, March 15) and the firm took over much of the territory formerly represented by the Redd Distributing

(Continued on page 105)

## Rock-Ola Exec To Visit West Coast Distributors

CHICAGO, March 29.—Art Weinand, vice-president in charge of sales for the Rock-Ola Manufacturing Company, left Wednesday (26) on an extended tour of the West Coast as a climax to the firm's recent series of regional distributor meetings.

The West Coast area was the only section of the nation where regional distributor meetings were not held and J. Raymond Bacon, executive vice-president, said the plans for Weinand to visit personally all of the company's representatives in Washington, California, Oregon and Arizona and Western Colorado.

It was felt, Bacon said, that the extended distances involved on the West Coast prohibited a regional meeting of distributors and that the same information gathered from such meetings could be obtained by Weinand in his personal visits. Weinand is expected to return to Chicago by Easter.

Bacon also reported that the firm's "package deal" in wall boxes has been favorably received by operators and seems to have stimulated the sale of phonographs. The package deal, started about two months ago, includes six wall boxes and one receiver.

## DPA Increases 3d Quarter Supply

Juke Makers Get Special Consideration On Hardship Copper, Aluminum Requests

WASHINGTON, March 29.—Defense Production Administrator Manly Fleischmann announced Thursday (27) that greatly increased allocation of aluminum will be made available for the production of civilian goods during the third quarter of this year.

Aluminum allocations for consumer goods were raised 37 per cent over the second quarter, allocations of copper wire upped 19 per cent and steel 15 per cent.

A DPA spokesman said juke box manufacturers, who filed hardship applications for additional allotments of copper and aluminum before the March 13 deadline, nearly all have received special consideration. With one exception, all manufacturers filed applications (The Billboard, March 22).

Hardship allotments were made from 30 million pounds of aluminum and 20 to 25 million pounds

of copper released for supplemental civilian use by the DPA.

Small manufacturers who filed hardship requests were required to show they faced prolonged shutdowns because of shortages of critical metals. Altho the deadline for hardship applications was set for March 13, companies may still request additional allocations, the National Production Authority said.

Fleischmann said that the effective job done under the controlled materials plan had made it possible to meet substantially 100 per cent of the material requirements of many of the small applicants.

He warned at the same time that copper was expected to remain in tight supply and probably would be the greatest single limiting factor among the controlled materials.

The DPA expects to release a detailed breakdown of the third quarter allocations within the next few weeks.

## Coven Remodels For New Juke

CHICAGO, March 29.—A complete renovation of the Coven Distributing Company's quarters was started this week in preparation for the first showings here of the new Wurlitzer 1500 model juke box on National Wurlitzer Days, April 6-7.

Ben Coven, president, said the remodeling, when finished next week, will feature enlarged showroom facilities. Walls are being torn out, offices moved and the company's one-stop record department changed.

Coven said representatives from major record companies will be on hand. Each new juke box displayed will be stacked with the records of a different diskery, he added.

Gary Sinclair, field sales representative, will attend the showing for the Wurlitzer company.

### CHI OP SAYS

## Dime Play Difference Between Profit & Loss

CHICAGO, March 29.—Controversial dime play has been in effect in the Chicago area for more than a year and to at least one operator here it meant the difference between profit and loss in 1951.

This operator started converting his machines in January last year and was able to convert most of them within the next few months before Office of Price Stabilization regulations became effective.

Because of what he termed generally poor business conditions, particularly in the tavern trade, and because of the effect of dime play on marginal loca-

tions, it was necessary for him to pull out 10 per cent of his phonographs.

Yet despite 10 per cent fewer machines in operation, he said his route took in 8 per cent more in collections in 1951, compared with 1950, when he still was on nickel play. This 8 per cent represented his profit and was.

(Continued on page 103)

## AMI Distrib Adds Ark. Area

GRAND RAPIDS, Mich., March 29.—Southern Amusement Company of Memphis, distributor of the AMI, Inc., line, was named this week to serve an expanded territory covering all of Arkansas with the exception of six western counties.

The firm, which is headed by Clarence Camp and Parker Henderson, will continue to represent AMI in the Memphis area which includes Western Tennessee, portions of Southeastern Missouri and the northern half of Mississippi.

E. R. Ratajack, AMI Western regional manager, said Southern recently completed an extensive modernization program at its headquarters at 628 Madison Avenue, Memphis. The service department of the firm is under the supervision of Jessie Burse, well known to operators throughout the area.

## AMI Reports Net Earnings Of \$461,344

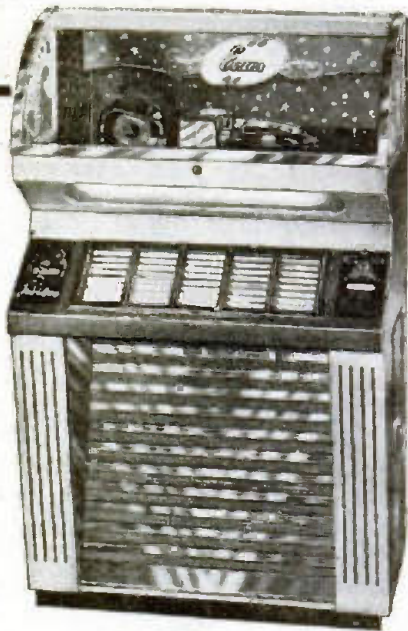
GRAND RAPIDS, Mich., March 29.—AMI, Inc., Wednesday (26) reported its 1951 net earnings after taxes were \$461,344 or \$2.09 per share on the firm's 220,674 outstanding shares of common stock.

The net earnings represent a drop of \$43,131 from the company's 1950 net earnings of \$504,475. However, John W. Haddock, AMI president, stated the firm's working capital rose to \$904,125 at the end of the fiscal year, December 31, 1951, in a jump of \$184,242 from the previous year's working capital of \$719,883.

Total assets of the firm rose (Continued on page 102)

**For Complete Report on the Bryson-Kefauver Bill Hearings in Washington, See Page 32**





**EVANS' JUBILEE 40/45 • JUBILEE 40/78**

20 RECORDS—40 SELECTIONS  
45 RPM

20 RECORDS—40 SELECTIONS  
75 RPM

**IT WON'T BE LONG NOW!  
They're Coming Through Fast!**

PLEASE BE PATIENT with your Evans Distributor. He is making delivery on these great new models strictly in accordance with dates orders are received, and so rapidly as our increased production permits. If you have not yet ordered your Jubilees, DON'T WAIT! Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

WATCH FOR IT!  
**EVANS' CENTURY 100/45**  
50 RECORDS—100 SELECTIONS  
45 RPM

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in *The Billboard* WHAT DO YOU HAVE TO SELL? Write *The Billboard*, 2146 Patterson St., Cincinnati 22, Ohio

**SECOND OF A SERIES**

**Wis. Operator Cites Needs of Juke Field**

The *Billboard* recently asked officers of juke box operator associations what chief problems face the industry in the coming year. Following is the second in a series of comments in answer to the question.

CHICAGO, March 28.—C. S. Pierce, president of Wisconsin Phonograph Operators' Association, feels that the juke box industry will have two pressing needs during 1952—operator organizations and a good, sound public relations program.

More and more operators have been expressing growing concern over the expanding amount of legislation affecting juke boxes, and Pierce feels that formation of operator groups can play an important part in this area. He said:

"The organization of juke box operators into locals that cover a city, a county or any given area is important. This local should belong to a State association, and a State association is a must from the legislative angle if for no other reason."

Carrying his thinking a step further, Pierce said, "All State associations or operator groups should be affiliated with Music Operators of America as has recently been proved by the Bryson Bill hearings in Washington."

Pierce also feels that operator groups can perform an important function in providing a means for an exchange of ideas and promotion of good will between operators. In line with this, he said:

"By organization a better feeling exists between operators; consequently many problems can thus be worked out which will benefit the operator, the distributor and the manufacturer. This in turn will result in a better understanding with the location or the storekeeper."

As to public relations, Pierce feels that such a program could be used to the best advantage by the operator in promoting his location owner relations. "There is a tremendous opportunity for a public relations program, especially between the operator and the location," he said.

First, according to Pierce, the operator must give the location clean equipment and equipment that is in good working condition. Also important, he feels, is providing the kind of music the location can sell to its customers.

If such a program is followed, Pierce believes that the location or storekeeper, if he is a businessman and interested in profit, can be trained to interest his customers in music by training his assistants to inform the customers that their establishment has the music for the customer's pleasure.

**Programming**

Pierce adds operators also should have locations "further bring out that they have a splendid selection of music on the juke box and that their establishment

is trying to furnish the kind of music their customers desire." He believes that "if every operator would spend a little time with each location along these lines he would be surprised at the end of the year at the increase in his financial gain."

In summing up his views, Pierce says, "The most important thing of all to the operator is a profit on his investment. With present-day standards and conditions the operator first of all must keep a good set of books and be a businessman."

"By belonging to a local operator group any number of improvements can be worked out on service, percentage and a good public relations program."

**DOUBLE BARRELED SALES**

**Theater Chain Finds Venders Up Lobby \$\$**

JACKSONVILLE, Fla., March 29.—Florida State Theaters, Inc., an 82-house chain with operations in 30 towns and cities throughout the State, looks to venders in its lobbies to draw business for extra revenue.

The vender sales chalk up extra dollars without diverting sales from lobby stands, according to Guy A. Kenimer, general manager of the chain.

Florida State had its first venders, cup-drink units, installed a year ago. It now has 48 machines in its lobbies and is requesting more. The theater chain plans to continue working with independent operators, since Kenimer believes that this is the most profitable way for a location to profit from automatic merchandising.

That the movie firm believes in the value and earning prowess of venders is proved by the lengths to which it goes to facilitate their installation. In one theater, for instance, a wall was broken thru and part of two rows of seats were removed to provide space for a drink vender.

To date, the operating firms with which Florida State works have installed Spacarb, Cole-Spa and SuperVend drink units. In addition, a number of Vendu Ice cream machines have been installed. Their volume is said to compare favorably with ice cream sales by the lobby stands.

The movie chain's experience during the past year indicates the inside lobby is the preferred position for a vender installation. However, in many of its houses, venders have been placed in the outer lobby because of space restrictions. A main factor in the placing of a machine, Kenimer states, is to place it where there

**Cleveland Ops Fete 45 Guests**

CLEVELAND, March 28.—Some 45 persons were guests of the Cleveland Phonograph Merchants' Association at the group's bi-monthly luncheon meeting held Tuesday (18) at the Hotel Hollenden here.

Jack Cohen, association president, introduced the guests of honor, Toni Arden and Tony Bennett, Columbia recording artists, who discussed their latest records. Other Columbia staff members present were Wade Whitman, new sales manager for the Cleveland office; Forest Price, district manager, and Dan Stevens, East Coast promotion manager.

Other guests included Delores Hawkins, the Four Lads; Ted King, artist promotion agent; MCA's Bill Butell and Myron Hanley; Vaughn O'Neill, manager of Loew's State Theater, and local disk jockeys and newspapermen.

will be no interference with patrons entering or leaving the theater, the lounges, or on their way to the stands.

Recently some of the chain's larger theaters have been equipped with comb venders. Located in rest rooms, they have proved a patron service. Because of their reception, 30 additional units are to be added.

Kenimer states that the half-million people who attend Florida State's theaters each week have registered approval, by comment and by patronage, of the refreshment services offered. "And venders and stands work together to fill every refreshment need," he declares.

**AMI Reports**

Continued from page 101

\$184,271 in 1951 to \$1,811,425 from the previous year's total assets of \$1,027,154.

Haddock said demand greatly exceeded production during 1951 and explained that the firm's volume was hampered throughout the year by government restrictions on the use of such critical materials as copper, aluminum, steel and cobalt.

Economies, ranging up to 45 per cent in the case of copper in each unit produced, were insufficient to offset the government restrictions, he said. The restrictions became progressively more severe during the year, he added.

However, Haddock predicted a brighter production picture for 1952. He said government allotments of controlled materials seem to assure a profitable first half for 1952 and that present indications point to a greater availability in the latter half of the year.

**WURLITZER** Lifts the Lid on **Operator Profits** with the **MOST MAGICAL PHONOGRAPH EVER BUILT**

SEE IT ON NATIONAL WURLITZER DAYS APRIL 6-7 AT YOUR WURLITZER DISTRIBUTORS





## fits the location like a glove

No problems of floor size, height, lighting, variety, ease of selection, volume control, tone or fitting appearance when you put in the "D" by AMI. It is universally acceptable and its welcome lasts indefinitely. It grows even more popular, more profitable, with time and use.

**AMI** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 7, MICHIGAN



# Shippers Hurt by Red Tape

Continued from page 101

have been forced to go to the next closest source of supply.

### Outlook Not Grim

However, the business outlook for exporters is not entirely grim. For instance, Carl Angott, of the Angott Sales Company, Wurlitzer distributor here, comments: "I look forward to a definite improvement in this market in the near future. The introduction of new models will help substantially."

Another exporter, Joseph Brilliant, of the Brilliant Music Company, Rock-Ola distributors, similarly indicated that he expected the export market to become more interesting.

Various other factors, besides the locally small supply of low-priced used machines, have combined to make the present export market somewhat unattractive. One is the rather formidable amount of red tape that must be surmounted and which often deters distributors from entering the export field at any time.

### Study Regulations

However, many exporters,

when faced with the promise of reasonable profits, have found that this problem can be overcome by study and use of regulations.

Greatest of all deterrents faced by the exporter here or anywhere are the custom duties imposed on juke boxes by the Canadian government. These include a 17 1/2 per cent duty, a 25 per cent excise tax and a 10 per cent federal sales tax—all figured in the list price of a machine.

For example, a new machine listing at \$1,000 in this country would, with all the duties added, cost \$1,525 in Canada. The average price of all used machines exported from 1946 thru 1951 was \$363, according to U. S. Department of Commerce figures (The Billboard, March 22). Figuring the duties on a used machine of this price, the cost of the machine would jump \$190.57 to a total of \$553.57 in Canada.

### New Equipment

Yet despite these high duties, Canada has remained a customer of American-made juke boxes, indicating that under the right eco-

# Shay, Kitt Show Jubilee

CHICAGO, March 29. — Vince Shay and Gil Kitt, distributors of the Evans music line in Illinois and Indiana, announced last week they have received samples of the 40-selection Jubilee models.

First showings for operators in their territory, they added, are in progress at their headquarters located in the Empire Coin Machine Exchange building here.

nomie conditions even a stiff duty is not necessarily prohibitive.

The export of new equipment, as far as local exporters are concerned, has been virtually nonexistent. The reason for this is the fact that most American juke box manufacturers maintain their own export departments or have Canadian distribution set-ups. The territories of local distributors do not run into Canada.

The export locally of used equipment, however, has been a far different story. A lot of this type of machine was sold in the immediate postwar years until the Canadian government imposed a ban on imports more than three years ago to preserve dollars.

### Ban Lifted

With the lifting of this ban a year and a half ago, Canadian locations presented a big demand for juke boxes. However, the prices of used equipment, which had been running considerably higher in Canada than in the United States, dropped in Canada to the point where the used market no longer was inviting to local exporters.

An important technical factor also has deterred local exporters. This is the pending conversion to the standard U. S. alternating 60 cycle current. Much of Eastern Ontario now is on 60 cycles but direct current areas still remain. Other large areas, including neighboring Windsor, are using a 25 cycle alternating current.

Altho conversion to the standard 60 cycles is expected shortly, the present exportation of juke boxes means that special motors must be placed in all such boxes—plus the prospect of reconversion when Canadian currents are standardized.

# 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 in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 29	Issue of March 22	Issue of March 15	Issue of March 8
<b>AIREON</b>				
Coronet 400	\$75.00	79.00	\$79.00	\$74.50
Coronet 500	120.00	120.00	120.00	120.00
Deluxe 36	49.00	49.00	49.00	49.00
Fiesta	69.00			
<b>AMI</b>				
Model A	245.00 295.00	295.00 299.50	295.00 299.50	295.00
Model B	325.00 345.00	345.00	365.00	
Model C	399.50 450.00	399.50 450.00	424.50 475.00	475.00 499.00
Model G	475.00 525.00	475.00 525.00	499.50 545.00	
Midway	350.00			
Singing Tower			49.50	
<b>CHICAGO COIN</b>				
Ht Parade 45	165.00	165.00	165.00	165.00
<b>EVANS:</b>				
Constellation	325.00			
<b>FILBEN</b>				
Master (50 record)			179.50	
<b>MILLS</b>				
Empress		39.00	39.00	39.00
Throne			49.50	
<b>PACKARD</b>				
Marketas 76	89.00 119.00	89.00 119.00	89.00 119.00	89.00 119.00
<b>ROCK-OLA</b>				
Commander	39.00	39.00	39.00 49.50	39.00
Midway			49.50	
Master			59.50	
Platinum			49.50	
Premier	495.00(2)	495.00	495.00	495.00
Rocket 50-51	89.00 99.00(2)	99.00(2)	99.50(2) 119.00	99.00(2) 99.50
3422	110.00 145.00	145.00	145.00	145.00
3425	129.00 159.00	159.00(2)	159.00(2)	159.00(2)
3428	325.00 375.00	375.00		
3432	495.00			
<b>SEEBURG</b>				
Cadet	49.00	39.50 49.00	49.00	49.00
Classic	49.00	39.50 49.00	49.00	49.00
Classie	59.00	39.50 49.00	49.00	49.00
Errol	49.00	39.50 49.00	49.00	49.00
Gen	149.50(2)	150.00 159.00	150.00 159.00	159.00 179.00
H-145 M Midway	159.00 179.00	179.00	179.00	179.00
H-147 M Midway	169.50		200.00	
H-148 M Midway	199.50 219.00	219.00 249.00	219.00 225.00	219.00 249.00
H-149 M Midway	249.00		249.00	
H-746 M Midway	179.00 219.00	179.00 219.00	175.00 179.00	179.00 219.00
Highnote	59.00	59.00	49.50 59.00	59.00
Lo Tone			79.50	
W-100-A 78 RPM	695.00 725.00	750.00	750.00	750.00(2)
Major	749.50			
Mayfair	49.00	39.50 49.00	49.00	49.00
Master		39.50	39.50	39.50
Plaza		49.00	39.50	49.00
Real	49.00	49.00	49.00	49.00
Rev		39.50	34.50	39.50
Village		100.00	149.50	125.00
36	129.50			
378	150.00			99.50
346	159.00	150.00 159.00	149.50 159.00	99.50 159.00
146 M	139.00	139.00	139.00	139.00
146 S	149.50	135.00 149.50	159.00	139.00
146 SM	139.00	139.00	139.00	139.00
147 M	179.50 189.00	189.00 190.00	179.50 189.00	159.50
147 S	189.00			159.00
147 SM	149.00 149.50	149.00 159.00	149.00	149.00 159.00
148 S	159.00	165.00		
148-ML	275.00	275.00	275.00	275.00(2)
148S	289.00	289.00	289.00	289.00
148 SL	289.00	289.00	289.00	289.00
1941 RC Special	59.00		59.00	49.50 59.00
1949 100 Records	695.00			
3270				
<b>WILLIAMS</b>				
Music Mite	99.50 145.00	99.50 145.00	99.50 145.00	99.50(2)
<b>WURLITZER</b>				
CM-41			24.50	
CM-61			24.50	
CM-71			24.50	
74			39.50	
500	39.50 49.00	49.00	39.50 49.00	49.00
600	49.00	39.50		
600R	49.00	49.00	49.00 59.50	49.00
600R	49.00	49.00	49.00 49.50	49.00
616			39.00	
700	75.00	75.00	75.00	75.00
750	75.00 99.00	99.00	79.00 99.50	99.00
750E			109.50	
760	79.00	79.00	79.00	79.00
800			69.50	
850	50.00 59.00	59.00	59.00 79.50	44.50 59.00
950	50.00		79.50	
950 E	50.00			
1015	169.50	179.00	149.50 175.00	49.50
175.00(1)	179.00 189.50	189.00	179.00 179.50	179.00 179.50
179.00	189.00 250.00	250.00	189.00 189.50	189.00
189.50 250.00	250.00	250.00	250.00	250.00
1017	150.00	150.00	150.00 179.50	150.00
1030	145.00 149.50	145.00 149.50	145.00 149.50	145.00 149.50
150.00				
175.00(2)				
189.00				
1108	369.00 375.00	369.00 375.00	315.00 369.00	
350.00(2)			375.00 395.00	
369.00 375.00				
395.00				
1250	475.00 495.00	424.50 475.00	435.00 475.00	495.00 525.00
495.00				
1942 RC Special	50.00			
Victory	39.00 39.50	39.00	39.00	39.00

For More MUSIC PROFIT in '52 Choose the **RISTAUCRAT S-45**



RISTAUCRAT, Inc., 1216 E. Wisconsin Avenue, Appleton, Wisconsin

## The New WURLITZER

WILL BE **TOPS** IN TONE

**TOPS** IN BEAUTY

**TOPS** IN VERSATILITY

**TOPS** IN SELECTIONS

**TOPS** IN EARNINGS

See it at your Wurlitzer Distributors  
NATIONAL WURLITZER DAYS APRIL 6-7 '52



## Dime Play Difference

Continued from page 101

directly attributed to dime play. Almost all routes are 100 per cent on dime play in the Chicago area and this operator feels that his experience probably is representative of the whole picture here. Most operators, he said, would have lost money last year if it were not for dime play.

As an indication of the success of the higher price for play, the operator points out: "We now find that most of our location owners are much in favor of it." Further, he added, many of his machines now are making more proportionately than the location itself.

Each machine picked up an estimated \$1.50 more daily in 1951 than in 1950 and his route as a whole garnered \$200 more weekly because of dime play, the operator reported. Naturally, he said, the location owners like the higher take.

The success of dime play probably hinges on two factors, the operator pointed out—the fact that generally poor business conditions were wiping out more and more locations and the fact that it cost less to operate a dime play route.

As to the first factor, he said, it became apparent thruout the year that the big places were becoming bigger and the small places smaller. Because more and more taverns—which represent 80 per cent of his locations—were folding, it seemed necessary to be

able to get larger collections from the going concerns. This dime play accomplished.

**Costs Dip**  
Then when dime play was instituted, it wiped out many marginal establishments as locations. As most of these places were operated at a loss, a saving was effected.

But far greater as a saving was the fact that costs were sharply cut. Under dime play, overhead, service calls, record and needle costs were greatly reduced.

All of these factors combined to make the inauguration of dime play a success. Operators in the Chicago area also paved the way for the higher play price by a public relations campaign, by stories in newspapers explaining their position and by starting in gradually.

It was first thought that the new play price would result in a 30 per cent jump in profits but altho the operator in question fell 12 per cent short of this goal he is more than satisfied to be making money rather than losing it.

Moreover, he feels that dime play is now so well established that there will be no return to nickel play if trade conditions improve. Should they improve, he feels that he and the other operators probably will collect 20 per cent, and more, in increased profits.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**FULL ROUND-UP OF LATEST JUKE BOX BILL NEWS.** Special feature gives pros and cons of recent witnesses (Music-General Departments).

**CAPITOL SPEARHEADS FOLK DRIVE.** Diskery to make concerted pitch for artists and reps in that field (Music Department).

**CORAL ISSUES NEW SINGLES.** Plattery rushing out first batch from newly-acquired Signature masters (Music Department).

**COLUMBIA TO RELEASE 7-INCH LP POP DISKS.** Renewed interest in minidisks still in trial stage (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Suesens Joins

Continued from page 101

uting Company, now an AMI distributor.

Suesens, who has more than 15 years' experience in the coin-operated phonograph field, is a nephew of William F. Suesens, former president of the New York Music Operators' Association. He started his career cleaning phonographs in his uncle's establishment and became manager of the business after the war.

Suesens then served as a partner of the late Edward Crummeck in the operation of a large New York City route. Three years ago he sold his route interest, went to Boston as a salesman for the Wurlitzer distributor and within a year was appointed salesman.

An open house will be held by the firm April 6-7 in honor of its recent appointment and as a celebration of National Wurlitzer Days. Wurlitzer's new line of equipment will be shown at the firm's headquarters, 1022 Commonwealth Avenue, at that time.

## Merchandising Music

**PROGRAMMING** ... Proper programming of records is becoming more and more an acute problem for operators in view of the large number of selections now available on new machines. R. L. Jolly, of Jolly Radio Service, Engelhard, N. C., is one operator who has given some thought to the subject.

Jolly says: "I group my records on the box. I place pops first, hillbillies next and boogies and hymns last. Our customers can make selections quicker this way." He adds that in some locations where he has older machines he always uses the last two numbers, 23 and 24, for quartet arrangements.

**RELIGION SCORES** ... Newspapers have reported an upswing of interest by the public in religion and one music man, Bob Meyers, of the Best Music Company, Oakland, Calif., is well

aware of that. Meyers reports: "We, like most dealers, have been oblivious of the enormous market for religious records, especially in the Western field." He adds, "Decca is really the only (record) manufacturer to recognize this vein of gold."

**COLORED TITLES** ... An official of the Dover Music Company, Brooklyn, reports that use of colored title strips and suggestions from location owners has proved a bonanza profit-winner. The official says that he finds "colored" title strips on my juke boxes seem to be getting more play," and that he "always asks for suggestions on new records from customers."

In this manner, the executive says, he builds a "closer relationship between both of us." He also has found that thru this method he stimulates a greater interest by the customer in the juke box.



# SPRING CLEARANCE SALE!

<b>SEEBURG</b>	
1485L .....	\$289
1475 .....	149
1465M .....	139
<b>Hideaways</b>	
H148M .....	\$249
H246M .....	219
H146M .....	179
<b>Wall Boxes</b>	
3W7-L56 ...	\$44.50
(5-10-25c 3 wire)	
3W2-L56 ...	17.50
(5c 3 wire)	
W1-L56 ...	10.00
(5c wireless)	



### USED MUSIC EQUIPMENT

### ROCK-OLA

1426 .....	\$129
1422 .....	99

### WURLITZER

1100 .....	\$369
1015 .....	179

### AMI

Model D .....	Write
Model C .....	\$499
Model A .....	295

### PACKARD

Manhattan .....	\$119
-----------------	-------

Write-Wire-Phone 1/3 Deposit, Balance C.O.D.

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD      LANSING, MICH.—1224 TURNER  
 CLEVELAND, OHIO—2600 EDCLID      TOLEDO, OHIO—1302 JACKSON  
 EXPORT INQUIRIES INVITED—50 Cycle Motors Available.

# "Brighten Your Profit Picture"

with the

## ROCK-OLA profit twins



ROCK-OLA SUPER ROCKET 50 SELECTION PHONOGRAPH MODEL 1434



- ★ Twin Features
- ★ Single Button Selection
- ★ Dual Title Strips
- ★ Positive Electric Accumulator
- ★ Multi-Selective Choice After Coins Deposited
- ★ Location Proven
- ★ Simple to Operate



\*ROCK-OLA 50 SELECTION-3 WIRE UNIVERSAL WALL BOX MODEL 1542



**Both designed with the operator in mind to help you make more money.**

**ROCK-OLA MANUFACTURING CORP.**

800 North Kedzie Avenue • Chicago 51, Illinois







# 55 Distributors Meet

Continued from page 96

makes the most points, determined by the total of the balls pocketed. The No. 1 ball has a 1,000 point value, the No. 2 is figured at 2,000 and the same arithmetic progression takes place thru the No. 15 ball which has a 15,000-point value.

Exhibit Supply officials at the showing included Ford Sebastian, Clare Meyer, Frank Meneuri and Arthur Ehlert. In addition key sales staffers, Odel Kiel, Rod McAlpin, Otto Behrens and Bill Gassman aided in giving explanations of the game's high points to the distributors.

Following are distributors who attended the showing: George Prock, General Distributing Co., Dallas; G. C. McCain, McCain Sales Co., Temple, Tex.; Lyn Brown, Brown Distributing Co., Los Angeles; Irv Blumenfeld, General Vending Sales, Baltimore; Harold Leiberman, Leiberman Mu-

sie Co., Minneapolis-St. Paul; Irv Weiler, Uni-Con Distributing, Kansas City, Mo.; Phil Moss, Atlas Music, Des Moines; Mike Munves, Munves Distributing Co., New York; T. B. Holliday, Charlotte, N. C.; Sam Solomon, Universal Coin Machine Exchange, Columbus, O.; John Blotta, Blotta Distributing Co., Albany, N. Y.; and Newark, N. J.; C. O. Moon, Variety Distributing Co., Atlanta; Ted Bush, Bush Distributing Co., Miami.

Harry Pearl, Elizabeth, N. J.; Frank Page, Roanoke Vending Co., Roanoke, Va.; Ken Wilkinson, San Antonio; O. A. Stewart, Dan Stewart Co., Los Angeles and Salt Lake City; Pete Pieters and Joe Auton, King Pin Distributing Co., Kalamazoo, Mich.; Lou Boasberg, New Orleans Novelty Co., George George, Munroe Coin Machine Exchange, Cleveland; I. H. Rothstein, Banner Specialty Co., Philadelphia; Herb Rosenthal, Banner Specialty Co., Pittsburgh; Gil Klit, Empire Coin Machine Exchange; Joe Kline and Wally Finke, First Distributors; Len Wilson and Monty West, World Wide Distributors; Nate Feinstein, Atlas Music Co.; Charlie Pieri and Clayton Nemeroff, Monarch Coin Machines, Inc.; Vic Weiss and Bill Knapp, Allied Coin and Premium House, all of Chicago.

**WANTED**  
**Phonograph Route Man**  
South in North Carolina.  
Experienced and references. Reply:  
BOX D-169, c/o The Billboard  
Cincinnati 22, O.

**SPECIAL PANORAMS—GUARANTEED RECONDITIONED—WRITE!**

RECONDITIONED EQUIPMENT	NEW EQUIPMENT	
United 6-Player..... 700	Exhibit Jet Guns..... 70	W R I T E
Universal Player Yum..... 99	Exhibit Big Branches..... 99	
C. C. Young Band..... 114	Centaur Quartette..... 114	
Williams Double Header..... 118	Williams Sluggish..... 118	
C. C. Hit Parade..... 130	Genac Sailing Time..... 130	
Williams Double Header..... 145	Uni-6-Player Deluxe..... 145	
Keeney League Bowlers..... 177	Keeney Deluxe League..... 177	
Keeney 2-Player Bowling Champ..... 177		

Write for Complete List All Types New and Reconditioned Equipment.

**CLAYTON MEMOROFF MONARCH COIN MACHINE, Inc. CHARLEY PIENI**  
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3998-7-8

# Heavy Turnout Keys Baltimore Assn. Meeting

BALTIMORE, March 29.—The Amusement Machine Operators' Association of Greater Baltimore held its regular bi-weekly meeting at Mandell-Ballow Restaurant here Monday (24), highlighted by an almost 100 per cent attendance.

With President Irvin Goldner handling the gavel, the meeting was thrown open to a floor discussion of pertinent problems affecting music and amusement game operating in this area. It marked the first regular meeting handled by the new executive slate installed at the group's fourth annual banquet March 2. Other officers of the association are David Koengberg, vice-president; Bernard J. Ross, secretary; and Moe Kaminsky, treasurer. The new AMOA board of governors is composed of Cecil Levinson, Charles Castoro, Irvin Mason, Judson Gallahan Jr., Maurice Davis and Nathan Mannes.

# Miami Ops Add Five Members

MIAMI, March 29.—The Amusement Machine Operators' Association of Dade County admitted five new members at its regular monthly meeting at the El Comodoro Hotel here in two weeks. Sammy Barnett and Bob Normat were voted into the organization as regular members, while associate membership was granted by Wolfe, Florida Seeburg distributor with headquarters in Jacksonville; Jack Lipsiner, Miami service mechanic; and Vincent Fioriano, Hollywood, Fla.

**Brand New!**  
**Buckley CRISS-CROSS JACKPOT BELLS**  
5c-10c-25c-50c-\$1.00  
Also made for many foreign coins

**BUCKLEY WALL AND BAR MUSIC BOXES** Record Selections ..... 5c or 10c Play

**Buckley Manufacturing Co.**  
4223 W. Lake St. Chicago 44, Ill.

**NEW** United 6-Player Del. W. Player Del. 6-Player Champ Sluggish Pin Keeney Deluxe League Bowler

Wurlitzer 1015 ..... 875  
Wurlitzer 1100 ..... 875  
C.I.S. Model A ..... 245  
A.M.I. Model C ..... 475  
A.M.I. Model D ..... 475  
Seeburg 148 (Blonds) 275  
Rock-Ola 1422 ..... 175  
Rock-Ola 1428 ..... 175  
Rock-Ola 1428 (Blonds) 245  
Reconditioned Refinished

**NEW** Wm. Suggish Wm. Suggish Dringman Dringman Sup. Life Big Branch

**KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY**  
**COMPLETE STOCK OF ALL USED PHONOGRAPHS—RECONDITIONED**  
**ATLAS MUSIC COMPANY**  
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Airtight 6-5005

**EVERY PIECE GUARANTEED**

GAMES	WRITTS	5-BALLS
FUTURITY..... 100.00	WRITTS..... 100.00	COTTLEBANK-A-BALL..... 100.00
SPOT LITE..... 100.00	WRITTS..... 100.00	CINCO J. CANASTA..... 100.00
BRIGHT MOUNTS..... 45.00	WRITTS..... 100.00	UNITED'S CAROLINA..... 44.50
CONY ISLANDS..... 45.00	WRITTS..... 100.00	UNITED'S STAR DUST..... 34.50
BRIGHT LIGHTS..... 35.00	WRITTS..... 100.00	UNITED'S AQUA-CARD..... 34.50
LEADER..... 60.00	WRITTS..... 100.00	
TURF KINGS..... 200.00	WRITTS..... 100.00	
WINNER..... 150.00	WRITTS..... 100.00	
CHAMPION..... 45.00	WRITTS..... 100.00	
CITATION..... 145.00	WRITTS..... 100.00	
COLD CUP..... 39.50	WRITTS..... 100.00	
CHALLENGER..... 44.50	WRITTS..... 100.00	
SPECIAL ENTRY..... 24.50	WRITTS..... 100.00	

**PHONOGRAPHS**

147 SEEBURG..... \$160.00
146 SEEBURG..... 110.00
1080 WURLITZER..... 170.00
1015 WURLITZER..... 170.00
400 AIRCON CORONET..... 75.00

ONE-THIRD DEPOSIT. BALANCE SIGHT DRAFT

**PARKER DISTRIBUTING COMPANY**  
311 8TH AVE. S. PHONE 4-0194, 42-1231 NASHVILLE, TENNESSEE

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

# To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1. First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed.

2. Then check here for whether you want it to be a "regular-classified" or in the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

3. Now check off the classification to appear under:

Agents and Distributors Wanted  
 Help Wanted  
 Parts, Supplies and Services  
 Positions Wanted  
 Routes for Sale  
 Used Coin-Operated Equipment  
 Want to Buy

4. And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard!

Gentlemen: Run this advertisement in your "Market Place" as indicated below:

Next issue only  
 Next 3 issues  
 Next 52 issues  
\$\_\_\_\_\_ Payment enclosed

Bill me

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Signed: \_\_\_\_\_

# THE MARKET PLACE for the COIN MACHINE INDUSTRY

**Business Opportunities**

For Sale—Part or all 150 Wurlitzer music boxes and 50 pin shuffle games; operation near Yellowstone National Park; rafting; terms c/o Box M-6, Billboard, Cincinnati 1, Ohio.

Premium business for sale, wholesale and retail, catering to shuffleboard operators; in the heart of coin machine row; good lease; low rental; available immediately; about \$2500 will swing the deal, Lester Paul, 649 10th Ave. 146th St., N. Y. C.

**Help Wanted**

Mechanic, thoroughly experienced in all types music, including Seeburg, 100's, amplifiers, pins and shuffle games; no drinkers or drifters; start immediately; references; Phonograph Co., 1432 Main St., Jacksonville, Fla.

**Parts, Supplies & Services**

Ball Coin Machines without Chams are like Ships without Sails. They get nowhere. Put Chams in and in place, copy Chams, of course, the biggest—best in the business. Eppy, 91-15 144th St., Jamaica 2, N. Y. C.

Stamp Folders direct from manufacturer; low, low prices; immediate delivery; write for prices and sample; J. Schenbach, 1645 Bedford Ave., Brooklyn, N. Y.

Universal phonograph covers will fit all ukulele boxes; all purpose weather-proof leatherette cover, with duck backs. Prof. Pat Chams in and in place, copy Chams, of course, the biggest—best in the business. Eppy, 91-15 144th St., Jamaica 2, N. Y. C.

3-wire #18 stranded rubber and braided insulated, cotton braid over-all; excellent for wall boxes at \$26.50 per 1000 ft. (minimum order 1000 ft.). E. B. Chicago, Ill., D. J. Chalmers & Sons, 4540 W. Addison St., Chicago, Ill.

**Positions Wanted**

**SALESMAN**

Wide Acquaintance With Beverage cup vending operators. Looking for products like cup waffle cans, syrups and concentrates, fillers, rubber mats, or what have you? Will do both personal contact and own direct mail. Please send your literature. Will contact you only if you can do a real job. Not interested in commission in your first letter. Let me see product first.

BOX NO. WE-600  
c/o The Billboard  
188 W. Randolph Chicago 1

**Used Coin-Operated Equipment**

A-1 Bargain Cigarette and Candy Vending Machines all makes and models, lowest prices. What have you to sell? Mack Postal, 2652 Milwaukee Ave., Chicago, Ill.

Bowl-o-Machines for sale, coin operated, popular game, money maker; no reasonable offer refused. S. Golden, Ailly, Post Chester 5-3746, N. Y. C.

Challengers, Carriah Grips, Kicker Catcher, Champion Bankerball, Poppo, Whirlball, Pikes Peaks, \$10 each. American Machine Co., 505 E. Jefferson, Effingham, Ill.

Cigarette Machines—For the finest in re-conditioned cigarette machines, used equipment that looks and works like new; each machine equipped with long-life converters; write or phone and we will call. Orders: Claymark Dist. Co., 62 Trinity Ave., S. W. AL, 2889, Atlanta, Ga.

Clean arcade machines—2 Deluxe Photomats \$650 ea., 1947 Voice-o-Graph \$495; Heavy Hitter, \$60; Pitchin and Batem \$185; Goalie \$110; Chicago Coin Casto \$118; Striking Clock \$90. Eastgate, 6670 Academy, Brighton, Mich.

For Sale—Coin Radios, RCA's and Trolors, \$29.95; also console radios available; we buy, trade and sell coin radios. Aidingson Co., Inc., P. O. Box 5684, Dallas, Texas.

For Sale—Mills, Jennings, Pees, Waving Bells; beautifully reconditioned Bally Clock Bell; used pin games, alloys, etc.; trades accepted; 12 years of selling; Chicago Coin Machine Co., 225 7th St., Philadelphia, Pa. WA1M2 2-4378.

For Sale 20 NW #18 Coin Ball Machines, \$4.50 each; 25 Victor Model V 1c ball vendors \$7 each; 25 3-column 1c Holeys; \$10 each; 20 5c Universal Deluxes, \$10 each; 30 Frenchy popcorn dispensers; one month old, \$25 each; 15 SK Hunters, 2 months old, \$35 each. All prices quoted F.O.B. Miami; 1/2 deposit with order. Tropical Vendors, 143 S. W. 53rd Court, Miami 44, Fla.

Headquarters for gum vending machines; Mills 1c vendors (retail) and guaranteed factory) dispensing Denny's, Beeman's and Adams' Chetels; new low price on both machines and gum, insuring steady profit. Write now. Hal R. Meeks, 55 West 42nd St., N. Y. 18, N. Y.

Keeney Air Raider, \$95; Microscope Sky Fighter, \$85; Microscope Drivemobile, \$125; Universal Rider, \$75; Scientific Field Goal \$45; Dale Gum, \$55; Gypsy Card Vendor, \$25; Mills Punching Bag, \$45; Bally Deluxes, \$75 1/2 deposit, balance C.O.D. Belle Isle Amusement Center, 1217 E. Jefferson Ave. Detroit 14, Mich. Phone: Lorenz 7-6981.

Pokerino tables, refinished, new ph-shod playing surface, new silver, glass perfect condition, \$99.00, James Travis, 204 N. 3rd, Milwaukee, W. I.

**Real low prices—U-Select-It Candy Machines, 72 bar size, \$27.50 each. Latest model 8 column cigarette machines. Unexcelled quarter operation, \$55 each. Also real low prices on all other makes. Write what you have to sell. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.**

Wallboxes—Have 125 post-war 5c Model W1-L35 Seeburg Wallboxes @ \$10 each. Write Sammons-Pennington Co., 1049 Union Ave., Memphis, Tenn.

Will trade Turf Kings (like new) for Music, Cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

2 Seeburg Regals, 4 Vaguetts, 1 Colonel, all in good working order. \$147.50 each. Ed Masters, want any kind merchandise, \$7.95 each. 1/2 deposit. Box 1282, Arvanan Park, Texas. Want Tom Thumb miniature vendors.

17 Atlas banform nut vending machines for less than half cost; A-1 condition. F. E. Lowry, R. D. 3, Alliance, Ohio.

20 National Ring "100" 3c chocolate bar vendors; used four months; excellent condition; \$15 each. Box 1282, Arvanan Park, Automatic Sales, Crescent City, Fla.

50 5c new type Buckley 20 and 24 Selection Boxes \$25 each. Supreme Vendors, Inc., 3700 N. E. 2nd Ave., Miami, Fla.

**Want to Buy**

Wanted—Metal Standards, any condition; Greenhorn or Fordard, Red Daughters, Nashville 9, Tenn.

Wanted to Buy—All Loto Model Phonographs for cash. State quantity, condition and price in letter. Soacast Distributors, 1200-B North Ave., Elizabeth, N. J.

Wanted—Rock-Ola 1427A, 1427B; also Chester Pollard football, any condition. William Simon, 213 Lincoln Ave., Meadville, Pa.

Wanted: Victor Tappers, Skill Thrill THT Test, Microscope Movie, Kicker and Catcher, Whirlball, Streetchase, Metal Tapper, Kark or A-B-Y Gunner, Scam, Waving 200 and 400 Fortune, Low Scale, state age, condition. Ace Music Co., Waukon, Iowa.

**ADVERTISING RATES**

**REGULAR CLASSIFIED**  
Used want ad style, one paragraph, no display. First line set in 6 pt. bold, balance at 10 pt.  
Per word..... \$ .20  
3 or more CONSECUTIVE or 24 ..... \$ 1.50  
10 or more CONSECUTIVE or 24 ..... \$ 3.00  
52 CONSECUTIVE insertions, per word..... \$ .16  
per word Minimum \$2.

**DISPLAY CLASSIFIED**  
Any advertisement using display matter, or with space. Figures space between 10-12 pt. rules. 1st rate bars permitted only on ads of 20 lines or more.  
Per 1000 line..... \$1.00  
3 or more CONSECUTIVE or 24 insertions per 1000 line..... \$1.00  
52 CONSECUTIVE insertions, 1000 line..... \$1.00  
1000 line equals 1000 lines. (4 inch equals 1000 lines.)

Send all orders and inquiries to: **COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.**

YOUR NAME ADDRESS

**CANCER**  
FOR YOUR LOCAL POST OFFICE

Give to the AMERICAN CANCER SOCIETY



CALL "ECONOMY & RELIABILITY" TO YOUR DOOR WITH CENTRAL OHIO QUALITY BUYS

ONE BALLS NEW ACROSS THE BOARD WINNER FUTURITY... SHUFFLE ALLEYS NEW... CHL COIN... BINGO GAMES... USED... WANTED... NEW LOW PRICES... WRITE-WIRE-PHONE

CENTRAL OHIO COIN MACHINE EXCHANGE 523 S. HIGH ST., COLUMBUS, OHIO

MUSIC CLEARANCE

- 35 Wurlitzer 1015, completely reconditioned... \$175
6 Wurlitzer 1100, reconditioned—ready for location... \$350
51 Wurlitzer 3020 Wallboxes, very clean, Ea... \$ 35
4 Wurlitzer 1017 Midways, shopped—ready for location... \$195
3 Wurlitzer 1080, clean—ready for location... \$175
6 Seeburg 146 Midways, completely shopped... \$150

SPECIAL 50 SEEBURG 3W2L56 5c 3-Wire WALLBOXES Covers reprinted—like new. Lots of 10 or more only \$15 ea.

Remember IN NEW ENGLAND IT'S TRIMOUNT! 40 WALTHAM STREET BOSTON 10, MASS

SILK SCREENED FORMICA PLAYFIELD REPLACEMENT TOPS FOR SHUFFLE ALLEYS

UNITS: 1 player, 2, 4, 5 & 6 slots; 2 alley and 9 play; UNIVERSAL 96 inch length CHICAGO COIN: 88 1/2" for 8" alley; 96 for 9" alley

EDELCO MANUFACTURING and Sales Company 123 CADILLAC SQUARE, DETROIT, MICH. TEL: WD 2-8547

UNIVERSAL BOWLOMATICS

18 Ft. Automatic Bowling Alleys—Coin Operated Now \$695.00 Used \$495.00 PIN GAMES ARCADE EQUIPMENT

BADGER BARGAINS 1800 S. W. 11th St. Milwaukee, Wis. 1800 S. W. 11th St. Milwaukee, Wis.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC. 735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio

FOLK TALENT AND TUNES

celebrated 20 years of broadcasting from the Eighth Street Theater on March 25 with a gala party. However, several familiar faces were absent. Homer and Jethro, after a two-week run at the Frolics in Omaha, were hit by a blizzard and arrived too late to participate.

Bill Bailey made a quick trip to Milwaukee recently to set several acts for the "O.A. American Barn Dance." Shooting of the film series will resume in a few weeks at Kling Studios.

Tommy Carlisle, nephew of the Carlisles (Mercury) has moved his wax spinning from W.L.K., Campbellville, Ky., to WORL, Knoxville, Tenn.

Potato Pete Hunter, KLEE, Houston, reports that Magnolia Gardens in Houston folk music park, reopens April 11. Hunter will emcee the shows.

Clarence Kneeland, the Jewitt City, Conn. d.j., reports that A. P. Carter has inked with Acme company, selling records by Carter and his family.

Clarence Kneeland, the Jewitt City, Conn. d.j., reports that A. P. Carter has inked with Acme company, selling records by Carter and his family.

FOR SALE Well established route consisting of 33 well equipped 70 wallboxes, 56 Cherokees, shop, record shop, etc.

VOX JOX

"Pet Peeve: Deejays complaining about not getting service from certain record companies. Seems to me like riding the gift horse together."

Al Morris, WOME, Dayton, O., is working live Saturday afternoon shows with Ike Banner and Glen Watson.

Earl Hines into the Blue Mirror, Washington, April 3. Nudie Williams cut two sides with Wheeler Records last week.

RHYTHM AND BLUES NOTES

Thomson ork will play the Renaissance Ballroom, New York, Easter Sunday. Earl Hines into the Blue Mirror, Washington, April 3.

PURVEYORS' PARADE OF BARGAINS

KEENEY LEAGUE BOWLER \$219.50... FIVE BALLS... ONE-BALLS... CIGARETTE MACHINES... NATIONAL 950... 8 INGO TYPE GAMES... UNITED 8-PLAYER \$319.50


PURVEYOR Shuffleboard Co. 4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 (CHICAGO 18, ILL.)

FOR SALE Coin Machine Route in Southern Arizona. Over 350 pieces: 68 Phonographs, 78 Pins, 26 One-Ball 10 Shuffleboards, 22 Bowling Games, 14 Pooltables, 3 Pin-Shooters, 1 Jet Gun.

Cancer strikes one in five STRIKE BACK Give to Conquer Cancer! AMERICAN CANCER SOCIETY



## RIDE 'EM COWBOY!



Designed by  
World Famous Manufacturer of  
Amusement Rides

The variable speed control allows the smallest tots to ride safely; should a larger child or teenager desire more action a gentle pull on the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at reasonable prices. Write today for full information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

## Coinmen You Know

### Miami

Ed Connelly and wife, Janet, who operate a music route at Clewiston, Fla., were in town on a buying trip. They reported that Eddie Tinda of Oklawaha, had sold his music route to the owner of a radio shop. The Connellys also said that juke box operators in the West Palm Beach-Palm Beach area are organizing an association.

Florida Record & Music Company tossed a cocktail party in honor of Les Paul and Mary Ford in the McAllister hotel, attended by some 300 persons including many juke box ops. Florida Music is the area distributor for Capitol records, the label under which the Paul-Ford duo have zoomed to sensational heights.

Not long ago music operators of Greater Miami were also among the guests at a special preview showing of Jane Froman's new movie "With a Song in My Heart" at the Mayfair theater, attended by many disk jockeys, record distributors, music operators and others in the trade.

### Detroit

Harry Tennyson Jr., manager of Auto Truck Rental, and Dr. Richard Straith, Detroit physician, have developed a new automatic parking device to be coin-operated under the name of Park-o-Matic, Inc. Offices of the company are at 145 West Elizabeth Street. Details of the device it was announced would not be made public for a few months. Leo H. Robb and Ernest L. Boggs also are associated with the venture.

Clayton E. Russell, recently with Music Systems, Inc., following his discharge from the Army, and Lloyd H. Cuqua, formerly with the Patterson Music Company, have formally registered the R & L Phonograph Service, with headquarters at 7537 Linwood Avenue. With about 15 years' experience apiece in the juke box field as servicemen, they will specialize in servicing equipment for operators exclusively, and do not plan to go into the operating end of the business.

Tony Siracuse, owner of the Circle Music Company in Dearborn, is convalescing following a major operation. . . Edward R. Shearin, business agent of the Teamsters Union Local 594 at Chattanooga, was a visitor at Detroit local headquarters. Leonard Farber has taken over sole ownership of the Olympic Vending Company, upon the withdrawal of his partner, William Mihalo, famed as the world's long distance walking champion.

(Continued on page 110)

### Deaths

Earl B. Talley, 38, in Long Beach, Calif., Monday (24), after a long illness. Talley, who's Talley Cigarette Service was one of the largest operations in the area, had been blind for a number of years. He was active in civic organizations and in industry associations.

Following two years of engineering development and location tests

## Now... EXHIBIT SUPPLY COMPANY

presents through  
**MIKE MUNVES CORPORATION**

# TWIN ROTATION

You Are Cordially Invited To See  
**TWIN ROTATION**  
Saturday and Sunday  
April 5 and 6  
10 A.M. to 5 P.M.  
At Our Showroom  
577 10th Ave.  
(at 42nd St.)

Inaugurating  
The Future  
Trend In  
SHUFFLE  
GAMES

## MIKE MUNVES CORP.

NEW YORK CITY • BRYANT 9-6677

all the news of your industry every week  
In The Billboard... **SUBSCRIBE TODAY**  
see page 3 for rates

### CLOSE-OUTS!

**ALL BRAND NEW**  
IN ORIGINAL FACTORY CRATES

UNIVERSAL WINNER ... \$250.00

WILLIAMS QUARTERBACK... 199.50

WILLIAMS MUSIC MITE... 129.50  
1/2 cash with order, balance C.O.D.

**GENERAL VENDING SALES CORP.**  
239-245 W. Biddle St. Baltimore, Md.

### WANTED!

Will Pay Top CASH

For Bally Broadway and United 3-4-5 (new or used). State lowest cash price and quantity available for immediate shipment.

Write or Wire  
**B & B NOVELTY CO.**  
1031 Golden Gate Ave.  
San Francisco, Calif.  
Phone: Fillmore 6-7125

### DALE EXHIBIT GUNS, \$49.95

F.O.B. Detroit

**Music Service Co.**  
2633 Woodward Detroit, Mich.

### GOOD BUYS FOR MUSIC OPERATORS

PACKARD PHONOGRAPHS—USED  
Model 1422 ..... \$100.00

A. M. I. PHONOGRAPHS—USED  
Model B ..... \$445.00

ROCK-OLA PHONOGRAPHS—USED  
Model 1426 ..... \$149.50  
Model 1422 ..... 99.50

**W. B. Distributors, Inc.**  
1012 Market St. St. Louis, Mo.

### WANTED

Service Man with experience on Music, Bowling and Pin Ball Machines. Union wages. References required.

**SYDAH VENDING CO.**  
159 S. College St. Akron, O.

### FOR SALE

Baker's Kicker & Catcher Counter Games, proven money-makers, originally \$49.50, priced to sell at \$29.50 F.O.B. South Daytona. New and substantially like new. Kally converted either 10 or 20 play. 1/2 deposit with order—balance C.O.D. Discount on lots of ten or more. Write  
**Counter Games Sales**  
P. O. Box 513 South Daytona, Fla.

# IT'S KEENEY AGAIN!

## NEW

NOTHING LIKE IT BEFORE!

UP TO 4 PLAYERS CAN SHOOT FOR INDIVIDUAL HIGH SCORES

WHILE EACH PLAYER PARTICIPATES IN "MATCH THIS SCORE"

# KEENEY'S SUPER DELUXE LEAGUE BOWLER

MEETS EVERY LOCATION REQUIREMENT WITH "MATCH THIS SCORE" EITHER PREDETERMINED WITH FIRST COIN INSERTED OR ON "MYSTERY" BASIS WHEN LAST SHOT IS MADE. SCORE OF 140 TO 259 MUST BE MATCHED EXACTLY BY 1-2-3 OR 4 PLAYERS. A REAL ATTRACTION!

## NEW

- ★ KEENEY LITE-UP PINS
- ★ 20-30 Automatic Scoring
- ★ Up to 4 Players Each Game
- ★ Plastic EVER-SLICK Silent Playfield

Install KEENEY'S SUPER DELUXE LEAGUE BOWLER TODAY!

Remember "MATCH THIS SCORE" TAKES IN MORE!

2 SIZES:  
9 1/2 FT. LONG  
2 FT. WIDE

8 FT. LONG  
2 FT. WIDE

Order FROM YOUR KEENEY DISTRIBUTOR

**J. H. KeeneY & CO. INC.**  
2406 W. 19TH STREET, CHICAGO 11, ILLINOIS











# Coinmen You Know

Continued from page 111

a busy week preparing for National Wurlitzer Days. Among the visitors in to see Ben Cohen were Lonny Long, Ottumwa, Ia. operator, and his son, Lonny Jr. At

World Wide Distributors, the account was on Williams' new game, Slugfest, and the Rock-Ola phonograph line. Money West and Len Micon were among the guests at

the distributor showing conducted by Exhibit Supply Company for his optical illusion game, Twin Rotation. Al Stern's son, Joel, was elected athlete of the month by the Von Steuben High School Journal. A top student, Joel started at guard on the basket ball team and was instrumental in the team's over-all success.

Bill Burns, Consolidated Concessions, Inc., states that its Chicago park concessions will be further bolstered by vending equipment this summer. Consolidated sub-contracts park vender locations to Automatic Merchandising Company.

At First Distributors, Wally Finkle and Joe Kline report good reception on Keeney's new game, Super Deluxe League Bowler. News from Purveyor Shuffleboard Company indicates shuffle games are going well in the Chicago area. Herb Parkins has increased his shipping staff. "Hit 'n' Run" Gottlieb's new baseball game, incorporates some of the features which made Niagara and Quartette leading games.

Clayton Nemeroff and Charlie Pierl, Monarch Coin Machines, Inc., have been receiving a lot of inquiries on their late model used games. This proved to be one of the busiest weeks at Exhibit Supply. First the big distributors showing at Ray Gottlieb's club for the Twin Rotation game, then daily conferences with firm's distributors. One of the high points of the week was the notification by Underwriters' Laboratories that Big Bronco had been approved for its safety and operational features.

**Grand Rapids**  
Bill Fitzgerald, AMI advertising and sales promotion manager, has informed the firm's distributors that each is being sent a quantity of folders for use in advertising the AMI wall box. Fitzgerald adds that a copy of the folder is being enclosed with every juke box leaving the AMI factory.

**Pittsburgh**  
Harry Rosenthal, general manager for Banner Specialty Company, out of town for about a week. Ben Mintz, whose brother, Saul, is in the men's clothing business, took the idea of (Continued on page 113)

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issued as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of both records, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 29	Issue of March 22	Issue of March 15	Issue of March 8
Acc. Bomber (Motorcoast).....	195.00	195.00	195.00	195.00
Air Raider (Keeney).....	95.00	95.00	125.00	125.00
All Stars (Williams).....	109.50	109.50	99.50 109.50	79.50 109.50
All Star Baseball.....	49.50	49.50	115.00	49.50
All Star Hockey (Chicago Coin).....			59.50	
Atlantic Bomber.....	125.00			
Bal-a-Ball Jr.....	19.50		225.00	225.00
Bal-a-Score (Ewins).....	175.00 225.00	75.00	39.50 75.00	75.00
Baiting Practice (Scientific).....	75.00		99.50	99.50
Big Bronco (Exhibit).....	185.00		185.00(2)	185.00
Big Taming (Bally).....	100.00		100.00	100.00
Bolacore (Spartan).....	45.00		45.00	45.00
Bowling (Keeney).....	19.50 25.00	15.00 19.50	19.50 22.50	19.50 29.50
Chickie Sam (Sawberg).....	75.00 105.00	75.00 85.00	75.00 100.00	75.00 100.00
Coaster Cup (Mercury).....	25.00		25.00	
Dave Gam (Exhibit).....	49.50 69.50	69.50 75.00(2)	99.50 69.50	65.00 69.50
Dave Gam (Exhibit).....	75.00(2) 99.50	94.50 85.00(2)	79.00(2) 64.50	65.00 115.00
Defender (Bally).....	95.00	95.00	115.00	95.00
Deluxe Athletic Scale (Mercury).....			69.00	69.00 69.50
Deluxe Athletic Scale (Mercury).....	150.00	150.00	150.00	150.00
Deck Meters (Silver King).....	17.50	17.50	17.50	
Fishing Well (Motorcoast).....	125.00	125.00	125.00	125.00
Flunk Hecky (Colinet).....	75.00		75.00(2)	75.00
Flunk Hecky (Colinet).....	69.50	95.00	69.50 95.00	39.50 44.50
Goat (Chicago Coin).....	99.50 125.00	99.50 125.00	99.50 110.00	79.50 95.00
Goat (Chicago Coin).....	225.00(2)	225.00(2)	225.00	225.00
Goat (Chicago Coin).....	249.50	249.50	249.50	249.50
Goat (Chicago Coin).....	55.00 69.50(2)	55.00 60.00	69.00 69.50(2)	69.00 69.50(2)
Goat (Chicago Coin).....	75.00	75.00	75.00	75.00
Goat (Chicago Coin).....	19.50		19.50	
Goat (Chicago Coin).....	75.00	75.00	99.50 75.00(2)	75.00
Goat (Chicago Coin).....	95.00 109.50		95.00 109.50	95.00 109.50
Goat (Chicago Coin).....	195.00		195.00	195.00
Goat (Chicago Coin).....	275.00		275.00	275.00
Goat (Chicago Coin).....	45.00		45.00	45.00
Goat (Chicago Coin).....	100.00		100.00	100.00
Goat (Chicago Coin).....	185.00 225.00	229.50	229.50	229.50
Goat (Chicago Coin).....	30.00		30.00	30.00
Goat (Chicago Coin).....	150.00		150.00	150.00
Goat (Chicago Coin).....	295.00		295.00	295.00
Goat (Chicago Coin).....	195.00		195.00	195.00
Goat (Chicago Coin).....	350.00(2)(3)	350.00(2)(3)	350.00(2)(3)	350.00(2)(3)
Goat (Chicago Coin).....	650.00(1)(2)	650.00(1)(2)	650.00(1)(2)	650.00(1)(2)
Goat (Chicago Coin).....	695.00(1)(2)	695.00(1)(2)	695.00(1)(2)	695.00(1)(2)
Goat (Chicago Coin).....	75.00 100.00	90.00 100.00	88.50 100.00	100.00 135.00
Goat (Chicago Coin).....	149.50	149.50	135.00 149.50	159.50
Goat (Chicago Coin).....	85.00 125.00	181.00	185.00 195.00	185.00
Goat (Chicago Coin).....			100.00	
Goat (Chicago Coin).....			55.00	55.00
Goat (Chicago Coin).....			99.50	99.50
Goat (Chicago Coin).....	550.00 375.00	375.00	295.00 375.00	295.00 375.00
Goat (Chicago Coin).....	395.00(2)	395.00(2)	395.00(2)	395.00(2)
Goat (Chicago Coin).....	75.00		75.00	75.00
Goat (Chicago Coin).....	25.00		25.00	25.00
Goat (Chicago Coin).....	79.00 99.50	75.00 99.50	85.00 99.50	75.00 99.50
Goat (Chicago Coin).....	100.00	89.50 100.00	100.00	100.00
Goat (Chicago Coin).....			79.50	
Goat (Chicago Coin).....	125.00		125.00	125.00
Goat (Chicago Coin).....	150.00		150.00	150.00
Goat (Chicago Coin).....	99.50		99.50(2)	99.50
Goat (Chicago Coin).....	24.50		24.50	24.50
Goat (Chicago Coin).....	299.50 399.50	299.50(2)	299.50 325.00	299.50 349.50
Goat (Chicago Coin).....	325.00 375.00	325.00 375.00	349.50	350.00(2)
Goat (Chicago Coin).....	349.50		350.00(2)	
Goat (Chicago Coin).....	100.00		100.00	100.00
Goat (Chicago Coin).....	150.00 105.00	150.00 105.00	150.00	150.00
Goat (Chicago Coin).....	195.00(2)	195.00(2)	195.00	195.00
Goat (Chicago Coin).....	150.00		150.00	150.00
Goat (Chicago Coin).....	29.50 35.00		29.50	29.50
Goat (Chicago Coin).....	40.00 69.50		85.00	85.00 69.50
Goat (Chicago Coin).....			350.00	
Goat (Chicago Coin).....	110.00		110.00	110.00
Goat (Chicago Coin).....	89.50 139.50	89.50 95.00(2)	99.50 100.00	94.50 100.00
Goat (Chicago Coin).....		100.00 139.50	135.00 139.50	139.50
Goat (Chicago Coin).....	125.00		85.00	100.00
Goat (Chicago Coin).....	100.00		100.00	100.00
Goat (Chicago Coin).....	19.50		19.50	19.50
Goat (Chicago Coin).....	110.00		110.00	110.00
Goat (Chicago Coin).....	129.50 139.50	129.50 139.50	139.50	139.50
Goat (Chicago Coin).....	65.00 75.00	65.00 75.00	67.00 75.00(2)	75.00(2)
Goat (Chicago Coin).....			35.00	
Goat (Chicago Coin).....			25.00	
Goat (Chicago Coin).....	18.50	10.00 18.50	18.50	18.50
Goat (Chicago Coin).....	85.00	95.00	90.00	95.00
Goat (Chicago Coin).....	395.00 525.00	395.00 525.00	395.00 525.00	375.00 525.00
Goat (Chicago Coin).....	85.00		85.00	85.00
Goat (Chicago Coin).....	25.00		25.00	25.00

**FIRST--where the OPERATOR is Always FIRST**

**SHUFFLE GAMES**  
NEW KEENEY'S Super Deluxe LEAGUE BOWLER

**VENDING**  
Keeney's Electric CIGARET MACHINE  
MINIT POP  
"WATCH IT POP" POP CORN SEZ CANDY KING-NEW BALL GUM-NEW

**ARCADE**  
Exhibitor's Saddle Horse BIG BRONCO  
PONY EXPRESS  
NEW Exhibit SET GUN C. C. 4 PLAYER DERBY  
Reconditioned and Refinished  
SHOOT THE BEAR, 335  
E. GUN PATROL, 225  
CH. CH. MIDDY, 118  
SKEE-BALL, 185  
TELEQUIZ, 118  
SAC-A-BUNNY, 95  
TEAM HOCKEY, 118  
C. C. GOALIE, 95  
KEENEY AIR RAIDER, 85  
UNDERSEA RAIDER, 85  
E. DALE GUN, 75  
E. DALE GUN, 75  
CHICKEN BAK, 75  
QUIZER w/Win, 75  
NEW KITE, 55  
POKER & JOKE, 55  
GLIDER, 55  
CODE SLIP TESTER, 55

**COUNTER GAME**  
CLOSEOUT  
Genco's PEE WEE  
Originally \$69.50  
Now only \$25  
Brand new 16 or 32 play.

**CONVERSIONS**  
JUMBO 9-INCH LITE UP PINS  
For C.C. BOWL ALLEYS  
Unit, TWIN BOWLERS  
Completely installed in minutes! All the Flash of the Newer 6 Players! \$24.50

**NEW KEENEY 6 PLAYER REBOUND Shuffleboard Conversions**  
For Show 2-2-2  
RECONDITIONED 4 PLAYER MATCH LEAGUE BOWLER \$299  
1 PLAYER BOWLING CHAMP \$135

**WANTED!**  
ARCADE EQUIPMENT  
LATE BALL  
BRIGHT LIGHTS  
BRIGHT SPOTS  
BRIGHT ISLAND

**RECONDITIONED**  
4 PLAYER MATCH LEAGUE BOWLER \$299  
1 PLAYER BOWLING CHAMP \$135

**CHICAGO COIN**  
PIN LITE BOWLER \$75  
ACE BOWLER \$75  
TROPHY BOWL \$50  
BOWLING CLASSIC \$50  
SHUP. BASEBALL \$50  
BOWLING ALLEY \$45

**BALLY**  
MODE BOWLER \$925  
SHUFFLE CHAMP \$75  
SPEED BOWLER \$50  
SHUFFLE BOWLER \$75  
SHUFFLE TARGET \$125  
BOWLING LEAGUE \$75

**WILLIAMS**  
DOUBLE HEADER \$175  
DE LUXE BOWLER \$49  
TWIN SHUFFLE \$115  
BRIGHT STRIKE \$145

**UNIVERSAL'S HI SCORE BOWLER \$105**  
Recond. Finest, Insured, Reassured. Only 3 available!

**BINGO & BALLS**  
NEW Bally ATLANTIC CITY Bally SPOT LIGHT UNIVERSAL SOLEO

**NEW CLOSEOUT!**  
UNIVERSAL'S STAR Latest Model \$295

**RECONDITIONED**  
Bally CORN ISLAND Bally BRIGHT SPOT (Write or Phone) Keeney HOLIDAY \$335 Bally BRIGHT LIGHTS \$275 Universal ZINGO \$282 Universal ABC \$295 Universal STAR \$245  
TERMS: 1/2 Deposit, Balance Sight Draft.

**FIRST DISTRIBUTORS**  
Wally Finkle & Joe Kline  
1748 W. North Avenue Chicago 22, Illinois Dickson 2-0500

**DAVE SIMON OFFERS--**

**UNITED'S LATEST 6-PLAYER SHUFFLE ALLEY**  
Write for price

**UNIVERSAL'S JUMBO PIN GAME ACROSS THE BOARD**  
Write for price

**UNITED'S STEEPLECHASE**  
New fast replay game • Write for price.

**UNIVERSAL'S JUMBO PIN GAME WINNER**  
Price \$295.00 ea. New original crates.

**UNIVERSAL'S SHUFFLE TOURNAMENT**  
Conversion for Shuffleboards.  
Price \$125.00 ea. New original crates

**UNITED'S TEAM HOCKEY**  
Great competitive 2-Player Game.  
Price \$125.00 ea. New original crates.

For Immediate Delivery in This Territory Contact **DAVE SIMON**

**MAINE NEW HAMPSHIRE VERMONT MASSACHUSETTS RHODE ISLAND CONNECTICUT NEW YORK NEW JERSEY DELAWARE WASHINGTON, D.C. MARYLAND VIRGINIA**

**SIMON SALES, INC.**  
627 TENTH AVE., NEW YORK 18, N. Y. PHONE: PLAZA 7-5660

**SOMEWHERE IN THE WORLD...**  
There's a buyer for your talents-services-or merchandise.

Changes are you'll find the among the 10,000 who read THE BILLBOARD classified ads every week and finding you in this ad, you may see cost as little as \$5 - 1



# Shuffle Games

For this week's prices consult the used machine advertisements in this issue.

	Issue of March 29	Issue of March 22	Issue of March 15	Issue of March 8
ABC Bowler (Keeney)	\$39.50	\$40.00	\$39.50	\$60.00
Ace Bowler (Chicago Coin)	95.00			
Baseball (Bally)	89.50	75.00	89.50	85.00
Big League Bowler (Keeney)	255.00	265.00	265.00	265.00
Bowl-a-Like (Genco)	24.50	25.00	24.50	36.00
Bowlrite (Genco)	45.00	59.50	45.00	50.00
Bowling Alley (Chicago Coin)	45.00(2)	49.50	45.00	59.00
Bowling Alley Rebound (Chicago Coin)	45.00			
Bowling Champ (Keeney)	95.00	97.50	99.50	109.50
Bowling Champ (Keeney) 2 Player	89.00	135.00	89.00	135.00
Beering Classic (Chicago Coin)	85.00	130.00	125.00	30.00
Bowling League (Genco)	20.80	24.50	24.50	45.00
Deluxe Bowler (Williams)	49.50	49.50	49.50	49.50
Double Bowler (Keeney)	75.00	110.00(2)	65.00	110.00
Double Bowler Rebound (Keeney)	195.00			
Double Header (Williams)	49.50	59.50	49.50	59.50
Double Shuffle Alley (United)	75.00	79.50	75.00	79.50
Double Shuffle Alley Express Rebound (United)	159.50		159.50	
Deck Pins (Keeney)	95.00			
Five Player Shuffle Alley (United)	275.00(2)	275.00(2)	275.00(2)	275.00(2)
Five Player Shuffle Rebound (United)	265.00			
Four Player Shuffle Alley Rebound (United)	253.00			
Four Player Shuffle Alley (United)	250.00	265.00	250.00	250.00
Glider (Genco)	29.50(2)	30.00	29.00	29.50
Hi Score Bowler (Universal)	125.00	135.00	145.00	150.00
Hook Bowler (Bally)	215.00	225.00	195.00	215.00
Horse Shoes (Chicago Coin)	149.50	50.00	124.50	149.50
King Pin (Keeney)	55.00			
League Bowler (Keeney)	210.00	200.00	210.00	210.00
League Bowler (Keeney) Rebound (United)	225.00(2)	225.00(2)	225.00(2)	225.00(2)
League Bowler (Keeney) 4 Player	219.50		250.00	215.00
Lucky Strike (Keeney)	35.00			
Match Bowler (Keeney) 4 Player	295.00			
Match League Bowler (Keeney) 4 Player	250.00			
Pin Boy (Keeney)	24.50	35.00	24.50	35.00
Pin Litz Bowler (Chicago Coin)	149.50		149.50	149.50
Shuffle Alley (United)	20.00	24.50	24.50	25.00
Shuffle Alley (United) Rebound (United)	25.00(2)	29.50(2)	29.50(2)	29.50(2)
Shuffle Alley Express (United)	125.00	139.50	125.00	139.50
Shuffle Alley, 8 Player (Genco)	175.00	275.00		275.00
Shuffle Alley, 6 Player Rebound (United)	325.00			
Shuffle Alley Express (United)	45.00	49.00	39.50	45.00
Shuffle Alley & Player (United)	300.00	310.00	325.00	310.00
Shuffle Baseball (Chicago Coin)	55.00	95.00	79.50	95.00
Shuffle Bowler (Bally)	24.50	29.50	24.50	29.50
Shufflecase (United)	179.50		150.00	179.50
Shuffle Champ (Bally)	45.00	75.00	59.50	59.50
Shuffle Junior (Genco)	50.00		30.00	30.00
Shuffle Lane (Genco)	24.50		24.50	24.50
Shuffle Lane (United)	179.50		175.00	175.00
Shuffle Lane (United) Rebound (United)	95.00(2)	129.50	95.00	99.50
Shuffle Target (Genco)	149.50	150.00	149.50	150.00
Shuffle Ten Strike (Erasm)	35.00			
Single Shuffle Alley Rebound (United)	89.00	89.50	89.50	95.00
Sheep Alley (United)	115.00	139.50	50.00	99.50
Sport Bowler (Bally)	49.50(2)	49.50(2)	55.00	49.50
Staro (Eshant)	45.00	95.00	95.00	95.00
Super Shuffle Alley (United)	39.50	45.00	39.50	45.00
Super Twin Bowler (Universal)	95.00(2)	99.00	99.00	99.00
Ten Pins (Keeney)	24.50	48.00	24.50	45.00
Trophy Bowl (Chicago Coin)	74.50	85.00	74.50	79.50
Twin Bowler (Universal)	49.50(2)	65.00	49.50(2)	65.00
Twin Bowler Deluxe (Lish)	235.00		235.00	
Twin Bowler Rebound (Keeney)	185.00			
Twin Shuffle Alley Rebound (United)	195.00(2)	215.00	219.50	215.00
Twin Shuffle (Williams)	20.00	24.50	24.50	35.00
Twin Shuffle-Cade (United)	239.00	250.00	239.00	250.00

# Coinmen You Know

Continued from page 112

coin-operated laundries back to his home in Israel several years ago and recently sold the operation.

One of the best ways to save service costs is thru preventative maintenance, reports Morris Moskowitz, partner at Sidmor Moskowitz Company. We've cut in half our service calls in better locations by making sure machines are in top working order, he said.

Joseph McGinn reports that 48 persons attended the National Automatic Merchandisers' Association dinner at Hotel Webster Hall, March 18 when the September convention was discussed.

The coin-operated horse at Seaf's on the North Side is doing steady biz. On Saturdays usually there are 10 parents standing in line waiting to give their youngsters a ride. Howard Crombie, Tri-State Automatic Candy Corporation, going out to get the drive-ins lined up.

The sister of Art Muneo, mechanic for operator Al Klodl, passed away in Carriek, Pa.

Pete Maloy, field representative for NAMA, who was in town for the group's recent dinner, feels that vending of candy, soft drinks, coffee and cigarettes will grow. Sydney Reinwasser has acquired the dealership for Sealy mattresses and springs. He reports op business increasing at his new location.

M. J. Abelson, general sales manager, Oak Manufacturing Company, reports the ball gum and merchandise association is starting a campaign to keep its members well informed. Nellie Litcher's "Heart of a Clown" is showing up well on the boxes. Many operators have been happy about the trade situation. Usually business slows during Lent, but this year it has held up.

Heavy traffic near Automatic Canteen Company in the West End district near the Banksville traffic circle has been urged by authorities to use other routes while improvements are made.

Oliver Voelpe, Liberty Music, was shopping the record stores.

Angelo Corneille, Jeannette, Pa., is recuperating from the flu. Raymond W. Waits, sales manager, Mills Automatic Merchandising Corporation, notes business on the upswing. Harold Cohen, head of Confection Specialties Company, believes the supply situation will work itself out. Victor Abelson, Empire Distributors, reports he is handling National Uneda, International and Rowe equipment.

With possible tornadoes predicted as close by as West Virginia, A. H. Pitchford, operator of electric shave vendors, says he has lived thru two in the Midwest and actually seen 15 to 20 in his lifetime.

**Detroit**  
Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, is vacationing in Miami. Michael Weinberger, veteran operator-jobber who has been in po. health, is back on the job after a Southern vacation. Erwin Baldridge, equipment operator at Island Lake, near Brighton, is revamping his equipment set-up for an early resort season opening.

Carl Angott, of Angott Distributing Company, has returned from a visit to the Wurflizer plant in North Tonawanda, N. Y. Joseph Brilliant, founder of Brilliant Music Company, returned Monday (24) from a three-week stay in Hot Springs. Leo Weinberger enlarged his route with the purchase of new music equipment. John Gatson has established a cigarette vending route under the name of Ecorse (Continued on page 114)

**WHITE for PRICES:**  
Happy Go Lucky Snooks  
Harvey Quartette  
Mermaid Sportifan  
Shoo Shoo Deluxe World Series

Lehigh Specialty Co.  
826 N. Broad St., Philadelphia 10, Pa.

# Chicago Coin's 4-PLAYER DERBY

1-2-3 OR 4 CAN PLAY AT SAME TIME



3 DIMENSIONAL HORSES MOVE AS GAME IS PLAYED!

- ★ 4 TIMES THE EARNING POWER OF A SINGLE PLAYER GAME
- ★ 4 COINS IN ABOUT ONE MINUTE
- ★ 60% OF PLAY BY 4 PLAYERS
- ★ 4 PLAYER COMPETITION

SEE YOUR DISTRIBUTOR TODAY!

# CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

**For Better Buys** buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Comet Caravan	\$49.50	Champion (CC)	\$72.50
Tobin	\$58.00	R. E. Jones	75.00
Catania	75.50	Williams Star Series	89.50
Thrill	75.50	Champion (Bally)	99.50
Monterrey	99.50	Citizens	99.50
Summerline	99.50	Champion Line	125.00
Hits & Runs	129.50	ABC	275.00

**BOWLING GAMES**

Keeney League Bowler \$228.00 • Keeney King Pin \$190.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

Keeney Deluxe 4-Way Bowler Keeney 4-Way Bowler  
Keeney Electric Clearpath Vender  
Keeney Refrigerated Sandwich Machine  
Keeney Television  
Spot Lite - Quartette - Stupfest

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

**ALLIED'S NEW "Formica Type" TOPS**

Immediate delivery. Includes a can of ALLIED'S Super Glue Rital

For CHICAGO COIN and UNIVERSAL TWINS 8 FT.	For WILLIAMS DOUBLE HEADERS Routed to fit
Sample Each \$17	Sample Each \$21
Lots of 4 Each \$15	Lots of 4 Each \$19

**WANT TO BUY!** For UNIVERSAL SUPER TWIN (9 1/2 ft.)

30 DALE GUNS  
10 CONEY ISLANDS  
ARCADE EQUIPMENT  
Highest Prices Paid

Sample Each \$21

Lots of 4 Each \$19

**ALLIED COIN MACHINE CO.**  
786 MILWAUKEE AVE. CA no 6-0293 CHICAGO 22

GIVE TO DAMON RUNYON CANCER FUND



# Shaffer Specials In Better Quality Buys

**NATIONAL**  
Electric Cig. Mach. \$124.50

**EXHIBIT**  
Dale Guns \$69.50

**SEEBURG**  
Shoot The Bear \$299.50

**SEEBURG**

148-M ..... \$299.50

147-M ..... 179.50

146-M ..... 149.50

H-146-M ..... 139.50

**AMI**

D (40) new WRITE ..... \$499.50

C ..... 399.50

B ..... 299.50

A

**PACKARD**  
Manhattan Model 7 ..... \$79.50

**AIREON**  
400 Colonel ..... \$79.50

Terms: 25% Deposit, Balance C.O.D.  
All Items Subject to Prior Sale

## SHAFFER MUSIC CO.

COLUMBUS, OHIO      CINCINNATI, OHIO      INDIANAPOLIS, IND.

606 S. High St.      2333 Gilbert Ave.      1327 Capitol Ave.

Main 5563      Capital 1438      Lincoln 3571

**GIVE TO DAMON RUNYON CANCER FUND**



# EMPIRE

AT YOUR SERVICE... World's Largest Selection of Coin Operated Machines

**WANTED!**

300 BINGO GAMES

WE'LL PAY THESE PRICES:

Spot Lite \$425.00	Leader .. \$275.00
Cokey Lt. 375.00	ABC ..... 150.00
Bright Spot 300.00	5 Star ..... 100.00
Bright Lts. 265.00	Lite-A-Line 100.00

**5-BALLS**

United Before 129.50

King's Pin 134.50

Wm. Slocum 134.50

Golf, Quarters 134.50

Once Double Action 134.50

Keany Hoolider 134.50

Bally Atlantic City 134.50

Central Tower \$178.00

Double Double 134.50

Spot Bowler 134.50

4 Kingsmen 134.50

Knockout 134.50

Punchy 134.50

Old Fashioned 134.50

Georgia 134.50

**STOP AND GO 139.50**

Pin Bowler 139.50

Fighting Irish 139.50

Sweetheart 139.50

Badgerball 139.50

Mrs & Run 139.50

Orle 139.50

Marvel Time 139.50

Flying Saucer 139.50

Bomber 139.50

**DREAMY 124.50**

Pin Rod 124.50

Playland 124.50

Canada 124.50

King Arthur 124.50

Tring 124.50

July 124.50

Decker 124.50

Becker 124.50

Tri Stars 124.50

Bank-a-Jack 124.50

Go-Go 124.50

**FRESHIE 114.50**

Mercury 114.50

Compass 114.50

Callie Date 114.50

Zahiti 114.50

Shenytown 114.50

**SO. PACIFIC 109.50**

Tumbleweed 109.50

Boston 109.50

**ARCADE**

**EXH. BIG BRONCO**

**KRM. JET GUN**

**CHI. 4 PLAYER DERBY**

**WMS. HORSEFEATHERS**

**ART BRITLE SPORT**

**WMS. DELUXE WORLD SERIES**

Mura. Voice o Graph. 125.00

Chicago Basket. 125.00

Ball. Chrm. 275.00

Exp. Pony Bsp. 195.00

Wm. All Star 195.00

21' Shuffleboard 130.00

Gun Pistol 225.00

Chi. Midget 249.00

Shoe Ball 274.00

Et. Basketball 225.00

Chi. Pistol 189.50

Star Serial 129.50

Mar. 12-Way Ath. 99.50

Scale, New 139.50

Televis. 119.50

Paul Vibrier 199.50

Jack Rabbit 199.50

Chicken Sm. 109.50

Reboul 109.50

**GOALEE 99.50**

Peking 99.50

Quarterback 99.50

Exp. Die Gun 99.50

Flisk Hockey 78.00

Heavy Hitter 49.50

Shenanigan Art 109.50

Show & Film 109.50

**GENCO GLIDER 39.50**

Total of Advance 39.50

Roll 39.50

Mercury New 39.50

Kicker & Catcher 37.00

Pin Car. 39.50

Arms Shocker 34.50

Great Skill Test 69.50

**NEW CLOSETS!**

Daily Turf King \$443.00

Chester Things .. 149.00

Urn. Shuffle Tournament .. 199.00

Chg Shuffle Horse Shoes, 3-Player 178.00

**MUSIC**

**EVANS CENTURY**  
100 select. 45 RPM

**EVANS PUBLIC**  
48 select. 45 or 78

**CINCOIN BAND BOX**  
Wurlitzer 1100 \$399.00  
Wurlitzer 1015 358.00  
Wms. Musc. Wms. New .. 149.00

**CONVERSIONS**

Large Lighted Pin Code, for Chi. 4, 5, 6, 7, 8, 9

Keen Bowling Chicago, 2 Pl. 148.00

United Playway Pin Car. 99.50

Show & Film Bowler, 4 Pl. 249.00

## Coin Machine Exports

December, 1951

Country	No.	Value	Photograph			Vender			Automatic Games		
			No.	Value	Price	No.	Value	Price	No.	Value	Price
Canada	440	\$101,912	84	\$33,048	\$393	—	—	—	—	—	—
Cuba	138	66,370	138	66,370	481	—	—	—	—	—	—
Mexico	220	65,796	220	65,796	299	—	—	—	—	—	—
Venezuela	108	65,804	108	65,804	607	—	—	—	—	—	—
Guatemala	66	35,376	66	35,376	536	—	—	—	—	—	—
Japan	97	31,350	—	—	—	—	—	—	97	31,350	323
France	332	20,410	—	—	—	—	—	—	332	20,410	61
Panama	22	15,588	22	15,588	705	—	—	—	—	—	—
Netherlands	25	13,765	25	13,765	551	—	—	—	—	—	—
Other Countries	790	87,780	159	38,062	241	305	\$18,799	\$63	326	30,919	95
<b>Totals</b>	<b>2,238</b>	<b>\$503,951</b>	<b>822</b>	<b>\$333,609</b>	<b>—</b>	<b>305</b>	<b>\$18,799</b>	<b>—</b>	<b>1,111</b>	<b>\$151,543</b>	<b>—</b>

# Coinmen You Know

Continued from page 113

Vending Company, operating in Escorse.

Edward Morey, Photomatic and scales operator, who also operated Morey's Garden on the West Side, has moved to Union Lake, Oakland County, where he is operating a riding and golf club.

Disposition of the route of Mauro Vargas, the Vargas Music Company, Saginaw, Mich., who was killed in an automobile accident several weeks ago, has been made by the Brilliant Music Company, which bought the entire operation. Route was sold in two sections to Vincent and Bill Crisani, operating as the Melody Music Company, and to Fred Walker, operator of Walker Music Company.

Spacarb Detroit Distributors are now established in their new plant at 2281 Indianlake in the north end, Manager L. R. Tower reports. Glen Bradley, former executive with the company, is now in business here as a manufacturers representative, having left the coin machine field.

The local offices of Vending Machine Corporation of America have been moved to the north end at 3462 Jay Road. James Melody, formerly owner of the Red Top Market, where he was closely associated with the novelty merchandise field, is opening the Melody Speed-o-Matic Laundry, with a diversified battery of equipment, including some large capacity units.

John Kotek, formerly of the Briggs Manufacturing Company, and Edward Holly, a director of the Continental Service & Equipment Company, coin machine distributors, have formed the Athletic Scales Company at 5814 Grandy Street. The firm will operate scales, specializing in the Mercury Athletic Scales, thruout Michigan.

### Hartford, Conn.

Leonard Berens, general manager of Seaboard Distributors Corporation, has set up an attractive window display at the Seaboard executive office building for Peter Pan Records. Soft drink vending machines have made their appearance in Union Railroad Station. The station now has two soft drink vending machines and one cigarette vender near the information booth.

Francis E. Stern, head of Stern & Company, wholesale distributors of electrical appliances and Columbia Records, has been elected a trustee for three years of Temple Beth Israel. Ralph Colucci, Seaboard Distributors, is vacationing in Hot Springs.

### New York

Aleck Abrahamson, vice-president in charge of sales of Chunky Chocolate, has returned to his office after completing a three-month coast-to-coast selling trip. Joe Hart and Ron Pappas, partners in Hart Distributing of Seattle, in New York with their wives for a week's vacation, Joe and Ron, who also are associated in allied interests in Alaska and Nevada, attended the recent distributor meeting at Wurlitzer's North Tonawanda plant. They'll be back at their Seattle operation in time for Wurlitzer Days, beginning April 8.

Charles Aronson, of Brooklyn Amusement, returned from a month's Florida vacation Tuesday (25). Charlie Kantor, president of Automatic Photograph Operators' Association, for a friendly get-together and an exchange of views between both associations.

Ben Gottlieb, of Majestic Operating, who is still in Florida, receiving the sad news that his Fourth Avenue office here had been held up Monday (24). His manager was forced into a back room, after which the holdup men got off with \$1,500 in quarters.

Is Edelman, of Edelo, Detroit gear manufacturer, is headquarters here while covering his Eastern accounts. Edelman is active supplying Formica playing fields for shuffle game conversions. Les Paul, shuffle board route operator and owner of Western Premiums Store on 10th Avenue here, announces he's planning to return from the premium business to concentrate on his other activities.

well as retailers and other tobacco groups will meet April 3 in the Georgian Room, of the Hotel Statler here, where a comprehensive plan to defeat the tax will be unfolded. Sam Eppy, president of Samuel Eppy & Company, is leaving on a two-week Florida vacation this week, accompanied by his wife. Sam's firm is well known as a manufacturer of charms for vending machines.

### Cincinnati

Automatic Photograph Owners' Association has sent out letters asking members to hold April 8 open for the group's annual election meeting at the Hotel Sherman Gibson at 9 p.m. At the last regular meeting it was decided that all membership dues must be paid in full to entice each member to vote.


### Indianapolis

Al Calderon, of the Calderon Distributing Company, has started showings of Bally's Atlantic City game and reports it is meeting the approval of operators over the State. Sicking Company, Inc., reports Chicago Coin's 4-Player Derby in steady demand. Business on games is good, according to Mrs. Lottie Berman.

Theft of about \$500 in coins from a Hamilton-Harris & Company truck was reported Thursday (20) by Michael J. Lynch, the driver. Lynch said that while he was serving a cigarette machine in the 800 block of Indiana Avenue thieves pried off a panel at the front of the truck and took a sack containing the coins, receipts from vending machines.

**ATTENTION**

**ALL FOREIGN BUYERS**



Joe Ash

We ship to all parts of the world and pre-thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated; and guarantee prompt and efficient service, based on your requirements. They'll be met satisfactorily from our own piece stock.

**Joe Ash**

**WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.**

**ACTIVE**

**AMUSEMENT MACHINES CO**

606 N. Broad Street, Philadelphia 30, Pa.  
Phone FRamont 754405

"You can always depend on Active—ALL WAYS"



# DAVIS Guarantee

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

## BUY GUARANTEED PHONOGRAPHS WITH THE "FAMOUS DAVIS" 6 POINT GUARANTEE SEEBURG

148-ML	\$279
147-M	179
146-M	219
H148M Hiaway	179
H246M Hiaway	159
H146M Hiaway	159

<b>WURLITZER</b>	
1080	\$179
1013	179
1017 Hiaway	150

<b>AIREON</b>	
500 Coronet	\$129

<b>ROCK-OLA</b>	
1426	\$159

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Guaranteed With Davis 6 Point Guarantee for \$35 Additional Per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1041 B.C. Special \$59	750 \$79	1422 Commander \$59
Elroy \$59	750 \$79	1422 Commander \$59
Nightingale \$59	950 \$59	1422 Commander \$59
Coburn \$49	950 \$59	1422 Commander \$59
Maple \$49	500 \$49	1422 Commander \$59
Classic \$49	600K \$49	1422 Commander \$59
Regal \$49	600R \$49	1422 Commander \$59
Cam \$44	Victory \$39	1422 Commander \$59
Mayfair \$44	24 \$39	1422 Commander \$59

WALL BOX SPECIALS	
Seeburg W1-L56, Sr. Wireless, Refinished	\$12.50
Seeburg 1W2-L54, Sr. 3 Wire, Refinished	15.00
Seeburg W4-L56, Sr. 10c, 25c, Wireless, Refinished	37.00
Seeburg 1W5-L56, Sr. 10c, 25c, 9 Wire, Refinished	37.00
Wurlitzer 3010, Sr. 10c, 25c, Reconditioned	37.50
Wurlitzer 3011, Sr. Refinished	11.95
Packard P1a-Mor, Sr. Reconditioned	9.95
Wurlitzer 219, Stepper	22.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

**DAVIS DISTRIBUTING CORP.**  
SEEBURG FACTORY DISTRIBUTORS  
738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194  
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

# • LONDON • SPRING VALUES •

YOUR SPRINGBOARD TO EXTRA SAVINGS & PROFITS!

Take Your Choice		
Ten Pins shuffle Alley	\$24.50 EACH	
Bowling League shuffle Lane		
Pim Boy shuffle Bowler		
shuffle Bowler		
Twin shuffle		
Twin shuffle		
SHUFFLE GAMES		
Chicago Express	\$49.50 EACH	
Chicago Lane Bowling Alley		
Universal Twin Bowler		
Deluxe Bowler		
Reed Bowler		
USED		
Delta Gun	\$42.50	
All Star Baseball	49.50	
NEW GAME SPECIALS: Tri-Score • Slop 'n' Go • WRITE		
NEW LOW PRICES!		
Cinderella \$35.50	Manterey \$39.50	Camel Coronet \$69.50
Black Cat \$6.50	Summartime \$9.50	Three Feathers \$9.50
Sarcophagi \$9.50	Virginia \$9.50	Flamingo Power \$9.50
Wilcoxon \$9.50	Maryland \$9.50	Champion \$9.50
Tribe Action \$9.50	Dallas \$9.50	Samba \$9.50
Happy Widow \$9.50	Maryland \$9.50	Maraca \$9.50
Screw Ball \$9.50	Lucky Innings \$9.50	Swanee \$9.50
Trace Winds \$9.50	Rondeau \$9.50	Alleg in Wonderland \$9.50
Sam Ball \$9.50	Major League Base \$9.50	Lord \$9.50
Crazy Ball \$9.50	Ball \$9.50	Lady Robin Hood \$9.50
Catalina \$9.50	Mean Draw \$9.50	Hungry Dumpty \$9.50
Stormy \$9.50	Amazons \$9.50	Telecard \$9.50
De-Wa-Ditty \$9.50	El Paso \$9.50	Mid Parade \$9.50

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota South Dakota and Upper Michigan.

**S. L. London Music Co., Inc.**  
3130 WEST LISBON AVENUE MILWAUKEE 8 WISC DIVISION 4-3220  
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8 MINN. KENWOOD 6612

**Subscribe Now!**  
52 BIG ISSUES, \$10  
Including 8 Special Issues

"A good display of record advertisements from The Billboard is a great help for increasing your sales."

F. W. WOOLWORTH CO.  
Miss Hazel Smith  
124 West Main St.  
Durham, N. C.

**The Billboard**  
The Amusement Industry's Leading Newsweekly  
Published Weekly  
Subscription Price \$10.00 per year in Advance  
Foreign Postage Extra  
Single Copies 25c  
50c per copy in Advance

**THE BILLBOARD** 913  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. Foreign Countries (except Canada), \$10. I understand this will include at least 8 Special Issues.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_



# Williams SLUGFEST

**GIVES YOUR LOCATIONS Grand Slam Baseball Action—Play-Stimulating—Profit-Producing!**

IN-A-BACKBOARD DIAMOND—3 Dimension Ball Players actually run bases within the backboard! "Grandstand" view of lighted diamond, colorful ball park, base-running action!

HOME RUN BALL TRAPS—Score Home Runs... light up Thumper Bumpers and all Base Ball Ovens to increase High Score "Batting Average" Points!

SPECIAL SCORING—When Bottom Ball Over is lighted by taking all 3 Ball Traps... when all 5 Lanes are lighted by 1 to 8 Number Sequence!

SINGLES—  
DOUBLES—  
TRIPLES—  
HOME RUNS!

REPLAYS FOR RUNS AND HIGH "BATTING AVERAGE" SCORE!

A DELUXE GAME with COSTLY, EXCLUSIVE FEATURES AT THE REGULAR 5-BALL PRICE!  
SEE-BUY SLUGFEST AT YOUR DISTRIBUTOR NOW!

4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

## GUARANTEED USED ONE BALLS

Ready for Location at Lowest Prices

TURF KING ..... \$249.50  
WINNER ..... 199.50  
CHAMPION ..... 99.50  
PHOTO FINISH ..... 99.50  
CITATION ..... 74.50  
GOLD CUP ..... 64.50  
JOCKEY SPECIAL ..... 54.50

1/3 deposit with all orders  
**SICKING, INC.**  
America's Oldest Distributor  
Established 1895  
1401 Central Pkwy.  
Cincinnati 14, Ohio

## ONE BALLS

TURF KING ..... \$150.00  
WINNER ..... 125.00  
WINNER (NEW) ..... 225.00  
CHAMPION ..... 50.00  
CITATION ..... 39.00  
GOLD CUP ..... 20.00

## ARCADE EQUIPMENT

Exhibit JET GUN (NEW) ..... WRITE  
Exhibit DALE GUN ..... \$ 60.00  
Exhibit SILVER BULLETS ..... 110.00  
Exhibit SIX SHOOTER ..... 195.00  
Seeburg BEAR GUN ..... 225.00

**OLIVE NOVELTY CO.**  
2625 Lucas Ave. St. Louis 3, Mo.  
Franklin 3620

## SHUFFLE ALLEYS

Exhibit Stride \$ 75.00  
Coco Elder 30.00  
United Dots, Shuffle 15.00  
United Express 49.00  
United Two Player 75.00  
Express 75.00  
United Single Sub. 75.00  
Univ. Twin Bowler 45.00  
Wm. Twin Shuffle 33.00  
Wm. Dots, Header 100.00

## JUMBO PIN GAMES

Champions 599.50  
Wings 150.00  
Gold Cups 50.00  
Special Entries 50.00  
Photo Finish 75.00  
Jockey Special 50.00  
Champions 75.00  
Crating \$18 extra.

## FORMICA TOPS

For United Alloys — \$25.00 each for 8 or more — 16 or more, write.  
Big Pins \$4.50 per set.

## WANTED!

We will pay the best buying prices:  
Spec. Lits. \$175.00  
Coney Is. \$75.00  
Bride Seat 300.00  
Bride Lts. 245.00  
Lands 275.00  
ABC 150.00  
3 Star 100.00  
Landscape 100.00

## ARCADIE EQUIPMENT

Acc Bomber \$ 95.00  
Batting Practice 75.00  
Bummerang 45.00  
Bally Big Lining 185.00  
Bally Defender 95.00  
Bally Heavy Mixer 49.50  
Bally Rapid Way 125.00  
Ch. C. Hockey 75.00  
Ch. C. Pistol 100.00  
Ch. C. Basket Ball 100.00  
Ch. C. Soccer Ball 225.00  
Ch. C. Game 225.00  
Delta Gun 75.00  
Delta Pool Table 75.00  
Ev. Super Bomber 190.00  
Keyway Sub Gun. Write  
Ex. Big Striker, new 99.50  
Mura. Photo, late 450.00  
Mura. Photo, early 350.00  
Mura. Drivemobile 150.00

## COUNTER GAMES

B. & Duck Numbers, used 617.50  
B&H-Homer, new 79.50  
Ricker & Catcher 300.00  
new 34.50  
Ace Shooters, new 74.50  
Shipman's Peak 59.50  
Shower, new 59.50  
Golf Three Way 18.50  
Stripper, used 18.50

## A. B. T. RIFLE RANGE

1, 2 or 3 Rifles  
now available  
write for price  
for all  
ferris devices

## HORSES

For all new horses  
now on the market  
write, wire or phone  
for prices

## SPECIAL!

Un. Four Ways \$250.00  
Un. Five Ways \$75.00

**AMI** Distributors for Northern Ohio  
NOW DELIVERING MODEL D

**Cleveland Coin MACHINE EXCHANGE, INC.**  
2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Towsl 1-6715

M. S. GISSER Sales Manager

All the news of your industry every week in The Billboard... SUBSCRIBE TODAY... one page 2 per issue



# Bigger Profits are a Breeze with Bally atlantic city

**NEWEST 3-CARD 5-BALL REPLAY HIT**



## NEW DOUBLE-SCORE

FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL  
ATTRACTS EXTRA COINS EVERY GAME  
POSSIBLE TO SPOT SIX NUMBERS

POPULAR "CORNERS" IDEA  
PROMOTES PLENTY EXTRA-COIN PLAY  
CORNER NUMBERS SCORE 200

## EXTRA BALLS FEATURE

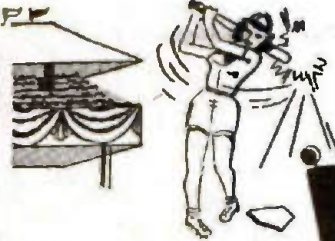
WITH ADVANCING ARROW SUSPENSE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES  
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

New Profit-proved features have been built into Bally ATLANTIC CITY . . . features that hold the play for hours . . . features that are piling up the fattest profits in coin-machine history. Order ATLANTIC CITY from your Bally distributor today.

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





**Take the Lead—IN PLAY...  
IN EARNINGS with**

# HIT 'N' RUN

**GOTTLIEB'S  
NEW**

**"LINE-DRIVE" SPEED—FLASHY DIAMOND PERFORMANCE!**

4 HIGH SCORE BALL TRAP HOLES—one at each corner of the Diamond—light corresponding "POP"-BUMPERS when filled. "POP" BUMPERS then advance Base Runners. REPLAY when all Bases and Home Plate are loaded. 1 to 8 BUTTON AND BUMPER SEQUENCE activate TRAVELING—LIGHT ACTION ON MYSTERY REPLAY BUTTONS. SUPER ACTION 2-WAY HOME RUN GATES... SUPER SCORING CYCLONIC KICKERS!

*Light-animated Bull Players on light box duplicate base-running action on playfield.*

REPLAYS FOR RUNS and HIGH SCORE  
4 "POP" BUMPERS • 2 FLIPPERS

DELIVERY NOW FROM YOUR  
DISTRIBUTOR!

**ORDER  
TODAY!**

*D. Gottlieb & Co.*

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

*"There Is No Substitute for Quality!"*

**EVANS'**

**PROFIT STIMULATING  
COUNTER GAMES**

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

**MONTE CARLO**

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

SIZE: 12"x24"x2"

**H. C. EVANS & CO.** 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS' JUBILEE AND CENTURY AD ON PAGE 102

WE ARE PROUD TO ANNOUNCE OUR APPOINTMENT as...

**EXCLUSIVE DISTRIBUTOR for**

★ **H. C. EVANS COMPANY** in **EASTERN PENNSYLVANIA and SOUTHERN NEW JERSEY**

SEE THE EVANS' **JUBILEE** 40/45 • 40/78  
20 Records, 40 Selections IN OUR SHOWROOMS

WATCH FOR THE SHOWING OF **EVANS' CENTURY** 100/45  
50 Records, 100 Selections

**INTERNATIONAL AMUSEMENT CO.** 1423 SPRING GARDEN STREET, Rittenhouse 6-7712

**SCOTT-CROSSE COMPANY** PHILADELPHIA 30, PA

Branch: 906 Copouse Avenue, Scranton, Pa.

GET 'EM WHILE WE'VE GOT 'EM

**BALLY TURF KINGS** only \$195

- CLEAN!
- GUARANTEED!
- RECONDITIONED

by Factory Trained Mechanics of New England's Exclusive Bally Distributor.

Will accept in trade: Mayhewners, Panoram, Bally Bright Lights, Bally Bright Spots, Coney Islands, Metal Typers, International Records.

**REDD DISTRIBUTING CO., INC.** 298 LINCOLN STREET, ALLSTON 34, MASS. AL 4-4040 in Mass., R. I., N. H., Vt. and Me.

Exclusive distributors for **AMI**

**GENCO**

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

**METAL TYPERS WANTED**

Greeters at Standard. State price and condition first letter.

**RED DAUGHTERY**  
626 4th Ave., So. Nashville, Tenn.

**FORMICA TOP DISTRIBUTORS WANTED**

Distributors for GENUINE FORMICA replacement tops for all makes of bowling machines available in all States and territories. These tops are not "like Formica" or "Formica type," but are GENUINE, highest quality stain proof bar top Formica, all wrapped during manufacturing process. \$116 wholesale in "locked lot" and cannot wear off. Formica tops are smooth, slick, fast, quiet and will last and look bright and new for years. Operators using Formica are on their feet, but good. Write or wire for PHOTOGRAPHED territories.

SAMPLES, \$25.50. LOTS OF 25, \$20.00 E.A. 8" GAMES, \$20.00 IN 20 LOTS. DISTRIBUTION, 50¢.

**NOVELTY GAMES, INC.** 1900 N. MAIN ST., RACINE, WIS. DIAL RACINE 3-1911.



**IT'S A MUST...  
LOCATIONS EVERYWHERE  
DEMAND SAFETY!**

# "BIG BRONCO"

IS THE ONLY MECHANICAL HORSE ON THE  
MARKET THAT IS APPROVED BY . . .

## UNDERWRITERS'



## LABORATORIES

**KNOW THE FACTS  
BUY WITH CONFIDENCE**

**UNDERWRITERS'  
LABORATORIES  
APPROVAL MEANS . . .**

- ★ LOWER INSURANCE RATES
- ★ LOCATION ACCEPTANCE
- ★ A QUALITY PRODUCT
- ★ LESS SERVICE CALLS
- ★ A BETTER OPERATION
- ★ LOOK FOR THE NAME  
"BIG BRONCO" WHEN YOU BUY



**IT TROTS!  
IT GALLOPS!**

**SEE IT TODAY  
AT YOUR NEAREST  
EXHIBIT DISTRIBUTOR**

**ESTABLISHED  
1901**

### THE EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS



# United's

# BOLEERO



**NEW, FAST  
REPLAY GAME**  
WITH  
**1, 2 OR 3 CARD PLAY**  
ONE COIN PER CARD  
PLUS POPULAR  
**6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> Extra Ball  
Purchase Feature**

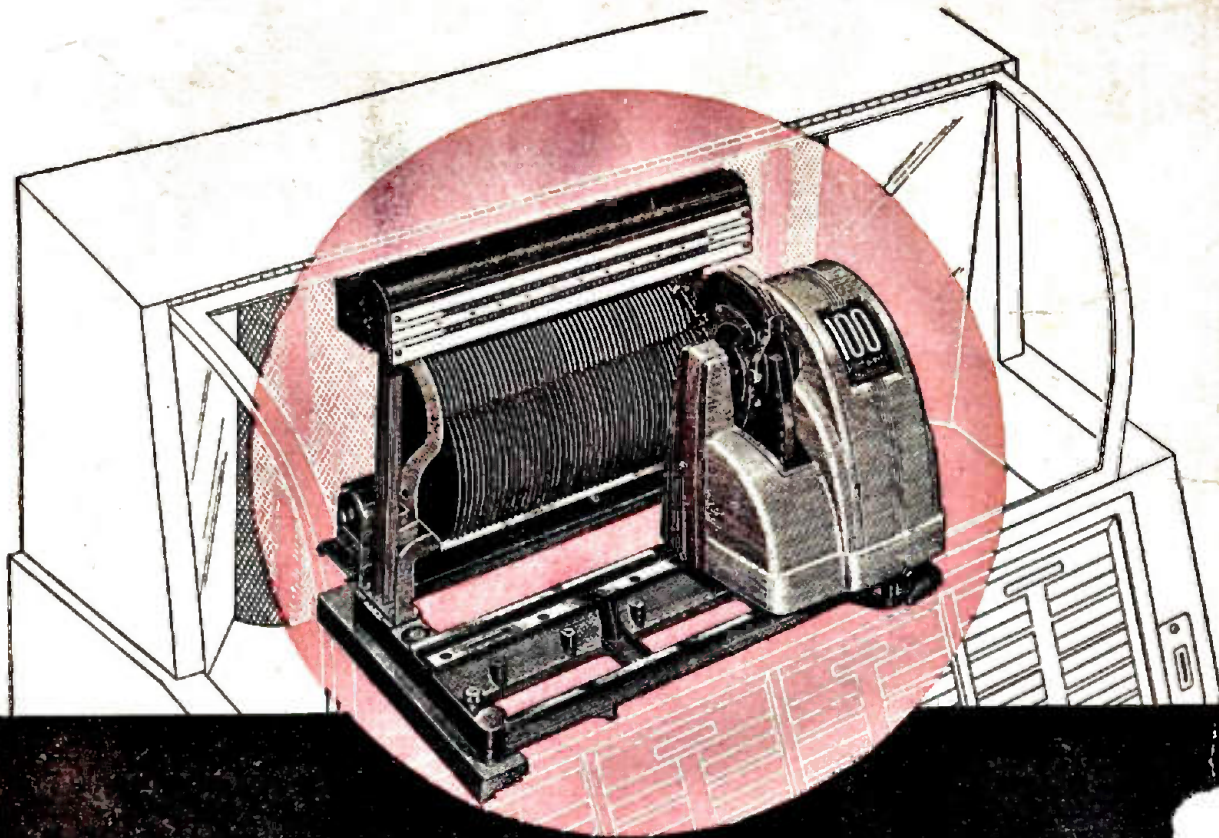
APPROX. SIZE  
2 FT. BY 4 FT.

AVAILABLE IN 5¢ or 10¢ PLAY

WRITE  
FOR YOUR FREE  
UNITED PARTS  
CATALOG

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS  
SEE YOUR DISTRIBUTOR

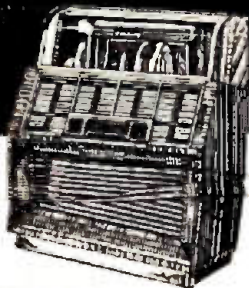




**ONLY SEEBURG HAS THE**

**Select-o-matic**  
**100**

**MECHANISM... STANDARD BY WHICH  
ALL OTHER MULTIPLE SELECTION  
MUSIC SYSTEMS WILL BE JUDGED  
IN THE FUTURE**



*100 Selections*



*100 Selections  
where in the  
location*



**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
1500 N. Dayton Street  
Chicago 22, Illinois

AMERICA'S

FINEST AND MOST COMPLETE MUSIC SYSTEM