

# The Billboard

FEBRUARY 21, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Radio Promotion Slumps; TV Continues Steady Climb

### Radio Focuses On \$64-Million Retail Revenue

Station Groups Set Biggest Drive Ever To Sell AM Power

NEW YORK, Feb. 14. — Local radio stations throughout the country are about to have the \$64,000,000 question put to them. If they have the right answers, that's the amount of additional revenue AM broadcasters stand to pick up during the remainder of 1953 from local retail billings alone, according to estimates made for The Billboard this week by Jack Hardesty, director of local promotion for the Broadcast Advertising Bureau. Those answers are being prepared for the 785 stations now BAB members in the form of the highest-powered promotion campaign ever developed to sell radio.

Important facets of the forthcoming drive are vastly expanded retail services being developed by BAB for its members, educational materials both for broadcasters and potential advertisers. The plan for combined BAB-Broadcast Music, Inc., clinics, in negotiation for some time, reached fruition this week and will play a basic and highly significant part in turning potential business into billings.

#### Retail Target

BAB's decision to turn radio's sights on the retail market came from long and cold study of AM's potential take from every source of revenue, current or prospective. In no other field has radio fared so poorly as compared with competitive media, yet no place else can it likely do so well, if the stations themselves are equipped to do the job.

The \$64,000,000 pie which local AM broadcasters can cut into during 1953 derives from the 20 per cent increase in retail billings over last year's take from that source which BAB regards as the

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### 'Lucy' Rakes in \$4,000,000 Check

HOLLYWOOD, Feb. 14.—Philip Morris will pay \$4,000,000 for 98 additional "I Love Lucy" films in renewing the top-rated telepix series. Current pact expires in June with new contract covering shows to be aired in the fall. Desilu Productions, producers of the series and owned by husband and wife, Lucille Ball and Desi Arnaz, has completed as of this week 56 shows in the series. Unique factor in the sponsor's new

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### Winners in All Divisions

And Detailed Stories of Winning Entries in The Billboard's 15th Annual Radio and Television Promotion Competition Appear in the Radio-Television Department This Week.

## Disk Jockeys Run Paramount Film's Premiere, Nat'l Plugs

By LEE ZHITO

HOLLYWOOD, Feb. 14.—Paramount Pictures is turning over the premiere of its "Stars Are Singing" film here to disk jockeys Gene Norman and Ira Cook as forerunner to nationwide tie-ins with platter spinners. Film features diskdom's Rosemary Clooney in her screen starring debut. According to the advance ballyhoo, deejays Norman and Cook are personally representing the premiere of the film, with each sending out 500 pairs of tickets to their listeners who win a write-in contest. While this means that the preem night of the film, normally a sellout for the exhibitors, will result in a papered house, the picture company is seeking to cash in thru deejay

plugs during the remainder of the film's run.

Paramount intends to expand this form of exploitation in other areas by tying in with various spinners. Each deejay selected by Paramount will be credited by Paramount as personally staging the premiere of the film in his town, awarding free ducats to winners of similar write-in contests.

Studio feels the deejay tie-in is a natural on this film since it was the disk jockey plugs that were largely responsible for sky rocketing songstress Rosemary Clooney to disk fame. In starring Miss Clooney, film company is automatically cashing in on a ready-made audience of millions of the vocalist's followers who proved their loyalty to her in buying her Columbia records.

Local premiere of the "Stars" picture is set for February 23 at the Orpheum Theater. Norman is plugging the film with his con-

test via KLAC (radio) and KHJ-TV which calls for listeners to send 25-word statement or less starting with "I'm glad Rosemary Clooney is a move star because . . ." Cook on KMPC is calling for completion in 25 words or less of "I want to go see Rosemary Clooney in "The Stars Are Singing" because. . ." Each disk jockey will award 500 pairs of seats to the contest winners. Preem night house, therefore, will be filled with 2,000 free admissions. Both Cook and Norman appear in the film.

As a part of the tie-in, Cook and Norman are writing and phoning deejays thruout the country, calling their attention to the chance for a tie-in with the Paramount premiere stunt. Picture

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### Too Many Bills Log Tax Issue

WASHINGTON, Feb. 14.—A warning that rival interests, each seeking to have amusement excise taxes in its own specialization eliminated, may cancel out each other and destroy chances of ending all excises, was voiced here today by Rep. John D. Dingell (D., Mich.). Dingell, sponsor of legislation to reduce excise levels to their 1939 status by repealing most excises and slashing others, said he has received a heavy volume of mail, as well as telegrams and phone calls, on the proposal, but was "discouraged" by the tack taken by correspondents.

"Each one wants the repeal of those excises affecting his prob-

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### GLEASON BATON PANICS COMICS

NEW YORK, Feb. 14. — Jackie Gleason came off the floor at La Vie En Rose here Thursday (13) after conducting his heart out before his "Music for Lovers" orchestra in their preem live performance. Perspiring freely from this strenuous maiden effort to escape the shackles of clowndom and establish himself as a dignified, serious orchestral conductor, he approached a group of comics at the ringside.

"How did I do, fellows?" he asked. "Jackie," said Jan Murray, "you were never funnier."

### Hillbillies May Get Their Day

WASHINGTON, Feb. 14.—Hillbilly artists will have their day if Rep. William Arthur Winstead (D., Miss.) has his way. Winstead, who comes from folk music country, has offered a bill which would designate every May 26 as National Hillbilly Music Day, in "recognition of the contribution made to American music lore by the writers, singers and players of hillbilly music."

Specifically, the bill honors Jimmie Rodgers, famed 20 years ago as a blues yodeler and "America's singing brakeman," who was among the first to popularize hill and country music in the big city. A statue will be dedicated to Rodgers on May 26, the 20th an-

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### Networks Must Spark Ideas, Say BB Judges

Merchandising Best In 15th Competition; Tele Entries Solid

NEW YORK, Feb. 14.—Radio stations are getting progressively worse in their promotion. In 1952 stations generally failed to do an effective promotion job for themselves or for their medium.

This is the gist of the opinions of the judges in The Billboard's 15th Annual Radio and Television Promotion Competition. The judging took place Tuesday (10) morning at the Jansen Suite of the Waldorf-Astoria Hotel here. The board of 25 judges consisted of 11 advertising executives of major sponsors, an exec of the Association of National Advertisers and 13 top ad agency execs. A list of the judges appears in the Television-Radio department.

While the judges found many entries they considered interesting and/or workmanlike jobs, in the main they thought there was a distressing lack of creativeness. One of the judges, an ad exec of a sponsor, said that the networks have a responsibility in raising the tone of local promotion. He said they should instigate a flow of constructive suggestions from the top, possibly in regularly held clinics. Another judge, an ad agency man, said the stations have been "living high on the hog" the past few years, and that the agencies do not watch-dog them on promotion as they should.

The division of the competition for efforts to promote radio as a medium slipped badly this year. Instituted last year, it had considerable success in the 14th Annual Competition. During 1951 there had been several joint community efforts along this line, such as the United Detroit Radio Committee, which won first place

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# Billboard Backstage

By JOE CSIDA

If you have no tolerance for a small amount of bragging you had better skip this corner this week, because the mood is upon me. I hope, with some justification. The average newspaper, trade or otherwise, considers it a day's work well delivered when it gets out an edition with all the news covered, and the features fairly good and in the right places. So do we. But in more and more issues, as 1953 zooms along we have been delivering a substantial something extra.

This edition, and our upcoming February 28 issue are two good cases in point. In the Radio-TV department this trip you'll find about five solid pages spelling out the promotion efforts of the radio and television industries for the past year. And detailing the story, of the very finest of those efforts. I would venture out on the limb far enough to say that no broadcaster, sound or sight, who is genuinely interested in doing the best possible promotional job for his station and its advertisers, can fail to get a couple of good ideas from this collection of ballyhoo data.

And in that same department this week you'll find the February stanza of our regular monthly TV Film Program Guide and Market Report. This section features the most comprehensive symposium on TV film problems ever collected in one place, live or in print. It also contains the third of our surveys in this field to de-

termine the progress being made by distributors of TV film series. And as an additional glob of frosting on the cake, it features this paper's first annual TV film program awards.

Next week's edition (February 28) will contain, as that something extra, our Annual Music-Record Programing Guide. This, according to disk jockeys themselves, is by far their most used item of published material produced anywhere, anytime.

Two issues ago our coin machine guys put together another first time special section on coin operated Kid Rides, a fascinating new development, which finds several phases of show business holding hands. And just a couple of editions before that (January 17), our TV Film Monthly Program Guide and Market Report for '53's first 30 days was presented. As we go along, from week to week, you'll see many more special sections and editions concerning all phases of the entertainment industry.

I brag, of course, on behalf of the ladies and gents of our own family, who knock themselves out to turn out these extra added attractions for you, while never letting up for a minute on the basic job of producing, every seven days, individual departments on their respective phases of show business, in which all the important news, many interesting and useful regular features are consistently presented. I brag,

even louder, for non-Billboarders. Non-Billboarders, but trade leaders, whose advice and counsel, whose time and effort, make it possible for our contingent to do this job for you.

The gents who served as the board of judges in our 15th Annual Radio-TV Promotion Competition, for example, are among the busiest humans in American industry. Here's the line-up: Rex Budd, Campbell Soups; Bob Copeland, Lincoln-Mercury; Rolie Coffin, Radio Corporation of America; Les Harris, Colgate-Palmolive-Peet; Bill Ramsey, Procter & Gamble; Paul Chandler, Kraft Foods; Joe Allen, Association of National Advertisers; Dick Rettig, Whitehall Pharmacal; Craig Smith, Gillette Safety Razor; Al Stevens, American Tobacco; Don Stewart, the Texas Company. Plus (and since I'm running out of space, please check their names in the Radio-TV Department) another 13 gents from the nation's leading advertising agencies.

When guys like this think enough of a publication and, more important, enough of its readers to spend some five hours of a hectic working day judging promotion entries, it's something to brag about, on several counts. And we get this kind of co-operation from all manner of top trade executives in all phases of the industry all the time. For which, in addition to bragging, we're grateful.

# Legit Line-Up

Some relief is in sight for the present Broadway booking jam. Radio Station WOR, which has tenanted the Longacre Theater since 1944, has notified its stagehands that their services would terminate on February 24, the house to be used for other purposes. Likewise, the Columbia Broadcasting System will discharge its stagehands at the Avon Theater on February 28. Tho the WOR lease expires at the end of this year, it is thought likely the two houses will return to the legit fold in the near future. Also with the announced closing of "The Emperor's Clothes" on Saturday (21), talks are going on to select another tenant from the many productions on the waiting list.

Tryouts for actors and technicians for six theater companies which will operate this summer in the South—the Barter Theater, The Lost Colony, Unto These Hills, Horn in the West, Bliss Repertory and the Vagabond Players—will be held March 7 and 8 at the Southeastern Theater Conference. Applicants are asked to send in advance all data and a photo to William M. Hardy, Box 1050, Chapel Hill, N. C. . . . The Wednesday (11) American National Theater and Academy

board meeting brought forth the approval of Warren Caro's pilot theater project to establish stage groups, with local subsidization, in cities in the New York area. New Brunswick, N. J., may be the first. A second project, portable shows in New York City's parks, has been deferred. . . . Michael Abbott and Bonnie Alden have set up Michael Abbott Productions for producing theater and television shows, as well as managing a few personalities. . . . John Fearnley has taken over the direction of "Maggie" from Michael Gordon, tho Gordon will get the billing. . . . The aftermath of the St. Paul City Council blast at "I Am a Camera" is the cleaning up of "The Shrike" before attempting to show there. Also the Municipal Auditorium manager, Ed Furni, got the mayor's okay on Katharine Cornell's production of "Constant Wife" before signing contracts.

## ITALIAN HAMLET DUE IN FALL . . .

Vittorio Gassman will bring his Italian repertoire to the U.S. next season. Included on the bill will be his production of "Hamlet," four-hour version enjoying a hit in Rome. Elena Zareschi and Anna Proclermer will probably be

in his company. Deals for local sponsorship may be concluded when Gassman comes to the U.S. in April to appear in a film. . . .

Three featured players in "Porgy and Bess," Laverne Hutcherson, Leslie Scott and Irving Barnes, will take turns in the role of Porgy when the show opens in New York—it's now in Paris—until William Warfield rejoins the company in May. . . . Players, Inc., will send 10 men and four women from Washington to the Far East in "Love's Labour's Lost," for a 10-week engagement for troops in Japan and Korea beginning March 23. . . . The National Concert and Artist Corporation tour of Equity Community Theater shows has fallen thru. ECT is angling for another deal. . . . The Aldrich & Myers office now has first call for Broadway on "Dear Charles," London hit which Tallulah Bankhead has dropped. Leonard Sillman and Walter P. Chrysler Jr. are up next if the former office steps aside. . . . Gustav Blum and Samuel Lyons have announced spring production plans on Leslie Weiner's play, "Laughter in the Court-yard." . . . Also for spring is A. P. Waxman's plans for the musical "Lucky Star."

# Picture Business

By LEE ZHITO

HOLLYWOOD, Feb. 14. — Can the American film unions really afford to invoke a strict ban against foreign productions of TV and theatrical films?

The unions have long smoldered in protest against the shift of film production, both for television and theater release, to foreign countries. Within recent months they decided to bring their resentment out into the open. The American Federation of Labor Film Council, comprising all the unions and guilds of the motion picture industry, recently took action in an effort to block the increasing exodus of producers to foreign lands. The foreign production problem became particularly acute within recent years. On the theatrical side, many motion picture companies scheduled a number of their feature films for production in foreign countries in an effort to utilize their frozen funds in those lands. By converting these funds into pictures that would be exhibited in this country, these firms would thereby be able to realize American dollars for money held frozen abroad.

In the case of TV film, a num-

ber of producers who were unable to invest in a filmed series and await a return on their investment after that series went into residual runs resorted to the lure of cheap labor offered by foreign countries. Many producers saw in foreign production a chance at making a profit on their initial TV film investment with the promise of additional profits to be reaped when their foreign-made films would be resold for subsequent runs. As the number of foreign-made TV film productions increased, so did the fear of the American film unions who foresaw the eventual loss of a major portion of production to foreign labor.

Last September, during the American Federation of Labor's convention in New York, the AFL voiced its ire for all to hear. It addressed a resolution to American manufacturers criticizing them for sponsoring TV filmed shows made in foreign countries where living standards are lower than ours and therefore labor cheaper for the express purpose of taking advantage of the lower living standards and wages, in an effort to sell their products in this coun-

try to American workers where higher living standards and wages are needed to afford the products these manufacturers were trying to sell.

Within recent months, the AFL Film Council further tightened its war against foreign TV production. It declared the "China Smith" series on its "unfair" list, thereby forbidding any AFL member to be associated with its production. Some episodes in the series were produced in Mexico. This week, Bernie Tabakin, producer of the series, capitulated by agreeing to stay in the U. S. for future production.

The Film Council earlier addressed its protest to the Schlitz Brewing Company for sponsoring Eddie Lewis' film series which was produced in Mexico. Schlitz promptly canceled the series and agreed that any future films it would sponsor on TV would be made in this country. On the local Hollywood level, the Film Council's protest to the sponsors of the overseas made "Foreign Intrigue" series immediately

(Continued on page 59)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 14.—Amusement industry will come in for a sizable windfall if Congress enacts pending legislation to advance the date for an 11 per cent slash in personal income tax. Government experts figure that a hefty part of the tax saving will go to entertainment spending. They say that's the usual aftermath of income tax cuts. House is sure to pass pending bill to advance by six months the present law's December 31 effective date for the 11 per cent slash. However, don't start counting that money yet. Fate of the bill is far from certain in the Senate where supporters of the stepped-up date have a lot of spade work to do. Incidentally, Commerce Department revealed this week that personal income for amusement spending is still on the rise. Latest count showed personal income in December at an annual rate of \$279 billion, over \$3 billion higher than previous month.

## DECISION COMING ON FEATHERBED . . .

Expect a Supreme Court verdict next month in the American Federation of Musicians featherbedding case. Verdict will be important to music world. Case involves dispute between National Labor Relations Board and Gamble Enterprises, Inc., on whether AFM musicians must be hired when their services are unrequested by the employer (The Billboard, October 25; November 22, 29; January 3). Earliest date for verdict is March 9 when Supreme Court resumes decision-making after current recess. Waiting the outcome with particularly keen interest is Sen. Robert A. Taft (R., O.), GOP majority leader and co-sponsor of the Taft-Hartley Labor Relations Act. Taft deliberately avoided the featherbedding issue in his proposed revisions now getting attention on the Hill. It's fairly certain that Taft will draft something on the

subject if the Supreme Court upholds AFM's stand on the Taft-Hartley Law's present anti-featherbedding provisions. AFM contends the law doesn't forbid use of stand-by orchestras.

## THERE'S GOLD IN EDUCATOR TV . . .

There's a richer bonanza than most people may currently know about in those 242 TV channels reserved by Federal Communications Commission for educational institutions. Altho some of the channels have been allocated to tank towns or localities where business prospects seem none too bright, audience for stations on bulk of those channels is due to expand, according to government and educator forecasts. Commerce Department sees unbroken trend of population increases for a generation. Moreover, college enrollment is figured to soar to more than twice the present total by 1964. That means, of course, that the channels will be enhanced in worth, no matter whether educators get them or whether the channels are defaulted as prizes for commercial bidders. Incidentally, this factor is certain to increase Congress' interest in the educational TV issue. Several congressmen are being encouraged by educator-constituents to do something about FCC's deadline for reserving these channels. After next June 2, commercial applicants can seek any of reserved channels yet unsought or unused by educators. Some congressmen are discussing whether legislation is needed. Others are talking about trying to persuade FCC to defer the deadline.

# London Dispatch

By LEIGH VANCE

LONDON, Feb. 14.—This week has seen the first French Film Festival held in London, with a galaxy of French stars and directors flocking to the city during a week in which the Queen went to the gala preem of "Beauties of the Night." The French were reported piqued by last year's Italian festival which scooped a deal of publicity for their wares and turned the Italian films into an ever-increasing sales bet in this country. For a long while the best French films have been playing to small studio houses here, sometimes for years on end. Now the French want to move in behind the Italians and get onto the big national circuits with dubbed versions of their pictures.

London's best-known burlesque house, The Windmill Theater, celebrated its 21st birthday last week. Running two teams of girls with alternating resident comedians, the tiny (310 seats) theater is open from 12 noon until 11 p.m. and packed most of that time. The average seat price is \$1.74. The house is the only one in London which never closed even for a single performance during the London bombing. (Continued on page 59)

## BROADWAY SHOWLOG

Performances thru February 14, 1953

### DRAMAS

Bernardine . . . . .	10-16, '52	142
(Playhouse)		
Dial "M" for Murder . . . . .	10-29, '52	188
(Plymouth)		
John Brown's Body . . . . .	2-14, '53	1
(Century)		
Love's Labour's Lost . . . . .	2-4, '53	13
(City Center)		
Mid-Summer . . . . .	1-21, '53	29
(Vanderbilt)		
On Borrowed Time . . . . .	2-10, '53	7
(48th Street)		
The Children's Hour . . . . .	12-18, '52	68
(Coronet)		
The Crucible . . . . .	1-22, '53	28
(Martin Beck)		
The Deep Blue Sea . . . . .	11-5, '52	117
(Morosco)		
The Emperor's Clothes . . . . .	2-9, '53	8
(Barrymore)		
The Fifth Season . . . . .	1-23, '53	27
(Cort)		
The Fourposter . . . . .	10-25, '51	551
(Golden)		
The Love of Four Colonels . . . . .	1-15, '53	36
(Shubert)		
The Moon Is Blue . . . . .	3-8, '51	803
(Henry Miller)		
The Seven-Year Itch . . . . .	11-20, '52	100
(Fulton)		
The Time of the Cuckoo . . . . .	10-15, '52	141
(Empire)		
Time Out for Ginger . . . . .	11-25, '52	93
(Lyceum)		

### MUSICALS

An Evening With Beatrice Lillie . . . . .	10-2, '52	157
(Booth)		
Guys and Dolls . . . . .	12-15, '50	1,005
(46th Street)		
Hazel Flagg . . . . .	2-11, '53	5
(Hollinger)		
New Faces of 1952 . . . . .	5-16, '52	316
(Royale)		
Pal Joey . . . . .	1-3, '52	468
(Broadhurst)		
South Pacific . . . . .	4-7, '49	1,588
(Majestic)		
The King and I . . . . .	3-19, '51	787
(St. James)		
Two's Company . . . . .	12-15, '52	65
(Alvin)		
Wish You Were Here . . . . .	8-25, '52	269
(Imperial)		

### COMING UP

(Week of February 16)		
Maggie . . . . .	2-18, '53	
(National)		
Misalliance . . . . .	2-18, '53	
(City Center)		
Picnic . . . . .	2-19, '53	
(Music Box)		

### CLOSED

The Bat . . . . .	2-7, '53	23
(National)		
(Opened 1-20, '53)		

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## The Billboard

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## Amer. Airlines Buys Time on All CBS O&O's

NEW YORK, Feb. 14.—In one of the biggest deals of its kind, the American Airlines this week reportedly bought the late night hours on all the Columbia Broadcasting System's owned and operated radio stations. The CBS o.&o.'s are WCB, New York; KCBS, San Francisco; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis, and WEEI, Boston.

The sponsor, according to reports, made some sort of deal with the network which gave him sufficient inducement to pioneer in all-night sponsored radio. Deejay shows with top local personalities in each city are being planned by the advertiser.

## Burns Returns To Radio Via Transcription

HOLLYWOOD, Feb. 14.—Bob Burns will return to radio via transcriptions compiled from his old air shows. Arnold Marquis this week acquired exclusive rights to Burns' complete library of transcriptions consisting of all his radio shows. Burns was on the air for 13 years, 52 weeks per year.

Shows are now being edited into five-minute across the board strips by Marquis, with Mitchell J. Hamilburg handling the sales of the show. According to Marquis, there is sufficient material to supply a five-minute weekly strip show for three years, on a 52-week per basis.

Deal is being handled in a manner similar to the Will Rogers five-minute strip show which Marquis prepared from transcriptions of the older Rogers shows.

## Tele Package For C. Haines

HOLLYWOOD, Feb. 14.—William Morris is currently putting the finishing touches on a TV package featuring songstress Connie Haines. Half-hour segment includes the Page Cavanaugh Trio. Agency's Jack Kramer is putting show together with William Morris set to start pitching it for sponsorship by month's end.

Songstress has guested on various transcontinental TV shows and was filmed in several numbers for the Snader Telescriptions series. This will mark the first package wrapped up for the songstress and is intended to launch her on a regular TV series.

## CBS Would Originate Gleason From Hollywood

NEW YORK, Feb. 14.—Indications this week were that the Jackie Gleason show would originate from Hollywood next season. The Columbia Broadcasting System has been holding talks with Gleason, its No. 1 new comic, and is trying to lure him to the

## WCBS Spot Plan Wins 28 Sponsors

NEW YORK, Feb. 14.—Beginning the week of February 16, WCBS-TV will have 28 advertisers participating in its "45-12" spot plan, and will be grossing approximately \$46,000 weekly on the idea. The two latest sponsors to buy in are Chesterfield, which moves in next week, the first time in three years it has used spot TV, and My-T-Fine whose sponsorship starts February 16. The "45-12" plan offers advertisers a 45 per cent discount for every 12 daytime spots they buy each week on the station.

## SHOULD THEY WEAR MAKE-UP?

CHICAGO, Feb. 14.—Bill Veeck, head of the St. Louis Browns, is said to be originator of a proposal that all major league ball players be asked to join the television talent union, presumably AFTRA, on the theory they are entertainers performing before cameras for pay.

The Chicago AFTRA office hadn't heard anything about the plan this week. Veeck is miffed at other club owners because they won't give him a cut on TV receipts.

## Admiral Buys 92-Station Net

NEW YORK, Feb. 14.—Admiral Corporation has ordered a 92-station hook-up, the largest TV network ever assembled for any show, for its sponsorship of the inter-city boxing matches March 26 via the Du Mont Television Network. Originating in Chicago, the fights will be beamed 9:30 p.m., EST, to conclusion. Admiral will also sponsor, for the third year, the Golden Gloves finals on March 6 on a 34-station Du Mont network.

Du Mont this week also sold the 3:30-3:40 p.m. segment of "The Paul Dixon Show" to the River Brand Rice Mills thru Donahue and Coe. Another Du Mont sale this week was WABD's "Inside Israel" show, 1 p.m., Sundays. El Al Israel Airlines, Ltd., has signed to sponsor the commentary show for 13 weeks.

## BAB Promotion Focuses On \$64,000,000 Retail Biz

### Joins BMI Clinics to Launch Biggest Drive Ever to Sell AM

Continued from page 1

feasible and realistic objective at which it is aiming. Boosts in revenue in succeeding years, in which is expected to become a long-range continuing campaign, may be smaller percentage-wise but could be even larger in dollar volume.

A comparison of the way newspapers and local radio broadcasters are sharing retailers' advertising expenditures, as compiled by the McCann-Erickson agency, shows why the field is deemed so lucrative. In 1952, newspapers got \$1,906,900,000 of such lineage, or 26.4 per cent of all retail advertising. This compares with 1951 figures of \$1,708,800,000 when newspapers had 26.3 per cent of all retail expenditures, a gain of 11.6 per cent in dollar volume in one year. Local radio in 1952 took in \$321,200,000 or 4.5 per cent of expended money. This is a smaller share than 1951, when local radio got 4.7 per cent, although actual billings have increased 5 per cent over 1951's \$305,900,000.

### BAB View

How BAB feels about the retail market was clearly delineated by Kevin Sweeney, org's veepee, who this week predicted to the Advertising Club of Washington that in the next two years the "biggest gains in radio will be in the department store field." He added that "in the past five years,

radio has learned more of how to sell than it learned in the past 25."

Here are some of the tools which BAB will use in the drive: The joint BAB-BMI clinics, which will run for seven weeks starting May 25, in which 42 regional sessions will advise broadcasters on programming and sales methods to be used. BAB has begun issuing expanded services to stations, including reports, each of which analyzes the over-all problems and operating methods of a different type of business, to give stations background material. Supplementary are specific product information sheets, giving station salesmen a working knowledge of retail mark-ups, distribution problems, etc. BAB also has started supplying stations with radio sales presentations, each of which is pinpointed toward a specific type of business.

### Stations' Service

Broadcasters will be given specific monthly retail sales trends by geographic regions for each commodity grouping, with advertising planning calendars showing two months ahead which are the likeliest prospects. Reports on results of competitive tests of AM vs. newspapers also will be made, and presentations showing AM's advantages over competitive media will be issued in increasing numbers. A new service for sta-

tions will be a BAB copy-analysis arrangement, whereby a broadcaster with a problem account can get advice from BAB experts on how the copy should be handled.

Potential retail advertisers, too, will be given aids. A major project is a book being prepared, explaining how radio should be used and the elements of radio copy and programing. These will be distributed via stations on a cost or below-cost basis. Annual plan books also will be put out for retailers, showing how their own types of businesses fluctuate thruout the year, including advertising practices, and how AM fits into the picture.

Also this will be the major drive of BAB, such other revenue-builders as co-op business and national spot will not be neglected by the organization headed by William B. Ryan, which, since it began functioning as an independent organization about two years ago, has upped its annual budget from \$167,000 to over \$600,000. But BAB execs feel that retail business can and will fatten many a station's gross from here on in.

## Big 10 Seeks Grid Video

MINNEAPOLIS, Feb. 14.—The Western Conference (Big 10) colleges will "fight for TV on a sectional basis" for next fall's football season, Ike Armstrong, University of Minnesota athletic director, told a State Legislature committee here Wednesday (11). Armstrong, along with Dr. J. L. Morrill, University chancellor, and Wes Fesler, football coach, appeared before a university committee of the State House of Representatives in opposition to a resolution which would make telecasting of Gopher grid games next season mandatory.

Morrill and Armstrong said flatly that if the university is forced to put its games on TV in unlimited fashion, it would wreck the school's financial structure of its athletic program and provoke a boycott by other teams. However, he said, Minnesota and other Big 10 teams will strongly urge the National Collegiate Athletic Association to liberalize its control program of last fall, when only one game nationally was telecast weekly.

## AM Stations Fail Medium; TV Sells Well, Say Buyers

Continued from page 1

for organizations last year. The few community drives entered this year were actually carried out by single stations, and the awards went to the stations.

The number of entries submitted this year on the whole was quite a bit below last year's peak. But in the Radio-as-a-Medium division, the decline was most serious. One of the judges said he was dumbfounded at the little interest shown in promoting the medium.

But the picture was not entirely bleak. The Merchandising division, included this year for the first time, had great response, considering that it was announced after the competition itself was under way. Bill Ramsey, of Procter & Gamble, said he thought a pretty good start had been made here.

The number of entries from TV stations was greater than ever, and the judges covering them declared the general level to be quite good. It was suggested that in the future the TV category should be broken down, "to establish a size differential, as is done in radio by wattage, to equalize the budget power of size stations."

It was also suggested that in the future the Audience-Sales Promotion division be broken in half. Both these suggestions will be effected in the next competition.

Only one national network, the Mutual Broadcasting System, entered this year. Mutual had entries in all four divisions, and the judges' remarks about the jobs done by the MBS promotion crew ranged from "interesting" to "deserves high praise."

Station representatives were invited to enter the competition for the first time this year. The creation of this category was announced to them by special letter after the opening of the competition. The response was small, but the judges were of the definite opinion that this category should be continued and pushed harder.

### Single Pushes

According to the rules of the competition, the station entering has the choice of either giving a comprehensive description of its promotion thruout the year or describing a single campaign. In general, the single-campaign entries appear to place higher in

the judges' voting, probably because of the detail and splash the station can get into such an entry. Judges remarked that they generally assume that the single campaign is evidence of the general level of the station's promotion work.

The competition this year was not without its outstanding entries. For instance, the Audience-Sales victory of KDAL, Duluth, Minn., in the 5,000 to 20,000-watt category, was by almost unanimous acclaim. One judge quipped, "If one man does all this promotion for KDAL, he is too big for Duluth."

Detailed reviews of all the winning entries, as well as a list of winners, appears in this week's Television-Radio department.

## See 300G Saved in Theater Turn-Back

NEW YORK, Feb. 14.—The Columbia Broadcasting System, the Mutual Broadcasting System and the American Broadcasting Company are expected to save about \$300,000 by turning back three theaters to legit. CBS has canceled its lease on the Avon, MBS on the Longacre, and ABC on the Vanderbilt. Most of the CBS shows originate from the Coast. The fact is also that a Broadway showcase is not as necessary to the radio webs anymore.

The theaters will scurry around for legit bookings which may be available for a few weeks with the current number of shows coming in. But if profits do not materialize shortly, the owners of these properties are expected to convert them to other uses.

MBS has notified the four stagehands at the Longacre that they are thru as of February 24, while CBS's notice to the four stagehands at the Avon takes effect four days later. MBS had been using the Longacre since March, 1944, on a lease from the Schuberts. It seats 917. CBS has occupied the Avon since 1936. It has 740 seats.

The trend away from use of theaters is seen accelerating not only because of increased Coast originations, but also because fewer AM shows are airing before live audiences. Also, an increasing number of shows airing from tape has cut down the need for large accommodations. It is expected that there may be further cutting down along the same line, what with the National Broadcasting Company also slated to give up use of the Center Theater, which it has utilized for video.

## Rybutol May Back 'King Arthur' Seg

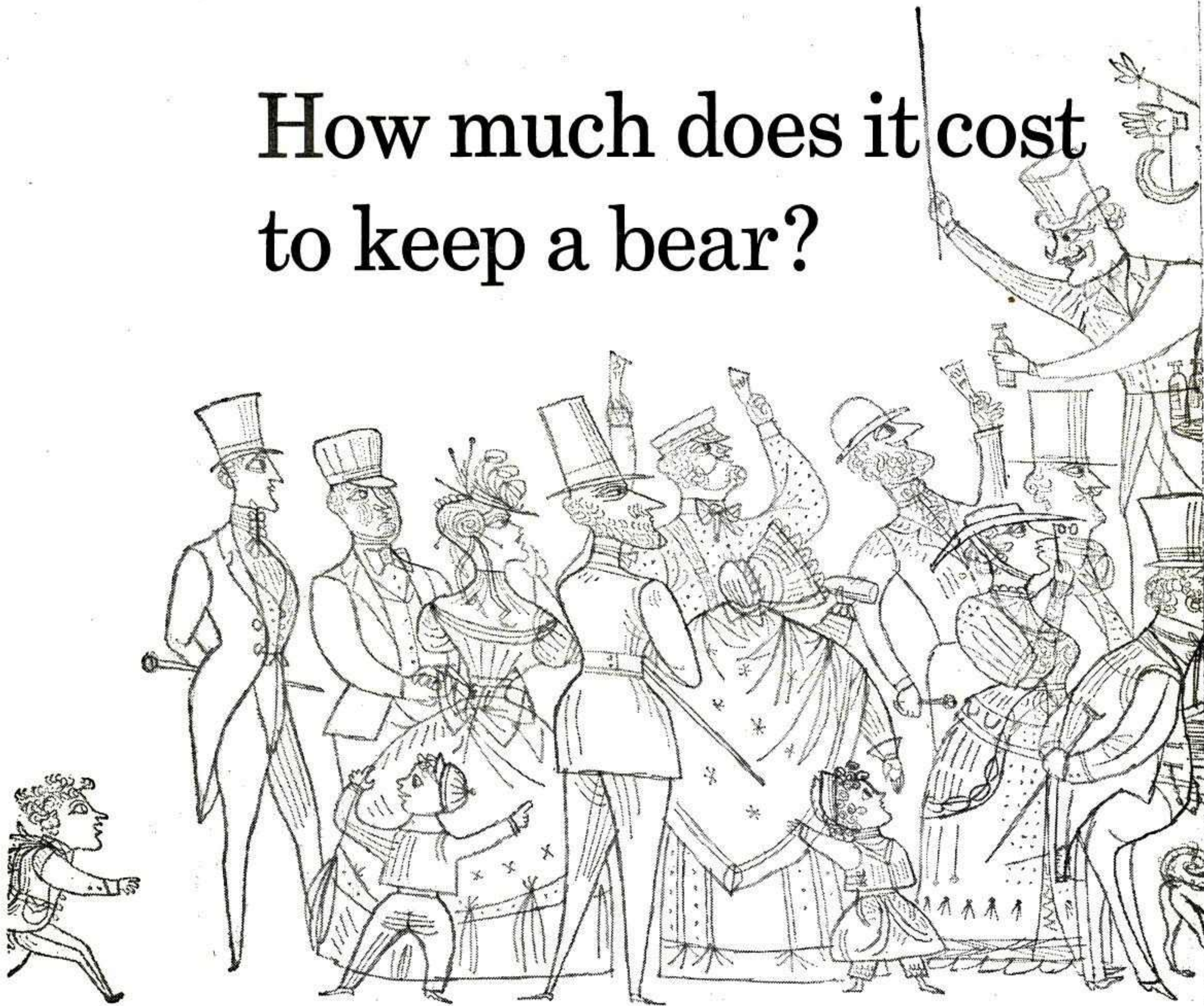
NEW YORK, Feb. 14.—Rybutol this week was reportedly interested in sponsoring a half hour of "King Arthur's Round Table," if the show should be expanded as planned. Kingan Foods has the show 5-5:30 Sunday afternoons, on the Columbia Broadcasting System's radio network, but it may be started 30 minutes earlier.

## CBS Separates Station Set-Up

NEW YORK, Feb. 14.—The Columbia Broadcasting System this week split its station relations operation. Station relations for the radio and TV networks had been handled by veepee Herbert Akerberg. He now becomes veepee in charge of station relations for the TV network only.

William Schudt, former director of station relations for the radio division, becomes veepee in charge of this branch.

# How much does it cost to keep a bear?



**I**F he draws a big enough crowd, a bear can earn every last berry you feed him. And the trick with a bear—or with any kind of entertainment, in person, in print, or on the air—is always the same: *to find a balance between how much an attraction costs and how much it attracts.* A way that is gaining new conviction among America's leading advertisers is network radio. For it continues to draw more people at less cost, prospect for prospect, than any other medium. It permits a rounded advertising program, with



frequency that keeps impressions fresh. And it leaves ample funds for merchandising and dealer promotion. In radio, the costs of attractions, for the numbers they attract, are lowest on CBS Radio. It has more of the traffic-building top shows than all other networks combined...and its sponsors invest 24 to 178 per cent more than on the other networks. So draw the crowds on CBS Radio—where entertainment is like a bear that performs on a birdlike appetite.

## CBS RADIO NETWORK

*Where America Listens Most*

This One



Y08D-Q1D-DQRA

Copyrighted material

## MERCHANDISING

# WLW-T, WTVJ and WNBQ Place 1-2-3 in New TV Station Division

NEW YORK, Feb. 14.—WLW-T, Cincinnati, won first place in the new merchandising promotion division for its radio advertising division in The Billboard's 15th Annual Radio and TV Promotion Competition. Station WTVJ, Miami, was awarded second place honors, while WNBQ, Chicago, came in third.

Crosley Broadcasting Corporation pioneered merchandising promotion for its radio advertisers years ago, and the company has extended its know-how into video via WLW-T. Outstanding facet in its point of purchase plan—the P.O.P. Plan—which guarantees products advertised on the station mass display on a regular basis in grocery supermarkets, chain drugstores and leading independents. Co-operating in this plan are more than 190 food markets and 70 drugstores, each of which regularly displays and promotes WLW-T advertised products via special in-the-store display material, newspaper advertising, etc. WLW-T's client serv-

ice department also merchandises its advertiser's products with on-the-air spots, newspaper advertising, newsstand posters, and a host of special gimmicks and exploitation tricks.

Altho its merchandising department was in existence only during the last two months of 1952, the judges awarded second place to Miami's WTVJ. The station, one of the first TV outlets to establish a completely staffed merchandising department, won out over older stations chiefly because of its unique and original "custom-made campaign" service to advertisers. Operating on the theory that every advertiser presents a different merchandising problem, WTVJ first analyzes a

client's needs, then prescribes a merchandising solution.

In third place, WNBQ, Chicago, came up with a smooth-running video counterpart of its radio merchandising service for WMAQ advertisers. In addition to utilizing the regular merchandising techniques, the station sets up regular TV studio meetings for clients, at which presentations of advertising and merchandising plans are given to dealers and wholesalers; makes its contest facilities available to promote advertiser's merchandising promotions; publishes a monthly merchandising publication "TV News Revue," which is mailed to 5,800 wholesale and retail food and drug dealers.

## MERCHANDISING

# WMAQ-WNBC Plan Tops 50-Kw.'s

NEW YORK, Feb. 14.—Two National Broadcasting Company owned and operated radio stations and one Columbia Broadcasting System affiliate walked off with the top three awards in the merchandising promotion division for 50,000-watt stations in The Billboard's 15th Annual Promotion Competition. WMAQ, Chicago, copped first place; second went to WNBC, New York; third were won by CBS affiliate KFAB, Omaha.

Irony was implicit in the placing order of the top two awards, since WNBC actually originated the merchandising plan "Chain Lightning," which was largely responsible for WMAQ's copping first-place honors. The project, a copyrighted gimmick of WNBC-

WNBT here, was launched by that outlet last year with much hoopla, and was so successful that NBC asked WNBC-WNBT general manager Ted Cott to help set up a similar "Chain Lightning" project for WMAQ.

Under "Chain Lightning," grocery product advertisers purchasing a specified amount of time on a station over a period of 13 consecutive weeks may participate in a special point of sale promotion plan with leading grocery chains thruout their area. In addition to general displays in supermarkets, each advertiser is given a one week preferred position display in every store for a single product during each 13-week period. In return, the station pitches supermarkets, via on-the-air plugs, publicity gimmicks, and special broadcasts.

The WMAQ "Chain Lightning" plan, which called for a net time expenditure of \$1,000 per week from each advertiser, was conducted in 604 food stores in four States controlling annual sales volume of more than \$500,000,000. Results, in terms of increased sales for WMAQ food advertisers, were spectacular.

The original WNBC-WNBT "Chain Lightning" plan, subtitled "Shirt Sleeve Selling" for the promotion competition, was available to food advertisers buying a minimum of \$1,500 per week in station time. More than 1,600 supermarkets participated in the promotion during 1952, and WNBC expects to expand its coverage to 7,000 super stores in 1953.

### KFAB Promotion

Third place winner, KFAB, based its presentation on the outstanding merchandising job it did for Pillsbury Mills during the annual Nebraska State Fair last year. The Omaha station, which has virtually dominated the Fair for the last 24 years, shared the spotlight with Pillsbury in 1952, via equal billing for the Mill outfit at the KFAB fair booth, and extensive on-the-air plugging and display advertising for three weeks prior to the fair. The station estimated that over 10,000 local listeners saw or took part in the KFAB-Pillsbury booth shows during the fair.

## MERCHANDISING

# WIP, WSGN, KELO Tops in 5-20-Kw. Set

NEW YORK, Feb. 14.—First place in the 5,000 to 20,000-watt station division of the merchandising promotion category of the 15th Annual Promotion Competition went to WIP, Philadelphia, which also tied for third place in the audience - sales division. WSGN, Birmingham, took second honors, and KELO, Sioux Falls, S.D., placed third.

The long-range merchandising plan of WIP, Philadelphia, revolves around a high-powered promotion operation for its "Kitchen Kapers" program. The outlet has a special food, drug and grocery sales merchandising division, which keeps a constant promotion program in operation with local chain stores for "Kitchen Kapers" food product advertisers, via the usual on-the-air promotion, point-of-sale display material and local newspaper advertising. Since the program is aired from a different community each week, under the auspices of a local church or civic group, advertisers receive concentrated merchandising at the local community level.

### WSGN Tie-Ups

Second place winner WSGN, Birmingham, has close merchandising tie-ups with major drug and grocery chains in the Birmingham area. In return for a daily spot announcement, the Arrow Drug Chain (24 stores) plugs WSGN shows and drug clients, via display material in all its stores.

In third place, KELO, Sioux Falls, S. D., maintains a complete merchandising department for its advertisers, and has special promotion arrangements with a large food chain, independent grocers

(Continued on page 7)



DURING THE JUDGING of the promotion competition at the Jansen suite of the Waldorf-Astoria this week. Standing, left to right, are Lewis Titterton, Compton; Sam Chase, The Billboard; Dick Rettig, Whitehall Pharmacal; Elkin Kaufman, Weintraub; Garth Montgomery, Kenyon & Eckhardt; H. Bart McHugh, J. Walter Thompson; Robert Copeland, Lincoln-Mercury; Walter Craig, Benton & Bowles; Jim Douglass, Erwin, Wasey, and Leslie Harris, Colgate-Palmolive-Peet. Seated in the foreground are Bill Ramsey, Procter & Gamble; Tom Luckenbill, William Esty; Howard Gray, Reynolds Tobacco, who did not cast a ballot, and A. Craig Smith, Gillette Safety Razor.



ANOTHER SHOT of some of the promotion competition judges. Seated center foreground are Elkin Kaufman, and Paul Chandler, of Kraft Foods. Standing, left to right, are Lewis Titterton, Leslie Harris, Walter Craig; Albert Stevens, American Tobacco; Garth Montgomery; Rex Budd, Campbell Soup; Bill Maloney, BBD&O, and Ralston Coffin, RCA Victor. Seated far right is Donald Stewart, of Texaco.

## MERCHANDISING

# Special Award To MBS, Only Network Entry

NEW YORK, Feb. 14.—Since the Mutual Broadcasting System was the only entrant in the network division of the new merchandising promotion category of The Billboard's 15th Annual Radio and TV Promotion Competition, there was no regular award for this division, and MBS was voted an honorary award. However, the judges unanimously agreed that Mutual's presentation was of first-place quality.

Mutual's big merchandising push in 1952 was behind its national grocery product tie-up promotion, conducted in co-operation with the Independent Grocer's Alliance during a two-week period in June and July of last year. Drive was designed to increase sales of MBS-advertised grocery products and increase customer traffic in general for the participating IGA supermarkets. As a result of this promotion, during the two-week period sales of 10 MBS grocery advertisers in 4,600 IGA stores were up an average of 14.8 per cent and over-all store sales were 25 per cent higher than those for the previous two weeks.

Utilizing the theme "Look, Mom—It's a Picnic!" Mutual and its affiliate stations pushed the campaign, via extensive local and national spots and musical jingles plugging MBS grocery advertisers, the IGA chain and various local and network programs. The web aired three special housewife quiz programs cued to allow local cut-ins from different IGA markets during the promotion. Prior to the campaign's start, the web broadcast a special closed-circuit program on the plan for the benefit of local station, IGA wholesalers, manufacturers and supermarket execs.

In return the IGA plugged Mutual and the MBS grocery advertisers via 350,000 pieces of display material in 4,300 stores across the country. Displays included stock cards for bin displays, check-out counter pieces, window streamers, etc. MBS advertisers delivered their sales messages to 32,000,000 customers during the two-week promotion period.

Mutual's grocery advertisers were eligible for inclusion in the plan regardless of any special "buy" of network, and at no extra cost. Advertisers and products benefiting from the web's "Look, Mom—It's a Picnic!" promotion were: Kellogg's (Pep, Corn Pops, Variety Pak); Kraft (Miracle Whip, Kraft Dinner, Caramels); Wheaties; Johnson's (Pride, Glo-Coat); Quaker (Puffed Rice, Puffed Wheat); Peter Pan Peanut Butter; Orange Crush; O'Henry; Old Gold Cigarettes; Camel Cigarettes, and American Chiclet (Pepsin, Chiclets, Dentyne.)

## HERE ARE THE JUDGES FOR 15TH BB COMPETISH

NEW YORK, Feb. 14.—The 12 advertisers and 13 ad agency executives listed below comprised the board of judges of The Billboard's 15th Annual Radio and Television Promotion Competition. It is to them that a great deal of a station's promotion is directed. Among them they are responsible for millions of dollars' worth of AM and TV billings per year.

Each judge reviewed the entries in at least one category and voted for his first, second and third choices. Judging took place Tuesday (10) from 11 a.m. to 1 p.m. at the Jansen Suite of the Waldorf-Astoria.

### ADVERTISERS

J. M. ALLEN  
Association of National Advertisers

R. M. BUDD  
Campbell Soup

ROBERT COPELAND  
Lincoln-Mercury

RALSTON COFFIN  
Radio Corporation of America  
RCA Victor Division

LESLIE HARRIS  
Colgate-Palmolive-Peet

STANLEY PULVER  
Lever Brothers

W. M. RAMSEY  
Procter & Gamble

PAUL CHANDLER  
Kraft Foods

R. C. RETTIG  
Whitehall Pharmacal

A. CRAIG SMITH  
Gillette Safety Razor

ALBERT STEVENS  
American Tobacco

DONALD STEWART  
The Texas Company

### ADVERTISING AGENCIES

WILLIAM A. CHALMERS

WALTER CRAIG  
Benton & Bowles

JAMES C. DOUGLASS  
Erwin, Wasey

G. D. GUDEBROD  
N. W. Ayer & Son

ELKIN KAUFMAN  
William Weintraub

THOMAS LUCKENBILL  
William Esty

CHESTER MACCRACKEN  
Doherty, Clifford & Shenfield

BILL MALONEY  
BBD&O

H. BART MCHUGH, JR.  
J. Walter Thompson

GARTH MONTGOMERY  
Kenyon & Eckhardt

HARRY RAUGH  
Young & Rubicam

TOM SLATER  
Ruthrauff & Ryan

LEWIS TITTERTON  
Compton

usual merchandising facilities for advertisers — bus cards, record store posters, on-the-air courtesy spots, theater lobby signs, newspaper ads and direct mail—the station publishes a retail merchants' bulletin, "Tie In," which is mailed quarterly to 783 druggists and grocers in Flint and surrounding counties.

### WJLL Entry

A standout merchandising promotion campaign for Carling's Black Label Beer was conducted by second place winner WJLL last year, in conjunction with the brewery's sponsorship of a "Carling's Cowboy-Ramblin' Lou" program every afternoon. The station launched the show last November, 1952, and merchandised it by distributing 1,000 stickers to all local Black Label outlets — taverns, grocery stores and delicatessens — along with personal letters from Ramblin' Lou, urging proprietors to support the campaign.

As a result of WJLL's concentrated promotion, Carling's Black Label reported a 20 per cent local increase in November, 1952, sales over 1951; and a 45 per cent increase in local sales during December, 1952, as compared to the

same period in 1951. Carling's local distributor, Certo Brothers, Inc., is making plans for exclusive year-round promotion tie-ups with WJLL in 1953, and the brewery is interested in setting up a similar promotion plan in other areas.

### WLIB Third

Since third place winner WLIB concentrates its programming in two specialized fields—the Negro and Anglo-Jewish market in greater New York—the station endeavors to slant its merchandising promotion efforts for advertisers to the same audiences. In line with this, the station operates successful promotion tie-ups with 190 stores of the Associated Grocers of Harlem, Pioneer Food Stores, Manhattan Super Markets and others, with typical point-of-purchase displays afforded WLIB food product advertisers in each store.

The Manhattan station also operates effective merchandising tie-ups with local drug chains, independent druggists, automobile dealers and others. WLIB often builds shows especially to meet the merchandising needs of its clients—"The Jewish Home-maker Speaks," etc.

## MERCHANDISING

# WFDF Entry Gets Small Outlet First

NEW YORK, Feb. 14.—Top honors in the 250 to 1,000-watt station category of the new merchandising division of The Billboard's 15th Annual Promotion Competition went to WFDF, Flint, Mich.; WJLL, Niagara Falls, N. Y., and WLIB, New York, in the order named.

First place winner WFDF is the only station in the Flint area that maintains a full-time promotion department. In addition to the

### MULTIPLE AWARDS

NEW YORK, Feb. 14.—As in past years, The Billboard's 15th Annual Radio and Television Promotion Competition produced a number of award winners who came up with honors in more than one category. This year, there were seven such stations and one national network, the latter being the Mutual Broadcasting System. MBS took special honorary awards in all four divisions: audience-sales, public service, merchandising and the promotion of radio as a medium. Altho it faced no web competition, the judges proclaimed all of the MBS entries as outstanding and sure-fire bets for high honors no matter how steep the opposition.

Among stations, the owned and operated radio and TV outlets of the National Broadcasting Company in New York and Chicago fared exceptionally well. WNBC, New York, under the management of Ted Cott, took 50,000-watt first honors in audience-sales and second in merchandising, while its sister TV outlet, WNBT, took two firsts—audience-sales and public service. WMAQ, Chicago, managed by Harry C. Kopf, took top honors in 50,000-watt merchandising and ranked third in public service, while its video adjunct, WNBQ, came home second in audience-sales and third in merchandising. NBC's Western Network also honored the web by winning the second award for audience-sales promotion among regional networks.

Another potent radio-TV combination was that of WLW, Cincinnati, headed by R. E. Dunville. The radio outlet won first place in public service promotion for 50,000 watters, and ran second in audience-sales. The TV station, WLW-TV, took first honors in merchandising. And the WLW television station was first among regional networks in audience-sales.

The other multiple winners were both radio stations in the 5,000 to 20,000 watt grouping. These were WIP, Philadelphia, managed by Benedict Gimbel Jr., and WSYR, Syracuse, of which E. R. Vadeboncoeur is general manager. The former was first in merchandising and gained a third place tie in audience-sales, while WSYR ran third in public service and achieved a second place tie in audience-sales.

### RADIO AS MEDIUM

## Judges Deplore Outlets' Slip On Strong Promotion Point

NEW YORK, Feb. 14.—The Radio-as-a-Medium Promotion division, instituted last year with such success, took a serious slide in both quality and quantity in The Billboard's 15th Annual Radio and Television Promotion Competition. The judges expressed themselves as dumb-founded at the lack of interest shown in this type of promotion during 1952. As a group, they agreed that since radio is their bread and butter, you would expect radio men to continue their efforts to promote the medium when it is in its current condition.

With no competition in the National Network category, Mutual Broadcasting System got honorable mention for an entry pegged on its "Mister Plus" symbol "whose entire philosophy is to sell the plus values of radio in general and Mutual in particular," according to the MBS presentation.

#### First Tie

Among 50,000 - watt stations,

WFAA, Dallas, and WSB, Atlanta, were tied for first. The Dallas station described promotion of its "Open House" and "Radio Fair" to celebrate its 30th anniversary. The theme was "Life begins at 30 — for WFAA," and it was supported by ads, publicity and on-the-air plugs, attracting more than 30,000 visitors to the studios. WSB produced a campaign titled "Rejuvenating Radio." It featured a series of newspaper ads with heads plugging the medium. Examples were "Radio Can Go Anywhere" and "Tonight, Choose Radio."

Second place for 50,000 watters went to WHDH, Boston, which, as last year, had a research story to tell. A neat 20-page booklet, entitled "Back to Abacus," was published in an endeavor to clear up confusion about figuring cost-per-thousand in Boston radio, and it was widely distributed to agencies.

sole award in the 5,000-watt category for a promotion conceived by its promotion manager, Ward Glenn, which actually promoted all five stations in the city via a scrambled-picture contest run in a local newspaper.

WSNY, Schenectady, N. Y., won the sole award in the 250 to 1,000-watt category for a genuine push-radio drive. WSNY conceived and executed a series of ads on behalf of the eight stations in the Capital District, promoting radio in general.

In the new category, for station representatives, John Blair & Company won for its two booklets, "Are You Looking or Listening?" and "The Value of Information Is Measured by Its Reliability." The first was to show that the telephone coincidental technique is prejudicial to radio, and the second tried to show that ratings as they are today are not the best for final evaluation of radio.

### AUDIENCE & SALES

## Mutual Web Stands Alone Among Nets

NEW YORK, Feb. 14.—The Mutual Broadcasting System won honorary first place among national networks for audience-sales promotion in The Billboard's 15th Annual Promotion Competition. None of the other webs entered the category, a fact commented on adversely by the judges. (See "Radio as a Medium" story this issue.)

The MBS entry, outstanding for solid hard-hitting values, used three main promotions: "It's Mutual for Mystery," finding the college queen of America and continuing to sustain its "Mister Plus" symbol with advertisers.

The network set up tie-in deals with motion picture producers and book and magazine publishers which produced much complimentary publicity. The purpose was to use other industries with a big stake in the mystery field to ballyhoo the 13 MBS whodunits and to pay them off via spots. The result came via 109,000 displays, posters and streamers in libraries, drug, cigar, book, stationery and department stores; 3,500 theater lobby posters and 175 movie trailers. In addition, MBS placed ads in eight top mystery and fan magazines which have 19,000,000 readers.

#### For Smokers

The college queen of America contest will become a yearly operation. Its two-fold purpose was to develop interest among young women listeners, a potential smoking public for Old Gold cigarettes' show, "Queen for a Day," and to give the sponsor a wedge into the college cigarette market of 2,000,000 potential smokers and their families. The contest was kicked off with 150 spots on MBS stations, and the finalist was selected from more than 350,000 students.

The key man in the web's sales promotion, "Mister Plus," became a knight, fisherman, door-knocker, hitching-post and totem pole in various trade ads. The ads were distinctive and fresh in copy. MBS points to its sales increase of 17 per cent during 1952 as proof of the impact of "Mister Plus."

### WIP, WSGN, KELO

• Continued from page 6

and local drugstores to give preferred store-display positions to KELO advertised products. Grocery, drug, farm implement, automotive, appliance and farm feed dealer lists are maintained for a tri-State area, and KELO artists are available for personal appearances in the various retail outlets.



"High notes and high living like to killed my pipes at an early age."



"A song, a chase, two custard pies and voilà—a Mack Sennett epic!"



"I was anything but a 'natural' for this role, yet it won an 'Oscar.'"



"Baseball again, as an owner. So we Pirates didn't win 'em all."



"Me and ole 'Ski-nose' emoting in our latest offering, Road to Bali."

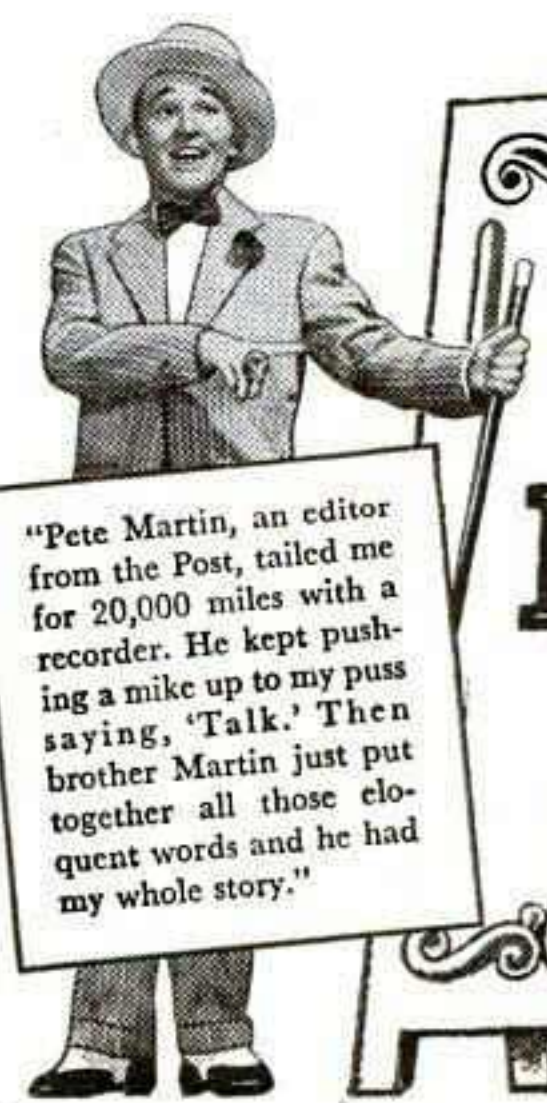
A POST Exclusive On Sale Today

# BING

## tells his own story!



You've seen him, heard him, read about him. Now you'll really meet him. Here's Crosby's side of the story—told in "The Groaner's" own colorful lingo. Fascinating—funny—and very, very frank! Don't miss this Bing's-eye view of Hollywood and himself. It's all Crosby. And Crosby tells all!



"Pete Martin, an editor from the Post, tailed me for 20,000 miles with a recorder. He kept pushing a mike up to my puss saying, 'Talk.' Then brother Martin just put together all those eloquent words and he had my whole story."

STARTING TODAY

Call me Lucky

by

**BING CROSBY**

The Saturday Evening

**POST**

February 14, 1953 - 15¢

**PUBLIC SERVICE**

# WNBT Tops WBNS, WOI-TV and KTLA

NEW YORK, Feb. 14. — The judges in The Billboard's 15th Annual Radio and Television Promotion Competition found the public service entries of the television stations generally excellent. First place went to WNBT, New York, for the promotion of its "Inside Our Schools" series in association with Life magazine. WBNS, Columbus, O., placed second and WOI-TV, Ames, Ia., was tied for third with KTLA, Hollywood.

**School Ties**

WNBT kicked off the series of 78 programs last March with full-page editorial-type ads in all the New York daily papers. These were followed up by large ads giving the schedule of the school coverage series. In addition, there were ads in national magazines such as the Saturday Review of Literature. One effective gimmick was a four-page check list by which parents could gauge the status of their children's schools. These were inserted in 1,000,000 copies of Life sold in metropolitan New York and were also distributed to every school kid to take home.

WBNS-TV sported a continuous day-after-day public service effort, with all efforts promoted thru handsome ads in The Columbus Dispatch, which owns WBNS-TV, as well as in the organ, Points of View, plus regular on-the-air plugs and extensive publicity in all Columbus papers. WBNS-TV programed regular shows on art, law, education, health and engineering, which were also plugged in professional publications, such as the Columbus Bar Briefs. The station continued its "Learn to Swim" show and carried programs produced by students at Ohio State University.

**Third Winners**

WOI-TV's entry covered promotion of its unique 16-week series, "The Whole Town's Talking," sponsored by the Fund for Adult Education of the Ford Foundation. The series aired community problems of different

**PUBLIC SERVICE**

## 1000-Watter WTOB Edges Out WNYC

NEW YORK, Feb. 14. — In the public service category for 250 to 1,000-watt stations, in The Billboard's 15th Annual Radio and Television Promotion Competition, a tight race took place between a Winston-Salem, N. C., station and New York's municipal station, WNYC, with the edge going finally to the former. There was no third place award made by the judges.

WTOB, Winston-Salem, won out for its registration and vote drive in co-operation with the Forsyth County Fair Ballet Battalion. Mainspring of the effort was a straw vote taken at the Fair. WTOB's president, Jim Coan, was stationed at a mike outside the straw poll tent urging visitors to come in to vote. The straw poll duplicated all the conditions of the real thing, as an education for the public. The WTOB staff tabulated the votes (Ike won). The station also gave the drive extensive promotion on the air.

One of the nation's most public spirited stations, WNYC has no appropriation for promotion. Again in 1952 the station exploited every possible channel for unpaid promotion. Innovations this year were the Ford Foundation sponsored series, "The Jeffersonian Heritage" and "The Ways of Mankind." The transcribed shows were aired thruout the network of the National Association of Educational Broadcasters, of which WNYC is the keystone. Another solid plug for WNYC came via the City College of New York. Its School of Business and Civic Administration gave its first Master of Public Administration degree to Milton Nobel, whose theses was on the history and organization of The Municipal Broadcasting System.

towns, and recently won a Sylvania Award. The show averaged 1,000 column inches of coverage per month in Iowa newspapers alone.

Half of the KTLA entry was devoted to its historic coverage of the A-bomb blasts at Yucca Flats, Nev. The second half of its entry covered KTLA's promotion backing for its eight regularly scheduled public service shows and the 38 special events covered in 1952, with emphasis on its election year coverage.

**PUBLIC SERVICE**

## Wichita KFH Top 5-20 Kw. For 4th Year

NEW YORK, Feb. 14. — Once again KFH, Wichita, Kan., has taken top place for public service promotion among stations of 5,000 to 20,000 watts in The Billboard's Radio and Television Promotion Competition. But coming up close behind in judges' votes was WOWO, Fort Wayne, Ind., with its health conservation program. WSYR, Syracuse, with an entry covering six different public service promotions during 1952, came out third.

This is the fourth consecutive year that KFH has won a first place award for public service promotion in The Billboard's competition. Under its public service director, Marjory Bassett, the station maintains a steady, year-round, public service effort, covering such affairs as polio, cancer and Red Cross drives; safety; religion and education news, and public affairs. Its entry indicates that the station ties in with virtually every conceivable public service venture going on in and around Wichita. Aside from special programing promoting and covering these ventures, the station plugs the events and the programs via many on-the-air announcements. Its black and white promotion, as revealed in its entry, was confined to publicity, mainly in the Wichita Eagle but also in the Wichita Magazine.

**WOWO's Health**

Westinghouse station WOWO kicked off its "Health From the Soil Up" project in March, and it's still going on. It started with a 5,000 distribution of a handsome folder outlining the aims of the project. The station prepared 75 neat little announcements which have been aired over 2,000 times so far. A specimen: "Tiredness is a chemical affair—and unless the food chemicals to cure tiredness are present, you'll still be tired no matter how much you rest."

WOWO ran five special program series on health in 1952, and in addition wove special material into seven of its regular shows. WOWO personalities, notably Jay Gould, farm director, and Jane Weston, home service director, took part in numerous outside activities that naturally tied up with the project. The station also distributed a work manual to anyone interested in co-operating.

**WSYR's Entry**

WSYR presented six solid public service efforts for the consideration of the judges. One of the outstanding was its "Operation Windfall," which Promotion Manager Caley Augustine got up to boost the morale of the soldiers at Camp Drum. With the co-operation of restaurants, taxi companies, sororities and so forth, Augustine arranged for six soldiers per month—those with the best service records—to get a big week-end on the house, while being featured on WSYR shows. Another top WSYR project was Ed Murphy's Safety Rangers, by which thousands of badges and certificates were handed out to school kids in an effort to make them more safety conscious.

# THE WINNERS

Winners of 15th Annual Radio TV Promotion Competition

## AUDIENCE-SALES PROMOTION

### • NATIONAL NETWORKS

Honorable Mention

Mutual Broadcasting System

Thomas O'Neil, Pres.  
Robert Schmid, V.-P.  
Harold Coulter, Adv.-Prom. Dir.  
F. C. McVarish, Prom. Mgr.

- 3D WIP, Philadelphia  
Benedict Gimbel Jr., Gen. Mgr.  
Edward Wallis, Prom. Mgr.
- TIE WRBL, Columbus, Ga.  
J. W. Woodruff Jr., Gen. Mgr.  
Ridley Bell Jr., Prom. Mgr.

### • REGIONAL NETWORKS

1ST WLW Television Stations  
R. E. Dunville, Pres.  
Frederick Gregg, Prom. Mgr.

2D NBC Western Radio Network  
John West, V.-P.  
Helen Murray Hall, Prom. Mgr.

3D Upper Midwest Broadcasting System  
Orville Lawson, Gen. Mgr.

### • 250 to 1,000-Watt Stations

1ST WLOW, Norfolk  
Robert Wasdon, Gen. Mgr.

2D WNHC, New Haven, Conn.  
Edward C. Obfist, Gen. Mgr.  
James W. Evans, Prom. Mgr.

3D CJVI, Victoria, B. C., Canada  
W. M. Guild, Gen. Mgr.  
James S. Crawford, Prom. Mgr.

### • 50,000-Watt Stations

1ST WNBC, New York  
Ted Cott, Gen. Mgr.  
Jay Smolin, Prom. Mgr.

2D WLW, Cincinnati  
R. E. Dunville, Pres.  
Frederick Gregg, Prom. Mgr.

3D WSM, Nashville  
John DeWitt, Jr., Pres.  
William McDaniel, Prom. Mgr.

### • TELEVISION STATIONS

1ST WNBT, New York  
Ted Cott, Gen. Mgr.  
Jay H. Smolin, Prom. Mgr.

2D WNBO, Chicago  
Harry C. Kopf, Gen. Mgr.  
John M. Keys, Prom. Mgr.

3D WWJ, Detroit  
Edwin K. Wheeler, Gen. Mgr.

### • 5,000 to 20,000-Watt Stations

1ST KDAL, Duluth, Minn.  
Dalton A. LeMasurier, Gen. Mgr.  
Dale Cowie, Prom. Mgr.

2D WSYR, Syracuse  
E. R. Vadeboncoeur, Gen. Mgr.  
Caley E. Augustine, Prom. Mgr.

TIE KBIG, Catalina Island, Calif.  
John H. Poole, Gen. Mgr.  
Robert J. McAndrews, Prom. Mgr.

### • STATION REPRESENTATIVES

1ST The Katz Agency, Inc.  
D. H. Denenholz, Prom. Mgr.

TIE NBC Spot Sales  
Thomas B. McFadden, Gen. Mgr.  
H. W. Shepard, Prom. Mgr.

2D National Time Sales  
Arthur Gordon, Gen. Mgr.  
Al Alperon, Prom. Mgr.

## PUBLIC SERVICE PROMOTION

### • NATIONAL NETWORKS

Honorable Mention

Mutual Broadcasting System

Thomas O'Neil, Pres.  
Robert Schmid, V.-P.  
Harold M. Coulter, Adv.-Prom. Dir.

2D WOWO, Fort Wayne, Ind.  
Frank Tooke, Gen. Mgr.

3D WSYR, Syracuse  
E. R. Vadeboncoeur, Gen. Mgr.  
Caley E. Augustine, Prom. Mgr.

### • 250 to 1,000-Watt Stations

1ST WTOB, Winston-Salem, N. C.  
John G. Johnson, Gen. Mgr.  
J. E. Wiggins Jr., Prom. Mgr.

2D WNYC, New York  
Seymour Siegel, Gen. Mgr.  
A. Alan Levin, Prom. Mgr.

### • 50,000-Watt Stations

1ST WLW, Cincinnati  
Robert E. Dunville, Gen. Mgr.  
Frederick Gregg, Prom. Mgr.

2D WOR, New York  
Thomas O'Neil, Pres.  
Robert Schmid, V.-P.  
Harold M. Coulter, Adv.-Prom. Dir.

3D WMAO, Chicago  
Harry C. Kopf, Gen. Mgr.  
John M. Keys, Prom. Mgr.

### • TELEVISION STATIONS

1ST WNBT, New York  
Ted Cott, Gen. Mgr.  
Jay H. Smolin, Prom. Mgr.

2D WBNS, Columbus, O.  
Jerome R. Reeves, Prog. Dir.  
Barbara Haddock, Dir.

3D WOI-TV, Ames, Iowa  
Richard B. Hull, Gen. Mgr.  
Marguerite Theabold, Prom. Mgr.

### • 5,000 to 20,000-Watt Stations

1ST KFH, Wichita, Kan.  
Frank V. Webb, Gen. Mgr.  
Marjory Bassett, Pub. Serv. Dir.

TIE KTLA, Hollywood  
Klaus Landsberg, Gen. Mgr.  
Howard Wormser, Prom. Mgr.



## RADIO-AS-A-MEDIUM

### • NATIONAL NETWORKS • 5,000 to 20,000-Watt Stations

Honorable Mention

**Mutual Broadcasting System**  
Thomas O'Neil, Pres.  
Robert Schmid, V.-P.  
Harold M. Coulter,  
Adv.-Prom. Dir.

**1ST WIRE, Indianapolis**  
Willard Worcester, Gen. Mgr.  
Ward Glenn, Prom. Mgr.

### • 50,000-Watt Stations

**1ST WFAA, Dallas**  
Alex Keese, Gen. Mgr.  
Wynona Portwood, Prom. Mgr.

**TIE WSB, Atlanta**  
John Outler, Gen. Mgr.  
Vic Plano, Prom. Mgr.

**2D WHDH, Boston**  
Wm. McGrath, Gen. Mgr.  
Wm. Shea, Prom. Mgr.

### • 250 to 1,000-Watt Stations

**1ST WSNY, Schenectady, N. Y.**  
W. P. Leighton, Gen. Mgr.

### • STATION REPRESENTATIVES

**1ST John Blair & Co.**  
Richard Buckley, Gen. Mgr.  
Wells Barnett Jr., Prom. Mgr.

## MERCHANDISING PROMOTION

### • NATIONAL NETWORKS

Honorable Mention

**Mutual Broadcasting System**  
Thomas O'Neil, Pres.  
Robert Schmid, V.-P.  
Harold Coulter, Adv.-Prom. Mgr.

**2D WSGN, Birmingham**  
Henry P. Johnston, Gen. Mgr.  
James Chenoweth, Prom. Mgr.

**3D KELO, Sioux Falls, S. D.**  
Evans Nord, Gen. Mgr.  
Dave Dedrick, Prom. Mgr.

### • 50,000-Watt Stations

**1ST WMAQ, Chicago**  
Harry C. Kopf, Gen. Mgr.  
John M. Keys, Prom. Mgr.

**2D WNBC, New York**  
Ted Cott, Gen. Mgr.  
Jay Smolin, Prom. Mgr.

**3D KFAB, Omaha**  
Harry Burke, Gen. Mgr.  
Don V. Shoemaker, Prom. Mgr.

### • 250 to 1,000-Watt Stations

**1ST WFDL, Flint, Mich.**  
Lester Lindow, Gen. Mgr.  
Don Wyant, Prom. Mgr.

**2D WJLL, Niagara Falls, N. Y.**  
Thomas Talbot, Gen. Mgr.

**3D WLIB, New York**  
Harry Novik, Gen. Mgr.  
Mike Jablons, Prom. Mgr.

### • TELEVISION STATIONS

**1ST WLW-TV, Cincinnati**  
R. E. Dunville, Pres.  
Frederick Gregg, Prom. Mgr.

**2D WTVJ, Miami**  
Lee Ruwitch, Gen. Mgr.  
Lynn Morrow, Mdse. Mgr.

**3D WNBO, Chicago**  
Harry Kopf, Gen. Mgr.  
John Keys, Prom. Mgr.

### • 5,000 to 20,000-Watt Stations

**1ST WIP, Philadelphia**  
Benedict Gimbel Jr., Gen. Mgr.  
Edward Wallis, Prom. Mgr.

## PUBLIC SERVICE

# MBS Cops Honors as National Web Entrant

NEW YORK, Feb. 14.—Mutual Broadcasting System's award-public service promotion entry consisted of three gigantic campaigns: a get-out-the-vote effort, the network's blood donation drive and its campaign for "Man on the Farm Week."

Biggest of the three was its get-out-the-vote entry, which came in a huge ballot box. With the slogan, "Lights On! Votes Out!" the promotion was spearheaded by the five MBS newscasters sponsored by Johnson's Wax. The commentators, Cecil Brown, Sam Hayes, H. R. Baukhage, Holland Engle and Frank Singiser, made 19 spots, which were fed to affiliates via closed circuit. On October 12, they participated in a special round-table show with Thomas D'Arcy Brophy, president of the American Heritage Foundation, which was actually leading the nation's vote drive, and with which MBS tied in its own campaign.

The theme, "Lights On! Votes Out!" was derived from a device designed to get tangible public response in support of the drive. The gimmick was to get everyone to turn on his porch light from 8-9 p.m. election eve as his pledge

to get out and vote the next day. In thousands of posters prepared by Mutual's promotion department for distribution by the Independent Grocers Alliance and the American Library Association, an additional slogan was "Let Freedom Shine From 8 to 9."

Mutual succeeded in getting 180 communities to take part in the porchlight gimmick. But broader than that, the MBS drive aimed "to pierce the darkness of voter lethargy with spectacular election eve community action demonstrations" and revive the pre-election glamour of the old-time torchlight parades. They got 23 communities to stage parades on election eve. MBS designated Little Falls, N. Y., as a model for its effort. They got full promotional co-operation from The Evening Times there, as well as its affiliate, WLFH, which aired plugs in six different languages.

Under the direction of promotion manager Harold Coulter, the MBS vote drive actually got started in May, 1952, in connection with the network's news programming promotion. At that time Mutual sent out a 53-page kit on the political conventions. Also, they totaled 910 network news

plugs from May thru October. From October 13 to November 3 the network put the push behind its vote drive, with 199 spots on 174 network shows. A special song clefted by Nick and Charles Kenny was highlighted during this period, and the Mutual press department kept the whole campaign covered. Numerous organizations, notably the American Legion and the Boy Scouts, were tied in with the whole drive.

In June, 1952, Mutual put its promotional forces behind the blood donor drive of the American Red Cross and the Department of Defense. The two aims of the Mutual effort were to try to prevent the normal summer drop off in blood donations and to get greater housewife participation. The drive was spearheaded by Tom Moore, emcee of MBS' "Ladies Fair" show.

Aside from the play on the "Ladies Fair" show itself, the project was plugged 15,000 times on 51 network shows, in addition to 12,000 local plugs via MBS affiliates.

During August, MBS promotion worked on the first annual "Man on the Farm Week" celebrated August 17-23. MBS built up toward the event with 40 on-the-air teasers followed by 80 announcements on the network during the celebration week itself. Three special farm quiz shows were aired, 10 other network programs actively plugged the event, and recorded salutes from notables were placed thruout the network schedule.

Since MBS had no competition

## PUBLIC SERVICE

# Opera Gives WLW 50 Kw. Honors

NEW YORK, Feb. 14.—WLW's campaign in support of the Cincinnati Summer Opera Association got the judges' nod for first place in the Public Service Promotion category for 50,000-watt stations in The Billboard's 15th Annual Radio and Television Promotion Competition. For second place honors the judges' votes went to WOR, New York, for its 1952 Children's Christmas Fund Drive. Third place went to WMAQ, Chicago, for an entry covering its promotion of its public service programming thruout the year.

WLW took it upon itself to lead the promotion drive for the 31st season of musically minded Cincy's Zoo Opera, which the previous year had suffered a deficit of \$38,000. The station started its drive in January with an 8-week "Aria Auditions" show, on which they featured talented voice students in the area. Lobby displays, cab covers and newspaper ads pushed the show as a preview of the summer opera season.

WLW held luncheons for the

press and representatives of other local stations to co-ordinate the opera promotion. They prepared recorded interviews with opera stars and inserted features in local shows. The promotion built to a crescendo, with 150 air plugs the week preceding the opening and then an opening night barrage. During the season, the station aired a special "Summer Opera Previews" series as well as five full-length remote broadcasts from the zoo. When heat waves and inclement weather threatened the opera attendance during the season, WLW was also set with increased on-the-air promotion.

### Runners-Up

WOR aired 124 plugs from November 11 to December 23 to raise funds for the purpose of buying toys for 10,000 kids in the free wards of New York's hospitals, and layettes for the 4,000 babies born on Christmas day. The station set up an extensive direct mail solicitation in addition to plugging the drive on six of its shows. WOR personalities taped bedside interviews and put on a two-hour Christmas show at Bellevue Hospital. One of the biggest splashes of the drive was the setting up of a Christmas tree on Times Square. The pay-off was \$45,000 in contributions.

WMAQ turned in a comprehensive promotion job in support of all its public service programming. It was a thoro, multi-pronged, year-long job, ranging from postage stamp meter plugs to airplane trailers. WMAQ regularly sent out attractive direct mail pieces to schools, libraries and like institutions logging their upcoming shows "in the public interest," as the brochures were headed. The station also made wide distribution of bulletins giving the season's line-up for its "Carnival of Books" and "Promenade Concert" series.

# Transit Radio Chalks 218% Client Hike

CINCINNATI, Feb. 14.—Transit radio advertising is on the rise, according to Hulbert Taft Jr., executive vice-president of Radio Cincinnati, Inc., who this week announced a 218% increase in number of clients on WKRC-FM in January, 1953 as compared to January, 1952.

Number of food accounts alone, Taft said, was increased by 266%, sharply reflecting the station's concentrated studies in food purchasing. Ed Richter, manager of the station, points specifically to the Schneider Company and Tepe Sausage Company, both of Cincinnati, whose test cases have been projected into year-round transit advertising on the transportation lines in this area.

"Transit," Taft says, "is more than a new medium offering its unique advantages of mass audience without competition, reaching specific type customers at specific times when they are on their way to buy. It is further an important adjunct, a type of low-cost insurance to back up newspaper and air time."

# NY State Tops In TV Set Use

WASHINGTON, Feb. 14.—More television sets were shipped to New York than any other State last year, the Radio-Television Manufacturers' Association reported this week. Of the 6,174,505 TV sets shipped to dealers thruout the nation, 736,956 of them went to the Empire State. California, with 577,186 sets received, and Pennsylvania, with 531,021, placed second and third, respectively. Other States over 200,000 were: Ohio, 462,010; Illinois, 348,412; Texas, 290,941; Michigan, 262,525; Massachusetts, 244,688; New Jersey, 242,864, and Indiana, 220,355.

District of Columbia, which received only 60,989 TV sets last year, approached the saturation point in TV sales, with 74.7 per cent of all homes in metropolitan Washington TV-equipped, according to a survey just completed by the Washington Television Circulation Committee. Figures show 344,859 TV sets were operating in 321,210 of 430,000 metropolitan Washington homes; 6.6 per cent of these homes have more than one set. An additional 81,124 sets are in homes in outlying areas, bringing the total number of sets in the D.C. TV coverage area to 425,983, an increase of 7,836 sets since December. The D.C. statistics were compiled by the American Research Bureau, Inc., for WTCC.

in the National Network category, its Public Service Promotion entries got an honorary award.

## TV SPORTS PLAN

# RTMA 10-Point Deal to Crack Opposition

WASHINGTON, Feb. 14.—A 10-point sports promotion program for radio-TV set manufacturers, designed to break down opposition to the telecasting of major sports events, was offered yesterday (13) by the Radio-Television Manufacturers' Association. The program, prepared by Chairman Dan D. Halpin, of RTMA's sports promotion committee, recommends that set producers "avoid negative advertising which suggests that patrons stay at home and see the game on TV."

Instead, advises RTMA, they should: Boost attendance at televised sports in national advertising and promotion; display in store windows schedules of local teams televised; sell tickets for televised events; mention "see the game in person" on radio and TV; sell TV sets to local sports figures and urge them to visit their dealers to meet their public; offer to co-operate with sports officials on promotion of televised events; offer tickets to games in local newspaper contests; co-operate with the National Appliance and Radio-TV Dealers Association and other dealers groups to encourage the televising of sports events.

## STATIONS MAKE WRONG ENTRIES

NEW YORK, Feb. 14.—Again this year some stations submitted joint radio and TV Promotion Competition presentations, rather than separating their promotion summaries into a single entry for each medium. As a result, some of these presentations may have been overlooked by the judges, since it was impossible to provide a joint entry with proper representation in both categories.

## AUDIENCE AND SALES

# WNBC, First; WLW, Second; WSM, 3d for 50-Kw. Stations

NEW YORK, Feb. 14.—Utilizing virtually every device from signs on a shoe-shine box to a Broadway spectacular sign, WNBC, New York, walked off with first place in audience-sales promotion among 50,000 watt stations in The Billboard's 15th Annual Promotion Competition. WLW, Cincinnati, a perennial award winner, took second honors, with third going to WSM, Nashville.

The WNBC campaign played a major part in making 1952 the most successful year in its history, while its sister video outlet, WNBT, was doing likewise via an audience-sales promotion campaign which won it top honors among TV stations. The WNBC campaign actually used promotion signs on the shoe-shine box which houses the business of Joe,

the Radio City exponent of foot-wear radiation. Another unique device used imprints on the outside of plastic diaper bags which were filled with samples of WNBC sponsors' products and given to prospective mothers.

On the more conventional side, the outlet gained major impact via its use of film trailers in over 400 of the largest movie theaters within its listening area. Also used were such techniques as inserts in over 150,000 Pocket Books monthly, announcements on the p.-a. system of a top amusement park, 40-foot window displays, lobby window displays, 1,500 posters on laundry trucks plus inserts in 150,000 bi-weekly home laundry bundles, personal appearances, merchandising letters from station personalities to time buyers, a kids' club for offspring of ad agency execs and, of course, the aforementioned giant spectacular sign in Manhattan's Times Square.

For thoroughness, originality and imaginative application of its ideas, the board of judges, comprising some of the most important, experienced and influential executives from top advertisers and ad agencies, proclaimed the WNBC job to be outstanding.

#### WLW Bally

The second-prize campaign of WLW was based on a campaign called "Design-Impact!" which was launched in the fall of 1952 to expand its audience and in-

crease its sales. The drive was built around the inauguration of the station's block programing, and was kicked off with a unique "Sounds of the Century" contest. This was a 10-week promotion which offered \$35,000 in prizes for identifying sounds broadcast, or for writing a letter about the sound that meant most to the contestant. The drive was bulwarked with a raft of potent promotion, ranging from an on-the-air drive which deluged the station's area to personal appearances, displays and even a traveling "blonde bombshell."

#### WSM's Third

In taking third prize, WSM showed a campaign designed to counteract the feeling in many quarters that radio was a dead or dying medium. The campaign had a threefold intent: to sell WSM as an effective ad medium, to show that the outlet's talent and country music type shows were a top means of selling a wide variety of products and to push the use of radio as a medium as dependable, economical and thoro. The drive, which was so successful that it is being pursued on a continuing basis, utilized trade press advertising; national publicity about WSM, its programs and its talent, and promotion thru disk jockeys on other stations, by supplying them with news letters, biographies and tour itineraries of WSM's "Grand Ole Opry" personalities.

## AUDIENCE &amp; SALES

## WLOW Tops in 250-1000 Watt Station Field

NEW YORK, Feb. 14.—WLOW, Norfolk, Va., won first place for the best entry among the 250 to 1,000-watt stations in the audience-sales category of The Billboard's 15th Annual Promotion Competition. Second and third place winners, WNHC, New Haven, and CVJI, Victoria, B. C., turned in entries which pushed the winner hard.

WLOW used as the theme of its audience-sales campaign the word "Lagniappe," which means something for good measure, and then proceeded to show advertisers the unseen bonus they bought. Its one-two punch was centered around two beauty contests—for "Mrs. Virginia" and for "Miss Sweet Peach Snuff." The first contest drew 75,000 pieces of mail, partially thru the plugging via 8,000 spots and 92 public appearances. The second contest sold 8,000 cans of Sweet Peach Snuff and produced a 52-week renewal from the sponsor. Both contests were, in addition, given ample free coverage in newspapers.

WNHC's task was to alert listeners to the fact that it became the only National Broadcasting Company network station in Southern Connecticut. To accomplish this purpose, it devised a high-potency saturation-style promotion operation which brought its message to 622,000 people. Among the methods used to flack its significant communication were billboards, bus cards, newspaper ads, trade paper ads, direct mailings, spots and a special promotion. This last consisted of the use of an airplane and a captive balloon.

CVJI's promotion was built around a program, "Firefighters," which also had some public service aspects. It was aimed primarily at children and they were wooed with spots, newspapers, special tours, tape-recorded pep talks, handouts to civic groups and clubs, and buttons. The sponsor's sales representatives were given a dinner, and agencies were sent direct mailings. Not only did the result please the sponsor, but the fire chief in Victoria claimed that there were many less fires because of the show.

## Engel Joins TV Guide

HOLLYWOOD, Feb. 14.—Arthur Engel this week was named assistant to Martin Lewis, West Coast rep of TV Guide, the M. Walter Annenberg national tele fan mag. Lewis recently resigned his post at Paramount Pictures as radio-TV promotion Coast head to take charge of the mag's operations here.

Engel is former assistant dean of the University of California at Los Angeles Graduate Journalism School.

## AUDIENCE AND SALES

## WLW Tele Reaps Regional Net First

NEW YORK, Feb. 14.—The WLW tele network fashioned itself a winner in the competition among regional nets, for first place in audience-sales in The Billboard's 15th Annual Promotion Competition. Second award went to the National Broadcasting Company's Western radio network, and third, to the Upper Midwest Broadcasting System.

Using a timely "If I Were President" contest, the WLW video network continued to boost its summer viewing audience and its hot weather sales. At the summer's end the web pointed to a 38 per cent sales increase and a 15 per cent hike in audience.

Imposing and lucrative prizes proved the chief bait toward attracting more than 100,000 entries to the contest. First prize was a fully furnished home. The contest was plugged via an all-star kick-off program, clues on telecasts, the usual newspaper ads and generous plugs in its own merchandising sheet, "Buy-way." Sponsors were sent brochures outlining the contest. The WLW video network sales staff not only were given a special pep talk on a special closed circuit telecast but collected prizes for the most business billed.

The NBC Western radio network keynoted its promotion to the slogan, "Top Coverage." A series of trade ads were inserted in five different magazines in which a large dominant hat was the visual kick-off for the sales message. Both baseball and chefs' caps were sent to agencies, 3,800 of whom thruout the country also received direct mailing pieces. The NBC Western sales letters, another part of its flacking activity, were models of ingenious prose. The result was improved sales.

#### Upper Midwest

The Upper Midwest Broadcasting System primarily sold its "Two Fisted Impact" story. Its dealer merchandising operation offered to sponsors a store posting service, personal letters to designated locations, free spots and a five-minute salute to each sponsor and show every six weeks. Its "selling on the local level" theme promoted hometown radio. Station programs keyed to local conditions and interests make for greater listener response, the theme maintained. These points were mercilessly hammered at advertisers in brochures and trade ads.

## AUDIENCE AND SALES

## WNBT Adjudged Best in Stiff Tele Competition; WNBQ, WWJ-TV Near

NEW YORK, Feb. 14.—In a class marked by several exceptional entries WNBT, New York, won top honors among TV stations in the audience-sales division of The Billboard's Promotion Competition. Running a close second was WNBQ, Chicago. Third place went to WWJ-TV, Detroit.

WNBT attributes the greatest profit-making year in its history at least partially to its outstanding audience-sales promotion priming, in a campaign paralleling that of its AM adjunct, WNBC, which also won a first place. Throness was the keynote as the station let out all the stops in putting trailers in more than 400 movie theaters, monthly in-

serts in 100,000 pocket books, inserts in 150,000 home laundry bundles—to marshal all its flacking firepower. Such special gimmicks as a time buyers' club, a children's club for offspring of agency and press personnel were also created. The giant spectacular at Times Square sold the station's message to entertainment-happy New Yorkers.

WNBQ did not match it in special gimmicks, but mustered the foot-soldiers of promotion—spots, newspaper ads, trade ads, outdoor displays—to do an equally substantial job. The 14,863 spots used for station promotion alone would have cost \$1,860,000. Fifty thousand lines of newspaper space

were used. For sales promotion and sponsor reassurance each month the station sends a promotion report to each bankroller's agency.

With its new \$2,000,000 plant dedicated on November 17, WWJ-TV centered its promotion operation around the opening of the studios. Detroit advertisers, celebrities and public officials toured the building. New York and Chicago advertisers and agencies viewed the station's ceremonies via a closed circuit telecast. The telecasting audience, of course, was constantly alerted to the event. Trade ads and trade publicity centered sponsor's interest on the occasion.

## AUDIENCE AND SALES

## KDAL Outpaces Pack In Close 5-20-Kw. Field

NEW YORK, Feb. 14.—Thoro use of standard promotional methods and creative use of special promotions, KDAL, Duluth, Minn., took first honors in an airtight contest among stations of 5,000 to 20,000 watts in the audience-sales category of The Billboard's 15th Annual Promotion Competition. Second place judging in a division boasting an extremely high quality of entrants found a dead heat between WSYR, Syracuse, and KBIG, Catalina Island, Calif. Likewise, two outlets were deadlocked for third place: WIP, Philadelphia, and WRBL, Columbus, Ga., the former also finishing first in the merchandising division.

The KDAL championship campaign was predicated on the outlet's use of promotion for the enviable purpose of maintaining and enlarging its hold on 43.8 per cent of the total radio audience in a five-station market, as evidenced by total rated time periods. To do this it whetted its promotional axe on 17 forms of regular promotion as well as many special campaigns. These included participation in a Hollywood film premiere, use of a roving special events car, 65 remote appearances in community centers, distribution of 6,000 safety emblems, sponsorship of a "Voice of Democracy" high school contest, and several others. That it all paid off is demonstrated not only by the award won, but by station's own accomplishments in adding audience and billings.

WSYR, in tying for second honors, unleashed a campaign titled "Life Begins at Thirty"—evolved out of the station's 30th anniversary. Much of the success is attributed to having ideas flow from the entire station staff, rather than any few designated people. These culminated in week-long participation in the New York State Fair, plugging on the air, ads in local papers, birthday cakes at a Scottish Rites luncheon, a special theater birthday party for a listener, personal appearances, savings bonds given to the first local baby born on the station's own birthday, parties for 30 people whose birthdays were the same as that of the outlet, a contest for pictures 30 years old, salutes on National Broadcasting Company web shows, etc.

The other second place winner, KBIG, was airborne last June on Catalina Island, 20 miles off the Southern California coast, making it the 23d AM station in the overcrowded Los Angeles market. By its third month on the air, the John H. Poole station nevertheless confounded the experts by going into the black. The station stressed its program policy of plain pop music and standards, plus news via newspapers, theater trailers, TV, magazines, direct mail, and spots bought on local TV and radio stations. Painted bulletins in color were used outdoors in L. A. and Pasadena, with smaller color reproductions on benches in high traffic corners in several cities besides L. A. Announcements were bought on two local TV outlets; the others rejected the business. Similarly, spots were bought on the four local AM stations that would take them. The over-all results paid

off, as KBIG's profits have continued to mount.

WIP, in the highly competitive Philadelphia market, was judged to have done an outstanding promotion job in reaping its third-place tie. Its programs and sponsors received the full treatment of standard promotional plugging. Further promotion along the line of special stunts included models promenading in the Easter Parade carrying portable radios tuned to the station; "as advertised" cards supplied to sponsors with the station insignia imprinted; and stuffers inserted in 75,000 picture packages by photo finishers.

WRBL likewise did a knowing job in its year-long campaign, with the stress not only on the same general media used by the other outlets, but also on such extras as displaying the station's call letters at public gatherings, use of signs on taxis, and clever use of novelties and gifts.

## AUDIENCE &amp; SALES

## Katz First In Station Rep Field

NEW YORK, Feb. 14.—Spirited competition in a new category—audience-sales promotion for station representatives—resulted in a tie for top honors between the Katz Agency, Inc., New York, and the National Broadcasting Company's Spot Sales Division in the 15th Annual Promotion Competition in The Billboard. Third place winner was National Time Sales.

The Katz Agency promotion barrage functioned around four main points: data on individual stations, roundups, service material, and general media promotion.

The data on individual stations included ready reference summaries, program sheets, success stories, coverage maps, brochures and merchandising services. Information about programs and policies of stations represented by Katz was given in the roundup. Service material fed to the advertiser contained annual calendar expiration dates, quarterly TV spot cost summaries and TV stations in operation sheets. General media promotion dispensed material such as a specific Pulse study of radio listening habits, an easel presentation of "A Better Approach to TV Advertising," and many other such high voltage selling tools.

NBC Spot Sales assigned itself the task of establishing the operation as the preferred source of spot and radio time. It featured trade ads with the message "some spots are better than others" and then proceeded to show why it was referring to itself. Prominent in its campaign was its direct mail pieces each promoting a specific market, a specific station and a definite show. NBC Spot Sales points to a record dollar volume of advertising during the period of its most concentrated promotion.

The National Time Sales objective was to make advertisers conscious of the Mexican-American market in the Southwest. Its promotion highlighted trade ads which used as captions such lines as "Let's Look at Statistics," and "Amazing, Simply Amazing," and then told the NTS story. At the year's end, 92 major national and regional advertisers used NTS stations, adequate proof of success.

**WWJ**  
NBC AFFILIATE  
in DETROIT  
OWNED AND OPERATED BY  
**THE DETROIT NEWS**  
NATIONAL REPRESENTATIVE  
**THE GEORGE P. HOLLINGBERY CO.**

# ask Procter & Gamble

and Ernie,  
the Hamburger  
King

Procter & Gamble is the biggest advertiser in America.

Last year they spent over \$18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, *they invested more money in radio than in any other medium.*

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately \$7,000 in radio. Like countless other local merchants from coast to coast, *he invested more money in radio than in any other medium.*

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that *no other medium can touch.* And do you realize how much the radio-listening population has *grown?* Today there are 105,300,000 radio sets in the U. S. A. Virtually *every home is a radio home—and over half of them have two or more sets.*

*The average American now spends more time with radio than with magazines, TV and newspapers combined.*

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made *right now.*



**Broadcast  
Advertising  
Bureau, Inc.**

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVENUE, NEW YORK CITY

# FCC's AB-PT Merger Okay Cues New Network Rivalry

Seen Forerunner to Subscription, Pay-As-You-See, Theater Video

WASHINGTON, Feb. 14.—The television broadcasting industry is plunging into what appears to be a new, stimulating and unprecedented era of network rivalry as immediate aftermath of the Federal Communications Commission's long-expected green light verdict for the newly integrated American Broadcasting-Paramount Theaters Corporation. Signs are everywhere visible not only of a spirited reawakening of interest, viewed by government and trade observers alike as singularly "wholesome." But, in addition many observers believe the current course of events will unravel such mysteries as theater TV, subscription TV and pay-as-you-see TV more effectively than will any governmental attempts, particularly since the FCC itself is reluctant to move arbitrarily and with foolhardy haste to conclusions, as shown in the theater TV case where the commission is currently pondering whether to let hearings run on.

The AB-PT merger is a fait accompli no matter whether delays are wrought on piecemeal sections of the verdict. Already, Allen B. Du Mont Laboratories, Inc., is contemplating whether to seek a stay in the effectiveness of FCC's finding that Paramount Pictures Corporation controls Du Mont, and Zenith Radio Corporation this week filed a petition to the FCC to stay that part of the verdict which deals with transfer of Balaban & Katz's station WBKB to Columbia Broadcasting System (see separate story on both of those latter developments). The important over-all effect now apparent, even tho the green light to the merger was a foregone conclusion, is an intensification of efforts by all of the major TV networks in their entertainment programming activities and in their TV film projects and theater TV plans. The FCC gave cognizance of its expectations along this line when in Monday's merger findings the agency declared that National Broadcasting Company, CBS "and independent film companies are already making film specially for television and ABC contemplates doing so. . . ." The networks themselves pointed up the new pace of rivalry in newspaper ads and promotion statements issued here in the shadow of the FCC and Congress where Sen. Charles W. Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, has been threatening to stage hearings on issues involved in the AB-PT merger. On the heels of the commission verdict, National Broadcasting Company's TV outlet, WNBW, cited American Research Bureau figures showing that "48 per cent of the time WNBW has more TV viewers than any station in Washington, a four-

station market." WTOP, radio twin of WTOP-TV, both of which are owned by Columbia Broadcasting System and The Washington Post, boasted in a full-page newspaper ad that "more people listen to WTOP-radio alone than watch two of the four television stations combined." ABC in full-page ads identical with those run simultaneously in New York and elsewhere boasted that it "intends to be a leader in radio and television as result of the FCC verdict, 'the most important news in the television and radio industry in years.'"

Viewed as significant was the FCC's avowal of confidence that the AB-PT merger, fusing theater TV and network broadcast interests, won't upset an economic balance in the industry. The commission noted that NBC and CBS "already have the largest share of the television broadcasting business" and stressed that NBC and Radio Corporation of America are giants which are capable of handling the competition. The com-

mission further noted that "mitigating against a competitive advantage to AB-PT of any consequence over other networks or television stations" are such factors as: motion picture feature film is "only one of the types of programming used on television and its use is subject to certain limitations and disadvantages"; motion picture feature films "do not have much value for networks whereas the use of television films is of value and is increasing; even if some of the AB-PT theater subsidiaries should buy motion picture feature film for their theaters from distributing companies which will also sell some feature films or some television films for use on the ABC network or owned and operated stations, AB-PT has announced its policy that it will not make packaged deals for both theater and television and the decentralized operation of its theater subsidiaries, and the proposed operation of the ABC division as an autonomous unit is designed to effectuate this policy."

## NEWS CAPSULES

### 71 Writers Collect 85G Back Pay; E.T. Firm Set for Big Radio Year

NEW YORK, Feb. 14.—Seventy-one radio writing staffers at the Columbia Broadcasting System, the American Broadcasting Company and the National Broadcasting Company are to collect a total of \$85,000 in back pay from the networks. Checks will average \$1,100 but in some cases reach \$2,000. They cover raises retroactive to October 1, 1951, won for the staffers by the Radio Writers' Guild strike of last July. CBS, which has the largest number of RWG staffers, will pay out the most money, and ABC the least.

#### WORLD E. T. FIRM UPS BUDGET . . .

NEW YORK—To re-affirm its faith in the future of local radio, the World Broadcasting System, radio transcription firm, has increased its production, advertising, and merchandising budgets by 35 per cent for 1953. World's radio sales for 1952 were 40 per cent higher than 1951, the firm's previous high sales year, and vicepres Robert W. Friedheim predicts that 1953 sales record will outstrip 1952.

#### CLIENTS EYE NEW MURROW SHOW . . .

NEW YORK—The new Ed Murrow news has been named "Person to Person." It is

being produced and packaged by a new corporate entity owned by Murrow, John Aaron and Jesse Zousmer which will allow them a capital gains deal if the show clicks. Four sponsors are reportedly interested in the half-hour stanza.

#### ARKEDIS IS WBBM SALES MANAGER . . .

CHICAGO—George Arkedis, Western sales manager of the Columbia Broadcasting System's TV network, this week was moved up to become sales manager of WBBM-TV, the former Paramount station newly acquired by the web. He will be replaced by George Klayer, an account executive for the past three years for the CBS-TV network sales division.

#### KGUL APPOINTS CBS SPOT SALES . . .

NEW YORK—The Columbia Broadcasting System's TV Spot Sales Division has named spot representative for KGUL-TV, Galveston-Houston. Other CBS-TV Spot Sales represented stations are WCBS-TV, New York; WCAU, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte, N. C.; WAFM-TV, Birmingham; KSL-TV, Salt Lake City, and KNXT, Washington.

#### WCBS OFFERS NEW DISCOUNT DEAL . . .

NEW YORK—WCBS this week offered two new floating package discount deals to sponsors using week-end radio. Advertisers buying 12 one-minute spots on two consecutive days, one of which is Saturday, will earn a 15 per cent discount. Those purchasing 21 one-minute spots on Fridays, Saturdays and Sundays consecutively will earn a 35 per cent discount. These package spot bonuses follow a similar discount structure blue-printed by the station for five-second announcements which gives a 15 per cent discount for 14 per week, 25 per cent for 21 per week and 30 per cent for 35 per week.

#### WNBC SELLS OUT 'CHAIN LIGHTNING' . . .

NEW YORK—NBC's flagship here, WNBC, is compellingly sold out to sponsors for its "Chain Lightning" merchandising program, and two clients are waiting for an opening. Advertisers currently participating in the super-market promotion are: Jacob Ruppert Breweries, Peil Bros., Ronzoni, Peter Paul, Best Foods, Rheingold Beer, Surf Detergent, La Rosa Spaghetti, Gorton's Seafood, My-T-Fine, and Ferris Ham.

#### GALEN DRAKE TO DOG FOODS . . .

NEW YORK—Hunt Club Dog Foods this week bought Galen Drake on the Columbia Broadcasting System's radio network

# AB-PT Merger Stirs Action in N. Y., Chi

O'Brien, Weitman Shift Gotham Offices; CBS Finalizes \$6 Mil Purchase of WBKB

NEW YORK, Feb. 14.—The American Broadcasting-Paramount Theaters amalgam goes into practical operation next Monday (16) when Robert H. O'Brien and Robert M. Weitman move into their new offices at the American Broadcasting Company. O'Brien, secretary-treasurer of United Paramount Theaters, becomes executive vice-president of the ABC division of AB-PT, while Weitman, who was vice-president and top talent buyer for UPT, becomes chief of ABC's AM-TV program set-up.

O'Brien has been fitted out with an executive office next to that of ABC president Robert E. Kintner, while Weitman will be located in the office adjoining those of Alexander (Sandy) Stronach, the web's TV chief, and Slocum (Buzz) Chapin, head of ABC's owned and operated stations operation. The physical presence of O'Brien and Weitman on the ABC scene of operations marks the first page of a new chapter in the web's history.

No major personnel or policy shifts are expected in the immediate future, but all execs at the web now are blueprinting their departmental operations with an eye on the fall, by which time a hyped program and (it is hoped) sponsorship situation will go into effect.

First steps along this line are the web's moves this week to ice current bankrollers in their current slots for the summer. A concerted effort is about to get rolling to retain virtually all business on a 52-week basis. With this as a starter, ABC then intends to unlimber its new artillery, in the way of the \$30,000,000 of new backing it has acquired, toward building up time slots which hitherto have been unproductive.

On the personnel side, the web this week named Charles R. (Chick) Abry national TV sales manager, replacing Edwin S. Friendly Jr., who has resigned to become a partner in the packaging business of Jack Barry and Dan Enright. It is reported likely that Don L. Kearney shortly will be named assistant national sales manager. Kearney now is national manager of TV spot sales.

#### Chicago Upheaval

Meanwhile, the trade in Chicago was catching its breath after the upheaval that followed in the wake of the merger.

However, it is believed the Zenith plan now may be to try, with the strong backing of CBS, to have CBS retain Channel 4 in Chicago instead of switching to 2, and also have the city retain

(Continued on page 26)

## Ruling for Set Workers

WASHINGTON, Feb. 14.—Set decorators, who "dress the set" to create the TV screen picture, are entitled to separate union representation if they choose, the National Labor Relations Board ruled today (14). On the other hand, said NLRB, they might also be included in units made up of TV set employees with other skills.

The findings were made in connection with a dispute between the United Scenic Artists, Local 829, of the Brotherhood of Painters, Decorators and Paperhangers of America, AFL, and the International Alliance of Theatrical Stage Employees and Moving Picture Operators of the United States and Canada, AFL, both labor organizations claiming to represent Columbia Broadcasting System's set decorators. NLRB ordered set decorators to hold an election to determine in which group they belong.

mission stated: "Until this study is completed, the commission is of the opinion that additional 'storecasting' operations should not be authorized pending the resolution of the policy questions presented by such operations."

#### TEXAS BROADCASTERS MEET MARCH 16 . . .

AUSTIN, Tex.—Texas Association of Broadcasters holds its next meeting at the Commodore Perry Hotel here March 16. A panel discussion is scheduled for the business session on "What TV Has Done to Me and What It Will Do to You." Boyd Kelley, KTRN, Wichita Falls, is president of the Texas group.

#### LANE NEW PREXY OF BROADCASTING, INC. . . .

CINCINNATI, Feb. 14.—The election of William T. Lane as president of Broadcasting, Inc., operators of WLTV, Atlanta, was announced Wednesday (11) simultaneously with the formal acquisition of the Georgia company by the Crosley Broadcasting Corporation. Lane was formerly general manager of WLTV.

James D. Shouse, chairman of the board of the Crosley Corporation, becomes chairman of the WLTV board, and Robert E. Dunville, Crosley president, has been named chairman of the WLTV board's executive committee. Other officers and directors

(Continued on page 57)

# Zenith in Protest Over AB-PT Merger

WASHINGTON, Feb. 14.—As legalists of the Du Mont Network deliberated steps to appeal a section of the Federal Communications Commission's American Broadcasting-Paramount Theaters merger verdict, Zenith Radio Corporation quickly filed with the FCC this week a petition to stay the effectiveness of that part of the AB-PT decision transferring station WBKB to Columbia Broadcasting System. Zenith is asking for the stay of effectiveness informed the commission that a petition seeking reconsideration of that portion of the findings will be filed by next Friday (20). The commission's merger verdict okayed transfer of WBKB from Balaban & Katz.

Meanwhile, Du Mont, which through the merger proceedings had fought bitterly to gain divestment from Paramount Pictures Corporation, studied whether to appeal to the FCC or go directly to court. The only other alternative—bow to the verdict without challenge—appeared to be discarded as Du Mont legalists waited the return Monday (16) of

William Roberts, chief counsel, from Las Vegas, Nev. Du Mont has until March 9 to make its filings. In submitting any appeal, Du Mont is expected to borrow a lot of its ammunition from the initial decision of hearing examiner Leo Resnick whose divorce recommendation was reversed by the full commission. Any action is sure-to be forthcoming long before the 30-day deadline. Apparently puzzling to some Du Mont legalists seeking further ammunition for their case is Commissioner Frieda Henock's concurrence with the majority on the Paramount control issue even as she dissented on other issues. Miss Henock stated that while she is "in complete agreement with the commission's decision that Paramount Pictures Corporation controls Du Mont" within the meaning of the communications act and the five-station rule, she voiced belief that the majority decision erred in not requiring that "renewals of Du Mont's licenses should not be granted unless and until Paramount Pictures Corporation divests itself of all right and interest in Du Mont. . . ."

**Visit With Carl Sandburg**

**TELEVISION** — Reviewed Sunday (8), 3:30-4 p.m., EST. Sustaining via the National Broadcasting Company TV network. Supervised by Davidson Taylor. Producer, Doris Ann. Director, Martin Hoade. Interviewer, Edward Stanley. Features, Carl Sandburg.

The National Broadcasting Company can take bows for allowing viewers to visit with Carl Sandburg on TV. The third in this filmed series, which also presented Bertrand Russell and Robert Frost, was delightful, inspirational and a credit to the entire industry.

Sandburg is video-genic par excellence. Poet, biographer, and autobiographer, the 76-year-old literary figure has a shock of white hair that sweeps across his forehead, a rugged, homely but attractive face, and a speaking manner individual and unique. To complement all this, he is an American of genuine stature who has his own message for our time.

He opened the film singing and strumming his guitar with what seemed an ancient ballad, "The State of Elanay (Illinois)." Then, with Edward Stanley acting as the prompter, he discoursed on Illinois politics during the 1850's, his father who was a plasterer and a bricklayer, his teachers (especially Philip Greenwright who "lit him up"), recited his poetry, and finally commented on Lincoln, his character and his wisdom.

In the recitation of his poetry, Sandburg, at his most magnificent visually, was both exciting and stimulating. His mobile face, ever-active with lips quivering, emphasized the significant points of the poems. His manner and his feeling for the poetry, the emotional drive behind the recitation, communicated itself vibrantly to the viewer. Most impressive were his "Snatch of Slip-horn Jazz" and "A Couple of People."

Sandburg's message is that this age should drink from the springs of Abraham Lincoln's wisdom. The poet spoke of Lincoln's lack of malice, even toward the South, his coupling of freedom with responsibility, and his "exquisite sense of justice."

It may not be too sacrilegious to say that some of Lincoln's greatness may have brushed off on Sandburg's biographer. His simplicity, directness and utter lack of pretense were refreshing to behold. Stanley's interviewing was of a piece with the high quality of the rest of the program. Leon Morse.

**Southwestern Exposition Rodeo**

**TELEVISION** — Reviewed Saturday (31), 3-6 p.m., EST. via National Broadcasting Company TV. Producer and director, Sid Smoth. Rodeo announcer, Cy Taillon. TV announcers, Bud Sherman, Dean Reynolds, Doc Ruhmann.

Televi viewers throuth the nation looked in on a real Western rodeo Saturday (31). It is doubtful, however, that many in the audience stuck out the three-hour televising of the 37th annual Southwestern Exposition and Rodeo from the Will Rogers Memorial Coliseum, Fort Worth. While parts of the contested events were thrilling enough when the animals proved at least equal to the talents of their riders, the spacing of the events and the fill-in devices could only add up to monotony for all but inhabitants of cow country and perhaps a segment of the juvenile audience whose principal interest in life centers around cowboys and their activities.

The contested events, including saddle and bareback bronk riding, steer wrestling and calf roping, with 312 cowboys vieing for \$65,000 in prize money, provided the type of spectacle that only a small part of the nation ever has the opportunity to see in person. Since it is a part of the American scene, NBC performed an educational service in telecasting it throuth the land.

The presentation was good and the camera work excellent, despite the difficult nature of the subjects. The principal lack was

**Television-Radio Reviews**

**Ken Murray Show**

**TELEVISION**—Reviewed Sunday (8), 9:30-10 p.m., EST. Presented by Bristol-Myers, thru Young & Rubicam, via the Columbia Broadcasting System TV network. Producer, Ken Murray. Associate producer, Harold Young. Music, Val Grund and Ark. Writers: Martin Ragaway, Royal Foster and Milton Charleston. Choreography, Virginia Johnson. Star, Ken Murray. Cast: Johnny Johnston, Anita Gordon and Laurie Anders. Guests: Marie Wilson, Mayor Fletcher Bowron, Lt. Gov. Goodman Knight, Bonzo and Jimmy Wakely.

Veteran showman Ken Murray will have to improve sharply the quality of his new half-hour show if he wishes to even approach the standards he set in the medium last season. The sad fact is that Murray presented for his debut a loose, unentertaining, weak comedy and variety format which had many of the worst characteristics of his long-run vaude presentation, "Blackouts."

The dancing was far the most inferior part of the proceedings. Murray has a distinct taste for bosomy, undraped females, but they should be able to terp in acceptable style. The writing and content that went under the name of choreography had no precision, little originality, and did little to enhance the reputation of the Glamour Lovelies. Les Zoris were also featured in a ballet that consisted of attacks by a woman dressed as a panther against a man. The routine went on interminably, full of kicking, clawing and scratching. But each time the panther was supposed to be dead, she came to life again to prolong the act and tire the viewers. As dance, it is 30 years behind the times, and as a novelty it loses its impact when lengthened.

The brand of comedy was also low grade. With Murray playing Bob Hope and Johnny Johnston as Bing Crosby, the combo did a sketch parodying the movie team's "Road" series. Bonzo, the camera-happy chimp, provided the major part of the humor by pinching Murray on the knees and upstaging Anita Gordon as she was trying to look soulfully at Johnston. The singer's "I Surrender Dear" was easily the best part of the show. Miss Gordon's chanting of "Babalu," however, proved that at the very least, the song was wrong for her.

Murray made the mistake of making his Hollywood homecoming the theme of his program. This resulted in innumerable and tiresome gags about the movie capital, a sappy and tasteless poem about Hollywood rendered by Murray in deathless rhyme, and the appearance of Mayor Bowron of Los Angeles and Lt. Gov. Goodman Knight as the official welcoming delegation.

But in the coming weeks Murray should improve the show in view of his considerable show business experience. It would be advisable for him to function as an emcee, his major talent, and to steer clear of comedy which demands characterization.

Bristol-Myers plugs Vitalis and Ipana tooth paste in its commercials. The first spiel featured a money-back guarantee and the second the ammoniated and chlorophyll properties of the tooth whitener. Neither copy slant is exactly original. Leon Morse.

color. Black and white can never do justice to the gaudy trappings, personal and equine, that add so much eye-appeal to the rodeo. The grand entry, with more than 500 riders participating, was a pretty geometric pattern, but the rainbow coloring was missed. The same was true of the horseback quadrille.

Behind the scenes interviewing between events included outstanding, real life cowboy personalities such as Casey Tibbs, who it is hoped, that many viewers were impressed, since the lad has never made a movie.

Jim McHugh.

**CAPSULE COMMENT**

**Visit With Carl Sandburg (TV), NBC-TV network, Sunday (8), 3:30-4 p.m., EST.**

The third in this filmed series, which has also presented Bertrand Russell and Robert Frost, "Visit With Carl Sandburg" was delightful, inspirational and a credit to the entire industry. The video-genic poet communicated some magnificent visual excitement as he read his poems, discoursed on Abraham Lincoln, and talked about his background and his interests.

**The Ken Murray Show (TV), CBS-TV network, Sunday (8), 9:30-10 p.m., EST.**

The sad fact is that Ken Murray has presented for his debut program a loose, unentertaining variety which had many of the worst characteristics of his former vaude presentation, "Blackouts." But Murray is an old pro with considerable experience in TV and should improve the program sharply once it gets shaken down. The Bristol-Myers commercials for Ipana and Vitalis were acceptable, but would be more persuasive with fresh copy slants. (See full review this issue.)

**Southwestern Exposition Rodeo (TV), NBC-TV, Saturday (31), 3-6 p.m., EST.**

Three-hour stanza was probably too long for viewers outside of steer raising country, even tho the competitive events, with 312 cowboys seeking a chunk of the \$65,000 prize money, provided plenty of thrills. (See full review this issue.)

**Bob Horn Bandstand (TV), WFIL-TV, Philadelphia, Mon.-Fri., 3:45 p.m., EST.**

Deejay Bob Horn has made the transition from radio to TV seem a cinch. His daily show creates a real party atmosphere to attract teen-agers, not only to the viewing sets but to the studio as well. Youngsters come into the studio after school and dance to the disks before the cameras, with loads of audience participation stunts packed in as well. (See full review this issue.)

**Action in the Afternoon (TV), CBS-TV, Monday (2), 3:30-4 p.m., EST**

This new Western series is shot outdoors, on a permanent set reproducing a town in Montana, circa 1890. It's the first TV Western to be done this way, and is certainly a bold attempt. Numerous kinks were apparent in the first airing, but with its handsome presentation, generous setting and its variety of characters, it does show promise. (See full review this issue.)

**Kate Smith Show (TV), NBC-TV, Tuesday (27), 4-5 p.m., EST.**

The Kate Smith video show is top-flight daytime fare. Miss Smith is a relaxing and pleasant hostess, and her guest talent, on the show viewed, all performed in impressive style. The opening act, Cy Coleman and his trio, showed that a featured piano (Coleman) could be made acceptable visually as well as melodically. Margaret Phillips and Donald Buka offered more sublime entertainment in their setting of the balcony scene from "Romeo and Juliet." Nostalgia was served with the spy Joe Howard's singing of some of his tunes. The ever-tuneful "I Wonder Who's Kissing Her Now?" was his show-stopper. A human pretzel imported from Sweden, via Cuba, Alf Carlsson, double-jointed himself into some amazing tricks. Carlsson needs better routineing to make his act more dramatic, but otherwise he should get plenty of work. Miss Smith filled in the rest of the show with her warbling. Her best was "Keep It a Secret." Program, however, is overloaded with commercials.

**Bob Horn Bandstand**

**TELEVISION** — Reviewed Thursday (22), 3:45 p.m., EST. Participating sponsorship across the board via WFIL-TV, Philadelphia. Producer, Bill Wells. Director, Lee Davis. Cast, Bob Horn and Lee Stewart.

Moving a disk jockey from behind the mike to the front of the cameras was a cinch where Bob Horn is concerned. Apart from the spinner's own personality equation and camera looks, coupled with more than a fleeting acquaintance with music and records, producer Bill Wells has created a real party atmosphere to attract teen-agers not only to the viewing sets but to the studio as well.

The TV studio is turned over to the youngsters coming in after school classes and permitted to dance for the viewers at home while the records spin. However, it's more than a ballroom bit, since the long stretch is peppered with a wide range of audience participation gimmicks, contests, prizes, games and good comedy relief, along with a name personality for interview. Lee Stewart, a deejay in his own right, proved a capable comedy foil for Horn, and the comedy relief was as strong as the expert lensing of the moppets terping around the studio floor.

**Complete Command**

Horn, as emcee, has complete command of the situation at all times. And with so much going on at all times, he's as fluent with the showmanship angles as he is with the speaking. He makes every bit count and carry for the camera's range.

The actual spinning of the records is entirely secondary, with the interview slice the only standard deejay pattern retained. Teresa Brewer, on the show caught, answered the questions peppered at her by Horn. And while it's all geared for the high school set, the youthful enthusiasm and spirit makes it easy enough in the spill-over to pick up and hold the more adult viewers who might like to see and hear what it feels like to be young again.

Maurie H. Orodender

**Tommy Sheridan's Scrapbook**

**TELEVISION** — Reviewed Monday (26), 10-10:30 p.m., CST. Participating sponsors via WTMJ-TV, Milwaukee. Producer-director, Norman Nowicki. Floor director, Bud Reth. Script, Norman Nowicki. Music-director, Tommy Sheridan. Announcer, Tommy Sheridan.

In Tommy Sheridan's "Scrapbook," WTMJ-TV, Milwaukee, has its most promising locally produced show. The general camera work and the smooth paced production puts this one several cuts above the balance of the station's other programs. Pianist Tommy Sheridan and his trio (Bert Hansen on bass and Bill Ruddy on guitar) have long rated aces with bistro customers here. Their recent success on "Chance of a Lifetime" has made the lads a hot piece of property hereabouts.

Thus far director Norman Nowicki has turned out his best shows on this series when he has kept the plots and scenery relatively uncluttered with detail. The scrapbook idea is a very flexible approach and affords the program a great deal of reminiscent latitude. On the show caught, the theme was based on Sheridan's entry into the music biz back in 1937 when he was just out of college and broke. Via some surprisingly good camera work, the screen showed him using a \$5 bill he had won in a movie house bank night to pay his union dues, and then wandering accidentally onto a job with a combo playing the blues in a beer joint. Cameras moved from set to set with little hesitation, and the pan shots and close-ups of the musicians were highly effective.

**Two Added**

Sitting in on the band scenes, augmenting the trio, were two lo-

**Action in the Afternoon**

**TELEVISION** — Reviewed Monday (2), 3:30-4 p.m., EST. Sustaining via Columbia Broadcasting System. Producer, Charles Vanda. Executive director, Leslie Urbach. Director, William Bode and John Ulrich. Script: Don Pringle, Paul Pierce and Hugh Best. Set: Jan Ozog. Cast: Jack Valentine, Harriette Forrest, Blake Ritter, Sam Kressen, Amy Mitchell, Chris Keegan and Mary Elaine Watts.

"Action in the Afternoon" is a half-hour across-the-board horse opera shot live outside WCAU-TV's new studios on the outskirts of Philadelphia. It is the first production job of this kind in TV, and it will be a great trick if it works. In the first airing many problems and limitations, bound to come up in this sort of production, were apparent. But a lot of skill and imagination were also evident.

This series is shot on a permanent set that reproduces a typical Western town, circa 1890, called Huberle, Mont., in the story. Most of the action of the first segment was shot out on the Main Street of the town, tho there were a couple of scenes in a saloon and one in a general store. But indoors or outdoor, the set is a tremendous job. It seems to include every necessary detail, and it all showed up vividly on the screen.

The show in general did seem to have some kind of vitality that you don't get in a filmed horse opera. Perhaps it was simply the knowledge that it was live that gave it this excitement. The vast set, the innumerable characters, the abundance of activity, the horses trotting by—it is an accomplishment to get all this into a live production.

**Flaws**

But the live technique was not up to all the problems of the Western adventure. The introduction of the main characters took place out on the street. It was all picked up in long shots, making it next to impossible for the viewer to make complete identification of the leads. Mikes were apparently planted all over the set, but some voices seemed half blown away and others seemed to be purposely shouting.

The half hour wound up with the town bank's being robbed and the bandits making the usual getaway. At this moment a shot was given of the lead, Jack Valentine, on horse heading up Main Street toward the outskirts of Huberle. A viewer couldn't be sure whether or not he was supposed to be chasing the thieves, because his horse was moving at a slow trot.

One was forced to wonder whether the horse just missed its cue or whether under the circumstances, it's just not possible to race the critter.

**What Future?**

It would be foolish to say at this point that Charlie Vanda and the folks at CBS have taken on an impossible project. Certainly they showed a lot of guts and imagination to go into it in the first place, and it may turn out that all these shortcomings will be only growing pains. The concept of the series does look promising. It's hard to say how the story line is going to be developed after the first segment, since it mainly served to set the scene and present the characters, ranging from the village idiot to the town banker. Since the series is aimed to catch the kids just home from school, action and more action will be essential.

Gene Plotnik.

cal musicians, Billy Kolber on clarinet and sax and Bob Fisher on drums, both of whom lent credible atmosphere to the show. Lorraine Sheridan, Tommy's spouse, did a fair job with a group effort on "Don't Let the Stars Get in Your Eyes." The number was gifted with a catchy arrangement, although none of the voices are unusually distinctive.

Jane Kelly's vocal work on "September in the Rain" was in the gone tradition of Sarah Vaughan, but how she fitted into the picture of Sheridan's getting a solid digit-hold in Milwaukee musical activities was not made clear. Closer was a very pleasing rendition of "Whispering" by the trio. In earlier shows the selling job of the trio was somewhat weak. Lately they have loosened up considerably and have added many vocal and novelty items that televise very well.

Benn Ollman.

**More Radio-Television and other Reviews will be found on page 26 in this issue.**

# White to Quit PSI; Jaeger in Charge

NEW YORK, Feb. 14.—Paul White, president of Procter Syndications International-TV, this week was reportedly resigning from the video film distribution firm as of March 1. The largest minority stockholder in the business, White has had a disagreement over policy with other execs in the company and is being bought out. His offer to buy out the other stockholders was rejected.

PSI-TV will now be run by Andrew Jaeger, former vicepres in charge of film sales, who becomes vicepres in charge of all sales. The firm has been torn by internal dissension for the past several months, and was at one time talking a merger deal with Official Films. The deal did not materialize.

PSI-TV is now syndicating

# Borden's Seeks Filmed Version Of NBC's 'Ivy'

NEW YORK, Feb. 14.—Indications this week were that Borden's was close to signing to sponsor the filmed version of "Halls of Ivy." Borden's has had a long-time interest in becoming the bankroller of the series but only recently has Ronald Colman signified his agreement to play in TV the role he created in radio on the show.

The National Broadcasting Company is co-owner of the package with Don Quinn and Nat Wolff, Young & Rubicam vicepres, in charge of its radio and TV department. In consequence, the show will go on the NBC-TV network. If Borden's should buy "Halls," whether it will continue to sponsor "T-Men in Action" is the corollary question. "T-Men" has produced respectable ratings and should find another client even if Borden's should be forced to drop it.

# Rome Script Job For Arthur Kober

ROME, Feb. 14.—Arthur Kober, author of "Thunder Over the Bronx," "Having Wonderful Time" and other plays, is in Rome to write a number of TV musical shorts for Hollywood producer Sam Speagle (S. P. Eagle). Before coming to Rome, Kober visited Wally Toscanini in Milan to discuss the possibilities of screening operas at the La Scala Theater for American video.

# World Artists Sued By Heifetz for 10G

HOLLYWOOD, Feb. 14.—Jascha Heifetz filed a complaint in Superior Court against Rudolph Polk and World Artists, Inc., asking for a judgment of \$10,000 arising from a series of concert teleps in which he had participated. Heifetz charged that on May 12, 1949, he signed an agreement with Polk whereby he would appear in two films for television per year in return for which he would receive a \$5,000 advance for each film plus a percentage of the films' earnings.

Heifetz said he made the first two films, but on July 12, 1951, he alleges, he wrote Polk to inform him he would not make the two films in the following year. Instead, he said, he would make the two pix the following year, thus skipping the second year of the pact.

Heifetz charged that since the final two films were not produced, he claims Polk and World Artists owes him the \$10,000 he would have received if the films in question had been produced.

In answering the charges, Polk and World Artists claimed it had no knowledge of an agreement whereby Heifetz could postpone the production of his two films to

"China Smith," 68 British feature films and other properties. It is also reading "Orient Express" for distribution. White's anking, the trade speculates, may also mean the exit in a short while of Bernie Procter, the founder of the firm and chairman of its board. There is no connection between the two, but Procter would like to devote more time to production. He is now in Hollywood producing a feature film version of his AM-TV property, "Big Story." His interest naturally would have to be purchased by the other stockholders.

**Retrenchment**  
Speculation also is that with White's resignation, PSI-TV will retrench slightly and concentrate on selling the properties it now has rather than acquiring new ones. The firm now begins its second year of operation. In the last eight months, it reportedly grossed \$1,000,000. Another top executive of PSI-TV, Manny Reiner, who was sales chief, recently left to become head of foreign distribution for Samuel Goldwyn.

White will undoubtedly move into the operation of Visifects, Inc., of which he is largest stockholder. Visifects is a patented optical process for replacing scenery. He also has plans for beginning another TV distribution firm.

## AGENTS' CO-OP

# GAC Product To Be Peddled By Wm. Morris

NEW YORK, Feb. 14.—The Don Cornell film series, which shortly will go on the market, is being handled for network sales by William Morris and will be produced by General Artists Corporation, a unique combination of two talent agencies. The 15-minute show is also unique in that it marks the debut as a TV angel of William Black, whose Chock Full O'Nuts restaurant chain has given him the wherewithal to back the stanza.

The program was originally ticketed to go on 6:30-6:45 over WNET here, with Chock Full O'Nuts sponsoring locally. Each show is budgeted at about \$7,500. But the series now looks so good that William Morris thinks it can sell it to a network sponsor as a summer replacement. Black's wife, singer Jean Martin, will also vocalize.

Black, of course, can return to his original plan if no network sponsor appears. In that event, he expects to syndicate the package and more than get his dough back. Shooting on the series begins shortly.

# Quick Takes

## New York

In the TV film review of "Junior Science," which appeared in The Billboard last week, **Harvey Cort**, president of Oliv Video Television Productions, should have been listed as co-producer of the series. . . . **Edna Latimer** has resigned her post as film buyer for WFPG-TV, Atlantic City. . . . **Halsey Barrett**, Eastern sales manager of Consolidated Television Sales, Inc., leaves Manhattan next week for a swing around new station markets in and around the East Coast. . . . **Paul Diamond** has resigned as sales rep for Motion Pictures for Television. . . . **Brandt Enos** has resigned as business manager of Transfilm, Inc., to open his own TV film consultant office at 134 East 57th Street. . . . **All-Star Sports Associates**, with **Frank Leahy**, Notre Dame football coach, as president, is planning a 15-minute TV film series entitled "Classroom for Sports," featuring sporting world celebrities. . . . **Lakeside Television Company** is syndicating the "Oklahoma Chuck Wagon Boys" series. . . . "The Search for Christ," a 15-minute series of 13 non-denominational films produced by Illustrate, Inc., is being syndicated by

**Sterling Television**. . . . **Tony Azzato**, head of the film department at WPIX, New York, for the past five years, resigned from his post. **Bennett G. Larson**, head of the station, will handle the film buying henceforth and the rest of Azzato's duties will be shared by two WPIX staffers. . . . **Dave Savage**, film buyer for Columbia Broadcasting System's owned and operated stations, leaves for Hollywood in two weeks to look over available film products on the West Coast. The exec said he is mainly interested in feature films.

## British Info Org Preps Film Series

NEW YORK, Feb. 14.—The films division of the British Information Services here is readying a new TV film series, "Problem Spots," for syndication to U. S. stations. The 13-week series, which will be released this month, combines filmed interviews by Clete Roberts with special film coverage of "Problem spots" of the world—Hong Kong, Ceylon, Antarctica, and others.

Interview portions of the show were filmed in Hollywood under the supervision of former Television Productions editor **Fred Kahlenberg**. These segs employ a man-on-the-street format, with Roberts asking average Americans what they know about the "problem spot" shown later in the film.

## TV Films' Relation To Movies Theme

WASHINGTON, Feb. 14.—TV films' relationship to movies will be the theme of a confab at Harvard, Cambridge, Mass., on March 19. **Paul Raibourn**, vice-president of Paramount Pictures Corporation; **Sylvester L. Weaver Jr.**, vice-president of the National Broadcasting Company; **Robert W. Sarnoff**, vice-president of NBC's film division; and **Louis De Rochemont**, executive producer, RD-DR Corporation, will discuss various aspects of TV, movies and radio. **Parker Wheatley**, director of the Lowell Institute Co-Operative Broadcasting Council, will moderate.

## Hugo TV Buys 4 British Thrillers

NEW YORK, Feb. 14.—Hugo Television Films, Inc., has acquired four British mystery features of 1950-51 vintage. The four titles are "A Killer Walks," "Never Look Back," "Circumstantial Evidence," and "The Night Was Our Friend." The last named features **Ronald Howard**, son of the late **Leslie Howard**,

# Sherwood Joins Kling Studios as Co-Ordinator

Chicago, Feb. 14.—Edward J. Sherwood, formerly TV promotion manager for Admiral Corporation, has joined Kling Studios here as co-ordinator of television production and sales. **Veepee Fred A. Niles** continues in overall charge of TV and motion picture activities for Kling.

Sherwood in his five years with Admiral had been associated with the first commercial sponsorship on a TV network of a musical variety show (Admiral "Broadway Revue"), mystery drama ("Lights Out"), quiz ("Break the Bank") and college football (Notre Dame). During Admiral's TV coverage of the '52 national political convention and election night returns, Sherwood was credited with originating the policy of unrehearsed ad lib commercials.

**Kling Execs Huddle**  
**O. Gail Papineau**, recently named Kling's director of industrial motion pictures, was here this week for a huddle with Kling execs, then flew to Detroit, from where he was skedded to go to New York. Papineau planned to return to Hollywood about March 15, after joining Kling. Papineau had been associated with **Ray Wolff**, producer of industrial films.

Kling TV film output here continues to be stepped up. Second series of 13 shows, "Boxing at Rainbo," is now being filmed, with **Jack Drees** doing the narrating. Second series of one-minute syndicated beer spots, with plugs tied in with food products, such as popcorn, pretzels, etc., associated with the suds, is in the works.

**Beer Plugs Sold**  
Initial series of beer plugs, prepared so that they can be run as minute spots or split easily into five 20-second spots, has been sold in 10 markets—Tulsa, St. Louis, Houston, Austin, Tex.; San Antonio, Dallas; Portland, Ore.; Minneapolis, Cleveland and Matamoras, Mexico.

# Demby, Broun Reorganized

NEW YORK, Feb. 14.—Demby, Broun & Company, TV film packager, has been re-organized, with **Myron Broun** withdrawing as partner. New name of the firm is **Demby Productions, Inc.** Demby soon will begin syndication of "What's Playing," a 15-minute show based on clips from current movies with scripts for hosting by a local emcee. Demby now is prepping a film package based on the files of **Dr. Ernest Dichter**, psychological researcher. Under the new set-up, Demby will emphasize merchandising and exploitation in connection with its shows.

**Mildred Demby** has replaced **Broun** as vicepres. **Hunter Smith** has been named accounts supervisor, and **Monroe Werthman** is production supervisor. **Manny Demby** continues as president.

Series of syndicated, animated bank spots which was placed on the market recently has been greeted with brisk sales, with series already sold in Milwaukee; Tucson, Ariz.; Hollywood, Minneapolis and Oklahoma City.

# Hour Pix Best For New York

NEW YORK, Feb. 14.—According to the latest study of Advertiser Research, 99.6 per cent of the TV homes in this area regularly watch feature film shows on TV. This is an increase of 5 per cent over January, 1952. Of those queried, 40 per cent said repeat showings were all right if the films are exceptionally good or if shown at different times.

"The Late Show" and "The Early Show" on WCBS-TV were the most viewed movie programs here, according to Advertiser. The study also revealed that the one-hour length was most preferred.

# Swanson Signs For BCE Films

HOLLYWOOD, Feb. 14.—Gloria Swanson this week was signed by **Bing Crosby Enterprises** to headline its "Crow Theater" TV film series. According to terms of the contract, **Miss Swanson** will introduce each of the 26 films of the series and personally star in four of the films.

**Miss Swanson** checked into BCE's unit at the **Hal Roach** lot this week to start work in the first film of the series, "My Last Duchess." **Harve Foster** is producing and directing the series for BCE. Actress was signed by **Basil Grillo**, exec vicepres of BCE. This marks the first time BCE has used the services of a "name" player in this manner thruout an entire series.

# Vitapix Has Easter Series

NEW YORK, Feb. 14.—A Special Easter drive will be started next week by **Vitapix Corporation**, which this week completed production of a package of nine hymn shorts featuring the **Columbus Boys' Choir**. Total running time of the whole series is 25 minutes, and it is being offered at 50 per cent of a half hour of **Class B**. **Bob Wormhoudt**, president of Vitapix, said stations can use the series thruout the Easter season.

Among the selections are "Ave Maria," "The Lord's Prayer" and the "Hallelujah Chorus." This is probably the first pitch this year of a TV film package specially for Easter programming.

# TV FILM PURCHASES

The **Kellogg Company** has renewed "Wild Bill Hickok" on WABD, New York, for another 52 weeks.

Latest sale of **Official Films' "Music Hall Varieties"** was to **Montgomery, Ala.**

The 26 Westerns distributed by **Vitapix** have been sold in **Youngstown, O.**, and **Wilkes-Barre, Pa.**

**United World Films' "Sportscholar"** has been taken by **WDTV, Pittsburgh.**

# Filmcraft Signs Herzig for 'Twain'

HOLLYWOOD, Feb. 14.—Vet film scenarist-playwright **Siegfried M. Herzig** was signed Friday (13) by **Filmcraft Productions** to aid **Robert Nathan** in preparing the screen plays for the firm's "Mark Twain Television Theater" filmed series. Writer was signed by **Filmcraft's proxy-exec producer, Isidore Lindenbaum**, with **Mitchell Gertz** representing **Herzig**. **Filmcraft** owns the TV rights to the entire **Mark Twain Library** which was acquired from the **Samuel Clemens** estate.

The **Du Mont Television Network's** film sales department, this week, signed **Tide Water Associated Oil Company** as sponsor of the web's "Madison Square Garden" series over **KGMB-TV, Honolulu.** The TV film series, produced by **Wink Films**, is now sold in 20 U. S. TV territories and four foreign markets.

# TV Film Version Of 'Chase' By NBC

HOLLYWOOD, Feb. 14.—National Broadcasting Company will produce a TV film version of "The Chase," its whodunit radio show series. "Chase" package is jointly owned by **Frank Cooper** and **NBC**. Pilot reel of the series will be shot by **Vidacine Productions**, firm headed by **Bob Angus** and **Bill Lewis**, which films the "Ozzie and Harriet" show series. "Chase" creator, **Lawrence Klee**, has prepared the initial script. **Blake Edwards** will direct the initial reel and **Doug Fowley** will play the lead. Radio show is expected to continue on the air while TV version is being pitched for sale.

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# The Billboard

THE TV FILM INDUSTRY'S LEADING WEEKLY TRADE NEWSPAPER

PRESENTS ITS

## Monthly TV FILM PROGRAM GUIDE and MARKET REPORT

SECTION TWO

# STATIONS DETAIL FILM PROBLEMS & SOLUTIONS

... In Billboard Symposium

The Billboard's February TV Film Program Guide and Market Report is almost entirely devoted to films produced especially for television, (the March survey will do a similar job on theatrical TV film series); and at first it was our intent to impose the same restriction on this feature.

However, it soon became apparent that in most cases station TV film problems often embrace both kinds of product and consequently separation would distort the broadcasters' comments. Therefore, on these pages, we present a symposium of station comments on problems relative to the over-all handling of both types of film.

We hope to follow up with more thought-provoking views on the situation by other TV station execs in the March TV Film Program Guide and Market Report.

Unrealistic prices, inferior print quality, incomplete catalog listings, and the use of too many different film cue-marks for editing are among the major TV film problems faced by video stations, according to The Billboard's most recent survey of TV station managers, program directors, and film department heads.

Less wide-spread, but nonetheless important, film headaches listed by the broadcasters include a need for better promotional material, more new film product, faster shipping, more accurate film-running-time reports, and an industry crack-down on distributors guilty of unethical sales practices and misrepresentation of product.

The question of price is of paramount importance to all broadcasters, regardless of size or location. Stations in big city markets (WGN and WBKB, Chicago; KHJ-TV, Hollywood) are just as vehement in their condemnation of current price structure on TV films as "more than the local market can bear" as the medium-sized markets (WOC-TV, Davenport, Ia., and WAAM, Baltimore, Md.) and the small outlets (WNB-TV, Birmingham, N. Y.; KKTV, Colorado Springs, Colo.; XELD, Brownsville, Tex.)

Cecil Seavey, program director of new station KKTV, Colorado Springs, Colo., says the plight of a new market, price-wise, is particularly bad because not only are they confronted with

"the exorbitant cost of film," but first they have to educate "potential sponsors to the increased cost of the new medium."

Bert Metcalf, operations manager of XELD, Brownsville, Tex., also complains of "a lack of clients able to pay for program time in a relatively small market." "Distributors," says Metcalf, "have not made available film product which allows frequent insertions of spots so that they can be sold to advertisers at a price their budget will allow."

Carl A. Russell, film director of WBKB, Chicago, Ill., opines that prices have become too high because "most distributors and producers feel that they have to use a big name star to make the series salable," while Herbert B. Cahan, program manager of WAAM, Baltimore, Md., finds the cost problem particularly disturbing on half-hour films made for TV on a first-run basis where only top-ranking advertisers can afford the asking price.

In line with this Elbert Walker, program manager, KHJ-TV, Hollywood, a highly competitive seven-station market, says, "In many cases even the prices quoted for third, fourth, and fifth runs of feature films are out of reason for the local station operator." Still another aspect of the pricing situation is touched upon by Robert F. Hibbard, assistant to the manager, WGN-TV, Chicago, who is irked by distributors who fail to keep him informed of local sales and changes in price structures of films.

Commenting on the high price of TV film series made especially for TV, as compared to theatrical film, Chicago's Russell notes, "Many advertisers prefer feature film programs, because they have 60 or 90 minutes in which to hold their audience and sell their product, plus the fact that their additional time cost will still be cheaper than the half-hour time rate with an expensive film series."

The quality of prints (particularly theatrical film) has long been a source of irritation to both stations and distributors, with both sides claiming the other is the culprit responsible for dirty prints, maimed sound tracks, and bad splicing jobs. It's the number one problem reported by stations, even running ahead of pricing woes.

Heretofore we've received a

multitude of complaints about the situation but no solution. This time, tho, the broadcasters have come up with possible answers. An industry-wide standardization of film cues to be used by all producers, distributors and stations is proposed by William Fay, veepee of WHAM-TV, Rochester, N. Y.; Ves Box, program director, KRLD-TV, Dallas, and by William L. Cooper Jr., film director, WJAR-TV, Providence, R. I.; while Lyle DeMoss, assistant general manager of WOW-TV, Omaha, Neb. looks forward to the day when the TV film industry will have a trade association that embraces standards of programming in general, with special emphasis on proper "maintenance of film prints and TV's censorship code."

In reference to the standardization of film cues, (a project currently on the future-plans agenda of the National TV Film Council, broadcasters suggest that distributors send along a cue sheet and synopsis of suggested cuts with each release print.

When The Billboard published its first TV Film Quarterly last June, standardization of TV station identification film spots was the big issue. Today, that problem is practically resolved, thanks to the joint efforts of the National Association of Radio and TV Broadcasters, the Four A's, the Radio and TV Executives Society, and the Society of Motion Picture and Television Engineers. If these organizations get behind a project to standardize film cues, chances are this situation will show equal improvement in a year's time.

Standardization of film lengths (particularly feature film) is proposed by KONA-TV, Honolulu; WAGA-TV, Atlanta, Ga., and WAAM, Baltimore, Md. All three outlets would like to see distributors pre-edit features to fill an hour time period, with allowance out for commercials, of course. Vitapix is already doing this with its Johnny Mack Brown Westerns, cutting the features down to exactly 52 minutes' running time. However, it's doubtful if there will be any widespread standardization of film lengths until the current crop of old features have finished their rounds.

Shipping delays, a big problem six months ago, have apparently been shaping up better

lately. Gaines Kelly, general manager of WFMY-TV, Greensboro, N. C., notes that altho "smaller stations are, in many cases, not served by major air and rail lines" (which makes shipping somewhat of a problem) "film producers are gradually adopting the habit of shipping prints well in advance of telecast date whenever possible."

However, stations in remote parts of the country are still plagued by shipping problems, according to William A. Neilson, program director of KHQ, Spokane, Wash.

Edward C. Obrist, manager of WNHC-TV, New Haven, Conn., believes the client as well as the station should be supplied with complete and accurate program titles, play dates, and promotion material prior to the start of each contract or at least three weeks in advance of each play date. WOR-TV, New York; WAVE-TV, Louisville, Ky.; WHAM, Rochester; WAGA, Atlanta, Ga.; KKTV, Colorado Springs, Colo.; KSL, Salt Lake City, Utah; WDSU, New Orleans, and KRON, San Francisco, also find it difficult to get good usable promotional material and success stories from other markets about feature films and some of the syndicated packages. "The package producers," says George Patterson, program director of WAVE-TV, "are considerably better in this respect than feature film distributors, but some of them could stand improving."

Incomplete catalog information is decried by Milford Fenster, film manager of WOR-TV, New York City, who laments the fact that for the most part distributors' catalogs do not include a synopsis of feature films, and the station doesn't know whether it's programing a mystery, an outdoor or a musical. "Furthermore," adds Fenster, "the firms that supply synopses in their catalogs do not supply them in complete enough form."

In view of the amount of TV film being programed locally, surprisingly few stations complain about the difficulty of finding fresh film product. H. Weiss, TV program director of WDSU-TV, New Orleans, says there is a shortage of good film fillers, and Carl A. Russell, film director, WBKB, Chicago, reports a need for more good children's films—"most in demand by sponsors." However, WDTV,

Pittsburgh, Pa., currently operating on a regular 24-hour-a-day schedule with about 45 hours of film a week, is the only one to come up with a real beef.

"WDTV," says film director Richard C. Dreyfuss, "has been on the air over four years, and has run practically every feature film and film program produced for TV that are available. The question of reruns in a one-station market," he adds, "is also an important problem."

Business ethics of distributors are apparently on the upswing, too, judging by the relatively few complaints received from stations this time. Richard V. Thirid, film editor of KSL-TV, Salt Lake City, Utah, is good naturedly critical of distributors who over-sell their product, citing a recent incident where he almost lost an account because a distributor ballyhooed a big name star as appearing in one of his features, and then the sponsor was disappointed when the star only appeared on the screen in two scenes.

Cecil Seavey, program director of Colorado Springs, Colo., wishes distributors would save him embarrassment by immediately notifying the station when a film show they've been trying to sell suddenly becomes unavailable in their market. Dreyfuss, of WDTV, Pittsburgh, is mildly perturbed, he says, because "There are still a few film outfits that are only interested in obtaining our signatures on a contract and then completely forget about the follow-up or servicing of the package they sold."

Frankest comment on distributor ethics is that of R. M. Paskow, film director of WATV, Newark, N. J., who considers it one of his most pressing TV film problems. Paskow notes cases where distributors have sold films as "virgin video properties at premium prices," "when the films were actually played off two or three years prior and then withdrawn from the TV market for a year, sometimes embellished with new titles.

Paskow also warns stations against distributors who violate "exclusive" pacts and give false information about prior play-dates. This kind of trouble, says Paskow (who competes for film with New York City's six stations), will become increasingly prevalent as one-station markets add new outlets.

# TV STATION FILM & PROGRAM EXECS TALK UP IN BILLBOARD SYMPOSIUM

**WINSTON HOPE**  
Assistant Operations Manager  
and Film Buyer  
WTAR-TV, Norfolk, Va.



Being a single station market and carrying all four networks, our greatest problem is finding good film shows (ranging from features to shorts) to fill in for short irregular periods. When we work out a library deal with a distributor, it is difficult to give him any regular play-off schedule, and he in turn is unable to allow us to retain his prints for any indefinite period. This lack of available fill-in films causes some mad scrambling when we have network failures, and it's difficult to sell a sponsor a film series when we are never sure which films are going to be in the series. A more stable film library arrangement (similar to that of radio's record library and year-round rental transcription library services) would be highly advantageous for the smaller TV stations.

Another problem is price. Film distributors and producers never seem to realize that while they can't possibly know what price local sponsors will pay for film programs, we have learned what their budgets will allow and know how far we can push them. All the statistics in the world (the "what we should get from this market" surveys) don't mean a thing when you know that Joe Smith and Company will spend \$250 a week and no more.

This may sound preposterous, but I believe film distributors and producers should set a range of prices for all film shows, leaving it to the integrity and experience of the local stations to get the best prices commensurate with continuing favorable relations with sponsor and film producer.

**WILLIAM FAY, V. P.**  
Stromberg-Carlson Company  
WHAM-TV, Rochester, N. Y.



Our experience at WHAM-TV has pointed up the following problems which could be easily overcome with a slight amount of additional effort and more thoughtful planning on the part of otherwise highly efficient producers and/or suppliers of film programs and features:

**FILM PROGRAM PACKAGES:**

1. Many standard program openings do not allow for the easy tie-in of local sponsor identification either by means of superimposing slides or by preceding with a film that will lead into the standard opening effectively and convincingly. Some opening titles even have the producer presenting the program and while there is no objection to a properly integrated production credit, the sponsor who pays for the show should certainly be entitled to recognition as the one who presents it.

2. Some film programs are still being produced and distributed with both main and subtitles composed for theatrical rather than television specifications with the result that varying proportions are lost on many home receivers.

3. Most quarter-hour programs are 30 to 90 seconds too long to allow for the insertion of two and a half minutes of commercial material as prescribed in the NARTB television code standards. This results in the necessity for time consuming editing.

4. Some film distributors offer

sponsors a package of 39 programs for a 52-week period, advocating the repetition of 13. This is in opposition to our programing policy.

**FEATURES:**

1. Most feature suppliers fall short of the ability to furnish accurate timings in advance of bookings.

2. Many fail to list age and story line of features.

3. Many fail to furnish consistently clean prints, free from skips at splices and reel changes; and with clear, intelligible sound tracks.

4. Some fail to furnish titles remade for television.

5. Many prints contain jumbled collections of cue marks and punches from previous plays at other stations. An industry-wide standardization of cueing procedure would be required to eliminate this problem for which the film supplier is entirely blameless.

**WILLIAM L. COOPER JR.**  
Film Director  
WJAR-TV, Providence



One of the most important contributions to a TV station's film operation would be to standardize the system of film cues. This would facilitate editing by eliminating one of the most annoying jobs in TV film operations. We consistently have to cover old cue marks made by previous stations so we can make the film conform to our own cueing standards.

This is not only a costly, time consuming job, but it is also detrimental to the distributor's prints as well. As the various styles, shapes and sizes of cues are punched from station to station, the film finally takes on the appearance of a piano roll, particularly at a reel change-over and each logical break.

When a distributor has a negative available for reprinting, it would help all concerned if he would print "fades" into the release prints at as many spots as possible. These could be used as logical breaks. It would also help if he would print into the films a standard cue that could (and should) be adopted by all stations. The film director could then pass over unwanted cues with his timing sheet, and select the break that would best fit into his program timing.

Another small and inexpensive contribution would be for a distributor to send along with each release print a cue sheet and synopsis with suggested cuts, and showing points at which film could be cut to bring it down to any prescribed running time. This could be done at the printed-in fade points, and would add greatly to smoother production on all feature film presentations.

**CHARLES H. CRUTCHFIELD**  
Executive Vice President  
and General Manager  
WBTV, Charlotte, N. C.



Here at WBTV, it seems that there have been definite strides in films produced especially for television in the past year or two. Film producers have been cognizant of television requisites and have been making prints that have proper contrast and density to be properly televised. Of course, older movies and films made for direct audience projection still lack some of the requirements for a top-notch television showing. Scenes of

too dark or too light density still plague television reproduction and defy proper video shading.

Feature movies available for television have the most recurrent defects in their sound tracks. They are often distorted and often have quite high levels of noise. The films are usually clean and in good shape, but these defects can come from poor prints used in reproduction and in the inherent loss of quality in the reproduction for 35-mm. to 16-mm.

The most common trouble we have with new material is that of "green" film—film that has not been dried properly. Such films tend to stick in the projection gate and cause a jumping in the picture or at worst a complete loss of the film loops, which necessitates stopping the film and rethreading it. This also causes film damage in some cases. This trouble is usually in film of current news and events which are rushed thru production. This is especially true of reversal film which has the emulsion on the opposite side from most film.

Reversal film in itself always creates a loss of video quality. It is understandable why this film is used in rush work because of the time saved in its processing, but its use as only a money saver should be given serious consideration. Is it really worth the small savings when the quality is impaired? Our air projectors are critically focused for regular film which makes up the bulk of our programs. When reversal film is projected, the image necessarily becomes a bit out of focus. Because of the difficulty of refocusing, not only for the reversal film but for the following film on regular film, such an operation is deemed unwise. It would not be right to sacrifice part of a show on regular film to refocus for reversal film.

**HERBERT B. CAHAN**  
Program Manager  
WAAM, Baltimore, Md.



I do believe that the film situation has improved considerably over the past four or five years. However, there are still a number of minor, possibly irritating, difficulties. As always, on the local level, the cost problem is sometimes very disturbing, particularly with half-hour films made for TV on a first-run basis, where only the big-budgeted advertiser can afford the product offered.

Naturally, in a market such as this, this type of advertiser is rather limited. Therefore, only half-hour films offered on a second, third and fourth-run basis could be regarded as salable—these very often initially are too high priced. But it has been found that most distributors will face up to a local situation and co-operate with the station and client in reaching an equitable price.

With regard to feature film, one real problem we have at the moment is the fact that all of our features are run in one hour time slots, and, in many cases, the distributor is not equipped or does not care to undertake the job of editing the films for our use. Therefore this puts quite a burden on the station film department, which in many cases is handled by relatively inexperienced personnel with regard to film editing. Possibly, the solution to this would be the use of a central film editing service thru which all distributors could channel their features so that they are intelligently and properly edited.

We here at WAAM, have shied away from doing business with the West Coast feature film distributors due to the high shipping costs involved. In some cases, we have been able to work out deals with West Coast distributors, so that the shipping

costs are either shared or borne by the distributors. Inasmuch as most of our features are for participation programs it is not possible to pass the high shipping costs on to an advertiser.

**WILLIAM A. NEILSON**

Program Director  
KHQ, Spokane, Wash.

The one paramount problem which plagues any station in a remote part of the country is the possibility of film not arriving on or before its scheduled play date. Due to the weather peculiarities during winter in this area, there are a great many days when planes do not land. We very often receive telegraphic notification that programs have been shipped to us, and yet, due to inclement weather in Spokane, these same films do not arrive until the last minute, or until after the day on which they are scheduled.

As I see it, there is only one solution to the problem and that is for the film distributors to set up a shipping schedule which allows plenty of time to lessen this problem or alleviate it completely.

**VES BOX**  
Program Director  
KRLD-TV, Dallas



On occasion we have been shipped prints of feature films which had been subjected to enough wear and tear that the picture was difficult to run thru television projectors. We have also received prints both on a transfer basis and direct from the distributors with scenes missing. Apparently a station or stations which had run the film previously had edited out scenes and failed to return them to the print, and the distributor had not checked the print in the meantime.

Another problem which requires a considerable amount of man hours to solve is caused by the lack of enough information on the make-up of 30-minute open-end film shows. Producers and distributors of half-hour series could help stations a great deal by adopting a uniform format with regard to footage-timing and audio-video cutaway cues. Or if the make-up of shows varies within the series, stations should be provided (in advance) a detailed production sheet which includes complete information on footage-timing of each segment, together with individual audio-video cutaway cues. In other words, it should not be necessary for a station's production department to time and screen for cues each segment of each program in the series.

**BARRY HERSH**  
Film Director  
WKRC-TV, Cincinnati, O.



The main problem which WKRC-TV and I am sure many other stations face is the ever present bad splices that appear in our film shipments. TV stations thruout the country use different projectors to preview their films, and many times different splicing cements. Prints come into the station with many splices dried out or improperly made, and this makes the film department's work additionally hard.

Splices will be with the TV film industry (as well as with the motion picture industry) as long as the industry exists, and I don't pretend to have the an-

swer to such a knotty problem. However, I would welcome any suggestion that would even slightly alleviate this headache.

**SIDNEY NADLER**  
Film Director  
WXEL, Cleveland, O.



It's about time we took stock on how to get better, all around handling of prints from TV station and distributor alike. Here are a few rules we at WXEL are gradually adopting, which we hope will aid in improving the situation:

1. When putting breaks in a print we try in every possible way to utilize previously used breaks and cue marks already present. With less splices and cue punches there is less chance for film breaks, which leads to better presentation and happier sponsors.

2. A very thoro inspection, a good test of every splicer, and a cleaning (if necessary) is given every print being readied for air use. More important, this same care is given every print being broken down for return to the distributor. All cuts are restored properly and a quick check is made on a viewer to insure its proper replacement. If only the guy ahead of us did this too!

3. We constantly endeavor to ship a print no longer than 48 hours after its use to insure return on time. If there is a deviation, we inform the distributor, and ask instructions as to return, transshipment, etc.

Being only human, we do make errors, but we are gradually reducing these, and soon expect every print sent us to be handled in apple-pie order.

**R. M. PASKOW**  
Film Director  
WATV, Newark, N. J.



One of the most pressing problems in connection with TV film shows (old theatrical films) is a lack of business ethics on the part of several distributors in their transactions with TV stations. There are cases on record where theatrical features were sold as virgin video properties at premium prices, when the films were actually played off two or three years prior and then withdrawn for a year and released subsequently as new product. It is also common knowledge that groups of pictures are sometimes switched from one distributor to another as often as four times in a year.

Phony title changes are being made less frequently. There was a stretch of three or four years when titles of features were deliberately changed to avoid identification. Film buyers had to become video detectives—tracing story and cast and producer—to identify them. Contracts were made with two stations in the same market—one on an exclusive basis and the other non-exclusive—with both contracts running concurrently.

Stations are given false information by some distributors about prior play dates. In order to make a quick buck, they will sell two, or even three, stations the same group of old features either for identical play dates or a few days apart, unless the contract says "exclusive," and for that the price doubles. In other words there is no clearance or semblance of it. Regardless, there is a matter of ethics involved.

Of course, single station mar-  
(Continued on page 21)



# The **BEST ON TV**

## The National Academy Award Winners

Helen Hayes • What's My Line • Thomas Mitchell • Lucille Ball "I Love Lucy" • Jack Webb's "Dragnet"  
 Robert Montgomery Presents • "See It Now" • Bishop Sheen • Your Show of Shows . . . .



... and

**Bob Clampett's**

# 'TIME FOR BEANY'

**Best National Children's Show**

Sales Representative:  
**J. HOWELL**  
 Paramount TV Productions, New York

General Manager:  
**D. J. NOCERINE**  
 740 N. Bronson, Hollywood, Calif. (GR. 0522)

# Case Histories of the Winners: Their Organizations & Products

## Ziv Television Productions Cops First Place for 3d Time in Row

Ziv Television Productions, winner of The Billboard's best-distributor poll for the third consecutive time, has no intention of resting on its laurels. In anticipation of increased competition in the TV film field this year, Ziv recently upped its production and promotional budgets considerably, and plans to keep its long lead in the video distributor sweepstake, via a particularly strong merchandising push in 1953 for stations and sponsors.

In line with the upped-budget policy, Ziv prexy, John Sinn, leaves for Hollywood this week to oversee plans for new Ziv film properties in the works. At the same time, Adolph Menjou, star of Ziv's new TV film series "Favorite Story" embarks on a cross-country p.a. tour of TV cities carrying his program, as part of Ziv's stepped-up merchandising program.

Ziv's TV film business for 1952 was 115 per cent better than its previous record take in 1951, and sales veepee M. J. Rifkin predicts that 1953 will be the firm's best year yet. Right now Ziv is producing and dis-

tributing 10 TV film shows, and all are currently showing in markets across the country.

Series and number of current markets sold are as follows: "Cisco Kid," 63; "Favorite Story," 61; "The Unexpected," 52; "Boston Blackie," 59; "Your TV Theater," 35; "Story Theater," 26; "Yesterday's Newsreel," 21; "Sports Album" (15 minutes), 17; "Sports Album" (five minutes), 17; "Living Book," 10. With the exception of the two sports shows, all of the series are half-hour packages.

Ziv's success in the TV film field is generally credited to the fact that founder and chairman of the board Frederic Ziv applied the same sales principles to TV that established his firm as a top transcription company in radio years ago. His theory in brief is "If a show is properly exploited and promoted, it will go."

Ziv's TV film sales operation is handled separately from its radio sales, and this division was recently extended all the way down the line, including promotion and advertising.

Other factors deemed respon-

sible for Ziv's big click in the TV film field include: (1) whole-hearted concentration on one series at a time by Ziv salesmen, who only pitch one show at a time to stations; (2) the willingness — nay, eagerness — of Ziv salesmen to pitch in and help stations land sponsors after they've bought the product.

Most traders also are of the opinion that one of the firm's prime assets lies in its dual producer-distributor function, which makes it possible for it to offer stations many advantages not granted by firms who handle other outfit's TV film shows.

Ziv's headquarters are in New York City at 488 Madison Avenue. Major branch offices are in Cincinnati, O., 1529 Madison Road; Hollywood, 5255 Clinton Street, and Chicago. Officers include: Frederic W. Ziv, chairman of the board; John L. Sinn, president; M. J. Rifkin, vice-president in charge of sales; Maurice Unger, general manager in charge of West Coast; Herbert Gordon, vice-president in charge of production; Jo Dine, director of public relations; Leo Gutman, director of advertising.

## United Television Productions Takes 2nd Place... Still Growing

In the past two months since the United Television Programs' merger with Studio Films and Gross - Krasne, the firm has spent its time consolidating and enlarging its sales organization. The important consideration was to see that the newly enlarged distribution outfit functioned smoothly. Its sales record during December and January proves that it has solved that problem.

UTP's next step will probably be to go into production with a property of its own. Willson M. Tuttle, president, is now in Hollywood, looking over package ideas. The firm would then become a production as well as a distribution organization and probably be well on its way to an organic merger. The merger

two months ago was a stock merger in which cash and properties were exchanged by Studio Films and Gross - Krasne for their interest in UTP.

The distributors' sales organization now totals 10 men thruout the country with main offices in New York, Hollywood and Chicago. Aaron Beckwith, Winn Nathan and John Rohrs, are regional sales managers for the East, the West and the Middle West, respectively. The newest addition to the sales staff is Alex Sherwood who will function as account executive in charge of the Middle Atlantic States.

The board of UTP consists of Gerald King, chairman; Milton Blink, executive veepee; Ben Frye, veepee in charge of sales;

Willson M. Tuttle, president; Sam Costello, Phil Krasne and Jack Gross. Monroe Mendelsohn is director of sales promotion and Rusty Cooper, director of publicity.

The two latest properties to be acquired by UTP are the "Dick Tracy" series and the Alexander Korda features, which were bought from Snader. The firm also took legal title to 750 Snader Telescriptions which complements its 375 Studio Telescriptions. Among other properties are "Counterpoint," "Heart of the City," "Worlds of Adventure," "The Chimps," "Royal Playhouse," "Old American Barn Dance," "Hollywood Offbeat," "Washington Spotlight," and "Double Play With Durocher and Day."

## MCA-TV. In Operation Since 1950, Named No. 3 Winner By Stations

The TV film syndication wing of the giant Music Corporation of America, MCA-TV, went into operation in 1950 distributing the 52 half-hour dramatic segments originally produced for Armour's "Stars Over Hollywood." Since then they have added to the package the 39 shows originally made for Gruen and now the films currently being shot for Standard Oil of California and showing in six Western markets under the "Chevron Theater" title.

"Chevron Theater," by the way, is probably the oldest continuously running film series on

TV; it is approaching its 75th week. MCA's own Revue Productions made all these dramatic series, and MCA-TV syndicates them under the general title, "Famous Playhouse," but sponsors can put their own titles on the series they make up out of the more than 150 segments available.

MCA-TV is also syndicating the high budgeted "Abbott and Costello Show," now in over 40 markets, and the new George Raft mystery series, "I Am the Law," already sold in over 15 markets.

David Sutton, formerly of the Columbia Broadcasting System,

is the vice-president in charge of MCA-TV. Maurie Lipsey is the veepee in charge in the Chicago office. For syndication sales, the outfit uses the far-flung facilities of the parent MCA firm. Besides Chicago and New York, they have sales offices in San Francisco, Beverly Hills, Dallas, Detroit, Cleveland, Minneapolis and Boston.

Sutton and other MCA execs have often put themselves on record as explicitly believing in the future of TV film. Aside from their syndication operation, their Revue Productions is one of the busiest producers of series.

## Here's How Stations Voted Series Distribbs

Rank	Distributor	Pts.
1...	Ziv Television Productions	90
2...	United Television Programs	35
3...	MCA-TV	16

Also ran . . .

CBS Television Film Sales	J. Walter Thompson Company
Official Films	Snader Telescriptions Sales
Sterling Television Company	The Christophers
Winik Films	NBC TV Film Division

## Monthly TV Film Buying Report

Each month The Billboard presents this report on TV film buying activity for the previous month. While this list is in no way intended to be a complete buying report, it is representative enough to give a reasonably accurate picture of buying activity in the field.

A big bulk of the buying done in the past month continued to be by the new stations. A few high-bracket half-hour dramatic shows that had first gone on sale before the beginning of the year continued to flower in January. Ziv's "Favorite Story" was in 60 markets in all; NBC's "Douglas Fairbanks Presents" was in 35 markets, and PSI's "China Smith" was in 25.

Music Hall Varieties	WNOW-TV, York, Pa.
Official Films	KDUB-TV, Lubbock, Tex. Lynchburg, Va. Columbia, S. C. Charleston, S. C. Cleveland, O.
Old American Barn Dance	Colorado Springs, Colo.
Kling Studios	Spokane, Wash. Amarillo, Tex. Lubbock, Tex. Peoria, Ill.
Hollywood Half Hour	KOLN-TV, Lincoln, Neb.
Consolidated TV Sales	WKAB-TV, Mobile, Ala. KVOA-TV, Tucson, Ariz. WTAR-TV, Norfolk, Va. . . . Gwaltney Meat Products WTVR, Richmond, Va. . . . Gwaltney Meat Products WAGA-TV, Atlanta, Ga. . . Frigid Food Packing KDUB-TV, Lubbock, Tex. KGNC-TV, Amarillo, Tex.
Paradise Island	KOLN-TV, Lincoln, Neb.
Consolidated TV Sales	KUDA-TV, Tucson, Ariz.
Time for Beany	KDUB-TV, Lubbock, Tex.
Paramount TV Productions	WBRC-TV, Birmingham, Ala.
Strange Adventure	KKTV, Colorado Springs, Colo.
CBS TV Film Sales	KOLN-TV, Lincoln, Neb. KVOA-TV, Tucson, Ariz.
Douglas Fairbanks Presents	WHBF-TV, Davenport, Ia. KFEL-TV, Denver, Colo. KING-TV, Seattle, Wash. WNBT, New York, N. Y. WNHC-TV, New Haven, Conn. WBZ-TV, Boston, Mass. KOMB-TV, Honolulu, Hawaii WEEK-TV, Peoria, Ill. KHQ-TV, Spokane, Wash. Fresno, Calif. . . . Borden Milk Delivery Thru Young & Rubicam
NBC TV Film Division	XETV, Tijuana, Mexico WHUM-TV, Reading, Pa. . . Sunshine Breweries Thru Castner Assoc.
Invitation Playhouse	WCBS-TV, New York, N. Y.
Guild Films	
Telenews Daily	KROD-TV, El Paso, Tex.
International News Service	KOPO-TV, Tucson, Ariz. WKBN-TV, Youngstown, O. WHUM-TV, Reading, Pa.
UP-Movietone News	WHYN-TV, Holyoke, Mass. WEEK-TV, Peoria, Ill. KXYL, Spokane, Wash. WDAF-TV, Kansas City, Mo.
Weekly News Review	KGNC-TV, Amarillo, Tex.
NBC TV Film Division	WLW-D, Dayton, O. WDTV, Pittsburgh, Pa. WNOW-TV, York, Pa. KFEL-TV, Denver, Colo. WMBR-TV, Jacksonville, Fla. . . . Duval Jewelry WALA-TV, Mobile, Ala. . . Sam Joy Laundry WFMY-TV, Greensboro, N. C.
Beat the Experts	Detroit, Mich. . . . Plymouth Dealers Sterling TV Thru Powell-Grant Agency
Abbott & Costello Show	Syracuse, N. Y. . . . West End Brewing Co.
MCA-TV	Schenectady, N. Y. Thru Harry Cohen Agency Utica, N. Y. Rome, N. Y.
Ramar of the Jungle	Los Angeles . . . Bell Potato Chip Company
Arrow Productions	San Diego, Calif.
China Smith	Lincoln, Neb.
PSI-TV	Amarillo, Tex. Denver, Colo. Seattle, Wash.
Front Page Detective	WCAU-TV, Philadelphia
Consolidated TV Sales	KTBC-TV, Austin, Tex. KDUB-TV, Lubbock, Tex. . . Furr Food Stores & Atlas TV KROD-TV, El Paso, Tex. KTTV, Los Angeles WJTV, Jackson, Miss. WHBF-TV, Rock Island, Ill. . . . Tri-City Radio Supply
Ringside With the Russlers	KDUB-TV, Lubbock, Tex.
Consolidated TV Sales	KTSM-TV, El Paso, Tex. XELD-TV, Brownsville, Tex. . . . Falstaff Beer WSLS-TV, Roanoke, Va.
Public Prosecutor	WFBM-TV, Indianapolis
Consolidated TV Sales	WTMJ, Miami, Fla. KING-TV, Seattle, Wash. KGNC-TV, Amarillo, Tex. WKAB-TV, Mobile, Ala. KVOA-TV, Tucson, Ariz. WSLS-TV, Roanoke, Va. KDUB-TV, Lubbock, Tex.
Crusader Rabbit	KPRC-TV, Houston, Tex.
Consolidated TV Sales	KDUB-TV, Lubbock, Tex. WKAB-TV, Mobile, Ala.
The Life of Riley	WKY-TV, Oklahoma City, Okla.
NBC TV Film Division	WENR-TV, Chicago Seattle, Wash. . . . Glavin & Sherwood Assoc.
The Lilli Palmer Show	WENR-TV, Chicago
NBC TV Film Division	XETV, Tijuana, Mexico
Dangerous Assignment	WENR-TV, Chicago

(Continued on page 20)

Closely allied to our Family Prayer Crusade is a Hollywood institution known as "Family Theater." This might be called the long-range artillery of the effort; for not only does "Family Theater" produce a first-class radio show each week over the Mutual Network, but has made five hour-long television films—and these have been most generously received. It is perhaps natural that, as director of "Family Theater," I should be asked to state my views as to how television might enrich home life in America. Altho one need not be an expert to form some idea of the tremendous possibilities, for good or evil, of the effect of television in this regard.

First—to get rid of it quickly—the negative aspect. It is inevitable that the guardians of the American home (parents, teachers, pastors) will be more critical, even at times more disapproving, of low moral standards on television than they ever were with regard to motion pictures. For the child (or adult for that matter), in order to be exposed to whatever bad influence

# A Challenge and an Opportunity For All Television Programers

By FATHER PATRICK PEYTON, C.S.C.

a movie might contain, has at least to obtain a ticket and enter with some degree of deliberation that particular movie. A home television set, on the other hand, can be manipulated in a second from one channel to another by the youngest child; or on the very same channel, a good and wholesome show may be swiftly succeeded by one of questionable effect. And this is piped not merely into a public theater, but into the home itself. Hence, the vigilance of parents and even pressure of public groups. This is to be expected and not resented—for, indeed, the public is not merely the consumer, but (as in all communication media) the partner of the trade.

Now, it would be deplorable if television, unlike motion pictures, were to find itself subject to federal censorship. The possible repressive consequences of such a thing are not pleasant for people in a democracy to think about. Yet the problem of taste and a decent norm of natural morality must, somehow, be solved: Either by such censorship or by the more American method of sane self-regulation. Years ago, when the movie industry persisted in violating its standards, it precipitated an indignant campaign on the part of public groups. But by reorganizing and strengthening its self-regulation machinery (in 1934) the movies not only avoided federal moral regulation but

won the esteem of the previously-offended public. This example indicates the proper tactic. (And, incidentally, some of the films shown on television today are old ones of such standards that the motion picture industry could not, or would not, exhibit them in theaters today.)

Yet it is not the tactic but the motive that counts. Unquestionably, the average television writer, director, producer, or comedian (given some encouragement) would rather be a troubador of civilization than an apostle of decadence.

On the positive side, let us consider the tremendous potential of television as a restorer of home life in America. In this great social respect, television



FATHER PEYTON

may have a historic role. Obviously the sanity and happiness of a people does not depend on mere material things. I recall my boyhood on a rocky Irish farm, with no luxuries or even comforts (by more modern standards); yet our home life was serene, our relationships with each other and with our parents loving, and our joy of living heartier, perhaps, than if we had had all the modern necessities. For it is not things that make people happy or unhappy, or good or bad. It is how those things are used. Thus, a nation of 60,000,000 televisioners would not be the better or happier for it unless the tremendous positive potential be considered—and implemented. If it is, there is scarcely a limit to television's beneficent effect. Members of families will find their best and most wholesome recreation in each other's company, and not apart—each with his separate interests—away from the home.

Our slogan, "The Family That Prays Together, Stays Together" has often been paraphrased as, "The Family That Plays Together, Stays Together." There is truth in the paraphrase also. Television can, if it will, bind our nation together, and the homes of the nation, as no other purely natural medium yet revealed to man.

And what about the "Family That Prays Together?" Well, not every program, or every tenth program, can carry a spiritual message; but the great principles of our culture and the tremendous integrity of the American heritage may be expected to permeate the whole operation. It would be the tragedy of ages if such a felicitous invention, or discovery, were put exclusively to the use of what is merely flippant or worse; or if the tremendous ideals and concepts we live by were to find only a beggar's place in its whole national program. Personally, I feel confident that this great new American industry will meet—gloriously—this new American challenge and opportunity.



### At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!"

You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured if treated early.

For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

American Cancer Society

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# Top Critics Comment On Film Programs

TV critics on daily newspapers have been putting quite a blast on film programming. Many producers and distributors are rather self-conscious about this, and some are frankly worried. Yet a spot check of critics and editors conducted by The Billboard this month reveals that there are more than a few stout-hearted scribes who still have faith in celluloid programming. For instance, Brainard Platt, TV editor of the Dayton Journal Herald, maintains that TV production first came of age when programs began turning from live to film. "The use of film has made it a simple matter for the cutting room to take care of those little mistakes, giving shows once ludicrous a professional touch," says Platt.



Peg Simpson Syracuse Post Standard  
Wilbur Clark Pittsburgh Sun-Telegraph

Hal Humphrey of the Los Angeles Mirror says "The advantages of film for TV have become obvious even to those die-hards who still are spouting words like 'spontaneity' and 'immediacy' as they go down for the third time." Humphrey believes that producers are becoming aware of the flaws in their products, of their failure to take advantage of the film camera. He predicts that as they gain more of Hollywood's know-how they will "make the average live show look like the old stereopticon slides by comparison."

Janet Kern of the Chicago Herald-American asserts that "the very real public prejudice against film shows will be beaten down," and she points to the success of "I Love Lucy" as evidence that this prejudice is not unbeatable. But Miss Kern advises film men to face up to this prejudice. "Producers cannot afford to play ostrich and insist quality is good when critics and public disagree," she warns.

Nevertheless, the outcry of many other critics continues loud and clear, not only against particular film series but against the whole business. The criticisms touch on both the sight and sound quality and the quality of the program material.



Ray Finch Buffalo Evening News  
Brainard Platt Dayton Journal Herald

Ray Finch of the Buffalo Evening News claims "Film will never capture the surging vitality and excitement of live TV." Finch argues that film series must be judged as movies and not as TV programs, and like the movies they must concentrate on goals live TV cannot achieve.

"Until now, TV film makers have only set a tentative foot into the great void live TV cannot enter. As a whole, the industry has little to be proud of," Finch declares. He considers it unforgivable to put quiz shows and "third-rate drama" on film.

Jack Mabley of the Chicago Daily News says that if film series "are to dominate TV programming, they must not compound their weakness by displaying hack plots and stupid dialog." Mabley thinks the greatest improvement could be made in the writing. The big need is originality, he says, and notes that all the situation comedies are imitations of either "I Love Lucy" or radio shows. Dick Long of the Syracuse

Herald Journal notes that "many of the worst shows on TV are being produced by film companies." He refers particularly to the mystery and adventure shows, which, he asserts, follow the formula used in any cheap pulp magazine.

Long thinks film has done the best job in the documentary field, witness "Victory at Sea," and would like to see the industry expand further in this direction.

However sensitive film men are to the critics, they know that if they want to stay in business they have to worry first about the sponsors and the public. And it is a truism that the taste of the critics and the public often fails to coincide. This was borne out in a study of TV programming in New York recently published by the National Association of Educational Broadcasters. The NAEB made up a list of the 20 programs receiving the most favorable reviews by five leading critics, and a list of 20 receiving the most unfavorable reviews during the past year.

They found that only three of the best reviewed shows ranked among the 20 most popular. From the NAEB's point of view, this presents a danger that bad programs with large audiences will tend to drive out good shows with comparatively small audiences.



Janet Kern Chicago Herald American  
Hal Humphrey Los Angeles Mirror

NAEB notes, however, that none of the critics' worst programs were among the 20 most popular, leading them to the conclusion that "mass audiences do not necessarily prefer shoddy material."

It is true that TV film, like Hollywood, like radio, like the magazines, as in any mass medium, has tended to stick to its formulas. There has been a rash of new situation comedies and Westerns. There are more and more new 15-minute shows. This of course is due to the inexorable economics of the business.

Yet, many producers have indicated a definite willingness to give the public something new and better. Screen Gems, within the past couple of weeks, has announced it is on the search for fresh series ideas. Among new series now going into production are two based on the stories of Damon Runyon and Mark Hellinger. Also in the works are Hans Christian Andersen and Mark Twain series.

The point, tho, is that these producers have faith that such series are marketable. Comic strips have also served as bases for successful film series, such as "Superman" and "Terry and the Pirates."



Jack Mabley Chicago Daily News

Film series have brought numerous big stars to TV screens, among them Douglas Fairbanks Jr., Adolphe Menjou, Robert Cummings, Charles Boyer, Dick Powell, Ronald Colman. It is expected that more and more the major Hollywood studios will release their stars for TV film work. How much of an impact further star appearances will have on TV film is a moot point. TV film has not made its own new stars yet. But it is clear that several film se-

(Continued on page 25)

# Billboard 1st Annual TV Film Show Awards

## BEST DRAMATIC TV FILM PROGRAMS

1. Four Star Playhouse .....26
2. Fireside Theater.....21
2. Ford Theater .....21
4. Cavalcade of America .....16
5. Douglas Fairbanks Presents.....7
6. Jewelers Showcase .....5
6. Schlitz Playhouse .....5
8. Counterpoint (Rebound) .....2
8. Chevron Theater .....2
8. Gruen Playhouse .....2
8. Short, Short Drama .....2
8. Big Story .....2

## BEST SITUATION COMEDY ON TV FILM

1. I Love Lucy .....63
2. Adventures of Ozzie and Harriet .....34
3. Burns and Allen.....8
4. Amos 'n' Andy .....7
5. Our Miss Brooks .....5
5. Life of Riley .....5
7. I Married Joan .....2
7. My Little Margie .....2
7. My Hero .....2

## BEST COMEDY TV FILM PROGRAM

(Other than situation comedy.)

1. Red Skelton Show .....37
2. Abbott and Costello.....10
3. Buster Keaton .....5
4. The Chimps .....2

## BEST WESTERN TV FILM PROGRAM

1. Death Valley Days.....35
2. Lone Ranger .....15
3. Roy Rogers .....12
4. Kit Carson .....10
4. Wild Bill Hickok.....10
6. Gene Autry .....7
6. Hopalong Cassidy .....7

## BEST ADVENTURE TV FILM PROGRAM

1. Foreign Intrigue .....49
2. Dangerous Assignment .....20
3. The Unexpected .....13
4. Big Town (Heart of the City) .....11
5. Terry and the Pirates .....8
5. Biff Baker, USA .....8

## BEST MYSTERY TV FILM PROGRAM

1. Dragnet .....69
2. Racket Squad .....20
3. Gangbusters .....7
4. Hollywood Offbeat .....2
4. Mr. and Mrs. North .....2
4. Boston Blackie .....2
4. Treasury Men in Action .....2

## BEST QUIZ TV FILM PROGRAM

1. Groucho Marx (You Bet Your Life)....69
2. Hollywood Guess Stars .....6
3. Headlines on Parade .....5
3. View the Clue .....5
5. Three Guesses.....2
5. Viz Quiz .....2

## BEST PUBLIC SERVICE TV FILM PROGRAM

1. Victory at Sea .....63
2. Crusade in Europe .....10
2. Music of the Masters .....10
4. Crusade in the Pacific .....9
5. Big Picture .....4
5. Clete Roberts World Report .....4
5. Vienna Philharmonic .....4
5. World's Immortal Operas .....4
9. Meet the Masters .....3

## BEST SPORTS TV FILM PROGRAM

1. Greatest Fights .....31
2. Double Play With Durocher and Day..14
3. All-American Game of the Week .....13
4. Sportscholar .....8
5. This Week in Sports .....7
6. Telesports Digest .....4
6. Wrestling From Chicago .....4
8. Touchdown .....3
8. Roller Derby .....3

## BEST CHILDREN'S TV FILM PROGRAM

1. Time for Beany .....23
2. Smilin' Ed McConnell .....14
3. Uncle Mistletoe .....6
4. Willie Wonderful .....3
4. Foodini the Great .....3
4. King Calico .....3

# About Shows Critic Picked

The winners of The Billboard's first poll of newspaper critics and editors on their choices of the best TV film series in 10 different program categories are herewith presented.

Outstanding winners in their respective categories are "Dragnet," "Victory at Sea," "I Love Lucy" and the Groucho Marx show. Other high scorers are "Foreign Intrigue" the Red Skelton show and "Death Valley Days."

In the dramatic category, three network shows ran neck and neck for top honors. Don Sharpe's "Four Star Playhouse" edged into first place, with Frank Wisbar's "Fireside Theater" and Screen Gems' "Ford Theater" tied for second. "Four Star Playhouse," starring Charles Boyer, Dick Powell, David Niven, Ronald Colman and other Hollywood names, is slotted on the Columbia Broadcasting System on Thursday nights for Singer Sewing machines. "Fireside Theater," sponsored by Procter & Gamble, is one of the veteran film series, and is slotted in the Tuesday 9 p.m. period on the National Broadcasting Company. The "Ford Theater" is on NBC Thursdays at 9:30 p.m.

Among situation comedies, the high-rated "I Love Lucy" ran away with most of the critics' votes. But in a respectable second position was "The Adventures of Ozzie and Harriet," which is directed by Ozzie Nelson himself and shown on the American Broadcasting Company 8 p.m. Friday. There are not too many straight comedy shows on film at this time. Among those in the running in this category, the Red Skelton show on NBC Sundays, placed first, with the Abbott and Costello show, syndicated by MCA-TV to over 40 markets, coming up second.

The critics and editors picked "Death Valley Days" as the outstanding Western on film. "Death Valley Days" is based on material out of the long time radio series of the same name. The films are shot by Flying A Productions for sponsorship by Pacific Coast Borax Company. The agency, McCann-Erickson, spot-books the series in about 35 markets.

Other big scorers among Western series were "The Lone Ranger," "Roy Rogers," "Kit Carson" and "Wild Bill Hickok," the first two of which are network shows, the latter two being spotted by national sponsors.

The top three adventure series, according to the editors' voting, are all syndicated shows. "Foreign Intrigue," which J. Walter Thompson books in some markets for Ballantine and syndicates to others, came out in first place among adventures. Produced by Sheldon Reynolds in Paris, Stockholm and elsewhere in Europe, "Intrigue" stars Jerome Thor and Sydna Scott. "Dangerous Assignment," distributed by NBC TV Film Division, and "Ziv's "The Unexpected" came up in second and third place respectively among adventure series.

"Dragnet" was undisputed winner of the top accolade in the mystery category. On NBC Thursday night, the detective show starring Jack Webb has consistently pulled in top ratings since it came on. Runner-up mystery was "Racket Squad," which is produced by Hal Roach Jr. for Philip Morris sponsorship on CBS Thursday nights.

Runaway winner in the quiz category was the Groucho Marx show, which used to be known as "You Bet Your Life." It is produced by John Guedel. The non-network quizzers could not come near the Marx show for critics votes. In the public service category, covering news, documentaries and serious music programs, NBC's "Victory at Sea" was far and away the critics' choice.

Chesebrough sponsored "Greatest Fights" was voted the top sports show on film. It's slotted after the "Cavalcade of Sports" boxing on NBC Friday nights. In close voting for the runner-up position in the sports category were two syndicated series, "Double Play With Durocher and Day," distributed by

(Continued on page 25)

# TV Film Buying Report

Continued from page 18

NBC TV Film Division	XETV, Tijuana, Mexico	WHUM-TV, Reading, Pa.
Johnny Mack Brown Westerns	KSD-TV, St. Louis, Mo.	
Vitapix		
Foreign Intrigue	WDIV, Pittsburgh, Pa.	Fort Pitt Brewery
J. Walter Thompson		Thru BBD&O
Boston Blackie	WABD, New York	Noxema Chemical Co.
Ziv TV Productions		
Candid Camera	Portland, Ore.	
Allen Funt	Pueblo, Colo.	
	Colorado Springs, Colo.	
	Honolulu, Hawaii	
Favorite Story	WNBW-TV, Washington	U. S. Metal Products
Ziv TV Programs	WPTZ-TV, Philadelphia	Montgomery Coffee and Land-o-Lakes Creameries
	Nashville, Tenn.	General Electric Supply

# TV STATION FILM & PROGRAM EXECES TALK UP IN BILLBOARD SYMPOSIUM

Continued from page 16

kets have none of these problems, but the trouble starts when there are two or more stations competing for film in the same market. If proper logs are kept by stations of all products played most of these pitfalls can be avoided.

**NED R. BROOKE**  
Film Director  
WSAZ-TV, Huntington, W. Va.



The morning mail is usually loaded with catalogs and brochures shouting the merits of films available for television. Most of this stuff winds up in the waste basket. Now if all distributors would adopt a standard 4x6 file card for film content information, we could all make better use of film product, because we would have at hand, in orderly fashion, the necessary data to fulfill the requirements of our sales department and clients. At least duplicate cards should be sent to each station or agency so they can be filed by program title and type.

Cards should be set up as follows:

Program Title:	Length:
Number Episodes:	
Production Cont.:	
Type Program:	Appeal:
Synopsis:	Cast:
Distributor:	Sales Mgr.:
Address:	City:
State:	Phone:
Net Price to Stations:	
Purchase Terms:	
Audition Prints Available:	
Markets Sold:	Clients:
Episode Titles:	
Sales Success Stories:	

**D. J. ELLESON**  
Program Manager  
KRON-TV, San Francisco



We have found that some distributors spread their prints a little too thin and are unable to furnish or meet a specified schedule by title. In some cases we have had to abandon scheduling by title and accept a bulk shipment of 10 shows per week and then make a last minute schedule when we found out what titles had arrived.

It would be extremely helpful if accurate running times or footage could be supplied by all companies so that we might be able to distribute our editing work load a little better. Finally, I think that promotion departments in all stations would appreciate as much background material as possible in order to do a good job with newspaper publicity.

**GEORGE PATTERSON**  
Program Manager  
WAVE-TV, Louisville, Ky



One problem facing TV stations is that of being able to get enough feature films of a vintage that is not too ancient, and at a price that is not too high. The matter of reasonable prices is an important factor with syndicated series, as with feature films. There also appears to be a scarcity of good musical series. Another problem is that of

getting good usable promotional information and material about feature films and some of the syndicated packages. The package producers are considerable better in this respect than the feature film distributors, but even some of the package men could stand improving.

**EDWARD C. OBRIST**  
Manager  
WNHC, New Haven, Conn.



Altho most of the stations' TV film problems seem to be in better shape today, there remains one which seems to be more in need of correction today than it did a year ago—one that has become more pronounced with the continuing amount of film programs being produced especially for TV.

The client, as well as the station, should be supplied with complete and accurate program titles, play dates, and promotion

material, prior to the start of each contract, or at least three weeks in advance of each play date. Many agencies are doing it now.

The station would be saved needless time and phone bills, now necessary to figure out which one of the three prints in their hands will be played "next Sunday." Program titles and promotion in the hands of the operator would mean more and better "on the air" promotion and "newspaper listings," of benefit to both client and station. Why not send at least four copies of the material, too, so that the publicity director, continuity department, film department, traffic department and other proper station personnel will be working for the distributor. Also, complete identification of the print on both can and leader can save a lot of embarrassment for all concerned.

**EDWARD M. SCALA**  
Program Director  
WNBF-TV, Binghamton, N. Y.

Ways should be found in which films can be produced for TV more inexpensively so that the price in small markets will be more in line with what local and national advertisers can afford to pay. There is also need for more types of film pro-

grams, particularly in the variety and musical fields.

So far as our physical problems in handling films are concerned, stations which transship films should be more careful about how their projectionists and other personnel handle films. Some stations are quite lax in shipping films promptly after they use them. All in all, however, it is our opinion that there have been great strides in film producing, distributing and handling in the last year.

**RICHARD V. THIRIDT**  
Film Editor  
KSL-TV, Salt Lake City



Feature film distributors should make certain that they are not overselling their product. It has been my experience to have film salesmen come to me with a list of films, claiming them all to be something tremendous. Out of a package of 13,

maybe three might be "tremendous," three "pretty good," and the balance "dogs." I would much rather have the salesman say right off just what the situation is and save me the time of having to go thru and pick out the "dogs."

We have had a client on the air for some 78 weeks and have been able to give him some very good feature pictures. However, we are now at a point where we are having to scratch around for good features. Not so long ago, a distributor sent us a list of films which he considered to be good "B" pictures, with big-name stars billboarded as starring in certain features. The client was all excited about these big-name stars, until we showed him audition prints of some of the films. Our client was terribly disappointed, when, in one of the films, the big-name star appeared in only two scenes and spoke not more than 10 words.

Now had we told the client to begin with just what this picture was (and we could have told him had we screened the picture beforehand, but unfortunately we hadn't) it would have been much better. As it was, he expected to get something he wasn't going to get, and therefore was very skeptical about (Continued on page 22)



**klings studios present**

**another Kling syndicated film program**

**"boxing from rainbo"**



**in this corner**—Chicago's Rainbo Arena, where present champions and future champions fight, is the scene of the most exciting boxing shows on television today! Skilled Kling camera crews, shooting at ringside with the modern multi-camera technique, capture all the slam-bang action. Jack Drees, ace sportscaster for ABC and outstanding boxing authority, announces the shows.



**in this corner**—Your sales message becomes an integral part of each show! Each film is completely titled and designed for your commercial inserts. The films screen as though custom-made for you! *Boxing ranks third highest in popularity of all types of television shows. Boxing's low budget makes it tops for results—dollar for dollar! It's a knockout!*

**BET ON A SURE WINNER—"BOXING FROM RAINBO"**  
Write, wire, phone—today!

**KLING studios**

\* 601 NORTH FAIRBANKS COURT • CHICAGO 11, ILLINOIS  
DElaware 7-0400

Fred Niles, Vice President in charge of Motion Pictures and Television



★ **NEWEST TV SPORTS SERIES!**

★ **26 ACTION-PACKED HALF-HOUR SHOWS ON FILM!**

★ **LOW BUDGET PACKAGE THAT RINGS BELL WITH HIGHEST RATINGS!**

# TV STATION FILM & PROGRAM EXECES TALK UP IN BILLBOARD SYMPOSIUM

Continued from page 21

the rest of the pictures in the package.

These pictures were all good pictures and we eventually sold them to the client. However, the job was just a little harder than it should have been, simply because the distributor had ballyhooed his product too much. I say to the film distributor: Tell us exactly what you've got. Let's not kid each other.

One other suggestion: We have a great number of films coming in and going out each day, and the physical handling of these films is a problem. I think all feature film distributors could take a page from the book of Hollywood Television Service in the way they catalog their films, mark their shipping boxes and mark the leaders on their films. They assure themselves of getting their own cases back from a station by putting their label (production number and firm name) on all sides of the container. Their numbering system is a great help to us. Westerns are all numbered in a certain series; features in another series, etc.

**GAINES KELLY**  
General Manager  
WFMY-TV, Greensboro, N. C.



The one-station TV market experiences film difficulties peculiar to itself. Inasmuch as these stations generally carry programs from all four networks, there is comparatively little air time left for film programming. What film programming there is usually consists of half-hour films produced exclusively for television. Features, Westerns and theatrical shorts are generally given very little time in such markets. Further, such films as are scheduled must be on a first-run basis; the audience does not appreciate reruns.

The problems, therefore, are simply those of distribution and use. The smaller stations are in many cases not served by major air and rail lines. For this reason getting films in the station several days prior to telecast is

sometimes a problem. However, this is more of a headache with kinescopes than it is with package film shows. Film producers are gradually adopting the habit of shipping prints well in advance of telecast date whenever possible.

In the future, the great majority of these stations will be faced with the necessity of operating in a competitive market. Those which make the adjustment most successfully will be those stations which are able to offer high quality film programming consistent with reasonable cost.

**JAMES ROBERTSON**  
Program Manager  
WTMJ-TV, Milwaukee, Wis.



Sure, we have our problems with poor print quality, poor sound track, late shipments, bad splices, incomplete clearance in-

formation, etc., but a problem we believe to be of far greater importance in the long run is that of finding high quality material for the home audience. Seldom do we meet a film producer or distributor who puts this issue ahead of the earning of an immediate dollar.

Threadbare mystery plots which are written and rewritten and played and re-played, and old westerns, which even 20 years ago were relegated to Saturday matinees by any thinking theater manager, may corral ratings temporarily. Certainly in our one-station market they do! But the trouble with this business is that most of us are so busy with today we don't think about tomorrow.

We would be much encouraged to discover that at least some of the film producers and distributors were trying to find program material abounding in rich and rewarding experiences for those who sit around their family circle and watch—without blushing and without the necessity for frequent lame explanations to the younger children present—material so enjoyable that instead of phoning the station to complain about second-runs, they would call to request a repeat performance.

**CHARLES FREBURG**  
Program Director  
WOC-TV, Davenport, Ia.



The most important problem we face in connection with film programs for TV is one of price. Producers of TV films have done marvelously well in producing quality programs in sufficient quantity. However, when we make a presentation to a client, we are invariably faced with a film cost which is out of proportion to our time and studio charges. We have passed up many sales because we could not supply the advertiser with a film program which fell within his budget appropriation.

We realize that TV film producers make a substantial investment in talent and production and the higher rates are seemingly justified to realize a return on the investment. However, the scale of prices is oftentimes out of reason for the average two station market. Perhaps this is a situation which will work itself out as more outlets become available and the producers have wider distribution for their productions. Until that time tho, we are faced with the problem of haggling for more equitable film costs or passing up the shows altogether.

**CECIL SEAVEY**  
Program Director  
KKTU, Colorado Springs, Colo.



In a new market, and a very small market, the education of potential sponsors to the increased cost of this new media, along with, in some cases, the exorbitant cost of film (albeit somewhat justified) is a big task. There isn't enough over-all information on film shows easily accessible without several phone calls and general extra work. Very few syndicated program producers include in their basic information such items as the show's format, how it can be broken down for commercial inserts, and success stories from other markets.

A uniformly acceptable plan should also be devised whereby a station would be immediately notified if a particular film program they were trying to sell locally suddenly became unavailable in their market. New stations are hungry for money and so are the film producers, but one should protect the other in embarrassing situations.

**RICHARD C. DREYFUSS**  
Film Director  
WDTV, Pittsburgh, Pa.



WDTV is the only TV station on the air 24 hours a day on a regular weekly schedule. We program about 45 hours of film a week, excluding that used on the all-night operation. This means that our major problem at the present time is where to find fresh products.

WDTV has been on the air over four years and has run practically every feature film and film program produced for TV that are available. Then too, WDTV is still the only TV station in Pittsburgh, which (as

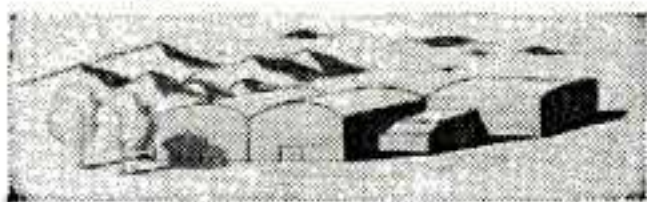
(Continued on page 25)

Broadcasting says:  
"The Big News  
in TV  
is  
**UTP**  
in '53"

Custom-tailored or ready-made—now, with its own production facilities, UTP stands ready to serve all your TV film needs.

In addition to twelve top "packaged" shows for the local buyer, UTP now has its own huge Hollywood studio to "custom-produce" films of any type for the discriminating regional or network buyer.

And the important thing about UTP's complete new production set-up is that it's operated by men who best know the problems of maintaining high-quality film production on a moderate budget, and are equally familiar with the problems of the advertiser.



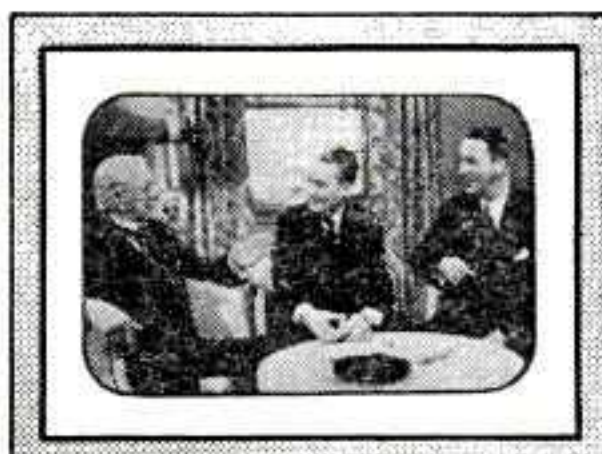
**HEART OF THE CITY (Big Town)** — Famous half-hour series that scored smashing successes for Lever Brothers as "Big Town." Featuring reporters Steve Wilson and Lorelei.



**DOUBLE PLAY (With Durocher and Day)** — Baseball's "Royal Family" presents guests from the Sports World's "Who's Who" in lively, informal quarter-hour sessions. 39 quarter-hours.



**OLD AMERICAN BARN DANCE** — Twenty-six half-hours starring famous National Dance entertainers . . . Pee Wee King, Tennessee Ernie, others. Terrific commercial corn! Produced by Kling-United.



**WASHINGTON SPOTLIGHT** — Unique quarter-hour panel show featuring Marquis Childs and important Washington personalities. Timely, topical . . . a new show released each week.



**COUNTERPOINT (Rebound)** — Bing Crosby Enterprises' series of 26 dramatic half-hour suspense shows. A national award winner with tremendous adult appeal.



**HOLLYWOOD OFF-BEAT** — Action-packed half-hour series starring Melvyn Douglas as a sophisticated sleuth supported by well-known Hollywood names.



**STUDIO TELESCRIPTION LIBRARY** — Featuring Peggy Lee, June Valli, King Cole trio, Mel Torme and 150 other stars in a library of all-time favorites, plus monthly "refresher" tunes. Versatile, flexible, adaptable to any programming need.



**ROYAL PLAYHOUSE (Fireside Theatre)** — The highest rated dramatic film program in its first run as "Fireside Theatre." 52 outstanding half-hours, produced by Bing Crosby Enterprises.

**PLUS THESE OTHER ATTRACTIVE PACKAGES:** Sleepy Joe, delightful half-hours for kids; The Chimps, unique quarter-hours starring "Bonzo".

360 N. MICHIGAN AVENUE • CHICAGO • Central 6-0041  
444 MADISON AVENUE • NEW YORK • Plaza 3-4620  
140 N. LA BREA AVENUE • HOLLYWOOD • Webster 8-9181

# New TV Film Series In Production

or to begin shooting soon

The following list, based on the latest survey of producers, contains the titles of TV-film series now in production or on which production is planned in the near future. These shows are expected to become available for syndication within the coming months. Once a series begins showing on any station, it is no longer carried on this list.

### PECK'S BAD BOY

Starring: Jimmy Boyd. Hal Weller, Director, and Ed Hellwig, Writer and Producer. Abner J. Greshler Productions. 324 S. Beverly Drive Beverly Hills, Calif.

### DREAM AWHILE WITH PEGGY LEE

15-minute color series Starring: Peggy Lee. Murphy Thomas Productions, Inc. General Service Studios Hollywood, Calif.

### JACK LONDON STORIES

26 half-hour series. Starring: Colleen Gray. Robert Hutton Lon Chaney and others. Director, Herbert Kline Mutuel Television Productions. 211 S. Beverly Dr. Beverly Hills, Calif.

### HAWAIIAN PARADISE

26 half-hour series. 13 completed. Films shot on location in color. William F. Brody Productions. 5545 Sunset Blvd. Hollywood, Calif.

### GREAT LOVES

26 half-hour series. Starring: Hedy Lamarr. To be shot in Europe. Victor Pahlin. Producer. PSI-TV, Inc. 221 W. 57th St. New York, N. Y.

### MARK HELLINGER STORIES

26 half-hour series. Les Hafner & Co. 48 W. 48th St. New York, N. Y.

### MEET THE MATE

An interview show starring Arlene Francis. Moss & Lewis. 1514 Broadway New York 36, N. Y.

### ORIENT EXPRESS

26 dramatic half-hour series. Shooting in Europe. John Nasht, Producer. PSI-TV, Inc. 221 W. 57th St. New York, N. Y.

### CALL THE PLAY

104 quarter-hour sports series. Telephone quiz series combining film and live. Produced by Leonard Key. Guild Films, Inc. 510 Madison Ave. New York, N. Y.

### THE WORLD IS MY BEAT

39 half-hour series lensed thruout the world. Producer Mitty Kemp. Standard Television. 1203 W. 7th St. Hollywood, Calif.

### BRINGING UP PARENTS

10-minute series offering tips for toddlers. Starring: Jean Alexander. Producer, Henry J. Kaufman Agency. Unite Television Program. 444 Madison Ave. New York, N. Y.

### THRILL OF A LIFETIME

15-minute "We, the People" type of show. Narrated by Quentin Reynolds. Produced by Lifetime Productions. United Television Programs. 444 Madison Ave. New York, N. Y.

### AMERICA'S FINEST

Half-hour dramatic series. Starring: Ray Milland, Joan Crawford and others. Produced by Revue Productions. MCA-TV. 598 Madison Ave. New York, N. Y.

### HOLLYWOOD AT WORK

Half-hour series. True stories about Ronald Colman, Harpo Marx, Humphrey Bogart and others. Produced and directed by Robert Gurney. Official Films, Inc. 25 W. 45th St. New York, N. Y.

### THE WORLD BEYOND

Adult science fiction series. PSI-TV, Inc. 221 W. 57th St. New York, N. Y.

### CHAIR ON THE BOULEVARD

Half-hour dramatic series. Pilot completed. Based on short stories of Leonard Merrick. Produced by Bing Crosby Enterprises. CBS Television Film Sales. 485 Madison Ave. New York, N. Y.

### THOSE WERE THE DAYS

Half-hour dramatic series, set in the Twenties. Pilot completed. Starring Charles Winninger. Produced by Bing Crosby Enterprises. CBS Television Film Sales. 485 Madison Ave. New York, N. Y.

### GAYELORD HAUSER SHOW

Quarter-hour series. Nutrition and health advice by Gayelord Hauser along with name guest for each series. PSI-TV, Inc. 221 W. 57th St. New York, N. Y.

### A SPORTING CHANCE

13 half-hour series on adventures of a sports writer. Reid Ray Telefilms, Inc. 8762 Holloway Drive Hollywood, Calif.

### TALES OF HANS CHRISTIAN ANDERSEN

13 half-hour series. Produced in Denmark by Karl Mosby. Interstate Television Corp. Monogram Studios Hollywood, Calif.

### LIBERACE SHOW

Now in production at KLAC-TV, Hollywood. Starring Liberace at the piano. Louis Snader, producer. Duke Goldstone, director. Guild Films, Inc. 510 Madison Avenue New York, N. Y.

### THE NICKELODEON

52 quarter-hour musical films (Continued on page 25)

# 13-CITY ARB RATINGS OF SYNDICATED SHOWS

This chart gives the ARB ratings for syndicated film series showing the first week in December in each of the 13 cities surveyed individually by the American Research Bureau. The program titles are arranged alphabetically by program category under each city. The reader may thus compare the audiences of these film shows in each of these key markets. The ARB charts in The Billboard over the past four weeks have shown how each of these shows compared with its own time-slot competition and with the show preceding it. For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C.

BALTIMORE	
(3 stations—WMAR-TV, WBAL-TV, WAAM)	
ADVENTURE	
The Unexpected	14.7
Ziv Television Productions	WBAL, 10:30-11, Tues.
China Smith	13.7
PSI-TV	WAAM, 11-11:30, Fri.
Dangerous Assignment	12.5
NBC TV Film Division	WBAL, 10:30-11, Thurs.
COMEDY	
Abbott & Costello Show	8.2
MCA-TV	WBAL, 10:30-11, Mon.
DOCUMENTARY	
March of Time	6.9
The March of Time, Inc.	WBAL, 7-7:30, Wed.
MYSTERY	
Hollywood Offbeat	12.2
United Television Programs	WMAR, 10:30-11, Thurs.
Boston Blackie	7.7

Ziv Television Productions	WBAL, 6:30-7, Sat.
NEWS	
Telenews Daily (Avg.)	7.0
International News Service	WBAL, 6:45-7, Mon.-Fri.
SPORTS	
Touchdown	3.5
Tel-Ra Productions	WAAM, 11-11:30, Mon.
WESTERN	
Cisco Kid	27.4
Ziv Television Productions	WBAL, 7-7:30, Tues.
Hopalong Cassidy	18.0
NBC TV Film Division	WBAL, 5:30-6, Sat.

BOSTON	
(2 stations—WBZ-TV, WNAC-TV)	
ADVENTURE	
Dangerous Assignment	18.2
NBC TV Film Division	WBZ, 10:30-11, Mon.
Foreign Intrigue	12.4
J. Walter Thompson	WNAC, 10:30-11, Sat.

CHILDREN'S	
Dick Tracy	25.3
Snader Telescriptions Sales	WBZ, 6-6:30, Sat.
Time for Beany	6.1
Paramount Television Productions	WNAC, 5:15-5:30, Mon.-Fri.
DOCUMENTARY	
Headlines on Parade	7.5
United World Films	WNAC, 7:30-7:45, Thurs.
March of Time	6.0
The March of Time, Inc.	WNAC, 6-6:30, Sat.
MISCELLANEOUS	
Stranger Than Fiction	8.9
United World Films	WNAC, 7:30-7:45, Tues.
MYSTERY	
Boston Blackie	33.6
Ziv Television Productions	WNAC, 7-7:30, Sat.
NEWS	
Telenews Daily (Avg.)	12.0
International News Service	WBZ, 7:15-7:30, Mon.-Fri.
UP Movietone News (Avg.)	5.5
United Press Movietone	WBZ, 6:15-6:30, Mon.-Fri.
SPORTS	
Wrestling From Hollywood	5.1
Paramount Television Productions	WNAC, 11:30-12:45 a.m., Thurs.
WESTERN	
The Range Rider	35.3
CBS Television Film Sales	WBZ, 7-7:30, Sun.
Hopalong Cassidy	14.2
NBC TV Film Division	WBZ, 1-1:30, Sat.

(Continued on page 24)

## IMPACT! RESULTS!

Whatever you call it...  
the fact remains, 368,942  
letters and cards are a lot of mail!

America's  
Highest Rated  
**WRESTLING SHOW** on TV FILM  
can produce results where  
they count... at the  
**Cash Register**

**Enterprises**  
VENUE WRESTLING  
TELEPHONE Wellington 5-2218  
CHICAGO 12, ILLINOIS

January 19, 1953

Mr. Russ Davis  
International Wrestling Films  
9 South Clinton Street  
Chicago, Illinois

Dear Russ:

We have just completed compiling figures relative to the number of pieces of mail we have received, which resulted from you plug on the wrestling films. The total is really astounding. There were 368,942 letters and cards mailed to me during the year of 1952. This certainly indicates what impact value commercial sponsors can really get on those films.

In closing I want to commend you for the ability and interest which you put into those wrestling films. Wishing you even greater success, I remain,

Very truly yours,  
**FRED KOHLER ENTERPRISES, INC.**  
*Fred Kohler*  
Fred Kohler

FK/ceo

In market after market, IWF's "WRESTLING FROM INTERNATIONAL AMPHITHEATRE, CHICAGO," proves its pulling power where sponsors want it. Ratings are consistently high . . . in fact, the highest of any comparable show. More important, however, is the sales ability and product identification qualities that have worked for a variety of products and sponsors. "WRESTLING FROM INTERNATIONAL AMPHITHEATRE, CHICAGO," can do a job for you, too.

WRITE FOR COMPLETE DETAILS . . . OR FOR FAST ACTION IN YOUR MARKET PHONE COLLECT TO . . .

**imperial WORLD films, inc.**  
9 SOUTH CLINTON STREET, CHICAGO, ILLINOIS  
RUSS DAVIS, President Phone ANdover 3-5337

**Pity the poor film that is UNTREATED!**

Our new folder, "Peerless Pointers," tells you tersely and factually about preventable damages that frequently happen to film . . . and how Peerless Treatment guards against such damage at a cost measured in pennies.

Write for your copy now

## PEERLESS

FILM PROCESSING CORPORATION  
142 WEST 44th STREET, NEW YORK 36, NEW YORK  
101 SEWARD STREET, HOLLYWOOD 36, CALIF.

Protective and preservative treatments . . .  
Rejuvenation Treatments

The FIRST name in outstanding television production

# ZIV-TV

ZIV TELEVISION PROGRAMS, INC.  
1529 Madison Road  
Cincinnati 6, Ohio  
New York Hollywood

Write for information on Available ZIV PROGRAMS

# 13-CITY ARB RATINGS OF SYNDICATED SHOWS

Continued from page 23

CHICAGO	
(4 stations—WBKB, WNBQ, WENR-TV, WGN-TV)	
<b>ADVENTURE</b>	
Dangerous Assignment	13.8
NBC TV Film Division WENR, 10-10-30, Tues.	
Foreign Intrigue	8.8
J. Walter Thompson WENR, 10-10-30, Wed.	
China Smith	8.0
PSI-TV WNBQ, 9-30-10, Thur	
<b>CHILDREN'S</b>	
Dick Tracy	8.4
Snader Teletype Sales WGN, 6-6-30, Sat.	
Time for Beany (Avg.)	2.4
Paramount Television Productions WGN, 5-5-15, Mon.-Fri.	
<b>DOCUMENTARY</b>	
March of Time	6.4
The March of Time, Inc. WENR, 10-10-30, Thurs.	
Clete Roberts World Report	6
United Artists Television WGN, 5-4-5-6, Mon.	
<b>DRAMA</b>	
Invitation Playhouse	1.3
Guild Films Inc. WGN, 9-4-5-10, Wed.	
<b>MYSTERY</b>	
Boston Blackie	27.8
Ziv Television Productions WBKB, 9-30-10, Thurs.	
Files of Jeffrey Jones	23.5
CBS Television Film Sales WBKB, 9-30-10, Fri.	
Hollywood Offbeat	7.1
United Television Programs WENR, 8-8-30, Wed.	
<b>NEWS</b>	
U. P. Movietone News (Avg.)	1.0
United Press Movietone WBKB, 11-15-11-30, Mon.-Fri.	
<b>WESTERN</b>	
Hopalong Cassidy	19.6
NBC TV Film Division WENR, 3-3-30, Sun.	
Cisco Kid	18.5
Ziv Television Productions WENR, 2-2-30, Sun.	

CINCINNATI	
(3 stations—WLW-TV, WCPO-TV, WKRC-TV)	
<b>ADVENTURE</b>	
Foreign Intrigue	18.8
J. Walter Thompson WKRC, 9-30-10, Mon.	
Dangerous Assignment	15.8
NBC TV Film Division WLW-TV, 10-30-11, Wed.	
<b>DOCUMENTARY</b>	
March of Time	10.5
The March of Time, Inc. WCPO, 9-30-10, Wed.	
<b>DRAMA</b>	
Televideo Theater	18.6
Stuart Reynolds Productions WKRC, 8-8-30, Mon.	
<b>MYSTERY</b>	
Boston Blackie	31.2
Ziv Television Productions WLW-TV, 8-30-9, Thurs.	
<b>NEWS</b>	
U. P. Movietone News (Avg.)	2.3
United Press Movietone WCPO, 6-30-6-45, Mon.-Fri.	
Washington Spotlight	3.7
United Television Programs WCPO, 7-30-7-45, Sun.	
<b>WESTERN</b>	
Cisco Kid	31.2
Ziv Television Productions WCPO, 6-6-30, Sun.	
Hopalong Cassidy	14.0
NBC TV Film Division WLW-TV, 5-30-6, Sat.	
Cowboy G-Men	2.3
United Artists Television WCPO, 1-30-2, Sun.	

CLEVELAND	
(3 stations—WNBK, WEWS, WXEL)	
<b>ADVENTURE</b>	
Foreign Intrigue	18.3
J. Walter Thompson WEWS, 10-10-30, Sun.	
Dangerous Assignment	12.2
NBC TV Film Division WNBK, 10-30-11, Thurs.	

COMEDY	
Abbott & Costello Show	8.8
MCA-TV WXEL, 10-10-30, Tues.	
<b>COMMENTARY</b>	
Hollywood Reel	4.0
Paramount Television Productions WEWS, 7-15-7-30, Wed.	
Crusade in Europe	16.3
20th Century-Fox WEWS, 9-9-30, Wed.	
March of Time	5.3
The March of Time WEWS, 7-30-8, Sat.	
<b>NEWS</b>	
Washington Spotlight	1.4
United Television Programs WEWS, 7-7-15, Sat.	
<b>QUIZ</b>	
Movie Quick Quiz (Avg.)	3.4
United Television Programs WNBK, 6-4-7, Mon.-Fri.	
<b>SPORTS</b>	
Sports Parade	8.9
United Artists Television WXEL, 10-4-11, Wed.	
Wrestling From Hollywood	7.9
Paramount Television Productions WXEL, 8-9, Sat.	
Sportsman's Club	1.7
Syndicated TV Films CBS Television Film Sales	
<b>WESTERN</b>	
Cisco Kid	28.2
Ziv Television Productions WNBK, 6-6-30, Sat.	
The Range Rider	25.0
CBS Television Film Sales WEWS, 6-6-30, Sun.	
Hopalong Cassidy	13.7
NBC Television Film Division WNBK, 6-6-30, Fri.	

COLUMBUS	
(3 stations—WLW-C, WTVN, WBNS-TV)	
<b>ADVENTURE</b>	
The Unexpected	22.5
Ziv Television Productions WBNS, 9-30-10, Tues.	
Dangerous Assignment	15.0
NBC-TV Film Division WBNS, 9-30-10, Sun.	

DOCUMENTARY	
March of Time	5.4
The March of Time, Inc. WBNS, 7-7-30, Fri.	
<b>MYSTERY</b>	
Boston Blackie	26.4
Ziv Television Productions WBNS, 9-9-30, Sat.	
<b>NEWS</b>	
Washington Spotlight	6.4
United Television Programs WBNS, 6-6-15, Sun.	
<b>SPORTS</b>	
Sports Parade	8.9
United Artists Television WBNS, 10-4-11, Wed.	
Teletype Digest	6.5
United Artists Television WBNS, 7-7-30, Wed.	
<b>WESTERN</b>	
The Gene Autry Show	19.6
CBS Television Film Sales WBNS, 7-7-30, Sun.	
Hopalong Cassidy	14.8
NBC TV Film Division WBNS, 1-1-30, Sat.	

DAYTON	
(2 stations—WLW-D, WHIO-TV)	
<b>ADVENTURE</b>	
The Unexpected	16.4
Ziv Television Productions WHIO, 10-10-30, Sat.	
Dangerous Assignment	8.1
NBC TV Film Division WLW-D, 10-30-11, Sun.	
<b>DOCUMENTARY</b>	
Crusade in the Pacific	18.7
The March of Time WLW-D, 7-7-30, Thurs.	
March of Time	7.5
The March of Time WHIO, 6-30-7, Tues.	
<b>SPORTS</b>	
Sports Parade	12.4
United Artists Television WHIO, 10-4-11, Wed.	
<b>WESTERN</b>	
Hopalong Cassidy	27.4
NBC TV Film Division WLW-D, 6-6-30, Mon.	

DETROIT	
(3 stations—WJBK, WWJ-TV, WXYZ-TV)	
<b>ADVENTURE</b>	
Dangerous Assignment	21
NBC TV Film Division WWJ, 6-30-7, Sun.	
Foreign Intrigue	16.9
J. Walter Thompson WJBK, 10-30-11, Fri.	
China Smith	8.9
PSI-TV, Inc. WXYZ, 8-8-30, Thurs.	
Big Game Hunt	5.3
Explorers Pictures Corp. WXYZ, 11-11-30, Sun.	
<b>CHILDREN'S</b>	
Dick Tracy	16.2
Snader Teletype Sales WXYZ, 7-7-30, Tues.	
Time for Beany (Avg.)	8.9
Paramount Television Productions WJBK, 5-15-5-30, Mon.-Fri., except Thurs.	
<b>DOCUMENTARY</b>	
March of Time	3.1
The March of Time WJBK, 7-7-30, Fri.	
<b>DRAMA</b>	
Little Theater	20.4
Tee Vee Company WWJ, 9-30-10, Thurs.	
<b>MISCELLANEOUS</b>	
Stranger Than Fiction	8.9
United World Films WXYZ, 1-30-1-45, Sun.	
<b>MYSTERY</b>	
Hollywood Offbeat	20.2
United Television Programs WWJ, 10-30-11, Thurs.	
Heart of the City (Big Town)	18.2
United Television Programs WJBK, 9-30-10, Thurs.	
Files of Jeffrey Jones	16.4
CBS Television Film Sales WJBK, 6-6-30, Sun.	
<b>NEWS</b>	
Telenews Daily (Avg.)	1.6
International News Service WJBK, 6-30-6-45, Mon.-Fri.	
<b>SPORTS</b>	
Sports Parade	10.7
United Artists Television WJBK, 10-30-11, Wed.	
Wrestling from Hollywood	5.3
Paramount Television Productions WWJ, 11-30-12-45, Sat.	
Roller Derby	3.6
Station Distributors WXYZ, 7-30-8, Wed.	
Teletype Digest	1.8
United Artists Television WJBK, 7-15-7-30, Sat.	
<b>WESTERN</b>	
Cisco Kid	28.5
Ziv Television Productions WXYZ, 7-7-30, Thurs.	
Hopalong Cassidy	18.2
NBC TV Film Division WWJ, 5-30-6, Sun.	

DRAMA	
Invitation Playhouse	6
Guild Films Inc. KLAC, 7-7-30, Wed.	
<b>MYSTERY</b>	
Heart of the City (Big Town)	10.8
United Television Programs KTTV, 7-30-8, Tues.	
Hollywood Offbeat	6.9
United Television Programs KNXT, 9-30-10, Sat.	
<b>NEWS</b>	
U. P. Movietone News (Avg.)	2.0
United Press Movietone KHJ, 7-7-15, Mon.-Fri.	
<b>QUIZ</b>	
Movie Quick Quiz (Avg.)	1.1
United Television Programs KHJ, 7-15-7-30, Mon.-Fri.	
<b>RELIGIOUS</b>	
Cathedral Films	3
Major Television Productions KLAC, 11-15-11-45 a.m., Sun.	
<b>SPORTS</b>	
Sports Parade	5.1
United Artists Television KNXT, 7-4-8, Wed.	
Touchdown	2.9
Tel-Ra Productions KHJ, 7-30-8, Thurs and KHJ, 7-30-8, Fri.	
<b>WESTERN</b>	
Cisco Kid	16.9
Ziv Television Productions KECA, 7-7-30, Mon.	
Hopalong Cassidy	16.8
NBC TV Film Division KNBH, 5-30-6, Sat.	
The Range Rider	12.6
CBS Television Film Sales KNBH, 7-7-30, Thurs.	

NEW YORK	
(7 stations—WCBS-TV, WNBT, WABD, WJZ-TV, WOR-TV, WPIX, WATV)	
<b>ADVENTURE</b>	
Foreign Intrigue	20.0
J. Walter Thompson WNBT, 10-30-11, Thurs.	
The Unexpected	19.5
Ziv Television Production WNBT, 10-30-11, Wed.	
Dangerous Assignment	14.0
NBC TV Film Division WNBT, 10-30-11, Mon.	
<b>CHILDREN'S</b>	
Dick Tracy	4.3
Snader Teletype Sales WABD, 6-30-7, Sat.	
Time for Beany	1.0
Paramount Television Productions WCBS, 10-4-11, Sat.	
<b>DOCUMENTARY</b>	
March of Time	1.0
The March of Time WJZ, 10-10-30, Thurs.	
<b>MYSTERY</b>	
Boston Blackie	10.3
Ziv Television Productions WABD, 9-30-10, Fri.	
<b>NEWS</b>	
Telenews Daily (Avg.)	4.7
International News Service WCBS, 6-6-15, Mon.-Fri. and WCBS, 11-15-11-30, Mon., Wed. Fri.	

## PERFECT PRODUCTION REQUIRES Precision Prints

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All tracks printed independently on Maurer 1-to-1 optical track printer, exclusive with PRECISION. Highly refined optical system eliminates "contact shifts," gives complete flexibility in printing from "A- or B-wind" originals. Sensitometric sound control.



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MURRAY HILL 7-5535



# FILM & PROGRAM EXECS TALK IN BB SYMPOSIUM

Continued from page 22

in other one-station markets) makes the question of re-runs an important problem.

The majority of the TV film companies have done a great deal to correct other problems (pertaining to shipping, audio and video quality of film, physical condition of prints, etc.), but there are still a few film outfits that are only interested in obtaining our signature on a contract, and then completely forget about the follow-up or servicing of the package they sold.

**DON NAYLOR**  
Program Director-Film Buyer  
WAGA-TV, Atlanta, Ga.



Producers and distributors of TV film would render a valuable service to TV stations by:

1. Giving closer attention to the quality of sound track and picture of feature film before shipping them to stations.
2. Pre-editing feature films to one hour length for faster, more trouble free production by local stations.
3. Inserting film data slips in the film cans showing exact footage count of each reel. Also, if spaces are left in film for insertion of local commercial, exact footage count at which point the commercial is to be spliced in should be indicated on the data slips. Cue sheets would be helpful, showing what action is taking place immediately prior to a commercial insertion.
4. Eliminating air express re-routes.
5. Numbering in consecutive order any series of film shows produced especially for TV so that they could be scheduled by number to assure telecasting of proper print. The number of the print and the name of the film should also be clearly indicated on a label of the film can

**LYLE DE MOSS**  
Assistant General Manager  
WOW-TV, Omaha



When the quick growth of the industry is taken into consideration, the distributors of film for TV have done a good job in supplying their products. However, it is difficult to determine actual quality of the product we are buying as far as picture content and quality of print is concerned.

It may be too early to expect such an organization, but since film is important and will become increasingly important in TV programming, I personally look forward to the day the TV film suppliers will have a trade association that embraces standards of program, and merchandise will fall into certain categories and not be over-valued or under-valued. Maintenance of the film prints, plus material with the TV Code in mind, would be a great time-saver to the independent station operating with a minimum staff

**ROBERT F. HIBBARD**  
Assistant to the Manager  
WGN-TV, Chicago  
Regarding special station problems connected with film, our film librarian offers the following three points for consideration:  
1. "National representation" attempts from a single office. In

most cases, this practice is found on a coast-to-coast basis, with a single office attempting to handle a national syndication with an undermanned sales staff and/or badly co-ordinated promotion.

2. Failure to keep us informed of local sales and changes in price structures of films.

3. Overpricing film in relation to what local market will bear.

**CARL A. RUSSELL**  
Film Director  
WBKB, Chicago, Ill.

There is a definite need for good 15 and 30-minute film series (made specifically for TV), that can be made with a small budget, particularly for good children's subjects. This is one subject that film distributors seem to pass over, although they are most needed by stations and most in demand by sponsors.

One of the greatest problems

## About Shows

Continued from page 20

United Television Programs, and "All American Game of the Week," distributed by Consolidated Television Sales. Out of light voting in the children's category, Bob Clampett's "Time for Beany," which is syndicated by Paramount TV Productions, came out first, with "Smilin' Ed McConnell," sponsored by Brown Shoes on CBS Saturday mornings, coming up second.

The Billboard TV Film Program Awards are based on a poll of almost a hundred TV editors and critics on newspapers in virtually every major television market.

with new 15 and 30-minute TV film is that most distributors and producers feel that they must have a big name or star to make the series saleable. Consequently, the price becomes so exorbitant that the average local sponsor cannot afford it. There are many new series that have not been sold in this market due to this.

Clients are able to obtain old feature films for a much lower price than the majority of half-hour film shows. Many advertisers prefer this type of programming because they have 60 or 90 minutes in which to hold their audience and sell their product, plus the fact that their additional time cost will still be cheaper than the half-hour time rate with an expensive film series.

## Critics Comment

Continued from page 20

ries have given new life to performers who had not been doing quite as well before their series hit the screens.

It is widely acknowledged that sound and sight quality in TV film has been improving. The growing practice of shooting shows for both TV and foreign theatrical showings, simultaneously could conceivably be such a great relief to producers' budgetary problems, could give so much greater range and flexibility to shooting procedures, that it will prove to be the great way out. At the same time it is realized that the entire TV film picture would be drastically changed with the entrance of more of the Hollywood majors, which, in many quarters, is considered likely within the next year.

U. P. Movietone News	1.4
United Press Movietone	
WPIX, 7-7:15, Mon.-Fri.	
<b>QUIZ</b>	
Movie Quick Quiz (Avg.)	1.4
United Television Programs	
WPIX, 7:15-7:30, Mon.-Fri.	
<b>WESTERN</b>	
Hopalong Cassidy	13.5
NBC TV Film Division	
WNBT, 6:30-7, Sat.	
<b>Cisco Kid</b>	
Ziv Television Productions	6.7
WNBT, 7-7:30, Mon.	

## PHILADELPHIA

(3 stations—WPTZ, WFIL-TV)	
WCAU, TV	
<b>ADVENTURE</b>	
Dangerous Assignment	17.7
NBC TV Film Division	
WPTZ, 10:30-11, Tues.	
Foreign Intrigue	17.4
J. Walter Thompson	
WCAU, 10:10-10:30, Sat.	
The Unexpected	17.2
Ziv Television Productions	
WCAU, 10:30-11, Thurs.	
<b>CHILDREN'S</b>	
Crusader Rabbit	10.5
Consolidated Television Sales	
WCAU, 4:45-5, Tues.-Fri.	
<b>COMEDY</b>	
Abbott & Costello Show	19.0
MCA-TV	
WCAU, 9-9:30, Sat.	
<b>DOCUMENTARY</b>	
March of Time	8.5
The March of Time	
WCAU, 7-7:30, Mon.	
<b>MISCELLANEOUS</b>	
Stranger Than Fiction	8.3
United World Films	
WPTZ, 6:30-6:45, Sun.	
<b>MYSTERY</b>	
Boston Blackie	18.7
Ziv Television Productions	
WCAU, 7-7:30, Wed.	
<b>NEWS</b>	
Telenews Daily (Avg.)	2.6
International News Service	
WFIL, 6:30-6:45, Mon.-Fri.	
<b>SPORTS</b>	
Ringside with the Rasslers	12.3
Consolidated Television Sales	
WFIL, 10-11, Mon.	
Touchdown	5.1
Tel-Ra Productions	
WPTZ, 10:30-11, Wed.	
Sportsman's Club	2.2
Syndicated TV Films	
WFIL, 11:15-11:30, Fri.	
<b>WESTERN</b>	
Cisco Kid	29.2
Ziv Television Productions	
WCAU, 11:15-11:30, Fri.	
The Range Rider	21.2
CBS Television Film Sales	
WPTZ, 6-6:30, Sat.	

## SAN FRANCISCO

(3 stations—KRON-TV, KPIX, KGO-TV)	
<b>ADVENTURE</b>	
Dangerous Assignment	29.6
NBC TV Film Division	
KRON, 8-8:30, Sat.	
The Unexpected	28.0
Ziv Television Productions	
KRON, 8:30-9, Thurs.	
Foreign Intrigue	22.2
J. Walter Thompson	
KGO, 7:30-8, Wed.	
<b>CHILDREN'S</b>	
Time for Beany	17.4
Paramount Television Productions	
KPIX, 5-5:15, Mon.-Fri.	
<b>COMEDY</b>	
Abbott & Costello Show	18.9
MCA-TV	
KPIX, 9:30-10, Sat.	
<b>DOCUMENTARY</b>	
March of Time	3.7
The March of Time, Inc.	

KGO, 6:30-7, Sun.	
<b>AND</b>	
KGO, 8:30-9, Mon.	15.2
<b>MUSICAL</b>	
Old American Barn Dance	2.2
United Television Programs	
KGO, 10:30-11, Mon.	
<b>MISCELLANEOUS</b>	
Stranger Than Fiction	2.6
United World Films	
KRON, 5-5:15, Fri.	
<b>MYSTERY</b>	
Boston Blackie	24.0
Ziv Television Productions	
KRON, 9:30-10, Sun.	
Heart of the City (Big Town)	20.2
United Television Programs	
KPIX, 9:30-10, Mon.	
Files of Jeffrey Jones	15.9
CBS Television Film Sales	
KPIX, 8-8:30, Sun.	
<b>NEWS</b>	
Telenews Daily (Avg.)	10.6
International News Service	
KRON, 6:45-7, Mon.-Fri.	
Washington Spotlight	4
United Television Programs	
KGO, 6:15-6:30, Tues.	
<b>QUIZ</b>	
Movie Quick Quiz (Avg.)	1.0
United Television Programs	
KRON, 10:15-10:30 A.M., Mon.-Fri.	
<b>SPORTS</b>	
Roller Derby	2.2
Station Distributors	
KGO, 9-9:30, Mon.	
Telesports Digest	3.0
United Artists Television	
KGO, 10-10:30, Thurs.	
<b>WESTERN</b>	
The Range Rider	33.7
CBS Television Film Sales	
KPIX, 7-7:30, Tues.	
Cisco Kid	26.7
Ziv Television Productions	
KRON, 7-7:30, Thurs.	
Hopalong Cassidy	25.7
NBC TV Film Division	
KGO, 6:30-7, Thurs.	
The Gene Autry Show	16.2
CBS Television Film Sales	
KGO, 7-7:30, Thur.	

## WASHINGTON, D. C.

(4 stations—WNBW, WTTG, WMAL-TV, WTOP-TV)	
<b>ADVENTURE</b>	
Foreign Intrigue	14.5
J. Walter Thompson	
WNBW, 10:30-11, Thurs.	
China Smith	7.2
PSI-TV, Inc.	
WTTG, 9:30-10, Fri.	
Dangerous Assignment	5.9
NBC TV Film Division	
WMAL, 9:30-10, Wed.	
<b>CHILDREN'S</b>	
Dick Tracy	13.3
Snader Telecriptions Sales	
WTTG, 5:30-6, Sun.	
Time for Beany (Avg.)	11.2
Paramount Television Productions	
WTTG, 6:45-7, Mon.-Fri.	
<b>DOCUMENTARY</b>	
March of Time	10.2
The March of Time, Inc.	
WTOP, 10:30-11, Tues.	
<b>MYSTERY</b>	
Front Page Detective	9.2
Consolidated Television Sales	
WTOP, 10:30-11, Fri.	
<b>NEWS</b>	
U. P. Movietone News	4.3
United Press Movietone	
WTTG, 11-11:15, Mon.-Fri.	
<b>QUIZ</b>	
Movie Quick Quiz	6.5
United Television Programs	
WNBW, 7-7:15, Mon.-Thurs.	
<b>WESTERN</b>	
Hopalong Cassidy	17.1
NBC TV Film Division	
WNBW, 1:30-2, Sun.	
Cisco Kid	16.4
Ziv Television Productions	
WNBW, 6:30-7, Sat.	

# New TV Film Series In Production

or to begin shooting soon

Continued from page 23

starring the Sportsmen quartet, and featuring Frances Farwell. Original music by Eddie Kay. Producer, Louis Snader. Director, Wally Kline.

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Andre Luotto Productions  
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New York, N. Y.

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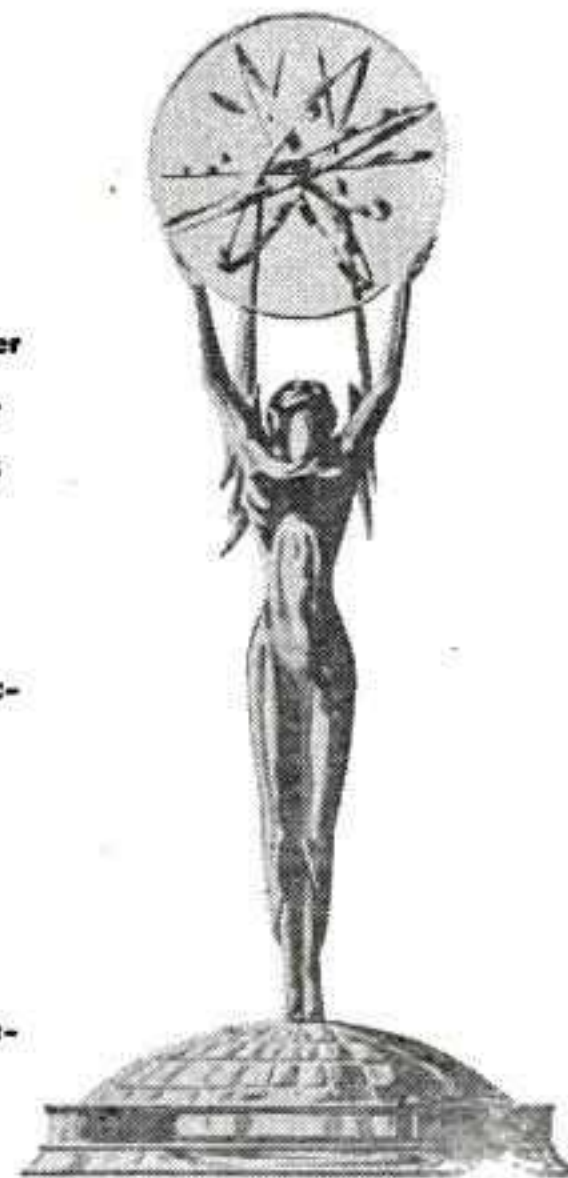
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# Legitimate Reviews

## THE EMPEROR'S CLOTHES

(Opened Monday, February 9)  
**Barrymore Theater**

A drama by George Tabori. Staged by Harold Clurman. Setting by Lester Polakov. Costumes by Ben Edwards. Company manager, Max Allentuck. Stage manager, Frederic de Wilde. Press representatives, Barry Hyams and Martin Schwartz. Presented by Robert Whitehead in association with the Playwrights' Company.

Elek Odry ..... Lee J. Cobb  
Bella ..... Maureen Stapleton  
Perike ..... Brandon de Wilde  
Peter ..... Anthony Ross  
Granny ..... Tamara Daykarhanova  
The Baron ..... Esmond Knight  
1st Rottenbiller Brother ..... Michael Strong  
2nd Rottenbiller Brother ..... Mike Kellin  
The Fat Hugo ..... Philip Rodd  
Mr. Schmitz ..... Howard H. Fischer  
Mrs. Schmitz ..... Nydia Westman  
The Man Without Shoes ..... David Clarke  
A Boy ..... Richard Case  
Milkman ..... Allan Rich  
Policeman and Singer ..... John Anderson

It seems to this reporter that George Tabori is again sounding the note of fear and frustration projected last season in his "Flight Into Egypt." Once more his harshly sad thesis proclaims that physical escape from persecution and terror is not a final solution. For "The Emperor's Clothes" his locale is Budapest in 1930 with a police state in the making, and his chief protagonist is a man turned soft under its threat.

It appears fantastic that the events which shape his plot could happen to anyone anywhere, but reports quite as bizarre have not been uncommon in news dispatches. A professor, long out of a job because of democratic talking, suddenly finds himself in police toils via a childish lie told by his over-imaginative youngster, to whom his fumbling, frustrated father is a hero. As a hero, however, father is something of a whitened sepulcher, and in his terror is about ready to have his son committed to a madhouse and perhaps betray his decent, liberal brother in order to get out from under. But in the final analysis the simple question from the child, "What are you afraid of?" sparks a will to resist. Underneath the official uniforms of brutality are nothing but naked, fearful men like himself. He shouts his defiance, takes a bloody beating and thereby regains his own and his son's respect. Tabori leaves a pew-sitter with the conviction of similar beatings to come.

One of these days Tabori will likely write a fine play. He has a sharp sense for pointing up motivation and a flair for injecting a nip-up line, but he is also unconsciously long about getting to a given point. For two acts "Clothes" drags relentlessly in over-stocked dialog. Only in the last scenes does it take on real dramatic impact. This is perhaps a reason why Harold Clurman's direction fluctuates between the bombastic and the over-subdued. Something has to be done to hype interest.

Lee Cobb is playing more than somewhat of Willie ("Death of a Salesman") Loman again. This is fair enough, since there is really a good deal of Willie Loman in his professor. Unfortunately, the

latter does not engender the same kind of pity, but it is an interesting portrait none the less. Despite some effulgent dialog, Maureen Stapleton makes a great deal out of his stupid, class-conscious wife, and young Brandon de Wilde again proves that he is our current moppet prodigy as the day-dreaming youngster. Anthony Ross is altogether splendid as a medico in trouble with the authorities, and Esmond Knight adds an excellent portrait of a tired aristocrat.

Robert Whitehead and the Playwrights have given "Clothes" a top production. Lester Palakov has provided one of the most intriguing backgrounds of the season. But Tabori has not yet written a good play.

Bob Francis.

## ON BORROWED TIME

(Opened Tuesday, February 10)

### 48th Street Theater

A comedy by Paul Osborn, adapted from Lawrence Watkin's novel. Staged by Marshall Jamison. Setting and costumes by Paul Morrison. General manager, Paul Vroom. Stage manager, Herman Shapiro. Press representatives, Karl Bernstein and Harvey Sabinson. Presented by Richard W. Krakeur and Randolph Hale in association with William G. Coston Jr.

Fifteen years ago, almost to the week, the late Dwight Deere Wiman unveiled a most delightful and beautifully played little fantasy. Now a little further East on the same street, "On Borrowed Time" has come back again under the aegis of Richard Krakeur and Randolph Hale. The tender little fable that Paul Osborn turned into theater from Lawrence Watkin's book is quite as delightful as on that first February night, when it set all the aisle-experts to critical hat-tossings, and again it is superbly acted.

Obviously, "Time" must have a superlative Gramps, the wily old codger who puts Death (Mr. Brink) up a tree and keeps him there in order not to be separated from the grandson he loves most in the world. It seemed, when the late Dudley Digges originally brought him to life, that no one else could do it again. But Victor Moore has done it, perhaps with something to spare. There are none of the plaintive, Mr. Milquetoast overtones, which have been the Moore trademark, in this characterization. His is a tenderly detailed portrait of a wonderfully salty old boy, spiced with sharp comedy and shaded with pathos. It is a performance not to be missed.

### Superlative Pud

Likewise, "Time" requires a superlative Pud, the youngster to whom he is the beginning and end of everything. Young David John Stollery seems quite as astounding as his original prede-

cessor, little Peter Holden, which adds up to high praise, indeed.

As a matter of fact, the whole cast of the revival has been meticulously chosen. Beulah Bondi is splendid as the grandmother who loves Gramps deeply, if not with approval. Leo G. Carroll turns in a quietly authoritative stint as the ubiquitous Mr. Brink, and Kay Hammond is properly mean as the Puritanical aunt who is out to make trouble. Thayer Roberts, Russell Hicks and Michael Jeffrey are all excellent in their lesser chores, and Melinda Markey makes an auspiciously decorative Stem debut as the household's little maid.

### Less Expense

Production-wise, a reporter must be forgiven for liking the 1938 version better. Paul Morrison's combination setting of living room, yard and apple tree is fine. But it cannot approach Jo Mielziner's original three-scene treatment. However, dollar values have materially dropped since then, and there is no use carping at necessary production economies.

The main point is that everybody has pitched in to give this revival of "Time" all the lovely, whimsical tenderness it projected 15 years ago, and that they have succeeded. It is a complete delight all over again, and Victor Moore's Gramps is a must for everybody.

Bob Francis.

## HAZEL FLAGG

(Opened Wednesday, February 11)

### Mark Hellinger Theater

A musical with book by Ben Hecht. Music by Jule Styne. Lyrics by Bob Hilliard. Staged by David Alexander. Dances by Robert Alton. Settings by Harry Horner. Costumes by Miles White. Musical director, Pembroke Davenport. Choral direction by Hugh Martin. Orchestrations by Don Walker. Company manager, Michael Goldreyer. Stage manager, Neil Hartley. Press representatives, John L. Toohy, Arthur Cantor and Harriette Gelb. Presented by Jule Styne in association with Anthony B. Farrell.

Editor ..... Dean Campbell  
Oleander ..... Jonathan Harris  
Laura Carey ..... Benay Venuta  
Wallace Cook ..... John Howard  
Vermont Villagers .....  
Carol Hendricks, B. J. Keating, Joan Morton, Dorothy Love, Laurel Shelby  
Mr. Billings ..... Lawrence Weber  
Mr. Jenkins ..... Robert Lenn  
Hazel Flagg ..... Helen Gallagher  
Dr. Downer ..... Thomas Mitchell  
Man on the Street ..... George Reeder  
Maxilboy ..... Jerry Craig  
Maximilian Lavian ..... John Pelletti  
Fireman ..... Bill Heyer  
Miss Winterbottom ..... Betsy Holland  
Mayor of New York ..... Jack Whiting  
Whitney ..... Sheree North  
Willie ..... John Brascia  
Dr. Egelhofer ..... Ross Martin  
Chorus Girls ..... Leri Jon, Virginia Pee  
Committeemen .....  
Policeman ..... Michael Spaeth, John Bartis  
DANCERS: Estelle Aza, Chris Carter, Marcella Dodge, Lillian Donau, Anna Friedland, Ruby Herndon, Lori Jon, Sherry McCutcheon, Betty McMillen, Barbara Michaels, Judy Miller, Joan Morton, Margot Myers, Virginia Poe, Eva Raff, Beryl Towbin, Tom Wheelis, Christopher Brown, Ronald Cecil, Don Crichton, Al Crane, Hugh Lambert, Gerard Leavitt, George Reeder, Eric Shepard, Michael Spaeth.  
SINGERS: Sara Dillon, Mary Harmon, Carol Hendricks, Betsy Holland, Doris Hollingsworth, B. J. Keating, Beverly McFadden, Laurel Shelby, John Bartis, Dean Campbell, David Carter, Jerry Craig, Bob Davis, Bill Heyer, Robert Lenn, David Randall.

SONGS: "A Little More Heart"; "The World Is Beautiful Today"; "I'm Glad I'm Leaving"; "The Rutland Bounce"; "Hello, Hazel!"; "Paris Gown"; "Every Street's a Boulevard in Old New York"; "How Do You Speak to an Angel?"; "Autograph Chant"; "I Feel Like I'm Gonna Live Forever"; "You're Gonna Dance With Me, Willie"; "Who Is the Bravest?"; "Dream Parade"; "Salomee"; "Everybody Loves to Take a Bow"; "Laura De Maupassant."

The first book-musical of the season is big, handsome, obviously expensive and backed with professional know-how. But as sometimes occurs, even when top-bracket theater brains pool their talents, the result is exceedingly disappointing. Jule Styne's new song-and-dancer has too much to recommend it—in spots. But the satire that Ben Hecht has developed from the James Street story and movie, "Nothing Sacred," is perhaps a shade subtle for musical adaptation. In consequence, it appears that "Hazel Flagg," the yarn's tunester title, has been given the bouncing treatment, with the loud pedal frequently employed to juice up a book which has about played out its fun mid-way of the proceedings.

This is far from a criticism of David Alexander's direction. He has been handed a somewhat staggering chore in keeping the tenuous didoes of a conniving little minx from becoming repetitious over a two-hour-plus span and at the same time holding in the satiric groove matters that threaten to dive into arrant burlesque. Nor is it his fault that Hecht hasn't put much of anything in his script that can be

## 'Lucy' Rakes \$4 Mil

Continued from page 1

contract is the fact that it does not contain an option clause.

Contracts with sponsor thru the Biow agency are drawn and are expected to be inked next week. With sponsor paying \$4,000,000 for the 98 half-hour films, Desilu's production budget will be slightly above the \$40,000 mark, thereby allowing the producers almost a complete return on its investment per show. This is contrary to many arrangements whereby the producer receives only a portion of investment per film from its first run and must await residual runs to get back the entire production cost plus return on investment.

Production will start on the final cycle of "Lucy" films under the present pact on March 26 and will continue thru June. Lucille Ball and Desi Arnaz will then go before the Metro-Goldwyn-Mayer cameras for a feature film for which they will receive \$250,000. Following completion of the M-G-M feature, they will start production on the first of the newly contracted TV film series with plans to have enough "Lucy" episodes completed ahead of resumption of the series next fall.

turned into laughs. Considering his handicaps, Alexander has done an exceptional over-all job.

### The Story

For those who don't remember the movie, "Flagg" is the saga of the New York fling of a country mouse supposed to be dying of radium poisoning and brought to town by a pair of mag tycoons for purposes of exploiting circulation. The lass, who is not sick at all, does a bit of exploring on her own account with an assist from her bibulous doctor, takes the town by storm and then finds herself in very hot water, when she isn't set to die on schedule. Naturally, love gets into the picture, and an absurdly contrived solution is invoked.

Much of Jule Styne's score seems over-loud and brassy, but there are items like "The World Is Beautiful Today" and "How Do You Speak to an Angel?" which can have nice possibilities. Also a couple of specialties like "Every Street's a Boulevard in Old New York" and "Laura De Maupassant" pack a high amusement content. Bob Hilliard's words for the tunes are considerably less than brilliant, but are at their best when strictly on the satire beam, as in the latter two numbers.

More or less the same complaint attaches to Robert Alton's dance patterns. With the exception of a prettily contrived dress-makers' ballet in the first act, the dancing substitutes frenzy for imagination. It has its stepping components alternately violently cutting rugs, stomping out a square dance or wriggling thru a dated, hot floorshow routine. Practically all of it looks over-familiar.

### Everyone Works

Seldom has a reporter seen a cast work so hard to put a show across. Nobody lets up for a minute. But the hurdle is too big for Helen Gallagher. The latter has come a long way in a short time, has learned to speak lines competently, can put a song across and is at her best with torrid dance steps. She just lacks seasoning for a title role of this magnitude. Co-starred is veteran Thomas Mitchell in a generally thankless chore of wringing fun out of her medicore mentor. Benay Venuta and John Howard also share in stellar honors as the go-getting mag execs. The latter has a nice voice and makes an acceptable hero. It remains for another vet, Jack Whiting, to give the show some of its best moments as a New York song-writing mayor. His chanting of "Every Street's a Boulevard," to the accompaniment of vintage Whiting soft-shoeing, comes close to being a show-stopper. John Brascia and Sheree North both make promising Stem debuts in the stepping department.

Production-wise, as stated, "Flagg" is lush and handsome. Harry Horner has done a splendid job with a variety of settings, and Miles White's costumes are confections. It is too bad that, with all the evident expense and energy lavished upon it, "Flagg" emerges such spotty song-and-dance entertainment.

Bob Francis.

## AB-PT Merger

Continued from page 12

Channel 2, allowing Zenith to maintain its application for a commercial license on that channel.

It is known CBS would strongly prefer to stay on 4, rather than switch to 2.

When the FCC order was announced Monday afternoon, almost a literal foot race followed. H. Leslie Atlas, head of WBKB and CBS vice-president hiked over to WBKB within hours, gave a check to make the \$6,000,000 purchase of WBKB official, and entered the action in the WBKB log.

The speed of the transaction was intended to forestall a possible move by Zenith to go to federal court to try to obtain a temporary injunction to block the deal.

Atlas and his staff moved into the WBKB studios en masse Tuesday morning. At the start of broadcasting Thursday, the Channel 4 call letters had been changed to WBKB-TV and CBS was in full charge. At the same time the Channel 7 call letters became WBKB, and the old WENR-TV call letters were dropped.

Atlas has taken personal charge of all phases of the operation at WBKB-TV. He is expected to make a complete sweep of the station's local programing set-up. Bill Ryan, production manager at WBKB, was promoted to program manager of WBKB-TV, with Al Bland, WBKB program manager, as assistant. George R. Arkadis, executive sales manager of CBS central division, is WBKB-TV sales manager. His staff includes Ted O'Connell, Tom Miller and Frank Atlas, all from CBS and WBKB. The seven-man sales staff of WBKB was dropped.

Joe Novey, WBKB chief engineer, will double as chief at the TV operation. The three top men at WBKB, John Mitchell, general manager; Red Quinlan, program manager, and Bill Kusack, chief engineer, moved to the ABC-WBKB operation on Channel 7. Mitchell is general manager of the new WBKB, but is under John H. Norton, vice-president of ABC Central Division. A personality clash between the two is regarded as inevitable. At week's end they still hadn't met. The duties of Quinlan and Kusack were still vague.

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# Night Club-Vaude Reviews

## Roxy, New York (Wednesday, February 11)

Capacity 5,886. Price range 80 cents to \$2. Four shows daily. Booker and managing director, David Katz. Producer, Arthur Knorr. Show played by house ork.

The house has come up with a first-rate ice show on the new "Ice-Colorama" stage with a slick, fast-moving production of the "Sleeping Beauty" legend. Imaginatively staged, and ingeniously produced, this 45-minute version of the well-known tale was warmly received by the capacity house. It is one of the best of the new ice shows yet staged at the theater.

Unlike previous ice shows here the entire production is devoted to the one story. The tale of the princess who slept for 100 years is told with the help of a narrator, who sits on one side of the stage and explains all the happenings that take place on the ice. Many liberties have been taken with the classic fairy tale, but these help rather than hurt the presentation. The basic plot of the classic is maintained, but the introduction of a group of Walt Disney characters, like "Mickey Mouse," "Pluto," "The Three Little Pigs" and "Snow White and the Seven Dwarfs" (the latter played by a troupe of midgets) added much to the story, as was evident from the delighted audience reaction.

As the princess, Terry Brent had a chance to show off some excellent solo work, tho her role called more for sitting than skating till she met her prince, Phil Romaine, her regular partner. Their finale was one of the brightest and most exciting bits of skating seen on the Roxy stage in a long time. The dangerous flips performed by the gal while being spun about the ice by Romaine pulled a tremendous hand from the crowd. Ray Frost, as the wicked witch, did a good job with his important part, especially in his bit with Romaine.

Sid Krofft, with his amazing puppeteering, opened the ballroom scene and ran thru his sock repertoire of skating puppets, including the dancing skeleton and the gals chorus line. Red McCarthy turned in a lot of flashy speed skating as the king in the Oriental fantasy dreamed of by the sleeping beauty. Johnny Flanagan as Pluto, the Disney pup, displayed good blade work in his cute comic routine. The Trampaloonies did a lively and expert acrobatic routine on the trampoline.

The chorus work in this show was limited to the opening and closing portions, but in this little routine the Roxy guys and gals were precise and capable. The costumes by Michi are most eye-pleasing and the scenery is sumptuous. Musically the show is integrated beautifully and even a few strains from Tchaikovsky's "Sleeping Beauty" ballet music are used. Choreographer John Butler, who handled the entire production, rates a nod for a fresh and winning blade presentation.

Bob Rolontz.

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## Copenhagen (Wednesday, February 4)

Capacity, 1,500 in cafe-cabaret; 2,000 in Scala-Salon ballroom. Price policy, no cover, no minimum. Booked by Ernst Sahlstrom. Publicity, Edel Winkel-Petersen.

The show gets off to a good start with the spectacular aerial act of the Biancas (two fems and a man) who present a series of risky and fast-paced tricks. Their stunts are sensational, such as one girl's hanging by a single foot-hold from a bar while holding the second girl's one foot as the male partner does a neck-swivel spin suspended from the second girl's other ankle—three chances for a crash, since the act works high, sans safety net.

Diana Miller, English singer, follows with her fem musical trio in a noisy medley of vocal and instrumental numbers. The girls play piano, trumpet, trombone, bass, accordions and drums. Best bits are a trumpet solo by one of the girls and Diana's husky rendering of "Ole Man River." The unit is doubling from the Scala-Salon where it has been held over from last month.

The Puposys (man and woman) walk away with the show with their swell marionette act. They work on a small platform in full view of the audience, with special lighting arranged so as to black them out from time to time as puppets are being manipulated. Some bits are stroblighted, and dialog and sound effects provide good comedy, earning a show-stop.

The Glower Brothers are tops in the hand-to-hand category. The porter is so husky that he romps thru the act as tho working with a midget. Two outstanding tricks are a chest-to-chest balance and a lift in which the top-mounter is balanced by his chest on the porter's up-raised palm. The climax has the top-mounter neatly hoisting his heavy partner for a good hand-to-hand stand.

Peter Kitter, popular comedian, emcees the show and wows the table-sitters with good line of patter and stories. Aage Juhl Thomsen's ork cuts the show and plays for dancing. The two Puposys, the Glower Brothers and Diana Miller's combo double in the upstairs Scala-Salon with Tage Luneborg's ork. Justo Barreto, pianist, entertains in the National-Scala bar.

Ted Wolfram.

## Radio City Music Hall, New York (Thursday, February 12)

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

Production-wise, the Music Hall is resting on its oars. Currently, the stagemore is one of the duller on record. After a lazy, symphonic opening by Raymond Paige and his ork of "Mignon" overture, Russell Markert has devised something called "Color Carnival," featuring the M. C.'s singers (dull), which leads into a ballet corps stepping of "Mozartiana," which is as handsome as it is unimaginative. Choreographer Margaret Sande should give herself a terping hypo. Some duo pianoforteing by Melvin Stecher and Norman Horowitz of "Donkey Serenade" and "Warsaw Concerto" provides a belated lift.

Markert, however, redeems himself with another fine Rockette routine, which is the sort of fare that the M. H. customers expect to be on tap, and follows up with Artie James' solo roller skating projections, which anybody can take or leave as they like. Personally, this reporter was left somewhat cold by the James' overselling of his spinning rink accomplishments.

The finale continued in the dull groove, with a lass billed as Niraska, twitching butterfly staves (shades of Keith Circuit, circa 1912), to a more or less colorful choral finish.

Every so often, a pewsitter may expect the Music Hall production to miss a few goals. The current bill is one of those low scorers. The pic is "Tonight We Sing."

Bob Francis.

## La Vie En Rose, New York (Thursday, February 12)

Capacity, 190. Price policy, \$5 minimum. Shows at 10, 12 and 2. Operator, Monte Proser. Booking, non-exclusive. Publicity, Gene Weber. Estimated talent budget this show, \$4,500.

Jackie Gleason made his debut as a conductor here with a 23-piece ork, the same "Music for Lover's Only" crew that he conducted for his best-selling Capitol Records album. For this most unusual booking, the room was jammed thruout every show just as was the small stage with the 23 sidemen.

If anyone came expecting the comic to add a humorous touch to his bandmastering chores, they were disappointed. For outside of a few cute remarks to the members of the ork, Gleason took his work seriously and only gave out with gags while introducing each selection. As a band leader, Gleason is a quiet performer, a bit unsure of his conducting duties, but working hard at all times in front of the band.

The band is a fine-sounding group, made up of 19 strings, four rhythm and the incomparable Bobby Hackett on cornet. It is Hackett's work, his soft, warm tones on the horn as against the violin sounds, that add brightness and flavor to the ork. Hackett is featured on every selection, and is the star of the "Music for Lover's Only" crew. He is playing as beautifully and smoothly today as he has for many, many years, with a touch of Louis and Bix in his work.

The ork stayed with standards all thru its set. On the late show the band gave out with "Alone Together," "All of Me," "When Your Lover Has Gone," "Who's Sorry Now" and others of the same period. The arrangements are soft, sweet and listenable. However, the time that the Gleason crew stayed on was too long, in spite of the fact that the ork played a fast selection every three or four tunes, the set would have come off much better had Gleason finished his stint after five or six tunes. More than that is too much of a good thing.

There is little doubt that the Gleason name will pull a lot of customers into the bistro, as is indicated by the packed room on opening night. He makes a good appearance in front of the ork, and conducts his group without a score.

Toni Arden, who is also on the bill of the new show here, did not appear on the late show. The Van Smith Trio, with Herbie Wasserman and Chet Amsterdam, played well before and after the Gleason ork performance.

Bob Rolontz.

## Fazio's Supper Club, Milwaukee (Saturday, February 7)

Capacity, 300. Price policy, \$2.50 per person minimum. Two shows nightly: three on Saturdays. Owner-operator-publicity, Jimmy Fazio. Booking, non-exclusive.

Richard Hayes, one of Mercury Records' stable of male chanters, is piling up lots of credits on his initial appearance at this popular suburban bistro. In for a two-weeker, the personable lad exhibits a solid showmanship and vocal potential.

On show caught, the room was packed and the crowd was definitely living it up. But Hayes, via a warm ingratiating floor style and first rate bary pipes, caught their attention by the second offering and from then on had his audience safely palmed.

Lad works over a ballad nicely and does a peak job on his recorded tunes, particularly his version of "Junco Partner," which called for some effective off-mike work. He also pleased with an arrangement of "Setting the World on Fire," which stirred up lots of enthusiasm among the customers.

On for about three quarters of an hour, he did a genuine beg-off with a standout version of "September Song."

Tommy Sheridan Trio's cutting job was excellent.

Benn Ollman.

## Boulevard Room, Hotel Jefferson, St. Louis (Monday, February 9)

Capacity, 475. Shows 8:30 and 11:30. Manager, Joe Harper. Booking, non-exclusive. Publicity, Ted Thompson. Estimated budget this show, \$4,500.

A real St. Louis favorite headlines this new bill in the person of lovely, blonde Roberta Quinlan. The gal has a wonderful background of TV work, and her show here on KSD-TV always enjoyed high ratings. So the audience at the Boulevard Room was pre-sold on la Quinlan. The gal makes a stunning appearance on the floor and can sell a song with the best of them. She opens with "You Do Something to Me," then follows with an English number, "It's as Simple as That." She continues with "A Good Man Is Hard to Find," "Melody Lane" and "I'm Confessin'." Miss Quinlan takes over keyboard of piano to do "Especially for You" and a medley of tunes familiar to her TV fans. She exhibits a plentitude of personality in every number.

The dance team of Kristofer and King open the show with some smart and original routines, receiving a nice mitt for their efforts.

Versatile is the word for Wally Boag. The comic is a winner, especially if there are kids in the house, as his stuff is right down the juvenile alley. He creates animal figures out of balloons, does a spot of ventriloquism, plays the bagpipes, and winds up his act with a knockabout dance. He throws so much material at the customers, there has to be something they like.

The band of Hal Havird, local favorite, continues to offer show music and top tunes of the day for dancing. The Merriell Abbott line is off the bill, but it is to be hoped that this is only temporary, as its presence is sorely missed.

Abie L. Morris.

## Chicago, Chicago (Friday, February 13)

Capacity, 4,200. Price policy, 45 to 98 cents. House booker, Harry Levine. Show played by Louis Basil and house band.

Sugar Ray Robinson and Louie Armstrong and His All-Stars trot a neat entertainment package before a ready audience here. For Sugar Ray, who just closed a Las Vegas run, it was a stage debut and he showed himself a performer on the boards as well as in the ring. For Satchmo Armstrong's part, it was more good stuff.

The retired boxing champ has converted footwork into a pro tap routine. He gets off some vocal touches and handles stock comedy well. Sugar opens the show, moves in and out as performing emcee, and is on deck for the finale. There's plenty of reference to his boxing career in his lines.

Armstrong's six-group shines first with an instrumental which counts in his trumpet work and then boils down to a drum beating session by Cozy Cole. Satchmo is back to sing "A Kiss to Build a Dream On." Then piano, bass and drums move in on "The St. Louis Blues." Velma Middleton appears for a blues medley and her hefty dance routine for a good hand. She and Louie then come up with "You're Just in Love." Ensemble clicks thruout.

Karen Chandler, Coral Records' singer, balances the offering with "Take Me in Your Arms" and "Don't Let the Stars Get in Your Eyes." Wind-up is her click "Hold Me, Thrill Me, Kiss Me." The gal can handle the different moods effectively and combines voice and stage presence for big results.

The Langs, teeterboard ensemble, show skill in the world of three-highs, feet-to-feet and two-and-a-half twisters to the chair. Louis Basil's band backs the show. It all adds up to strong stuff.

Tom Parkinson.

## Cocoanut Grove, Ambassador Hotel, Los Angeles (Thursday, February 12)

Capacity, 900. Price policy, \$1.50 cover. Show at 10. Director of entertainment and publicity, August Tozzi. Booking policy, non-exclusive thru Tozzi. Estimated budget this show, \$6,200. Estimated budget last show, \$7,500.

Harry Belafonte has a great new act, but he hasn't received enough publicity locally. Crowds have been disappointing since his opening. Belafonte, a former pop chirper, has a fine group of authentic folk songs and sells them for all they're worth. Backed by his own guitarist, Belafonte really emotes, whether the lyrics are a comedy calypso or a tragic Negro folk song. His subtle accents on various types of material make his work authentic and the small house gave him a big mitt on all numbers. Strongest in his repertoire are the lesser-known numbers, such as the potent "Timber" lament of a Negro slave lumberjack, and "Mark Twain," the chant of the river boat sounder and his many humorous calypso ditties. These numbers are done in a realistic manner which would do credit to such famed islanders as Wildemouth Houdini and the Lion. Ditties are great pacers and won good laughs. "Hol' Im, Joe" is especially contagious and should be disked by Victor, for whom Belafonte toils vocally.

Mara Lynn and Nelson Barcliff are an imaginative duo of modern ballet dancers, but the youngsters are so abstract that their work seems theme-less. They'd do well to add a number which has a more evident theme, for their footwork and lifts are tops. Both kids make a fine appearance.

Russ Morgan's band, which is in an extended location here, continues a string of top names. Morgan has a fine band and is a terrific emcee. He should do more time, but show is already long. Dance floor was well filled at all times. Morgan's medley got a good mitt at show's opening.

Johnny Sippel.

## Copenhagen's Prater Boosts Vaude Budget

COPENHAGEN, Denmark, Feb. 14.—The Prater, nabe dance spot in the Norrebro section of Copenhagen, has upped its talent budget and is now using two good vaude acts, for one-month runs, in addition to dance duos or exotic dancers which it previously presented.

The current bill at the Prater has Girda Hunyady, exotic dancer; Asta and Allan, good team of equilibrists, and the Six Harstons, peppy tumblers who worked three years in America with the Ringling-Barnum and the Polack Brothers cirks. Johnny Campbell's band cuts the show and plays for dancing. The spot is booked by Kinow Stanley, formerly a member of the Stanley Brothers balancing duo which played the old RKO-Orpheum circuit when vaude was in its hey-day.

## Fire Shuts Rollo's, Del.

WILMINGTON, Del., Feb. 14.—Rollo's Beautiful Fiesta Room, located on the Du Pont highway at Minquadale, Del., was closed by fire. Damage amounting to an estimated \$20,000 resulted early Sunday (25) morning when flames swept the cafe. Michael J. Rollo, operator of the nitery, said that the fire apparently was started by a smouldering cigarette at the bar. The flames burned out the interior of the bar, including all fixtures, and smoke caused extensive damage to an adjacent liquor store and a large stock of liquor. The loss is covered by insurance.

\* Decca Records—R.K.O. Pictures \*

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## N. Y. Nitery Ops to Hold Line Against Increase in Prices

Watch Barometer of Food Levels, Costs May Force Boosts Later

NEW YORK, Feb. 14. — The nitery field will make every effort to hold the line on food and beverage prices and minimums despite the lifting of price ceilings by the Office of Price Stabilization. Many ops point out, however, that it is still too early to predict what will happen and many also note that despite their own firm intentions to hold to current price levels, prices may have to be raised if the food purveyors do not hold the line on their commodities. Most ops, a survey indicates, feel there is scant likelihood for immediate price hikes of any magnitude. A

small rise in price levels is held a reasonable possibility by some, and a few spots indicated a small hike would be instituted soon.

Meanwhile, the Restaurant League of New York is sending a bulletin to its restaurant and cafe members advising against any rash increase in prices, and noting that increases may lead to adverse customer reaction and possibly a new freeze order.

### Club Comment

The Versailles: "We do not contemplate any raises whatsoever on food, liquor or minimums."

One Fifth Avenue: "Our intention is to remain at exactly the same price levels for food and beverages."

Cotillion Room, Hotel Pierre: "We have changed no prices yet; it is still too early to tell."

Persian Room, Hotel Plaza: "So far no change."

Roosevelt Grill, Hotel Roosevelt: "If food and labor prices remain as is, we do not contemplate any change in prices."

La Vie En Rose: "No changes."

Ruban Bleu: "If the food purveyors raise their prices, we may be forced to hike ours; but there has been no discussion regarding a price rise in food or minimums."

Village Barn: "We do not expect to increase prices—particularly if the food situation remains the same."

El Morocco: "We plan no changes."

Blue Angel: "Our minimums will remain as is—\$4.50 for week-

days and Sundays and \$5 on Friday and Saturday. Food may go up a little. This will depend upon the vendors. We are waiting to see what happens. We have felt that our food prices have been too low, but we could not raise them at the time. But will not go wild and hit people in the heads."

Chateau Madrid: "No change in prices on food, beverages, minimums."

Latin Quarter: "The intention is to hold the line. Right now, food has not gone up. If this jumps out of line, we will have to move, but if food goes up only a few cents, we will try to absorb the increase and hold present levels."

### League Bulletin

H. H. Gerstein, executive secretary of the Restaurant League of New York, whose membership comprises some 150 restaurants and cafes, cautioned its members via a bulletin. Speaking of the removal of restrictions, the bulletin in part stated:

"We suggest you do not raise prices. One of the reasons the order was rescinded was because prices reached a stable leveling off. Supply caught up with demand. To raise prices now, before seeing market reaction, may produce a sharp decline in business and adverse customer reaction. Please bear in mind controls can be re-established, and increases in restaurant prices may lead to a new freeze order."

## Texas Club to Shift Policy

SAN ANTONIO, Feb. 14.—Col. B. F. Chadwick, owner and operator of Club Sevenoaks, announced he will sponsor the appearance of name bands on week-ends, and feature a juke box for dancing on week-nights. He has been featuring Cliff Gillette and his band for many years at the club.

Woody Herman and his band started the policy with their appearance Friday and Saturday (30-31). Chadwick said that on succeeding week-ends he has lined up Miguelito Valdes, Henry Busse, Blue Barron, Charlie Spivak and Stan Kenton. Valdes will play two nights while the other bands have been booked for Saturday night only.

In making the announcement, Chadwick pointed out that the city is "Strictly a Saturday night town." In 1952 the club grossed \$187,000. According to the auditors report, Saturday night business, name bands and private parties, netted \$75,000. By staying open other nights, the club suffered a deficit of almost the same amount.

On week nights, when there is no name band, there will be no cover charge at the club.

## Seeks Local Vote On Liquor Laws

PHILADELPHIA, Feb. 14.—A bill providing for local option elections to determine whether sale of liquor shall be extended until 2 a.m. on Sundays in licensed hotels and restaurants was introduced in the State Legislature this week in Harrisburg. The bill extending the sale of liquor after the present Saturday midnight deadline was introduced in the House by Rep. Henry E. Ragot and Rep. Clair H. Peffly.

Under the proposal, the question of extending liquor sales until early Sunday morning would be placed on primary election ballots, during municipal election years, on petition of 25 per cent of the voters of the highest vote cast in the preceding general election in the respective counties.

## Lawrence Peddles Agency to Emery

CHICAGO, Feb. 14.—Hal Lawrence, veteran Chicago booker, has sold his agency, Hal Lawrence Theatrical Exchange, to Emery Paul, and will leave soon for California. Lawrence said he planned to open an office near Los Angeles and would have a tie-in arrangement with Paul.

## TAX CUT MAY BE 11 PER CENT

NEW YORK, Feb. 14.—In Low Lebish's tax article in last week's issue of The Billboard it was erroneously reported that a tax reduction of 1 per cent may be in the offing. Actually, the planned tax reduction referred to was 11 per cent.

## AGVA-Roxy Hassle Nearing Conclusion

Main Issues Agreed—Rehearsal Pay Boost, Day Off, Welfare Plan for All

NEW YORK, Feb. 14.—Contract negotiations are continuing at the Roxy Theater here, with the negotiations for the American Guild of Variety Artists, who represent the skaters and singers in the show, and the Roxy management working to hammer out a new contract. The union and management now are only separated on a few points, and an early agreement can be anticipated.

The main issues of disagreement between AGVA and the Roxy appear to be ironed out on

the following points: A day off per week for the skaters, an increase in rehearsal pay, and participation by the Roxy in the AGVA welfare plan for all AGVA members at the theater. The Roxy originally offered a day off per week, with the skaters paid for six days work, which would have meant a cut in take-home pay. The Roxy has also offered a 50-cent-per-hour increase in pay for rehearsal time.

The main point now separating AGVA members and the Roxy execs is the length of the contract. The management had originally called for a three-year pact, and the cast had wanted a much shorter contract. The Roxy and the AGVA representatives are still negotiating this point, and it is expected a compromise will be accomplished soon.

## Harvester Show Plays to 20,000

DETROIT, Feb. 14.—A three-act show, bought by International Harvester Company to play in small Michigan towns, has played to 20,000 people in the first month of a 13-week tour which started January 1.

The unit, booked by the Gus Sun Booking Agency, includes Itonia Bradley, contortionist; Billy DeArno, juggler, and Earl Songer and his Rocky Rhythm Ramblers.

## Corpus Christi Gets New Amusement Spot

CORPUS CHRISTI, Tex., Feb. 14.—Dr. Eulogio Garza has announced that he will open a new amusement spot here, The Casino, this month. It is a 170 by 200-foot building with a 7,000-square-foot hardwood dance floor, said to be the largest in this area.

The Casino will be open on a regular basis on week-ends with various type bands, and will be available for private parties on other nights.

Spot will also be made available for the presentation of ice shows, wrestling and boxing shows and other types of entertainment.

## GOOD ROLLER DERBY PROSPECT

HAMBURG, Germany, Feb. 14.—The big poultry show here is drawing international publicity from its feature attraction, "Oskar," a roller-skating goose which does a hilarious skating routine several times daily, using specially designed lightweight roller skates. Walt Disney and Donald Duck better look after their laurels.

## NY Statler Plan Calls for Name Acts With Orks

NEW YORK, Feb. 14.—The Statler Hotel here intends to start a policy of name acts at the Cafe Rouge in the fall in alternation with name bands. The hotel has placed a bid with the General Artists Corporation for Frankie Laine to headline the first show, the Laine's chances of opening at the room at that time will depend on his European commitments.

The Cafe Rouge of the Statler has long been known for its presentation of name orks from the days when the room was called the Manhattan Room and the hotel was called the Pennsylvania. The object of putting in name singers in rotation with name orks is to bring back a little of the excitement to the room that used to be there when the big swing orks kept the room jumping every night.

The New York Statler is one of the few in the chain that has stuck to a straight band policy. Other hotels in the chain always use top names. Laine, for instance, is set for a two-week stay at the Statler in Buffalo, starting March 3.

## Mich. Agents' Org Elects New Heads

DETROIT, Feb. 14.—William O'Halloran of the Delbridge & Gorrell Agency was elected president of the Michigan Theatrical Booking Agents' Association, succeeding Peter J. Iodice of Amusement Booking Service. Other new officers are Peter J. Iodice, first vice-president; Al Rice, second vice-president; Val Campbell, Gus Sun Booking office, secretary; Harry Lee, Delbridge & Gorrell, treasurer.

Arthur (Buddy) Fields, of the Amusement Booking Service, was elected chairman of the Board of Directors. Other directors elected were Henry Lueders, United Booking Association; Howard Bruce, Amusement Booking Service; Hill Hammond, Billy Hammond, Inc.; Ed Berry, Lansing; Jules Klein, Klein orchestras, and Hugh W. Simpson, Windsor, Ont.

## Paramount and Music Hall Hit 110G in Week

Kaye Continues to Sock at Palace; Roxy Take Dips

NEW YORK, Feb. 14.—The Paramount Theater here hit a solid \$110,000 gross this week, with the first week of the new Martin and Lewis flick "The Stooge" and Joni James, the M-G-M Record thrush, on stage. Last week the house was at \$55,000 for the second week of "The Jazz Singer." The Music Hall came thru with \$110,000 for the third week of "The Bad and the Beautiful," with the previous stanza at \$124,000.

Danny Kaye, in his fourth sock week at the Palace Theater, continued to hold a steady pace, with grosses of \$55,120 for this week as against \$55,500 for the previous seven days. The Roxy dropped to \$55,000 for its second week of "Niagara," after a strong opener of \$74,000.

## N. Y. Ops to Pick Officers

NEW YORK, Feb. 14.—The Greater New York Cafe Owners' Association has scheduled a meeting for the forthcoming week to elect officers. The org is allying itself with the national group, the Theater Restaurant Owners of America, Inc., of which Lou Walters is president.

The membership committee of the Greater New York group is made up of Jack Silverman, chairman; Fred Lamb, of Copacabana; Gene Seville, of Casa Seville; L. I.; Ben Maksis, of Town and Country, Brooklyn; Peter Klunck, of the Melody Club, Union City, N. J.; and Joe Schiavone, of the Savannah, Greenwich Village.

Dave Fox, exec secretary of TROA, is lending his assistance to the New York group during this formulative period.

## Danish Artists to Get Compensation

COPENHAGEN, Denmark, Feb. 14.—Thru the recent action of the government, Danish vaude and circus artists are included in the category of workers entitled to receive compensation during periods of unemployment.

According to the Danish Artists Federation, the new ruling applies also to all artists of the Scandinavian countries—Finland, Norway and Sweden—working in Denmark. Danish artists, who have been paying \$1.16 a month to the government's social security fund, will now be assessed \$4.06 per month.

## Pepper Quits MPA For Israeli Post

NEW YORK, Feb. 14.—Benjamin Pepper has resigned as general counsel of the Music Publishers' Association to accept a post with the Israeli Department of Justice. He leaves for Israel Thursday (19) and will be abroad for about two years. The MPA council has not yet selected a replacement.

Newest firm to join MPA is Associated Music Publishers. There are now some 45 publisher members of the association.

## Scandinavian Bargain

COPENHAGEN, Denmark, Feb. 14.—I. Blicher Hansen, top booker of American jazz and concert artists in Scandinavia, has a bargain Saturday night vaude-revue-musical sideline billed as a "Humor Parade." Formula consists of five to eight good standard acts; alive pic and radio principals, and one or more good bands or musical combos—all for the equivalent of a 30-cent top admission price. Now and then he throws in a beauty contest or free hot dogs or soup.

## Extra Added

### New York

Thrush Lorna Tomkin, back from a European tour, booked into Curran's Show Bar, Brooklyn.

### Chicago

Bob Arbogast and Pete Robinson, NBC radio zanies, and Marilyn Lovell, air wave thrush, closed last week at Jean Fardulli's recently opened Blue Angel. No follow-up acts were announced.

Paul Marr, booker, is convalescing at the St. Joseph, Mich., home of his sister following several weeks of hospitalization.

### Philadelphia

Bunny Glenn, of the Lee Henderson line at the Celebrity Room, leaves to step out as a tap dance single.... Lee Henderson installs a line of girls in the Little Rathskeller this week.

### Here and There

Bob Gillette and Shirley Richards have opened a two-weeker at the St. Anthony Hotel, San Antonio, Tex. Don Grimes' band on the stand. Don Cherry is set for a two-weeker to follow.

## JOE GLASER PUP WINS TOP PRIZE

NEW YORK, Feb. 14.—Bit o' Honey, a dog owned by Joe Glaser, head of Associated Booking Corporation, snared best in breed honors at a show held by the Boston Terrier Club here Sunday (8). The pup has led her breed 20 times and won 12 other show awards.

## 'Show of '52' Nets 81G for 4 Coast Wks.

Gale Office to Book 'Biggest of 1953,' 'Record' Unit Trips

NEW YORK, Feb. 14. — The winter edition of the "Biggest Show of '52," now playing on the West Coast for a four-week run, netted more than \$81,000 its first week of one-nighters. The show, starring Nat Cole, the Stan Kenton ork, Louis Jordan and June Hutton, hit grosses of \$11,893 in Seattle; \$10,380 in Portland, Ore.; \$7,000 in San Diego; \$15,000 in Los Angeles; \$18,000 in San Francisco, and \$11,000 in Oakland, Calif. The show teed off on February 4.

Spring will see two shows on the road booked by the Gale office, the "Biggest Show of '53," with Frankie Laine, Ella Fitzgerald, Louis Jordan and the Woody Herman ork, and "The Record Show," with Nat Cole, Sarah Vaughan, the Billy May ork and three acts. The "Biggest Show of '53" tees off in Oakland, Calif., on April 5, Easter Sunday, and "The Record Show" starts in Carnegie Hall here on the same date.

Other one-nighter packages set for spring tours are the Benny Goodman-Louis Armstrong package, featuring Goodman and his top sidemen of the late 1930's, which is being booked by the Associated Booking Corporation, and the Billy Eckstine-Ruth Brown unit, which will play more than 65 one-nighter dates thru the South. This show will be booked by Shaw Artists.

## Remington Ups 12-In. LP Prices 50c

NEW YORK, Feb. 14. — Effective March 1, Remington Records will up the price of its 12-inch LP's from \$2.49 to \$2.99. This action, the first announced since the de-control of record prices, was taken by the diskery, according to its topper Don Gabor, to permit the label to absorb the higher cost of its planned American recordings. Four U. S. artists were recently signed by Remington in this move to build up a stable of State-side artists. The new price structure includes the current percentage discount for dealers.

In other steps taken this week by Remington, plans for the reorganization of the sales level of its subsidiary label, Plymouth, were begun, following the resignation of Jack Meyerson as sales manager. Plans call for headquartering Plymouth with its parent company but under a separate sales team.

Remington also announced that All-State has been appointed distributor for its line in 14 New Jersey counties.

## DAY OF RECOGNITION

### Winstead Intros House Bill For National Hillbilly Day

Continued from page 1

niversary of his death, in Meridian, Miss., in Winstead's district. In the House last week, Winstead told his colleagues about the railroad man-minstrel who, while battling tuberculosis, "began a career that was fabulous even in the phonograph industry." The Mississippi congressman estimated that Rodgers' blues yodel records sold "over 5,000,000 copies." "Jimmie Rodgers left a mark on all hillbilly music," Winstead declared. "His songs dealt with real problems. They came from the heart and the people responded." Rodgers penned and sang such hits as "Old Pal of My Heart," "The Land of My Boyhood Dreams,"

## DECCA ISSUES BALLY BOOKLET

NEW YORK, Feb. 14. — Decca Records has distributed to dealers the first issue of a new promotional booklet for consumers. Called the "Decca Record Review," the eight-page, pocket-sized booklet plugs new releases of singles and albums in the pop and classical categories. The "Review" will be published periodically by the diskery.

## Westminster to Invade Light Music Field

NEW YORK, Feb. 14. — Westminster Records invades the light music field next month when it bows two new series of LP's at prices well below its current list for 12-inch vinyl. Its new "Curtain Time" series will carry a suggested list of \$4.95. Ten-inch platters in the diskery's new "3,000 Series" will go for \$3.95. New items in both series will be issued according to a regular schedule, while Westminster continues to add to its serious music catalog at the current rate of some six LP's a month.

First item in the Curtain Time (Continued on page 56)

## Derby Pacts Reynolds Ork

NEW YORK, Feb. 14. — Orkster Tommy Reynolds has been pacted to Derby Records, indie diskery, for a term deal. Deal is indicative of the rising interest in bands. In recent years it has been rare for small indies to go after ork groups.

Reynolds, incidentally, under the direction of Bernie Woods, has been building a new book, and his arrangements and general style are being revamped.

## Leslie Cracks Back At Times-Columbia

NEW YORK, Feb. 14. — The refusal of Times-Columbia to ship Columbia records to Leslie Distributors, local one-stop (The Billboard, February 7) which brought into the open a long-standing hassle over trans-shipment, has brought forth some strong comment from Leslie. The Columbia distributor also cut off the Liberty Music chain in an apparent offensive against local outlets which shop outside their territory for bargain wax.

Lou Boorstein, head of Leslie, declared this week that "the action of Times-Columbia in cutting the sale of Columbia records to us in this area we feel is not only high handed and arbitrary

## Diskeries Expand Operations; Many Invade New Fields

Major and Indie Firms Compete For Larger Share of Consumer \$

By IS HOROWITZ

NEW YORK, Feb. 14. — New plans disclosed this week by diskeries at opposite ends of the recording spectrum point up a growing trend among major and indie record companies to broaden their bases of operations and compete for a larger cut of the consumer's dollar.

The latest moves, which see mambo specialist Tico take a flyer at r.&b. and longhair diskery Westminster reach for a share of the light music business (see separate stories), are the latest in a succession of similarly-motivated steps by other firms in recent months.

In few cases are the moves expressions of a pioneering spirit, with the expanding diskeries ex-

ploring untried commercial paths. Other companies have demonstrated that the fields can be exploited profitably and the newcomers want to steer some of the available loot their way. This drive for more volume is paralleled by another motive on the part of some of the record companies. These feel that as they spread their wings it is more unlikely that a temporary competitive set-back in a single field will seriously affect gross income.

### Major Level

On the major diskery level, the most recent move of importance is the acquisition by Capitol of the Cetra-Soria opera line. The label in recent years moved into the classical field extensively, op-

era had been largely excluded from its catalog activity. With one step, however, Capitol now becomes a label to contend with in waxed music-drama.

Decca, too, is prepping an early entry into the opera lists and has several works of importance scheduled for release in the near future.

Brunswick Records, operated by Coral, has been inactive in recent years, but only a few weeks ago was re-activated as a jazz producer. Equally important, tho, was an energetic step by the firm into r.&b. Phil Rose has been hired by the firm to oversee the latter phase of its operation, several artists have been pacted and a regular release schedule set.

### M-G-M Tie-In

M-G-M's recent entry into the r.&b. field, thru a tie-in with publisher Joe Davis, has already resulted in the turning out to market of a number of specialty disks. Further activity in the field is seen with the pacting of five new artists by Davis for etchings in this phase of the diskery's operation. Davis this week added to the dozen r.&b. artists already signed (Continued on page 56)

## No Bryson Action Yet On Juke Bill

Legislator Reiterates Intent to Draft Law Extending Copyright Act to Phonos

WASHINGTON, Feb. 14. — Rep. Joseph Bryson (D., S. C.), said this week that he has not yet begun drafting his new bill to extend the Copyright Act to juke box disk playings. He reiterated, as previously reported in The Billboard, that he intends to introduce one (The Billboard, February 7). Sen. Estes Kefauver (D., Tenn.), who was cosponsor with Bryson last session on a juke box copyright bill which died in the House Judiciary Committee, is slated to be a cosponsor with Bryson again this year. Kefauver has not yet begun working on such a bill, altho he has given it some thought.

As already foretold here, the new bill will differ from the ver-

sion which was pigeon-holed by the House Judiciary Committee last year. Line-up of proponents and foes of the bill will be unchanged from last year, with American Society of Composers, Authors and Publishers in the van of supporters, while foes are the Record Industry Association of America, the major disk manufacturing companies and Music Operators of America. Meanwhile, the law firm of Kirkland, Fleming, Green, Martin & Ellis, which has offices here and in Chicago and which has been counsellor to juke box interests opposing the legislation, announced that Chauncey P. Carter Jr., has been designated as a resident partner in the D. C. office of the firm.

Bryson and Kefauver are still undecided on precise course to be proposed in their new legislation. One alternative which came in for attention during last year's lengthy hearings proposed a royalty fee on disks used "commercially." Since this type of fee would run into (Continued on page 92)

## Court Enjoins Cut-Rating on Fair Trade Line

NEW YORK, Feb. 14. — A temporary order restraining Sam Goody from selling or advertising Cetra-Soria LP's at less than their fair trade price was handed down in New York Supreme Court Monday (9). The order will remain in effect until a determination has been reached by the court on Cetra's action seeking a permanent injunction against the cut-rate outlet. Trial on the latter action has been set to begin March 2 before Judge Isidore Wasservogel.

Goody's attorneys did not contest imposition of the restraining order. It was handed down without ruling on the issues in the hassle. The temporary order was filed "without any determination by the court of this motion on the merits."

With Goody apparently determined to do vigorous battle to uphold his right to sell records at discount despite fair trade (The Billboard, February 14), the likelihood appears that Capitol Records may also become involved in the controversy before its final resolution.

In the event that a permanent injunction is entered against Goody, he is considered certain to appeal the judgment to higher courts. This may be a protracted process. And Capitol, which takes over the Cetra line on April 1, has announced it will continue fair trade policy with respect to the opera platters.

## Decca to Issue Country LP's

NEW YORK, Feb. 14. — Decca Records will release next week the initial set in a series of LP albums packaging top country clicks on the label. It will be the first time the diskery has grouped c.&w. etchings on long play platters.

Included in Decca's "Country Favorites, Volume 1" are Ernest Tubbs' "Fortunes in Memories" and "Somebody Loves You," Red Foley's "Midnight" and "Don't Let the Stars Get in Your Eyes," Webb Pierce's "Back Street Affair" and "That's Me Without You," Kitty Wells' "It Wasn't God Who Made Honky Tonk Angels," and Goldie Hill's "I Let the Stars Get in My Eyes."

## RIAA Elects New Directors

NEW YORK, Feb. 14. — The Record Industry Association of America, at its annual membership meeting Wednesday (11), elected a new board of directors. Line-up includes Jim Conkling, Columbia Records president; Milton Rackmil, Decca Records president; Glenn Wallichs, Capitol Records president; Howard L. Letts, assistant general manager, RCA Victor; Irving Green, Mercury Records president; Dario Soria, chief of Raxor Corporation, and Emanuel Goldstein, of Simon & Schuster.

All with the exception of Goldstein and Letts, are incumbents. Goldstein replaced John Stevenson, of Children's Record Guild. Letts replaced Paul Barkmeier, who was recently upped to a key distribution post.

## Pubbers Work On New Policy

NEW YORK, Feb. 14. — Publishers Jack Robbins and Ed Kassner are trying to work out a new policy for the operation of their joint publishing firm. Negotiations by attorneys representing the two parties are continuing.

but possibly monopolistic and illegal. On the latter score we have referred the matter to our attorney," Paul Southard, Times-Columbia executive, could not be reached for comment on the new development.

### No Solution

With the trans-shipment situation bubbling into new prominence, there seems little likelihood that manufacturers will take any early action to halt the practice. Even distributors who claim they are most seriously hurt by out-of-area buying advance no sure-fire solution.

As price-cutting in the LP field continues to trim dealers' profit margins, outlets remain open to offers of bargain wax. A number of major cut-raters have developed sources of supply which now furnish them with a healthy portion of their requirements. While all must still go to their (Continued on page 56)

## Sam Smith Returns To Broadway Music

NEW YORK, Feb. 14. — Sammy Smith has returned to Broadway Music as a member of the firm's professional department. The veteran musician was last associated with the Von Tilzer pubbery 25 years ago.

Broadway meanwhile has just made a deal with Dash Music, Ltd., awarding the British rights of Albert Von Tilzer's semi-sacred opus, "I'm Praying to St. Christopher," to the English firm. The song has been waxed here by Toni Arden and Dennis Day and two new recordings are being set in England.

"Mississippi Moon" and "Waiting for a Train."

The popularity of hillbilly music began with Rodgers and increased "as much as five-fold since World War II," Winstead asserted, adding, "Ten years ago if a hillbilly record sold 10,000 copies, it was a hit; today a 50,000 sale is mediocre." "It all ties in with a trend toward simpler songs," he said, "and nothing is simpler than country music."

"Mississippi," concluded the legislator, "can be truly called a musical State, if one judges by its singing folk, rather than by the number of its symphony orchestras."

## 'SINGING' SPINNERS

Para Turns Over to Deejays  
Preem, Nat'l Plugs on Pic

• Continued from page 1

company is footing the bill for this direct contact. Feeling is that the promotional stunt can prove to be mutually advantageous to both spinners and the studio, the

Mercury to Hit  
Fattest Feb. in  
Firm's History

NEW YORK, Feb. 14.—Mercury Records, having just finished a peak January, seems headed for the greatest February in its history. Altho Mercury execs here refused to comment, the tipoff is the fact that the diskery is now pressing platters in six plants.

Plants now pressing Mercury disks are the Victor plant in Indianapolis, M-G-M in Bloomfield, N. J.; Capitol plant in Scranton, Pa.; Cap in Los Angeles, and Mercury's two plants in St. Louis and Los Angeles. Distributors also have commented on the Mercury sales.

The diskery's recent push, sparked by veepee Joe Carlton in the East, has been spearheaded by the Patti Page smash "Doggie in the Window," now in sixth place on The Billboard's best selling chart and moving up strongly, and the Gaylords' "Tell Me You're Mine," in third place on The Billboard's chart.

In addition, the recently-released Georgia Gibbs waxing of "Seven Lonely Days" is picking up sales steam, and Ralph Marterie's "Pretend" is by far the orkster's strongest selling disk to date. Mercury's Rusty Draper waxing, "No Help Wanted," is also moving up the sales list.

## TRIBUTE

M-G-M Issues  
Disk on Letter  
To Williams

NEW YORK, Feb. 14.—M-G-M Records is issuing a disk of the now-famous letter written by Frank Walker, diskery topper, to Hank Williams the day of his death (January 1). An annual letter, which this year was addressed to Williams in care of Song Writers' Paradise, had become a tradition with Walker.

Unknown to M-G-M, Jimmy Swan, deejay on WFOR, Hattiesburg, Miss., recorded the letter. When requested to release the record by Mrs. W. W. Stone, Hank's mother, Walker decided to do so. The disk is entitled "The Last Letter," coupled with "The Little Church."

In the meantime, action on Williams records and disked tributes to the song-writer and artist continues strong. A separate

(Continued on page 56)

Royals Barred  
As '5 Royales'

NEW YORK, Feb. 14.—A permanent injunction was granted last Saturday (7) by the Superior Court at Muscogee County, Georgia, which prohibits the Royals, an r.&b. singing group, from further impersonating the Five Royales in the State of Georgia. A temporary injunction had been issued earlier in the week by Judge T. Hicks Fort (The Billboard, February 14).

The injunction prevents the Royals from using either the name Five Royals or Five Royales, and prohibits the group from using the pictures of the Five

(Continued on page 56)

deejay gets the opportunity to build himself locally thru a tie-in with a Hollywood major studio and also to give away 500 prizes. The studio, in turn, benefits from cashing in on the spinner's plugs. To prove KMPC's pulling power this station is cutting Cook's spot announcements about the contest in other deejay shows thruout the day. These are made at no charge to the studio since station feels it is benefiting from the contest stunt by building home audience participation.

Contest promotional campaign was planned by Jerry Pickman,

Coral Records Signs  
Singer Sonny Curtis

NEW YORK, Feb. 14.—Coral Records has signed Sonny Curtis to a term pact and sked his first release on the label for early in March. The chanter, who formerly sang with the Tommy Dorsey ork, appears on a program over television Station WPIX here. His bookings will be handled by the Glaser office.

Sked Early Action  
On Dirty Disk Law

McCarran Proposal Would Ban Obscene  
Wax, Tapes From Interstate Shipment

WASHINGTON, Feb. 14.—Slated for early Senate floor action is a bill to outlaw interstate shipments of "obscene, lewd, lascivious or filthy" disks, tape recordings and other articles for sale or distribution. The bill, sponsored by Sen. Pat McCarran (D., Nev.) on recommendation of the Justice Department, was reported out of the Senate Judiciary Committee by unanimous vote. The speed with which the McCarran measure reached the Senate floor is considered encouraging by advocates of the bill. A similar bill was passed by the Senate last session, but a related proposal in the House was not acted upon.

Already before the House Judiciary Committee is a comparable bill by Rep. Charles J. Kersten (R., Wis.), which would ban interstate shipments of books, motion pictures "or other matters of indecent character." The Kersten Bill does not specifically mention disks or tape recordings, as does the "all inclusive" McCarran Bill.

Altho the House Judiciary Committee reports to date "no action at all" on the Kersten Bill, some congressmen feel that the measure will stand a better chance in the House this session as the result of a recent probe by a House

Morris to Be  
Simon Agent  
In Europe

NEW YORK, Feb. 14.—Publisher George Simon has arranged for E. H. Morris Ltd., of London, to handle the George Simon, Inc., the Burke and Van Heusen, and the Simon House catalogs in England and on the Continent.

In addition, the Simon firms have arranged a separate deal with E. H. Morris Ltd., of Canada, to handle their catalogs for all of Canada.

Suggest Ways  
To Cut Fees

TORONTO, Feb. 14.—Suggestions for ways in which the fees charged by the Composers, Authors and Publishers Association of Canada could be reduced were made by the counsel for the Canadian Association of Broadcasters before the Copyright Appeal Board. Hearings were resumed

(Continued on page 56)

Paramount veepee in charge of advertising and publicity, and is being executed by studio's radio-TV promotion head in Hollywood, Ted Wick.

Brewer Disk  
Sells Million

NEW YORK, Feb. 14.—Teresa Brewer's Coral waxing of "Till I Waltz Again With You" passed the 1,000,000-sales mark this week, less than four months after it was released. It's the first true 1,000,000-seller racked up by the diskery since the firm was formed four years ago.

While Coral's disk of "Sentimental Me" by the Ames Brothers several years ago also hit a million, it was only after the side, originally coupled with the high-riding "Rag Mop," was given new life via re-coupling. Miss Brewer will be presented with a gold platter to mark her achievement.

F-T HAS RIGHTS  
TO COHAN PLAYS

NEW YORK, Feb. 14.—A recent story in The Billboard erroneously stated that the television, radio and movie rights to George M. Cohan's plays had been disposed of. Fowler-Towne retains its exclusive rights to such usage by contract with the Cohan estate.

NBOA Board  
To Meet With  
ASCAP Group

BOSTON, Feb. 14.—The Eastern operators of the National Ballroom Operators' Association today wound up three days of meetings here (after Pittsburgh, 10 and Philadelphia, 11) in a drive intended to unite the membership and to outline future steps. NBOA President Doc Chin announced that the executive board of the organization will meet in Des Moines next week (18) to discuss an equitable licensing plan with ASCAP.

The purpose of the meetings have been to solidify the outfit and find what individual gripes are.

The main one, Chin pointed out, is that of the licensing tax which operators feel should be based on a figure from a ballroom's net rather than from the number of square feet covered by the plant. Other matters concerning taxation were discussed, but no definite action has been outlined at this stage.

At the Boston meeting, John Dineer was named chairman of a group to assist in the organization of New England Ballroom Operators.

Elmore White Tune Is  
Disked by Lombardo

NEW YORK, Feb. 14.—Guy Lombardo this week disked "There's Always Someone You Can't Forget," published by Elmore (Baron) White's new firm. The tune was picked up by White from "More About Love," a musical review penned by Bernie Wayne and now appearing at the Versailles. The disk is set for an early release and kicks off activity for White's new firm.

Ballrooms May Act to  
Adopt Ork-Rating Plan

NEW YORK, Feb. 14.—The band reports now being used by the General Artists Corporation, which were started by Howard Sinnott of GAC about a year ago, are due for discussion by the National Ballroom Operators' Association at its next national meeting with an eye toward adapting them for all NBOA members for use with booking agencies. Kenneth Moore, head of Prom, Inc., which runs ballrooms in St. Paul, and Austin, Minn.; Wichita, Kan., and Clear Lake, Ia., informed Sinnott this week that the GAC band reports would be placed on the agenda of the next NBOA meeting.

At the present time, the NBOA reports covering orks that play in member ballrooms are sent by ops to each other periodically. These reports tell how the orks did, what they drew, etc.

The GAC report is sent out to every op that plays bands booked by the agency, and asks for a complete report on the ork's performance, as follows: Dancer response to the ork, whether the ork played danceable music, cooperation of the ork leader, how

'Anna,' Flick Tune  
Creates Flurry

NEW YORK, Feb. 14.—The tune entitled "Anna," from an English-speaking Italian film of the same title, starring Sylvana Mangano and Vittorio Gassman and being released by Paramount Pictures, is creating a flurry in certain areas. The flick's general

(Continued on page 56)

802 Musicians  
Get 275G Job  
Peak for Jan.

About 75G Above  
Average Mo.; 500  
Bag Bulk of Coin

NEW YORK, Feb. 14.—January, which was a peak month in the record business, was very lucrative from the standpoint of the working musician. Musicians in the jurisdiction of Local 802 received a total of \$275,000 in January—this sum covering cutting dates in the recording and transcription field. The great bulk of the money, however, is traceable to recordings, of course. The sum of \$275,000 compares with about \$200,000 which is paid to 802 musicians during an average month.

It is estimated that the bulk of the recording work done within jurisdiction of Local 802 falls to approximately 500 musicians. Union officials estimate that during January there were approximately 5,000 instrumental jobs in the recording field.

The scale for disk jobs is \$41.25 per three-hour session for side men.

## NEWS REVIEW

Rebuilt Kaye  
Ork Opens at  
N. Y.'s Statler

NEW YORK, Feb. 14.—Sammy Kaye opened at the Cafe Rouge of the Hotel Statler here for a four-week stand with his rebuilt "Swing and Sway" ork. That the outfit sounds like the old Sammy Kaye crew should not come as a surprise to many, and that it is still a danceable and smooth ensemble isn't surprising either. The nice turnout for the premier showed the hold the band has, and the goodly number of dancers on the floor indicated that his quiet tempos are still alluring.

Kaye continued with his by now well-known gimmick of "So You Want to Lead a Band," one of the longest running features of any ork. This routine undoubtedly goes over better in a ballroom than in a room such as the Cafe Rouge, but the contestants who came up to compete on opening night were capably handled by Kaye, and seemed to have a good time fronting the ork. Vocals were performed brightly by Jeffrey Clay and Peggy Powers.

Ork's opening could have been flashier if more lights had been used in the room. Bob Rolontz.

Lease Pop Master  
To English Decca

NEW YORK, Feb. 14.—The master of "Say It With Your Heart," on the Derby label, has been leased to English Decca for distribution in England and the world, outside of the United States and Canada. The deal was set by Larry Newton, of Derby, and Herb Kron, of London Rec-

## CALL OF PARIS IN SPRING

Many U. S. Troupes Plan  
Extensive European Tours

NEW YORK, Feb. 14.—The call of Paris in the spring has had a profound effect upon American artists this season. At the present time the following jazz and pop personalities have set European tours: The entire "Jazz at the Philharmonic" unit, Billy Eckstine, the George Shearing combo, the Pearl Bailey-Louis Belson package and the Tommy Dorsey ork.

The lead-off unit for the Continent will be the "JATP" crew, which opens in Stockholm, Sweden, on February 16. The troupe, on its second tour of Europe, will play nine countries — Norway, Denmark, Germany, France, Swe-

den, Switzerland, Italy, Holland and Belgium, for a seven-week trek. Names that will share the "JATP" spotlight on this Continental jaunt are Ella Fitzgerald, Oscar Peterson, Gene Krupa, J. C. Herd, Flip Phillips, Lester Young, Charlie Shavers, Willie Smith, Ray Brown, Barney Kessel and Hank Jones. The unit will play one-nighters in most of the big European cities.

## Tours

The Billy Eckstine tour will take the singer to Europe in the spring. He will play a few weeks

(Continued on page 56)

Vol. 2, No. 7



**The Mills Brothers**  
sing  
**TWICE AS MUCH**  
and  
**(I Want) SOMEONE TO CARE FOR**

DECCA 28586 (78 RPM)  
and 9-28586 (45 RPM)

**NEW RELEASES—SINGLES**

- IF YOU TAKE MY HEART AWAY 28560\*  
YOU FOOLED ME The Four Aces
- SIDE BY SIDE 28588  
A FOOL SUCH AS I  
Grady Martin and The Slew Foot Five
- PLAYIN' DOMINOES AND SHOOTIN' DICE 28587\*  
HOT TODDY Red Foley
- WHILE THE -GETTIN'S GOOD 28568\*  
SHADOW OF MY HEART Billy Wallace

\*Also available in 45 RPM. (Add prefix "9-" to record number)

**NEW ALBUMS**

- WHEN IRISH EYES ARE SMILING BING CROSBY  
Old and New Songs of Erin  
DL 5403 (33 1/3 RPM) • 9-89 (45 RPM)
- SLEEPING BEAUTY FRANK LUTHER  
K-90 (78 RPM) • 1-217 (45 RPM)
- THE RAGGLETAGGETTOWN SINGERS FRANK LUTHER  
K-91 (78 RPM) • 1-218 (45 RPM)

**DECCA BEST BETS**

- KAW-LIGA 28582\*  
MY HEART IS A KINGDOM Dolores Gray
- LET ME KNOW 28583\*  
BUMMING AROUND Dick Todd
- I'M WIRED FOR LOVIN' 28553\*  
(Honey, Honey, Honey)  
LOVE ME NOT JUST A LITTLE  
(Love Me a Lot) Ziggy Talent
- SMALL WORLD 28574\*  
SILLY HEART Dorothy Collins
- CHANGEABLE 28548\*  
A LOVER'S QUARREL Don Cherry and Grady Martin
- PICCOLO PETE 28481\*  
With Sy Oliver Orch.  
IF I HAD A BOY LIKE YOU  
Andrews Sisters

\*Also available on 45 rpm  
(add prefix "9-" to record number)

**DECCA DATA**  
•  
**YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS**

**BEST SELLERS**

**COUNTRY**

- DEAR JUDGE 28550\*  
I WILL MISS YOU WHEN YOU GO Ernest Tubb
- PAYING FOR THAT BACK STREET AFFAIR 28578\*  
CRYING STEEL GUITAR WALTZ Kitty Wells
- THAT'S ME WITHOUT YOU 28534\*  
I'LL GO ON ALONE Webb Pierce
- THE THINGS I MIGHT HAVE BEEN 28525\*  
DIVIDED BY TWO Kitty Wells
- I LET THE STARS GET IN MY EYES 28473\*  
WAITING FOR A LETTER Goldie Hill
- BACK STREET AFFAIR 28369\*  
I'LL ALWAYS TAKE CARE OF YOU Webb Pierce
- MIDNIGHT 28420\*  
DEEP BLUES Red Foley
- PEACE IN THE VALLEY 14573\*  
WHERE COULD I GO BUT TO THE LORD Red Foley
- MUCH MORE THAN THE REST 28544\*  
HE DONE HER WRONG T. Texas Tyler
- GUITAR POLKA 28508\*  
ROSA Al Dexter

**INTERNATIONAL SERIES**

- MONEY! MONEY! POLKA 28558\*  
FOR THE WEDDING (Na Weselu Oberek) Eddie Habat
- UNDER THE BRIDGE—POLKA 28531\*  
MILWAUKEE WALTZ "Whoopee" John Wilfahrt
- KEYSTONE POLKA 28440\*  
LOVE'S JOY Georgie Cook
- ROCKIN' RHYTHM POLKA 28331\*  
OKLAHOMA WALTZ Bernie Roberts
- LULUBELLE POLKA 28475\*  
WAITING FOR YOU Eddie Habat

\*Also available on 45 rpm  
(add prefix "9-" to record number)

**4000 Series**  
SUPERB RECORDINGS OF THE SHORTER CLASSICS



**LEROY ANDERSON'S IRISH SUITE**

Only \$250  
Fed. Tax Included

LEROY ANDERSON AND HIS "POPS" CONCERT ORCHESTRA  
DL 4050 (33 1/3 RPM) • 9-374 (45 RPM)  
A-925 (78 RPM)

- Selections Include
- 16045 Irish Washerwoman
  - \*9-16045 The Wearing Of The Green
  - 16046 The Last Rose Of Summer
  - \*9-16046 The Girl I Left Behind Me
  - 16047 The Minstrel Boy
  - \*9-16047 The Rakes Of Mallow



STRAUSS WALTZES—Vol. 2 • VOICES OF SPRING, Op. 410 • The Berlin Philharmonic Orchestra • Ferenc Fricsay, Conductor • Wilma Lipp, Soprano • TALES FROM THE VIENNA WOODS, Op. 325 • The Bamberg Symphony Orchestra • Ferdinand Leitner, Conductor • Rudi Knabl, Zither. DL 4041 • (33 1/3 RPM)

GERSHWIN • PORGY AND BESS—A SYMPHONIC PICTURE • The Hollywood Bowl "Pops" Orchestra (The Los Angeles Philharmonic Orchestra) • Johnny Green, Conductor DL 4051 (33 1/3 RPM)

STRAUSS WALTZES—Vol. 3 • ROSES FROM THE SOUTH, Op. 388 • The RIAS Symphony Orchestra • Ferenc Fricsay, Conductor • WINE, WOMEN AND SONG, Op. 333 • The Wurttemberg State Orchestra • Ferdinand Leitner, Conductor. DL 4042 • (33 1/3 RPM)

OPERATIC OVERTURES: VERDI • SICILIAN VESPER • The RIAS Symphony Orchestra • Ferenc Fricsay, Conductor • BOELDIEU • THE CALIPH OF BAGDAD • ADAM • IF I WERE KING • The Bamberg Symphony Orchestra • Fritz Lehmann, Conductor DL 4046 • (33 1/3 RPM)

\*Recorded by Deutsche Grammophon

**BEST SELLERS**

**POPULAR**

- JOHN, JOHN, JOHN 28546\*  
(Every Tom, Dick and Harry's Called John)  
I'M SKIPPING ROPE WITH A RAINBOW Guy Lombardo
- OH, HAPPY DAY 28506\*  
TILL I WALTZ AGAIN WITH YOU Dick Todd
- PRETEND 28576\*  
THAT'S ME WITHOUT YOU Guy Lombardo
- TILL I WALTZ AGAIN WITH YOU 28539\*  
MUST I CRY AGAIN Russ Morgan
- HUSH-A-BYE 28581\*  
MOTHER DARLIN' Bing Crosby and Fred Waring
- MY DEVOTION 28391\*  
I'LL NEVER SMILE AGAIN Four Aces
- HEART AND SOUL 28390\*  
JUST SQUEEZE ME (But Don't Tease Me) Four Aces
- MIDNIGHT 28580\*  
ARE YOU TEASING ME! Gordon Jenkins and The McQuaig Twins
- THE GLOW WORM 28384\*  
AFTER ALL Mills Brothers
- BLUE TANGO 27875\*  
BELLE OF THE BALL Leroy Anderson
- YOU DIDN'T WANT ME, BABY 28543\*  
A MAN'S BEST FRIEND IS A BED Louis Jordan
- KEEP IT A SECRET 28511\*  
SLEIGH BELL SERENADE Bing Crosby
- I HEAR THE MUSIC NOW 28565\*  
THIS IS A VERY SPECIAL DAY Peggy Lee and Gordon Jenkins
- DON'T LET THE STARS GET IN YOUR EYES 28460\*  
SALLY (What a Pal—What a Gal) Red Foley
- TELL ME YOU'RE MINE 28569\*  
HAVE YOU HEARD Russ Morgan
- OPEN UP YOUR HEART 28470\*  
YOU DON'T KNOW WHAT LONESOME IS (Till You Go To Herdin' Cows) Bing Crosby

\*Also available on 45 rpm  
(add prefix "9-" to record number)

**ROBERTA LEE and GORDON JENKINS and His Orchestra**



... A warm, rich rendition of a wonderful song ...

**"SAY IT ISN'T SO"**

and  
"DEAR JOE"

DECCA 28541 (78 RPM) AND 9-28541 (45 RPM)



## Pubs, Writers Canvass for ASCAP Slate

NEW YORK, Feb. 14.—The publishers' and writers' committees on nominations are canvassing members of the American Society of Composers, Authors and Publishers in order to come up with a slate available for nomination to the board. The board, shortly after election, will elect a president and officers.

The publishers' nominating committee includes Ben Bloom, Bob Miller and Willard Sniffen. The writers' nominating committee includes Mitchell Parrish, Louis Alter, Sam Stept, Aaron Copland, Leonard Whitcup and Mickey Stoner.

Ballots on the election of the board must be mailed to members at least 20 days before April 7, which is the date of the Society's general annual meeting.

All 24 members of the board, according to the Society's bylaws, automatically become candidates for re-election.

On the ballot will appear 36 writer members including the 12 incumbents, and 24 new writer names. The publisher ballot will contain 12 publisher incumbents and 12 new names.

The prime problem upcoming is the election of a president. President Otto Harbach is not eligible for re-election, according to an amendment stating the president cannot hold office for more than three consecutive terms. The president and other officers are elected by a two-thirds vote of the entire board.

## Stokowski to Conduct At Norway Festival

OSLO, Norway, Feb. 14.—Leopold Stokowski will be guest conductor at the big music festival in Bergen, Norway, birthplace of the Norwegian composer, Grieg, starting on June 1.

Bergen's Harmonien Orchestra

## Hank Williams Booms in Can.

TORONTO, Feb. 14.—The desire for Hank Williams' music is as prevalent in Canada as it has been in the U. S. Fred Roden, owner of Fred's Record Corral, the largest store specializing in folk music in the city, reports that every day he sells out one of Williams' records.

Williams, according to Fred, has always been a top seller, but since his death, the interest in him has increased tremendously. Not only have people come in to pick up every record ever made by Williams, either under his own name or that of Luke the Drifter, but people interested formerly in only pop music have switched their affections.

Meantime, Quality Records, distributors of Williams' music in Canada, say they haven't been able to keep up with the demand.

## Decca's Chi Push For HCA Album

CHICAGO, Feb. 14.—Decca Records is staging a Chicago area promotion campaign for the Hans Christian Andersen album, said to be the largest in Decca's history.

Highlights of the campaign will be 41 display windows thruout the city and a tie-in contest for the kiddies with the Curtiss Candy Company. The windows will feature various scenes in color. The moppets will color pictures and the prizes will be Decca's album of songs from the Andersen film.

Newspapers and Curtiss trucks will be included in the promotion. The papers will run 10 tie-in ads thruout picture's stay here. In order to meet the stepped up demand which Decca expects, spot delivery of the album will be made directly from the salesman's car.

and numerous renowned musicians and singers will take part at the festival.

## MODERN MUSIC Col'bia Album Reaps Praise, If Not Dollars

NEW YORK, Feb. 14.—Whether or not Columbia's first batch of disks in its new "Modern American Music Series" earns back what is surely a substantial nut, the diskery can be credited with launching an experiment of considerable artistic merit. It is placing on wax for all who wish to sample a truly representative group of contemporary musical creations. Apparently no expense has been spared to introduce the works, best foot forward. In some cases the composers participate in the recording directly; in others they apply the stamp of authenticity by sitting in at the sessions and advising on interpretation. There will be at least six such LP's issued by Columbia annually.

The first release is devoted to chamber works. Heard are characteristic selections by 11 composers, ranging from the weird tonal experimentation of John Cage to quickly-grasped scorings by William Schuman and Ingolf Dahl, and encompassing a tenuous opus by Aaron Copland's efforts, such as Virgil Thompson's setting of a Gertrude Stein poem, which leaves their designation as music one to ponder upon.

**Sales Potentials**  
Most dealers cannot expect to do a big job with this collection. But a fair number would be missing a good thing if, in advance, they wrote off the series completely. Retailers in university towns, for instance, should certainly attract a few buyers. And those alert dealers who know how to snare local library and institutional business have an uncommonly apt group of disk to promote here. There are also any number of sometime record buyers who are developing a taste for contemporary musical expression. Cautious trial by dealers can well prove profitable.

Is Horowitz.  
CHARLES IVES: Piano Sonata No. 1 (ML 4490). VIRGIL THOMSON: Stabat Mater and Capital, Capitals. LOU HARRISON: Suite for Cello and Harp and Suite No. 2 for String Quartet (ML 4491). AARON COPLAND: Sextet for String Quartet, Clarinet and Piano. ELLIS KOHS: Chamber Concerto for Viola and String Nonet (ML 4492). WILLIAM SCHUMAN: String Quartet No. 4. INGOLF DAHL: Concerto A Tre (ML 4493). DOUGLAS MOORE: Quintet for Clarinet and Strings. WALLINGFORD RIEGGER: String Quartet No. 2 (ML 4494). WALTER HAYDN: Sonata for Violin and Harpsichord. JOHN CAGE: String Quartet (ML 4495).

## AFM Locals On Coast Set Merger Date

HOLLYWOOD, Feb. 14.—After almost a year of negotiation, it was announced this week by a joint committee made up of reps of Local 767, Negro AFM chapter, and Local 47, its white counterpart, and reps of the AFM's international executive board, meeting here this week, that the welding of the two chapters was tentatively set for April 1. The boards of locals, plus Herman Kenin, Portland, Ore.; Stanley Ballard, Minneapolis; William J. Harris, Dallas; George Clancy, Detroit; and Lawrence Grannis, counsel for Local 47, issued the announcement. Currently an audit of 767's books is being taken and a search of the legal steps necessary to effectuate transfer of the assets of the Rhythm Club (767's corporate entity) to Local 47. Primary assets of the Negro chapter is its own building at 1710 South Central Avenue.

The merger proposal, okayed by membership of 767 and 47, was authored by Marl Young, chairman of the board of 767.

## Music as Written

### MONROE TO PLAY AT HIS MASS, CLUB...

Vaughn Monroe completes his current tour with a week's stay at the Meadows, his club in Framingham, Mass., at the end of this month. During March the work will play only week-end dates. In April he will plane to the Coast for the filming of a new musical.

### LIFE MUSIC GETS WINFIELD...

In a recent transfer, Life Music has acquired Winfield Music, Inc. The latter catalog, comprising about 100 copyrights, includes many Artie Shaw items.

### WAYNE PENNED 'GETTYSBURG' MUSIC...

Bernie Wayne, BMI clef, wrote the musical setting to Lincoln's Gettysburg Address, premed over ABC radio's "Time Capsule" show Thursday (12). Soloist was chanter Jose Duval.

### HENRI RENE HEADS NEW LYRES CLUB...

The music industry social club, known in its formative stage merely as "The Club," was incorporated this week as "The Lyres Club." President is Henri Rene, RCA Victor a.&r. staffer.

### RUSH DISKING OF 'CALL ME LUCKY'...

Derby Records has signed a thrush Dee Gary and is rushing out her first disk, "Call Me Lucky," clef by Joe Hornsby, writer of the Lucky Strike jingles. Hornsby, who handles the Saturday Evening Post account for Batten, Barton, Durstine & Os-

## Boyd Attorney In Huddles on New Col. Pact

HOLLYWOOD, Feb. 14.—Bernard Reich, attorney for Jimmy Boyd, the teen-ager who sold over 2,000,000 copies of "I Saw Mommy Kissing Santa Claus" on Columbia, was in New York this week-end, negotiating a new pact for Boyd with Columbia, following a mutual agreement between Abram J. Greshler Productions and the kid singer to void their previous affiliation, which included a previous Columbia paper. The previous Columbia-Boyd affiliation was a tie, wherein Columbia inked with Greshler's firm for Boyd's service, and both parties agreed that this pact be nullified.

In a new agreement, revealed this week after considerable hearings before Judge Frank Swain, of Superior Court here, Greshler and Boyd agreed to a new settlement. Greshler agreed to account for all money due Boyd up to January 23, 1953, on his Columbia recordings, including a \$35,000 advance which Greshler Productions received from Columbia before December 31, 1952. Greshler also agreed to pay Boyd \$3,125 due the lad. Boyd agreed to account for two appearances on the Minky Carson show, some GAC bookings and Al Jarvis TV appearances to Greshler.

Disk royalties earned by Boyd's disks up to December 31, 1952, are to be shared, with Greshler to get the first 25 per cent and the balance to be equally divided by both. Royalties accrued after January 1 on tunes cut by Boyd previous to January 23, 1953, shall be split down the middle. Boyd has 14 sides cut before January 23, 1953, still un-released, some of which included duets with Rosemary Clooney and Frankie Laine. Greshler also received options to do two motion pictures with Boyd, for which Boyd would be paid \$10,000 if Greshler produces them or \$7,500 if Boyd is loaned out. Greshler also has options for two radio or TV series, which would be taped or filmed, which would include 39 or less shows, for which Boyd would receive \$3,500, plus one-third of all profits from the individual shows in which Boyd appears.

The file on the Boyd case, opened this week to the public, shows that Mrs. Winnie Boyd alleges that Al Jarvis, d.j. and TV personality, "discovered" Boyd and referred the boy's parents to Greshler.

born, has tied in with that mag's promotion of its Bing Crosby serial titled "Call Me Lucky." Post has bought spots on about 600 stations to plug the serial, and the stations are being serviced with the Gary disks. Thrush, 18, is also an accomplished pianist.

### New York

Lou Chudd, of Imperial, has inked Dusty Walker, the H. B. Chanter working the Chef Milani TV-er here. He also is releasing piano sides by Billy Leibert, the accordion-piano h.b. and country ace. June Christy, former chimp with Stan Kenton, gets credit for finding Kenton's new chimp, Chris Connors. Miss Christy heard the new singer on a radio remote last summer and she suggested the newcomer to Kenton. Miss Connors, currently with Claude Thornhill, joins Kenton in two weeks.

Roy Brown, formerly with Deluxe, is now with King. Stan Sulman and Lou Leventhal, of C&C Distributing, Seattle, have taken over Stan's Jaffe's Northwest Tempo Distributing, Seattle. They have also added King records. Charlotte Davis, secretary to Charley Adams, marries Bob Keene, the orkster, soon. Keene has just inked with Vogue Records.

Gerry Mulligan's Quartet, a rising jazz combo now at the Haig, has inked with Gene Norman's Skyview Music and will be distributed by Criterion Music. Norman supervised the cutting of a 10-inch LP, featuring Mulligan's arrangements for a 10-piece band, which will be released soon by Capitol. The Robins, once with Savoy and Aladdin, are out of service and have inked with Victor. Rudy Bender, once with London, has been inked for Decca by Gordon Jenkins.

Hank Snow and his troupe leave for Korea this month to spend March entertaining United Nations forces. Frankie Moore is the new personal manager for Johnnie and Jack.

Georgia Gibbs, who finished a stint at La Vie En Rose here on Tuesday (10) celebrated her 15th anniversary in show business this week. The thrush started her singing career at 14 years of age. Singer Bob Whalen opened at the Raleigh Room of the Hotel Warwick here on Thursday (12).

### Chicago

Ronald Wise is not with Capitol Records as recently reported. He is with the classical division of Mercury Records and is promoting the Olympian series. A hot combination was booked last week to appear at the Chicago Theater, starting March 20. Joni James, current best seller for M-G-M, is teamed with Ralph Marterie's Mercury Recording Ork. Joni's "Why Don't You Believe Me?" is still riding high on the Honor Roll of Hits, while Marterie's "Caravan" is coming up fast.

Larry Green is doing deejay (Continued on page 56)

\*\*\*\*\*  
\* Going to the Top ... \*  
\* BUDDY MORENO \*  
\* and his Orchestra \*  
\* "LET'S GO DOWN \*  
\* TO THE TAVERN" \*  
\* Chess 1535 \*  
\* "ONE DOZEN ROSES" \*  
\*\*\*\*\*

CHESSE 750 E. 49th Street  
Chicago 15, Illinois

WAY?  
OVER 100  
INDIE LABELS  
DO BIZ WITH  
RCA VICTOR!  
Flip to "Market Place"  
PAGE 56

HAVING  
**RECORD TROUBLES?**  
GET THE HITS NOW  
USE  
**ONE STOP  
SERVICE**  
OPERATORS & DEALERS  
Buy From One Source—Save Freight Charges.  
We Ship Same Day Order Is Received.  
Special Requests Promptly Handled.

COMPLETE STOCKS  
VICTOR—DECCA—COLUMBIA—CAPITOL  
AND ALL OTHER LABELS. 78's & 45's

**RECORDS**  
**5¢** Over  
Regular  
Wholesale  
Albums, Etc.—10% Over

Write or Telephone for Further Information

**ONE STOP  
RECORD SERVICE**  
2626 OLIVE, ST. LOUIS, MO.  
(Phone: LUCAS 4172)  
Order From Billboard Hit Parades



# COLUMBIA COUNTER-POINTS



## The Pitch From Mitch

It isn't often you find me tugging at my forelock and scuffing my feet around in the dust, but I just want to say, "Thanks, fellas." Goodness gracious, you have no idea how much it means to someone like me to know that some of my ideas are acceptable. I mean here we go planning and working and trying to come up with something new and exciting in music, and you never know whether anybody likes it or not, except that oftentimes we get million-record sales out of it.

But what I mean is, do the people in my own profession like it? Take, for example, the French horn kick. Now when we threw some bravura horns into a Frankie Laine or a Guy Mitchell record, and a few others, we liked the sounds they made, and so did the public, but what about professional musicians? Nothing. So we used them again and again, and had a few more million-record sellers. And finally, by golly, we began to feel we were getting somewhere—I heard French horns on a Dick Beavers disc, and a Damone, too. Gee, that made me feel good. Then I felt even better when the Ames Brothers carolled away in front of the same instrumentation. And Don Estes made a side with more of the same. Oh, I can tell you, I was happy as a clam, because I was sincerely flattered and pleased, and because none of these competitive records became hits.

But now—well, sir, now I really know I'm getting somewhere in the record business, because a whole batch of our ideas are being used on one big record. Wild horses could drag the name of the record out of me, but you'll know it when you hear it, and it's the sincerest form of flattery I've ever heard. So, gee whiz, fellas, thanks a lot, and keep up the good work; but please—no hits. The listening public might start to confuse the labels, and boy—then we're really in trouble!

Mitch



YOU HAVE MY SYMPATHY  
THE SECOND STAR TO THE RIGHT  
39913 • 4-39913

### New Folk Releases

JUNE CARTER  
NO SWALLERIN' PLACE  
JUKE BOX BLUES  
21074 • 4-21074

MARTY ROBBINS  
I COULDN'T KEEP FROM CRYING  
AFTER YOU LEAVE  
21075 • 4-21075

"LITTLE" JIMMY DICKENS  
TAKE MY HAND PRECIOUS LORD  
I SHALL NOT BE MOVED  
21068-s • 4-21068-s

STUART HAMBLEN  
FRIENDS I KNOW  
OLD PAPPY'S NEW BANJO  
21079-s • 4-21079-s

Rosie sings the hits from her  
first movie!

ROSEMARY CLOONEY in  
THE STARS ARE SINGING

I Do! I Do! I Do! • Haven't Got a Worry • Lovely  
Weather for Ducks • Come On-a My House

with Paul Weston and his Orchestra

Extended Play 45 Set B-1618

### The Big New Hit!

GOMEN - NASAI (Forgive Me)

the original

by RICHARD BOWERS  
and The Columbia Tokyo Orchestra  
b/w Tokyo Boogie Woogie  
39954 • 4-39954

an exciting new arrangement

by SWING AND SWAY with SAMMY KAYE  
b/w Until Tomorrow  
39957 • 4-39957

full-length concert arrangements!  
all new!

ELLINGTON UPTOWN

Skin Deep • The Mooche • Take the "A" Train • A  
Tone Parallel to Harlem • Perdido

DUKE ELLINGTON  
and his Orchestra

"Lp" ML 4639

### New Popular Releases

FRANKIE LAINE and JIMMY BOYD  
THE LITTLE BOY AND THE OLD MAN  
TELL ME A STORY  
39945 • 4-39945  
Children's Sets MJV-161 • MJV 4-161

JOHNNIE RAY  
OH, WHAT A SAD, SAD DAY  
MISTER MIDNIGHT  
39939 • 4-39939

GUY MITCHELL and MINDY CARSON  
SO AM I  
I WANT YOU FOR A SUNBEAM  
39950 • 4-39950

MARIAS and MIRANDA with MITCH MILLER  
UNGA WENA WENA  
TAKE OFF YOUR JACKET  
39940 • 4-39940

TONI HARPER with PAUL WESTON  
I'LL NEVER FORGET YOU  
SILLY HEART  
39941 • 4-39941

DUKE ELLINGTON  
THE VULTURE SONG  
ROCK-SKIPPIN' AT THE BLUE NOTE  
39942 • 4-39942

THE PAULETTE SISTERS with  
LARRY CLINTON  
FOLLOWING THE LEADER  
NEVER SMILE AT A CROCODILE  
both from Walt Disney's "Peter Pan"  
39953 • 4-39953

KEN GRIFFIN  
TILL I WALTZ AGAIN WITH YOU  
HAVE YOU HEARD?  
39952 • 4-39952

### Best Sellers

Based on actual sales reports for week ending February 14

FRANKIE LAINE  
I BELIEVE  
YOUR CHEATIN'  
HEART  
39938 • 4-39938

JO STAFFORD  
KEEP IT A SECRET  
ONCE TO EVERY  
HEART  
39891 • 4-39891

DORIS DAY  
MISTER TAP TOE  
YOUR MOTHER AND  
MINE  
39906 • 4-39906

JO STAFFORD  
A FOOL SUCH AS I  
JUST BECAUSE  
YOU'RE YOU  
39930 • 4-39930

GUY MITCHELL  
SHE WEARS RED  
FEATHERS  
PRETTY LITTLE  
BLACK-EYED SUSIE  
39909 • 4-39909

DESI ARNAZ  
THERE'S A BRAND  
NEW BABY  
I LOVE LUCY  
39937 • 4-39937

FRANKIE LAINE  
I'M JUST A POOR  
BACHELOR  
TONIGHT YOU BE-  
LONG TO ME  
39903 • 4-39903

CHAMP BUTLER  
KAW-LIGA  
FIT AS A FIDDLE  
39935 • 4-39935

ROSEMARY CLOONEY  
and GEORGE MORGAN  
WITHERED ROSES  
YOU LOVE ME JUST  
ENOUGH TO HURT  
ME 21071 • 4-21071

TONY BENNETT  
CONGRATULATIONS  
TO SOMEONE  
TAKE ME  
39910 • 4-39910

JIMMY BOYD  
EARLY BIRD  
I'LL STAY IN THE  
HOUSE  
39927 • 4-39927

MINDY CARSON  
TELL ME YOU'RE  
MINE  
THE CHOO BUY SONG  
39914 • 4-39914

# COLUMBIA RECORDS

"Columbia," "Masterworks," "Okeh" (Lp) and (E) Trade Marks Reg. U. S. Pat. Off. Merces Registradas

1953's Novelty Sensation . .

# KAW-LIGA

Hank Williams . . . . . M G M  
 Champ Butler . . . . . Columbia  
 Dolores Gray . . . . . Decca  
 Hawkshaw Hawkins . . King  
 Bill Farrell . . . . . M G M

The Hit Balled from M-G-M's  
 "BECAUSE YOU'RE MINE"

# BECAUSE YOU'RE MINE

LEO FEIST, INC.

The New  
**PATTI PAGE RAGE**  
 (HOW MUCH IS)  
**"THAT DOGGIE IN THE WINDOW"**  
 Mercury #70070  
**SANTLY-JOY, Inc.**  
 1619 Broadway, N. Y. 19, N. Y.

After March 15  
 a LITTLE  
**SCRAP of PAPER**  
 will be worth a Fortune  
**Village Music Company**  
 1619 BROADWAY - SUITE 507  
 NEW YORK 19, N. Y.

SENSATIONAL NEW RECORD!  
 BY  
**GUY MITCHELL**  
 With Mitch Miller's Orch. and Chorus  
**"SHE WEARS RED FEATHERS"**  
 (And a Huly-Huly Skirt)  
**OXFORD MUSIC CORPORATION**  
 1619 Broadway N. Y. 19, N. Y.

Greatest of them ALL!  
**"YOU CAN LIVE WITH A BROKEN HEART"**  
 Great Records Coming Your Way!  
 Professional Material Available  
**DUBONNET Music Pub. Co.**  
 1619 B'way New York City

Use The Billboard classified pages for  
**RESULTS!**

**TED JOHNSON** | **SHELLEY DOBBINS**  
 WVNJ, Newark, N. J. | WNYC, New York

PICK

# "APRIL FOOL"

PEGGY ANNE ELLIS—Charles 7-11 | PAT TERRY—Derby 813  
**HARTLEY MUSIC CO., INC. (ASCAP)**

## Columbia Sets Dealer Sales Competitions

NEW YORK, Feb. 14.—Columbia distributors in almost every area of the country, will run a dealers' contest starting next week, with winners receiving prizes of television sets, trips to New York, etc. Tho the contests will vary slightly from distributor to distributor, winning dealers will be those who show the greatest percentage increases in sales of Columbia disks from February 16 to March 31.

Columbia is also running a distributor contest during the same period, with the top distributor receiving a Hillman Minx for his sales jump. The diskery's field men have set up the contests with most distributors.

## AFM Affirms Local's Power

NEW YORK, Feb. 14.—The International Executive Board of the American Federation of Musicians this week affirmed a regulation upholding the power of the executive board of an AFM local.

The action by the AFM was motivated by an incident which occurred a couple of months ago at Local 802. A membership meeting of the local disputed decisions and the powers of the exec board. The situation was fraught with uncertainty, traders noting that contracts with managements might be endangered if the board's decisions could be overthrown. The AFM recommended, however, that the 802 exec board carry out the recommendations passed by the membership meeting.

Members of the exec board took the case to AFM chief, James C. Petrillo, for clarification.

## George Levy Buys 'Baby, Don't Do It'

NEW YORK, Feb. 14.—Publisher George Levy has acquired "Baby, Don't Do It," the rhythm and blues hit by the Five Royales on Apollo, for exploitation in the pop field.

The deal was set with Bess Berman of Apollo. Levy has also acquired for the Western Hemisphere "Speechless," British import clefted by Arthur Strauss, Frank Stanton and Romi Brown.

He'll Lead the Easter Parade

# "CROWIN' EASTER BUNNY"

Professional Material Available  
**MELLOW Music Pub. Co.**  
 1619 B'way New York City

OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR

# WHY?

Flip to "Market Place" PAGE 56

## Music Publishers' Record Scoreboard

### Sides in Current Release

... for Week Ending February 14

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

PUBLISHERS	TUNE	ARTIST AND LABEL
<b>Acuff-Rose</b>	No Help Wanted.....	Hank Thompson, Cap (f)
	Juke Box Blues.....	June Carter, Col (f)
	I Couldn't Keep From Trying.....	Marty Robbins, Col (f)
	After You Leave.....	Marty Robbins, Col (f)
	Come to the Wedding.....	Danny Davis, M-G-M (f)
	High Rockin' Swing.....	Chet Atkins, RCA (f)
	The Lights of Home.....	June Hutton-Axel Stordahl, Cap (f)
	Percy, the Pale Faced Polar Bear.....	.....
	.....	Leslie (Uggams) Crayne, M-G-M (p)
	Cheek to Cheek.....	Eddie Fisher, RCA (p)
	They Say It's Wonderful.....	Eddie Fisher, RCA (p)
	All By Myself.....	Eddie Fisher, RCA (p)
	Remember.....	Eddie Fisher, RCA (p)
	Coquette.....	Billy Eckstine, M-G-M (p)
	Let's Fall in Love.....	Cindy Lord, M-G-M (p)
	Bit by Bit.....	Joe Allegro, RCA (p)
	Why Don't You Believe Me.....	Mickey Katz, Cap (p)
	Have You Heard?.....	Ken Griffin, Col (p)
	I'd Have Never Found Somebody New.....	Hank Thompson, Cap (f)
	My Woman Ain't Pretty.....	Tex Ritter, Cap (f)
	April in Portugal.....	Les Baxter, Cap (p)
	In the Still of the Night.....	Victor Marchese, M-G-M (p)
	Ohio.....	Lisa Kirk, RCA (p)
	O What a Sad, Sad Day.....	Johnnie Ray, Col (p)
	Hot Toddy.....	Red Foley, Dec (f)
	Easter Bunny Day.....	Leslie (Uggams) Crayne, M-G-M (p)
	Gomen-Nasai.....	Columbia Tokyo Ork, Col (p)
	Gomen-Nasai.....	Sammy Kaye, Col (p)
	Following the Leader.....	Paulette Sisters, Col (p)
	Never Smile at a Crocodile.....	Paulette Sisters, Col (p)
	The Night We Called It a Day.....	Georgia Carr, Cap (p)
	Silly Heart.....	Toni Harper, Col (p)
	The Vulture Song.....	Duke Ellington, Col (p)
	Ecstasy Tango.....	Three Suns, RCA (p)
	Memories and Heartaches.....	Ramblin' Jimmie Dolan, Cap (f)
	Is That Bad.....	Georgia Carr, Cap (p)
	Unga Wena Wena.....	Marais and Miranda, Col (p)
	Are You Tired of Me.....	Lily Ann Carol, RCA (p)
	No Swallerin' Place.....	June Carter, Col (f)
	I'm In Love.....	Betty Cox, M-G-M (p)
	Tokyo Boogie Woogie.....	Columbia Tokyo Ork, Col (p)
	If I Should Lose You.....	Jimmy Work, Cap (f)
	Don't Play With My Heart.....	Jimmy Work, Cap (f)
	Suddenly.....	Les Baxter, Cap (p)
	Playin' Dominoes and Shootin' Dice.....	Red Foley, Dec (f)
	Playin' Dominoes and Shootin' Dice.....	Ramblin' Jimmie Dolan, Cap (f)
	I Feel Like Crying.....	Norman Perry, M-G-M (f)
	I Don't Want Love.....	Norman Perry, M-G-M (f)
	Take Off Your Jacket.....	Marais and Miranda, Col (p)
	Buffalo Dream.....	Tex Ritter, Cap (f)
	In Memory of Hank Williams.....	Arthur Smith, M-G-M (f)
	I'm Richer Than You.....	Arthur Smith, M-G-M (f)
	A Fool Such As I.....	Grady Martin, Dec (f)
	Tin Pan Alley Rag.....	Jack Fina, M-G-M (p)
	The Little Boy and the Old Man.....	.....
	.....	Jimmy Boyd-Frankie Laine, Col (p)
	Waggashoe.....	Three Suns, RCA (p)
	Home Came a Sailor.....	Rosalie Allen-Elton Britt, RCA (f)
	Don't Let the Schmaltz Get in Your Eyes.....	Mickey Katz, Cap (p)
	All That I'm Asking Is Sympathy.....	Henri Rene Ork, RCA (p)
	The Devil's Serenade.....	Henri Rene Ork, RCA (p)
	Tell Me a Story.....	Frankie Laine-Jimmy Boyd, Col (p)
	So Am I.....	Guy Mitchell-Mindy Carson, Col (p)
	Hush-a-Bye.....	Stan Kenton Ork, Cap (p)
	More Luck Than Money.....	Lily Ann Carol, RCA (p)
	Catch Me If You Can.....	Lisa Kirk, RCA (p)
	Take Care, My Love.....	Joe Allegro, RCA (p)
	Until Today.....	Betty Cox, M-G-M (p)
	I'll Never Forget You.....	Toni Harper, Col (p)
	A Fool in Love.....	Billy Eckstine, M-G-M (p)
	Mister Midnight.....	Johnnie Ray, Col (p)
	I Want You for a Sunbeam.....	Guy Mitchell-Mindy Carson, Col (p)
	Harlem Nocturne.....	Stan Kenton Ork, Cap (p)
	Side by Side.....	Grady Martin, Dec (f)
	Side by Side.....	Rosalie Allen-Elton Britt, RCA (f)
	You Are My Love.....	June Hutton-Axel Stordahl, Cap (p)
	Come Back to Me, My Love.....	Cindy Lord, M-G-M (p)
	Fig Leaf Rag.....	Chet Atkins, RCA (f)
	What's a Little Pride.....	Curtis Gordon, RCA (f)
	Rock-Skippin' at the Blue Note.....	Duke Ellington, Col (p)
	I Don't Want Your Kisses.....	Danny Davis, M-G-M (p)
	Till I Waltz Again With You.....	Ken Griffin, Col (p)
	Oceana Roll.....	Jack Fina, M-G-M (p)
	Fall in Love.....	Victor Marchese, M-G-M (p)
	Until Tomorrow.....	Sammy Kaye, Col (p)
	If You Tell Me One More Lie.....	Curtis Gordon, RCA (f)

## Total Sides for Week Released by Each Label

... for Week Ending February 14

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	10	8	—
COLUMBIA	20	4	—
DECCA	—	4	—
MERCURY	—	—	—
M-G-M	14	4	—
RCA	14	6	—

## Total Number of Sides Released by Each Label

... January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	64	36	—
COLUMBIA	50	24	6
DECCA	69	28	—
MERCURY	32	6	—
M-G-M	68	22	18
RCA	62	42	29

COMING UP FAST!

# HOLD ME, THRILL ME, KISS ME

RECORDED BY  
 • KAREN CHANDLER . . . . . Coral  
 • ROBERTA LEE with JERRY GRAY'S Orch. . . . . Decca

**MILLS MUSIC, INC.** 1619 BROADWAY, NEW YORK 19, N. Y.

A Great STANDARD!  
 . . . and a GREAT Record!  
 by THE FOUR ACES  
**"MY DEVOTION"**  
 Decca 28391  
**SANTLY-JOY, Inc.**  
 1619 Broadway N. Y. 19, N. Y.

THE BIG ONE FOR 1953!

# "TILL I WALTZ AGAIN WITH YOU"

Village Music Company  
 1619 BROADWAY - SUITE 507  
 NEW YORK 19, N. Y.

Great Songs!

# "WITHOUT MY LOVER"

(Bolero Gauchol)  
 Recorded by MITCH MILLER  
**BYE, BYE BLUES**  
 Recorded by LES PAUL MARY FORD  
 ABC MUSIC CORP. BOURNE, INC.  
 799 7th Ave. N. Y. 19, N. Y.

Johnnie Ray Sings  
**"The Touch of God's Hand"**  
 Columbia Record #39908

**AMERICAN MUSIC, INC.**  
 1576 Broadway N. Y. • 9107 Sunset Blvd. Hollywood  
 CO 5-7889 CR 1-5254

Here Comes  
**"PETER COTTONTAIL"**  
 and  
**"EGGBERT, THE EASTER EGG"**  
 (with two "G's")  
**HILL and RANGE SONGS, INC.**  
 Beverly Hills, Calif.

Creating Nation-Wide Acclaim!

# "I BELIEVE"

FRANKIE LAINE—Col.  
 JANE FROMAN—Cap.  
**CROMWELL MUSIC, Inc.**  
 666 Fifth Avenue  
 New York 19, N. Y.

**PROMOTERS**  
 —Get on our Mailing List.  
 —Each week The Billboard receives inquiries asking for names 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 promoted 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.



*Bigger than "Tell Me Why"!*



the

# FOUR ACES

sing

Featuring  
AL  
ALBERTS

**YOU  
FOOLED  
ME**

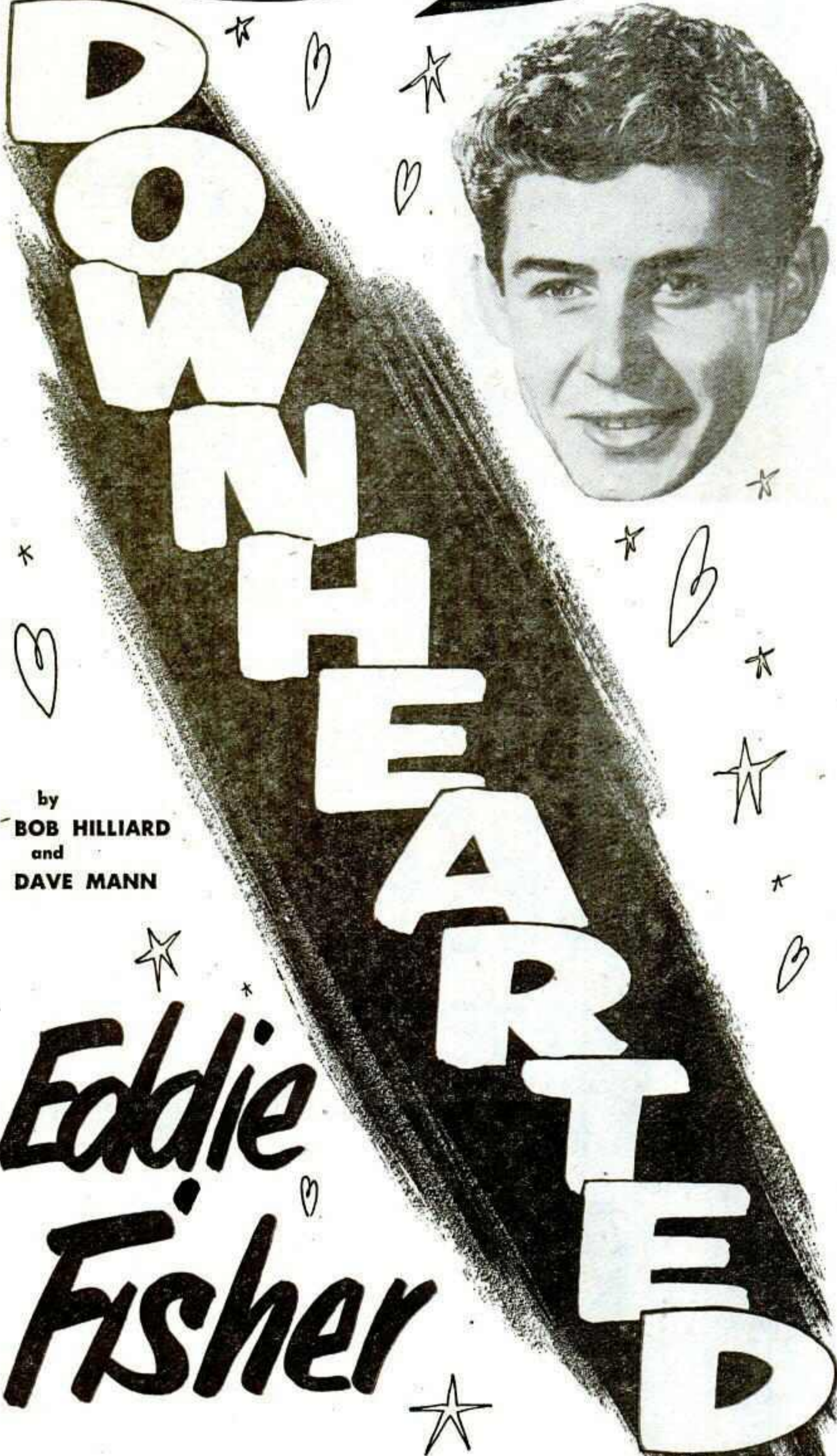
**IF YOU  
TAKE MY  
HEART  
AWAY**

DECCA 28560 (78 rpm) and 9-28560 (45 rpm)

*America's Fastest Selling Records*



*It's Fantastic But True...*  
**No. 10 in a Row for Eddie!!**



by  
**BOB HILLIARD**  
 and  
**DAVE MANN**

**Eddie Fisher**

RCA 20-5137  
 47-5137

**RCA VICTOR**  
 FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**



**The Nation's Ten Top Tunes**

... for Week Ending February 14

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

- |  | Weeks on Chart |
|--|----------------|
| <b>1. Till I Waltz Again With You</b> <span style="float: right;"><b>1 10</b></span>   |                |
| <small>By Sidney Prosen—Published by Village (BMI)<br/> <b>BEST SELLING RECORD:</b> T. Brewer, Coral 60873. <b>OTHER RECORDS:</b> Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebee, Coral 60916; D. Todd, Dec 28506; D. Travis and J. Swanson, Jubilee 6014.</small>  |                |
| <b>2. Don't Let the Stars Get in Your Eyes</b> <span style="float: right;"><b>2 12</b></span>  |                |
| <small>By Slim Willet—Published by Four Star Sales (BMT)<br/> <b>BEST SELLING RECORDS:</b> P. Como, V 20-5064. <b>OTHER RECORDS:</b> L. Ameche, Mercury 70023; E. Barton, Coral 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; G. MacKenzie, Cap 2256; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.</small>  |                |
| <b>3. Oh Happy Day</b> <span style="float: right;"><b>4 7</b></span>   |                |
| <small>By Don Howard Kopelow—Published by Bregman, Vocco &amp; Conn (ASCAP)<br/> <b>BEST SELLING RECORDS:</b> L. Welk, Coral 60893; D. Howard, Essex 311; Four Knights, Cap 2315. <b>OTHER RECORDS:</b> M. Baker, Savoy 874; K. Griffin, Col 39915; J. J. Johnson, V 20-5097; D. Todd, Dec 28506.</small>  |                |
| <b>4. Why Don't You Believe Me?</b> <span style="float: right;"><b>3 15</b></span>   |                |
| <small>By Lew Douglas, King Laney, Roy Roddes—Published by Brandom (ASCAP)<br/> <b>BEST SELLING RECORDS:</b> J. James, M-G-M 11333; P. Page, Mercury 70025. <b>OTHER RECORDS:</b> Five Crowns, Rainbow 202; H. Lance, Jubilee 5106; G. Lombardo, Dec 28476; J. Otis, Mercury 70038; Sharkey, Cap 2329; J. Valli, V 20-5017; M. Whiting, Cap 2292.<br/> <b>TRANSCRIPTIONS AVAILABLE:</b> Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.</small> |                |
| <b>5. Tell Me You're Mine</b> <span style="float: right;"><b>6 7</b></span>  |                |
| <small>By Fredianelli-Vasin. Published by Capri Music (BMT)<br/> <b>BEST SELLING RECORDS:</b> Gaylords, Mercury 70067. <b>OTHER RECORDS:</b> Ralph and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 28569.<br/> <b>TRANSCRIPTIONS AVAILABLE:</b> Dolly Dawn, Tesaurus.</small>   |                |
| <b>6. Keep It a Secret</b> <span style="float: right;"><b>5 14</b></span>  |                |
| <small>By Jesse May Robinson—Published by Shapiro-Bernsteir (ASCAP)<br/> <b>BEST SELLING RECORD:</b> J. Stafford, Col 39891. <b>OTHER RECORDS AVAILABLE:</b> A. Carter, Col 21063; B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169. <b>TRANSCRIPTIONS AVAILABLE:</b> Henry Jerome, Lang-Worth.</small>  |                |
| <b>7. Have You Heard</b> <span style="float: right;"><b>7 7</b></span>   |                |
| <small>By Douglas, La Vere, Rodde. Published by Brandom (ASCAP)<br/> <b>BEST SELLING RECORD:</b> Joni James, M-G-M 11390. <b>OTHER RECORDS:</b> R. Morgan, Dec 28569. <b>TRANSCRIPTIONS AVAILABLE:</b> Dolly Dawn, Thesaurus.</small>  |                |
| <b>8. Hold Me, Thrill Me, Kiss Me</b> <span style="float: right;"><b>9 6</b></span>  |                |
| <small>By Harry Noble—Published by Mills (ASCAP)<br/> <b>BEST SELLING RECORD:</b> Karen Chandler, Coral 60831. <b>OTHER RECORDS:</b> R. Lee-J. Gray, Dec 28520; Orioles, Jubilee 5108.</small>   |                |
| <b>9. Doggie in the Window</b> <span style="float: right;"><b>11 3</b></span>  |                |
| <small>By Bob Merrill—Published by Santly-Joy (ASCAP)<br/> <b>BEST SELLING RECORD:</b> Patti Page, Mercury 70070.</small>  |                |
| <b>10. Pretend</b> <span style="float: right;"><b>13 3</b></span>  |                |
| <small>By Lew Douglas, Parman &amp; Le Vere—Published by Brandom (ASCAP)<br/> <b>BEST SELLING RECORDS:</b> Nat (King) Cole, Cap 2346; Ralph Marterie, Mercury 70045. <b>OTHER RECORDS AVAILABLE:</b> E. Barton, Coral; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; H. Rene, V 20-5119.</small>  |                |
| <b>10. Side by Side</b> <span style="float: right;"><b>10 3</b></span>   |                |
| <small>By Harry Woods—Published by Shapiro-Bernstein (ASCAP)<br/> <b>BEST SELLING RECORD:</b> Kay Starr, Cap 2334. <b>OTHER RECORDS:</b> E. Britt-R. Allen, V 20-5178; F. Carle, V 20-4741; B. Garrett and L. Parks, M-G-M 10467; K. Griffin, Col 39514; D. Holyman Quintet, London 207; D. Jurgens, Col 38107; F. Petty, M-G-M 30425; P. Scala, London 238; A. String, Regent 126.</small>  |                |

**Second Ten**

- |  |           |
|--|-----------|
| <b>12. ANYWHERE I WANDER</b> .....16               | <b>2</b>  |
| <small>Published by Frank Loesser (ASCAP)</small>  |           |
| <b>13. GLOW WORM</b> .....8                        | <b>22</b> |
| <small>Published by E. B. Marks (BMI)</small>      |           |
| <b>14. BECAUSE YOU'RE MINE</b> .....14             | <b>22</b> |
| <small>Published by Feist (ASCAP)</small>          |           |
| <b>15. EVEN NOW</b> .....15                        | <b>5</b>  |
| <small>Published by Pickwick (ASCAP)</small>       |           |
| <b>15. MISTER TAP TOE</b> .....16                  | <b>3</b>  |
| <small>Published by Montclare (BMI)</small>        |           |
| <b>17. MY BABY'S COMING HOME</b> .....12           | <b>8</b>  |
| <small>Published by Roxbury (ASCAP)</small>        |           |
| <b>18. FOOL SUCH AS I</b> .....19                  | <b>2</b>  |
| <small>Published by Robbins (ASCAP)</small>        |           |
| <b>18. WILD HORSES</b> .....                       | <b>1</b>  |
| <small>Published by Burke &amp; Van Heusen</small> |           |
| <b>20. LADY OF SPAIN</b> .....20                   | <b>20</b> |
| <small>Published by Sam Fox (ASCAP)</small>        |           |

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# Buyboard

## TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. PRETEND DON'T LET YOUR EYES GO SHOPPING..... N. Cole	2346
2. SIDE BY SIDE NOAH!..... K. Starr	2334
3. MY BABY'S COMING HOME LADY OF SPAIN..... L. Paul	2265
4. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II..... J. Standley	2249
5. OH, HAPPY DAY A MILLION TEARS..... Four Knights	2315
6. BYE BYE BLUES MAMMY'S BOOGIE..... L. Paul & M. Ford	2316
7. RACHEL ONE LONELY NIGHT..... A. Martino	2353
8. MY HEART BELONGS TO ONLY YOU I WAS A FOOL..... J. Christy	2308
9. DOO-WACKY RAG ALOHA OE..... J. Carr	2359
10. THE OBJECT OF MY AFFECTION WHO HID THE HALIBUT ON THE POOP DECK..... Y. Yorgesson	2335
11. HOW STRANGE..... N. Cole	2309
12. LITTLE BROWN JUG COCKTAILS FOR TWO..... B. May	2364
13. I BELIEVE THE GHOST OF A ROSE..... J. Froman	2332
14. LET ME KNOW FRIEND OF THE FAMILY..... G. MacKenzie	2354
15. MELANCHOLY SERENADE YOU'RE GETTING TO BE A HABIT WITH ME..... J. Gleason	2361
16. A CRAZY WALTZ WATER CAN'T QUENCH THE FIRE OF LOVE..... G. MacKenzie-H. O'Connell	2266
17. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG..... G. MacKenzie	2256

## TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. I DON'T KNOW SWEET TEMPTATION..... T. Ernie	2338
2. LET ME KNOW I'M SORRY TO SAY I'M SORRY..... S. McDonald	2326
3. THERE'S A HIGHER POWER INSPIRATION FROM ABOVE..... M. Carson	2342
4. PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHES..... J. Dolan	2367
5. LITTLE OLD RAG DOLL PICKING SWEETHEARTS..... F. Chapman	2330
6. CRYING STEEL GUITAR WALTZ TWICE THE LOVIN'..... J. Shepard & S. West	2358
7. GOIN' STEADY JUST OUT OF REACH..... F. Young	2299
8. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald	2216
9. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie	2170
10. SATISFIED HIDE ME, ROCK OF AGES..... M. Carson	1900
11. HILLBILLY HULA I'M A POOR, LONESOME FELLOW..... J. Carman	2345
12. HIGH NOON GO ON! GET OUT!..... T. Ritter	2120
13. BAYOU BABY KNEE DEEP IN TROUBLE..... M. Travis	2336
14. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART..... H. Thompson	2269
15. GONE NOW AND THEN..... T. Preston	2298

## BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BACCHANALIA! Billy May	374
2. THE KAY STARR STYLE Kay Starr	363
3. MUSIC FOR LOVERS ONLY Jackie Gleason	352
4. CAMPUS RUMPUS Ray Anthony	362
5. YOURS ALONE Jane Froman	354
6. DEAN MARTIN SINGS Dean Martin	401
7. THE DESERT SONG Gordon MacRae & Lucille Norman	351
8. GARDEN OF WALTZES Jan Garber	365
9. BYE BYE BLUES Les Paul & Mary Ford	356
10. WITH A SONG IN MY HEART Jane Froman	309
11. PROLOGUE Stan Kenton	386
12. THE YOUNG MAN WITH THE HORN Ray Anthony	373
13. TODAY'S TOP HITS, VOLUME VII 9 Top Artists	9112

## LATEST RELEASE

NO. 356

PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHES..... Ramblin' Jimmie Dolan	2367
BUFFALO DREAM MY WOMAN AIN'T PRETTY..... Tex Ritter	2368
THE LIGHTS OF HOME YOU ARE MY LOVE..... June Hutton & Axel Stordahl	2369
DON'T LET THE SCHMALTZ GET IN YOUR EYES WHY DON'T YOU BELIEVE ME!..... Mickey Katz	2370
IS THAT BAD THE NIGHT WE CALLED IT A DAY..... Georgia Carr	2371
IF I SHOULD LOSE YOU DON'T PLAY WITH MY HEART..... Jimmy Work	2372
HUSH-A-BYE HARLEM NOCTURNE..... Stan Kenton	2373
APRIL IN PORTUGAL SUDDENLY..... Les Baxter	2374
NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW..... Hank Thompson	2376

*On the way...*

*and rapidly becoming the nation's no. 1 version!*

"OH,  
HAPPY DAY"

sung by

the  
**FOUR KNIGHTS**

B/W

"A Million Tears"

ON CAPITOL RECORD NO. 2315



Star

**KENTON**

— at his danceable best!

Two great  
new sides—



(from Warner Bros. picture  
"THE JAZZ SINGER")

and

"Harlem  
Nocturne"

on Capitol Record No. 2373

No help needed

for

**"NO HELP WANTED"**

it's another **HANK THOMPSON** hit!

backed with

**"I'd Have Never Found Somebody New"**

on Capitol Record No. 2376

*all Measuring up to...*

**HITS!**

**JONI JAMES**

<b>HAVE YOU HEARD</b> and <b>WISHING RING</b>	<b>YOUR CHEATIN' HEART</b> and <b>I'LL BE WAITING FOR YOU</b>	<b>WHY DON'T YOU BELIEVE ME</b> and <b>PURPLE SHADES</b>
---	--	---

MGM 11390 78 RPM K 11390 45 RPM    MGM 11426 78 RPM K 11426 45 RPM    MGM 11333 78 RPM K 11333 45 RPM

**BILLY ECKSTINE**

**UNTIL ETERNITY** and **EV'RYTHING DEPENDS ON YOU**

MGM 11396 78 RPM K 11396 45 RPM

**DAVID ROSE** and His Orchestra  
**SUDDENLY BEAUTIFUL MUSIC TO LOVE BY**  
VOCALS BY Beryl Davis

MGM 30724 78 RPM  
K 30724 45 RPM

**TOMMY EDWARDS**  
**A FOOL SUCH AS I** and ...  
**I CAN'T LOVE ANOTHER**

MGM 11395 78 RPM K 11395 45 RPM

**BILL FARRELL**  
**KAW-LIGA** and **YOU CAN'T STOP ME FROM DREAMING**

MGM 11424 78 RPM K 11424 45 RPM

**FRAN WARREN**  
**EVERYONE KNEW BUT ME** | **UNLESS YOU'RE NEAR ME**

MGM 11412 78 RPM K 11412 45 RPM

**FRANK PETTY TRIO**  
**SIDE BY SIDE** | **WHO'S SORRY NOW**

MGM 30425 78 RPM K 30425 45 RPM

**BILL HAYES**  
**HOW DO YOU SPEAK TO AN ANGEL** | **THE DONKEY SONG**

MGM 11394 78 RPM K 11394 45 RPM

**BLUE BARRON** and His Orchestra  
**DID ANYONE CALL FOR ME** | **SECOND FIDDLE**

MGM 11404 78 RPM K 11404 45 RPM

**KEN REMO**  
**MEXICO** and  
**MY HEART IS A KINGDOM**

MGM 11419 78 RPM K 11419 45 RPM

**ART MOONEY** and His Orchestra  
**I JUST COULDN'T TAKE IT BABY** | **I PLAYED THE FOOL**

MGM 11434 78 RPM K 11434 45 RPM

**HANK WILLIAMS**  
**KAW-LIGA** and  
**YOUR CHEATIN' HEART**

MGM 11416 78 RPM K 11416 45 RPM

**ARTHUR (Guitar Boogie) SMITH**  
**IN MEMORY OF HANK WILLIAMS** | **I'M RICHER THAN YOU**

MGM 11433 78 RPM K 11433 45 RPM

**THE CRICKETS**  
**YOUR MINE** | **MILK AND GIN**

MGM 11428 78 RPM K 11428 45 RPM

*The Billboard's Music Popularity Charts*

**Favorite Tunes**

... for Week Ending February 14

**Best Selling Sheet Music**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
1. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales.....	1	11
2. TILL I WALTZ AGAIN WITH YOU (R)—Village.....	3	8
3. KEEP IT A SECRET (R)—Shapiro-Bernstein.....	2	10
4. WHY DON'T YOU BELIEVE ME? (R)—Brandom.....	4	13
5. OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	5	8
6. BECAUSE YOU'RE MINE (R) (F)—Feist.....	6	21
7. TELL ME YOU'RE MINE (R)—Capri Music.....	10	5
8. GLOW WORM (R)—E. B. Marks.....	7	18
9. ANYWHERE I WANDER (R)—Frank Loesser.....	13	2
10. HAVE YOU HEARD? (R)—Brandom.....	8	3
11. PRETEND (R)—Brandom.....	—	1
12. MY BABY'S COMING HOME (R)—Roxbury.....	12	8
13. HOLD ME, THRILL ME, KISS ME (R)—Mills.....	11	5
14. DOGGIE IN THE WINDOW (R)—Santly-Joy.....	—	1
15. LADY OF SPAIN (R)—Sam Fox.....	9	14

**Tunes with Greatest Radio and Television Audiences**

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

**Top 31 in Radio**

A Fool Such as I (R)—Robbins-B. Miller—ASCAP	Keep It a Secret (R)—Shapiro-Bernstein—ASCAP
A Stolen Waltz (R)—Sheldon—BMI	Lady of Spain (R)—Sam Fox—ASCAP
Anywhere I Wander (R)—Frank—ASCAP	My Jealous Eyes (R)—Famous—ASCAP
Because You're Mine (R)—Feist—ASCAP	Nina Never Knew (R)—Jefferson—ASCAP
Bye, Bye Blues (R)—Bourne—ASCAP	Open Up Your Heart (R)—Longridge—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Perhaps, Perhaps, Perhaps (R)—Peer—BMI
Downhearted (R)—Paxton—ASCAP	Say It Isn't So (R)—Berlin—ASCAP
Even Now (R)—Pickwick—ASCAP	Say It With Your Heart (R)—Feist—ASCAP
Glow Worm (R)—Marks—BMI	Second Star to the Right (R) (F)—Disney—ASCAP
Heart and Soul (R)—Famous—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Thumbelina (R)—Frank—ASCAP
Hot Toddy (R)—Coachella—ASCAP	Till I Waltz Again With You (R)—Village—BMI
How Do You Speak to an Angel (R)—Chappell—ASCAP	Why Don't You Believe Me? (R)—Brandom—ASCAP
Hush A-Bye—Remick—ASCAP	Wild Horses (R)—Simon—ASCAP
I Confess (R)—Witmark—ASCAP	You Belong to Me (R)—Ridgeway—BMI
Jambalaya (R)—Acuff-Rose—BMI	

**Top 10 in Television**

Because You're Mine (R)—Feist—ASCAP	Rachel (R)—Halliburton—BMI
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	She Wears Red Feathers (R)—Oxford—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Till I Waltz Again With You (R)—Village—BMI
My Baby's Coming Home (R)—Roxbury—ASCAP	Veradero (R)—Meridian—ASCAP
No Two People (R)—Frank—ASCAP	Why Don't You Believe Me? (R)—Brandom—ASCAP

**England's Top Twenty**

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

1. Don't Let the Stars Get in Your Eyes—Morris (Four Star)	11. Isle of Innisfree—Peter Maurice (Leeds)
2. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)	12. That's A-Why—Connell (Santly-Joy)
3. Broken Wings—John Fields (Shapiro-Bernstein)	13. Faith Can Move Mountains—Dash (Hill & Range)
4. You Belong to Me—Chappell (Ridgeway)	14. Takes Two to Tango—Francis Day (Harman)
5. Because You're Mine—Robbins (Feist)	15. Now—Dash (Ardmore)
6. Comes A-Jong A-Love—Kassner (Shapiro-Bernstein)	16. Forget Me Not—Reine (Chappell)
7. Wonderful Copenhagen—Morris (Frank)	17. Zing a Little Zong—Maddox (Burvan)
8. I Went to Your Wedding—Victoria (St. Louis)	18. Feet Up (Pat Him on the Po-Po)—Cin-phonics (Hawthorne)
9. Walkin' to Missouri—Dash (Hawthorne)	19. Half as Much—Robbins, Ltd. (Acuff-Rose)
10. Here in My Heart—Robt. Mellin, Ltd. (Mellin)	20. Sugarbush—Chappell (G. Schirmer)

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

Yes! MGM Means Mighty Good Music



# The First Lady of Song

**MISS**  
Jane  
**FROMAN**



Presents the First  
Hit Song  
Written **EXCLUSIVELY**  
for Her TV Show . . .

**"I BELIEVE"**

and **GHOST OF  
A ROSE**  
Capitol 2332

**JANE FROMAN'S  
"USA CANTEN" CBS-TV**

Tuesdays: 7:45 to 8 p.m. EST  
Sponsored by  
**REVLON**

Thursdays: 7:45 to 8 p.m. EST  
Sponsored by  
**GENERAL ELECTRIC CO.**  
(Lamp Division)

Direction  
**WILLIAM MORRIS AGENCY**

Exclusively on



The Billboard Music Popularity Charts

... for Week Ending February 14

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- FOUR ACES-AL ALBERTS**  
*You Fooled Me* ..... 88  
 DECCA 28560—This could be a big one for the Four Aces. It has all the ingredients that have kept the group on top, a pounding beat, a good solo by Al Alberts, etc. Tune is a sad weeper and the boys perform it with feeling, as only they can. Dealers, and ops should do well with this solid cutting.
- If You Take My Heart Away*... 83  
 A lovely tune is sung warmly by the Four Aces, sparked by the tender lead singing of Al Alberts, and backed neatly by the group. Tho the flip appears more in the Aces' groove, this side too will grab jock action.
- MILLS BROTHERS**  
*Twice as Much* ..... 85  
 DECCA 28586—The Mills Brothers etching of "Glow Worm" is still up there and here they come along with a fine, rhythmic reading of a cheerful romantic ditty that could also take off. Plentiful deejay exposure is assured and the side should win juke and sales action.
- Someone to Care For*... 78  
 The distinctive style of the group comes across effectively in another good reading. Spin action due here as well.
- PERCY FAITH ORK**  
*The Song From Moulin Rouge* ..... 80  
 COLUMBIA 39944—Theme of this composition is from the "Moulin Rouge" flick. It's a moody and evocative melody that's sensitively read by Faith. Felicia Sanders contributes a vocal many will enjoy. Side might build slowly but could go far if heavily promoted.
- Swedish Rhapsody*... 79  
 Lively Swedish dance is the theme of a joyful opus played with great enthusiasm by the Faith ork. Good program wax.
- GORDON JENKINS ORK.**  
**McQUAIG TWINS**  
*Are You Teasing Me?* ..... 80  
 DECCA 28580—The McQuaig Twins, new gal duo on the label, bow in with a potent reading of the swiny opus. Their voices are fresh and full of appeal and, with the Jenkins ork smack up behind them, have a waxing that has strong commercial potential. Here's a disk that bears close watching.
- Midnight*... 78  
 Great orking by the Jenkins group backstops another strong vocal by the McQuaig Twins. Effort also stands a good chance.
- JUNE VALLI**  
*Congratulations to Someone* ..... 80  
 V 20-5177—June Valli has her best platter here since "Strange Sensation." The tune is the one now beginning to stir some action via the Tony Bennett dishing and the thrush hands it a sincere vocal. The arrangement by the Rene ork and chorus is attention-getting. Side should be in for a bundle of spins and may catch loot.
- Love and Hate*... 65  
 In spite of a good try by the singer this side is an unimpressive one.
- RALPH MARGERIE**  
*Caravan* ..... 79  
 MERCURY 70097—The old Ellington masterpiece is coming in for wholesale revival and this re-work shapes with the best. It's a rhythmic reading of the melody over a slapping beat. Excellent listening this. Deejay spins should be heavy.
- While You Dream*... 75  
 Pretty tune is played smoothly by the Margerie ork. Good dance wax.
- DORIS DAY-PERCY FAITH ORK**  
*You Have My Sympathy* ..... 78  
 COLUMBIA 39913—A smooth, pretty new tune is sung with heart and feeling by the thrush, over a delicate, hushed backing. Side is a warm one and should pull a lot of jock spins, tho not quite as powerful as previous releases by the thrush.
- The Second Star to the Right*... 77  
 Doris hands the tune from the forthcoming flick "Peter Pan" a lovely reading. It's very listenable.
- JERRY VALE**  
*You Can Never*  
*Give Me Back My Heart* ..... 78  
 COLUMBIA 39929—Jerry Vale bows impressively on the label with a stylish reading of the pretty ballad, showing off his big, expressive pipes and his rich vocal technique. The ork arrangement is excellent. Singer has a sound similar to Eddie Fisher, which could be a help or a hindrance. A good side that jocks will use often.
- And No One Knows*... 75  
 Another big, straightforward rendition by the warbler of a melodic story-ballad, with the Percy Faith ork supporting him neatly. Side showcases the singer well but the flip is stronger.
- BILLY MAY ORK**  
*Cocktails for Two* ..... 77  
 CAPITOL 2364 — The May sound, with the sliding saxes, is very evident on this instrumental slicing of the oldie. Tempo is a bit slow but it is

(Continued on page 54)

NEW RECORDS TO WATCH

Popular

- THREE SUNS**  
*Ecstasy Tango*—RCA Victor 20-5186
- SIDNEY TORCH**  
*Ecstasy Tango* — Coral 60938 — Two versions of this lovely tune which are handled in two different but equally distinctive styles. The Three Suns is a small instrumental version, their most impressive performance in some time. Torch's is a large ork effort filled with strings. These, added to the Edmundo Ros version on London, previously listed, make for excellent exposure on this tune. Deejays should lend all of these an ear. Strong jockey promotion could easily kick one or more off.
- BETTY CLOONEY**  
*I Idolize You* — Coral 60930 — Rosemary's sister kicks off her pop disk career with a fine effort that could be easily mistaken for her sister. Betty has previously done kiddie records and demo disks. Flip is "You're All I See."
- McQUAIG TWINS**  
*Are You Teasing Me*—Decca 28580—New duo bows impressively on label with a neat vocal on this swiny item. Gordon Jenkins ork backs solidly. Deejays should try this one.
- JERRY VALE**  
*You Can Never Give Me Back My Heart*—Columbia 39929—Another fine kick-off for a new artist. He's working with a good tune and shows up nicely with more than a little of Eddie Fisher's style and phrasing. Flip is "Ah, No One Knows."

Hot Jazz

- AL HIBBLER-COUNT BASIE**  
*Sent for You Yesterday and Here You Come Today*—Mercury 89028—A fine effort reminiscent of the 30's. Hibbler's really singing and the band swings in great style. There could be some r.&b. action here.

Rhythm & Blues

- EMITT SLAY TRIO**  
*My Kind of Woman* ..... 83  
 SAVOY 886—Blues has a funny set of lyrics which is banded about by two members of the trio. Many will chuckle as the disk spins and the effort could attract loot. Good juke wax.
- Brotherly Love*... 72  
 The Slay combo—organ, guitar and drums—gets a big sound in this rendition. They sell well and work up a bit of excitement as the grooves go by.
- JOHN GREER**  
*You Played on My Piano* ..... 81  
 V 20-5170—This is a real rocker, with a solid beat and a strong vocal by Greer and Dolores Brown. The lyrics are straight-forward and the pair squeeze every bit of meaning out of them. Ork backing is powerful all the way. With exposure this one could catch loot.
- I'll Never Let You Go*... 78  
 Here's another swinging effort, with a shoutin' vocal by Greer and a wild backing by the combo. Material is not as strong as the flip but side might corral some loot.
- FLOYD DIXON.**  
**JOHNNY MOORE'S THREE BLAZERS**  
*Broken Hearted Traveler* ..... 77  
 ALADDIN 3166—Dixon turns in a good, meaningful reading of a weary blues telling about his troubles with a hard-hearted woman. The Blazers show their skill behind him. Side could pull spins and plays.
- You Played Me for a Fool*... 75

Dixon does a strong job with this new blues, backed warmly by the Blazers. However the tune is only so-so. Performance could help it pull spins.

- ANNISTEEN ALLEN ORK**  
*Yes, I Know* ..... 77  
 KING 4608—One of the answer versions to "I Don't Know," this disk will get plenty of box play as well as spins by r.&b. deejays. Vocal by Annisteen Allen is belted out with telling effect. Backing is effective.
- Baby I'm Doin' It*... 68  
 Annisteen Allen does considerable shouting on this side; but disk lacks the drive and appeal of the flip.

- IKE CARPENTER ORK**  
*Sando* ..... 76  
 ALADDIN 3172 — A good performance of the tune by the swinging ork, stressing a lot of okay piano, solid ensemble work, and a wild sax solo. Effort will probably catch as many spins among pop jocks as in the r.&b. field.
- Pachuko Hop*... 75  
 An old-fashioned get-away jump that moves, receives a wild performance from the Carpenter ork, with the band giving out with a driving beat.

- RED CALLENDER SEXTETTE**  
*Hollywood Drive* ..... 76  
 V 20-5172—An effective instrumental performance of a melodic riff opus, with a warm beat and smoothly played by the sextet. Jazz fans will enjoy this side and jocks should spin.
- Early Times*... 70  
 Pleasant side by the Callender combo. Not much to the tune, but group plays it neatly.

(Continued on page 54)

Country & Western

- RED FOLEY**  
*Playin' Dominoes and Shootin' Dice*  
*Hot Toddy* — Decca 989 — "Dominoes" is a clever rhythm novelty item to which Foley gives a solid talk vocal. It's a solid effort which is country but at the same time could swing some pop action. Pop ops should give it a listen.
- TEX RITTER**  
*Buffalo Dream*—Capitol 2368—One of the most unusual items to come up in a long time. It's an Indian chant about the West told effectively in story ballad form by Ritter. The background is terrific with tom toms and all. There is a lot of potential here. Pop jockeys should give it a listen. It has kiddie value too.

Rhythm & Blues

- CLOVERS**  
*Crawlin'*  
*Yes, It's You*—Atlantic 989—Two fine sides by the Clovers which could be potential winners. Disk has already been received in some areas and side indications at this moment is "Crawlin'."

- SONNY BOY WILLIAMSON**  
*Nine Below Zero* — Trumpet 166 — Solid blues item with a standout reading of the humorous lyrics by Williamson. Some action has already been reported on this one. Flip is "Mighty Long Time."

Latin American

- PEDRO VARGAS**  
*Lo Nuestro* ..... 80  
 V 23-5921—This slow-paced bolero is sung with heart by Pedro Vargas. Backing is romantic with lush, tho unobtrusive, sound.
- Enamorados*... 78  
 Pedro Vargas' vocal constitutes a tasteful reading of this bolero. Side has clean, bright sound.
- TITO PUERTO**  
*Temptation* ..... 78  
 TICO 10-155 — An exciting oldie is played by the ork in mambo style with a solid beat. The band performs it brightly for a first-rate disk for the market.
- Autumn Leaves*... 78  
 The Puerto ork has a fine instrumental arrangement of the oldie here, and they perform it with charm, stressing the Latin beat. A good platter for Puerto's many followers.
- STEVE ADAMCZYK ORK**  
*One Sweet Kiss* ..... 80  
 DANA 3114 — Steve Adamczyk and his Hungery Six, a fine polka ork, have a solid double-time effort here and the ork hands it a wild, exciting instrumental performance. A potent dishing.
- Dance With Me*... 75  
 A stop-and-go type polka is performed with alacrity by the ork on this bright side. The flip is more exciting.

(Continued on page 54)

Country & Western

- HANK THOMPSON**  
*No Help Wanted* ..... 84  
 CAPITOL 2376 — Fetching country novelty has clever lyrics, infectious beat and a very able vocal by Hank Thompson. Will get strong box and deejay plays.
- I'd Never Have Found Somebody New*... 81  
 Country ballad with solid emotional appeal gets a from-the-heart vocal by Hank Thompson. Strong side.
- HANK SNOW**  
*Honeymoon on a Rocket Ship* ..... 84  
 V 20-5155—Happy ditty is sung cheerfully to strummy and bouncy guitar backing. It's a cute performance by Snow and it could easily step out. A good platter.
- There Wasn't an Organ at Our Wedding*... 79  
 It wasn't a fancy ceremony, but it was blessed by true love. This simple sentiment is projected with glowing warmth by Snow. Should earn many spins and healthy sales.
- ROSEMARY CLOONEY.**  
**GEORGE MORGAN**  
*Withered Roses* ..... 79  
 COLUMBIA 21071 — Nostalgic ditty about a romantic memory is warbled prettily by Miss Clooney and country singer Morgan. Backing is real rural and the side should catch some loot in both country and pop markets.
- You Love Me*  
*Just Enough to Hurt Me*... 75  
 Another boy-girl outtune gets the special Clooney-Morgan treatment.
- TOMMY DUNCAN**  
*Beneath a Neon Star*  
*in a Honky Tonk* ..... 78  
 INTRO 6065—Country novelty has a strong commercial lyric and a fetching refrain. Sung well by Tommy Duncan.
- Where, Oh Where Has My Little Love Gone*... 71  
 This side has a good beat and adequate vocal by Tommy Duncan.

(Continued on page 54)

Hot Jazz

- BILLY TAYLOR**  
*Three Little Words* ..... 78  
 BRUNSWICK 80215 — Billy Taylor shows off a lot of fine, imaginative piano work on the well-known standard, sparking the group with his exciting 88-ing. Side was originally issued as part of the "Jazztime U.S.A." LP and has audience applause, which adds to the disk. A good effort.
- OSCAR PETTIFORD**  
*Oscar Rides Again*... 73  
 Pettiford takes his cello for a rhythmic ride on this fly little riff effort that will probably interest his fans. Waxing was made at Pythian Temple, New York, before a jazz audience.

- GERRY MULLIGAN**  
*Bark for Barksdale* ..... 77  
 FANTASY 525 — An appealing riff receives an uninhibited instrumental rendition that goes from the Mulligan crew with Chico Hamilton on drums coming thru with a sock solo and Mulligan, Chet Baker on trumpet

(Continued on page 54)

Spiritual

- MAHALIA JACKSON**  
*Said He Would* ..... 85  
 APOLLO 269 — Good disk for the spiritual market. The great Mahalia Jackson brings much vocal flexibility and technical excellence to her chanting of this number.
- God Spoke to Me*... 84  
 Mahalia Jackson gives this religious number a reading full of strong emotional appeal. Fine side.
- THE ROBERTA MARTIN SINGERS**  
*He Didn't Mind Dying* ..... 82  
 APOLLO 270—A bright side, with the lead singer's voice coming thru beautifully, backed by the enthusiastic chanting of the Roberta Martin group.
- Oh, Lord Stand By Me*... 80  
 A strong spiritual side. Diction is not too clear, but the movement and spirit of the Roberta Martin singing group overcome this failing.

Sacred

- HOMELAND HARMONY QUARTET**  
*I'll Tell It Wherever I Go* ..... 78  
 BIBLETONE 6029—The group shows off its bright harmony on a melodic gospel effort with the bass coming thru with some good vocal sounds, while the lead singer sparks the group. Arrangement is fine. A good disk.
- I Have a Desire*... 74  
 Another good reading by the boys of a fair gospel tune, which stresses their warm-harmony. Flip side carries the excitement.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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



**1<sup>st</sup>**

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YOU BELIEVE  
ME**

*And... PURPLE SHADES*

MGM 11333 78 RPM • K 11333 45 RPM

**Atomic!**

**Joni  
James**

**2<sup>nd</sup>**

**HAVE  
YOU HEARD  
and  
WISHING RING**

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thanks D. J.'s  
operators and  
dealers for  
believing in me  
Joni

**3<sup>rd</sup>**

**I'LL BE  
WAITING FOR  
YOU**

*and*  
**YOUR CHEATIN'  
HEART**

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The Billboard Music Popularity Charts . . . for Week Ending February 14

# THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

**Popular**

**SEVEN LONELY DAYS**—Georgia Gibbs—Mercury 70095

This record has kicked off solidly both retail-wise and with operators. Good to strong initial reaction has been experienced in Philadelphia, New York, Cincinnati, Boston and Buffalo. This shapes up as a very solid record. Flip is "If You Take My Heart Away." A previous "New Record to Watch" selection.

**YOU FOOLED ME**  
**IF YOU TAKE MY HEART AWAY**—Four Aces—Decca 28560

Record was undelivered in a number of major markets when checked this week but in such cities as Philadelphia, Buffalo, New York and Cincinnati a good start has been made. One report noted that the flip side is the same as the flip on the Gibbs' record listed above, which has led to a reluctance among some operators to buy both disks. Sales of the Aces' disk, nevertheless, has been very good, according to this report. A previous "New Record to Watch."

**MY HEART BELONGS TO ONLY YOU**—June Christy—Capitol 2308

This tune, available for some months, is by Bette McLaurin on Derby label. Latter has done particularly well in the markets where it has been promoted, especially in Philadelphia, New York and St. Louis, but disk has not been available to the bulk of the country. The Christy record has only been out a few weeks and has been making steady headway in a number of markets. Buffalo, Los Angeles, Cincinnati, Chicago and sections in the South all reported good progress by the record. This disk is not recommended to dealers and operators in markets where the McLaurin disk has had any impact but elsewhere it stacks up as a good item.

**CARAVAN**—Esquire Boys—Rainbow 188

This record, too, has been out for some time and has been worked market by market with considerable success. New Yorkers know it well, and operators here have had a good deal of success with it. One New York one-stop still reports it as very strong in sales. Action has also been reported in Chicago, St. Louis and on one Los Angeles report. Many areas, however, report it as not delivered. Operator reports especially have been good, and on that basis it is recommended for operators especially. Flip is "We Drifted Apart."

**SALOME**—Dinah Shore—RCA Victor 20-5176

Label is beating the drums on this one, and the initial push seems to be paying off. New York and Los Angeles report opening sales as good to strong. Cincinnati and St. Louis reports say good. Reaction in those areas is "best since Buttons and Bows." Tune is from new musical "Hazel Flag." Flip is "Let Me Know," the hillbilly tune.

**Country & Western**

**HONEYMOON ON A ROCKET SHIP**  
**THERE WASN'T AN ORGAN AT OUR WEDDING**—Hank Snow—RCA Victor 20-5155

This is shaping up as a very solid choice. Good to strong reports came in across the board from all areas checked with the record in stock. "Rocket Ship" is getting the action in most spots with Eastern Pennsylvania and Chicago reporting equal activity on both sides.

**THE LIFE OF HANK WILLIAMS**—Hawkshaw Hawkins—King 1174

King seems to be in the process of doing it again. The Card-well tribute record is now a solid seller, and now this one is beginning to get some strong action. It's strong in King's own backyard but is also showing real strength in New England, St. Louis, Philadelphia and in some Chicago outlets. Main complaint about disk is poor delivery which could be a factor in the potential of a record of this kind.

**Rhythm & Blues**

**BLUES FOR ANNA BACOA**—Lynn Hope—Aladdin 3165

Movement on disk does not indicate smash hit potential but the reports from such spots as Philadelphia, Buffalo, the Carolinas and Los Angeles show it to be a good mover both at the retail and operator level. Flip is "September Song." There's Jazz business in this disk too.

**Spiritual**

**SAID HE WOULD**  
**GOD SPOKE TO ME**—Mahalia Jackson—Apollo 269

Good to strong retail action according to Cincinnati, Chicago and the Carolinas. "Said He Would" is what's getting most of the action.

## Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box Chart.

**Popular**

**I BELIEVE**  
**Frankie Laine**—Columbia 39938  
Hit best seller chart for first time this week.

**YOUR CHEATIN' HEART**  
**Joni James**—M-G-M 11426  
Hit best seller chart for first time this week. This makes three disks for thrush in the top 20. Also on juke list for first time.

**SAY IT WITH YOUR HEART**  
**Bob Carroll**—Derby 814  
Finally broke thru into the select top 20 retail sellers after threatening to do so for several weeks.

**FOOL SUCH AS I**  
**Jo Stafford**—Columbia 39930

**FOOL SUCH AS I**  
**Tommy Edwards**—M-G-M 11395

The Stafford version definitely stepped ahead in the juke box field by making the juke box chart this week. Retail-wise the tussle between the two continues. Stafford is on Atlanta chart and has St. Louis and Buffalo all to herself. Edwards continues his lead in Chicago, Philadelphia and New York. Tune has yet to happen in Boston and L. A.

**I DON'T KNOW**  
**Buddy Morrow**—RCA Victor 20-5117  
Disk is holding its own nicely, and if anything, is gaining in some areas.

(Continued on page 48)

## Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts

**The Dealers Pick**

**Popular**

- SHE WEARS RED FEATHERS**  
Guy Mitchell—Columbia 39909
- DOWNHEARTED**  
Eddie Fisher—RCA Victor 20-5137
- NEW JUKE BOX SATURDAY NIGHT**  
Modernaires—Coral 60899
- RACHEL**  
Al Martino—Capitol 2353
- A FOOL SUCH AS I**  
Jo Stafford—Columbia 39930
- CONGRATULATIONS TO SOMEONE**  
Tony Bennett—Columbia 39910
- HOW DO YOU SPEAK TO AN ANGEL?**  
Eddie Fisher—RCA Victor 20-5137
- MY JEALOUS EYES**  
Patti Page—Mercury 70070

**Country & Western**

- LET ME KNOW**  
Slim Willet—Four Star 1625
- I DON'T KNOW**  
Tennessee Ernie—Capitol 2338
- HONEYMOON ON A ROCKET SHIP**  
Hank Snow—RCA Victor 20-5155
- HOW CAN I TELL**  
Slim Whitman—Imperial 412
- DEAR JUDGE**  
Ernest Tubb—Decca 28550
- A LOVER'S QUARREL**  
George Morgan—Columbia 21070

**Rhythm & Blues**

- LET ME GO HOME WHISKEY**  
Amos Milburn—Aladdin 3164
- TRAIN, TRAIN, TRAIN**  
Denny Overbea—Checker 768
- BABY, I'M LOING IT**  
Annisteen Allen—King 4608
- HURRY, HURRY, BABY**  
Roy Brown—King 4602
- BLOCK BUSTER**  
Boois Brown—RCA Victor 20-5110

**The Disk Jockeys Pick**

**Popular**

- NO HELP WANTED**  
Rutsy Draper—Mercury 70077
- RACHEL**  
Artie Wayne—Mercury 70090
- HUSH-A-BYE**  
Bing Crosby—Decca 28581
- I CONFESS**  
Perry Como—RCA Victor 20-5152
- NEW JUKE BOX**  
Modernaires—Coral 60899
- SALOME**  
Dinah Shore—RCA Victor 20-5176
- A FOOL SUCH AS I**  
Jo Stafford—Columbia 39930
- SEVEN LONELY DAYS**  
Georgia Gibbs—Mercury 70095

**Country & Western**

- BUMMING AROUND**  
Jimmy Dean—Four Star 1613
- CRYING STEEL GUITAR WALTZ**  
Pee Wee King—RCA Victor 20-5144
- ALL THAT I'M ASKING IS SYMPATHY**  
Slim Whitman—Imperial 412
- PAYING FOR THAT BACK STREET AFFAIR**  
Kitty Wells—Decca 28578
- TILL I WALTZ AGAIN WITH YOU**  
Charlie Gore-Ruby Wright—King 1169
- LET ME KNOW**  
Slim Willet—Four Star 1625
- DEAR JUDGE**  
Ernest Tubb—Decca 28550
- LET ME KNOW**  
Bobby Williamson—RCA Victor 20-5158

**The Operators Pick**

**Popular**

- A FOOL SUCH AS I**  
Jo Stafford—Columbia 39930
- MY JEALOUS EYES**  
Patti Page—Mercury 70070
- CONGRATULATIONS TO SOMEONE**  
Tony Bennett—Columbia 39910
- DOWNHEARTED**  
Eddie Fisher—RCA Victor 20-5137
- SALOME**  
Dinah Shore—RCA Victor 20-5176
- A LOVER'S QUARREL**  
Sarah Vaughan—Columbia 39932

**Country & Western**

- PLEASE BELIEVE**  
George Morgan—Columbia 21052
- LET ME KNOW**  
Skeets McDonald—Capitol 2326
- I DON'T KNOW**  
Tennessee Ernie—Capitol 2338
- THAT'S ME WITHOUT YOU**  
Webb Pierce—Decca 28534
- THE THINGS I MIGHT HAVE BEEN**  
Kitty Wells—Decca 28525
- A LOVER'S QUARREL**  
George Morgan—Columbia 21070

**Rhythm & Blues**

- LET ME GO HOME WHISKEY**  
Amos Milburn—Aladdin 3164
- WHOOPI'N' AND HOLLERIN'**  
Earl Forest—Duke R-108
- TRAIN, TRAIN, TRAIN**  
Denny Overbea—Checker 768

**Country & Western**

**KAW-LIGA**  
**YOUR CHEATIN' HEART**  
**Hank Williams**—M-G-M 11416

This is the big news of the week. "Kaw-Liga" hit all three charts. Most important, it came in number one on sales chart. Flip also hit sales chart.

**GOIN' STEADY**  
**Faron Young**—Capitol 2299  
Disk has proved to be an extremely steady seller and has finally reached the top 10 sellers.

**LET ME KNOW**  
**Skeets McDonald**—Capitol 2326

(Continued on page 48)

**Rhythm & Blues**

**LET ME GO HOME WHISKEY**  
**Amos Millburn**—Aladdin 3164  
Record is solid and breaking for a hit in all areas checked. On a number of territorial charts.

**TRAIN, TRAIN, TRAIN**  
**Denny Overbea**—Checker 768  
Strong in Southern areas, Chicago and St. Louis. Growing strength in Buffalo. Some important markets reported that it has not yet been delivered.

**RED HOT AND BLUE**  
**THESE FOOLISH THINGS**  
**Tab Smith**—United 140  
Good to strong reports from Philadelphia, Buffalo, L. A., Cincinnati, Chicago and St. Louis. Only New York indicated a drop.

**RECORD DEALERS—**  
Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

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Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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**We Are Going Out On A Limb To Predict**

# GOMMEN

# NASAI

**(Forgive Me)**

**The Sensational New Tune From Japan**

**Will Be**

*Eddy Howard's*

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The Billboard Music Popularity Charts

... for Week Ending February 14

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Top entry: 1. TILL I WALTZ AGAIN WITH YOU—T. Brewer.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Top entry: 1. TILL I WALTZ AGAIN WITH YOU—T. Brewer.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Top entry: 1. TILL I WALTZ AGAIN WITH YOU—T. Brewer.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/2 r.p.m. and 45 r.p.m. records.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Sub-sections: 33 1/2 R.P.M. and 45 R.P.M.

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throught the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Top entry: 1. ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap(78)DBX-3138.

that Winterhalter Magic...



the Best Record on the Big New Tune

HUGO WINTERHALTER

HARRY BELAFONTE'S

WILL O' THE WISP  
ROMANCE

GOMMEN-  
NASAI

Coupled with

(FORGIVE ME)

coupled with

THE MAGIC TOUCH

SPRINGFIELD MOUNTAIN



78 rpm 20-5209 • 45 rpm 47-5209

78 rpm 20-5210 • 45 rpm 47-5210

GOING STRONG RCA VICTOR'S BEST SELLERS

Based on actual sales reports for week ending February 13

		78	45			78	45			78	45
<b>DON'T LET THE STARS GET IN YOUR EYES/LIES</b> Perry Como .....20-5064 (47-5064)*				<b>STOP BEATIN' ROUND THE MULBERRY BUSH/TWEEDLE DEE-TWEEDLE DUM</b> Sauter-Finegan Orch. ....20-5166 (47-5166)*				<b>COUNTRY AND WESTERN</b>			
<b>SALOME/LET ME KNOW</b> Dinah Shore .....20-5176 (47-5176)*				<b>TEARDROPS ON MY PILLOW/STOLEN WALTZ</b> Sunny Gale .....20-5103 (47-5103)*				<b>THERE WASN'T AN ORGAN AT OUR WEDDING/HONEYMOON ON A ROCKET SHIP</b> Hank Snow .....20-5155 (47-5155)*			
<b>WILD HORSES/I CONFESS</b> Perry Como .....20-5152 (47-5152)*				<b>BLUE VIOLINS/FANDANGO</b> Hugo Winterhalter .....20-4997 (47-4997)*				<b>THE GAL WHO INVENTED KISSIN'/A FOOL SUCH AS I</b> Hank Snow .....20-5034 (47-5034)*			
<b>HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED</b> Eddie Fisher .....20-5137 (47-5137)*				<b>SMOKY MOUNTAIN LULLABY/IT'S A SIN TO CRY OVER YOU</b> Kay Armen .....20-5160 (47-5160)*				<b>HANK WILLIAMS WILL LIVE FOREVER/JUST FOR TONIGHT</b> Johnnie & Jack .....20-5164 (47-5164)*			
<b>HOT TODDY/SERENADE</b> Ralph Flanagan .....20-5095 (47-5095)*				<b>BECAUSE YOUR MINE/THE SONG THE ANGELS SING</b> Mario Lanza .....20-3914 (47-3914)*				<b>RHYTHM AND BLUES</b>			
<b>CONGRATULATIONS TO SOME-ONE/LOVE AND HATE</b> June Valli .....20-5177 (47-5177)*				<b>LADY OF SPAIN/OUTSIDE OF HEAVEN</b> Eddie Fisher .....20-4953 (47-4953)*				<b>AND THE BULL WALKED AROUND, OLAY/MARGIE</b> Les Harris .....20-5132 (47-5132)*			
<b>LONEY EYES/SMALL WORLD</b> Vaughn Monroe .....20-5145 (47-5145)*				<b>WHEN I GIVE MY HEART IT'S FOREVER/ENCORE</b> Jan Peerce .....20-5161 (47-5161)*				<b>OH, HAPPY DAY/MR. VON</b> Jo Jo Johnson/TNT Tribble .....20-5097 (47-5097)*			
<b>I DON'T KNOW/HEY, MRS. JONES</b> Buddy Morrow .....20-5117 (47-5117)*				*45 rpm cat. nos.				<b>A FOOL SUCH AS I/MY HEART'S THE BIGGEST FOOL</b> The Robins .....20-5175 (47-5175)*			

ALBUMS

NEW FACES OF 1952

Original Cast  
LOC/OC/WOC 1008

WISH YOU WERE HERE

Original Cast  
LOC/OC/WOC 1007

MUSIC FOR RELAXATION

Melachrino Strings  
EPB/LPM 1001

MUSIC BY STARLIGHT

Hugo Winterhalter  
EPB/LPM 3051

THIS WEEK'S NEW RELEASES

Release #53-8 Ships Coast to Coast Feb. 20

<b>POPULAR</b>		78	45			78	45			78	45
<b>MORE LUCK THAN MONEY ARE YOU TIRED OF ME</b> Lily Ann Carol and the Blue Boys .....20-5184 (47-5184)*				<b>CATCH ME IF YOU CAN</b> Lisa Kirk .....20-5187 (47-5187)*				<b>THE OLD RUGGED CROSS HAVE THINE OWN WAY, LORD</b> Eddy Arnold .....20-5196 (47-5196)*			
<b>ECSTASY TANGO WAGGASHOE</b> The Three Suns .....20-5185 (47-5185)*				<b>TAKE CARE, MY LOVE BIT BY BIT</b> Joe Allegro with Jim Timmens and his Orch. ....20-5179 (47-5179)*				<b>SOMEDAY, SOMEWHERE WHEN I'VE DONE MY BEST</b> Eddy Arnold .....20-5197 (47-5197)*			
<b>(All That I'm Asking Is) SYMPATHY (Vocal refrain by Johnny Parker)</b>				<b>THE MOOCHE CHAMACO RAG</b> Chamaco Dominguez and his Orch. ....20-5183 (47-5183)*				<b>COUNTRY-WESTERN</b>			
<b>THE DEVIL'S SERENADE (Vocal refrain by Joe Costa)</b> Henri Rene and his Orch. ....20-5186 (47-5186)*				<b>SACRED</b>				<b>SIDE BY SIDE HOME CAME A SAILOR</b> Rosalie Allen and Elton Britt .....20-5178 (47-5178)*			
<b>OHIO (from the musical prod. "Wonderful Town") (IF YOU WANNA)</b>				<b>METHODIST PIE AND HOLINESS PUDDIN' (It'll Be) SPRING TIME UP THERE</b> Brother Dutch Coleman .....20-5180 (47-5180)*				<b>FIG LEAF RAG HIGH ROCKIN' SWING</b> Chet Atkins .....20-5181 (47-5181)*			
								<b>IF YOU TELL ME ONE MORE LIE WHAT'S A LITTLE PRIDE</b> Curtis Gordon .....20-5182 (47-5182)*			
								*45 rpm cat. nos.			

FAST SALOME

A gentleman who reads our ads with a keen eye for detail pointed out that Dinah Shore's recording of SALOME showed up as our No. 1 best seller last week almost before we announced the disc was available. "And how," asked the gentleman, "can you know a record is a best seller the first day you advertise it?" The question is certainly logical, and the answer is that we let our distributors throughout the country hear records in ad-

vance by means of special preview discs which they immediately start to sell from. In the case of Dinah Shore's SALOME, re-orders for additional quantities began pouring in as soon as distributors heard the disc. That was what shot the sales figures skyward. And the public's reaction has confirmed this distributor optimism. So we're not kiddin'-when we said No. 1 RCA Victor Best Seller, that's what it was. This week it's right up there again. (See chart.)

TIPS

MORE LUCK THAN MONEY/ARE YOU TIRED OF ME  
Lily Ann Carol .....20-5184 (47-5184)\*

RCA VICTOR  
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

... for Week Ending February 14

POP

"WITHERED ROSES"

GEORGE MORGAN and ROSEMARY CLOONEY  
Columbia 21071

MARION MORGAN  
MGM 11372

"TAKE CARE MY LOVE"

MARGARET WHITING  
Capitol 2331

SUE THOMPSON  
Mercury 70084

WESTERN

"RAILROAD BOOGIE"

b/w

"THE CRYING STEEL GUITAR WALTZ"

PEE WEE KING  
RCA Victor 20-5144

"TENNESSEE TANGO"

b/w

"CRAZY WALTZ"

PEE WEE KING  
RCA Victor 20-5009

"YOU PUT MY HEART IN PRISON"

RED KIRK  
Mercury 70044

"CRYIN' MY HEART OUT"

BOOTS AND IDAHO  
Capitol 2337

RIDGEWAY MUSIC, Inc.  
Charlie Adams  
6087 Sunset Blvd., Hollywood 28, Calif.  
Sole Selling Agent  
KEYS MUSIC, INC.  
146 W. 54th St., New York 19, N. Y.

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Detroit  
Washington, D. C., & Baltimore... HOW DO YOU SPEAK TO AN ANGEL?  
Eddie Fisher & Hugo Winterhalter—Victor 20-5137
- St. Louis... SINCE YOU WENT AWAY  
Sandy Stewart, Okeh 6941
- Boston-Chicago... I BELIEVE  
Frankie Laine—Columbia 39938
- Boston—HELLO, SUNSHINE  
Norman Brooks—Zodiac 101

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York

1. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
2. Till I Waltz Again With You  
T. Brewer, Coral
3. Tell Me You're Mine  
Gaylords, Mercury
4. Why Don't You Believe Me?  
J. James, M-G-M
5. Oh, Happy Day  
D. Howard, Essex
6. Have You Heard?  
J. James, M-G-M
7. Glow Worm  
Mills Brothers, Decca
8. Your Cheatin' Heart  
J. James, M-G-M
9. Doggie in the Window  
P. Page, Mercury
10. Wild Horses  
P. Como, Victor

Chicago

1. Doggie in the Window  
P. Page, Mercury
2. I Believe  
F. Laine, Columbia
3. Say It With Your Heart  
B. Carroll, Derby
4. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
5. Till I Waltz Again With You  
T. Brewer, Coral
6. Anywhere I Wander  
J. LaRosa, Cadence
7. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
8. Hot Toddy  
R. Flanagan, Victor
9. Blue Violins  
H. Winterhalter, Victor
10. Rachel  
A. Wayne, Mercury

Los Angeles

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Oh, Happy Day  
L. Welk, Coral
4. Tell Me You're Mine  
Gaylords, Mercury
5. Have You Heard?  
J. James, M-G-M
6. Why Don't You Believe Me?  
J. James, M-G-M
7. Side by Side  
K. Starr, Capitol
8. Oh, Happy Day  
Four Knights, Capitol
9. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
10. Pretend  
R. Marterie, Mercury

Dallas-Ft. Worth

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Have You Heard?  
J. James, M-G-M
4. Your Cheatin' Heart  
J. James, M-G-M
5. Tell Me You're Mine  
Gaylords, Mercury

6. Why Don't You Believe Me?  
J. James, M-G-M
7. Hot Toddy  
R. Flanagan, Victor
8. Oh, Happy Day  
D. Howard, Essex
9. Wild Horses  
P. Como, Victor
10. Keep It a Secret  
Jo Stafford, Columbia

Denver

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Oh, Happy Day  
L. Welk, Coral
3. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
4. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
5. Why Don't You Believe Me?  
J. James, M-G-M
6. Have You Heard?  
J. James, M-G-M
7. Doggie in the Window  
P. Page, Mercury

Philadelphia

1. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
2. Anywhere I Wander  
J. LaRosa, Cadence
3. Till I Waltz Again With You  
T. Brewer, Coral
4. Tell Me You're Mine  
Gaylords, Mercury
5. Have You Heard?  
J. James, M-G-M
6. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
7. Oh, Happy Day  
D. Howard, Essex
8. Even Now  
E. Fisher-H. Winterhalter
9. Wild Horses  
P. Como, Victor
10. Why Don't You Believe Me?  
J. James, M-G-M

New Orleans

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Pretend  
Nat (King) Nat Cole, Capitol
3. Side by Side  
K. Starr, Capitol
4. Tell Me You're Mine  
M. Carson, Columbia
5. Don't Let the Stars Get in Your Eyes  
G. MacKenzie, Capitol
6. Have You Heard?  
J. James, M-G-M
7. Doggie in the Window  
P. Page, Mercury

Seattle

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Oh, Happy Day  
Four Knights, Capitol
4. Keep It a Secret  
J. Stafford, Columbia
5. Why Don't You Believe Me?  
J. James, M-G-M
6. Tell Me You're Mine  
M. Carson, Columbia

Detroit

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Tell Me You're Mine  
Gaylords, Mercury
4. Doggie in the Window  
P. Page, Mercury
5. Hot Toddy  
R. Flanagan, Victor
6. Anywhere I Wander  
J. LaRosa, Cadence
7. How Do You Speak to an Angel?  
E. Fisher-H. Winterhalter, Victor
8. Say It With Your Heart  
B. Carroll, Derby
9. Side by Side  
K. Starr, Capitol
10. Have You Heard?  
J. James, M-G-M

St. Louis

1. Side by Side  
K. Starr, Capitol
2. Anywhere I Wander  
J. LaRosa, Cadence
3. Pretend  
Nat (King) Cole, Capitol
4. Tell Me You're Mine  
Gaylords, Mercury
5. Have You Heard?  
J. James, M-G-M
6. Since You Went Away  
S. Stewart, Okeh
7. Till I Waltz Again With You  
T. Brewer, Coral
8. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
9. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
10. Bye, Bye Blues  
L. Paul-M. Ford, Capitol

Boston

1. Doggie in the Window  
P. Page, Mercury
2. Tell Me You're Mine  
Gaylords, Mercury
3. Till I Waltz Again With You  
T. Brewer, Coral
4. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
5. Anywhere I Wander  
J. LaRosa, Cadence
6. Side by Side  
K. Starr, Capitol
7. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
8. I Believe  
F. Laine, Columbia
9. Hello, Sunshine  
N. Brooks, Zodiac
10. This Is Heaven  
J. LaRosa, Cadence

Cincinnati

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Tell Me You're Mine  
Gaylords, Mercury
4. Anywhere I Wander  
J. LaRosa, Cadence
5. Oh, Happy Day  
D. Howard, Essex
6. Doggie in the Window  
P. Page, Mercury
7. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
8. Side by Side  
K. Starr, Capitol
9. Keep It a Secret  
J. Stafford, Columbia
10. Pretend  
Nat (King) Cole, Capitol

Washington-Baltimore

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Why Don't You Believe Me?  
J. James, M-G-M
4. Tell Me You're Mine  
Gaylords, Mercury
5. Doggie in the Window  
P. Page, Mercury
6. Anywhere I Wander  
J. LaRosa, Cadence
7. Mister Tap Toe  
Doris Day, Columbia
8. How Do You Speak to an Angel?  
E. Fisher-H. Winterhalter, Victor
9. Oh, Happy Day  
D. Howard, Essex
10. Have You Heard?  
J. James, M-G-M

Atlanta

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Fool Such as I  
J. Stafford, Columbia
4. Why Don't You Believe Me?  
J. James, M-G-M
5. Keep It a Secret  
J. Stafford, Columbia
6. Even Now  
E. Fisher-H. Winterhalter
7. Wild Horses  
P. Como, Victor
8. My Baby's Coming Home  
L. Paul-M. Ford, Capitol
9. Doggie in the Window  
P. Page, Mercury
10. Your Cheatin' Heart  
J. James, M-G-M

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

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**MAMA SAYS--**

**RECORD STORE**

**SALE**

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of The Billboard Today's Top Tunes. A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

Great Songs from

Walt Disney's  
**PETER PAN**



by

**DORIS DAY**

with PAUL WESTON and the FOUR LADS



**YOUR MOTHER AND MINE**

78 rpm 39906 • 45 rpm 4-39906



**The SECOND STAR TO THE RIGHT**

78 rpm 39913 • 45 rpm 4-39913



(BOTH ABOVE ON EXTENDED PLAY Record B-1590)

**PAULETTE SISTERS**



CLINTON

**FOLLOWING THE LEADER**

78 rpm 39953 • 45 rpm 4-39953

**NEVER SMILE AT A CROCODILE**

**COLUMBIA RECORDS**

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# OUT NEXT WEEK

—in the  
**FEBRUARY 28**  
issue  
and featuring . . .



A Typical Comment about The Billboard's Annual Music-Record Programing Guide:

**"one of the many reasons you get \$10 from me every year"**

says Pat McGuinness,  
Radio Station WJNO, West Palm Beach, Fla.

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**DISK JOCKEY POPULARITY POLL RESULTS**

The nation's disk jockeys rate their preferences among recording artists, records and tunes in over a dozen different categories.

**DISK JOCKEY TRADE ASPECTS AND SERVICE SURVEY RESULTS**

Who services them best? . . . what percentage of air time is devoted to records? . . . what programing aids do they use most? . . . what new programing techniques? Here are the answers to more than a score of valuable questions—right from the disk jockeys themselves.

**RESULTS OF COUNTRY & WESTERN DISK JOCKEY POPULARITY POLL**

This important phase of the music-record world rates its own popularity choices on artists, tunes and records. The complete tabulation.

**A SPECIAL BIOGRAPHICAL SECTION ON POPULAR, C. & W. AND R. & B. ARTISTS**

Interesting data and valuable chatter material. Birthdays, theme songs, outstanding achievements of recording artists . . . plus other important data about them.

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More is needed than simply spinning a platter, doing some chatter and reading commercial copy. A special tribute to dj ingenuity and imagination.

**SPINNING LONG-HAIR MUSIC**

More and more classical records are being played. How are stations handling them? What is the jockey's part? What aids are available to stations? What about AM vs. FM?

**THEY'RE PLAYING THE BANDS AGAIN**

An increasing amount of dance music is being programed. Is it a real trend? How is it being handled? What are the reasons for this upsurge in bands?

**COUNTRY AND WESTERN MUSIC STILL BOOMING**

More and more country & western tunes are jumping the fence in the big money-making pop class. C & W artists are big time. Pop artists are actually riding the c & w bandwagon. A valuable slant on programing.

**SOLID PROGRAMING SOURCES**

Four important deejays tell where and how they get top audience response thru the use of outstanding programing source material—and in doing so offer some unusual programing ideas that have clicked.

**RHYTHM & BLUES RECORDS SPICE PROGRAMING**

What are their main airshow areas? How other disk jockeys fit them into their programing. An interesting, practical round-up of the important place r & b records hold in the disk jockey picture.

**DOLLARS FOR JOCKEY PROMOTION**

The record company stand on jockey promotion. How much do they spend? How do they promote the jocks? What about free records? How disk jockey contests are worked. Interesting, usable data on the special means employed by the disk companies . . . and many other outstanding music-record programing features.

## VOX JOX

By GENE PLOTNIK

**Trends, Views, Beefs**

Ray Rayner, WOOD, Grand Rapids, Mich.: "Here's one more plea for James Petrillo to lift the ban on taping members of the musicians' union. Please, we know that privilege was abused, but get the offenders, not all of us, huh?" . . . Bob Cavanaugh, KRIB, Mason City, Ia., says he can't understand why the diskeries give the powerful stations preference over grass roots 250 watters. Bob claims the small stations play more records and name the labels and artists far more and thus contribute to the salability of disks. . . . Ken Scott, WCNT, Centralia, Ill.: "The music and record companies gave the deejays an opportunity to play critic in 1952, and the boys fumbled the ball. I'd suggest some of the deejays listen to the music before they hazard an opinion." . . . Uncle Ken Blevins, WTHH, Port Huron, Mich., would like to hear from other jox about

Starr's "Side by Side" and Eddie Fisher's "Downhearted." . . . Gil Shepard, WCPO, Cincinnati, advises jox to watch the stretch drive on a tune called "Since You Went Away From Me" by Sandy Stewart. . . . Jay Giles, WSOY, Decatur, Ill., is trying to get more info on Joe Rines' old band on Brunswick. Giles says he would like to see more good instrumentals issued. . . . Phil McLean, WERE, Cleveland, reports over 3,000 phone requests in the past month for "The Bull Walked Around Olay."

**Items**

Bob Knox, WIBG, Philadelphia, has switched from pops to hymns on his morning show. . . . Jerry Williams and Harry Smith, comedy deejay duo on WIP, Philadelphia, have been named "Gag Busters." The title was chosen via a competition judged by Philly columnists and correspondents. The winner, a school teacher, was awarded a \$50 savings bond. . . . Patti Page was the winner of the popularity poll conducted by Jack Downey, WONS, Hartford, Conn., with Joni James running a close second. . . . Sid (The Mustache) Dickler is planning a three-hour nightly show from an undisclosed night spot in the Pittsburgh area. . . . Warner Brothers this week hosted Pittsburgh jox participating in "The Jazz Singer Jump" at the Variety Club there. . . . Gene Blaine takes over as emcee on the 10-year-old "920 Special" via WGST, Atlanta. . . . Bill Dawson is leaving WGKV, Charleston, W. Va.

**YESTERYEAR'S TOPS—**

The nation's top tunes on records as reported in The Billboard

FEBRUARY 20, 1943

1. I Had the Craziest Dream
2. There Are Such Things
3. I've Heard That Song Before
4. Brazil
5. Why Don't You Fall in Love With Me?
6. You'd Be So Nice to Come Home to
7. Moonlight Becomes You
8. Why Don't You Do Right?
9. Don't Get Around Much Anymore

FEBRUARY 21, 1948

1. I'm Looking Over a Four Leaf Clover
2. Ballerina
3. Now Is the Hour
4. Beg Your Pardon
5. Golden Earrings
6. Manana
7. Serenade of the Bells
8. How Soon
9. I'll Dance at Your Wedding
10. Too Fat Polka

the rumor that Capitol is charging stations for the use of their disks. The story, as we get it, Blevins, is that Capitol is not sending free disks to any more than the 1,600 jox they are now servicing. But other stations can get service for a nominal monthly fee. This type of practice is not unique. . . . Leroy Woodward, WVJS, Ownesboro, Ky., says Bibi John's disking of the late Hank Williams' "I Could Never Be Ashamed of You" sends him. . . . Deke Miles, WRFD, Worthington, O., says Coral is unsurpassed by any company with its prompt deejay servicing. . . . Jerry Kay, WVEZ, New Orleans, recommends "Neon Love" by the Dukes of Dixieland, a local group, on Okeh. . . . Jack Lee, WCRA, Effingham, Ill., says his listeners can't get enough of Kay

### Bellson for Bailey Tour

NEW YORK, Feb. 14.—Louis Bellson is leaving the Duke Ellington ork to form his own combo. The drummer will separate from the Ellington crew after the ork finishes its week stand at the Apollo Theater here on February 27. Bellson will go on tour with his combo as part of a unit which will feature Pearl Bailey. The Bellson Quartet will include piano, bass and guitar, tho no specific names have been set. Dates set for the Pearl Bailey-Louis Bellson unit include two weeks at the Celebrity Club in Providence, starting March 2, and two weeks at Ciro's in Hollywood starting March 13. The package is booked for a three-month tour of Europe starting the end of May. Dancer Bill Bailey may be part of the European unit. Bellson is being booked by the William Morris office, who also handle Pearl Bailey. It is understood that he has had offers from some diskeries to cut for them with his new combo. No replacement for the drummer has yet been made by the Ellington ork which is now playing the Band-box here.

### Late Reports on Recent 'Best Buys'

Continued from page 42

**Popular**

**CONGRATULATIONS TO SOMEONE**

Tony Bennett—Columbia 39910  
Reports show a lot of life left in this one. All checks show either a steady hold on its strength already reported, with growing action reported in Philadelphia and St. Louis.

**DOWNHEARTED HOW DO YOU SPEAK TO AN ANGEL?**

Eddie Fisher—RCA Victor 20-5137  
Slow but steady progress is being shown by the disk. "Angel" is on Detroit and Washington charts, but nationally the impact is "Downhearted." Latter is just off the best seller and juke charts.

**A LOVER'S QUARREL**

Sarah Vaughan—Columbia 39932  
Disk slacked off considerably during the last week with only reports from Chicago and Buffalo holding up to those of a week ago. L. A., New York, St. Louis and Cincinnati showed a drop. Caution is recommended.

**Country & Western**

Continued from page 42

**LET ME KNOW**

Slim Willet—Four Star 1625  
Strength still varies considerably by area. Willet is coming up the sales chart but McDonald shows on more of the territorials. Willet by comparison is stronger generally in Midwest. Eastern Pennsylvania and Carolinas report a drop in interest in tune.

**I WILL MISS YOU WHEN YOU GO**

DEAR JUDGE  
Ernest Tubbs—Decca 28550  
Showing steady strength with definite improvement noted in East.

**I DON'T KNOW**

Tennessee Ernie—Capitol 2338  
Slacking interest according to Philadelphia, L. A., Buffalo and the Carolinas.

The Billboard  
2160 Patterson St.,  
Cincinnati 22, Ohio

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23 memorable additions to a long list of hits

SWING and SWAY with...

# SAMMY KAYE



a lovely new ballad played as only Sammy plays them . . .

## HURRY!

## HURRY!

## HURRY

(Darling, Come Home)

Vocal by The Kaye Choir and Jeffrey Clay

the delightful "La Raspa" in a toe-tickling new setting . . .

## THE

## DANCE

## of MEXICO

Vocal by The Kaye Choir

COLUMBIA RECORD 39917 • 4-39917

### COLUMBIA RECORDS

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New York City, N. Y.



Reviews of the Current Classical Releases

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A CONCERT OF DANISH MUSIC; NIELSEN: WIND QUINTET; SCHULTZ: UNE AMOURETTE (1-10") 65

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor. HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential.

Froman Ups Crash Claim

NEW YORK, Feb. 14. — Jane Froman and accordionist Gypsy Markoff moved yesterday to amend their complaint against Pan American Airways to ask for higher damages as a result of injuries suffered in a 1943 plane crash.

Col. Promotes Gil McKean

NEW YORK, Feb. 14.—Columbia Records this week promoted Gilbert McKean to head of the newly created special products division of the diskery.

Douglas Duer, formerly assistant merchandise manager of Masterworks, has been promoted to McKean's old post.

'Noon' Is Fastest Selling Italy Disk

ROME, Feb. 14.—The fastest-selling recorded tune on the Italian market this past month, according to Rome dealers, is "High Noon," from the film starring Gary Cooper.

The Billboard's Music Popularity Charts

Classical Records

... for Week Ending February 14

Best Selling Classical

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records.

Table with columns: This Week, Weeks on Chart, Record Title, Artist/Conductor, and Record Number. Includes titles like Beethoven Symphony No. 9 and Anna Russell Sings.

Webman to Sign Miss Wayne, Hefti

NEW YORK, Feb. 14. — Hal Webman, who recently entered into a publisher venture with Benny Goodman, is signing orkster Neal Hefti and thrush

Frances Wayne to management pacts. Hefti is also being signed as a writer to Templeton Music, the firm's American Society of Composers, Authors and Publishers wing.

Wayne, recently signed to a Coral diskings pact, recorded for that diskery this week.

OUT NEXT WEEK

-in the FEBRUARY 28 issue

and featuring ...

Advertisement for 'The Billboard' magazine featuring 'Annual Music-Record Programming Guide' and 'New Date Cuts'.

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DISK JOCKEY POPULARITY POLL RESULTS: The nation's disk jockeys rate their preferences among recording artists, records and tunes in over a dozen different categories. SPINNING LONG-HAIR MUSIC: More and more classical records are being played. How are stations handling them? What is the jockey's part? What aids are available to stations? What about AM vs FM? THEY'RE PLAYING THE BANDS AGAIN: An increasing amount of dance music is being programmed. Is it a real trend? How is it being handled? What are the reasons for this upsurge in bands? COUNTRY AND WESTERN MUSIC STILL BOOMING: More and more country and western tunes are jumping the fence in the big money-making pop class. C & W artists are big-time. Pop artists are actually riding the c & w bandwagon. A valuable slant on programming. SOLID PROGRAMMING SOURCES: Four important deejays tell where and how they get top audience response thru the use of outstanding programming source material—and in doing so, offer some unusual programming ideas that have clicked. RHYTHM & BLUES RECORDS SPICE PROGRAMMING: What are their main airshow areas? How do other disk jockeys fit them into their programming? An interesting, practical round-up of the important place r & b records hold in the disk jockey picture. DOLLARS FOR JOCKEY PROMOTION: The record company stand on jockey promotion. How much do they spend? How do they promote the jocks? What about free records? How disk jockey contests are worked? PROGRAMMING MORE VITAL THAN EVER: Interesting, usable data on the special means employed by the disk companies. . . . and many other outstanding music-record programming features.

The Billboard Music Popularity Chart

... for Week Ending February 14

# TOP COUNTRY & WESTERN RECORDS

## National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart	Title	Artist	Label
1	—	1	1	KAW-LIGA	H. Williams	M-G-M
2	1	5	5	EDDY'S SONG	E. Arnold	BMI
3	3	27	27	JAMBALAYA	Hank Williams	BMI
4	8	2	2	DEATH OF HANK WILLIAMS	J. Cardwell	BMI
5	—	2	8	ILL NEVER GET OUT OF THIS WORLD ALIVE	Hank Williams	ASCAP
6	4	5	5	FOOL SUCH AS I	Hank Snow	ASCAP
7	—	1	1	YOUR CHEATIN' HEART	H. Williams	BMI
8	5	4	4	NO HELP WANTED	Carlisles	BMI
9	9	16	16	DON'T LET THE STARS GET IN YOUR EYES	S. McDonald	BMI
10	—	1	1	GOIN' STEADY	F. Young	BMI

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Chart	Weeks on Chart	Title	Artist	Label
1	1	7	7	NO HELP WANTED	Carlisles	BMI
2	5	10	10	I'LL GO ON ALONE	M. Robbins	BMI
3	5	6	6	GOIN' STEADY	F. Young	BMI
4	—	1	1	KAW-LIGA	H. Williams	ASCAP
5	4	2	2	DEATH OF HANK WILLIAMS	J. Cardwell	BMI
6	—	4	4	FOOL SUCH AS I	H. Snow	ASCAP
7	7	28	28	JAMBALAYA	Hank Williams	BMI
8	8	22	22	DON'T LET THE STARS GET IN YOUR EYES	S. Willet	BMI
9	2	20	20	BACK STREET AFFAIR	W. Pierce	BMI
10	8	21	21	KEEP IT A SECRET	Slim Whitman	ASCAP
10	10	4	4	ILL NEVER GET OUT OF THIS WORLD ALIVE	H. Williams	ASCAP

## Most Played in Juke Boxes

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

This Week	Last Week	Chart	Weeks on Chart	Title	Artist	Label
1	1	7	7	I LET THE STARS GET IN MY EYES	G. Hill	BMI
2	7	2	2	EDDY'S SONG	E. Arnold	BMI
3	2	16	16	DON'T LET THE STARS GET IN YOUR EYES	S. McDonald	BMI
4	4	7	7	ILL NEVER GET OUT OF THIS WORLD ALIVE	Hank Williams	ASCAP
4	9	10	10	DON'T LET THE STARS GET IN YOUR EYES	S. Willet	BMI
6	3	21	21	BACK STREET AFFAIR	W. Pierce	BMI
7	6	16	16	KEEP IT A SECRET	S. Whitman	ASCAP
8	5	6	6	GAL WHO INVENTED KISSING	H. Snow	ASCAP
9	—	1	1	KAW-LIGA	Hank Williams	ASCAP
10	10	2	2	NO HELP WANTED	Carlisles	BMI
10	—	9	9	DON'T LET THE STARS GET IN YOUR EYES	R. Price	BMI

## FOLK TALENT AND TUNES

By JOHNNY SIPP

### Artists' Activities

Charlie Wright, Dallas agent, reports that Jimmy Davis drew 8,523 paid admissions in two appearances February 7 in Dallas. He attracted 5,323 to the Big D Jamboree at the Sportatorium, followed by a midnight dance to 3,200 at Longhorn Ranch. He plays both dates again March 14. Dub Dickerson has inked with Capitol, as has Chet Smith, KTRM, Modesto, Calif., d.j. veteran. Jolly Joe Nixon (Mercury) has moved from KCUL, Fort Worth, to KXLA, Pasadena, Calif. Max Raney, with Flossie and the Hi-Boys, are now at WARC, Rochester, N. Y. Raney is doing a live and d.j. show. His group has worked 12 years in the Rochester area, where he operates the Bar-M Ranch, country music park, near the city. Faber Robison, Abbott Records' prexy, has inked Wink Lewis, d.j. and warbler at KRBA, Lufkin, Tex.; Freddy Frankes, Kilgore, Tex.; and Curtis Kirk, Tyler, Tex. He reports that Jack Rhodes (Columbia) is operating the Trail 80 Courts, Mineola, Tex. Rhodes has turned over 10 songs to American Music, Hollywood publicity. Johnny Lyons has been discharged from the Army after 26 months' service. He did his act for Special Services and is seeking a station connection. He still resides in Sidney, O. Patsy Montana, who now resides in Rose Meade, Los Angeles suburb, is readying a comeback. Junior Tillman, brother of Floyd, is working with Big Jeff, veteran Nashville act, at WLAC, that city. Joe Cotton, owner of the Rhythm Ranch, Atlanta, has a two-hour show weekly from the nitery. Show is bankrolled by a brewery. Cast includes Jimmy Smith (Victor), Piano Red, Bill Lowery and Zenos Sears. Johnny Tyler (Specialty) is also working the show temporarily. Red Garrett, WSM, Nashville, leader,

## FIVE YEARS AGO THIS WEEK

Hank Penny started emceeing a TV show over WLW-TV, Cincinnati, called "Musical Ponies." Jimmy Wakely completed "Song of the Drifter" for Monogram, with Cliffie Stone, Arthur (Guitar) Smith and Dick Reinhart. Wakely was a d.j. at KNX, Hollywood. Ozie Waters left Hollywood for KLZ, Denver. T. Tex Tyler was airing over KGER, Hollywood. John A. Lomax, the folk music researcher, died. Nat Vincent, Southern-Peer exec and songwriter, celebrated his 38th year in the music business. Jimmy Widner joined Spade Cooley as vocalist. Uncle Art Satherly returned to his Hollywood home after five months of traveling for Columbia records.

is set for eight weeks for International Harvester thru Illinois and Missouri. Garret has inked with Victor. Cedric Rainwater is now working with the Garret group.

### Disk Jockey Doings

Texas Tiny, KFOX, Long Beach, Calif., married Goldie Faraday, non-pro, February 10. Tiny dropped 285 pounds from his 650-pound frame during the past five months. The Old Man of the Mountain, WNLC, Mohican Hotel, New London, Conn., reports that Doc Williams and His Border Riders are doing a daily telecast from WHUM-TV, Reading, Pa., in addition to their regular shows over WVA, Wheeling, W. Va. Al Terry, KVOL, Lafayette, La., reports that he auctioned off records for the March of Dimes and got a high of \$20 for one Jimmy Davis Decca disk. Marty Roberts, WCKY, Cincinnati, did his first personal with

(Continued on page 55)

## This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Favorites to Watch" have appeared for the first time this week on any of the city charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Nashville... THINGS I MIGHT HAVE BEEN  
K. Wells—Decca 28525  
HONEYMOON ON A ROCKET SHIP  
Hank Snow—Victor 20-5155

## Territorial Best Sellers

City	Rank	Title	Artist	Label	
Cincinnati	1	Death of Hank Williams	J. Cardwell, King	King	
	2	Kaw-Liga	H. Williams, M-G-M	M-G-M	
	3	I'll Never Get Out of This World Alive	H. Williams, M-G-M	M-G-M	
	4	Keep It a Secret	S. Whitman, Imperial	Imperial	
	5	Fool Such as I	H. Snow, Victor	Victor	
	6	Eddy's Song	E. Arnold, Victor	Victor	
	7	Let Me Know	S. Willet, Four Star	Four Star	
	8	No Help Wanted	Carlisles, Mercury	Mercury	
	9	Back Street Affair	W. Pierce, Decca	Decca	
	10	Condemned Without Trial	E. Arnold, Victor	Victor	
Houston	1	Kaw-Liga	H. Williams, M-G-M	M-G-M	
	2	Let Me Know	S. Willet, Four Star	Four Star	
	3	Don't Let the Stars Get in Your Eyes	S. Willet, Four Star	Four Star	
	4	I'll Never Get Out of This World Alive	H. Williams, M-G-M	M-G-M	
	5	Your Cheatin' Heart	H. Williams, M-G-M	M-G-M	
	6	Bumming Around	J. Dean, Four Star	Four Star	
	7	Eddy's Song	E. Arnold, Victor	Victor	
	8	Keep It a Secret	S. Whitman, Imperial	Imperial	
	9	No Help Wanted	Carlisles, Mercury	Mercury	
	10	I Could Never Be Ashamed of You	H. Williams, M-G-M	M-G-M	
New Orleans	1	Jambalaya	H. Williams, M-G-M	M-G-M	
	2	Your Cheatin' Heart	H. Williams, M-G-M	M-G-M	
	3	I'm an Old, Old, Man	L. Frizzell, Columbia	Columbia	
	4	Kaw-Liga	H. Williams, M-G-M	M-G-M	
	5	Goin' Steady	F. Young, Capitol	Capitol	
	6	Eddy's Song	E. Arnold, Victor	Victor	
	7	Fool Such as I	H. Snow, Victor	Victor	
	8	Death of Hank Williams	J. Cardwell, King	King	
	9	Let Me Know	S. McDonald, Capitol	Capitol	
	10	Condemned Without Trial	E. Arnold, Victor	Victor	
Dallas-Ft. Worth	1	Kaw-Liga	H. Williams, M-G-M	M-G-M	
	2	No Help Wanted	Carlisles, Mercury	Mercury	
	3	Don't Let the Stars Get in Your Eyes	S. McDonald, Capitol	Capitol	
	Nashville	1	Kaw-Liga	H. Williams, M-G-M	M-G-M
		2	I'll Go on Alone	W. Pierce, Decca	Decca
		3	Let Me Know	S. McDonald, Capitol	Capitol
		4	Condemned Without Trial	E. Arnold, Victor	Victor
		5	No Help Wanted	Carlisles, Mercury	Mercury
		6	Death of Hank Williams	J. Cardwell, King	King
		7	Don't Let the Stars Get in Your Eyes	R. Price, Columbia	Columbia
8		That's Me Without You	W. Pierce, Decca	Decca	
9		Things I Might Have Been	K. Wells, Decca	Decca	
10		Honeymoon on a Rocket Ship	H. Snow, Victor	Victor	
Memphis	1	Death of Hank Williams	J. Cardwell, King	King	
	2	Kaw-Liga	H. Williams, M-G-M	M-G-M	
	3	Let Me Know	S. McDonald, Capitol	Capitol	
	4	No Help Wanted	Carlisles, Mercury	Mercury	
	5	I Don't Know	Tennessee Ernie, Capitol	Capitol	
	6	Goin' Steady	F. Young, Capitol	Capitol	
	7	Fool Such as I	H. Snow, Victor	Victor	
	8	My Lonely Heart Is Running Wild	Carl Smith, Columbia	Columbia	
	9	Please, Believe	G. Morgan, Columbia	Columbia	
	10	Eddy's Song	E. Arnold, Victor	Victor	

GET THE ORIGINAL!  
**JEALOUS LOVE** #170  
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GOTHAM  
Record #G435

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A Tannen Music Affiliate  
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The Billboard's Music Popularity Charts for Week Ending February 14

# TOP R & B RECORDS

## National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. <b>BABY, DON'T DO IT</b> —Five Royales.....	2	5
Take All of Me—Apollo 443		
2. <b>I DON'T KNOW</b> —W. Mabon.....	1	10
Worry Blues—Chess 1531—BMI		
3. <b>(MAMA) HE TREATS YOUR DAUGHTER MEAN</b> —Ruth Brown.....	6	2
R. B. Blues—Atlantic 986—BMI		
4. <b>YES, I KNOW</b> —Linda Hayes.....	3	3
Sister Anne—Recorded in Hollywood 244—BMI		
5. <b>CROSS MY HEART</b> —J. Ace.....	4	4
Angel—Duke 107—BMI		
6. <b>SOFT</b> —Tiny Bradshaw.....	5	7
Strange—King(78)4577; (45)45-4577—BMI		
7. <b>DREAM GIRL</b> —Jesse & Marvin.....	8	5
Daddy Loves Baby—Specialty 447—BMI		
8. <b>I'M GONE</b> —Shirley & Lee.....	7	10
Sweethearts—Aladdin(78)3153; (45)45-3153—BMI		
9. <b>I BELIEVE</b> —E. James.....	10	2
I Held My Baby Last Night—Meteor 5000—BMI		
10. <b>THE BELLS</b> —Dominoes.....	9	7
Pedal Pushing Papa—Federal 12114—BMI		
10. <b>PRETEND</b> —Nat (King) Cole.....	—	1
Don't Let Your Eyes Go Shopping—Cap(78)2346; (45)F-2346—ASCAP		

## Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. <b>I DON'T KNOW</b> —W. Mabon.....	1	11
Chess 1531		
2. <b>BABY, DON'T DO IT</b> —Five Royales.....	2	5
Apollo 443		
3. <b>YES, I KNOW</b> —L. Hayes.....	—	1
Recorded in Hollywood 244—BMI		
4. <b>CROSS MY HEART</b> —J. Ace.....	3	4
Duke 107—BMI		
5. <b>SOFT</b> —Tiny Bradshaw.....	6	7
King(78)4577; (45)45-4577—BMI		
6. <b>THE BELLS</b> —Dominoes.....	3	5
Federal(78)12114; (45)45-12114—BMI		
6. <b>AIN'T IT A SHAME</b> —L. Price.....	8	2
Specialty 452—BMI		
8. <b>DREAM GIRL</b> —Jesse & Marvin.....	7	5
Specialty 447—BMI		
9. <b>MEAN OLD WORLD</b> —Little Walter.....	9	5
Checker 764—BMI		
9. <b>I'M GONE</b> —Shirley & Lee.....	—	9
Aladdin(78)3153; (45)45-3153—BMI		
9. <b>(MAMA) HE TREATS YOUR DAUGHTER MEAN</b> —R. Brown.....	—	1
Atlantic 986—BMI		

## This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Detroit....	HOLD ME, THRILL ME, KISS ME	Orioles—Jubilee 5108
Atlanta....	I DARE YOU, BABY	Percy Mayfield—Specialty 451
Cincinnati....	BABY, I'M DOING IT	A. Allen—King 4608

## Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### New York

1. <b>(Mama) He Treats Your Daughter Mean</b> Ruth Brown, Atlantic
2. <b>I Don't Know</b> W. Mabon, Chess
3. <b>Baby, Don't Do It</b> Five Royales, Apollo
4. <b>Cross My Heart</b> J. Ace, Duke
5. <b>Yes, I Know</b> L. Hayes, Recorded in Hollywood.
6. <b>Soft</b> T. Bradshaw, King
7. <b>I'm Gone</b> Shirley & Lee, Aladdin
8. <b>Ain't It a Shame?</b> L. Price, Specialty
9. <b>Tell Me, Pretty Baby</b> L. Price, Specialty
10. <b>I Believe</b> E. James, Meteor

### Chicago

1. <b>Baby, Don't Do It</b> Five Royales, Apollo
---

2. <b>(Mama) He Treats Your Daughter Mean</b> Ruth Brown, Atlantic
3. <b>Yes, I Know</b> L. Hayes, Recorded in Hollywood.
4. <b>Soft</b> T. Bradshaw, King
5. <b>Pretend</b> Nat (King) Cole, Capitol
6. <b>I Don't Know</b> W. Mabon, Chess
7. <b>Sad Hours</b> Little Walter, Checker
8. <b>Gabbin' Blues</b> Big Maybelle, Okeh
9. <b>Port of Rio</b> I. Jacquet, Mercury
10. <b>I Played the Fool</b> Clovers, Atlantic

### Los Angeles

1. <b>Yes, I Know</b> L. Hayes, Recorded in Hollywood.
2. <b>I Don't Know</b> W. Mabon, Chess
3. <b>Baby, Don't Do It</b> Five Royales, Apollo

4. <b>(Mama) He Treats Your Daughter Mean</b> Ruth Brown, Atlantic
5. <b>Ain't It a Shame</b> L. Price, Specialty
6. <b>Let Me Go Home Whiskey</b> A. Milburn, Aladdin
7. <b>Cross My Heart</b> J. Ace, Duke
8. <b>I Believe</b> E. James, Meteor
9. <b>I'm Gone</b> Shirley & Lee, Aladdin
10. <b>Baby, Baby</b> J. Witherspoon, Modern

### Cincinnati

1. <b>I Don't Know</b> W. Mabon, Chess
2. <b>Cross My Heart</b> J. Ace, Duke
3. <b>Yes, I Know</b> L. Hayes, Recorded in Hollywood.
4. <b>Baby, Don't Do It</b> Five Royales, Apollo
5. <b>(Mama) He Treats Your Daughter Mean</b> Ruth Brown, Atlantic
6. <b>I'm Doing It</b> A. Allen, King
7. <b>Soft</b> T. Bradshaw, King
8. <b>Sad Hours</b> Little Walter, Checker
9. <b>Ain't It a Shame?</b> L. Price, Specialty
10. <b>Let Me Go Home Whiskey</b> A. Milburn, Aladdin

### Detroit

1. <b>Yes, I Know</b> L. Hayes, Recorded in Hollywood.
2. <b>Baby, Don't Do It</b> Five Royales, Apollo
3. <b>I Don't Know</b> W. Mabon, Chess
4. <b>S 't</b> T. Bradshaw, King
5. <b>I'm Gone</b> Shirley & Lee, Aladdin
6. <b>I Played the Fool</b> Clovers, Atlantic
7. <b>Bells</b> Dominoes, Federal
8. <b>Cross My Heart</b> J. Ace, Duke
9. <b>Let Me Go Home Whiskey</b> A. Milburn, Aladdin
10. <b>Hold Me, Thrill Me, Kiss Me</b> Orioles, Jubilee

### St. Louis

1. <b>Baby, Don't Do It</b> Five Royales, Apollo
2. <b>Cross My Heart</b> J. Ace, Duke
3. <b>(Mama) He Treats Your Daughter Mean</b> Ruth Brown, Atlantic
4. <b>Yes, I Know</b> L. Hayes, Recorded in Hollywood.
5. <b>I Don't Know</b> W. Mabon, Chess
6. <b>Dream Girl</b> Jesse & Marvin, Specialty
7. <b>I'm Gone</b> Shirley & Lee, Aladdin
8. <b>Tell Me, Pretty Baby</b> L. Price, Specialty
9. <b>I Played the Fool</b> Clovers, Atlantic
10. <b>Train, Train, Train</b> D. Overbea, Checker

### Washington—Baltimore

1. <b>(Mama) He Treats Your Daughter Mean</b> Ruth Brown, Atlantic
2. <b>Cross My Heart</b> J. Ace, Duke
3. <b>Yes, I Know</b> L. Hayes, Recorded in Hollywood.
4. <b>I Don't Know</b> W. Mabon, Chess
5. <b>Let Me Go Home Whiskey</b> A. Milburn, Aladdin
6. <b>Bells</b> Dominoes, Federal
7. <b>Sad Hours</b> Little Walter, Checker
8. <b>Dream Girl</b> Jesse & Marvin, Specialty
9. <b>Wake Up, Fool</b> O. Blackwell, Victor
10. <b>Hey, Miss Fannie</b> Clovers, Atlantic

(Continued on page 53)

Heading for the Top!  
**THE ORIOLES'**  
great treatment of  
"HOLD ME, THRILL ME, KISS ME"  
b/w  
"TEARDROPS ON MY PILLOW"  
Jubilee 5108; 45x5108  
—and—  
"TILL THEN"  
Jubilee 5107; 45x5107

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b/w  
"EDNA'S BLUES"  
Jubilee 5109; 45x5109

2. **BUDDY LUCAS ORK.**  
"LAURA"  
b/w  
"ORGAN GRINDER'S SWING"  
Jubilee 5111; 45x5111

3. **SONNY TIL & ORK.**  
"HAVE YOU HEARD?"  
b/w  
"LONELY WINE"  
Jubilee 5112; 45x5112

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**ATLANTIC'S**  
**2 BIG**  
NEW HITS

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**MAMA**  
He Treats Your Daughter Mean  
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*The Clovers*  
**CRAWLIN'**  
b/w YES, IT'S YOU  
#989

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and  
"I'M PLEADING"  
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"THE WOMAN I LOVE"  
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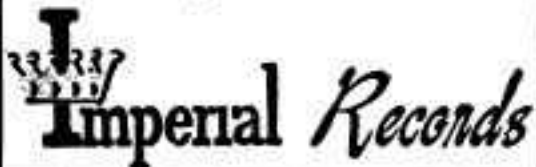
**Philadelphia**

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3. I Don't Know  
W. Mabon, Chess
4. Dream Girl  
Jesse & Marvin, Specialty
5. Baby, Don't Do It  
Five Royales, Apollo
6. Soft  
T. Bradshaw, King
7. Let Me Go Home Whiskey  
A. Milburn, Aladdin
8. Cross My Heart  
J. Ace, Duke
9. Hey, Mrs. Jones  
J. Forrest, United
10. Bells  
Dominoes, Federal

**Charlotte**

1. Baby, Don't Do It  
Five Royales, Apollo
2. (Mama) He Treats Your Daughter Mean  
Ruth Brown, Atlantic
3. I Don't Know  
W. Mabon, Chess
4. Yes, I Know  
L. Hayes, Recorded in Hollywood.
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I. Jacquet, Mercury
9. My Song  
J. Ace, Duke
10. Story From My Heart and Soul  
B. B. King, RPM

**Atlanta**

1. Baby, Don't Do It  
Royales, Apollo
2. I Don't Know  
W. Mabon, Chess
3. (Mama) He Treats Your Daughter Mean  
Ruth Brown, Atlantic
4. Cross My Heart  
J. Ace, Duke
5. I Believe  
E. James, Meteor
6. Mean Old World  
Little Walter, Checker
7. Sad Hours  
Little Walter, Checker
8. Bells  
Dominoes, Federal
9. Soft  
T. Bradshaw, King
10. I Dare You  
P. Mayfield, Specialty

**New Orleans**

1. Baby, Don't Do It  
Five Royales, Apollo
2. Cross My Heart  
J. Ace, Duke
3. I Don't Know  
W. Mabon, Chess
5. Yes, I Know  
L. Hayes, Recorded in Hollywood.
5. (Mama) He Treats Your Daughter Mean  
Ruth Brown, Atlantic
6. Pretend  
N. (King) Cole, Capitol
7. Dream Girl  
Jesse & Marvin, Specialty
8. Ain't It a Shame?  
L. Price, Specialty
9. Tell Me, Pretty Baby  
L. Price, Specialty
10. Soft  
T. Bradshaw, King

**RHYTHM AND BLUES NOTES**

By **BOB RULONTZ**

Atlas Records pacted thrush June Davis to a long-term contract, and also signed the Freddie Washington ork to the label. . . . Linda Hayes, whose waxing of "Yes I Know" is now moving up on The Billboard r.&b. charts, was signed by the Shaw Agency this week. She will be sent out on one-nighter treks and location dates. . . . Bob Astor, booker with the Shaw Agency, is completely recovered from his recent auto accident.

Sarah Vaughan leaves for a European tour at the end of February. She's at the Au Drap Dior in Paris February 28 thru March 13. . . . Bull Moose Jackson and his ork open at the Savoy Ballroom in New York on February 19. . . . Ivory Joe Hunter is now on a Texas tour thru March 1. . . . Sarah Churchill opens at the Club Alabam in Los Angeles on March 5. . . . The Gale Agency will send out a giant package, consisting of Larry Darnell, Wynonie Harris, Varetta Dillard and the Frank Humphries ork starting March 7. Unit will play one night theaters and dance dates thru April 15. . . . Rose Murphy, now at the Blue Angel, New York, plays 12 weeks in England, from March 9 thru June 6.

Walter (Foots) Thomas, former Cab Calloway side man, who is agenting Vi Burnside, Myrtle Young, Bill Doggett, "Doc" Bagby and Wild Bill Davis, plans to move his office from New York to Philadelphia. . . . New Philadelphia booking has Bill Darnell coming into Lou's Moravian, with Tamara Hayes bowing out after a long run; the coming of Coatesville Harris to the Butler Cafe, and the Bill Doggett trio with Mildred Anderson at Pep's Musical Bar. . . . Lindy Ewell, who whipped together a new unit behind his drums, set for four weeks at Philadelphia's Chateau Club, following with a fortnight at Butler Cafe in the same city.



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**Cole PORTER**

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WHAT IS THIS THING CALLED LOVE

I LOVE YOU

I'VE GOT MY LOVE TO KEEP ME WARM

BLUE SKIES

BEGIN THE BEGUINE

SO NEAR AND YET SO FAR

ISN'T THIS A LOVELY DAY

IF I HAD YOU

I'VE GOT YOU UNDER MY SKIN

JUST ONE OF THOSE THINGS

EASTER PARADE

CHEEK TO CHEEK

LOVE FOR SALE

IN THE STILL OF THE NIGHT

HOW DEEP IS THE OCEAN

ALEXANDER'S RAGTIME BAND

LET'S DO IT

NIGHT AND DAY

REMEMBER

SAY IT ISN'T SO

EVERY TIME WE SAY GOODBYE

THE SONG IS ENDED

ALWAYS

ANYTHING GOES

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MG C-604

MG C-603

**George GERSHWIN** **Duke ELLINGTON**

MAN I LOVE

'S WONDERFUL

JOHN HARDY'S WIFE

PRELUDE TO A KISS

FASCINATIN' RHYTHM

OH, LADY BE GOOD

SOPHISTICATED LADY

COTTONTAIL

IT AIN'T NECESSARILY SO

I GOT RHYTHM

THINGS AIN'T WHAT THEY USED TO BE

DON'T GET AROUND MUCH ANY MORE

SOMEBODY LOVES ME

A FOGGY DAY

SITTIN' AND ROCKIN'

TAKE THE A TRAIN

STRIKE UP THE BAND

LOVE WALKED IN

IN A MELLOW TONE

ROCKIN' IN RHYTHM

I'VE GOT A CRUSH ON YOU

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I'VE GOT IT BAD AND THAT AIN'T GOOD

NEVER NO LAMENT

I WAS DOIN' ALL RIGHT

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# Popular Record Reviews

Continued from page 40

danceable and should grab juke spins. Both sides are from the ork's new album.  
**Little Brown Jug...76**  
 The Billy May ork swings out on the well-known tune, made famous by Glenn Miller a decade ago. The ork stays in the groove during the first chorus, then goes off on a wild tangent that slows up the slicing. It should please many of the ork's followers, tho.

**STAN KENTON ORK**  
**Harlem Nocturne...77**  
 CAPITOL 2373—The melodic oldie is handed an expressive performance by the Kenton crew, featuring an exciting arrangement by the band and some moond piano by the ork leader. Side should appeal to the many Kenton offshoots.  
**Hush a Bye...76**  
 The Kenton crew tackles the melodic effort from the picture "The Jazz Singer" and hands it a warm, tho not especially exciting, reading. The choral work by the sidemen is very good, and the band plays it with the melody intact. Side will pull deejay spins.

**BILLY WILLIAMS**  
**A Glass of Teardrops...77**  
 MERCURY 70094—Williams has an effective piece of material here and he sells it in his best manner. Lazy beat is penetrating and the etching could earn loot.  
**It's a Miracle...74**  
 Fortright chanting by Williams and group of a romantic ditty, has a strong beat. Ork provides vibrant support.

**JOE (FINGERS) CARR**  
**Doo-Wacky Rag...77**  
 CAPITOL 2359—Lovely new tune with an old-fashioned flavor receives a driving, honky-tonk reading from Lou Busch, with bright gimmicky backing from the ork. Side should pull juke coin.  
**Aloha Oe...72**  
 The traditional oldie is played in unique ragtime style by Lou Busch and the ork, but it doesn't sound as intriguing as in its natural format in spite of the gimmicks. Flip is stronger.

**LES BAXTER ORK**  
**Suddenly...76**  
 CAPITOL 2374—Familiar waltz ditty is warmly sung to lush backing by ork and chorus. Good for listening or dancing.  
**April in Portugal...74**  
 The ork turns in a smooth performance of a melodious opus. Fine instrumental wax that deejays can program effectively.

**SUE THOMPSON**  
**You and Me...76**  
 MERCURY 9518—Thrush Sue Thompson sings this one sweetly. Slow tempo, with novelty appeal. Strident backing suits the vocalist and the tune.  
**Say It With Your Heart...74**  
 The oldie is given a stylized reading by chanter Sue Thompson. Thrush is backed by a rhythm accompaniment heavily marked by banjo figure.

**JACK POWERS**  
**From a Foxhole...76**  
 CAPITOL 2355—The only accompaniment on this unusual side is the sound of gunfire. Powers makes like a front-line G.I., as he delivers a moving musical prayer for peace. Potential is hard to figure but gals with guys in Korea could respond strongly.  
**I'll Be Seeing You...73**  
 The same technique is used to support the chanter in a smooth reading of the oldie.

**HELEN O'CONNELL**  
**DAVE CAVANAUGH ORK**  
**Just to Be There...76**  
 CAPITOL 2363—The thrush turns in a top-flight reading of a simple little effort, reading it with feeling while the ork lends smooth support. Platter should grab juke spins.  
**With All My Tears for You...73**  
 Helen O'Connell goes out on a country kick, with this western-styled weeper, and sings it in her usual fine style. Backing by the Cavanaugh ork is tasteful.

**ROSEMARY CLOONEY-**  
**PAUL WESTON ORK**  
**Haven't Got a Worry...75**  
 COLUMBIA 39943—Carefree ditty. Miss Clooney sings her first film effort and is recorded with a happy lilt. She does her usual great job of projection, but material is not calculated to create much excitement in the current market.  
**Lovely Weather for Ducks...74**  
 Same here in another rendition of a song from her new film.

**JACKIE LEE**  
**Love Mood...74**  
 ESSEX 315—Jackie Lee plays a classy piano while the chorus, deep in an echo chamber, sings the sentimental lyrics. Effort has a touch of the blues and might move with exposure.  
**I'm Gonna Miss You, Baby...59**  
 Routine rhythm number has a good beat and it's sung adequately. If anything happens with the disk it will be because of flip.

**JACK RICHARDS**  
**I Had a Little Too Much to Dream...73**  
 Coral 60909—Richards and a vocal combo project the rhythmic ditty in fine fashion for a side that should pull well on the coin boxes.  
**I'm Used to You...72**  
 The beat is the thing here and paces the vocalists neatly. Another good juke platter.

**THE PINETOPPERS**  
**The Stars and Stripes Forever...72**  
 CORAL 60922—The polka band takes a strong cut at the Sousa standard. Disk should sell at a moderate pace.  
**Washington Post March...70**  
 Same comment.

**JOE COSTA**  
**Let Me Love You Tonight...72**  
 V 20-5171—The oldie is read with feeling by the warbler, over a listenable backing. Side could pull juke spins, tho Costa's style is still too much on the night club kick.  
**Anything You Say...68**  
 Costa lets his flame know that he is her slave on this new slicing. The singer tells it in emotional fashion and the backing is good. Costa would come over better if he relaxed now and then.

**DENNY VAUGHAN**  
**For All I Care...71**  
 JUBILEE 6028—Vaughan has a strong set of pipes and he holds them under good control in this big reading of the new ballad. Ork arrangement, too, is in the grand manner and the side might stir a bit of excitement.  
**You're Not for Me...69**  
 Chanter does well here too, on a more tender item. Flip has a better chance, tho.

**CLIFF STEWARD ORK**  
**I Don't Wanna Go Home...70**  
 CORAL 60924—The old time vaudeville days sound as if they have returned with this performance. The San Francisco Boys hand the music hall ballad a gang vocal and the ork backs them in honky-tonk style. It's lively, and should grab juke coins.  
**S.O.S. Song...60**  
 A corny effort that will grab some action at the boxes.

**LONNIE SATIN-**  
**EARL (FATHA) HINES ORK**  
**When I Dream of You...69**  
 D'ORO 105—Lonnie Satin phrases the beautiful ballad tastefully for a side that's eminently listenable. Ork backin' is gentle. Here's a fine waxing that could move with exposure.  
**Greenie's Corner...62**  
 Okay instrumental on the jazzy side is well played by the Hines sidemen.

**BOB KEENE ORK**  
**Begin the Beguine...67**  
 VOGUE 1017—The Cole Porter evergreen is indestructible and comes out on top despite a routine performance by the ork and chorus.  
**Dancing Tamborine...65**  
 The Keene clarinet dominates this okay instrumental reading of the rhythmic item. An okay band waxing.

**JOHNNY SAVAGE QUINTET-**  
**PAUL LA VOIE**  
**Alone Again...64**  
 CITATION 1170—Tuneful item is pleasantly sung by the combo. Listenable wax.  
**Prunella...59**  
 Tune is pretty and well projected by the group. Waltz tempo is danceable.

**BOBBY DALE ORK**  
**The Things I Knew...60**  
 BELLE 1001—A slight new effort is played well by the Lombardo-styled Dale ork, and sung in so-so fashion by Johnny Russell.  
**Cross My Heart...60**  
 Tune is nice and Donna Lee's vocal is sweet, while the ork supports her with a gang vocal and a happy musical arrangement.

**THE SOUTHERNAIRES**  
**If I'm Not in Love...50**  
 RUDDER 1006—The Southernaires turn in a routine vocal on this effort, over substantial backing from the ork. Material is a handicap.  
**My Heart Whispers...45**  
 Same comment.

**NANCY LEE-RONNIE SELBY ORK**  
**So Lonely for You...50**  
 Not much here. Nancy Lee's vocal on the pleasant new tune is mechanical, in spite of a pretty combo arrangement. Side is unexciting.  
**Don't You Care...45**  
 Same comment.

**KENNY BASS ORK**  
**Sonny's Polka...78**  
 CORAL 60910—A bright melodic polka is played with much spirit by the Bass crew and the Midwest followers of the ork should enjoy frolicking to this one.  
**Midwest Polka...75**  
 Same comment.

# Country & Western

Continued from page 40

**CURLY WIGGINS**  
**Little Girl Dressed in Blue...77**  
 INTRO 607—Curly Wiggins gives this novelty a stylized, chanting vocal which should catch some nickels at the boxes.  
**My Heart Is Free Again...70**  
 Slow tempo ballad tells a sad story. But neither the tune nor the vocal is exciting.

**JOHNNIE AND JACK**  
**Just for Tonight...76**  
 V 20-5164—Love ditty is handed a warm reading by the duo, with the backing featuring a spanking beat. Should be some backwoods loot for this one.  
**Hank Williams Will Live Forever...76**  
 Not the best of the many musical tributes to Williams, this one nevertheless does convey a sincere expression of loss. There may be a goodly number who will want to add this side to their disk collections.

**LONE PINE AND HIS MOUNTAINEERS**  
**What's the Name of the Girl...74**  
 V 20-5156—Story ditty about a jealous gal is pleasantly chanted by soloist and group. Side has a good beat and should do well on the coin boxes, in rural areas.  
**You Broke My Heart in Fifteen Million Pieces...71**  
 Another pleasant side featuring Betty Cody as warbler. Okay terp wax.

**JIMMY WALKER**  
**If You Think You Got Blues...74**  
 INTRO 6066—Novelty touch to the lyric, forthright chanting by Jimmy Walker and smart backing make a nice side.  
**I'm Gonna Take the Wheel...71**  
 Jimmy Walker chants adequately on this ditty—a tune telling of the man who can't take any more and finally asserts himself.

**WILLIS BROTHERS**  
**Somebody Mentioned Your Name...72**  
 V 20-5157—Pretty song about a remembered love is warbled easily.  
**Alimony...69**  
 Novelty item is sold well by chanter and combo. Topic might help the side earn some juke nickels.

**RED COOK-JIMMY RICHARDS ORK**  
**Play'n Dominoes**  
**and Shootin' Dice...70**  
 RICHTONE 314—This country novelty, the original slicing, is given a routine vocal by Red Cook and a strong, rhythmic backing by Jimmy Richards ork. Tune is strong enough for deejay and box plays.  
**Darkness Till Dawn...60**  
 Country Ballad sung adequately by Red Cook. Tune lacks freshness melodically and in the lyrics, and this, coupled with slow tempo, makes for a dull side.

**THE LOGAN SISTERS-**  
**NICK LESTER ORK**  
**I'll Be Around Somewhere...65**  
 VIDEO 101—Vocal by the Logan Sisters has a bright sound and is backed by rhythmic orchestral arrangement by Nick Lester's ork.  
**Empty Arms...60**  
 A country weeper, sung by the Logan Sisters with honest emotion. The arrangement gives it a touch of sacred flavor.

# Rhythm & Blues

Continued from page 40

**LINCOLN CHASE**  
**I've Got You Under My Skin...74**  
 V 20-5173—Lincoln Chase bows on the Victor label with a weird, emotion-packed vocal on the evergreen. It is difficult to tell whether Chase means it or is kidding, but there is little doubt that he has a sound reminiscent at times of Johnnie Ray. Backing is good and side will attract some sort of attention.  
**The Vulture Song...65**  
 This is the screwiest side in many a moon. Chase penned the tune, and he sings it in a wild-eyed, nightmarish manner, occasionally pronouncing the words clearly. Backing is appropriate. Side doesn't come off in spite of the vocal and musical gimmix.

**GWEN DALTON**  
**Washington and Lee Swing...73**  
 REPUBLIC 7025—The college tune gets a lively, old timey reading by Gwen Dalton and the Ragtime Five. The instrumental stresses piano and other percussion instruments.  
**I'm Looking Over a Four Leaf Clover...71**  
 Turn-of-the-century flavor marks this reading of the oldie. It's an instrumental with Gwen Dalton giving it a marked ragtime piano beat.

**BIG BOY CRUDUP**  
**Keep On Drinkin'...73**  
 V 20-5167—Crudup does well with an okay rhythm blues. Guitar set a solid rhythmic base for the chanter.  
**Nelvina...71**  
 Routine weeper is shouted strongly by Crudup for a disking that could do some business in the South.

**ERSKINE HAWKINS**  
**Fair Weather Friend...71**  
 KING 4597—Thrush Lou Elliott does a fine job in reading off the lyrics to an attractive ballad.  
**The Way You Look Tonight...70**  
 Good terp beat from the Hawkins crew on an instrumental reading of the oldie.

**THE ORIOLES-BUDDY LUCAS ORK**  
**Teardrops on My Pillow...70**  
 JUBILEE 5108—This is good coverage on the likely new ballad and could get some of the action.  
**Hold Me, Thrill Me, Kiss Me...70**  
 More of the same.

**SONNY THOMPSON**  
**Chloe...70**  
 KING 4595—Thompson delivers an instrumental reading of the standard ditty with piano bass and slap-drum backing his moody tenor solo.  
**Last Night...69**  
 Fem chirp Lula Reed impresses with her handling of the lyrics on this routine blues ballad.

**SKIPPY BROWN**  
**So Many Days...67**  
 CHANCE 1129—Both the chanting and the material are fairly mundane. Most attractive ingredient is the bop-sounding ork background.  
**Tale of Woe...67**  
 Chirp handles an ordinary story lyric with the aid of a hand-clapping second chorus. Ork is still taking top honors.

# Hot Jazz

Continued from page 40

and Carson Smith on bass also with it. A cool one.  
**My Funny Valentine...77**  
 The tender Rodgers and Hart evergreen is handed a lovely rendition here by the group with Chet Baker spinning out some heartfelt trumpet work, over an insinuating beat by Hamilton on drums, and a breathy baritone sax solo by Mulligan. An item that should have a lot of appeal.

**DAVE BRUBECK QUARTET**  
**Lulu's Back in Town...76**  
 FANTASY 524—The boys have a happy time with another old standard, handing it a driving performance, with Brubeck, Desmond, Rutherford on bass and Davis on drums, all getting in their licks. It swings.  
**Stardust...75**  
 Brubeck's followers will recognize the tune, tho it's probably a unique version of the much waxed standard, featuring good work from the 88-er and Desmond on alto. Quartet takes it slow and easy like.

**DON ELLIOTT SEPTET**  
**Oh Look at Me Now...76**  
 SAVOY 882—There's a strong talent line-up on this new waxing, with Elliott on vibes, trumpet and mellophone, and among others Kai Winding on trombone, Sid Bulken on drums and the arrangement by Tommy Talbert. The group plays the oldie smoothly, with a good beat, with Elliott starring. Jazz fans will be interested in this slicing.  
**Mighty Like a Rose...74**  
 Same comment.

**MARY LOU WILLIAMS ORK**  
**Down Beat...73**  
 BRUNSWICK 80213—Side excerpted from the label's recently-issued "Jazztime, U.S.A." LP, has much of the excitement of concert rendition. Item is an extended riff on a simple phrase that's played imaginatively by the combo.  
**TERRY GIBBS SEXTET**  
**T and S Jr...75**  
 The Gibbs groups takes off with a fast pace and rides this one with spirit and a good deal of humor. Hipsters will want.

**DON ELLIOTT SEPTET**  
**Darn That Dream...72**  
 SAVOY 883—Arrangement of the oldie creates a dreamy mood as played by the septet. Trombone solo work is smooth. Jazz fans might show interest.  
**Jeebers Creepers...64**  
 Novelty oldie is used as the take-off point for some free improvisation by the jazz combo. A listenable effort.

# 'Flanders' Stars Are Decca's, Too

NEW YORK, Feb. 14.—With the pacting of two Decca artists, Dolores Gray and John Raitt, to star in the forthcoming Johnny Burke-Jimmy Van Heusen musical version of "Carnival in Flanders," the diskery has a head start on original cast rights of the show. This is one of the large number of coming Broadway musicals that are stirring interest among the diskeries for original cast rights. Others include the Rodgers and Hammerstein "Me and Juliet," the Cole Porter "Can-Can," and the musical "Wonderful Town," a song and dance version of "My Sister Eileen," penned by Leonard Bernstein, Adolph Green and Betty Comden.  
 The only show sewed up by any diskery to date is "Hazel Flagg," which opened here on Wednesday (11). RCA Victor will release the set shortly. This show as well as "Me and Juliet," "Wonderful Town" and "Can-Can" are all being published by Chappell.  
 "Carnival in Flanders" is published by Burke and Van Husen, Inc.

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# Album and LP Reviews

## Popular

**FOR YOU** ..... 86  
Don Cornell-Norman Leyden Orchestra (1-10")  
Coral (33) CRL 56082

This should become one of the fastest-moving LP sets of the new year. Don Cornell, who had many a smash hit thru 1952 does a first rate job on this collection of memorable evergreens, singing them in the same big expressive manner that has zoomed him to the top among pop warblers. And the singer handles each tune with feeling and skill, sounding on many like the late great Russ Columbo. The Norm Leyden ork arrangements add much to the slicings. Cornell is at his best on "Sposin'." "If You Were Only Mine," (which have been released singly) "For you," "We Three" and "Something to Remember You By." A mighty potent discing.

**DEAN MARTIN SINGS** ..... 75  
(1-10")  
Capitol (33) H 401

I Feel a Song Comin' On; A Girl Named Mary and a Boy Named Bill; Just One More Chance; Who's Your Little Who-Zis; I'm Yours; I Feel Like a Feather in the Breeze; Louis; With My Eyes Wide Open.

Martin warbles eight standards on this disk, projecting well on all. Ditties are featured by the comedian chanter in the movie "The Stooge." His warm style comes thru appealingly on such tender items as "I'm Yours" (the evergreen and not the recent disk hit) and the fast-paced "I Feel a Song Comin' On." Tasteful backing is by the Dick Stable ork. Martin fans should grab.

**WOODY HERMAN AND THE THIRD HERD** ..... 70  
(1-10")  
M-G-M (33) E 192

Woody Herman's new band, the Third Herd, demonstrates its new sound on this collection of standards. That it is one of Woody's best orks over the last few years is undoubtedly true, whether it will regain the popularity that the Herman ork had a decade ago is problematical. The ork is modernly styled, both in arrangements and performance, and these slicings show off the ork as it sounds today, with its swinging ensemble work, and featuring the leader's smooth clarinet. Best sides are "East of the Sun," "Love Is Here to Stay" and "This Is New." Ork's present fans will enjoy it, but older followers will be less enamored.

## Hot Jazz

**DON BYAS; TENOR SAXOPHONE SOLOS** ..... 76  
(1-10")  
Atlantic (33) ALR 117

Night and Day; The Man I Love; Georgia on My Mind; Stardust; Where or When; Easy to Love; Over the Rainbow; Flamingo.

A lovely collection of melodic evergreens, played expressively and warmly by Byas on tenor, backed quietly by a rhythm group. The sax-man blows some mighty pretty stylings, in his intimate breathy way, taking each tune slow and easy. His work is in the standard jazz tradition, and the man plays a lush and soulful instrument, that sings, especially on "The Man I Love," "Night and Day" and "Over the Rainbow." An appealing jazz set.

## Documentary

**MR. PRESIDENT, FROM FDR TO EISENHOWER** ..... 70  
Acute voices of the men who have made our history from 1933 to 1953; Narrated by James Fleming; Michael Zeamer, Dir. (1-12")  
V (33) LM 1753

Spurred no doubt by the great interest in the recent presidential contest, RCA Victor has released this documentary history of 20 years under the title "Mr. President." As history it is comparable to skimming thru the pages of Life Magazine for the past 20 years, rather than reading a history book. In other words, it is a scanty, superficial skimming of the past two decades by short quotes from presidential candidates, like Roosevelt and Hoover in 1932, thru Roosevelt and Landon and Wilkie and Dewey, Truman and Dewey and finally Eisenhower and Stevenson. In addition, other important persons politically, are heard from for a brief instant, like Mrs. Roosevelt, Harold Ickes, John L. Lewis, Al Smith, Senator Taft, MacArthur, etc. All of this is strung together by the capable narration of James Fleming, the NBC commentator who created and edited the set. It is a question whether this set serves any purpose other than bringing back memories of what our candidates sounded like in the years just passed. The story told by Fleming could have been told just as well without the excerpts from old sound tracks, for the little they help tell or help make clear of the bygone years. This set is just a recap and a scanty one at that.

# FOLK TALENT AND TUNES

• Continued from page 51

a WSM troupe January 25 at Akron.

**Biff Collie**, KNUZ, Houston, reports that **Jimmy Dean's** 4-Star disking of "Bummin' Around" is the best seller in his area. . . . **Shel Horton**, WVAM, Saxton, Pa., reports that he is trying 90-minute shows featuring one artist. . . . **Cliff Rogers**, WHKK, Akron, reports that he did near-capacity business January 25 despite freezing rain. He has another WSM package set for March 1, and a **Lefty Frizzell** package for April 19. . . . **Joe Clark**, KVON, Napa, Calif., is doing a live show featuring square dance music and callers. . . . **Smilin' Jim Flaherty**, WHAY, New Britain, Conn., reports that he has started a three-times-weekly stint with his Western group at Club Chianti, Manchester, Conn.

**Jim Wilson**, WHOO, Orlando, Fla., is now doing a Saturday night live seg from a car dealer's showroom, using four live bands each week. . . . **Jack Rivers**, KRSC, Seattle, Wash., reports that a new country nitery, the Little Texas Club, has opened in that city. . . . **PeeWee King** and **Redd Stewart** have written a theme for **Carl Shook**, WKYW, Louisville, veteran.

**Pal Thibodeaux**, formerly with 4 Star and now with the Army in Korea, has two new releases, "Port Arthur Boogie" and "What Will I Do," on the Sky Line label. . . . **Elton Britt**, RCA Victor, who clicked at the Chicago Theater, has two hits in "Korean Mud" and "Chime Bells." From Chicago he returns to New York and WOR.

## Regent Pacts Jo-Ann Tolley

PHILADELPHIA, Feb. 14.—Jo-Ann Tolley, who made her disk bow on the indie Cadillac label created here, has been picked up label and all by Herman Lubinsky for his Regent Records.

The gal singer, long featured on the nitery belt, bowed on the spinning sides recently with "Too Sweet to Forget" and "Milestones." Lubinsky, quartered in Newark, N. J., took over the Cadillac sides which will be given wider distribution under the Regent banner.

In addition, the gal will cut four sides for Regent next week before coming here February 19 to follow in Betty Ann Clooney at Dumond's Show-Bar.

## Hamish Menzies Inks With Decca

NEW YORK, Feb. 14.—Decca Records has signed Scottish chanter Hamish Menzies to a term pact with options. First disks with the 27-year-old artist, who once played piano with British orkster Ted Heath, will be cut soon.

Menzies has been in this country for the past two years, working club dates.

## Manning Is Canadian Distrib for Columbia

TORONTO, Feb. 14.—Manning Equipment Ltd., of Halifax, N. S., has been appointed Columbia Records distributors in the maritimes, according to an announcement by Columbia of Canada executives.

The announcement was made jointly by W. Larry Page, manager of distributor sales, and Harold E. Pounds, merchandising manager, upon their return from a junket to Eastern Canada.

## MINN. WHIRL FOR MINNESOTA GIRL

NEW YORK, Feb. 14.—N. B. Mayhams, better known as "Norris the Troubador," is presently getting a song-plugging assist from the Wisconsin Bureau of Business Research and Development. In a letter from the agency, Commissioner James W. Clark said that the department was planning to give Mayhams' new song a good radio and TV ride. Tune is titled, "My Minnesota Girl."

# Other Records Released This Week

## Popular

**Ain't It Great to Be Crazy**—Ginny Gibson (If the End of the World Came Tonight) Jubilee 6027  
**An Angel Made of Ice**—Sammy Kaye Ork (Lighthouse in the Harbor) Columbia 39936  
**BEST TIME, The**—Lu Ann Simms-Percy Faith Ork (Moving Away) Columbia 39928  
**Campesino**—Al Romero Ork (Mambo Shay) V 20-5126  
**Easy to Remember**—Bob Keene Ork (It Ain't Necessarily So) Vogue 1009  
**I Confess**—Perry Como-Hugo Winterhalter Ork (Wild Horses) V 20-5152  
**It Ain't Necessarily So**—Bob Keene Ork (Easy to Remember) Vogue 1009  
**If the End of the World Came Tonight**—Ginny Gibson (Ain't It Great to Be Crazy) Jubilee 6027  
**Langt Ut Pa Landet (Up in the Country)**—Alice Babs-Svend Asmussen Ork (Regnbagsgrand) Rainbow Street) Rudder 2001  
**Lighthouse in the Harbor**—Sammy Kaye Ork (An Angel Made of Ice) Columbia 39936  
**Mambo Shay**—Al Romero Ork (Campesino) V 20-5126  
**Melancholy Serenade**—Jackie Gleason (You're Getting to Be a Habit With Me) Capitol 2361  
**Moving Away**—Lu Ann Simms-Percy Faith Ork (Best Time, The) Columbia 39928  
**Regnbagsgrand (Rainbow Street)**—Alice Babs-Svend Asmussen Ork (Langt Ut Pa Landet) (Up in the Country) Rudder 2001  
**Wild Horses**—Perry Como-Hugo Winterhalter Ork (I Confess) V 20-5152  
**You're Getting to Be a Habit With Me**—Jackie Gleason (Melancholy Serenade) Capitol 2361  
**Your Mother and Mine**—Eddy Howard (You've Got Me Cryin' Again) Mercury 70071

## Rhythm & Blues

**Every Dog Has His Day**—Jimmy Wilson (Lemon Squeezer) Aladdin 3169  
**Few Kind Words, A**—Bob Williams (I Gotcha) V 20-5169  
**I Gotcha**—Bob Williams (Few Kind Words, A) V 20-5169  
**Just Crazy**—Big Jay McNeely (Penthouse Serenade) Federal 12111  
**Lemon Squeezer**—Jimmy Wilson (Every Dog Has His Day) Aladdin 3169  
**Love Is Cynthia**—Benny Carter Ork (Sunday Afternoon) V 20-5133  
**Love Wasn't There**—The Checkers (My Prayer Tonight) King 4596  
**My Prayer Tonight**—The Checkers (Love Wasn't There) King 4596  
**Penthouse Serenade**—Big Jay McNeely (Just Crazy) Federal 12111  
**So Long, Baby**—Walter Davis (What May Your Trouble Be) V 20-5168  
**Sunday Afternoon**—Benny Carter Ork (Love Is Cynthia) V 20-5133  
**Take a Back Seat Mr. Jackson**—Inez Jones (They Say) V 20-5135  
**They Say**—Inez Jones (Take a Back Seat Mr. Jackson) V 20-5135  
**What May Your Trouble Be**—Walter Davis (So Long, Baby) V 20-5168

## Okay Piped Music For Toronto Rinks

TORONTO, Feb. 14.—Objections to the use of canned music at the city's four outdoor artificial ice rinks have been withdrawn by the Toronto Musicians' Protective Association, thru its president, Walter Murdoch.

Originally there had been a contract with the Associated Broadcasting Company (a subsidiary of Muzak) to pipe recorded music to the rinks. However, ABC withdrew from the arrangement when it was unable to get clearance from the musicians' union. Permission was necessary because of an agreement which Muzak had with the American Federation of Musicians in the United States.

## Tico Activates Rama Records

NEW YORK, Feb. 14.—Tico Recording, Inc., Latin American and mambo diskery, has activated Rama Records, a new label which will specialize in r.&b. and jazz wax. George Goldner, Tico general manager, also heads the new enterprise and has taken on vibist-arranger Bert Keyes as musical director.

First group signed by Rama is the Five Budds, a vocal combo managed by Cliff Martinex. Their first platter, coupling "Midnight" and "I Was Such a Fool," has just been released by Tico Distributing, thru which Rama disks will be promoted to retailers. The label expects to sign other talent soon.

## Country & Western

**Home Came a Sailor**—Elton Britt and Rosalie Allen (Side by Side) V 20-5178  
**Memories of When You Were Mine**—Johnny Rowland (Ohio Baby) Republic 7023  
**Ohio Baby**—Johnny Rowland (Memories of When You Were Mine) Republic 7023  
**Side by Side**—Elton Britt and Rosalie Allen (Home Came a Sailor) V 20-5178  
**Take Care, My Love**—Sue Thompson (Things I Might Have Been, The) Mercury 9516  
**Things I Might Have Been, The**—Sue Thompson (Take Care, My Love) Mercury 9516

## Latin American

**Bembelem**—Chamaco Dominguez y Su Orquesta (Rumor Tropical) V 23-5920  
**El Irresistible**—Juan D'Arienzo y Su Orquesta Tipica (La Punalda) V 23-5922  
**Engano**—Hugo Romani (Mi Beso) Secco 7262  
**Experiencia**—Carmen Delia Dipini (Tan Lejos y Sin embargo Te Quiero) Secco 7222  
**Jesus Del Monte Se La Comio**—Conjunto Casablanca (Me Parece Un Sueno) Secco 7249  
**La Batahola**—Celia Cruz (Zahara) Secco 7220  
**La Punalda**—Juan D'Arienzo y Su Orquesta Tipica (El Irresistible) V 23-5922  
**Me Parece Un Sueno**—Conjunto Casablanca (Jesus Del Monte Se La Comio) Secco 7249  
**Mi Beso**—Hugo Romani (Engano) Secco 7262  
**Piel Canela**—Pedro Vargas (Por Dos Caminos) V 23-5924  
**Por Dos Caminos**—Pedro Vargas (Piel Canela) V 23-5924  
**Rumor Tropical**—Chamaco Dominguez y Su Orquesta (Bembelem) V 23-5920  
**Tan Lejos y Sin embargo Te Quiero**—Carmen Delia Dipini (Experiencia) Secco 7222  
**Zahara**—Celia Cruz (La Batahola) Secco 7220

## Merc Longhair Push Closing

HOLLYWOOD, Feb. 14.—Within the next three weeks, Ronald Wise, director of sales and sales promotion for Mercury's classical division, will wind up the first of what may be an annual series of distributor-retail sales personnel meetings which have been staged by the Chicago waxery during the past six weeks.

Wise has held over 20 meetings in various Mercury distribution points with retailers, demonstrating the Mercury Olympian and Golden Lyre longhair wax. In addition, he has been pushing Childcraft, the Mercury kidisk series, and has generally been flacking the Merc line. The tour is the first distributor-retailer liaison series for Mercury and may also be duplicated with various other Merc brass pushing other segments of the diskery's catalog.

## Apex Is Activating Label in Pop Field

TORONTO, Feb. 14.—Apex, the label of the Compo Recording Company, is activating its label in the pop field now. Compo is Canadian distributor for Decca, and the Apex label has been used for recording of Canadian artists, who for the most part up to now have been country and folk.

Now with the recording of Broadcast Music, Inc.'s "Hard to Please" by George Faith and the Westerners, it is believed Apex intends to expand its activities in the Canadian pop field. On the flip is "The Letter."

## Indie Jazz Labels Entering EP Field

HOLLYWOOD, Feb. 14.—Two jazz powers in the indie disk field are penetrating the extended play package field, with the current release carrying the first microgrooved 45 r.p.m. packages. Good Time Jazz is releasing 10 albums on EP, with a consistent flow of new packages each month. Bernie Silverman, sales manager for Norman Granz, major domo of Mercury's jazz catalog, is issuing the entire Fred Astaire album in nine EP packages, along with 12 EP's by Oscar Peterson from his latest series, "Oscar Peterson Plays Famous Composers."

# LADDER OF Best Sellers FROM King AND Federal RECORDS

## Popular

**STEVE LAWRENCE**  
TANGO OF ROSES  
HOW MANY STARS HAVE TO SHINE?  
15208 and 45-15208

**CHARLEY SPIVAK**  
WAITING  
BLOOD SHOT EYES  
15219 and 45-15219

**LEE TULLY**  
SAM'S A LIAR  
TAKES TWO TO TENGO  
15220 and 45-15220

## Folk/Western

**JACK CARDWELL**  
THE DEATH OF HANK  
WILLIAMS  
TO ARMS  
1172 and 45-1172

**HAWKSHAW HAWKINS**  
THE LIFE OF  
HANK WILLIAMS  
PICKING SWEETHEARTS  
1174 and 45-1174

**CHARLEY GORE & RUBY WRIGHT**  
'TIL I WALTZ AGAIN  
WITH YOU  
WHEN I GAVE YOU MY LOVE  
1169 and 45-1169

**YORK BROS.**  
SO FULL OF LOVE  
BABY, I'M LOST WITH-  
OUT YOU  
1156 and 45-1156

**ST. JOSEPH HIGH SCHOOL**  
BOUNCE  
LAKEWOOD AND JOHN  
MARSHALL BLUES  
1173 and 45-1173

**WAYNE RANEY**  
NO ONE'S CRYING  
BUT ME  
POWERFUL LOVE  
1160 and 45-1160

## Rhythm/Blues

**TINY BRADSHAW**  
SOFT  
STRANGE  
4577 and 45-4577

**EDDIE "CLEANHEAD" VINSON**  
LONESOME TRAIN  
PERSON TO PERSON  
4582 and 45-4582

**ANNISTEEN ALLEN**  
BABY, I'M DOIN' IT  
YES, I KNOW  
4608 and 45-4608

**ROY BROWN**  
TRAVLIN' MAN  
HURRY, HURRY, BABY  
4602 and 45-4602

**SUNNY THOMPSON**  
LAST NIGHT  
CHLOE  
4595 and 45-4595

## Federal

**BILLY WARD AND HIS DOMINOES**  
THE BELLS  
PEDAL PUSHIN' PAPA  
12114 and 45-12114

**LITTLE WILLIE LITTLEFIELD**  
K. C. LOVIN'  
PLEADING AT MIDNIGHT  
12110 and 45-12110

**LITTLE ESTHER**  
TURN THE LAMPS  
DOWN LOW  
HOLLERIN' AND  
SCREAMIN'  
12115 and 45-12115

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1540  
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Cincinnati 14,  
Ohio  
INC.

# Music as Written

• Continued from page 32

promotion in the Midwest out of Chicago for Decca. **Bud Katzel** has been transferred to New York to handle disk promotion for Decca. Green formerly had his own agency, handling **Russ Morgan** and **Barb Ruick**. . . **Buddy Moreno's** "Let's Go Down to the Tavern" was given a write-up in a national beverage magazine recently which, according to **Leonard Chess**, resulted in the sale of 8,000 Chess labels. The flip side features Buddy's renewal of "One Dozen Roses."

Coral Records' **Eileen Barton** booked for the Chicago Theater for two weeks starting Friday, February 20. Her current release is "Pretend" flipp'd by "Too Proud to Cry." . . . **Stan Kenton** opens at the Blue Note March 27 for a two-week stand. An advance

playing of Stan's "New Harlem Nocturne," backed with "Hushabye," has rumors going that this will be his biggest single record in some time.

**Jack Garber**, publicity man for Balaban & Katz, picks five songs as best nominees for the top tunes in the coming Academy Award fanfare March 19. His picks are "High Noon," "Because You're Mine," "No Two People," "Zing a Little Zong" and "Just for You."

## Hollywood

**Billy Burton**, the personal manager, has added **Bas Sheva**, the singer who just inked with Capitol. . . The **Mary Kaye Trio** is resuming work, following the birth of a son recently to Miss Kaye. Dad is **Jules Pursley**, road manager of the act. They are currently doing 10 weeks at Casablanca, Palm Beach. . . **Chuck Cabot** has packaged a revue, including a five-girl line; **Dink Freeman**, comedian; **Twinkle Taylor**, hand-balancer, and **Georgeann Garner**, singer, which GAC is booking into hotels in the Southwest. . . **Marv Schwartz** is now assistant to **Bernie Silverman**, who handles the **Norman Granz** jazz catalog for Mercury.

**Pee Wee King's** son, **Frankie Jr.**, was seriously injured early last week in a motorcycle accident in Louisville. . . **Gordon MacRae** paid a \$110 fine last week to the American Guild of Variety Artists for a cuffo unauthorized singing appearance at **Ciro's** recently. . . Associated Booking Corporation broke MCA's string at the Coconut Grove, setting **Ted Fiorita** June 24 for three weeks with **Augie Tozzi**. . . **Bob Phillips**, of the Glaser office, has inked **Champ Butler**, who opens March 2 at the Oasis for two. . . **Ray Herbeck** has quit as an agent and is returning to ork leading. . . The **Crescendo** Strip boite, is reopening with **Bill Dorr** as manager. Associated booking has set the **Jokers**, opening March 3 for eight weeks, with **Kirby Stone** to follow May 1. **Cow Eyes**, tenor sax-warbler, is back with the group after convalescing from a serious auto accident.

## Suggest Ways

• Continued from page 30

this week by the board, following an adjournment last January to permit the chairman, **Mr. Justice Thorson**, to hear Exchequer Court cases.

**Sam Rogers**, counsel, said private station should not pay copyright fees on network programs. The Canadian Broadcasting Corporation, only major network operator in Canada, should be required to pay copyright fees on network shows, he said.

Private stations now pay **CAPAC** 1.75 per cent of their gross revenues, tho this is being challenged in a test case. Publicly owned **CBC** pays 1.75 per cent of commercial revenues, and 1 cent per capita of population.

**Mr. Rogers** said if copyright fees are to be based on revenue, they should be calculated after private stations have deducted amounts received from network shows; from political broadcasts; paid to talent; paid for line and record charges; for commission fees, and for transport department licenses.

## Williams Tribute

• Continued from page 30

story of Canadian action on his disks is elsewhere in this issue.

In this country, the response to his latest release has been terrific. Both sides registered among the top 10 national sellers this week. "Kaw-Liga" hit the No. 1 spot on its first week in the chart for what is possibly the fastest action ever recorded on The Billboard charts. It's **M-G-M's** top seller of all disks at the moment. In addition to that tune and its flip, "Your Cheatin' Heart," "Jambalaya" and "I'll Never Get Out of This World Alive," all written and disked by **Williams**, appear in the top 10 this week. Three out of the top five on the chart are his disks. In fourth place is a tribute record, giving **Williams**, in effect, control of four of the top five places on the sales chart, probably an unprecedented feat.

## 'Anna' Flick Tune

• Continued from page 30

release date is late March, but the film has been tested in seven key areas.

As part of the initial promotion, the film's producers wished to make the sound track available to deejays. The **Howard S. Richmond** publishing firm, which owns the **Mars** label, offered the label for this promotional purpose, but notified jobbers that the disk was not for popular release, but could be made available if enough interest was manifest. This has already happened, and diskeries are now calling for the tune.

The tune, described as a "Latin-American Third Man Theme," was composed by **R. Vatro**. The pic, "Anna," is scheduled to open at the New York Paramount late March.

## Royals Barred

• Continued from page 30

Royales in their promotion or inferring that they have recorded the songs "Baby, Don't Do It," the Five Royales' current hit, or any other of the latter group's disks.

The Royales had been doing a series of theater dates thru the South under the billing of the Five Royales and/or Five Royales. Newspaper ads and placards made use of the pictures of the Five Royales. **Spizzy Canfield**, promoter of the tour, along with **D. P. Nesbitt**, manager of the Liberty Theater in Columbus, Ga., were co-defendants along with the Royales.

The hearing for a separate damage action against the Royales for \$10,000 was set for the first Monday in June. Attorney **Al Williams** of Columbus represented **Carl Le Bow**, manager of the Five Royales, in the actions.

## Paris in Spring

• Continued from page 30

at the London Palladium and then do one-nighters thru Europe. The **George Shearing** combo is expected to play one-nighters thru key cities on the Continent at about the same time. The **Pearl Bailey-Louis Belson** trip was set only a few weeks ago by the **William Morris** office. This package, with the addition of **Buster Bailey** the dancer, will probably work as the last half of a complete show, and is expected to play in England as well as on the Continent.

The **Dorsey** ork swing is now in the negotiating stage, and is expected to jell shortly. It calls for the ork to play thru Italy and then France, Holland and Belgium. The ork may take a top singer with them on the tour.

## Leslie Cracks

• Continue from page 29

local distributor to round out shelf stock, distributors have eyed the out-of-territory traffic with increasing ire.

One important retailer in the East who caters to a largely plush trade is known to demand from distributors discounts of 38 per cent, 10 and 2, rather than the established 38 and 2. When distributors balk, the outlet is apparently able to meet his needs elsewhere.

Distributors who learn where the cheap wax originates occasionally hit the cut-rate wholesaler with retaliatory measures. Some have been known to invade the trans-shipper's territory and sell local retailers at cost or below until the trans-shipper comes to terms.

## Sked Early Action

• Continued from page 30

provide for the granting of copyrights and patents to authors and inventors "in perpetuity." A constitutional amendment requires ratification by the Legislature of three-fourths of the States for passage.

Another copyright measure was introduced this week by Rep. **Chauncey W. Reed** (R., Ill). It reads: "When the last day for making any deposit or application, or for paying any fee, or for delivering any other material to the copyright office falls on Saturday, Sunday or a holiday within the District of Columbia, such action may be taken on the next succeeding business day."

## Diskeries Expand

• Continued from page 29

the comedy team of **Stump and Stumpy**, and singers **Nat Foster**, **Teddy Williams**, **Lem Johnson** and **Paula Watson**.

**Norman Granz**, who for years has promoted jazz wax in the Mercury fold, has more recently eased into the r.&b. field in association with **Joe Gurcio**. Their disk click by **Illinois Jacquet** of "Cool Rage" and "Lean Baby" portends further activity in the market. **Granz** has also found specialty-type pop merchandise a receptive field with his successful **Fred Astaire** album, put out at a fancy list of \$50 a set. And his activity in jazz remains undiminished.

## RCA's Bid

**RCA Victor** has also reached further and has entered its bid for a share of the low-cost kidisk market. It has released 12 items in a new 49-cent series, and if the low-price platters move well, can be expected to put them out on a regular basis.

**Okeh Records**, wedded to r.&b. for most of its existence, is following thru on plans to dig further into the pop market. To the few artists signed in this category, it has just added youthful chanter **Frank Murphy**, whose first waxing for the label will be released

next week, **June Anthony** and **Bill Scott**.

This trend toward greater diversification by diskeries poses new problems of selection for dealers. One retailer summarized his impressions with, "All it means to me is that I'll be forced to carry greater shelf inventory."

## Westminster

• Continued from page 29

series is "Folk Songs From the British Isles," in an instrumental version as arranged and conducted by **Leslie Bridgewater**, musical director of the English theatrical producer, **H. M. Tennant**. Three disks will comprise the initial "3,000" release, including French popular songs by **Mira Jozelle**, a package of authentic gypsy music performed by **Kocze Antal**, and a set of marches played by the **Deutschmeister Band of Austria**.

The diskery has meanwhile developed a new recording technique which it claims produces records of greater fidelity than hitherto available. To promote the technique, used in three recent Westminster releases, the firm has launched a consumer contest, with \$1,000 worth of records offered in prizes to the 10 persons who come up with the best descriptive phrases for the disks.

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\* CLASSIFIED ADVERTISING \*

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**OLD TIMER RECORD COMPANY**  
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**Tico—King of the Mambo Records:** also the finest in Rhumbas, Tangos, Sambas and Boleros; all top artists, many instrumentals; finest recording sounds; available on 78, 45 and beautiful long-playing albums; choice territories open for distribution. Write for new catalog. **Tico Recording Co., Inc.**, 143 West 41st St., N.Y.C. LA 4-0457.

78's and 45's to list at 49¢; LP's to list at 79¢; late releases, classical, etc.; write for wholesale catalogue; state whether operator, dealer, agent. **Galgano**, #BB50, 4142 W. Armitage, Chicago 39

## Employer-Employee Meeting Place

Record Salesmen to call on record distributors, dealers and operators; Record Promotion Men also needed in various territories. **Box M-28**, The Billboard, Cincinnati, O.

## Parts-Products Services

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**JACK L. CAIDIN**, Pres.

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Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.	
Per word	.20
3 or more CONSECUTIVE or 26 insertions, per word	.18
52 CONSECUTIVE insertions, per word	.16
Minimum \$3	

DISPLAY-CLASSIFIED

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.	
Per agate line	\$1.00
3 or more CONSECUTIVE or 26 insertions, per agate line	.95
52 CONSECUTIVE insertions, per agate line	.90
1 inch equals 14 agate lines.	

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AMERICAN  
Jehnnie Ray ..... Columbia  
Sons of the Pioneers ..... Victor  
Cass County Boys ..... Decca  
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# Hocus-Pocus

By BILL SACHS

LUCILLE AND EDDIE ROBERTS, after three weeks at Ruby Foo's, Montreal, including a seven-day holdover, opened Monday (16) at the British Colonial Hotel, Nassau, for a week's stand, to be followed by a fortnighter at the Radio Club, Fort Lauderdale, Fla., opening February 26. . . . Recent guests of Don Allan's magical TV seg over WENR-TV, ABC's Chicago outlet, have included Arthur Buckley, Al Sharpe, Paul LePaul and Werner C. (Dorny) Dornfield. Buckley planned out of Chicago last week for Los Angeles to appear on the "You Asked for It" TV show. . . . Magicians' Guild of America launches its 1953 lecture series Thursday night (19) at Hotel Prince George, New York, with James Reneaux, the guest, choosing as his subject, "More New Twists to Magic." Admission is pegged at \$1.80, including tax. . . . The Lewis Entertainers (H. Kay and Alberta Lewis) are playing school assemblies and auspice dates thru Texas, with the veteran agent, Clarence Auskings, blazing the trail. . . . Cal Emmett, cigarette and coin trickster, smashed his car into a total wreck in an accident in Texas recently. A worse loss than the auto, Cal claims, was his brief case containing valuable papers, which someone purloined during the excitement following the crack-up. . . . Landrus the Magician, currently working Texas schools around Corpus Christi and Harlingen, reports that the Buck Brothers, now showing the Lone Star State with a spook opry, have improved greatly since he caught them last two years ago. . . . Bob Platt, formerly of the magic turn, Plato and Jewell, still operates his trailer court and bar at Corpus Christi, Tex., but finds time to work an occasional show in the area. . . . Bruce Elliott's new book, "Classic Secrets of Magic," has just been

released by Harper & Brothers, New York, bearing a \$2.95 ticket. We haven't received our copy as yet, but advance reports have been favorable.

MAL B. LIPPENCOTT, playing his usual route over the Grits and Chittlins Circuit thru the South, typewrites from Natchez, Miss., under date of February 4, to report that business is okay but that heavy opposition in the territory is making booking tough. "There are two other magic opries playing schools here," writes Mal, "and the George Marquis spooker is in Jackson, Miss., tonight. I'm playing theaters, assisted by my wife, Maxine, and Millie Gaye, dancer. We had the pleasure of seeing George Pierce, New Orleans magician, on the banquet program at the Louisiana fair managers' meeting in Baton Rouge recently. Also caught Mr. and Mrs. Bobo recently at the Woodville, Miss., high school. Both Pierce and Bobo turned in excellent performances." . . . Doc Weiss, escapologist, assisted by Miss Terry Lee, opens at the Mocombo nitery, Montreal, February 23. . . . George Schindler gives us the rundown on things around the Big Town, to wit: "A testimonial was held recently for Jean Hugard, and the highlight of the show was Milbourne Christopher presenting his rope effects. Jay Marshall is doing his fabulous magic at the Blue Angel. Dick Piser, the man in the back room at Tannen's, has just announced his engagement to lovely Annette Feldman, of Brooklyn. I played a recent week-end at the Ideal Spot, Forest Hills, Long Island; followed with the Club 802, Brooklyn, and did a repeat at the Forest Hills club February 6-7. Frank Garcia still sunburned from his recent South American jaunt. Hal Greenberg reports success with his Army career in the card-trick department. John Scarne is set to bally in the lobby at the showings of his new picture, "Mississippi Gambler."

## News Capsules

Continued from page 12

include K. T. Murphy, vice-president and treasurer; R. S. Pruitt, secretary; Mrs. Myrtle C. Thompson, assistant secretary and assistant treasurer; Victor Emmanuel, Walter Mogenssen and Thomas O'Hara.

Lane announced that a million-dollar expansion program is planned for WLTV to be completed within a year.

### THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

J. Glen Taylor was this week named vice-president of the Mutual Broadcasting System. . . . By promotions from within the company, A. C. Neilsen named four new account execs for its Radio and TV Index Services. The four are Wynn Bussmann, James English Jr., Roland McKitrick and Everett Nelson. . . . Harold Hackett, vicepres of MCA, has resigned after 20 years with the agency. . . . William Lane was named president of WLTV, Atlanta, following the station's purchase by Crosley Broadcasting Corporation. Lane was formerly general manager of the station. . . . Gabriel Dype has been appointed account exec in the Detroit office of Blair-TV. . . . Dan Schmidt III is new account exec at the New York office of Free & Peters. . . . Jack Lescoulie will sub for Dave Garway on "Today" during latter's vacation starting next week (16).

Herbie Mintz, veteran 88-er and batoneer, who now has an old-time showbiz TV seg on WNBQ, Chicago, celebrated his 31st anniversary on the air waves Thursday (12) with nostalgic review of early days in radio. Mintz, who left for a two-week Florida sojourn following his Friday (13) program, will be spelled by old-timers, Eddie and Fannie Cavanaugh on Wednesdays, while Clifton Utley, news analyst, will fill in the other nights with tours of the National Broadcasting Company's facilities in Chi.

Charles Von Fremd, Columbia Broadcasting System TV news producer, has been named the web's first White House correspondent. He will continue to produce the current "State of the Nation" series Sundays, in addition to his new assignment.

## SHOWFOLK'S TAXES—II

# Standard Deductions Vs. Itemized Claims

New York Attorney, Certified Public Accountant and Tax Consultant  
By LEWIS C. LEBISH

(The second of three articles on taxes affecting show business personnel.)

If you elect to take a standard deduction, you lose your right to claim specific amounts. It is recommended that the taxpayer compare the total of the actual deductions which can be claimed with the total amount of the standard deduction which the law allows. Naturally, if the standard deduction will give you the greater benefit, exercise your option to use the standard deduction and do not claim your specific deductions, and vice versa. The items of deduction set forth above are considered to be business expenses applicable to the entertainment field.

Under the prior tax law, if you elected to take a standard deduction, you lost your rights to claim specific deductions and vice versa. This election was irrevocable. Under the new law, your election is revocable for taxable years beginning after 1949. Individuals who used the standard deduction when filing their returns can now revoke such election and claim itemized deductions and vice versa. With respect to married taxpayers, both spouses must elect to take the standard deduction or else both will not be allowed to take the standard deduction. In other words, both husband and wife must be consistent with their election. If one spouse chooses to make a change in election, the other spouse must make the same change.

### Deductions

Here are the items of allowable deductions which are most pertinent to the entertainment field: Accounting and legal fees (business); advertising; agents' commissions; arrangements; business gifts; charitable contributions; clipping services; cuts; costumes; dues in professional societies; depreciation of property used for production of income; entertainment for business purposes, meals, etc., while away from home conducting business, and miscellaneous expenses incurred in earning taxable income; management fees; photographs and reproductions; postage and stationery used for business purposes (for example, answering fan mail); professional cosmetics and makeup; professional trade papers and periodicals; professional laundry and valet service; professional maid service; publicity; rehearsal expenses; rental of equipment; rent of office used in conducting business; repairs of musical instruments and replacements (reeds, salaries paid in conducting business; transportation for business trips; union dues; uniforms.

### Other Deductible Expenses

To be considered as a business expense the general rule to be applied is as follows:

(1) It must be incurred in the trade or business carried on by the taxpayer; (2) the expenditure must not be for permanent items (such as capital expenditures); (3) the expenditure must be "ordinary and necessary" (in the trade or business carried on by the taxpayer).

In addition to business deductions, there are other items of deduction which do not pertain to a trade or business. The most outstanding and pertinent examples are medical expenses (outlined above), alimony payments, casualty losses and thefts. The husband who pays alimony pursuant to a legal decree of divorce or separate maintenance can take a deduction of the payments. The wife who receives the alimony must report it as income and file a tax return. In order for the above to apply, the payments must qualify as "periodic payments" and must be received after a divorce or separate maintenance decree. Lump sum payments on a divorce settlement are not deductible. Casualty losses and thefts are also deductible. You can deduct your loss from the destruction of your prop-

erty, in cases of fire, automobile accident, storm or any other loss caused by natural forces. If your car is damaged by collision, you can deduct the cost of your damages providing the accident was not caused by a willful act or by negligence for which you are responsible. Theft losses are deductible providing the loss was not caused by your own negligence in losing or mislaying the article.

### Non-Deductibles

Not every expense is deductible. Some of the most common non-deductible items generally claimed by people in the entertainment industry are as follows:

1. Costumes. Costumes, are deductible. The government, however, has narrowed its interpretation of what type of costume is considered deductible. The costume, in order to be claimed as deductible, must be a type that cannot be used for general or street wear. You must be able to prove that the article is unique and that it is impractical, because of the nature of the garment, to wear it anywhere but at your performances.
2. Convenience. You may find it convenient to take a cab to and from performances. Unless you can prove that this is absolutely necessary because of the fact that you are carrying an instrument or are in costume, etc., the government will consider this expenditure to be for your own convenience. Similarly, if you are given transportation expenses for a lower berth ac-

(Continued on page 61)



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# Burlesque Bits

By UNO

Bob Collins, comic, was discharged from the New York Cardiac Home in Hillburn, N. Y., completely cured from a heart condition, and, with the approval of the doctor, is eager to return to the circuits. . . . Diane Raye Davis is the mother of a girl born last month in Cleveland. . . . Jack Pearl, Rube Bernstein, Mike Joyce, Ben Boyer and Joe Dick were among the many mourners at the funeral of Frank L. Smith, February 11, at Campbell's Funeral Parlors in Manhattan. The deceased had been advance man for Columbia Circuit shows before he became a Shubert house manager. His last theater was the Broadway, New York, housing Cinerama. He began his theatrical career 50 years ago in the circus. Surviving is his wife, Mildred Tyson, who was a soubrette in Max Spiegel's burly shows. Burial was in the Actor's Fund plot in Kensico Cemetery, Westchester County, New York. . . . Jeannette Dupree, old time burly ace and lately starred in Gay 90's shows, is recovering from pneumonia in the Polyclinic Hospital, New York. . . . Joe Hammond and Lorena Merrill opened at the President-Follies, San Francisco, February 6 for a run. . . . Roy Cook is now associated with the Accurate Theatrical Agency in Tampa, where Jackie Ray is held over at the Diamond Horseshoe; Freddie Benard, at the Club 22; Louise Angle, at the Paper Doll Club, and Danny Spruce and Diane Ross and her monkey, at the Club Frolic. . . . Norita Wallace, daughter of the late Sliding Billy Watson, is a cancer patient in Highland Hospital, Oakland, Calif. . . . Margaret McClosky (Zorina), "Queen of the Nudists," opened February 13, replacing Ilka DeCava as feature at the El Ray, Oakland, Calif.

LuVeeta switched from the Devine-Mercy unit to another, the principals of which are Art Watts, Norma (Mrs. Watts) Jean, Buddy O'Day, Erby Wilson, Tawny (Mrs. Wilson) Woods, Margie Millring and Ricci Cortez. While in Toledo the week before the Youngstown

(O.) date, the same cast played a Black and White show, with Jockey Grey's "Brown Scandals" comprising Wee Bee Booze, Jockey Grey, Billy Hitt and his daughter Millie, Venus (Ma) Doll, Dottie White, Jessie Young and Queenie Buckner. Visiting in Toledo were Barney Harwood, partner of LuVeeta, Nat Morton and Johnny Winstong. . . . Miami niteries playing burly talent are the Torch, featuring Siska and her macaw and Rusty Russell; the Black Magic Barn, with Dorita; the Gaiety, with Flash Kane and King Kong and the maiden; Pad-dock, with Rusty Marsh and Jackie Winston; Palm Room, with Carrie Finnell, and the Rainbow, with Violetta, Nora Ford, Sharon LaRue, Pat Lane, Ramona and Ollie Dubrey. Two others are the Life Bar and the Big Barn. . . . Jack Wendroff, Broadway producer, plans doing a show with burly comics. Casting will start in April. . . . Pete DeCenzie's second pic, "Wolfe Bait," is to take to the road as a companion to the all-color film, "French Peep Show." Dwain Esper is handling the publicity for the East and Ed DeVerre, for the West. Another DeCenzie flicker is "Body of the Beautiful," a medical. . . . Danny Jacobs, after 18 months at the Roxy, Montreal, returned to the Hirst circuit joining the unit headed by Carol LeClaire, Red Marshall and Sammy Price. Other principals are Betty Jo Morgan and Gabby Williams, a new strip-talker from the Holiday and Winter Garden theaters, New York.

### New Detroit Agency

DETROIT, Feb. 14. — Murray-Collins Entertainment, a new booking office, is being opened here to handle both acts and musical talent. Alton V. Murray and Robert K. Collins, who are also partners in Murray-Collins, local piano dealers will run the business. The office will be managed by Eddie Martin, band leader who was formerly of Delbridge & Gorrell Agency.

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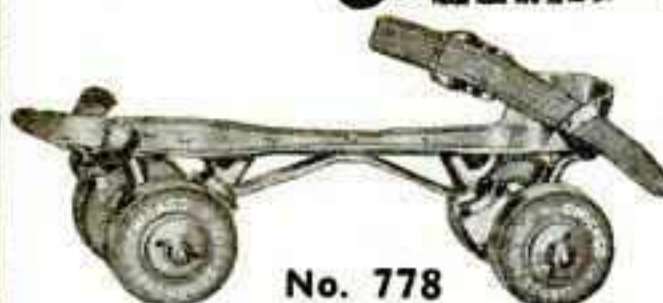
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## JUBILEE JOTTINGS

### Acceptances for Mineola's Old-Timers' Event Flock In

MINEOLA, N. Y., Feb. 14.—Already a long list of celebrities and old-timers have indicated their intentions of attending the February 26 Old-Timers' Jubilee, brainchild of the late Pat McMahon, veteran Mineola employee.

Along with having a flock of roller-skating greats in attendance, Earl Van Horn, W. C. Bickmeyer and Inez Van Horn, Mineola operators, have prepared a program and list of prizes that surpass anything offered in the past.

A top attraction will be a skating exhibition by Evelyn Chandler doing her Arabian cartwheel. Also on the program is a dance skating exhibition by the 1951-'52 national senior dance champions, Ann Feder Van Lone and Eddie O'Donnell. Ruth and Frank Henrich, of the local club, will offer a pair skating routine, and the program will be rounded out by the Four Macks, noted table spinning act.

Four 17-jewel gold Benrus wrist watches will be given to winners of the popular Mineola feature, voo doo fours. To commemorate the memory of McMahon, a straight waltz contest will be held. Winners will have their names inscribed on the McMahon trophy, to be unveiled that night and presented by Mineola employees. During the evening the second leg for the Victor J. Brown challenge trophy will be skated, a Chicago hop contest for married couples. Final feature will be a drawing for two \$100 U. S. bonds.

Since their start in 1951, the old-timer events have been among the biggest on the Mineola calendar. Last year's jubilee drew the greatest crowd in the rink's history, more than 2,600 skaters attending. The management spared no expense in staging the affair, running up a total of \$2,565 in costs so that a small deficit resulted.

Representing a small part of expense were more than 3,000 invitations sent to former Mineola skaters. These skaters, now adults, are believed by some trade people to represent the finest source of revenue for operators if they can be lured back to the rink as patrons who will patronize a rink with regularity. In addition, since most of them may be assumed to be married and the heads of families now, the event impresses upon their minds the idea that their children should skate at Mineola.

Among those who have already accepted invitations are Mal Tate, Fayetteville, Tenn.; Victor J. Brown, New Dreamland, Newark, N. J., who will bring with him pro Betty Lytle and Bob Ringwald; Dot and Bill Opatrny, Fort Lauderdale, Fla.; Doris Bickmeyer; Nat Feinberg and Millie and Satchel Wilkens, Queens

Rink; Bill Love and Jim Morton, New York Journal-American; Jane Heffron, Long Island Daily Press; George Apdale, Ozzie Nelson and Barbara Gallagher, U. S. Amateur Roller Skating Association; Charlie Civiletti, Mal Tate, Everett Wishart, Morty Kessler and Phil Reed, former Mineola organizers; pro Eddie O'Neill; Walter Hughes and Gordon Finigan, former comic skaters; Barney Fluke and Jerry Zeigler, former floor managers; Dolly Durkin and Lois Geller, former champs; Wally Bickmeyer and Jean (White) Van Horn, present-day Mineola pros, and Dot and Vee Chandler.

## Arena Skaters Give Iron Lung

DETROIT, Feb. 14.—City Councilman Edward Connor was on hand at Arena Gardens Roller Rink recently to accept from the Arena management and club, on behalf of the city, an iron lung purchased with funds raised in the polio drive. The presentation, made by Arena co-operator Fred Martin, was followed by a cash collection taken up by skaters from spectators.

The presentation was marked by the final showing of Arena Gardens Roller Skating Club's 1953 Skating Revue, sponsored by the Parent-Management Benefit Fund Committee. Representing the committee were Frank Cook, president; Thomas Martino, secretary; E. Kromis, treasurer, and Martin and Earl King, of the Arena management. The show depicted the 12 months of the year.

## Dramatic & Musical Routes

Affairs of State: (Geary) San Francisco. Ballet Theater: San Diego, Calif., 17; Long Beach 18; San Bernardino 19; Los Angeles 20-28. Bell, Book and Candle: (National) Washington. Call Me Madam: (Shubert) Chicago. Certain Joy: (Locust) Philadelphia. Constant Wife: (Katharine) Cornell: (Biltmore) Los Angeles. Country Girl: The: (Nixon) Pittsburgh. Dial 'M' for Murder: (Harris) Chicago. Fourposter: The: (Hanna) Cleveland. G.I.: (WRVA Theater) Richmond, Va., 17; (Playhouse) Wilmington, Del., 19-21. Good Night Ladies: (Cox) Cincinnati. Greco, Jose: (Ford's) Baltimore. Guys and Dolls: (Auditorium) Rochester, N. Y. I Am a Camera: (Murat) Indianapolis 17-18; (Hartman) Columbus, O. 19-21. Josephine: (Walnut) Philadelphia. Maggie: (Majestic) Boston. Maid of the Ozarks: (Strand) Portland, Me. Mrs. McThing: With Helen Hayes: (Shubert) Philadelphia. My Three Angels: (Parsons) Hartford, Conn., 19-21. Oklahoma: (Liberty Hall) El Paso, Tex., 17; (Aud.) San Angelo, Tex., 19; (High School Aud.) Midland, Tex., 20; (Aud.) Fort Worth 21. Point of No Return: (Erlanger) Chicago. Shrike: The: (American) St. Louis. Skinner, Cornelia Otis: (Lyceum) Minneapolis. South Pacific: (Tower) Atlanta. Stalag 17: (Shubert) Washington. Top Banana: (Great Northern) Chicago. Wonderful Town: (Forrest) Philadelphia.

### Miscellaneous

Bailey, Bill, All Star Minstrels: (Aud.) Camden, Ala., 17; (Aud.) Birmingham 18-19; (Aud.) Columbus 20; (Aud.) Montgomery 21; (Aud.) Anniston 22; (Aud.) Decatur 24; (Aud.) Sheffield 25.

### Skating Shows

Ice Cycles of 1953: Winnipeg, Man., 17-21; Sioux City, Ia., 23-25. Ice Follies: Boston 17-March 1.

### PROMOTERS

—Get on our Mailing List. —Each week The Billboard receives inquiries asking for names 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 promoted 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.

### 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 shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsors-promoters in your area. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

## NEWS NUGGETS

### Long Beach Shows In SRO Marathon

LONG BEACH, Calif., Feb. 14.—Sellouts have been the rule at Long Beach Auditorium in the past month. "Oklahoma!" played to packed houses for a two-day stand, topping the record it set here in 1948. John T. Webb, building manager, said the Harlem Globetrotters filled the aud January 26 and the same attraction was sold out four days in advance of its January 29 appearance. Then Don McNeil's "Breakfast" show drew 4,300, followed that night by the fourth appearance this year of the Lawrence Welk band. Dance drew in excess of 8,000, Webb stated. Fred Waring, booked for Friday (13), promised to sell out also. Webb said TV personalities were proving the best drawing cards.

### 3,000-Seater Opens At Hot Springs

HOT SPRINGS, — Recently completed Boys' Club Building here will seat 3,000 persons for stage-type shows. It is being used regularly now for boxing and wrestling. Stage curtains and floor covering, now on order, will complete the set-up.

### Vancouver Office Plans Promoting, Booking...

VANCOUVER, B. C. — N. M. Franklin, of Amusement Enterprises here, announced recently that the office had entered the promoting and booking field for Western Canada. In the past, the office booked one-night bands, and it now holds a number of contracts for grandstand attractions at fairs. Franklin said they would handle bands and acts.

### "Holiday" Batters Own Louisville Score ...

LOUISVILLE, Ky. — "Holiday on Ice" topped the record it set last year for attractions here by more than 14 per cent, according to Herman J. Penn, Armory man-

### Guptill Arena Polio Drive Snags \$565

COHOES, N. Y., Feb. 14.—Second annual March of Dimes night was held January 26 at Guptill Arena here with total gate receipts of \$300 being turned over to the campaign by proprietor Charles M. Guptill, reports Clarence Whinnery, manager. In addition the regional director of the drive reported \$265 in coins had been deposited in collection boxes located in the rink during the past two weeks.

A special variety show was presented at the rink in connection with the drive, all performers donating their services. On the bill were Marior Maul, vocalist at WRGB, Schenectady, N. Y.; Richard Cohen, juvenile ventriloquist, and Vicki Lane, dancer, who was accompanied on the piano by her sister, Marietta.

ager. Icer grossed \$98,980, new top in the area for one-week runs, Penn said.

Promotion included 24-sheets, three-sheets, billing on Railway Express trucks, bands on 147,000 shirts handled by local laundries, radio time, including a giveaway and tie-ins with General Mills and Greyhound Bus companies.

### L. A. Auto Show Draws Whopping 125,000 ...

LOS ANGELES.—More than 125,000 persons, an increase of nearly 23,000 over last year's figure, attended the recent Los Angeles International Motorama Exposition in Pan Pacific Auditorium, according to producer Robert E. Peterson.

### "Oklahoma!" "Opry" Book Fort Worth ...

FORT WORTH—On the heels of the big Fort Worth Fat Stock Show (1-8), Manager E. M. Race's Will Rogers Memorial Auditorium here has a hefty booking schedule which includes the Fred Waring Orchestra show Sunday (15) and one-day stands of "Oklahoma!" (21) and "Grand Ole Opry" (23). Charles R. Meeker Jr. is promoting the legit show while A. V. Bamford is handling "Opry."

### Canadian Arenas Seek Ice Plant Money ...

FERNIE, B. C.—Officials of the new \$110,000 Arena here are seeking city aid for installation of a \$60,000 ice plant. Thru January, the Arena had been used only one week this season because of the mild weather. At Cranbrook, B. C., the city is preparing to propose a \$48,000 bond issue to finance an ice plant. Last May the voters rejected a similar plan there.

## Orange Signs Chas. Civiletti

WINTER PARK, Fla., Feb. 14.—Charles Civiletti, well-known roller rink organist, has been signed by Orange Recording Company here to make disks and tapes for the skating rink trade. He has already made 44 numbers in the company catalog and will record about 10 additional releases each month.

Civiletti has been a rink organist for the past 12 years, first at Mineola (N. Y.) Rink for seven years and since then at rinks in Miami and thru the South. Orange Recording says the recordings are especially accurate in metronome time, so important to good skate dancing. The firm will also release recordings suitable for free style and exhibition skating.

Orange's current catalog lists 14 waltzes, 10 fox trots, tangos, polkas and four Continental waltz numbers. Company studios are located at 1253 Lewis Drive.

## 'SWING-HI' Skating Skirts at swing-low prices

The most popular sellers at rinks everywhere — Beautifully fashioned Skating Skirts (and Tights) for every taste — in Velvets, Corduroys, Luana faillies and Plaid Reversibles. All colors — waist sizes 22 to 30.

Rinks—write for prices and special promotions.

### IMMEDIATE DELIVERIES ON

Skate Cases • Wheels • Laces  
Pom-Poms • Parts • Waltz Lights

All at factory prices

**JOHNNY JONES JR.**  
Representatives for  
**CHICAGO** Roller Skate Co.  
51 CHATHAM ST. • PITTSBURGH 19, PA.



Also: CHICAGO SHOE-SKATE OUTFITS

largest exclusive skate distributor in the U. S.

SAY YOU SAW IT IN THE BILLBOARD!

# Roadshow Rep

**ROBERT LA-THEY** (Robert L. Johnson), magician and veteran rep and tent show performer, who has been vacationing at his Texarkana, Tex., home, left there Monday (11) and will be on the road until May. "We ran into quite a few old-timers in the past year," La-Thy says. "After closing our magic season in schools last May, we went out with **Ray and Grace Smith's** med show for 15 weeks. We met **Larry and Madilyn Nolan** in Kansas. We hadn't seen them since we were together on the old Mac Stock Company. We also visited with **Al and Lynn Pitcaithley** in Carlsbad, N. M., and with members of **Brunk's Comedians**. Since opening our show in October we've seen several of the old minstrel lads. **Chet Wilson** and **Jack Adair** were in Dallas, and **Ernest Hatley**, bandleader on the **Lasses White Minstrels**, is now located in Bunkie, La. **Robert Carlton** has a music studio in Shreveport, La., while **Guy Welker**, bass horn player, is making his home in Shelbina, Mo., in Fort Worth we spent a week-end with **Harry Harvey**, who is in television and pictures in Hollywood. We also met **Swayne Cummings**, **Lloyd McFall** and **Cody Rogers** while in the Texas city. While there we were entertained by **Mr. and Mrs. Manns Maloney**. She used to be one of the Camp Kiddies in vaudeville. Also visited with **Gladys and Austin Rush**, in Pine Bluff, Ark., and with members of the **Bisbee show**. I wonder how many of these members of the original **Lasses White Minstrels** roster are still active: **Will T. Spaeth**, **Lasses White** and **Algie Lancaster**, owners; **Roscoe Humphreys**, **Warren Dungan**, **Jack Long**, **Nate Talbot**, **Paul Cholet**, **Herbert Schultz**, **Frank Long**, **Silm Vermont**, **Norman D. Brown**, **Jim Pritchard**, **Eddie Powell**, **Charlie Market**, **Price Jenkins**, **George Milner**, **Lee Edmonds**, **Chet Wilson**, **Danny Duncan**, **Happy Lawson**, **Billy Goetz**.

**Harry Harvey, Bowman Brothers, Ronald O'Donnell, Carlos Restivo, Tommy McCormack, Guy Welker and Leon Daughters**. I know that many of these mentioned have passed on. But what has become of those who are still among the living?"

**THE Cheney Family**, three-cast attraction, is vacationing in Sacramento, following a successful East-to-West tour. Unit will reverse its trek via Southwestern States. It uses **E. F. Hannan's** "How's That for High" and plays sponsor or any other date that comes along. . . . "I enjoy the notes about the 10-20-30 days," writes **Abe Reynolds**, old-time vaude actor and advance agent, from Carson City, Nev. "Like one writer points out, I believe that tent minstrels may hang on but other small tent orgs will have tough picking. I had a crack at the tent rep and vaude game in Texas a few years ago and it was falling off then. The nut is too high and the kind of performers and plays are not the same as the old days of stock and rep. **Henry Tesler**, old-time banjo player, vent and magic performer, is here waiting for spring to return to his regular Wyoming spots which he has been making for a number of years. He and I have promoted several indoor fairs in small towns this winter and have played some honky tonk dates to little money. . . . **Greely's Show**, three-cast rep style attraction currently in Alamosa, Colo., has been working to good returns in Central Colorado. Along with regular sponsor dates, the unit takes on outside dine-dance engagements. It will turn toward the East soon and current plans call for it to make some return stands in Arizona and New Mexico.

## Drivin' Round The Drive-Ins

**W. T. YETT**, owner-operator of the **Roxy Drive-In Theater**, San Antonio, has announced plans for reopening of the spot this month. A recent fire destroyed the screen tower and office of the drive-in. . . . **Claude Ezell**, first president and founder of the **Texas Drive-In Theater Owners' Association**, has resigned that post because of ill health. . . . A 500-car drive-in is planned for the new season on a site along the road between **Smyrna** and **Dover, Del.** . . . **Mel Geller** and **Sam Tuasin**, operators of the **Brandywine Drive-In** near **Wilmington, Del.**, are on a lengthy Florida vacation before opening their opener and its adjoining kiddieland park for the coming season.

**C. C. THOMPSON** has announced plans for the spring opening of a \$30,000 drive-in theater to accommodate 300 to 400 cars at **Weyburn, Sask.** Work has already started. Thompson is a pilot with the **Sackatchewan Air Ambulance Service**. . . . The safe at the **Sunset Drive-In**, **Calgary, Alta.**, was broken into recently and cash totaling \$400 was taken. . . . The **Augusta Road Drive-In Theater**, located one mile from **Greenville, S. C.**, has opened under the management of **Woody Norris**. The new plant, described as one of the finest and most modern of its kind in the South, accommodates 600 cars.

**BISBEE'S COMEDIANS**  
WANT FOR COMING SEASON  
Rep People in all lines. Prefer people doubling Specialties or Orchestra. Also strong Novelty Acts that can change for a week. Agent who can handle well established Rep Show; advance car furnished. All state age, weight, height and salary expected. Rehearsals March 23.  
**J. C. BISBEE**  
5490 Poplar Memphis, Tenn.

**OPEN A DRIVE-IN THEATRE AT LOW COST**  
New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4" 34: 8" 50g; 10" 60g. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

# ODM Unfreeze Seen a Break To Amusements

WASHINGTON, Feb. 14.—Government experts here see an early favorable break for the amusement industry under the Office of Defense Mobilization's unfreeze order issued yesterday (13) on controlled materials. However, the story after July 1 may be different, they say. Government and trade experts say that ODM's open-ending of the controlled materials plan will work both ways, depending on the ability of the individual firm to get supplies. It is agreed that the order, continuing CMP to June 30, will prove a boon to manufacturers of kiddie rides, gaming devices, phonographs, radios and TV sets and components, juke boxes, and others, since  
(Continued on page 97)

## Picture Business

**Continued from page 2**  
dropped the show. The local sponsor is the Thrifty Drug chain. Film unions abroad, however, are eying the American clamp-down on foreign production, and Hollywood is already hearing the rumblings of possible repercussions. Film unions in England, France and Italy are reportedly considering action that may well make the American unions sorry they started the whole thing. The U. S. film quota situation in foreign countries has been a delicate problem for Hollywood. Quotas invoked during the postwar years designed to keep money at home in foreign lands have caused countless meetings between U. S. representatives and foreign officials. The strict foreign quotas cut a painful slash into U. S. film earnings which reflected in drop of Hollywood production and cuts in film budgets. Even the American Federation of Musicians has treaded lightly on completely cutting off the import of foreign recording for fear that this would result in clamping down on the sale of U. S. films and recordings abroad. The film unions so far have enjoyed success in discouraging some TV film production in other lands, but time will tell whether they can afford to really enforce a strict ban against foreign production.

# The Final Curtain

**ANTES—William**, 47, radio and TV press agent for Ringling-Barnum circus, at Madison, Wis., Sunday (8). He was a former newspaper editor and press agent for **Russell Bros.** and the **Clyde Beatty** circuses. Surviving are his widow, two sisters and a brother. Burial at **Evansville, Wis.**

**BEADELL—Harry E.**, 63, former musician, February 5 in **Easton (Pa.) Hospital**. Until recently he played in a number of bands in **Eastern Pennsylvania**. Surviving are his widow, Lottie; two sons and two sisters. Services February 8 in **Easton** and burial there.

**BLAYNEY—May**, 79, former London stage star, February 10 in **Wepener, South Africa**. She first appeared on Broadway in 1905 in "The Wall of Jericho," followed by "Love Among the Lions," "The Importance of Being Earnest" and "Man and Superman." Her stage debut was made in 1892 in "Lady Fortune," under **Charles Hawtree's** management. She had also acted for various other managements, including **Charles Frohman**, **George Edwards**, **Cyril Maude**, **Charles Wyndham** and **Herbert Tree**, in such plays as "The Case of **Rebellious Susan**," "Letty," "The Little Damsel," "The Concert," "The Barrier" and "The Saving Grace."

**BOGEN—Allen W.**, 69, dean of the Illinois chapter of the **American Guild of Organists**, February 12 in **Chicago**. He had been organist for the **10th Christian Science Church**, **Chicago**, since 1922 and had given several recitals. Burial was in **Le Mars, Ia.** Surviving are his widow, Ora; a sister and a brother.

**BRADFORD—Bernard**, 38, son of **Mrs. Jean C. Bradford**, concessionaire, February 4 in **Marine Hospital**, **Staten Island, N. Y.** He had been a member of the **Caterpillar Club**, having served in the **Army** as a paratrooper. Burial February 7 at **Woodlawn Cemetery**, **Newark, N. J.**, with military honors.

**BUTLER—Rowland H.**, recently at his home in **Pueblo, Colo.** Survived by his widow, **Mary**.

**DULMAGE—Will E.**, 69, composer of popular and semi-classical music, February 11 at his home in **Dearborn, Mich.** For 21 years, he was a member of a **Detroit** publishing house. His compositions included "Faded Love Letters," "When It's Nighttime in Nevada," "Holding Hands," "By Lamplight" and "By the Bridge of **San Luis Rey**."

**FINNIGAN—Edward**, 69, veteran outdoor showman known as **My Finnigan**, February 12 in **Long Branch, N. J.** He had been a concessionaire for many years with his brother, **Harry** and with many shows, including **Prel's Broadway Shows**. Besides his brother **Harry**, his widow; another brother, **John**, and his son, **James**, a well-known pitcher, survive. Burial February 16 at **Mount Olivet Cemetery**, **Red Bank, N. J.**

**FLATEAU—Georges**, 71, French theater, movie, radio and television actor, February 13 in **Paris**. He had roles in plays with **Sarah Bernhardt**, and appeared at various times in Broadway productions. Since the late war, he worked for French radio and television interests in the **United States**.

**FROELICH—Prof. Carl**, 77, German film producer, February 13 in **Berlin**. He had worked for the **German** motion picture industry for more than 50 years. Under the **Nazi** regime he became president of the **German Reich Film Chamber**, but later cleared of collaboration. His "The Night Is Ours" was one of the first **German** sound films, and had a notable success. The same year, 1930, he produced "Fire in the Opera House." Other **German** film credits: "Adolescence," "When the Cock Crows," "Traumulus" and "Sergeant **Schwenke**."

**GROSSMAN—Irving**, 44, veteran booker and head of **Irving Grossman Enterprises**, **Des Moines**, suddenly February 13 in that city. (Details in **Outdoor Department**.)

**KENNEDY—James**, 79, for many years on the advance of the **Ringling Bros.** and **Barnum & Bailey Circus** and other shows, January 15 in **Belleuve Hospital**, **New York**, of a heart condition. He retired a few years ago. In his younger years he had been connected with the stage. Kennedy was a veteran of **World War I** and during **World War II** made three trips on an oil tanker. **National Variety Artists Post No. 690**, **American Legion**, of which Kennedy was a member, held services for him at the **Cooke Funeral Home**, **New York**, January 20, and a mass was said the following day at **Our Lady of the Scapular of Mt. Carmel Church**. Survived by several nieces and nephews, including **Mrs. Erwin J. Stemptie**, **Park Forest, Ill.** Burial in **Long Island National Cemetery**, **Pinelawn, N. Y.**

In Memory of  
**ELMA KOSS**  
Beloved Wife and loving Mother who passed away February 21, 1944  
**ADOLPH KOSS**  
and  
DAUGHTER

**KERVIN—Marjorie**, 73, former burlesque, stock company and vaudeville actress, February 13 in **New York**. She was known theatrically as **Doll I. Farlardeau** and had played the **Loew's** vaude circuit, the **Sam Scribner** burly circuit and in stock with **Walter Main** and **Jimmy Allard**. Burial was in **Kensico Cemetery**, **Westchester County**, **New York**. There are no survivors.

**KNIGHT—Raymond**, 64, long a dominant figure in stage and radio, February 12 at **Columbus Hospital**, **New York**. Born in **Salem, Mass.**, he received a law degree at **Boston Uni-**

versity and took graduate courses at **Harvard** and **Yale**. At the latter he was stage manager for the famed "47 Workshop" of **Prof. George P. Baker**. In 1927, he won the **Drama League's** national contest for the best one act play, "Strings." During the ensuing four years, in **New York**, he wrote more than 50 major radio network shows. Later, he was represented by two plays on Broadway, "Run, Sheep, Run" and "At Home Abroad." In the 1930's he became well known as creator and emcee of the **National Broadcasting Company** "Cuckoo Hour," which pioneered satirical radio entertainment. From 1943-45, he was national production manager of the **American Broadcasting Company**. After that, he joined **Young & Rubicam** as director for the **Ed Wynn** and **Alan Young** radio shows. Recently he had been a writer for the "Bob and Ray" program. He leaves his wife and two daughters.

**LEEK—Walter**, 83, president of the **Pacific National Exhibition**, **Vancouver, B. C.**, from 1927 to 1938, February 8 in a **Vancouver hospital**. He was credited with building the annual event to its present status. In addition to his fair activities, he was active in business, conservation of wild life and athletics. He was also a police commissioner for two years. His widow, **Jean**, and two sons, **Charles** and **Walter**, survive.

**LINEBACK—John H.**, 80, father of **Clarence A. Lineback**, of the **Royal Crown Shows**, February 1. Burial in the family plot at **Mount Airy, N. C.**

**SANFORD—Bert**, 60, one of the pioneers of the motion picture industry, February 10 of a heart attack while walking in **Times Square, New York**. He had a brief acting career, then joined the **old General Film Company** as booker and assistant exchange manager in **New York**, during the years 1912-17. Later he joined **Pathe Films**, heading up sales for the **Harold Lloyd** feature comedies. He is survived by his widow, **Madeline**; a daughter, two granddaughters, two brothers and three sisters.

**SEERY—Robert**, 52, former carnival concessionaire, February 13 in **Chicago** following a heart attack. (Details in **Carnival Section**.)

**SELLS—Murray**, 70, chairman emeritus and former president of the **Gladewater (Tex.) Round-Up**, February 8 in **Dallas**. In addition to his rodeo interests, he was head of his own oil concern and was a prominent breeder of saddle horses.

**SINCLAIR—Frank G.**, 61, for many years in vaudeville as a member of the team of **Sinclair and Dixon**, February 11 at his home in **Montebello, Calif.**, of a heart attack. As a youth he starred in **Gene Stratton Porter's** "Freckles." At one time he also appeared in **George Chese** "Battling Butler." In recent years he had been in business in **Los Angeles**.

**SMITH—Frank L.**, 67, theater manager and president of the **Association of Theatrical Press Agents and Managers** since 1949, February 9 in **New York**. He had been associated with the theater in many capacities over a period of 50 years and was recently manager of the **Broadway Theater**. Earlier in his career he had been associated with the circus and managed shows on the **Columbia** burlesque circuit, besides managing vaude houses. About 25 years ago he became manager of a **Lee** and **J. J. Shubert** house in **Newark, N. J.**, and later was

transferred to **New York** to the **National and Adelphi** theaters. His widow, the former **Mildred Tyson**, music-comedy sourette; a sister and a nephew survive.

**SPERRY—Vernon**, 50, owner of **Meadow Acres Ballroom**, **Topeka, Kan.**, in his sleep Wednesday night (11). He was a veteran operator of ballrooms and had consistently played name bands at his spot.

**STEWART—Clide H.**, 82, well known in the circus world, February 7 at his home in **Los Angeles**. He was a member of the **Circus Clown Club of Los Angeles**. Members of the club paid tribute to him at services held February 11 at **Edwards Bros.** Colonial Mortuary, **Los Angeles**. Temporary entombment in **Rosedale Mausoleum**. Interment will take place later in **Crown Point Cemetery**, **Kokomo, Ind.**. Stewart's home town.

**VAN ARSDALE—George Robert**, 77, February 9 at **Memorial Hospital**, **Chattanooga**. Van Arsdale, a retired printer, played trombone and was director of the **Interstate Fair Band** for about 20 years. He also instructed in band music. Survivors include his widow, one daughter and four sons.

**THYFAULT—William J.**, 64, member of the **International Alliance of Theatrical Stage Employees Local No. 127** for 45 years, February 1 in **Dallas**. He had also been a member of the **State Fair Auditorium stage crew** since the first summer musical was presented. His widow and a son survive.

**WALZ—Fred**, 79, old-time Broadway musical conductor, February 10 at the home of a sister, **Mrs. Charlotte Walz Kress**, in **Los Angeles**. He was a pit conductor, until his retirement 20 years ago, for many famous musicals and operettas of the past era, among them several of the "Ziegfeld Follies," "Rose Marie," "The Vagabond King" and "Blue Paradise." He was a close friend of the late **Victor Herbert**.

## Births

**BRANSOME—** A daughter, **Sheila Ann**, January 30 in **St. James Hospital**, **Newark, N. J.**, to **Mr. and Mrs. Bill Bransome**. Father is an announcer at **Radio Station WCAU**, **Philadelphia**.

**DANIELS—** A son to **Mr. and Mrs. Dudley J. Daniels**, February 7 in **San Antonio**. Father is engineer at **KITE** and **KITE-PM** in that city.

**GREENE—** A boy to **Mr. and Mrs. Norman Greene**, January 23 in **Brooklyn**. Father is a composer-arranger-conductor for **M-G-M**.

**HAAKON—** A girl to **Mr. and Mrs. Paul Haakon**, January 26 in **Hollywood**. Father is the famed ballet star; mother is **Dean Mules Haakon**, dance director.

**HARRIS—** A daughter, **Beth Anne**, January 26 to **Mr. and Mrs. Burt M. Harris**. Father is head of **Western Television Productions**.

**LEROY—** A daughter to **Mr. and Mrs. Al Leroy** at **Edgewater Hospital**, **Chicago**, February 11. Father is straight man on the **Hirst burlesque circuit**.

# Too Many Bills Fog Tax Issue

Continued from page 1

lem," Dingell revealed, adding, "if you try to get one without the others, it's liable to wreck the whole thing." The only "near sure way" of achieving excise tax relief, he said, "is to provide for everybody, and not concentrate on specific excises, such as theater admissions or cosmetics. Theater interests have been especially forceful in pushing for exemption of movie houses from the theater admissions tax. Some 50 bills seeking this specific exemption have been hopped so far this session."

The House Ways and Means Committee, of which Dingell is an influential member, currently is absorbed by three phases of tax legislation, all bearing on the entertainment industry. These are income tax cuts, excess profits tax repeal and excise taxes. Priority consideration is being given to a bill by Committee Chairman **Daniel A. Reed (R., N. Y.)** to advance to June 30 the date on which the 11 per cent post-Korea increase in individual income taxes will be terminated, six months sooner than scheduled under present law. It is expected that the Reed measure will go thru the House without much difficulty, but the Senate's reaction to income tax reduction is uncertain. Next to come in for attention will be the question of whether to extend excess profits tax which otherwise expires this year. Excises will be considered after the other taxes get final disposition. Altho Dingell and several colleagues introduced separate bills to terminate the 20 per cent excise tax on movie admissions, presumably to aid the motion picture industry in competing with TV-films, the Michigan legislator does not feel that it should have priority over other tax mat-

ters. Under his inclusive bill, the 10 per cent excise tax on musical instruments, phonographs, records, radios, TV sets and components, the 20 per cent rate on cabarets and roof gardens, and the \$10 a machine tax on coin-operated juke boxes and amusement machines (except gaming devices) would be repealed outright, while the 20 per cent tax on general admissions would be cut in half. Dingell is the undisputed leader of the anti-excise tax forces in the House.

## London Dispatch

Continued from page 2

There seems no reason why it ever should. **SUNDAY SHOW BILL OUT . . .** Parliament this week threw out a bill put forward by a member for removing the archaic laws governing entertainment on Sundays. At present no artist is allowed to put on make-up or costume even for a charity show. If he does the police can be forced to close it. After a brisk debate the bill was defeated by a large majority. . . . There is panic here in the motion picture business since the government de-ratedionated sweets this week. For years they have been depending on candy and ice cream sales to make up for the loss at the box office. They now fear if folk can buy their chocolate outside, they may not spend so much in the cinemas.

## MAYBE A BANNER ONE

# Outdoor Execs Foresee Lucrative 1953 Season

By JIM McHUGH

NEW YORK, Feb. 14. — Those persons concerned with outdoor show business endeavors are looking for a big season—perhaps a banner one. The prevailing optimism supplants the cautious viewpoint held by many at this time a year ago at the conclusion of Eastern fair meetings. There are many reasons for the happy

outlook ranging from hunches to a contentment stemming from the adjustment of the political situation.

The fair, park and carnival people, who form the largest groups in the field, as well as the heads of special attractions groups and suppliers, are virtually unanimous in predicting a bountiful year ahead. Some justify their optimism thru lengthy discourses involving the political and economic outlooks. Others turn to over simplification in their approach, pointing out, for instance, that the weather couldn't possibly be as bad this year as last, and that one factor alone can add sizable increases to their grosses.

The stress on costs and the cry for tax relief continues. Industry spokesmen say these two factors spell ruin; that continuance under these burdens is impossible. Apparently this isn't so. Increasing costs and taxes have formed a big part of the business pattern for many years now and the survival rate in the outdoor business has

been high, except for that period immediately following the war when too many tried to use a few thousand dollars to bridge the gap of experience in attempting to operate their own units.

### Good Management Needed

Actually, the answer to success and profits, would seem to be lodged in good management, and the outdoor show business field seems to be similar to all other stratas of commerce in that good management, now as always, is at a premium. Unfortunately, very little is being done to rectify this need. A big part of the business, or at least the success of it, is wrapped up in individuals working pretty much alone and most of whom transmit none of their knowledge or experience to a group from which might be chosen a successor.

Reflecting the popular vote in the Presidential election, many executives predict better times ahead as the result of General

*(Continued on page 63)*

## Winkley Sets Sports Cars Into Peoria

MINNEAPOLIS, Feb. 14. — Sports car racing, heretofore classed as an amateur sport, will move into the pro ranks at the Heart of Illinois Exposition, Peoria, this year, according to Frank Winkley, manager of Auto Racing, Inc. Winkley recently closed with the fair to provide one afternoon of sports car competition in addition to a 100-mile stock car race on another day.

The event producer pointed out that the sleek speedsters, mostly of foreign origin, were made to order for track work. Altho most drivers are amateurs, he said that enough of them have had sufficient racing experience to compete in professional events and that much interest was being displayed on the part of race fans.

Winkley said that a sports car program had already been tried on a half-mile track and proved successful.

## Murray Sells Dies in Texas

GLADEWATER, Tex., Feb. 14. — Funeral services were held here Wednesday (11) for Murray C. Sells, 70, prominent horseman and former president of the Gladewater Round-Up, who died Sunday (8) after three years of ill health.

Sells, who headed up his own oil company and ranch here, was the first president of the rodeo association and was active until he resigned a month ago. Upon his resignation, he was honored with a newly created office of chairman emeritus. He managed production of a top American saddle horse show here for several years and was a patron subsequently of the East Texas Quarter Horse Show & Races.

Sells, who never married, is survived by a niece, Mrs. Gertrude Parker, Mishawauka, Ind., and a nephew, Edward Milliken, South Bend, Ind.

## Conn. Sets Hearings on Game Bills

HARTFORD, Conn. Feb. 14. — Controversial bills, legalizing games of chance by civic, fraternal and religious groups as a money-making measure, have been scheduled for public hearing on February 17 by the Judiciary Committee of the Legislature, now in session at the State Capitol here.

Anticipating a large crowd, the committee has requested and received authority to hold the hearing in the Hall of the House, which can accommodate some 300 persons.

The bills, similar to the one vetoed by Governor Lodge in 1951, would permit raffles, gaming wheels and other such devices. Chief advocates include volunteer firemen, veterans and other groups.

## Tampa Fair Gate Up Slightly, Grandstand Business Matches '52

Concession Receipts Drop 50%; Rides, Shows Score 10% Increase

TAMPA, Feb. 14. — Florida State Fair tonight wound up its 11-day run with a total gate estimated at slightly higher than last year. Grandstand receipts were about even with 1952, midway rides and shows were up about 10 per cent and concession grosses down about 50 per cent. Higher attendance, placed at between 2 and 3 per cent over last year, was registered despite a rain that hit one of the fair's four big days, Saturday (7). The rain hit in mid-afternoon, sufficiently late, however, to save the grandstand receipts. But it sent the crowd scurrying and the usual big Saturday night was a washout.

### Fewer Concessions

Sharp drop in concessions was caused by the elimination of many which normally have worked here in the past. They were not up when the fair threw open its gates on tee-off day. Two concessions up at the outset were shuttered when the fair's run was still young and they did not reopen. Decline in concession income was off-set in part by the Royal American Shows by the rise in ride and show patronage. Except for Saturday (7) the weather generally was good. Gasparilla Day and Monday (9), the biggest crowd gatherer, was up slightly over '52 attendance.

Auto races, staged by National Speedways (Gaylord White and Al Sweeney), demonstrated their crowd-pulling strength in the grandstand for three days when

the speed events topped those for like programs last year. The last of the three days auto racing was staged this afternoon.

Joie Chitwood's Thrill Show, back for the fourth performance at the fair, drew a light grandstand Friday (13), but in its earlier shows played to a better crowd.

### Strieder Retires

Wind-up of the fair marks the end of P. T. (Pa) Strieder's long career as manager. The 77-year-old exec was honored several times during the event's run. He was gifted with a 21-inch TV set presented to him on behalf of

*(Continued on page 63)*

## St. Paul Winter Carnival Winds Up Okay 10-Day Run

ST. PAUL, Feb. 14.—Off to a halting start because of bad weather, the annual 10-day St. Paul Winter Carnival wound up in Cinderella fashion Sunday (8) despite tough breaks.

John Geisler, in his first year as executive secretary of Saintpaulites, Inc., festival sponsors, was putting the finishing touches to his preliminary report to the board, due next week, which will indicate that the carnival probably will wind up a success financially.

For the second year the St. Paul Dispatch and Pioneer Press set up a \$1,000 King Boreas treasure chest, buried under the snow on public ground. Saintpaulites added another \$500.

This year the treasure was unearthed on Wednesday (4) just four days after the search officially started.

The Winter Carnival Grand Prix sports car races on the ice at Lake Phalen Sunday (8), drew an estimated 50,000. British make sports cars were entered.

### Anglers Vie

The Winter Carnival ice fishing contest was won by a school teacher (male) with the largest fish ever caught at the annual contest, a northern pike weighing more than seven pounds.

Patte Genin, 13-year-old St. Paul majorette with the local Schmidt Indians drum and bugle corps, copped the national junior majorette championship.

Added to the Cinderella highlights was the selection of 18-year-old Carole O'Gary as

## PALISADES SETS APRIL 4 PREEM

NEW YORK, Feb. 14.—Palisades (N. J.) Park will open its 1953 season Saturday, April 4, Co-Owners Jack and Irving Rosenthal announced here this week. The park has scheduled early openings for the last several years and they have worked out well, despite the gamble involved with weather in early April.

## B-C Contracts Evansville Expo, Ky. State Fair

CHICAGO, Feb. 14.—Barnes-Carruthers Theatrical Enterprises have signed to produce the grandstand attractions at both the Kentucky State Fair, Louisville, and the new Tri-State Exposition, which is being sponsored at Dade Park, Ky., by The Evansville (Ind.) Courier.

Contract for the Evansville fair was closed by B-C topper, Sam J. Levy, while the pact for the Kentucky annual was closed by Randolph Avery this week at a meeting in Louisville. The Louisville contract is for nine days while the Evansville show will run six days. Gooding Amusement Company earlier was signed to provide the midway attractions at both events.

In addition to Avery, attraction reps at this week's meeting in Louisville included Boyle Woolfolk and Ernie Young, of the agencies bearing their names; L. N. Fleckles, Fleckles and Associates; Gus Sun Jr., Gus Sun Theatrical Agency; Jimmie Hetzer, Hetzer's Theatrical Agency, and Lee Lott, Lucky Lott auto thrill show.

## Ringling TV Post To Norman Carroll

SARASOTA, Fla., Feb. 14.—Norman Carroll, of Los Angeles, has been named to succeed the late Bill Antes as radio-TV agent for Ringling Bros. and Barnum & Bailey Circus. The appointment was confirmed here by Roland Butler, director of Ringling publicity. Carroll, formerly with Russell Bros., has worked on the Clyde Beatty press staff for that show's Los Angeles stands in recent years.

## Los Angeles Cele Pacts Chitwood, T-D Pyrotechnics

LOS ANGELES, Feb. 14.—Joie Chitwood's thrill show and a pyrotechnic display by Thearle-Duffield Fireworks, Inc. will be featured at the American Legion 21st annual July 4 celebration in the Coliseum here, Harry Meyers, manager, said. Contract for the attractions will run about \$50,000 for the night's entertainment.

Signing of the fireworks contract, with Art Briese representing the Chicago firm, marked a first for the company. The display was presented by Golden State Fireworks Manufacturing Company of Saugus for "16 or 17 years out of the 20," Meyers declared.

During the 20 years that the celebration has been held, it has earned \$552,143 for its sponsors. Last year was the peak year with 72,000 attending and earning a net of \$71,821 for the Legion. All seats are reserved with the tariff running from 75 cents for children to \$1.75 and \$2.50.

## Irv Grossman Dies Suddenly After Stroke

DES MOINES, Feb. 14.—Irving Grossman, 44, head of Irving Grossman Enterprises, died in Iowa Methodist Hospital here early Friday (13) after suffering a stroke the day previous. Grossman became ill shortly after his return from a two-day business trip to Chicago.

He received his start in show business here with Radio Station WHO, where he served as talent booker until he went into business for himself in the '30's. His firm, which was connected with the Gus Sun Theatrical Agency, produced shows for fair grandstands, industrial tours and numerous club dates in the area.

For several years, Grossman had produced the night grandstand shows at the Canadian "B" circuit of fairs and also provided acts for a vast circuit of International Harvester promotional entertainments.

He was born in Minneapolis and was graduated from Drake University here in 1925. He was manager of Riverview Amusement Park until 1941. Grossman also did publicity work for the Paramount Public Theater chain.

He was a flying enthusiast and owned his own plane which he used to book and service his many accounts. Grossman was a member of the Entertainment Managers' Association of the Midwest and of the Showmen's League of America.

He is survived by his widow and two daughters, Jody and Phyllis. Funeral is to be held here Monday (16).

## OWN QUEEN

## Outdoor Biz To Select Miss 1953

CHICAGO, Feb. 14. — Outdoor show business, a long-time backdrop for queen and beauty contests, this season will select its own queen as a tie-in with the 40th birthday of the Showmen's League of America. To be crowned "Miss Outdoor Show Business," she will be elected thru an industry-wide contest that will include voters from carnivals, circuses, rodeos, amusement parks and Kiddielands as well as fairs and other outdoor enterprises.

The gal selected to represent the business will reign as queen of the League's annual banquet and ball, which is held during the outdoor conventions here in Chicago. In addition, she will be awarded an all-expense trip to Hollywood and many valuable presents. Runners-up will also share in the various awards.

The plan, which has already received the endorsement of many leaders in the field, was first suggested by Al Sweeney, and has received the unanimous approval of the club's board of governors. A committee, headed by Harry Duncan, veteran contest man, has been appointed and includes Charles Zemater Sr., A. E. Dumont and Nat Green.

## Weyburn, Sask., Revives Rodeo

WEYBURN, Sask., Feb. 14.—Weyburn Junior Chamber of Commerce will resume its "Bronco Daze" rodeo activity this year July 24-25. Event was canceled in 1952 because of the hoof and mouth disease outbreak.

Jim Orr was reappointed arena manager and Gerry Meyers, of Moose Jaw, will direct the rodeo. Royal Canadian Shows of Vancouver will be on the midway and grandstand acts will be presented by Bob Di Paolo, of Calgary.

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, 3¢, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50  
**LIGHT WEIGHT BINGO CARDS**  
 White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.  
 Set Numbered Ping Pong Balls... \$12.00  
 Replacements, Numbered Balls, ea... \$0.30  
 3,000 Jack Pot Slips (strips of 7 numbers), Per 100... 1.25  
 Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow, Per 100... 2.00  
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M... 1.50  
 Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50  
 Scalloped Edge, Green only, M... 2.00  
 Smaller Size, 3/4" diam., Red or Green Plastics, M... 1.50  
 Adv. Display Posters, size 24x36. Ea. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00  
 Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M... 1.00  
 Featherweight Thin Bingo Sheets, Size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 2.25  
 Round white N.J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to 1b.; larger size, 3/4 diam., 1000 to 1b. Either size, 1b... 85  
 Capital Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight 100¢.  
 Send for illustrated circular for 160.00  
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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### SHOWFOLK'S TAXES—II

## Standard Deductions Vs. Itemized Claims

Continued from page 57

commodation and you decide you want to travel in a roomette or compartment, this may be considered to be for your personal convenience.

Other non-deductible expenses are throat treatments for singers, marriage settlements for singers, marriage settlements in a lump sum, medical and dental expenses which are less than 5 per cent of the adjusted gross income, traveling expenses between your personal residence and your place of employment, and federal excise taxes paid on furs or jewelry.

Lessons are not considered deductible. They are considered a capital expenditure. An example of this would be music lessons and singing lessons. Automobile expenses where the car is used solely for pleasure, life insurance payments, capital investments and capital expenditures (viz., if you put an addition on your house) cannot be claimed as deductions.

#### Personal Exemptions

Each personal exemption entitles you to a \$600-offset (formerly \$500) against your income. If you are over 65 years of age on the last day of the year, you may claim two exemptions. The same applies if you are blind as of that date. The additional exemption for blindness or for being over 65 can only be claimed by the taxpayer or by his spouse. You cannot claim any additional exemptions for any dependent.

#### Medical Expenses

There is a new provision in the law which eliminates the limitation of the deduction for medical expenses of amounts in excess of 5 per cent of the adjusted gross income with regard to the medical expenses incurred for either spouse where either spouse has reached the age of 65. Therefore, there is no limitation on the medical expenses of taxpayers over 65. However, with regard to the dependents of 65-year-old or over taxpayers, the expenses incurred for these dependents are subject to the 5 per cent limitation.

Every individual is entitled to a deduction for medical expenses of the taxpayer, his spouse, or his dependents. The amount deductible must exceed 5 per cent of the adjusted gross income. There is a further limitation as to the amount which can be deducted. The rule is as follows (excluding old age and blind persons' exemptions):

Exemptions	Maximum Medical Deductions Separate Return	Joint Return
1	\$1,250	—
2	2,500	\$2,500
3	2,500	3,750
4 or more	2,500	5,000

The following are examples of deductible items for medical ex-

penses besides doctors, dentists, hospitals, nurses, etc. You are allowed to deduct any payments for hearing aids, trusses, crutches, braces, artificial teeth, eye treatments, eye glasses, medicines, hospital and accident insurance premiums and hospitalization insurance. You can also deduct traveling expenses which are necessary to get medical care.

#### Capital Gains

The new law provides for very important changes in the capital gains law. Long-term capital gains and losses are no longer subject to the former 50 per cent limitation. Capital gains are now included in gross income at 100 per cent, and similarly, 100 per cent of all capital losses must be taken into account. However, where the net long-term capital gains exceed the net short-term capital losses, you can deduct 50 per cent of such excess. Under the prior law, you excluded 50 per cent of long-term capital gains or losses in computing net capital gain or net capital loss. Short-term capital losses were taken in at 100 per cent, and as a result, a \$500 short-term capital loss could wipe out a \$1,000 long-term capital gain. Under the new law, the \$1,000 long-term capital gain will be included at 100 per cent in computation of gross income, and from your gross income you may deduct, in addition to the \$500 short-term loss, \$250 or 50 per cent of the excess of the long-term gain over the short-term loss. Under the new law, long-term losses, like long-term gains, will be taken into account in full and will offset short-term gains on a dollar-for-dollar basis. However, if your net long-term losses exceed net short-term gains, you can only use the excess to offset ordinary income up to \$1,000. The remainder of the unabsorbed net loss can be carried forward as a short-term capital loss in the next succeeding five years.

(Concluded next week.)

## Bill Antes, 47, R-B TV Agent, Dies in Wis.

EVANSVILLE, Wis., Feb. 14.—William B. Antes, 47, radio and TV agent for Ringling Bros. and Barnum & Bailey Circus, died at a hospital in Madison on Sunday (8). Funeral services were conducted here Thursday (12).

Antes was the son of a newspaper publisher. He graduated from the University of Wisconsin and became editor of the Evansville Review. Turning to circus work, he was press agent for Russell Bros. while that show was owned by Mr. and Mrs. C. W. Webb. He remained until the show was sold and then became press agent for the Clyde Beatty Circus. He joined Ringling-Barnum circus 10 years ago and was assigned to radio and TV work. He set up the show's television publicity policy.

#### Left Show in Fall

He had been in poor health for about a year. Last fall he left the show to enter a Rochester, Minn., hospital for treatment of a heart ailment. After being in a critical condition there for some time he showed improvement and was taken to his home here. Later he was taken to the Madison hospital.

Antes held an interest in the family's printing firms, which included a well-established label-printing company. He also owned resort and timber land in Minnesota.

Surviving is his widow, Mrs. Edna Antes, who has been in the pass wagon on the Ringling show; one brother in Evansville, a sister in Evansville, and a sister in Waukesha, Wis. Services were held at the Allen Funeral Home here.

F. A. Joudinot, general agent of the Ringling-Barnum circus, represented the show at the funeral.

### CIRCUS MUSIC

## Arthur Hopper Rites Include Kelley Tribute

CHICAGO, Feb. 14.—Recorded music of a circus band replaced the usual hymns at the final rites for Arthur R. Hopper here Wednesday (11).

Hopper, who formerly was general agent of Ringling-Barnum, Hagenbeck-Wallace, Al G. Barnes and John Robinson circuses, died in New York Monday (2). Services were held in New York Sunday (8) prior to those here. Burial was at Showmen's Rest here under direction of the Showmen's League of America.

Music at the funeral included "March of the Gladiators," "The Big Cage," "Circus Echoes" and "Barnum & Bailey's Favorite," all recorded by Merle Evans' Ringling-Barnum band. Some of the recordings had been negotiated originally by Bill Antes, Ringling press man who died Sunday (8).

Tribute to Hopper was paid by  
 (Continued on page 65)

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 the  
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We manufacture the most complete line of Diesel and gasoline lighting plants for carnival and show use available anywhere. Skid mounted or trailer mounted, they combine neat appearance with convenience dependability, and we are prepared to give quick service anywhere—any time on our manufactured units. Sizes from 5 kw. to 400 kw. Phone, write, or wire today for a prompt quotation on power plants to fit your requirements. Convenient terms offered. Sizes 3 kw. to 1000 kw., either mobile or skid mounted.

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## MINIATURE TRAIN CO. RENSSLAER, INDIANA

# Minn. Exec Stresses Community Promotion

ST. PAUL, Feb. 14.—A program of community organizations' co-operation with the Kandiyohi County Fair, Willmar, believed unique in county fair operation in the country, was detailed Monday (9) by A. E. Thompson of Willmar, fair secretary, at the seventh annual three-day short course on fair management in the Hotel St. Paul here.

Thompson, who in addition to serving as Kandiyohi secretary is the newest member of the State Fair Board, took part in the panel discussion on "Pre-Fair Community Promotion."

This coming spring, he said, his fair would conduct its fourth annual fair booster meeting, with two or three representatives from each organization in the county—commercial clubs, American Legion, VFW, Lions, Rotary, Kiwanis, Farm Bureau, Farmers Union, Livestock Breeders' Association, 4-H Clubs, Future Farmers of America, rural youth groups, county teachers' association, independent school districts, etc.

**Draws 150**

The attendance at this meeting runs 100 to 150 persons and, according to Thompson, the session lasts "well past midnight." The fair board starts the meeting off by holding a short business session on the stage to permit the others to see just how it operates.

An inspirational speaker usually is booked, but the agenda gets going with the organization representatives present urged to speak up, say what was wrong with the preceding year's fair and what should be done to improve the next one.

"This meeting is one of the biggest events in our county," Thompson declared, "and it sends these representatives back to their own organizations to make reports of our session—thus bringing our fair to the attention of an ever-widening group. Its benefits have been marked in the tremendous increase in entries and attendance stimulation. (Last year the Kandiyohi fair was hit by polio, the year before by rainy weather, but despite this, he said, returns were extremely gratifying.)"

**Sets Committee**

In addition to this session, the Kandiyohi fair also has a county-wide advisory committee of 42 members—the top individuals in the county—including one member from each of the county's 24 townships, one from each village in Kandiyohi and four from the city of Willmar. Also in existence is a woman's advisory committee made up of seven of the outstanding women in the county.

These groups meet three times a year, in the spring and summer and go over all the problems of the Kandiyohi fair again, telling what's good and bad about it.

"Thru this we get many new—and extremely good—ideas,"

Thompson said. "We also achieve the confidence and the interest of all the organizations in our county and the assistance of all the top people in our territory."

The fair board also makes available a visiting committee which goes, by invitation, to meetings of the various organizations in the county showing films of the fair and discussing the exhibition. Thompson said the committee gives its audience an opportunity to "take potshots at us and we all benefit from it." He said that any other fair which follows this pattern would be "positively amazed at the results."

# Walter Leek, PNE Ex-Head, Dies at 83

VANCOUVER, B. C., Feb. 14.—Walter Leek, 83, credited for much of the development of Vancouver's Pacific National Exhibition, of which he was president 12 years, died Sunday (8) in Vancouver General Hospital. "He performed an outstanding achievement in building up the PNE," exhibition manager V. Ben Williams said. "He was even talking about plans while in the hospital. His eye was always on the future."

Prominent in business circles, Leek was best known for the keen interest he took in the PNE. He succeeded R. P. McLennan, as president in 1927 and was an honorary president until the time of his death. He was a former president of the Vancouver Conservative Association and in 1916 contested a seat for the Provincial Legislature. He served as a police commissioner for two years and license commissioner for four years. He also was a former president of the Terminal Baseball League and took an active part in many other sports.

In addition he was a charter member of the Kiwanis Club, a member of the board of the Board of Trade, Society of Professional Engineers. In his exhibition work and many other associations with the public he was beloved for his kindness and numbered his friends by the thousands.

Surviving are his widow, Jean; two sons, Charles and Walter; a brother, James; five sisters; four grandchildren and one grandchild, all of Vancouver. Funeral services were held Wednesday (11) from St. John's Anglican Church with burial in Mountain View Cemetery.

**Richard Anderson**, Regina policeman who has headed the police detachment at the fairgrounds of the Regina Exhibition for a number of years, has been appointed chief of that city's police force.

# Bob Crosby Replaces Colonna In Jacobsen Hollywood Revue

DES MOINES, Feb. 14.—Orchestra leader Bob Crosby is scheduled to head up the "Hollywood Revue," which will be opened in May by the Hollywood Circus Corporation. Charles Jacobsen, of the corporation, said confirmation of the booking had been received from Music Corporation of America. Crosby will be

emsee and will feature his singing.

The revue will be in addition to the Jacobsens' Hollywood Circus unit, which will tour later. Earlier, Jacobsen had negotiated for Jerry Colonna to head the revue and believed that was set.

Also contracted for the revue, which will play auditoriums, are Dick Berg's seals, Adams' chimps, Cimse Sisters' dogs, Sils Sisters' aerial act, Frenchy Manning, wire; Ming Sing Troupe, juggling and contortion; Two Adams, unicycle, and Don Rey and Jimmie Goff, organ and drums. Contract with another act is pending, Jacobsen said.


Promotion of the revue's early dates has been started. H. W. Jacobsen, co-owner, has opened activities in Omaha, and R. W. (Preacher) Brandon is ready to open a Sioux City, Ia., office. Charles Jacobsen started this week on a booking tour.

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### DON'T BLAME VIDEO

# Doug Baldwin Advises: Don't Use TV As Scapegoat for Poor Management

ST. PAUL, Feb. 14.—Television today is the "same scapegoat" for poor fair management that bicycles, automobiles and radios were in the days they first appeared on the scene.

That was the blunt statement of Douglas K. Baldwin, secretary of the Minnesota State Fair, at the seventh annual three-day fair management short course in the Hotel St. Paul here Monday thru Wednesday (9-11).

Baldwin was one of nearly a score of persons who took part in the short course session sponsored by the Minnesota Federation of County Fairs and Minnesota State Agricultural Society, co-operating with the University of Minnesota's Institute of Agriculture, agricultural short courses division.

"Too many persons are quick to criticize or blame some factor

because their fairs are not successful," Baldwin said in his address on "Sources of Revenue" Tuesday morning. "Instead of crabbing, they ought to turn those factors to good advantage to help build their expositions."

#### Recalls Bikes

He said that when the bicycle first made its appearance, fair operators complained that the new contraption would "ruin" fairs because it gave riders a method of recreation and made them "too sophisticated and blasé."

The automobile 30 years ago was a similar evil, yet today is the "salvation" of fairs, he said. Radio, decried in its early days as an "enemy," has become a top medium of publicity, he points out.

The same thing, he declared, is possible with television, for "all these things indicate the progress of our nation."

"The thing we fair managers must learn is how to take full advantage of these progresses, to study them carefully and to use them to help build our expositions," he declared.

#### Key Fair

"If a fair is keyed to what the people want, good sound management is displayed, these fairs will draw and make money. Your job is to figure out ways and means of attracting people thru your gates, and then how to manage them once they are in."

"Too many fairs have become victims of a static and stagnant condition, which could be corrected easily if given some thought. It is very apparent that fairs can't stand still, for fairs that do, will fall behind. It is a matter of survival, so learn to forge ahead—or die."

John Rusinko, assistant advertising and public relations director for Minneapolis-Moline Company, took a similar view in his discussion on "A Businessman and Exhibitor Looks at Your County Fair."

Rusinko warned that unless fairs are better equipped than most are at present, and unless during the year fair managers try to convert their grounds into rural and county recreation centers, fairs are "going backward and are doomed to die."

#### Liven Up Plant

"A fairground can't be a 'ghost town' 360 days a year, alive with activity five days a year and expect to amount to much," he warned. "People have no confidence in such operations. Make your grounds alive with activities all year 'round, build up a social-recreation program that will draw

people to your grounds thruout the year, not only at fair time."

Prof. R. G. Nichols, head of the University of Minnesota rhetoric department, discussing "How to Tell Your Story," said the average fair official should be prepared to meet groups and talk effectively. He cautioned "not to make a great deal of work out of a talk you have to give." His suggestion was to write something down in advance, think it over, and then practice it without notes, several times. Before long, he said, such speakers would be able to look their audiences "right in the face, no matter how good or bad a speaker you are."

## St. Paul Carnival

Continued from page 60

C. C. Walther and Ethel Seiler, king and queen of the Krewe of Hermes of the New Orleans Mardi Gras. They spent the entire carnival week here, leaving Friday morning after the torchlight parade Thursday night (5) which drew an all-time spectator high of 100,000. The opening parade Saturday afternoon, January 31, drew poor attendance because the mercury took a 20-degree nose-dive from 24 to four in eight hours.

#### Frozen Horns

The weather opening day was so cold that the two dozen musical units in the parade were unable to do anything but beat the drums because the wintry air blocked the wind instruments.

Another highlight was the visit to the carnival of Robert Cummings, stage, screen and television actor.

Executive Secretary Geisler was hoping that final reports of the button sales would be completed in 30 days so he would be able to make a final report at the annual meeting of the board of directors in April.

## Tampa Gate Up

Continued from page 60

showmen, fair execs and exhibitors at the fair. He also was presented with an autograph book in which those at the fair signed at \$1 per person to raise money for the TV set. Earlier, he was presented with a recording of a radio interview in which he and other fair officials had retraced his 35-year association with the fair.

## Outdoor Execs See Big Year

Continued from page 60

Eisenhower and the Republicans taking over the administration of the federal government. This feeling is not unanimous by any means, however. Any number of carnival operators would have preferred a continuance of the Democratic regime, even tho it ultimately resulted in restrictions on their operations. They say they recall the erasure of the lean years when Roosevelt came into power. The government spending which was started then and still continues is vital, they say, to put spending money into the pockets of the little fellow on whom they depend for their principal patronage.

Even the most pessimistic adhere to the belief that "nothing bad" can happen this year. They say that if there is to be a changing pattern, it will take at least this year for the preliminary machinery to be oiled up. They aren't really looking for changing times, either, because they see no hope for general peace in the world, and unless this happens the heavy government expenditures and full employment will have to continue.

#### Last Year Okay

Except for the weather, few last year complained of attendance or, even more important, per capita spending. Those that did admittedly had not done the job of anticipating and catering to the demands of their customers. Business has come easy in the post-

war period and there perhaps is not yet the realization of the need to sell the customer.

Some of the seers in the field say that now, and not later, is the time to begin examining and reformulating plans. It isn't enough, they say, to assume or hope that patronage will remain constant. Patronage must be increased, if only to keep the profit margin the same few percentage points ahead of rising costs and taxes.

Fairs last year received a windfall where taxes were concerned. In New York State alone, it was estimated that the fairs, just a few more than 50, saved \$2,000,000. Since they mostly operated within the seven-day week period, it can be said that was a lot of money. In effect it amounts to a \$2,000,000 savings in one week. Spread out over the three-month operating period it doesn't sound like so much—especially to the legislators who are charged with making, or amending, laws.

Parks last year had an exceptionally good season, as did most fairs. The carnivals which had to wallow thru a rainy spring and early summer did not fare so well since the early season bills served to take the edge off lucrative later season dates. Those who supply fairs and parks with various special entertainment features and supplies, also did well, and they have every reason to believe that 1953 will be better.

## Winter Fairs

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### Arizona

Mesa—Maricopa Co. Fair, Feb. 21-March 1. Marcel Desjardis, 5111 N 10th St, Phoenix

### California

Cloverdale—Cloverdale Citrus Fair, Feb. 20-23. J. LeRoy Wehr, P. O. Box 95. Imperial—California Mid-Winter Fair Feb 28-March 8. D. V. Stewart. Indio—Riverside Co. Fair & Nat'l Date Festival Feb 18-23. R. M. C. Pullen-wider.

### Florida

Sustis—Lake Co Fair March 16-21. Karl Lehmann, Courthouse, Tavares, Fla. Fort Lauderdale—Broward Co Fair March 3-7. B. E. Lawton. Largo—Pinellas Co Fair Feb 17-21. J. H. Logan. Orlando—Central Fla Expo Feb 23-28. Crawford T. Bickford. Plant City—Florida Strawberry Festival, Feb. 23-28. G. R. Patten. Sanford—Seminole Co Fair March 9-14. Tampa—Florida State Fair & Gasparilla Assn Feb 3-14. P. I. Strieder. West Palm Beach—Palm Beach Co Expo March 8-14. Lamar Allen. Winter Haven—Florida Citrus Exposition Feb 16-21. Phil E. Lucey.

### Montana

Bozeman—Montana Winter Fair March 21-27. George T. Sims.

### Texas

Mercedes—Rio Grande Valley Livestock Show March 5-9. Carl A. Blasig. San Antonio—San Antonio Livestock Expo Feb 20-March 1. W. L. Jones.

## Fair Assn. Meetings

Middle West Fair Circuit, Town House, Kansas City, Kan., February 20. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

Eastern Massachusetts Agricultural Fairs Association, Weymouth Grange Hall, South Weymouth, April 29. Mrs. Augusta Kay, 605 Bedford Street, Whitman, secretary.

## Harrington Sets Dates, Program For 34th Event

HARRINGTON, Del., Feb. 14.—The 34th Kent and Sussex Fair will be held here July 27-August 1. T. Brinton Holloway, general manager, announced this week.

Last year attendance was down somewhat with 65,000 reported. The absence of horse racing, extreme heat and the ban on bingo affected the gate, Holloway said. Harness racing will be brought back this year.

Entertainment features will include Irish Horan's Lucky Hell Drivers, on Monday night, July 27. Fireworks and a grandstand revue are also carded. Tuesday (28) will be Children's Day.

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Sign Cards, Illustrated, Pack of 36 . . . 15¢  
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4 Polack Girls Fall, Not Seriously Hurt; Show Wins Ft. Wayne \$\$; Louisville Big

LOUISVILLE, Feb. 14.—Crowds at early performances here of Polack Bros.' Western unit indicated the show run would wind up Sunday (15) with a gross comparable with the best of the 13 years the show has made this Shrine date.

The run followed that in the new Allen County Coliseum at Fort Wayne, Ind., where business was on the phenomenal side, according to show sources. All five performances in the 10,000-seater were turnaways. All reserved seats were sold before the show opened. Manager Director Louis J. Stern said he had not seen anything comparable to it in 21 years in the business.

Attendance at Fort Wayne nearly doubled that of a year ago, when the smaller Quimby Auditorium was used. The Shrine's take was three times that of 1952, it was reported. An option to use the building for five days next year was taken.

Four girls in Barrette's iron-jaw act were injured when a cable, that had just hoisted their rigging, broke and let them fall more than 20 feet. The mishap occurred Monday (9) and received heavy press play here and thruout the country.

Dollye Green suffered fractured bones in her left heel. Dorothy Pina received similar but less serious injuries to her right heel.

Elaine Millar escaped with superficial cuts and bruises. Ora Eagleman's injuries were a mi-

nor concussion and small scalp laceration. The first three worked with Barrette on the Beatty show last season, and Miss Eagleman is new to the act this season. She was with Kelly-Miller last year. Ronnie Johnsrud, who was peddling the bicycle device that revolves the rigging, fell but was not injured.

Spool Fouls Cable

Marshall Tharp and Walter Taylor, manning guide ropes, slowed the fall of the rigging and received rope burns on their hands. The accident occurred at the start of the act, and, altho the girls had the iron-jaw mouthpieces in place they still were holding by their hands. The cable was believed to have snapped after it failed to track properly and jumped off a spool on the power hoist. The cable and rigging were new this year.

The injured girls were released from the hospital Friday (13). Janice Franco Voise, who was in the act last year, arrived by plane Thursday to rejoin. After reading in Los Angeles of the accident, she telephoned Barrette and offered to come on. Another replacement was negotiating, and the act was scheduled to rejoin the show at Chicago (26). Dorothy Pina and Dollye Green were expected to be disabled for several weeks.

Performance Completed

Ross Paul, show manager, accompanied the injured girls to the hospital. An audience of 4,500 remained calm at the time of the accident and the performance was completed.

Attendance was up Tuesday (10) but dropped Wednesday (11) because of basketball and boxing competition. Thursday night was nearly filled and advance sale for

the remainder of the run was heavy. Matinees were big.

Fort Wayne promotion was handled by Sam Ward, who went next to Erie, Pa., for an Eastern unit date. Jimmy Rison jumps from Louisville to Santa Rosa, Calif. Joe O'Donnell moved from Hammond, Ind., to Indianapolis. Henry Barrett handled the opener at Flint, Mich., and then returned to the Eastern unit. Dixie Hebert will handle promotion at Decatur, Ill., a new date following Chanute Air Force Base and Chicago engagements.

Talent Topics

Larry Griswold, comedy-trampoline, writes from his Cedar Rapids, Ia., home that he's on the mend and at times even forgets to limp. He tossed away his cane and hopes to be back on the road in at least three weeks.

Bill J. Thomas, formerly of the Flying Melzoras and the Flying Melzers, has been registered as a certified public accountant after successfully passing the Michigan State examination. Thomas is now associated with the Saginaw, Mich., accounting firm of Carlson & Timm.

Sam Roberts, Chicago booker, reports he has booked the Marvels and the Husted Sisters to play with the Roy Rogers rodeo thru the month of March. Don Adams, clown-bicycle act, opened January 26 with the James M. Cole Circus at Bradford, N. Y., for his second season with the org. Show will play New York and Pennsylvania dates for several months.

Vince Lopez, of the Lopez Trio, casting act, left Chicago for Sarasota. Josephine Berosini also headed for Florida but will be back up north to play the Rochester, N. Y., circus date for Orrin Davenport. Adriana and Charley, comedy trampoline, are playing the Chicago boat show, which opened in the International Amphitheater Friday (6).

Joe Basile played the banquet show of the New York State Association of Agricultural Fair Societies Tuesday night (3) at Albany. With the Big Top TV show to do every Saturday, the bandsman had to pass up all other fair meetings. Joe and his band are scheduled to begin a series of 12 dates with the Hamid-Morton Circus beginning February 13 in Memphis.

Scotty Burbank, musical novelty act, recently appeared on Ed Sullivan's "Toast of the Town" TV program. The Shanghai Twins, Chinese acro-contortionists, recently appeared on the "Sealtest Big Top" TV show. Both acts, which are now appearing in Canada, were booked by Henry Cogert, Boston agent. Cogert also handles Three Bouncing Bodos, Charley Rozella and the Wild Azaleas.

Hodges-Hodgini Trio, trampoline, have signed with Siebrand Bros.' Circus and Carnival and will open with the org in Phoenix on March 3. Act was previously with Siebrand in 1949 and 1950.

GoGoo, the clown (Y. Natarno), left Hollywood recently for a 13-week tour of the Northwest, where he will play three schools a day. Working thru the School Assembly Program, he opened February 9 in North Dakota. He plans to return to the West Coast early in May after a trek that includes South Dakota, New Mexico, and Arizona.

Among the acts appearing recently at Memorial Auditorium, Fort Lauderdale, Fla., were George Emond, roly boly; Pedro and Durand, comedy head balancing featuring Pedro Jr.; Dime Wilson, table rock, and Trudy Wilson, contortions.

Race Org Chartered

RALEIGH, N. C., Feb. 14.—Dixieland Speedways, Inc., has been chartered here by the secretary of State. Authorized capital stock was listed at 1,000 shares of no par value and the incorporators as James F. Chestnutt, Clinton, and Betty A. Patterson and J. B. Harris, both of Durham.

Out in the Open

Col. Jack Reilly, authority on special events at world's fairs and other large scaled expositions, has been named executive director of the Multiple Sclerosis Foundation of America, Chicago. Reilly will be one of the discussion leaders at the Publicity-Advertising-Promotion Clinics for Fairs to be sponsored by The Billboard February 23-24 in Chicago's Hotel Sherman.

J. C. Stewart, Pilot Mound, Man., fairman and horse racing official, has been elected president of the Great Western Manitoba Racing Circuit. Capt. Stanley Harrison, a director of the Regina (Sask.) Exhibition, has been re-elected president of the Prairie Thoroughbred Breeders and Racing Association.

Vern Elliott, rodeo producer; Cy Taillon, well known rodeo announcer, and Casey Tibbs, bronk rider, were featured on a Saturday (31) telecast from the Southwestern Exposition and Fat Stock Show, Fort Worth. The video stint, which included almost the entire rodeo program, was aired over the National Broadcasting Company.

Duane Hennessy, manager of the Multnomah County Fair, Gresham, Ore., has been given a new contract by the county commission with no expiration date.

Georgie Simpson, sister of Mrs. Walter B. Fox, advises from Norfolk that she attended the opening of Bill Bailey's All-Star Minstrels as the guest of Manager Marshall Green. She adds that the show was heavily patronized. W. (Bill) Breese, in advance of the show, scribes from Bartlesville, Okla., that he has been running into plenty of cold weather thru Texas and Oklahoma. He's headed for Kansas and Missouri.

Maurice E. Hartnett, manager of the Calgary (Alta.) Exhibition and Stampede, is provisional chairman of the new Western Canada Arena Association. Temporary board of directors include James Paul, Edmonton; Joseph Dutkowski, Victoria, B. C.; R. H. Gillies, Regina, and R. E. Stewart, Brandon. I. W. Parsons was named secretary.

Jack Ray, show artist-designer of Toronto, left New Orleans Wednesday (11) after a 10-day stay. He planned to visit Texas and California before returning to Toronto. John Collins, British showman, and Mrs. Collins, accompanied by Jimmie Sullivan, owner of the Wallace Bros.' Shows of Canada, and Mrs. Sullivan arrived in New Orleans Friday (13) for the Mardi Gras.

Chet Hagen, National Broadcasting Company newsman and radio publicist for the Reading (Pa.) Fair, has a piece of a new legit enterprise starring Connie Bennett and scheduled to preem several months hence. Hagen says he will have to relinquish his Reading chores because of the press of other business. He has been devoting his vacations to aiding Russ Moyer at Reading and at long last feels the need to "get away from it all." Paul Williams, secretary of the Walton (N. Y.) Fair, is spending a month at the Miami home of Frank Wirth.

George A. Hamid Sr., head of the New York booking agency bearing his name, was given a birthday party Wednesday (4) at the King Edward Hotel, Toronto, where he was attending the annual meeting of the Ontario Association of Agricultural Fairs, by Hiram McCallum, manager of Canadian National Exhibition, and Jack Arthur, CNE grandstand show producer. Guests included Patty Conklin, Canadian midway mogul, and Joe Hughes, Hamid representative. Mr. and Mrs. Hamid are currently on a short vacation in Miami.

Aurel Vaszin, president of National Amusement Device Company, Dayton, O., is vacationing in Florida. He visited John Pederson's Africa, U.S.A., at Boca Raton, and was a guest of Charles Ross, owner of Fun City at the Wisconsin State Fair.

TOLEDO, Feb. 14.—Grotto Circus, which closed here last week, suffered a drop in attendance. Night houses were light thru the Saturday (7) finale. A wealthy book carried the show, however.

S. D. Probe Clears State Fair Board

PIERRE, S. D., Feb. 14.—John White and Enos Blair, discharged members of the board of the South Dakota State Fair, Huron, were cleared of charges of misconduct by a joint legislative investigating committee here Tuesday (10). The committee, however, upheld Gov. Sigurd Anderson's findings of irregular business practices by the board. The group of legislators said it was unable to find "any of the members of the board wilfully did anything wrong or failed to do anything that was imposed upon them as a duty or responsibility." It did, however, note several violations of law in the conduct of fair business.

Governor Anderson fired both members of the board last month after they were charged with irregular practices by Phil Rensvold upon his discharge by the board as its secretary.

The committee did not criticize the governor or the State Fair Board for the dismissals. It did recommend "Open and fair consideration" to all companies bidding to play at the fair so that the best entertainment at reasonable prices may be obtained.

Meanwhile, a business meeting of the fair board, scheduled to be held in Huron Tuesday (10) for the consideration of a new secretary, was confined to minor matters by the weather. Chairman James Ramey was kept from getting to Huron by high snows.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- (Routes are for current week when no dates are given. In some instances, possible mailing points are listed.) American Eagle: Pascagoula, Miss., 18-28. Big State: Luling, Tex. Crafts Expo: Brawley, Calif., 17-22; Yuma, Ariz., 23-March 1. Franklin, Don: San Antonio, Tex., 20-March 1; San Angelo 3-5. Gladys Amusement Co.: Florida City, Fla., 16-21. Hottie, Buff: Covington, La., 16-21. Jollytime: Waycross, Ga., 28-March 7. Prell's Broadway: (Fair) Homestead, Fla. Royal Expo.: Arcadia, Fla.; Okcechobee 23-28. Royal Crown: (Fair) Plant City, Fla.; (Fair) Eustis, Fla., 23-28. Stephens, C. A.: Ocala, Fla., 16-21; (Fair) Sebring 23-28. Strates, James E.: (Fair) Largo, Fla.; (Fair) Orlando 23-28. Tassell, Barney: Dania, Fla.

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- Circus Enterprises, Inc.: Inverness, Fla., 17; Lacochee 18; Winter Garden 19; Pine Castle 20; Crescent City 21. Davenport, Orrin: Cleveland 17-22; Rochester, N. Y., 23-28. Gran Circo Americano Loyal Repensky: C. Santa Marta, Provincia Camaguey, Cuba, 17; Marcareno 18; Colonia Aguilar 19; C. Francisco 20-21; C. Ella 22; C. Jobabo 23; C. Rio Cauto, Provincia Santiago 24; Bayamo 25-26; Vegueta 27; C. Estrada Palma 28. Harris & Rowe: Elizabethtown, Ky.; Owensboro 23-28. Polack Eastern: (Community Center) Kingston, Ont., 17-19; (Community Center) White Plains, N. Y., 21-23; (Aud.) Roanoke, Va., 25-28. Polack Western: (AFB Aud.) Chanute Field, Ill., 19-22; (Medinah Temple) Chicago 27-March 15.

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## Incorporate New Spot in North Carolina

WILMINGTON, N. C., Feb. 14.—Southeastern Fair Association, newly incorporated under North Carolina law with authorized capital stock of \$500,000, is concentrating efforts toward development of an amusement park for year-round operation. Rides, concessions, mutual horse racing, stock car racing, bowling and roller skating are planned, according to N. H. Modinos, president.

Four miles from Wilmington the association has acquired a 100-acre tract of land with 1,200 feet of frontage on U. S. Highway 17. This tract is a short distance from Fort Bragg, Camp Lejeune and Cherry Point, all large military reservations. It is also within five to 10 miles from Fort Fisher, Wrightsville Beach, Carolina Beach and Kure Beach, a factor which officials believe will make the site a good one for a park.

## Ocean Beach Holds to '52 Price Levels

NEW LONDON, Conn., Feb. 14.—The Ocean Beach Park Board, which supervises the city-owned-and-operated Ocean Beach Park, has voted to maintain the same rate schedule this summer as was in effect last season.

General admission rates are: Adults, 25 cents; children, 10 cents; parking charges, 30 cents on week days and 50 cents on Sundays and holidays.

Commutation books offer substantially reduced rates for both general admissions and parking. The board has authorized a one-year contract with the Picazio Catering Company for operation of the restaurant, with the firm to pay New London 10 per cent of gross receipts up to \$50,000, and 15 per cent of receipts in excess of that.

## Batt to Tour South America, Attend Session

NEW ORLEANS, Feb. 14.—Harry J. Batt, of Pontchartrain Beach, will leave here Wednesday (18) by air on a tour of Central and South America. He will attend the annual meeting of the Inter-American Municipal Congress in Montevideo, Uruguay, February 22-28.

Batt, as a member of the city's Advisory Recreational Commission, will be a member of the official New Orleans delegation to the meeting. Mayor deLesseps S. Morrison of New Orleans, is president of the international group.

The party will stop in Panama; Lima, Peru; Santiago, Chile; Buenos Aires; Sao Paulo, Brazil; Rio de Janeiro; Caracas, Venezuela and Havana. Batt will arrive in Cuba on March 9 and remain there about five days before returning to New Orleans.

## Coast Kid Spot Sets TV Talent

COMPTON, Calif., Feb. 14.—Tiny Town Park again will feature personal appearances of top TV and radio entertainers on Sunday afternoons, H. C. Matthews, owner, said.

Among those to be seen during the forthcoming weeks are Webster Webfoot, Candy and Nancy, Uncle Archie, and Nutsy the Clown.

## Rocco Off Road For Set-Up in St. Paul Park

ST. PAUL, Feb. 14.—After 15 years of successful operation, the Rocco Shows are being withdrawn from the road this year and will be shifted in their entirety as features of the new Harriet Island Park here. Owner Rocco and his son have been named managers of the spot.

In addition to Rocco rides and concessions, the park will offer free acts, roller skating and dancing, band concerts, boating, a zoo of trained animals and picnic facilities. Many former Rocco concessionaires are expected to be on hand. It is also planned to offer a three-ring circus at the park at least twice during the season.

Several thousand dollars have already been spent by the St. Paul Park and Playground departments on improvements to the park, including recent installation of an elaborately lighted entrance. Further improvements are planned.

## Africa in Fla. Draws Crowds

BOCA RATON, Fla., Feb. 14.—The Pedersons' Africa, U.S.A., near here has been drawing good crowds altho it is not officially open yet. The spot is a tropical showplace with trees and plants transplanted from Africa. Animals are on display, and there are artificial lakes, springs and waterfalls. A trackless train built by National Amusement Device Company, Dayton, O., is in operation to transport patrons thru the layout. Owners are Mr. and Mrs. John Pederson and Jack Pederson.

## Mass. Mulls Bill to Outlaw Pinballs

BOSTON, Feb. 14.—Henry Bowen, legal counsel for the New England Association of Amusement Parks and Beaches, Wednesday (11) appeared before the Massachusetts General Court's Committee on Legal Affairs on a proposed bill which would, in effect, ban pinball machines in the State's Arcades and amusement parks.

The proposed legislation would prohibit the free play element in the games and would also require that the skill involved in playing the game be the "predominant factor." (For complete story, see Coin Machine department.)

## Rites Held for Arthur Hopper

Continued from page 61

F. Beverly Kelley, formerly with Ringling and now with "Call Me Madam," who stated that the choice of music implied no disrespect for church music. "As a lad of 12, Hop's ears first caught the wonderful, exciting tempo of the big tops expressed in music and he heard it all the rest of his active life. What could be more appropriate now?" Kelley asked.

He pointed out Hopper's varied career "prepared him for one of the hardest assignments in the annals of show business—director of outdoor advertising and traffic manager of Ringling Bros. and Barnum & Bailey Circus after the Hartford fire, when restoration of public confidence was all important to every branch of the canvas fraternity.

"In the whole history of circus business, it is doubtful if there was a period when intelligence and hard work were more sorely needed. But Hop was a big man and he turned in a big job," Kelley said.

"Hop leaves no survivors except thousands of friends. It is fitting that he goes to the real Big Top to the strains of circus music."

### Flint Gives Sermon

George Flint, chaplain of the SLA, delivered the sermon and directed the services. He also of-

ficiated at the burial. Pallbearers were F. A. Boudinot, general manager of Ringling-Barnum; Nat Green, manager of Ringling's Chicago office; Kelley; Al Sweeney, currently with Polack Bros.' Circus; Harry Bert, of Ringling-Barnum, and Bert Wilson, Circus Fans Association.

Among those attending were Clint Finney, Harry Atwell, Louis J. Berger, Harry Duncan, Walter Driver, Mike Shepherd, Phil Shepherd, Mr. and Mrs. William Martin, Sunny Bernet, Whitey Lehrter, Mrs. Earl Shipley, Mrs. Dolly Scott, Dr. H. H. Conley, Mickey Coughlin, Walter Scholl, Jack Duffield, John Lempart, Joe Streibich, William A. Hetlich, Andre Dumont and Tom Parkinson.

Floral pieces were from Frank Braden, Orrin and Dorothy Davenport, R. M. Harvey, Omer J. Kenyon, Allen J. Lester, R. L. Lohmar, Bob and Leona Parker, Sam Stratton, J. C. (Tommy) Thomas, Eugene Whitmore, George Reeder, the Atwell Luncheon Club, the Showmen's League of America; McKinley Lodge, AFAM; Boudinot, Bert, Green, Kelley, Sweeney and Polack Bros.' Circus. Some of these were at the New York services.

The Chicago Tribune carried a front page story about the funeral in its Thursday (12) issues.

## INDIAN PT. NOTES EARLY BOOKINGS

### Picnic Groups From Distant Points Show Eagerness to Sign Up Early

NEW YORK, Feb. 14.—A heavy interest in the advance booking of picnic groups has been noted this year by E. D. Kelmans, operator of Indian Point Park, near Peekskill, N. Y., on the shores of the Hudson River.

Kelmans, who took over the recreation spot several years ago and turned it into a full-scale park operation for the first time, said that bookings are being recorded earlier and in greater numbers than ever before. There is no apparent reason for the extra early activity, apart from a possible desire to be assured of recreation facilities, such as ball fields, on particular days.

While many of the parties will arrive by bus, others will journey to the park via the Hudson River Day Line. The boat line has a minimum of three boats stopping at the park on week-ends.

### Large Territory

While the park last year drew groups from such distant points as Philadelphia; Troy, N. Y.; Pittsfield, Mass., and New Haven, Conn., there are indications now that business from these centers, and others which are just about as far, will be greatly increased this year, Kelmans said.

Last year on several occasions as many as 150 busses were counted on single days. Some of the single parties utilized more than 25 vehicles. In addition to swelling the crowds arriving by cars and boats, the bus patronage

provided an excellent weather hedge, since the groups arrived as scheduled, rain or shine.

Last year new permanent concrete block eating stands were added in addition to a new Skooter ride, Bug, Little Dipper, Kiddie Fire Engine, Sky Fighter and roller rink. Plans do not call for multiple additions this year, altho a large zoo is likely to be an added feature.

The park property will again be used as a site for Westchester County Fair. Last year the initial event drew 85,000 persons despite a wash-out over Labor Day weekend, and this year it is hoped that the attendance figure will be doubled if good weather prevails, Kelmans says.

## SKEE-BALL

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## Port Arthur Pier Leased From City

PORT ARTHUR, Tex., Feb. 14.—The mayor has been authorized to sign a city contract leasing Pleasure Pier for three years to Robert Lacy. Eight per cent of the gross, less an amount equal to the tax levy, is to be paid the city.

High Quality KIDDIE RIDES ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL Illustrated Circulars Free W. F. MANGELS CO., Coney Island 24, N. Y.

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KIDDIE & MAJOR RIDES Buy or book. State lowest price. Can place Concessions and Attractions. Want to buy Popcorn and Candy Floss machines. PERCELL'S PARK 900 Main St. Williamsport, Pa.

GOLF-IN-A-PACKAGE A new Holmes Cook creation for 15,000 sq. ft. area. Low cost includes all pre-cut lumber for basic 18 holes, supervision, staking out and leveling, water hole bridge, plans for future development. Look ahead. Inquire now. HOLMES COOK MINIATURE GOLF CO. Box 1463, New London, Conn.

## Ben Davenport Sells Out; Diano Plans April Opener

### Ohioan Buys Wallace Equipment; Former Owner to Manage Outfit

GONZALES, Tex., Feb. 14. — B. C. Davenport sold all of his show property to Tony Dano of Canton, O., here Tuesday (10). Diano said the equipment would be combined with that which he already had and the new show will open here on April 4.

Both men said the deal was final. It had been brewing for several weeks. They declined to reveal the price involved. Davenport stated that this was the first time in 34 years that he did not own some type of show equipment.

Diano said that Davenport had been signed as general manager of the new show for a term of two years. Davenport retains title to the winter quarters farm and Diano holds an option to buy it in case he decides to winter the show there.

In the transaction, Davenport

sold the Lone Star Circus Corporation to the Diamond-O Ranch, Inc., which will lease it to the Buckeye Circus Corporation. Diano acquired not only all trucks, animals and equipment of the Lone Star company, but also the Wallace Bros., Dailey Bros. and Campa Bros. show titles, which Davenport has used. Davenport said the Wallace name was a copyrighted holding.

Diano equipment at his Canton, O., quarters will be moved to Gonzales, he said. Show will be set up for rehearsals prior to the opening.

The combination set Diano up as owner of one of the largest elephant herds. He owned seven bulls, including two Africans, and acquired 12 from Davenport. Those which had been leased under the Davenport regime to other shows will not be called in at this time, Diano stated. The combined collection of cat animals and other menagerie stock is equally large.

Diano operates a concrete business in Canton and has had the Diamond-O Ranch for several years. There he has kept circus and rodeo horses, as well as menagerie animals. In 1950 he bought a giraffe and had it on the King Bros. Circus for two seasons. A year ago he made a trip to Africa and Europe, during which he bought additional animals. The collection now includes a hippo, rhino, numerous zebras and other animals. He recently bought two camels from the Al G. Kelly & Miller Bros. Circus.

Details of plans for the new show's staff, program and equipment will be worked out soon, Diano and Davenport said. Currently, Carl Folk is acting as general agent. Jimmy Karro has been in charge of Diano's Canton set-up. It was anticipated that Davenport would bring to the new show a number of the department heads who have been with him for the past several years.

## K-M Shuffles Staff; Kitzman Has Bill Car

### Staley, Joe Webb Join; Watts, Art Miller Returning for 1953

HUGO, Okla., Feb. 14.—Shuffle of staffers on the Al G. Kelly & Miller Bros. Circus for 1953 will put Francis Kitzman in charge of the K-M bill car and transfer Al Lindemann, K-M 1953 car manager, to the Cole & Walters' car. Kitzman formerly was with Beatty and Dailey.

In other changes, John Staley, formerly with Beatty and other shows, will have the Kelly-Miller cookhouse and Joe B. Webb will come from Wallace & Clark to be K-M's assistant legal adjuster. J. W. (Dutch) Gilver, former 24-hour man, will be purchasing agent. Pinkey Barnes will be equestrian director, succeeding Pete Lindemann, who becomes general agent for Cole & Walters.

General Manager Obert Miller and Co-Owners Dory and Kelly Miller will return their show to the road in mid-April with the remainder of the staff little changed.

### Watts, Miller Stay

Ira Watts will be back as general superintendent. Art Miller will continue as general agent. Harry L. Jones is Side Show manager. Robert Snodgrass will be director of public relations.

Department heads will include Ione Stevens, concessions; Charles Cuthbert, band; Freddie Logan, elephants; Ted Rea, front door; John (Camel Dutch) Narfski, menagerie; Pete Smith, big

top; Laura Enos, wardrobe; John (Red) Farrarher, ring stock; Mel Thomas, 24-hour agent; J. L. Lewis, Jack Fulton and Tom King, pit shows; Edward Wright, electrician; Dave and Deacon MacIntosh, transportation; Larry Carlton, painting, and Roger Aignew, superintendent of seats.

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## MILLS SIGNS NEW ACTS, HOLDOVERS

### Group of English Clowns Coming; Dicker for Three Wire Troupes

CLEVELAND, Feb. 14.—Signing of new foreign acts and a contingent of English clowns and girls was revealed this week by Mills Bros. Circus. Revamping of holdover acts and work on show equipment also was detailed by Co-Owner Jack Mills.

Mills said importations would be the heaviest of the show's 14-year history and that more were to be signed later. Among the acts set now are the Namedils, (4), French perch troupe; Sandor Bekatow and his wife, Swedish horse trainers and riders; Ferreyre Trio, South American perch and acro unit; Six Melits, English acro girls, and Nio Yu, Chinese wire performer. Three Spanish and Mexican wire acts are to be named later.

### Nelsons, Schmitt On

Paul and Jinx Nelson will go with Mills again after a year with Barnes Bros. He will be equestrian director and she will ride menage and Roman standing. Hugo Schmitt will continue as elephant superintendent and also will have his chimp act. Joe Rossi will be back on the Mills bandstand as leader. Nelson has been training horses

and also had trained two diving dogs and monkey acts.

Jack Mills said that the English clowns, including a number of dwarfs and "name" jesters, are among those acts he signed during his winter junket thru Europe.

Sammy Burnstein will be purchasing agent. Jake Mills said three new tractors and a new truck have been purchased. Charley Brady's crew is renovating sleeper trailers. New wardrobe semi is completed, along with ring curbs, props, poles and seats. Work has begun on a new elephant semi. Spring delivery is set for the show's new big top, a 130 with three 40s.

General Agent H. W. Ahnhart was in Cleveland recently for conferences with Jack Mills. Nearly a dozen promotion crews are at work.

## Under the Marquee

Thonglaw Punyanitya, chairman of the Bunvanit Company, in Bangkok, Thailand, with his wife recently visited Homer and Kay Snow at the Ostrich Farm and Playland near Oxnard, Calif. While in Southern California, the Snows took their guests on a tour of a movie studio. They also visited George Emerson at Metro-Goldwyn-Mayer studios, as well as A. A. Glick at Bird Wonderland and Charles Allen at the Griffith Park Zoo in Los Angeles. Other visitors to the Ostrich Farm included Mr. and Mrs. Roland Lindemann, of the Catskill

Game Farm, who made arrangements for shipments of California sea lions to New York. Mr. and Mrs. Lloyd Vogel, owners-managers of the Natatorium in Spokane, stopped off at the ostrich farm and sealitorium to renew their contract for Homer Snow's Marine Show in May. The attraction was credited with being largely responsible for the 47,000 turnout at the show in 1952. From Twin Falls, Idaho, were Mr. and Mrs. Wagner, who concluded arrangements for seals for their Gift Shop attraction. Bill Todd, of Billings, spent several (Continued on page 77)

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## Promotional Directors

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## Clinic Enrollment Continues to Rise

20 of Top 25 Fairs to Send Publicity Chiefs to Two-Day Workshop in Chicago

CHICAGO, Feb. 14.—Enrollment of publicity directors in the Publicity - Advertising - Promotion Clinic for Fairs to be held under the sponsorship of The Billboard at the Hotel Sherman here Monday and Tuesday, Feb. 23-24, continued to soar this week. At week's end at least 20 of the nation's 25 major fairs, plus a number of large-to-medium sized fairs, had designated representatives.

The New York State Fair, Syracuse, and the Oklahoma State Fair, Oklahoma City, this week advised they would send their publicity chiefs. Henry Rosso, of Doug Johnson and Associates, Syracuse publicity-public relations firm which has the New York State Fair account, will represent the Empire State annual and Bo Belcher will be on hand for Oklahoma State Fair.

Previously, State Fairs of Minnesota, Texas, Indiana, Illinois, Michigan, Wisconsin, Alabama, Tennessee, Nebraska, Kentucky and Arkansas had advised they would send their press directors.

Still other State fairs, including the Iowa State Fair, Des Moines, indicated they would send representatives and were awaiting only formal board action before delegating their publicity chief to attend.

Besides the State Fairs, other exhibitions to send representatives are the Canadian National Exhibition, Toronto; Eastern States Exposition, Springfield, Mass.; Brockton (Mass.) Fair, Saginaw (Mich.) Fair, Upper Michigan State Fair, Escanaba; Du-Quoin, Ill.; Tri-State Fair, Evansville, Ind.; Kansas Free Fair, Topeka; Mid-South Fair, Memphis; the Central Wisconsin State Fair and Jubilee Exposition, Marshfield, Wis., and the Central Wyoming Fair, Casper, Wyo.

The two-day workshop will cover all phases of advertising, publicizing and promoting fairs. Leading fair officials thruout the U. S. and Canada have commended the program, and top showmen have joined in praising the clinic as a step toward building greater attendance.

## Large Talent Line-Up Set At Syracuse

SYRACUSE, N. Y., Feb. 14.—The format of the New York State Fair grandstand-coliseum entertainment program was reported virtually set this week. The fair will run eight days, September 5-12.

Because of the split week a special two-day program will be set for opening Saturday and Sunday. The George A. Hamid & Son Agency has also set a program of nine acts and the Joe Basile Band for Monday thru Saturday.

Two thrill shows, Jack Kochman's Hell Drivers and Irish Horan's Lucky Hell Drivers, will be featured. Kochman is set for opening Saturday night, Sunday afternoon and evening and Monday and Tuesday nights. The Horan group will take over on Wednesday for performances thru the remainder of the run. Auto racing will be featured on opening and closing Saturdays.

Hamid will book a rodeo to replace the ice show presented in the Coliseum last year Wednesday thru Saturday.

## Sask. Events Seek More Aid

SASKATOON, Sask., Feb. 14.—The Saskatchewan Agricultural Societies' Association, at its annual meeting here, considered the provincial government grants to Class C fairs inadequate and recommended the following scale:

Fair with a paid prize list up to \$1,000—\$250 grant; prize list \$1,000 to \$1,250 — \$375 grant; prize list \$1,250 to \$1,500 — \$500 grant; prize list \$1,500 to \$1,750—\$750 grant; prize list \$2,000 and over — \$750 plus 50 per cent of the amount over \$2,000.

## West Va. Association Elects Sydenstricker Prez

CHARLESTON, W. Va., Feb. 14.—C. T. Sydenstricker, secretary of the State Fair of West Virginia, was elected president of the West Virginia Fair Association at its annual meeting here Tuesday (10) in the Ruffner Hotel. Earl Morris, secretary of the Braxton County Fair, was named vice-president and James T. Hetzer, managing director of the Greater Ohio Valley Exposition, and head of the booking office bearing his name, was elected secretary-treasurer. Commissioner J. B. McLaughlin was one of the key speakers of the one-day session and reported

## Eastern Talent Agencies Report Fair Pacts Keep Pace With '52

NEW YORK, Feb. 14.—Representatives of Eastern booking agencies reported good business and a bright outlook at the conclusion of the fair meetings last week.

Just about everyone seemed pleased with the booking results obtained at the various confabs and summed up the business done to date as either "plus" or on a "par" with that done last year.

In some instances it took extra selling to convince fair management that they should go along without slicing last year's budgets. Trouble of this kind stemmed from the belief held by some that a falling off in business was due. The obvious answer was that it would take bigger and better attractions to do the job if this were so and that certainly a lesser effort could only hurt the future of an event.

### No Formula Change

There was no general padding of programs, since most events, aware of the value of top attractions thru experience, have already scheduled about as many as they can handle profitably.

There was room, as there always will be, for "something new and different." While nothing that was presented was new or spectacular enough to make any noticeable dent in the usual booking pattern, the wish for something that would fill the bill often came up for discussion.

The purveyors of attractions were not particularly concerned about the "newness" angle. The available features are doing the job and their successes form a potent argument for their continuance. The thrill show operators, in particular, are quick to quote grosses to substantiate their claims.

### Hamid Sales Up

George A. Hamid Sr., head of the George A. Hamid & Son talent firm, biggest in the territory, said that his agency secured "plus" business at all of the meetings and indications are that the over-all seasonal business indicated bookings on a par with last year, a banner one.

Hamid said that his firm did not lose a single important contract. A few small contracts were lost in the scuffle for dates, but

others were picked up to even the score, he said.

A number of larger events are buying separate shows for afternoon offerings of horse racing and special events so that night show audiences can be assured of

a completely new program. The formula was first proved successful at Central Canada Exhibition, Ottawa, Hamid said.

### Martin Does Okay

Al Martin, head of the Boston talent agency bearing his name, whose business is largely centered in New England and New York, is expecting business to be at least on a par with last year. Martin's fair bookings have increased each year.

Tightening restrictions affecting bazaar and carnival operations in New England, and particularly in Massachusetts, have cut into the vast bookings which Martin built up in this category over a period of years. At the moment there appears little hope for a revival.

Harry Cooke, of the firm of Cooke & Rose, Lancaster, Pa., reports that his bookings to date are far ahead of last year. Cooke, who has built up a big business with park and recreation spots using folk talent, has been giving increasing attention to fairs thruout the East. He reported signing contracts at all of the meetings attended.

More than the usual number of attractions salesmen were represented at Eastern meetings this year. At the New York meeting Nick Falzone represented the Gus Sun Agency. Gus Sun Jr., attended several Southern meetings. Klein's Attractions were represented by Margaret Klein and Robert W. Kaltenbach. The Frank Melville office was represented by Don Francisco. Melville made the Southern dates. Eddie Smith made many of the Eastern meetings representing the Ernie Young Agency

## Goldsboro, N. C., Buys 46-Acre Fairgrounds

GOLDSBORO, N. C., Feb. 14.—The Goldsboro Fair Association has bought a new 46-acre plant on Route 117. The new grounds, with suitable buildings, is expected to be ready in time for the staging of this year's event.

The annual, which was formerly held at the airport, was in need of a new location after the Army took over the airfield. Future plans call for the construction of a race track and a grandstand.

Prell's Broadway Shows have been awarded the midway contract for the 1953 event.

## Eunice, La., Sets Execs

EUNICE, La., Feb. 14.—A. F. McBride, this city, has been named president of the Southwest Louisiana Fair here, succeeding John W. Clark, also of Eunice. Mrs. Wilma Bedell, secretary of the fair since 1950, has been named manager along with her secretarial duties.

Johnnie Haas is the new vice-president and C. A. Randel was elected to the post of treasurer. They succeed Josien Ardoi and F. Quirk respectively.

Mrs. Bedell announced that the fair has signed Tivoli Exposition Shows for this year's fair, October 14-18.

PAY \$228 PER UNIT

## Morristown Patrons Buy Bleacher Sections for Fair

MORRISTOWN, N. J., Feb. 14.—Several prominent Morris County residents have donated sections of bleacher seats to the Morris County Fair in answer to an appeal.

The donors will each pay \$228 per bleacher section having a capacity of 100. The bleachers are those which were especially built and erected for President Eisenhower's inaugural parade and ceremony.

The fair plans to paint the names of donors on the sections they purchase. The seats will be held in the names of the donors so that if the fair ever disbands the seats can be reclaimed by the purchasers.

The association needs a minimum of 10 sections, but cannot

purchase them at this time because of other large and essential outlays. The fair association has already listed four donors, and it is hoped that enough others will be persuaded to contribute so that the needed 10 sections, which are being held by the U. S. Seating Company, can be secured.

Congressman Peter Frelinghuysen made the appeal for donors. It was pointed out that savings in rental fees would make it possible to pay for the seats in five years.

The fair last week awarded the midway contract to the I. T. Shows. Show units will be included in this year's presentation and the traveling unit will handle all fun zone bookings, with the exception of one bingo awarded by the fair.

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YOUNGSTOWN, OHIO, April 7 thru 14  
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P. O. Box No. 931, Canton, Ohio

EL PASO, TEX., March 25 thru March 29  
George Colours, Director  
204 Chamber of C. Bldg.

SAN ANTONIO, TEX., May 10 thru 17  
Carl Olson, Director  
819 Gunter Building

KNOXVILLE, TENN., May 25 thru 31  
Paul Waters, Director  
c/o Home Builders Association

MONTGOMERY, ALA., May 5 thru 10  
E. H. Auerbach, Chairman  
First National Bank Bldg.

JACKSONVILLE, FLA., April 22 thru 27  
Edgar V. Smith, Director  
317 W. Forsyth St.

CHARLESTON, S. C., May 19 thru 24  
J. Walker Owens, Chairman  
c/o Chamber of Commerce

DALLAS, TEX., May 2 thru 10  
H. F. VanHorn, Director  
Penthouse, Stoneleigh Hotel

WACO, TEX., May 19 thru 24  
M. O. Corbin, Manager  
P. O. Box No. 3065

NASHVILLE, TENN., April 28 thru May 3  
Paul Waters, Director  
c/o M. F. Thomas, Union Nat. Bk. Bldg.

CHATTANOOGA, TENN., June 8 thru 15  
C. B. Osborne, Chairman  
c/o Electric Power Company

NORFOLK, VA., April 27 thru May 3  
Jack T. Craig, Director  
c/o Exchange Club  
64 West 38th St.

SOUTH BEND, SEPT. 22 thru 27  
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## PRELL ORG SIGNS 15 ANNUAL DATES

### Winter Fairs Up '53 Total to 24; Season Prospects Reported Good

NEW YORK, Feb. 14.—A total of 15 fall fair dates were reported here this week for Prell's Broadway Shows. Coupled with nine winter fair dates now being played in Florida, the show will play a total of 24 fairs in 1953, Joe Prell, general agent, revealed.

The fall dates, in the order in which they will be played, are Harrington, Del.; Nazareth, Bedford, and Carlisle, Pa.; Cumberland, Md.; Fredericksburg, Va.; Washington, Goldsboro, Mount Airy and Rocky Mount, N. C.; Frederick, Md.; Greenville, N. C.; South Boston, Va.; Columbia (S. C.) Colored Fair and Brunswick, Ga. Prell said there is a possibility that one or two more annuals may yet be added to the route.

Eight of the 15 fall events are new to the show's route this year. Included are a number which have been played in former years. The new dates this year are Har-

lington, Nazareth, Bedford, Carlisle, Washington, Mount Airy, Rocky Mount and Greenville.

#### Outlook Is Good

Describing the line-up of fairs as one of the strongest held by his organization in a number of years, Prell said that the outlook for 1953 was very good. Reports from Florida, where his father, Sam E., is currently guiding the shows thru a series of winter fair dates, are encouraging, and there is every reason to believe that the spring-thru-fall tour will be good.

Prell said that the show will play 14 still dates, beginning April 29 at Fayetteville, N. C., the usual kick-off spot. The still date trek will take the org thru North Carolina, Virginia, Pennsylvania and New York, according to present plans. Prell said that the entire route is virtually set and that his booking chores would be wound up in another two weeks.

The Florida tour, which opened January 15, will continue thru the end of March. The show will go into winter quarters for a quick refurbishing job after the last date in the citrus belt.

Considerable work on equipment is being done in Florida, Prell said. Two new fronts are being constructed and one is being designed for possible use with a major back end feature.

The regular season will find the show touring with 18 rides, 10 shows and 45-50 concessions, Prell said.

## Starlight Sets Up 1953 Jaunt

LYTLE, Tex., Feb. 14.—Mervin and Essie Barackman, manager and secretary-treasurer respectively of Starlight Shows, returned to local quarters this week from a number of fair meetings and reported that the shows' fair route is virtually set. They said that the shows have been signed to provide midways at the July 4 Celebration in Creston, Ia., and a number of celebration dates in Iowa and Nebraska.

Shows start their fair tour July 29 in Corydon, Ia., after which they play annuals in Madison, Loup City, Valentine, Broken Bow and Lexington, all in Nebraska. Fairs in Beaver and Guymon, Okla., have been booked, as have the Dallas County Fair, Mesquite, and those in Seguin and La Grange, Tex.

Current plans call for the org to open season April 4. Barackman said that the org will carry six rides and a Funhouse. Two more rides and several shows will be added for the fair jaunt, he reported.

## Big State Shows Inks Okla. Fairs

DURANT, Okla., Feb. 14.—Big State Shows will play four Oklahoma fairs, Holdenville, Cordell, Frederick and Pond Creek, Frank Gaskins, new general agent, announced. Gaskins, formerly with Don Franklin and 20th Century shows, was here following a booking trek thru Oklahoma and Kansas.

## Over 400 Turn Out For Tampa Banquet

TAMPA, Feb. 14.—Over 400 wintering showfolk turned out for the fourth annual banquet and ball of the Greater Tampa Showmen's Association in the Tampa Terrace Hotel here Sunday night (8) to make the event one of the highlights of the winter season.

Salty Sol Fleischman served as toastmaster and introduced the many officers and guests. Guests of honor were Curtis Hixon, mayor of Tampa, and Sen. John Branch. Nat Rodgers, outgoing president, headed the list at the speakers' table, which also included Lloyd D. Serfass, new president. Other 1952 officers included C. J. Sedlmayr Sr., second vice-president; O. J. Weiss, third vice-president; Harry B. Julius, treasurer; Vernon Korhn, secretary; George Ringlin, chaplain; E. I. Soskis and R. W. Crosby, club physicians,

and Cody Fowler, club counsel. Representing other show clubs were Ned Torti, Showmen's League of America; Clint W. Shuford, Hot Springs Showmen's Association; William Cowan, Miami Showmen's Showmen's Association; Gerald Snellens, National Showmen's Association, and Matt Herman, Pacific Coast Showmen's Association.

Following a steak dinner and brief speeches, a floorshow was presented with Fleischman emceeing. Show was cut by Manuel Sanchez and his ork with acts including Ben Gamsel, McNallie Sisters, Leslie and Laurance, Phyllis Arnold and The Cords. Harry B. Julius, club treasurer, was chairman of the banquet and ball committee with J. C. (Tommy) Thomas as co-chairman. Others included were Tommy Arger and Robert L. (Bob) Lohmar.

## Dallas Midway Show Contract To Clif Wilson

### One-Year Contract Calls for 14 Shows, All on Percentage

TAMPA, Feb. 14. — Midway shows at the 1953 State Fair of Texas, Dallas, will be furnished by Clif Wilson, veteran midway show operator.

One-year contract with Wilson was closed here Wednesday (11) by James E. Stewart and Fred Tennant, general manager and concession - midway superintendent respectively of the Dallas expo.

Terms call for Wilson to book in 14 shows on percentage. No special fronts are planned for '53, with individual attractions and shows to supply their own canvas, fronts and equipment.

The contract, it was emphasized, applies only to the show midway, no concessions being involved. Latter again will be furnished by the Murphy-Pugh-Lindsey combination, together with the concessions and rides also operated by Fred McFall and Mrs. Hattie Longchart.

Midway shows and attractions for the past 12 years had been supplied by Ray Marsh Brydon. Over that period, receipts from the shows soared to a succession of new highs.

## PCSA Party Earns \$500

LOS ANGELES, Feb. 14.—The annual Going Away Party, sponsored jointly by the Pacific Coast Showmen's Association and Ladies Auxiliary, drew a crowd of more than 300 Monday night (9) and earned the club about \$500. Sam Dolman and Nina Rodgers were the chairman, with Eddie Harris and Edith Walpert acting as treasurers.

A box lunch auction was featured with Nina Rodgers acting as the auctioneer.

Prizes were awarded Mamie Butters, Leona Cook, Doris Stoltz, Margaret Farmer, Josephine Lynch, and Marie Frost. Also taking prizes were Miss Jacobs, Peggy Steinberg, Leona LaMont, Clara Mortenson, and Anna Metcalf.

Serving on the committee for the night were Margaret Farmer, Lucille Dolman, Leona Cook, Pearl Archer, Clara Mortenson, Hunter Farmer, Sam Steffins, Joe Archer, and Charles Walpert.

Judges for the night were Sam Steffins, Harry LaMack, Dan Dix, and Harry Mansch.

## Royal Midwest Inks Ark. Fairs

FINDLAY, O., Feb. 14.—Royal Midwest Shows has closed to provide the midway attractions at the Lawrence County Fair, Imboden, Ark., and the Clay County Fair, Piggott, Ark., Roxie Harris, owner-manager, announced. Harris, along with General Manager Bill Harris, returned here recently from a trip thru the South.

While in Mississippi, they stopped off at the Winova winter quarters of the J. A. Gentsch shows, where they visited with J. A. Gentsch and Frank Owens. They also stopped off at Greenwood, Miss., to see Jack Murphy.

## Wilcox Sets Fair Route

TAMPA, Feb. 14.—Shan Bros.' Shows will play three fairs in Kentucky, four each in Virginia, Tennessee and Georgia, and one in North Carolina, Shan Wilcox, owner, announced here during a visit to the Florida State Fair. Wilcox came here from his Maryville, Tenn., winter base and planned to stop over at Largo, Fla., to visit James E. Strates before returning home.

## I. T. Gets New Units In Expansion Plan

### Awarded Morristown, N. J., Contract; Early Gotham Opening Is Scheduled

NEW YORK, Feb. 14.—A rebuilding program that includes the addition of two new Diesel lighting plants at a cost of \$23,000, was announced here this week by Phil Isser, general manager of the I. T. Shows.

The light plants, International Harvester units, were necessary because of the equipment added to the show during the past couple of seasons, Isser said. A new kiddie tank ride, manufactured by the Allan Herschell Company, has been purchased, and other ride units may be added before the season begins.

Isser said that plans also call for the purchase of 10 new Chevrolet tractors both for replacement and expansion purposes. The best possible motor equipment is planned, he said, since the show this year will play an expanded fair route, with six annuals already signed.

#### Sign Morristown

Morris County Fair, Morristown, N. J., awarded its 1953 midway contract to the shows Friday (6). Al Howard represented the shows in a deal that gave the carnival the entire midway for the first time. The attractions presented at Morristown this year will include shows for the first time and all midway bookings will be made thru the show management. The dates of the event are August 18-22.

Other fairs, all new to the show route this year, include Bridgeton, N. J.; Middletown, N. Y.; and Danbury, Conn. Isser said that one or two more annuals could still be sandwiched into the route and that

Howard is working on this possibility.

A unit made up of rides will begin a six-week tour of New York City lots April 3. The regular season of the complete unit, including shows, rides and concessions, will begin on May 11 with a series of dates on Long Island.

Isser said that a number of show units would probably be added this year for the Long Island and fair dates.

## F. C. Bogle Inks 7 Fairs, Celes in Kan.

ARMA, Kan., Feb. 14.—F. C. Bogle, owner-manager of the shows bearing his name, has signed to provide the midway attractions at four Kansas fairs and three celebrations in that State. Annuals include those at Wakeeney, Colby, Liberal and Oberlin, he announced. Celebrations are the July 4 event at Wamego with others at The Downs and Phillipsburg.

Show's line-up this summer will include 11 rides, 8 shows and up to 35 concessions, Bogle said. Two of the back-end units will be office-owned, four owned by Mr. and Mrs. Clyde Davis, plus a Motordrome and Athletic Show. Staff, in addition to Bogle, will include H. B. (Duke) Doebber, general agent; Walter Marco, sound truck and publicity; Opal Bogle, secretary-treasurer; Emmet Bufkin, concessions manager; Bill (Skooter) Anderson, ride superintendent, and John Ormsby, mechanic.

Set for the front end are Mr. and Mrs. Lee Larsen with their cookhouse and hi-striker; Mr. and Mrs. Morris Simmons, glass pitch; Mr. and Mrs. Charles Jett, six cat, jewelry and one other. Mr. and Mrs. Carl Harlan, bingo, derby and cork gallery; Mr. and Mrs. Curly Clark, watch-la; Walter Marco, hats; Harold Doebber, cane rack, and three office-owned concessions.

## Jamboree Nets 2G For Tampa Club

TAMPA, Feb. 14.—Greater Tampa Showmen's Club was enriched by upwards of \$2,000 as the result of a benefit jamboree held Tuesday evening (10) in the Leon Claxton "Harlem in Havana" show top, at the Florida State Fair.

The tent was jammed with showfolk who were entertained by performers from the Claxton troupe. Merle Evans, Ringling bandmaster, led the band.

## Metropolitan to Begin Job Switching to Rails

NEW YORK, Feb. 14.—The physical changeover from the mobile Lawrence Greater Shows to the newly formed Metropolitan Shows, a railroader, will be started next week at winter quarters in Florence, S. C., Owners Sam and Shirley Levy reported here this week.

The Levys expect to be en route to quarters early next week and to remain there supervising the building until the show preems in the South about May 1. New brakes are now being added to the cars in East St. Louis, Ill., where they have been stored, and they are expected to arrive in winter quarters by the end of the month.

Tentative negotiations have been carried on with James E. Strates, owner of the shows bearing his name, for the purchase of show wagons and one additional coach. Some of the mobile equipment will be reconverted for use as show wagons and the remainder will be sold.

Describing their route as satisfactory resulting from a first try

for dates after switching to rails, the Levys said that they were looking for a good season. A strong still date season has been lined up, they said, and the fairs on the show's route card are expected to contribute comfortable grosses. Only one week in September remains to be filled.

Less trouble is anticipated in moving a railroad show than was encountered in jumping a truck show, they said. They anticipate lower, rather than higher, moving costs after going on rails. It was pointed out that truck operation had become increasingly expensive, that competent drivers were difficult to get and that the damage to vehicles thru carelessness and other factors required a big percentage of earnings to be earmarked for replacement funds.

The staff remains intact, as announced prior to the booking season. Strategy confabs will be held in Florence when R. C. McCarter and Agent Bobby Mack returned from the Florida State Fair, Tampa.

# Midway Confab

Lou Pease, girl show operator, reports that Sandy and Howard Betts have joined him at his Miami quarters, the former to be emcee and front man and the latter to handle canvas and sell tickets. LaVerne LaRue and Bubbles O'Day will dance in the show, which will feature Christiana Dawson as exotic strip. . . Mr. and Mrs. Duke Bierly recently arrived in Houston to spend two months with their daughter and son-in-law, Lou Ann and Bill Handler. Mrs. Bierly is getting about on crutches, following an October auto wreck in which she suffered broken pelvic bones and dislocated hip. Their car was demolished in the three-car crack-up, and they bought a new Packard the following day. Bierly and Handler are now preparing equipment for an April opening.

Orange State Shows, piloted by Leo Bistany and Ted Lewis, were

slated to open February 6 in Camaguay, Cuba. Members of the show include Louis (Stretch) Rice, Spots Personault, Mr. and Mrs. Bill Holt and Duke Dougherty. The org is combined with the Cuban Coney Island Shows. A 16-week tour is scheduled. . . Barbara LeMay, who has been working club dates, is getting her two girl shows ready for a return to the road. Unit No. 1 will feature Anna Louise Daniels, the "girl with the green hair." New drapes, blow-ups and spotlights will be added.

Robert (Slim) Curtis, human skeleton and talker, writes from Tampa that he attended the recent wedding there of Thelma Williams, fat girl on the Ringling-Barnum show, and Frank Amand, magician. . . Victor Palmer, billposter of Gettysburg, Pa., has signed with Vivona Bros.' Shows for 1953. Last season he was with the Frank Harrison Shows. In 1951 Palmer was with Campa Bros.' Circus. . . Bernice Kirksey, with her mother, Mrs. J. B. Carter, has returned to Columbia, S. C., where she is making her home with friends, following a visit to Tampa and the Florida State Fair.

Ethel and Earl Purtle are vacationing in Florida where they attended the Florida State Fair, Tampa, and the Greater Tampa Showmen's Association annual banquet. In Tampa they saw Frank Bergen and George A. Hamid Sr., as well as a host of other showfolks. They will return to their Richmond, Va., home about March 1 to prepare for the opening of their units at Palisades (N. J.) Park and with the Cetlin & Wilson Shows.

Eddie Elkins, who has been confined to his home for the last five weeks by illness, is up and around again.

Rita Raye closed recently after six weeks at the Carriage House and Five o'Clock Club, Charleston, S. C., and joins the Vagabonds at Cafe Society, Norfolk.

Louis (Stretch) Rice, who has signed as business manager for the Amusement Company of America, and Allen Travers, agent for Metropolitan Shows, were visitors at the Florida State Fair, Tampa. . . Also seen on the fairgrounds were Pat McGee, Buff Hottle Shows; Harry Rubin and Buster Westbrook, concessionaires with Penn Premier Shows, and Mrs. Betty Bazinet, who came down from Hot Springs.

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## Bohn's United Bows Feb. 23

ARANSAS PASS, Tex., Feb. 14.—Bohn's United Shows will make their '53 preem here February 23 under city auspices. Plans are to open with 7 rides, 3 shows and up to 30 concessions. Equipment is in good shape as the result of much recent painting and overhauling. A good number of the show's personnel are on hand waiting for the opener. Org's route this year includes spots in Texas, New Mexico, Colorado and Wyoming, returning here to winter quarters in October.

## Frank Babcock Org Sets Club Benefit

LOS ANGELES, Feb. 14.—All show people in this area are being invited to the show-within-a-show to be staged for the benefit of the Regular Associated Troupers by the Frank W. Babcock United Shows, Larry Nathan, club president, said. The event is to be held February 22 when the Babcock organization plays the Riverside County Fair and National Date Festival in Idaho. Charles Walpert is chairman of the Troupers' fund-raising function.

Altho the affair is for the benefit of the Troupers, Nathan said that all show people are invited. Transportation will be afforded those who do not have a way to get to the fairgrounds, about 120 miles southeast of this city. Cars will leave the Troupers' club-rooms at 3115 West Adams Boulevard, Sunday morning at 10. Nathan said that Babcock will be host at a luncheon on that day.

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Johnson County Fair, Vienna, Ill.  
Morgan County Fair, Jacksonville, Ill.  
Annual Old Settlers' Reunion, Houston, Mo.  
60th Annual Soldiers, Sailors & Marines Reunion, Mammoth Springs, Ark.

Anna Fair, Anna, Ill.  
McCurtain County Fair, Idabel, Okla.  
Pike County Fair, Glenwood, Ark.  
South Arkansas Livestock Show, Pine Bluff, Ark.  
Ouachita County Fair & Livestock Show, Camden, Ark.  
Garland County Fair, Hot Springs, Ark.  
Southwest Louisiana Fair, Eunice, La.

Four more big Fairs will be added to the above list and announced at a later date, which will make a total of 18 Fairs and Celebrations.

**RIDES:** Want to book two Major Rides for entire season. Dark Ride, Spiffire, Octopus or any ride that does not conflict. What have you?

**CONCESSIONS:** Can place several Hanky Pank Concessions except Cookhouse, Bingo, Popcorn and Floss. Boots Cutler wants all of his people to get in touch with him.

ALL ADDRESS  
**H. V. PETERSEN, Gen. Mgr., or H. M. BOOTH, Bus. Mgr.**  
P. O. BOX 742, Joplin, Missouri

# Al Wagner's CAVALCADE of AMUSEMENTS

THE WORLD'S LARGEST AND FINEST MIDWAY

SHOW OPENING MARCH 14

**CAN PLACE CAPABLE FOREMEN FOR THE FOLLOWING RIDES:** Roll-o-Plane, Caterpillar, Octopus and Looper. All Foremen that have worked for us before contact at once.

**RIDES:** Will book any Kiddie Rides not conflicting. Will furnish wagons for same. Will place neatly framed Pony Track.

**CONCESSIONS:** Will book Concessions of all kinds. Want Long Range Gallery, Photos, String Game, Penny Arcade, American Palmistry, Ice Cream, Fiddle Sticks. All kinds of Hanky Panks. Will sell "EX" on Custard. Strong route of money still dates.

**SHOWS:** Will place Monkey Show or any Grind Shows. Will furnish wagons if necessary.

**HELP:** Have neatly framed Snake Show equipment for capable Operator. Want capable Man to handle Fun House and Glass House (Johnny Fone, contact me at once). Want capable Man to run Grab Joint, good proposition to capable operator. Want Griddlemen and Cookhouse Help. Man to handle Floss Machines. Want capable Operator for Popcorn Wagon, must know his business and no boozier.

Want capable Man who can lay out show of this size (Tommy Allen, contact me at once). Can place Polers for Train, Tractor Drivers, Mule Skippers, Tractor Driver must understand handling big B7 Bulldozer. Can place capable Press Agent who understands kiddie matinees. (Julian Cole, write.)

Contact **AL WAGNER, Mgr., Box 66, Mobile, Alabama**

**WANT**  
CARNIVAL, CIRCUS, RODEO,  
OUTDOOR ICE SHOW, ETC.  
For American Legion Drum & Bugle  
Corps Benefit Activities  
Advise availabilities June-Sept. inclusive.  
Give complete booking arrangement  
details.  
Write  
**A. E. REES**  
American Legion Post 38  
Drum & Bugle Corps  
Martins Ferry, Ohio

Information wanted concerning Walter Napieralla, formerly of Elmira, N. Y., who disappeared about 1907 at age 17. He is believed to have joined a circus, carnival or road show. Anyone having knowledge of the whereabouts at any time of Walter Napieralla or of his death, please contact the undersigned. If Walter Napieralla is living and reads or hears of this notice, he is requested to communicate with the undersigned. He has an interest in the estates of a deceased brother and sister. (Signed) Attorney Thomas J. Flynn, 415 East Water Street, Elmira, New York.

**COUNTY FAIR SHOWS**  
WANT FOR '53  
Concessions all open except Hit and Miss, Jewelry, Pitch Till You Win, Dart Balloons, Ring Coke, Pop Corn, Long Range Gallery. Want to hear from Wheel, Merry-Go-Round and Octopus Operators, semi drivers preferred. Want capable Girl Show Operator with or without equipment or any worth-while Show. Write **H. H. GRAY, Box 628, Burwell, Nebr.**

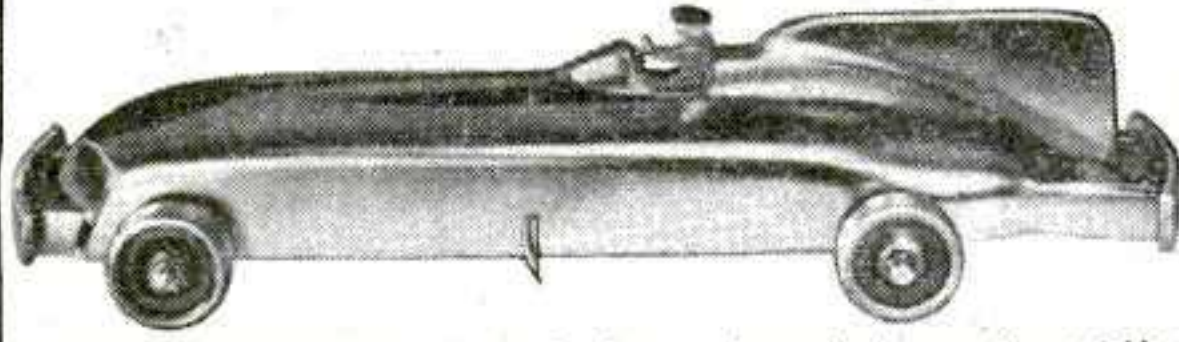
**NEW 2 NEW GAMES NEW**  
Game #1. Strictly a Skill Game. Will work anywhere. A game anyone, of any age, can and will play. It's flashy, fascinating, and will hold the crowd. Looks so easy, players will try again and again. \$4 or \$5 merchandise can be used if you work for 25¢. 2 units should be used in 8 or 10 ft. outfit, 3 or 4 units in 12 or 14 ft., 4 units will make real flash in center outfit. One operator can handle 4 units. Game #2 is a "Prize Every Time," 2 way, Sure action. Very fast play. Use 1 unit in 8 or 10 ft. and 2 units in 12 or 14 ft. outfit. Act quick, as production is limited at present. Game #1, \$100 a unit; Game #2, \$200 a unit. F.O.B. Hot Springs, Ark. For photo of each and full details, send \$2.00. Will give credit when you order.  
**LAKESHORE GAME MANUFACTURERS**  
RT. 5, BOX 239 PHONE 3284R HOT SPRINGS, ARK.

**ROCKY MOUNTAIN EMPIRE SHOWS**  
Want for 6 weeks in West Texas oil towns starting Odessa Sand Hills Horse Show, March 9 to 14.  
Clean, worth-while Shows; especially want Motor Drome and Monkey Show. Need clean legitimate Concessions. No exclusives, no gypsy. Will book Looper, Fly-o-Plane, Tilt, Jolly Jeep. Need Ride Help who drive on Rock-o-Plane, Octopus, C-Cruise, Pretzel, Merry-Go-Round, No. 5 Wheel, Coaster, Mix-Up, Autos, Airplanes and Train.  
Write or Wire  
**FRANK O. SWARTZ, 3515 Newton St., Denver, Colorado**

**WEST FELICIANA PARISH FAIR**  
ST. FRANCISVILLE, LA., FEB. 26-27-28TH  
**WANT—FLOYD O. KILE SHOWS—WANT**  
Place Concessions of all kinds—Grab, Ball Games, Water Games, Long and Short Ranges, Pitch-Till-U-Win, Penny Pitch, Glass Pitch, Jewelry, etc. Privilege is \$16.00. Locations on the 24th. SHOWS: Big Snake, Mechanical, etc. RIDE HELP: Good Wheel Man, can get week's work here. Everyone interested, come on. Contact **FLOYD O. KILE** on grounds or phone Crescent 9521, New Orleans, La., till 23rd.

STOCK TICKETS	★ TICKETS ★	SPECIAL PRINTED
One Roll ..... \$ 1.50	THIS AD WITH CASH ORDER	Cash With Order, Prices
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Fifty Rolls ..... 22.00	if postmarked before Feb. 28,	6,000 ..... 8.70
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<b>ROLLS 2,000 EACH</b>	<b>THE TOLEDO TICKET CO.</b>	10,000 ..... 10.50
Double Coupons	Toledo 12, Ohio	30,000 ..... 15.50
Double Prices		50,000 ..... 20.50
No C.O.D. Orders		100,000 ..... 33.00
Size: Single Tkt., 1x2		500,000 ..... 133.00
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### EVANS' Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 15 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILL.

### METROPOLITAN SHOWS

America's Newest and Smartest Railroad Show

Winter Quarters Now Open, Fairgrounds, Florence, S. C.

CONCESSIONS: All open. Can place one more Wheel. Want percentage with Hanky Panks, Cook House and Custards, Long and Short Range. Want Operator for office-owned Popcorn or will book unit. RIDES: Will book Octopus, Skooter, Tilt-a-Whirl, Dark Ride or any other not conflicting. SHOWS: Have complete outfit for Unborn—want Operator, also want Operator for Snake Show, and one of the best Fun Houses in the country. Fun House Butch, answer. Will book Arcade, Wild Life, Glass House. Want Manager for Girl and Posing Shows and Side Show. HELP: Want Foremen for office owned rides including Flyoplane, Rideee, Whip, Kiddieland, Top salaries and staterooms. Want Ride and Lot Superintendents, Art and Catherine Riley and Art Courtney, answer. Want Builders, Carpenters, Painters and all other useful help. FOR SALE: Tractors and miscellaneous show equipment—all in good condition. FAIR SECRETARIES: Have one week in September open. Get on the bandwagon with America's newest and smartest railroad show.

SAM and SHIRLEY LEVY Winter Quarters—Fairgrounds, Florence, S. C. 333 W. 57th Street, New York, N. Y.

### SAXONBURG VOLUNTEER FIREMEN'S CARNIVAL

JULY 20-25 INCLUSIVE

PARADE JULY 23

WANTED—SHOWS

Contact Carnival Secretary

CARL WETZEL, R. D. #1, Cabot, Pennsylvania

### ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS ANYTHING IN CANVAS Manufacturing Show Canvas for Over Fifty Years. Underwriters' Approved Flame Resistant Materials Available. 5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

### COMPLETE CARNIVAL FOR SALE

Six Rides and Transportation—32-ft. 2-abreast Allan Hereschell Merry-Go-Round, No. 5 Eli Wheel, 24-seat Smith & Smith Chair-o-Plane; 7-car Tilt-a-Whirl, factory reconditioned, new style clutch and catwalks; ten-car Auto Ride, Sunshine Chop-Chop Train. One 1950 G.M.C. Truck, one 1951 G.M.C., one 1948 Chev., one 1948 Ford, one 1948 Chev. Straight Job, one Dodge with Tulsa Winch, four Nabors Semi Trailers, one Fruehauf, one Carter, one Big Eli All-Steel Van and equipped with hangars and racks for loading rides, Transformer and Ground Cable, Junction Boxes, several good Concession Tops and Frames. Everything to make complete show. Will clean house for \$25,000.00. Have several Louisiana Fair contracts. Terms can be arranged. Gypsy Bob, set in touch. For full information write: Rte. 1, Box 695, or call Phone 6-9166, Lake Charles, La.

### CARNIVAL WANTED

For 8th Annual VFW Fourth of July Celebration, July 3-4, Schuyler, Neb. A good outfit with at least six rides and twenty-five concessions. Over 10,000 attendance last year. Write FRANK E. STIBAL, Schuyler, Neb.

### DELAWARE AMUSEMENT CO.

Now booking for second unit of 1953: Two Major Rides and Hanky Panks for Maryland opening first week in May. Guarantee season's work. Also two Bingo Operators. All replies to T. E. JONES 15 Center Place, Dundalk 22, Md., or Phone 9786, Dundalk.

### WANT CARNIVAL

For Week of April 6th, 1953. American Legion Post 268. W. B. BRYSON Boydton, Virginia

### ELECTRIC TRAIN FOR SALE

Engine and three coaches, Sunshine make, new 1 1/2 horse power motor, steel fence, lighting effect all around fence, arch and ticket box. All in perfect operating condition. Weighs 1500 lbs. 35 ft. circle. Take \$300 cash. No photos. W. E. WEST General Delivery 5144, L.A.

### Kiddie Rides For Sale

Ferris Wheel, \$1,400.00; Airplane, \$1,600.00. Both outstanding Rides by well-known manufacturer. Portable, used 5 months, practically new. Clyde Matthews Sr. 908 Christopher Austin, Texas Phone 8-9114—Mornings Only

### FOR SALE

One Automatic Salt Water Taffy Candy Cutting and Wrapping Machine, in A-1 condition, \$1150.00. Write R. G. DUNLAP 30 Orchard St. Mt. Clemens, Michigan

### WANT TO BUY

Octopus Seats in good condition; 1-2 or full set. EASTERN AMUSEMENT CO. R.F.D. New Gloucester, Maine

### WANT

For COMMUNITY FAIR, March 25 thru 28 at Raleigh City School (Colored) Three Rides—Merry-Go-Round, Ferris Wheel and Kiddie. Three Concessions—Popcorn, Candy and Photo. Contact MRS. WILLIE WHITEHEAD, Sponsor, or PROF. G. C. WELLS, Supt. Raleigh, Miss.

### LIGHT PLANT FOR SALE

45 Kw. General Motors Diesel Light Plant mounted in all-steel van, sides open. Has instrument panel, junction box and 250-gal. fuel tank. This plant in first-class condition and ready to go, \$3,500.00 (three thousand five hundred dollars) cash. A. B. VOGT, P. O. Box 6132 Harlandale Sta., San Antonio, Tex. Tel. W-39289.

### WANTED

For 3rd, 4th and 5th of July RIDES and CONCESSIONS. Bunning Park, Iroquois, Illinois. This is an annual event for 50 years. Contact ALFRED WALL 558 N. Fifth St. Watseka, Illinois

### SEEN AND HEARD AT TAMPA

## Many 'Visiting Firemen' Turn Up on Florida State Fair Midway

By FRANK JOERLING

TAMPA, Feb. 14.—Mr. and Mrs. Lloyd Serfass, owners of the Penn Premier Shows, entertained many show folk here for the Florida State Fair this week on their new cabin cruiser, Charles E. Lenz, insurance broker, who had Sam Solomon, Chi insurance broker, as his guest for the run of the fair, also did much entertaining on his luxurious cruiser. Art Lewis, new owner of the Marks Show, came up from the Sea Gull Hotel, Miami Beach, to spend several days. Ned Torti of the Wisconsin DeLuxe Company, Milwaukee, arrived in time to represent the Showmen's League of America at the Granta Tampa Showmen's Association banquet Sunday (8). His brother, Louie, winters at near-by Bradenton.

#### Host Mendelsons

Bernie Mendelson of the O'Henry Tent & Awning Company, Chicago, and Mrs. Mendelson were the house guests of Mr. and Mrs. Harry Julius for the

duration of the fair... Ida E. Cohen, Chi insurance broker, visited, accompanied by Mrs. Anne Gruberg... Al Carsky, now representing a beer company in the outdoor amusement field, came up from Miami Beach, while brother Bill of the Casey Concession Company, Chicago, came down from that city. Both planned to vacation in Florida after the fair.

Mr. and Mrs. Carl Lauther were in from their Millers Tavern (Va.) home. They'll have their Side Show on the

## SLA Selects Committees

CHICAGO, Feb. 14.—Officials of the Showmen's League of America this week announced committees and chairmen of the groups for 1953.

The committees and personnel include:

Membership: Paul Olson, John W. Gallagan, E. J. Casey, Joseph Backman, Louis J. Berger, Sunny Bernet, Max B. Brantman, Ollie E. Bradley, Nelson Breeze, James Campbell, William T. Collins, J. W. Conklin, Paul Delaney, J. D. Edwards, Hal P. Effort, John F. Enright, Noble C. Fairly, George B. Flint, Joseph J. Pontana, Art Frazier, Edward Gamble, Joseph Gaskell, Benedict E. Garmissa, Ralph W. Glick, Ep Glosser, F. E. Gooding, Jack Hawthorne, Maxie Herman, Ben Hyman, George W. Johnson, Harry B. Julius, Jack Kaplan, Al Kaufman, H. A. Lehter, Louis Leonard, Sam J. Levy Jr., Ernest (Rube) Liebman, J. C. McCaffery, Arnold Maley, P. A. Marco, Albert Martin, Charles Magid, Bernie Mendelson, Edward Murphy, Robert K. Parker, Gus Pappas, T. Dwight Pepple, David Picard, John J. Re, J. T. Richards, Harry Ross, Leonard Sacks, William C. Senior, Thomas F. Sharkey, Harry Shore, Sam J. Solomon, Edward Sopenar, Louis Stern, Harry J. Taylor, Lloyd I. Thomas, Ned E. Torti, Solie Wasserman, M. M. (Neill) Webb, P. A. (Whitey) Woods, Charles Zemater, John A. Francis.

Entertainment: John M. Duffield, Albert J. Sweeney, Sunny Bernet, E. Dumont, Al Vorin, George B. Flint, Harry Greben, Sam J. Levy Jr., Dave Malcolm, Bernie Mendelson, Ray Oakes Jr., Arthur G. Peets, T. Dwight Pepple, Sam Roberts, Howard W. Schultz, Jimmy Stanton, Ben E. Young, Ernie A. Young and Charles Zemater.

Press: Nat S. Green, Robert Robbin, Charlie Byrnes, Andre E. Dumont, Frank J. Lee, William H. (Bill) Green, Robert E. Hickey, Johnny J. Kline, Sam R. Stratton, Pat Purcell, James A. Tinney, Albert J. Sweeney, Sam L. Ward, William B. Naylor, Gaylor White.

Welfare: Harry E. Duncan, Ernest (Rube) Liebman, Rev. Marcel La Voy, Earl Shipley, Sam J. Solomon, Finance: George W. Johnson, M. M. (Neill) Webb, Max B. Brantman, William Carsky, John M. Duffield, Arnold Maley, Maurice Ohren, Ed. Sopenar, Albert J. Sweeney, Cemetery: Edward Sopenar, Morris A. Haft, M. H. Barnes, E. Courtemanche, Max Goodman, Philip Cronin, Funeral: Walter F. Driver, Jack Hawthorne, James Campbell, George B. Flint, Bob Kelly, Rev. Marcel La Voy, News Flashes: George B. Flint, Annual banquet and ball: Sam J. Levy.

House: Melvin L. Harris, Max B. Brantman, Sam Arenz, Oliver Barnes, Jack Benjamin, Manuel Biasco, Charles Bohdan, George Brooks, Andre Dumont, Hyman Neulich, Isaac Malitz, Vince McCabe, Jack Kaplan, Thomas F. Sharkey, Samuel J. Solomon.

Wagon and Means: Ned E. Torti, John M. Duffield, John W. Gallagan, Sam Gordon, Robert K. Parker, Gean Berni, Mickey Blue, Oscar C. Buck, Izzy Cellin, William T. Collins, Frank R. Conklin, William Cowan, John J. Denton, M. J. Doolan, Harry E. Duncan, Don T. Elliott, David B. Endy, E. E. Farrow, Joseph J. Fontana, K. H. Garman, Joseph (Murphy) Gischerio, Ep Glosser, George A. Golden, F. E. Gooding, Don Greco, C. C. Groscurth, Harry W. Hennies, B. W. Hottle, George W. Johnson, Jack Kaplan, Andrew Kasin, Vince McCabe, Charles Magid, Andy Markham, Bernie Mendelson, Richard Napolitano, Maurice Ohren, Harold Paddock, Thomas Payne, Pat Purcell, Jack Ruback, Robert Seery, Henry N. Shelby, William R. Snapp, Michael Stark, James E. Strates, Albert J. Sweeney, Aut Swenson, Bernard P. Thomas, J. C. Thomas, Lloyd I. Thomas, E. C. Velare, C. A. Vernon, Al Wagner, Solie Wasserman, O. J. Weiss.

## Winter Quarters

### Coleman Bros.

MIDDLETOWN, Conn., Feb. 14.—Following the October 12 close of the show and return to quarters here, work began immediately on repairing and painting of office-owned rides. Work tapered off during the holidays, but with the return of the Colemans from a Florida vacation it has resumed. Everything is expected to be ready well in advance of the April 23 opening. Johnny Pesceki, ride superintendent, is now overhauling motors. Also in quarters are Harold Nickerson and Dave Altman, Merry-Go-Round foreman, who is starting his 35th season with the show.

Among almost daily visitors are Larry Ewing, Lushie Cooper; the Harrison girls, who had a mitt camp on the show for several years, and Blackie Grizzard. Several new trucks have been purchased by Dick Coleman. The show will carry at least 14 rides, 10 shows, about 40 concessions and a free act. Dick Coleman, who has been busy with fair meetings, left February 5 for a Florida vacation lasting until April 1. In his absence and the absence of brother, Bob, executive work will be carried on by Tody Coleman.—DAVE ALTMAN.

### Virginia Greater

SUFFOLK, Va., Feb. 14.—Quarters are in operation under supervision of Rocco Masucci, general manager, with Bob Milliken in charge of the working crews. Cookhouse is open and functioning under direction of W. C. (Bill) Murray, general agent. New motor equipment will be purchased to replace vehicles being discarded.

John T. Rea visited quarters recently and booked his Unborn Show and grab stand. Bill Sanders, American Tent & Awning Company, Norfolk, visited. Hap Arnold writes from Tampa that he is readying his concessions. Charles (Hi-Striker) Drake will arrive about March 15. Russell Peek and Clyde Thomas are overhauling the Kiddie Whip and boat ride. Bill Penny is up and around after being on the sick list for six weeks. Tony Buzzella writes from Miami that he will arrive before shows' first date. Weather has been ideal and considerable work is being done outdoors and under several big tops set up for that purpose.

### Mighty Hoosier State

GREENSBURG, Ind., Feb. 14.—Operator W. R. Geren reports the 1953 route complete. He came away from the Indiana fairs meet with contracts for eight fairs and four celebrations, starting July 13. These events will be solid until October 10. Geren attended the recent Ohio fairs meet, but not in a business capacity, as the org will not play Ohio this year. Show will carry 11 rides, 4 to 6 shows and about 40 concessions. Quarters will open March 15. The season opens April 20.—HOWARD SNYDER.

World of Mirth this season... Don Greco was one of the busiest persons on the lot, conferring with attraction and show people with a view to booking them on the Gem City Shows. In between these huddles he sandwiched in many long distance phone calls.

Ray Marsh Brydon reported that besides furnishing shows on the Gem City Shows in the upcoming season he'll also supply the midway shows at several fairs... Mr. and Mrs. Eddie Young of the Sterling Crown Shows were visitors almost nightly, coming in from their Tarpon Springs hacienda.

#### Parker in Action

Bob Parker and Mrs. Parker, accompanied by Mabel Wright of Chicago and Delevan, Wis., were on hand for the second week. Bob, who has several concessions on the Royal American, was recovering from a severe attack of flu. Next week he'll go to Winter Haven for the Florida Citrus Exposition where he will have all of the concessions on the Royal Crown Shows.

Dolly Young was among the missing, being bedded in a Fort Myers hospital with a virus infection. Her show, the Royal Crown, played Fort Myers last week. Word received here was that she was nearing recovery and would return to the shows' winter quarters at Tarpon Springs to get her equipment rolling for the Winter Haven fair.

Curtis Velare of Velare Bros. Enterprises, accompanied by Mrs. Velare, was in from Crystal River, Fla., where they winter and where they have considerable real estate holdings... Al Kunz, secretary; Chester Mays, concession secretary, and Mrs. Clint Shuford, popcorn-candy apple concessions, all of the Amusement Company of America, were among those present. The Shufords were kept busy with a new doughnut machine they have at work here.

#### Morrissey at Drums

James E. (Jimmie) Chanos of the show bearing his name inoed from his Miami home that he could not be on deck because of a virus attack... Frank Morrissey, publicity director of the Royal American Shows, snagged much space and air time. He was able to handle the date for the RAS when given a leave of absence by both the Hialeah race track and the West Flager Kennel Club, where he is employed during the winter months. Mrs. Morrissey and their son, Tommy, were here with him for the run of the fair.

Bob Edwards announced that he'll have two shows with the Royal American, the Torture Show operated here, plus "Snow White and the Seven Dwarfs," a mechanical show which will come on for the Royal American's season opener at the Memphis Cotton Carnival... Among ride ops was C. W. (Bud) Davis, who has booked some concessions as well as his rides with the E. J. Casey Shows in Canada for the coming season.

Oscar Buck and Dave Endy, co-owners, and Bill Cowan, concession manager, of the Buck Model Shows arrived for the last days of the fair. Dick Best, Side Show impresario, was in almost nightly from his near-by home. A virus attack prevented his wife from attending... John Courtney was on hand daily, extolling the merits of his new Roto-Wheel currently being assembled here and which is to make its bow on the 20th Century Shows.

#### Hostess to Fems

Mrs. Al Wagner of the Cavalcade of Amusements entertained many of the show women present at an apartment she has rented.

### CARNIVAL WANTED

6-7 Ride with Shows and Concessions for Annual Berry Festival, July 6-11 Write BARODA LEICION POST #345 Baroda, Michigan

## Los Angeles Club Sets Ball Dec. 10

LOS ANGELES, Feb. 14.—The annual banquet and ball of the Pacific Coast Showmen's Association will be held December 10 at Ciro's, Hollywood. Sam Steffins is chairman of the committee, with Frankie Fay and Sam Dolman serving as co-chairmen. Dolman was chairman of the 1952 event held at the Hotel Statler.

Altho the talent playing the famed spot is not available, the regular show will be featured at the event. The program will also include the two bands appearing there.

The showmen's event will be publicized on the spot's marquee for two weeks prior to December 10.

Tickets will be \$10. Dinner, dancing and the show will be included.

ed for several months... Lou Leonard, after almost a year's illness that had confined him to a hospital for long periods, looked the picture of health and reported that he was champing at the bit to be back in action. In all probability, Lou will operate this season on the Royal American.

C. J. Sedlmayr was bedded down with flu the first five days of the fair but was up and around for Gasparilla Day... Snap Wyatt of the banner studio bearing his name was kept busy taking orders for new banners.

T. W. (Slim) Kelley, erstwhile Side Show operator and now sales rep for Sellhorn Trailers, reported good business. The Kelleys now make their home in Sarasota... Al Rossman, who winters in Miami, was up to work in Sam Gordon's concession line-up with the Royal American... Phil Cook, energetic secretary of the Miami Showmen's Club, was occupied lining up new club members and telling one and all about the proposed clubhouse in Miami.

**Machines in Arcade**

Harry Julius flashed several new machines from the Exhibit Supply Company, Chicago, in his Arcade line-up. Mr. and Mrs. Jack Young, who operate the Penny Arcade on the Amusement Company of America, assisted Julius here... George Bush of Bush-Laube Concessions, which has several eating and drinking concessions, plus the grandstand concession here, reported that the organization recently opened a beautiful new restaurant on the new Commission row section in St. Louis.

Jack Eyerly, of Eyerly Aircraft Company, said the firm's business was so heavy that his prime worry was to hurry back to its Salem, Ore., headquarters to push the many orders for spring delivery... Mr. and Mrs. John Quinn, Michigan park ops and former carnival owners, came in several times from Treasure Island Beach; near St. Petersburg, where they operate a motel.

P. F. (Pat) Downey, of the Downey Supply Company, builders of the Downey Telescopic Light Towers, who has been vacationing in Florida, checked in with reports of many orders for towers for spring delivery.

Paul Olson and Lefty Ohren of the Amusement Company of America motored in from Palm Beach, where Mr. and Mrs. Olson are wintering... Al Martin, co-owner, and Noble C. Fairly, business manager, respectively, of the 20th Century Shows, and Charles T. Goss, ride operator, came in from Hot Springs. From here Martin went to his show's Opelousas winter quarters.

**Erickson Elected**

Erick Erickson was elected president of the Royal American Shrine Club at the annual election Sunday (8). Al Rossman was named vice-president and Harry Julius and Hal Hall were re-elected treasurer and secretary respectively... Gean Bernie, now a leading Tampa citizen, reported that he has been enjoying big business in rattan furniture at his store at the entrance to the fairgrounds. Gean had several concessions working at the fair.

Slim Donaldson, who has his concessions booked with the Siebrand Circus and Carnival for the coming season, unveiled his car racing derby on the midway... Mr. and Mrs. James E. Strates, owners of the James E. Strates Shows, spent several days here, then returned to the shows' winter quarters to ready for the opening at the Largo fair next week... George A. Hamid, head of the booking office bearing his name, and Mrs. Hamid were in for Gasparilla Day and the banquet of the Greater Tampa Showmen's Association.

Mrs. Marie Simpson and Clarence Hunter, Photo Gallery operators at Eastern and Midwest fairs, came in from Birmingham... Fitzie Brown and Al Wallace, co-owners of the Brown & Wallace Shows, spent a week here... Joe Pontico, former cookhouse operator on the Royal American and now a permanent resident here, came out of retirement temporarily to operate the cookhouse... Sid T. Jessop, of the U. S. Tent & Awning Company, Chicago, and Mrs. Jessop were frequent visitors, coming in from their new Sarasota Home,

where they plan to remain until about April 15.

Frank Bergen and Bucky Allen of the World of Mirth Shows were among the nightly visitors... Lloyd I. Thomas, owner of the Thomas Joyland Shows, was up from his winter home in Miami... Mr. and Mrs. Harold (Puddy) Paddock checked in from Augusta, Ga... Bill Page and his son, Roland, of the Mighty Page Shows were in for two days, while W. E. (Shotgun) Page, of another Page clan which owns the Page Greater Shows was in for the full run. Shotgun was accompanied by Howard Piercy, his concession manager... William Geren of the Mighty Hoosier State Shows, a Florida vacationist, also was a nightly visitor.

Jack Dempsey, former heavyweight boxing champion, was a midway visitor several times... Floyd E. Gooding, of the Gooding Amusement Company attended, accompanied by Hal Eifort... Robert Buffington, bingo op; Morris Lipsky, concessionaire, and John Galligan, bingo-concessionaire op, were in for a long stay... Mr. and Mrs. Johnnie Johnson of Fiddlestick fame were busy renewing friendships.

Among other show people noted were: Buff Hottle, Buff Hottle Shows; Forrest Poole, Gladstone Exposition Shows; Leo Lane, Leo Lane Shows; Fred Hollingsworth, Holly Amusement Company; O. I. Glenn Wade and Doug Wade, W. G. Wade Shows; Charles Lee, Lee's United Shows; Johnny Portemont, Johnny's United Shows; Paul Drago, Drago Amusements; Ben Wolfe, Ben Wolfe Amusements, and Lee Creson, Creson Amusements.

**Texans On Hand**

Also James E. Stewart, general manager, and Fred Tennant, concession superintendent, State Fair of Texas, Dallas; Mr. and Mrs. Carleton Bickford, Central Florida Exposition, Orlando; Art D. Pierce, recorder of the Kaakba Shrine Temple, Davenport, Ia., accompanied by Dr. B. J. Palmer of that city; Mr. and Mrs. Reid Ray, Reid Ray Productions, St. Paul; Saul Elkins, director, Warner Bros. Pictures Corporation, Burbank, Calif., and Jack Fletcher, Joe Roberts and Sam Matthews, National Geographic Magazine.

Mr. and Mrs. Ed Kelly, Ringling Bros.' Circus; Mr. and Mrs. Jack Norman; Mr. and Mrs. G. Novak and H. P. Ward, B. & W. Shows; Mr. and Mrs. John B. Davis, owners of the Southern States Shows; Bob and Joy Purcis; Nemo, the Silhouettist; Charles Mc Dougal, frozen custard operator, and Mrs. Lucille Hirsch, past president of Caravans, Inc.

Charles Hodges, Earl Mayer, Earl Ingalls, Pete Burkhardt, Gyp McDaniels, of Rocky Road to Dublin fame, Harry Beach, Myrtle Beach (S.C.) ride-concession operator; Tom Sharkey, in from Chicago to serve as Royal American concession stock manager; Mr. and Mrs. Ralph Lockett and daughter; Ben Hockett, general agent, American Eagle Shows, Julius Cahn, former fair manager of Luxemburg, Wis., and Mr. and Mrs. Ernie Dellabate.

**Commercial Reps**

Commercial representatives included Henry (Hank) Peterson, John Fabick Tractor Company; Sam Vinson, Lewis-Diesel Engine Company; Kinky Wolf, Wolf Jewelry Company; Matt Dawson, Acme Premium Supply Company; Vince Williams, Coca-Cola Company; John O'Shea, Seven-Up Bottling Company; Roy Jones Pepsi-Cola Company; Roger Wohlberg, Walkup & Wohlberg Insurance Company; Al C. Beck, Insurance; Mr. and Mrs. Ray Oakes, Ray Oakes & Sons; Ed Murphy, Young-Bundy Motor Company, and Ernie Campbell, Campbell Tent & Awning Company.

Among the concession operators noted were Chuck Magid, Bob Edelman, Al Bert, Clyde Warbitton, Mr. & Mrs. Eddie Yeager, Sam Delaney, Blanch Zieman, Bill Johnson, M. E. (Frenchy) Frenzel, Eddie Hunter, G. W. Murray, Chester Taylor, Red Sonnenberg, Jack Kaplan, Teddy Underwood, Edgar Hart, Manny Brod, Benny Gibson, Bill Rice, Roy T. Duffy, Charlie Shubb, Maxie Friedman, A. V. Ackley, O. J. Weiss, Johnny (Fingers) Campi, W. N. and W. A. Chalkias, Floyd Miller, Arch Thompson, R. A. (Fats) Nathanson, John Aarons and George Whithead.

California's Biggest Spring Event

# NATIONAL ORANGE SHOW

March 19th to March 29th inclusive  
SAN BERNARDINO, CALIF.

250,000 Attendance—Fair Grounds—Close in—Plenty of Parking and Transportation  
NOW BOOKING SHOWS AND CONCESSIONS. No PC, Flatties or Gypsies.

## CRAFTS 20 BIG SHOWS, INC.

Phone Poplar 5-0909      7283 Bellaire Ave.      No. Hollywood, Calif.

**GIRLS - - - GIRLS**

**For Girl Show and Posing Show**

Top salary. Also want Feature Dancer. Can place Ticket Sellers, Talkers and Semi Truck Drivers, also want Candy Man, Leo Hunt, answer.

Show opens March 15th; Mobile, Ala., with Cavalcade of Amusements. All answers to

**F. W. MILLER**

Tropical Tourist Court, New Orleans, La.

## RAYNELL

WANTS

Girls, Acts, Musicians. Men for tops and fronts. Chorus Girls, Specialty Dancers. All those contracted for season 1953, contact me.

**RAYNELL**

1200 N. E. 96th St., Miami, Fla.  
(Phone: 78-4628)

Thank You  
**DOUBLES**

Prominent diamond and jewelry merchant, for your new car purchase

**JOHNNY CANOLE**

Canole Buick  
Monessen, Pa. Phone 2500.  
Altoona, Pa. Phone 9347.

**4TH ANNUAL  
BOOSTER CLUB FESTIVAL**

Germantown, Ohio, July 2-3-4  
Wants Rides or small Carnival. Contact

**DICK EGAN, Pres.**

Cardinal Booster Club, 174 S. Walnut St.,  
GERMANTOWN, OHIO

**BLUE GRASS SHOWS**

NOW CONTRACTING  
SHOWS—RIDES—CONCESSIONS

P. O. Box 621      Owensboro, Ky.  
Phone 35321

**FOR SALE**

Must sell at once. Best offer takes all or will sell separate. Allan Herschell 10' Merry-Go-Round, Allan Herschell Auto Ride (8 car), Standard Roll-O-Plane, 10-1 Show, Snake Show, Mickey Mouse Show. Front Gate, with or without transportation.

**LESTER NELSON**

127 Wyant Crescent      Rochester, N. Y.

**WANTED**

WILL PAY CASH FOR  
**32 or 36 FT. MERRY-GO-ROUND**

MUST BE IN GOOD CONDITION  
ADDRESS:  
P. O. Box 8301, Kansas City, Missouri

**WILL BOOK  
TILT-A-WHIRL**

Or other Flat Ride and Shooting Gallery in Playland Park, Southwest Side, Chicago.

**BISCH-ROCCO AMUSEMENT CO.**

Box 311, Argo, Ill.

**WANT**

TO BOOK RIDES, ALSO SNO CONES, POPCORN, FLOSS, FOR CENTENNIAL CARNIVAL, JUNE 10-13. CONTACT

**GEORGE BERG**

c/o Lions' Club, Du Quoin, Ill.  
(Phone: 275W)

**FOR SALE**

Stuffed Animal Photo Stand—Pony, Lion, Bucking Steer and Horse, 4 Animals, Hats, Chaps, Jackets and Camera. Dark Room, Fence and all equipment, \$3,500.00 cash. Now operating.

**H. E. ANDERSON**

3600 S. E. 6th Ave., Ft. Lauderdale, Fla.

## MIGHTY PAGE SHOWS

OPENING FEBRUARY 28TH THROUGH MARCH 7TH, TWO SATURDAYS,  
HINESVILLE, GA., AT MAIN GATE OF CAMP STEWART

Twenty thousand soldiers finishing Boot Camp—Three months' pay.  
This will be the biggest date in the East.

CONCESSIONS: Bingo and all Hanky Panks, Especially Pitch-Till-You-Win, Long and Short Range Gallery, Balloon Dart, High Striker, Bowling Alley, Basket Ball, Photos, Glass Pitch, Mitt Camp, Peekem Dart, Coke Bottle, Live Ducks, Knife or Cane Racks, Blower. A few choice Wheels and Grind Stores open if you have other concessions. Will give Ex on Novelties, Hats, Jewelry, Derby Races and Custard. Sam Maddaloni; answer.

Roland Page and Curly Graham want Skillo and Grind Store Agents. Frenchie Moore Broad Player, contact, Blackie Ballard, Little Arkey and James Ristick, contact immediately. All Concessions will operate.

RIDES: Train and two Kiddie Rides not conflicting. Live Pony Ride, Ride Men who drive, on all rides. Foreman and Second Men, come on—Winter Quarters, open. SHOWS: Fun or Glass House, Motor Drome, Big Snake or any good Grind Show, Frankie Tezzano wants Dancing Girls for Girl Show. All people be on lot Thursday, February 26. All replies to:

**Bill Page, Gen. Mgr., P.O. Box 1369, Savannah, Ga.**

Roland Page and Curley Graham, Business and Concession Mgrs.  
P. S.: We play Galax, Va., 4th of July, followed by 15 bona fide Fairs.

13 Bona Fide County Fairs      5 Annual Celebrations

## GREAT SUTTON SHOWS

50TH ANNUAL TOUR

OPENING SATURDAY, APRIL 18, SPRINGFIELD, MO.

We hold contracts for 13 bona fide County Fairs and five annual celebrations.

CONCESSIONS: Will sell exclusive on Cookhouse, Corn Game, Long Range Gallery, Short Range Gallery, Photos, Pop Corn, Floss, Snow Cones, Apples, Glass Pitch, Mitt Camp (George Western, contact). All percentage open (Pat Bales, contact). We have made no commitments to NO ONE, our midway is open to clean, legitimate concessionaires who want to play a BIG route of fairs and celebrations.

SHOWS: Will book Girl Show with or without equipment (Harold Wetherbee, contact). Will book Snake Show (Bob and Betty Richardson, write, we have good proposition for you). We will furnish tops and fronts for showmen with good ideas.

RIDE HELP: Want Foreman on Tilt, Merry-Go-Round, #5 Eli Wheel, Kid Auto and Kid Airplane; also want Second Men on all rides. All help must be able to drive semis. Winterquarters now open at Fairgrounds, Harrison, Arkansas. We have plenty of room for trailers, also lights and water, plus room for concessionaires to work over your equipment.

**F. M. SUTTON SR., GREAT SUTTON SHOWS**  
HARRISON, ARKANSAS

## DUMONT SHOWS

Opening Augusta, Ga., February 28. Atomic Bomb and Army Pay Day

**WANT FOR SEASON 1953**

Bingo, Popcorn, Frozen Custard, Pitch-Till-You-Win, Coke Bottles, Penny Pitch, Ball Game, Watch-La, String Game, Cotton Candy, French Fries or any legitimate Concession. All Hanky Panks \$21.50 per week. Want Ride Help for Octopus and Chairplane. Want Side Show; Francis Jabelisky, answer. Girls for Girl Shows.

All address: **LOU RILEY, Augusta, Ga.**

**LAST CALL      LAST CALL**

## BOHN'S UNITED SHOWS

OPENING UPTOWN ARANSAS PASS, TEX., MONDAY, FEBRUARY 23

Want Ride Foremen and Second Men who drive semis. Will book one Flat Ride not conflicting. SHOWS: Small Side Show, Snake, Mickey Mouse or Shows that can make two spots a week. McWilliams wants Girls for Girl Show, Man and Wife to operate Unborn Show. CONCESSIONS: Age, Scales, Photos, Jewelry, Glass Pitch, Peanuts, Apples, Popcorn, Snow. NO FLOSS. Excellent opening for Bingo. Al Baird, Dougie Joe, contact. Bud Decker wants Bucket Agents. Mickey Goldberg wants Outside Help. COMMITTEES—Have some open dates for Wyoming, Colorado and South Dakota. All replies to

N. L. (WHITIE) DIXON or CARL BOHN, Box 686 (Phone: 215), Aransas Pass, Texas

## PAGE AMUSEMENT CO.

GRAND OPENING COLUMBIA, S. C., SATURDAY, FEB. 21

Will book legitimate Concessions of all kinds. Bingo and Popcorn open. Also want clean Shows. Can place Ride Help of all kinds.

All replies to **F. E. SPAIN, Gen. Representative**  
Phone 27143, Columbia, S. C.

## CARNIVAL WANTED

DURING AZALEA FESTIVAL WEEK, MARCH 23-29

Over 100,000 people daily. Short distance from Ft. Bragg and Camp Lejeune. Also Bowling Alley, Skating Rink and other Concessions for permanent location in year-round park. Contact

N. H. MODINOS, Phone 4814, Southeastern Fair Assn., P. O. Box 1122, Wilmington, N. C.

## SUNSET AMUSEMENT COMPANY

Can Place Exclusive Cookhouse and Grab for Season

Can place exclusive Live Ducks and Derby. Opening for Ball Games and Hanky Panks. Can use small Side Show, Fun House and Monkey Show. Willard Briggs, contact at once. FOREMAN AND SECOND MEN WHO DRIVE, SALARY AND BONUS. Can book Kiddie Rides other than Live Ponies and Pony Cart.

P. O. BOX 25, CORAL GABLES, FLORIDA.

### Miami Showmen's Association

233 W. Flagler St., Miami

MIAMI, Feb. 14.—The Tuesday (10) meeting was well attended, altho many of the members are in Tampa. William B. Moore, first vice-president, presided. Also present were David B. Endy, past president; Mel Dodson, treasurer, and Bill Bryant, chaplain.

Eddie Edwards, picnic committee chairman, reported that acts, games and contests are scheduled for the event. Leo Bistany, Ben Weiss, Stretch Rice, Harry Weiss, Leonard Ross and Bill Holt are among those who have left for Cuba to join in the tour of the Coney Island Shows.

On the sick list are Jack Rose, Max Kimmerer, Abe Rabinovic, Jimmy Chanos, Frank Silverman, Ross (Doc) Dyer, Ed (Spot) Cooper and Louis Russell, who suffered a heart attack and is confined in the hospital at Cocoa, Fla.

Building committee is starting to plan ground breaking ceremonies. The cost of the structure will run considerably more than anticipated, it was reported.

Visitors included Ross Manning, Sol Nuger, Gordon Knight, Danny Dell, Max Tarbes, Pud Hartman, Mike Ray, George Barnett, Danny Allen, Sparky Nissenbaum, Danny Festa, Carl Hanson, Lenny Lampell, A. R. Whitesides, Tobey Turbin, Fred Conti, Tubba Heiman, Mickey Gallo, Murray Leavitt, Dukey Gaffen, Harry Neufeld, Abe Zuckerman, Ep Glosser, Harry Schreiber, Harry Modele and Al Beck.

#### Ladies' Auxiliary

President Ruth Schreiber called the February 9 meeting to order. Other officers present were Ada Cowan, second vice-president; Lillian Tucker, treasurer; Ann Whitehead, recording secretary, and Ethel Weer, corresponding secretary.

Thank you letters were received from the Ladies' Auxiliary of the Michigan Showmen's Association, the Muscular Dystrophy Association and Cherry Sinclair. Sadie Schwartz represented the club at the MSA installation dinner.

Reported on the sick list were Dolly Young, Ruby Read and Dora Pierson's mother, Mrs. Cusic. Dark horse award went to Millie Finn. Rose Jaffee and Florence Badanes thanked members for cards sent them during their recent illnesses. Pearl Schultz and her committee served refreshments following adjournment.

### ELECTRIC RING TOSS



A new game, made with an attractive Formica Top with chrome edges on a wooden stand.

It has 5 contact points with 1 jackpot. The bell rings and the light goes on with every contact. Size: 24"x37".

Price \$40 ea.

Complete Line of Wheels. Ask for 1953 Catalogue. CARDINAL MFG. CORP. 430 Keap Street Brooklyn, N. Y. Evergreen 7-5027

### GENERAL AGENT WANTED

For high-class Truck Show. Must have car and know territory of Georgia, Alabama, Tennessee, Kentucky, Ohio and Mississippi.

E. L. Young, Gen. Mgr. Sterling Crown Shows P. O. Box 157 Tarpon Springs, Fla. (Phone: Victor 2-4141)

### PAUL MILLER

PHONE ME AT ONCE

Have opening for Wheel and Octopus Man. No tearing down. Year around work. Can place Concession Help. Phone 30136

### MORT MESSIAS

3520 S. W. Third Ave. Miami, Fla.

### BARNEY TASSELL UNIT SHOWS

WANT FOR DANIA, FLA., ANNUAL TOMATO FESTIVAL

WEEK OF FEB. 23. SAME CITY LOT RIGHT IN TOWN.

Legitimate Concessions of all kinds, including Popcorn, Apples, French Fries, Age and Scales, Novelties, Short Range, Balloon Darts, Fish Pond, Hoop-La or any other Hanky Panky working for stock only. Shows of all kinds, including Motordrome, Monkey Show, Ten-in-One and Snake Show.

P.S.: Now booking Rides, Shows and Concessions for regular summer season opening March 14. Can place Spitfire Foreman. Write, wire this week: BARNEY TASSELL UNIT SHOW, N. W. 103 St. & 7 Ave., Miami, Fla.

### ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000

\$29.50

10,000 ... \$ 9.50

20,000 ... 12.00

50,000 ... 18.50

# Club Activities

### Show Folks of America, Inc.

145 Turk Sittet, San Francisco

SAN FRANCISCO, Feb. 14.—Monday (9) was "Italian Night." Following a short meeting, a stage show was presented by Georgia McDonnell, and then everyone retired to the dining room where Johnny Provenzale had arranged a spaghetti and meatball dinner. Co-chairman Sam Landesman assisted in serving.

M. (Whitey) Monette, chairman of the annual High-Jinks and stage show, announced that Harry G. Seber has new stationery ready and would have High-Jinks tickets and a new bulletin in the mail soon.

Board of directors announced that every other Monday night would be a special event, with stage show and dinner.

Fund-raising campaign of this city's chapter of SFA to carry on the club's charitable activities has been opened with Betty Hutton and Sonja Henie the first contributors, Harry G. Seber, secretary-manager, announces. Most of the proceeds will be used for the maintenance and expansion of Show Folks' Rest, Mt. Olivet Cemetery, here.

Drive will continue until March 16, when it will be climaxed by the annual High Jinks and St. Patrick's Party. M. (Whitey) Monette, High Jinks committee chairman, said the celebration will be an all-night affair, starting at 6 p.m. He has scheduled some 30 top-flight vaudeville and night club acts. Phil Sapiro's orchestra will furnish music for dancing.

Jack Christenson, president, has appointed W. (Bill) Kindel as committee co-chairman.

### Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Feb. 14.—President Pearl McGlynn presided at the recent meeting. Also on the rostrum were Jeanette Wall, first vice-president pro tem; Eva LeRoy, second vice-president; Wanda Derpa, secretary, and Isabel Brantman, treasurer. Invocation was by Edith Streibich. Correspondence was read from Mabel Mullins' granddaughter, the Levey family, Nellie Young, the auxiliary of the Greater Tampa Showmen's Association, and the Lone Star Show Women's Club.

Claire Sopenar, past president, left by plane for a vacation in Florida, where she joined her sister-in-law, Mae Sopenar, and Lucille Hirsch. Other members planning a trip south are Betty Broderick, Marianna Pope and Betty Shea.

Pauline Grey reports that Sophia Carlos has an injured ankle and Ann Sleyster a broken toe. May Taylor is recovering from injuries suffered in an auto accident. Edna Stenson is convalescing at 129 N. Harvey Avenue, Oak Park, Ill. Stella Maturo and Clara Etta Barker are up after a case of the flu.

Agnes Banty attended her first meeting, accompanied by Ruth Phillips, a guest. Awards donated by Pearl McGlynn and Wanda Derpa went to Elizabeth Jacks and Eva LeRoy. Helen Hoffmeyer is taking orders for personal name and address rubber stamps that can be carried in a purse. Jeanette Wall and Freida Rosen were assisted by Edith Streibich at the February 9 social. Spring party has been scheduled for April 11, with Freida Rosen as chairman.

### Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

#### Ladies' Auxiliary

The February 5 meeting was called to order by President Vivian Zimdars in the clubrooms at the DeSoto Hotel. Also on the rostrum were Caroline Holt, first vice-president; Pearl Weydt, second vice-president; Grace Goss, third vice-president; Billie Owens, secretary, and Ethel Cutler, treasurer. Invocation was given by Grace Goss.

Lotus B. Francis was voted into membership. Correspondence was read from the Lone Star Showmen's Club. Yorla Goldstone, chairman of the welfare and sick committee, reported that Jessie Howe, owner of the Strand Theater and Sunset Drive-In, has a broken arm. George Maki was reported improving at Veterans' Hospital, Little Rock. Daisy Fritts, returned from Fort Worth, reporting her sister much improved.

Rose Cutler, chairman of night lunches served in the clubrooms, reported a good profit and received a vote of thanks from members. The tacky dance, held January 31, was a social and financial success. About 100 members and guests attended. First prize, a silver nu' dish donated by Adela Ahrons for the best costume, was won by Jackie Wilcox. Second prize, donated by Jennie Goth, was won by Ollie Glosser. The bottle nursing contest was won by Doc O'Kelly. Next canasta party will have Billie Owens and Ethel Cutler as hostesses. Betty and Bill Dyer are visiting in the city and are nightly visitors at the club.

Marjorie Turner, assistant chairman of the March of Dimes committee in Garland County, addressed the club. February 14 was set for a radio marathon benefit, to be supported by the club.

The auxiliary will entertain veterans of Korea at the Army-Navy Hospital some time in February. Yorla Goldstein, Jackie Wilcox and Bonnie Wheatley were named as a committee to consult with the grey ladies on the project. Night award donated by Ethel Cutler was won by Caroline Holt.

### Lone Star Show Women's Club of Texas

DALLAS, Feb. 14.—President Millie Hudspeth called the Monday (9) meeting to order. Corine Greer read the minutes in the absence of Grace Tinder, secretary, who is vacationing with Margaret Pugh in California. Pearl Vaught, treasurer, reported on the open house and dance held during the Texas fair meeting.

Members attended the funeral of Molly Schaffer, who was buried February 5.

Madeline Chambers is convalescing after a major operation at Baylor Hospital. Also reported hospitalized were George Smith, Jewel Crudeys and Charles Foltz. Eddie Vaughn is to enter Veterans Hospital.

Valentine party is scheduled for Saturday (14) in the clubrooms. Members voted to honor birthdays and anniversaries with a party to be held the last Monday of each month.

### Missouri Show Women's Club

415 Chestnut St., St. Louis

ST. LOUIS, Feb. 14.—A card party and luncheon was held Saturday (7) at the DeSoto Hotel. Cards and bunco were played by 47 members and guests. Estelle Regan, chairman of the entertainment committee, and Clara Campbell served the buffet lunch.

Babe Weinstein won an electric percolator, and table prizes were two-tiered sandwich plates. Attendance awards were donated by Clara Campbell, Nora Gdynia, Babe Weinstein, Betty Hutchinson, Ida McCoy, Estelle Regan, Teresa Sidenberg, Norma Lang, Gertrude Lang, Verna Schantz, Peggy Grimm, Joan Lipsky and Fay Davis.

Bingo was played February 5 in the clubrooms, and Verna Schantz, chairman of the ways and means committee, and Joan Lipsky, club secretary, are making arrangements for a card party on February 28. A Valentine party is scheduled for Saturday (14).

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 14. — Past President Lou Keller was in the chair at the regular Thursday (12) meeting. Also at the table were Walter F. Driver, treasurer emeritus and Joe Streibich, secretary.

Jim Paul, of the Edmonton (Alta.) Exhibition, and Frank M. Hogan were elected to membership. The house committee is busy on plans for the February 19 open house in celebration of the League's 40th anniversary. President J. P. (Jimmy) Sullivan, accompanied by Mrs. Sullivan, passed thru town en route to New Orleans but said they would be back for the anniversary open house.

Membership was saddened by the death of Bob Seery, who passed away Friday (13), and Irving Grossman, who died in Des Moines the same day. A large number of members were on hand for the Wednesday (11) funeral services for Arthur R. Hopper.

Sick list includes Billy C. Williams, who is confined to his St. Paul home, and Frank Daniels, who is still in a sanitarium here.

Recent clubroom callers included Ralph Goldstone, Mickey Blue, Al Sweeney, Harry Duncan, Henry Polk, Chick Bohdan, Lester J. Davis, James Knight, John Bokowe, Cecil Meyers, William Meyers, Henry Shelby, Mel Harris, Max Brantman, Andre Dumont, Jess Wrigley, Nat Green, Harry Atwell, Charles Zemater Sr., Edwin Levinson and Mr. and Mrs. George B. Flint.

#### Ladies' Auxiliary, Hotel Sherman

Mrs. Mae G. Taylor presided at the Thursday (5) meeting at the Hotel Sherman. Other officers present included Mrs. George Rollo, first vice-president pro tem; Mrs. Carmelita Horan, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was by Mrs. Margaret Filgrasso, chaplain.

Vacationing in Florida are Lucille Hirsch, first vice-president; Viola Moore, second vice-president; Mae Sopenar and Claire Sopenar. Marie Brown is in Los Angeles, Evelyn and Margaret Hock left for Hot Springs, where they will vacation for a month. Grace Goss and Bertha Dutcher are also in Hot Springs. Louise Donohue is headed toward Honolulu with her husband. Bess Hamid is planning a Florida vacation, and Dorothy Packman Goldberg is also planning a trip.

Sick list includes Ann Sleyster, Billie Wasserman and Frances Berger, third vice-president.

Welcomed after an absence were Mrs. Gertrude Lindsey, Clara Etta Barker and past presidents Edith Streibich and Frances Keller. Letters were received from Nan Rankine, Viola Moore, Lucille Hirsch and the Lone Star Show Women's Club.

After the meeting cake and coffee were served. Carmelita Horan baked and donated the cake.

### 'Dancing Waters' Set for Toronto

NEW YORK, Feb. 14.—"Dancing Waters," the water spectacle currently featured at Radio City Music Hall, has been booked in the 1953 Canadian National Exhibition, Sam Shayon, one of the producers, reported here this week after his return from the annual meeting of the Ontario Association of Agricultural Societies in Toronto.

Shayon also reported a number of other fairs interested in the spectacle and said that additional units, which are now being built in Germany, would be used to take care of the demand.

### National Showmen's Association

NEW YORK, Feb. 14.—Regular meeting Thursday (12) was well attended. President Phil Isser presided. On the dais were John S. Weisman, second vice-president; Gerald Snellens, third vice-president; Harry Rosen, treasurer, and Louis D. King, chaplain. Jack J. Perry, past president, and Vincent Anderson were among those attending.

The building committee reported on a number of locations it has investigated as possible sites for a new home. No decision was made. A number of proposals for raising funds were suggested.

Dolly McCormick, president of the Ladies' Auxiliary, invited members to attend a card party which the women's group will stage March 8 at True Sisters Auditorium, 150 West 85th Street. Supper will be served and door prizes awarded. Tickets are \$2.50. Jack McCormick, eligibility committee chairman, reported the acceptance of David Aloff, sponsored by George A. Hamid Jr.

On the sick list are Max Tonkin, Faulkner Hospital, West Roxbury, Mass.; Edward Elkins and Ben Merson, recuperating at their homes; Jack Rose, Veterans Hospital, Coral Gables, Fla., and George D. Hensley, Pilgrim Hospital, West Brentwood, N. Y. Shut-ins are James Cox and Irving Udowitz.

Visitors included Morris Tisser, Ben Herman, Stanley Stern, Harry Horner, Louis Candee, Morris Brown, Martin Ranno, Allen Miller, and Albert A. Lean. George A. Hamid Sr., and Max Tubis are vacationing in Florida.

### Fredericksburg Plans Grandstand

FREDERICKSBURG, Va., Feb. 14.—A new grandstand is included in the plans for the 1953 Fredericksburg Fair, it was reported here this week. Work is expected to get under way shortly so as to have the structure ready for the opening.

Prell's Broadway Shows have been awarded the midway contract.

### BIG STATE SHOWS

Want Bingo, Hanky Panks of all kinds, Book Blower and Bowling Alley, Book Shows that don't conflict with own equipment; Girl Shows, Mechanical, Freak Show, or any Show of merit. Lee Fritz and Strawberry Roan, contact Sam George.

### BIG STATE SHOWS

Sam George, Business Mgr.; Frank Gaskins, General Agent, Luffing, Texas, this week.

### Opening For Carnival

Three Day Rodeo and Fair, August 28-29-30.

Washington County Fair Association

BUCK HOWLAND, Sec. Cambridge, Idaho

### WANT LOCATION

FOR New Allan Herschell Merry-Go-Round, Eli Wheel and Kiddie Rides. Will place separately or together. Park or Kiddleland. All replies will be answered. Distance no obstacle. Will go anywhere.

BOX D-280

Billboard, Cincinnati 22, Ohio

### AGENTS WANTED

For office Concessions. Best deal, come on. Can place few more Concessions; no grift. Opening Feb. 28, Bluffton, S. C.

### Raley Bros.' Expo

Route #2 Walterboro, S. C.

### ROYAL MIDWEST SHOWS

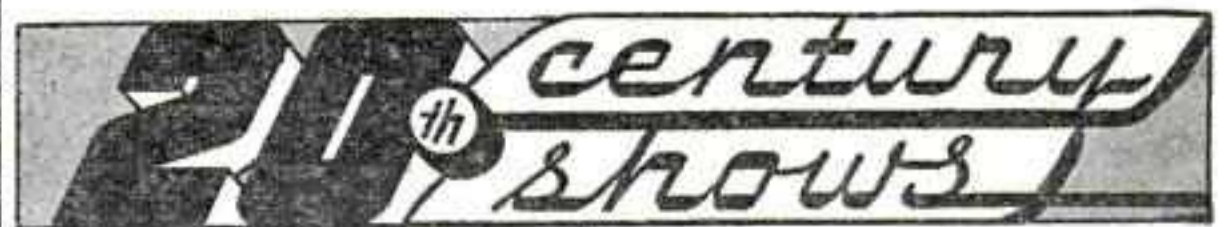
OPENING IN APRIL Want Stock Concessions, Ball Games, Six Cats, Penny Pitch, Glass Pitch, Age and Scales, Photo, Lead Gallery, Custard, Can place Wild Life, Grind, Glass House, Arcade or any good Show with or without equipment.

### ROXIE HARRIS

P. O. Box 142 Findlay, Ohio

### PROMOTERS

—Get on our Mailing List. —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer in-quiries 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, 188 W. Randolph St., Chicago 1, Ill.



OPENING EARLY IN APRIL

Want Foremen for Spitfire and Roll-o-Plane. Operator for Search Light. Can place Second Men on most all rides, must drive semis. Top salary and bonus. (Alvin Smith, get in touch with me.) Want Grind Shows and legitimate Concessions, only two of a kind carried. Especially want Fun House, have good proposition for Derby. FOR SALE—14x32 ft. Glass Pitch, complete. Can be set up as two 16 ft. Joists or one 14x32 ft. Six Cat Joint. All new canvas.

Contact E. D. McCrarry, Co-Owner TAMPICO HOTEL, OPELOUSAS, LA.




# Huntingdon Inks Serfass

NEW YORK, Feb. 14.—The Huntingdon (Pa.) Fair will again be played this year by the Penn Premier Shows, operated by Lloyd Serfass. Thru an error the date was incorrectly attributed to the Metropolitan Shows in a recent issue of The Billboard. The Metropolitan unit will play the Huntingdon (W. Va.) Fair.

Serfass has held an exclusive contract with the Pennsy event for the last seven years.

# Whitey Bedard Buys Gene Gerard Business

FLINT, Mich., Feb. 14.—J. L. (Whitey) Bedard, operator of penny scales here, has purchased the equipment and business of Gene Gerard, who has provided midway attractions for churches and other organizations here for many years.



# STERLING CROWN

**E. L. (EDDIE) YOUNG, General Manager**      **MACK HOUSE, Business Manager**

**GET WITH A NEW SHOW TITLE WITH A MANAGEMENT OF OUTSTANDING ABILITY**

**12 RIDES — 6 SHOWS — DIESEL LIGHT PLANTS — SEARCHLIGHTS AND TOWERS**

**PLAYING A ROUTE OF PROVEN TERRITORY—STILL DATES FROM FLORIDA THROUGH OHIO, FAIRS IN KENTUCKY, TENNESSEE, ALABAMA, MISSISSIPPI AND GEORGIA**

**NOW BOOKING**      **OPENING LAST OF APRIL**      **NOW BOOKING**

**CONCESSIONS**      **SHOWS**      **RIDE HELP**

Bingo, Cookhouse. Will sell "Ex" on Glass Pitch and Mitt Camp. Also want Jewelry, Long Range, Ball Games, Fish Pond and any Hunky Pank Concessions.      Can place Fun House, Snake Show, Crime Show, Dogs and Ponies or any worth-while well-framed Grind Shows with own transportation.      Foremen and Second Men for Fly-o-Plane, Wheel and Chairplane. (Kelly, answer.) Also Second Men for other Rides. Long season, top salary and bonus at end of season. All must be licensed truck drivers. We tolerate no drinking on this show. Want General Motors Diesel Man and Electrician. Also Truck Mechanic. Those who have written, please contact me again.

**CONCESSION AGENTS**      **SHOWMEN**      **GENERAL AGENT**

Young and Barkoot can place Heads and Agents for Count and Peek Shows, Wheels, Six Cats and Buckets. Also Percentage Agents. Agents for Short Range Lead Gallery and useful Help for all Concessions. Following people contact: McCrary, Maxey, Clyde Beansie, Phil Knight. These are exclusive office Concessions, no outside joints. Mack House legal adjuster.      Manager for office-owned Girl Show and Side Show. Must have own wardrobe and P.A. system and work as told. No drinking tolerated. Frank Zorda, contact for Side Show.      Can place Agent with car that is acquainted with Georgia, Alabama, Tennessee, Kentucky and Mississippi.

**RIDES**      **ALL PEOPLE CONTACT E. L. YOUNG, General Manager**

Any Major Ride and Kiddie Ride not conflicting.      (PHONE: VICTOR 2-4141)      **TARPON SPRINGS, FLORIDA**

P. O. BOX 157

## SALE!

**CABLE! 2500 ft. Neoprene Two Conductor . . . . . 40c ft.**

**25 JUNCTION BOXES! Complete with copper bars, terminals, etc. The best ever built . . . . . \$15.00 each**

**TRANSFORMER TRUCK! Late Dodge in A-1 shape with two 50 kw. transformers, two 200 amp. entrance boxes, collapsible tower, etc. Ready to go . . . . . \$1,000.00**

Any of the above may be had separately or TAKE ALL for \$2,000.00!! A complete service for a 10 ride show!

Write BILLBOARD, Box D-278, Cincinnati 22, Ohio. For appointment or further details, all replies promptly answered by letter, wire or phone.

**ROLL-A-WHIRL**  
**\$750.00**

Guaranteed A-1 operating condition. This is definitely NOT JUNK!! Just priced low for quick action.

18 ft. "M" system office trailer, built-in counter, storage space, front and back door . . . new tires . . . . .

**QUICK! \$500.00**

30 ft. Semi-Trailer, platform . . . . . \$800.00

22 ft. Semi-Trailer, platform . . . . . 500.00

30 ft. Drop-Frame (perfect for arcade, cookhouse, glass or bingo stock), absolutely like new . . . . . \$1,700.00

**W.G. WADE SHOWS**

Now Contracting  
**RIDES • SHOWS**  
**• CONCESSIONS •**

For our 1953 Season

G. P. O. Box 1488  
Detroit 31, Michigan

11—RIDES—11      8—SHOWS—8

## F. C. BOGLE SHOWS, INC.

**WANT      WANT      WANT**

**CONCESSIONS** All Stock Concessions open. Popcorn, Photos, Balloon Darts, Sno, Coke Bottles, Scales, Penny Pitch, Floss, Apples, Set Spindles, Fish Pond, Custard, Novelties, Long and Short Range, Mitt Camp, Cork, Bumper, Diggers, String, Beat The Dealer, Pan, Pea Pool, etc.

**SHOWS** With own Equipment. Write for best deal in show business. Especially want Drome and Side Show or non-conflicting shows.

**KIDDIE RIDES** Will book Single or set of Four or More. Want Boat Ride, Coaster, Ponies, Auto Ride, Airplane, Train, etc.

**HELP** Want combination Electrician and Assistant Mechanic. Must be sober and drive show owned truck.

**BLACKIE MILLER, MAPLE WILLIAMS, JACK NASWORTHY,**  
**WIRE, COLLECT, AT ONCE, YOUR ADDRESS.**

**WRITE F. C. BOGLE, MGR. (DON'T PHONE)**  
**BOX 67      ARMA, KANSAS**

**WANTED**

## C. A. STEPHENS SHOWS

FOR HILANDS COUNTY FAIR, SEBRING, FLA., FEB. 23 TO 28

**CONCESSIONS:** Novelties, Ball Games, Water Concessions, Pitches, all Concessions working for stock. **RIDES:** Can place set of Kiddie Rides for now and balance of season. Also Pony Ride, Octopus, Spitfire. **SHOWS:** Any Show not conflicting with what we now have. **FOR SALE:** 75 kw. transformer plus switches and cutouts.

OCALA, FLA., THIS WEEK.

## WANTED

Girl Show mounted on truck. State best price for cash. Picture if possible, with full details.

**VERNON SHAFFER**  
General Delivery  
Hammond, Ind.

### United Exposition Shows

Now booking Concessions, Shows and Rides. What have you? Good proposition for Cookhouse. Will book little Train. Want Ride Help of all kinds who drive. Winterquarters opening March 1 at Paragould, Ark. Write, wire or phone 2-7279 (pay your own).

**C. A. VERNON, Mgr.**  
Bryan, Texas, until Feb. 28; Hurry.  
P.S. Reward for Big Bob Perry's address.

## MONTREAL'S 1953 HOTCH' POTCH

(2ND SPRING FESTIVAL & EXPOSITION)  
April 4th to 12th inclusive  
in new 75,000 sq. ft. SHOW MART—also  
"EASTER PARADE OF BEAUTIES"

**WANT** Small Indoor Circus (complete), Walkthrus, high-class Shows, Stock, Concessions, Hunky Panks, etc. Pitchmen, this is it. Write, wire or phone (no collect) LA 4542. **WANT**

**VILLERAY ENTERPRISES CO.**  
ROOM 116, SHOW MART, MONTREAL, CANADA

## FOR SALE

Complete Girl Show outfit; 25x35 top with 8 ft. wall, 32 ft. front with three banners, bally and ticket box, etc., ready to open, \$500.00. Also have 32 ft. push-up six "Plaster" palm front suitable for Monkey or Girl Show, no banners, \$150.00; also 1941 ton and half Ford COE Truck, with 16 ft. close body, \$600.00, new motor, good tires. Answer:

**F. W. MILLER**  
Tropical Tourist Court, New Orleans, La.

## Ross Manning Shows

**OPENING APRIL 4TH—HIGH POINT—THOMASVILLE, N. C.—BLAIR SHOWGROUNDS**  
Can place for First in Still Date Route, including Ridgewood, N. J., July 4th Celebration and Hamonton, N. J., Feast, July 13th to 18th.

**CONCESSIONS:** Custard, French Fry, Cat Rack, Ball Games, Long Range and Short Range, Duck Pond, Fish Pond, Pitch Till You Win, Glass Pitch, Scales and Age, Balloon Darts, Dart Game, Hoop-La, Photo. Will give P.C. to Hunky Operators.

**RIDES:** Can place Tilt.

**RIDE HELP:** Top salary, good treatment, no junkers to drive.

**SHOWS:** Can place Life, Crime or any Grind Show. Have seven office-owned Shows. **SIDE SHOW:** Le-Ola wants to hear from Acts that have worked for her. Have opening for Girl Show Operator. Have complete set-up. All you need is girls and wardrobe.

**FOR SALE:** Two 75 Kw. Transformers—switch boxes, cutouts, complete, \$500.00 F.O.B. Kingstree, S. C. Perfect G.E. Transformers. Reason for selling, have Diesels. McGary, write. Write or wire

**ROSS MANNING, 3020 S.W. 23rd St., Miami, Fla.**

## FOR SALE

### MOTORDROME

With 4 good 101 Motors, steel rollers, panel front. Ready to ride. Bargain, \$2250.00.

Address: Route 6, Box 260-B  
New Orleans, La.  
(Phone: VI 9445)

# ROYAL

Exposition Shows

ARCADIA, FLORIDA, THIS WEEK; OKEECHOBEE, FLORIDA, FAIR, FEB. 23-28

**BOOKING SHOWS, RIDES AND CONCESSIONS**

**Royal Exposition Shows**

P.S.—For Sale—Two Sperry Searchlights on 24-foot semi, Smith & Smith Chairplane and various other show equipment.

## GEORGE CLYDE SMITH SHOWS

**OPENING LATTER PART OF APRIL**

Want Ball Games, Pitch Till You Win, Cork Gallery, Penny Pitch, Fish and Duck Pond, Six Cats, Swinger, Hoop-La, Candy Floss, Custard, Photos, Long Range Gallery, High Striker, Glass Pitch.

Want Side Show, Girl Show, Snake Show, Monkey Show, Motordrome. All replies to

**GEORGE CLYDE SMITH SHOWS**  
P.O. Box 521, Cumberland, Maryland

## LOOPER FOR SALE

1947 MODEL 20 HP. Electric Motor. Perfect in every respect. Quick Sale \$3500 Mfd. by Allan Herschell Co.

**EARL PURTLE**  
7612 Sweet Briar Road Richmond, Va.

## SOUTHERN VALLEY SHOWS

**OPENING MARCH 1, NORTHEAST LOUISIANA DISTRICT STOCK SHOW, DELHI, LA.**  
FOLLOWED BY BEST MONEY SPOTS IN LOUISIANA AND ARKANSAS.  
20 FAIRS AND CELEBRATIONS BOOKED WITH OTHERS PENDING.  
FREE ACT — DIESEL POWER PLANTS — TOWERS

**WANT      WANT      WANT**

**CONCESSIONS:** Everything open except Popcorn, Cookhouse, Set Outfits and Photos. **SHOWS:** Shows with own outfits except Monkey Speedway, Snakes and Funhouse. **HELP:** Can use useful Show People and Working Men in all departments. Good salary with pay every week. (Drunks, Chasers, Funny Book Readers, can use your act. **WINTERQUARTERS NOW OPEN, FAIRGROUNDS, WEST MONROE, LA.**

**ALL REPLIES TO: EDDIE MORAN, OWNER-MGR. 1301 Emerson St., Monroe, La.**  
P.S.: Want to book or buy Octopus for 1953 season.

## T. J. TIDWELL SHOW

**OPENING FEB. 28, BIG SPRING, TEXAS. SOLDIERS' PAY DAY—2 SATURDAYS**

Will book Long or Short Range Shooting Gallery, Age and Weight, Hunky Panks of all kinds. No exclusive Need Foreman for Little Dipper. Shows with or without own outfits. What have you? Judy, wire. Have few more openings for experienced Ride Help who drive semis. Hargrove, Clody Robinson, Ike Powers, come on. Need Man to handle elephant, Bob (with Capell's last year), if not placed, contact.

**All answer T. J. TIDWELL, Mgr., Lamesa, Texas**

## FOR SALE

On account of death, one Parker Merry-Go-Round with two semis to haul same. Machine with Organ, double tracker bar, top, side wall, all in A-1 shape, \$6,000.00. Dual Loop, in good shape, \$500.00. Pop Corn Wagon, ready to go, with Floss Machine, in A-1 shape, \$800.00.

**MARY TRAYER**  
8543 W. McMyron St. West Allis, Wis.  
Phone: SP 4-2071

## CAN PLACE

Jig Show and Legitimate Concessions  
Colored Lot — February 23-28  
**FLORIDA BAZAAR SUPPLY**  
Tel. 8456—R. 1, Box 370—West Palm Beach, Fla.

P.S.: Owing to disappointment can place high quality Carving Exhibit or Working World in exhibit section Palm Beach County Fair, March 6-14. Warther, Sevich, contact immediately.

## EASTERN AMUSEMENT CO.

NOW CONTRACTING FOR 1953

**WANT      WANT      WANT**

Four Houlton, Me., our 4th of July stand, preceded and followed by best route in Maine. **SHOWS—**Fun House, Pit, Monkey, Wild Life, Snake, Mechanical, Midget, Athletic, what is it?, or anything unusual. Low percentage. **CONCESSIONS—**Photo, Bumper, Spindle, Jewelry, Devil's Bowling Alley, Cigarette Gallery, Candy Wheel, String Game, Glass Pitch, Duck or Fish Pond, Ice Cream, Country Store or any other Hunky Pank not conflicting. Will sell X on some. **CONCESSION AGENTS—**Male and Female for Hi Striker, Scales, Ball Game, Cat Rack, Coke Bottle, Dart Game, Novelties, Popcorn and Candy Floss. **WANT** Man and Wife who can handle Beano. Very good deal for right party. **RIDE FOREMEN** for Ferris Wheel, Merry-Go-Round, Octopus, Ride-o-Chairplane and Kiddie Rides. Good wages. Must be semi drivers, sober and willing to work. Contact M. S. EARL OR C. R. ROSS, R.F.D., NEW GLOUCESTER, MAINE.

## ROBERT PERRY

Please contact me  
**URGENT!**  
**Roy M. Wilson**  
18402 Stahelin Ave. Detroit 19, Mich.

### BRAND NEW WATCHES

FLASHY RED-HOT PROMOTION NUMBERS!  
LOW PRICES—QUALITY, TOO, YOUR CUSTOMERS WILL STAY PLEASED WITH THESE SENSATIONAL BARGAINS.



**17 JEWEL, WAFER THIN,** Men's Modern-istic Watch #1750 with sweep second hand and black suede strap, very smart, non-tarnish metal case in yellow finish.

Unboxed \$10.25 Ea. Send \$11.50 For Postpaid Sample  
Lots of 3  
No. 1751—Same as shown but with small second hand  
Unboxed \$9.75 Ea. Send \$11.00 For Postpaid Sample  
Lots of 3

EXPENSIVE LOOKING BOX WITH GUARANTEE SLIP AND \$92.50 PRICE TAG—\$1.00 EXTRA PER WATCH!  
We reserve the right to ship either of above watches if we are temporarily out of one (as per price set up).



**LADIES' No. 1061 NEW 7 JEWEL RHINESTONE BRACELET WATCH WITH COVER!!!**

Very smart and very beautiful. Lots of 3 \$12.50 Ea. SEND For Postpaid Sample \$13.75 Sample  
Simulated diamonds over entire bracelet and cover. Unboxed  
Expensive looking dome-shaped box with guarantee slip and \$92.50 price tag. \$1.00 EXTRA PER WATCH!

### SENSATIONAL RELIGIOUS NUMBER

**CRUCIFIX, MIRACLE CROSS & PEARL ROSARY COMBINATION**

PERFECT FOR EASTER, MOTHER'S DAY GIFT  
RETAILS YOUR \$32 PER DOZ. Plus Postage for 29.95 COST \$32 SAMPLE \$4.00 Postpaid  
BEAUTIFUL SATIN-LINED GIFT BOXED  
GOLD-TIPPED CRUCIFIX, SIZE 12"x6 1/2". 24-K Gold-plated Miracle Cross from France—Look thru center and see Lord's Prayer clearly. 24-K gold-plated Rosary with high lustrous pearls.

CRUCIFIX ONLY—BOXED  
PER DOZ. PER DOZ. SAMPLE \$2.00  
Plus Postage POSTPAID

WRITE FOR CATALOG. Terms: 1/3 deposit, balance C.O.D. Include postage if cash in full sent.  
**HEATH DISTRIBUTING CO.**  
3253 VINEVILLE AVE. • Manufacturers & Distributors • MACON, GA.

### SPECIAL PURCHASE

**ELGIN • BENRUS • GRUEN BULOVA • WALTHAM WATCHES \$9.95 Ea.**  
for men & women  
Yellow Exp. Band, 95¢.

**MEN'S & LADIES' RINGS set with 1/2 Ct. TITANIA GEMS**  
Ladies' 14k gold tiffany mounting set with 1/2 ct. gem. \$14.95  
Men's 14k gold mounting set with 1/2 ct. gem. \$18.95



Hurry... limited quantity of complete rings. Loose gems only, ct. \$8.25.



**Men's New Imported JEWELLED WATCHES**

3-Button Chronograph or Chrome case service watches with radium dial and removable lugs. Complete with leather strap. Gross lots \$2.95 Ea.  
Doz. lots, ea. \$3.55.  
Lots of 6, ea. \$3.95.

**CLOSEOUT! MEN'S RINGS**  
Massive looking gold finish rings. Dozen in a handy display tray-case. (Sample doz. \$6.95.) 3 doz. or more \$5.95 Doz.

**JOSEPH BROS.** 5 S. Wabash Ave. Dept. B-21, Chicago 10, Ill.

To Order Classified or Display-Classified Ads  
**USE THIS HANDY FORM NOW**

1 Type or print your copy in this space:  
2 Check the heading under which you want your ad placed:  
3 Indicate below the type of ad you wish:  
4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

## DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE  
**THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE**

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

**ACTION COMEDY! PARODIES, INTRODUCTIONS,** song titles, MC patter, gimmick gags, stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif. ap11

**ATTENTION! VENTRILOQUIAL DIALOGS,** \$5 per dozen; monologs, songs, parodies, etc.; state list required. Tizzard, 110 W. 76th St., New York.

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes, and more. \$2.00 per copy for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. mh21

**SONGS BY A. STANGO—"TODAY & Tomorrow"** and "While Picking Up the Pieces of My Heart." 649 S. 13th St., Newark, N. J.

### AGENTS & DISTRIBUTORS

**ABALONE PEARL SEA SHELL JEWELRY.** Italian Inlaid, Mosaic and Sea Coral Jewelry; Mexican, Chinese, Iran and India Jewelry; Butterfly Wing Jewelry; Tropical Souvenirs, Novelties and curios. Joseph Fleischman, 906 Tampa St., Tampa, Fla. fe21

**A CATALOG FREE WITH WORLD'S BEST** Band Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sundries, Vitamins, etc. from big cut-rate wholesalers since 1916. Mills Sales Co., 26 West 23rd St., New York. fe21

**AGENTS, SALESMEN, DISTRIBUTORS—** Make \$25 daily. Sell sensational new KIL-GLARE for auto windshield. Gives car 1953 look. No more glare from sun, headlights, etc. One minute demonstration. Priced right; big profits. Special offer 1 doz., \$13.75; sample, \$2. KIL-GLARE, 2619-BB Division, Chicago 22, Ill. mh14

**AGENTS—LATEST TYPE RETRACTABLE,** Nylon tie Ball Pens with new permanent no smear ink. Bank approved. \$60 dozen postpaid; samples, 2 for \$1. Crescent Sales Co., 150 Broadway, N.Y.C.

**A MONEY MAKER—FREE CATALOG.** Select Shaker Co., 5132 Shattuck, Oakland, Calif. ap25

**A REAL NUMBER—LATEST IN GIRLIE** Key Chains. A live picture full of action. Sell for 35¢ each; 2 dozen to handsome display card for \$2.50, shipped prepaid. Catalog with first order. Capitol Joke, 38 Hanover St., Boston 13, Mass. fe21

**ARMY-TYPE WATERPROOF HORSE** Blankets, wool lined, \$4.50 each. Paul Tavetian, 62 E. Broadway, N.Y.C. 2. fe21

**ATTENTION, HOSIERY—LOW PRICES FOR** Jobbers, pitchmen and salesmen; complete line Ladies' Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect. Nylons packed beautiful cello bag, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

**BARGAINS—BALLOONS, COMBS, NOVEL-** Watches, Pen Nibs, Pocket Knives, Dolls, Toys, Specialties, Variety Merchandise. Large profits. Carleton House (BB), Texas City, Tex. fe28

**BARGAINS—TERRIFIC SAVINGS; JOB** lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2000 Items. Special \$1.00 wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-29 North Desplains, Chicago 6. np

**BEST DEAL IN THE COUNTRY ON MEN'S,** Ladies' Hosiery; men's Neckwear. Send today for beautiful, free 20-page catalog. Wolfmark, 931-A Roosevelt, Chicago 8. np

**BIG PROFITS SELLING GREETING CARDS,** Novelties, Personalize Stationery, Napkins, Free sample box on approval. Victory Studios, Box 344, Mount Vernon, N. Y.

**BUY NYLONS DIRECT FROM MILL—** Write for jobbers prices. Joy Hosiery Mills, Delaware 6, New Jersey. ap4

**CATCHEMALL, CATCHUMRIGHT, FOWL** Animal, Reptile, Patented Trap. Get yours now. Partners and agents wanted. Dr. Roberts, 111 N. Stevens St., Valdosta, Ga. fe28

**CIRCULATION MEN—SOME GOOD TERRI-** tories available. Write Gasco News, 3134 N. High St., Columbus, Ohio. fe28

**CLOSEOUTS-SPECIALS-FOUNTAIN PENS,** Bobby Pins, Hair Nets, Greeting Cards, give away items. Send for list. Sam Meshberg, 826 N. 4th St., Philadelphia 23, Pa. fe28

**COMIC POST CARDS—NEW GAGS, BRIL-** liant full color, finest art work, best glossy paper. Retail for a nickel. Price to trade, \$25 per 1000. Samples, \$1. Jobbers and Distributors wanted. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

**DEMONSTRATORS, PITCHMEN, AGENTS,** Jobbers: Hottest item to hit market; rust remover for new type chrome; brush on and wash off. Also instant silver dip, oven cleaner. Guaranteed to bring results. Easy to sell; 100% profit. Write C. John's, 16900 W. Warren, Detroit 28, Mich.

**EARN 400% SELLING COPY 150 MEN'S** yellow square case enameled Watch. Seven Jewels, rhinestone dial, yellow plated expansion band; boxed, guaranteed exclusive \$9.50. Residual \$5. Room 608, 580 Fifth Ave., New York. fe28

**GIRL PHOTOS OF BEAUTIFUL HOLLY-** wood models, 12 glossy 4x5 prints, all different; \$2; wholesale price with order. Cosmo Service, 370 Beach St., West Haven 16, Conn. Dept. BBHM.

**HULA-HULA SHADOW DANCER—VEST-** pocket fun, fast selling, peppy novelty. Retail 10¢; wholesale, 50¢, \$1 postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn. (BB-9). mh7

**JOKERS' FUN SHOPS—FULL CREDIT AL-** lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. fe28

**JOKESTER'S PRINTED NOVELTIES** wholesale; fifty samples, \$1; refunded first order. Sebastian, 10934-B Hamlin, N. Hollywood, Calif.

### MAKE \$300 FIRST WEEK ON NEON AD CLOCK

or return it for a full refund; exclusive territory to good men; no experience needed.

**ELECTRIC AD CLOCK CO.** 220 N. Jefferson Chicago 6, Ill.

**MEXICAN RESURRECTION PLANTS (THE** Rose of Jericho), fast selling novelty plant, one thousand lots, \$20; five thousand lots, \$18 thousand; 10,000 plants or more at only \$15 per thousand. Nice large selected plants; lashed with order. National Products Co., Laredo, Tex.

**NEW CONCEALED FILLER FOUNTAIN** Pen; real flash, \$2 dozen; also 2-piece sets, \$3 dozen. National, 40 Locust, Galipolis, Ohio.

**OUT OF PAWN! WATCH BARGAINS—** Bulova, Benrus, others; like new; make big money and asks for details. Cosmos Sales Co., 81 E. 125th St., New York City. np

**RESURRECTION PLANTS—MIRACLE OF** nature, unique vegetable novelty, opens beautifully green, \$20 per thousand. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. ap4

**SALESMEN, DISTRIBUTORS—FAST SELL-** ing Costume Jewelry, direct from factory; big picture catalog free. Pickcraft, B-18, Bank Attleboro, Mass. mh7

**SALESPERSON—SENSATIONAL SIDE LINE.** Make \$50 daily showing new Novelty Trick; cost \$18 gross, sells \$1 each, samples 50¢. P. O. Box 8132B, Norfolk 3, Va.

**SELL BIG MONEY MAKER TO MEN AND** women. Easy handbook makes fast-selling useful articles. Sample free. Sun-made Co., Brockton 64, Mass.

**SOCIAL SECURITY PLATES WHOLESALER.** Be your own boss. Automatic Stamping Machine for all kinds of name plates. Samples name and Social Security number, 50¢; free letter box plate, catalog with order. Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap11

**STANDARD BALL POINT PEN—VISIBLE** ink 25 cents; 100 cash buyers, recent, 25 cents. William Anderson, Box 855R, Mountain Home, Tenn.

**TELEVISION OWNERS, AGENTS, DEAL-** ers wanted. Sell television wavetraps, \$2.75; sample, \$2. Stops most way picture interference, reduces snow. Enjoy crystal clear television less interference. Blue screen filters saves your eyes, \$2.50; sample, \$2; state size. Stell's, Box 1104, Sioux City, Iowa.

**WANTED AGENTS—MEN, WOMEN, TO-** day's miracle self-seller; \$1 item; 100% profit. Get territory today. Send 50¢ for sample. Ted, 191 N. Hill Ave., Pasadena, Calif. mh14

**YOUR OWN BUSINESS — SUITS, \$1.50;** Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago 7. np

### ANIMALS, BIRDS, PETS

**A LOT OF NEW ANIMALS ARRIVING** weekly. Place your orders now and be ready for spring. We can furnish you stock for Wild Life Shows, Big Snake Shows, Lizard and Monster Shows, Rare Bird Shows. Preserved specimens in jars and mounted items. This week's special: "Healthy, acclimated lesser Anteaters, \$35." Tarpon Zoo, Tarpon Springs, Fla.

**CHIMPANZES, MONKEYS, TAPIRS, KAN-** garoos, Barking Deer, Gnu, Camels, Indian Antelope, Leopards, African Lions, Pumas, Wolves, Auouads, Emus, Coatimundi, others. World Jungle Compound, Thousand Oaks, Calif.

**DOGS WANTED FOR CASH—GLOBE,** hand balance, clown or fast back somersault. Box C-263, c/o Billboard, Cincinnati 22, Ohio.

**DONKEYS (BURROS), IMPORTED FROM** Mexico; 6 months old, lame, for children to ride on, \$45 each. Can supply adult Donkeys for baseball play; any quantity. National Products Co., Laredo, Tex.

**FAT, HEALTHY SOUTH AMERICAN BOA** Constrictors, \$3 per pound. Boa Constrictor Farm, Laplace, La.

### FOR SALE OLDEST & BEST ESTABLISHED SNAKE & ANIMAL BIZ IN AMERICA

A gold mine for any showman who wants to stop knocking around and still maintain contact with show world. First come, first choice basis. Address:

BOX C-264, c/o The Billboard  
2160 Patterson St. Cincinnati 22, O.

**FOR SALE—HERMAPHRODITE CALF.** J. H. Smith, Philippi, W. Va.

**JACK HAMM, HUNTER AND SHIPPER** monkeys; White Face, Spider, Howlers; Iguanas, etc. Box 723, N. Miami, Fla., or Apartado 170, Managua, Nicaragua, C. A.

### REPTILE SHOWMEN

**ROSS ALLEN'S REPTILE INSTITUTE** Silver Springs, Florida  
The World's Most Complete Reptile Exhibit  
Visit as our guest  
Will share surplus with REGULAR CUSTOMERS all Season

**THE BEST IN STOCK ALWAYS SHIPPED** Now receiving orders for spring delivery of: Den and Exhibits, \$5 to \$250—Giants, Pythons, Anacondas, Boas, Beaded and Tegu Lizards, Chinese Dragons, Rattlesnakes, Snake safe insecticide and geodrant spray, curio sets, books, skins. We recommend: "Keep Them Alive," a book on reptiles—to save you money; Ross Allen's Vacuum Snake Bite Kit—to save your life. All orders must be accompanied by a 50¢ deposit to be classified as active.

**GARY GARRETSON, Sales Mgr.** MA 27080 or MA 23336

**WANTED—THREE OR MORE BABY ELE-** phants or acts for super market promotion entire month of March in Jax, Fla. Can possibly use wild animal act, or what have you. Write giving complete details and your price in letter to Jacksonville Meat Co., 1051 Broadway St., Jacksonville, Fla.

## SHARPEST BARGAIN

"Cut" yourself a really big slice of easy, quick and large profits with the

### Brand New! SABRE TIE CLASP

On Guard!

Sword Actually Slips From Scabbard

A really handsome jewelry item. Makes wonderful gift. FAST SELLING!



Finished in 14 Kt. Gold Plate, Mother of Pearl HANDLE, Stainless Steel Sword Blade.

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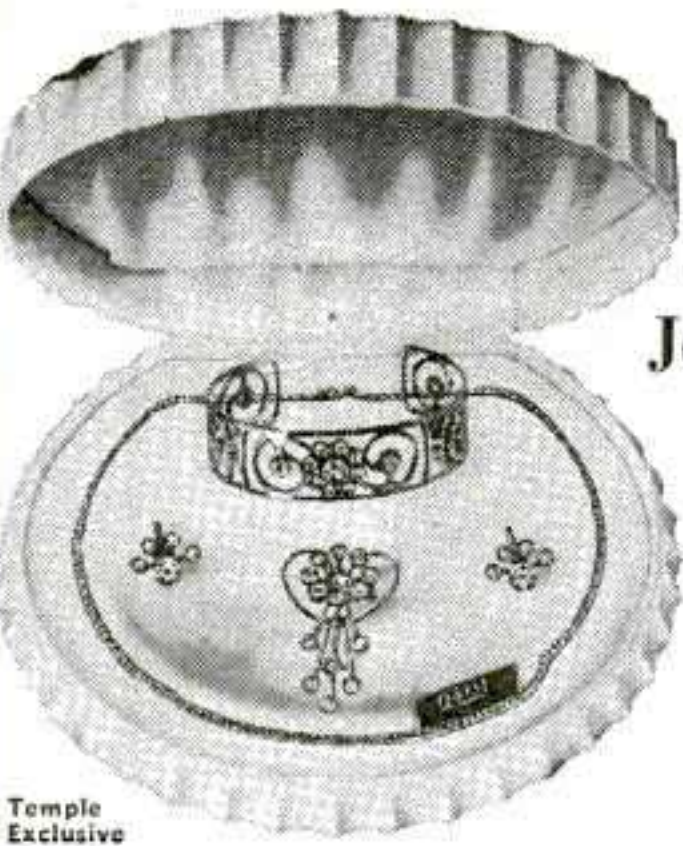
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DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1151 N. Cleveland Ave., Chicago, Ill. mh

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses, and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. fe28

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1151 N. Cleveland Ave., Chicago, Ill. mh

PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE. Lowest prices! 14x22 Window Cards for all amusement purposes, 58 hundred. Tribune Press, Dept. 98-F, Earl Park, Ind. fe28

DRAWINGS AND CUTS MADE TO ORDER. Also letter press and offset printing at low prices. Lee Cressman, Washington, N. J. mh14

NEARGRAVURE EMBOSSED LETTERHEADS! Sparkling! Dynamic! Special engravings, golds and colors, for midways, circuses, orchestras, magicians, general. Samples, dime; be surprised. Solidays Colorprint, Knox, Ind.

PERSONALIZED MATCHES—TOPS FOR advertising. Assorted metallic colors, 2 lines gold imprinting, 50 books, \$1.75. Jeanne, 18 W. 27th, Indianapolis, Ind. mh7

PICTORIAL WINDOW CARDS, Programs, Heralds, One Sheets, Three Sheets, Stationery. Cato Show Printing Co., Cato, New York.

PRINTING THAT PLEASES—LETTER-press, offset, Stationery, business forms. Send copy for estimate, samples, prices. Mercury Press, Box 69B, Marengo, Iowa. mh7

PROCESS EMBOSSED BUSINESS CARDS—\$4.50 per 1,000. Send for free samples. Perry Art Products, Dept. 7, 104 Spring, Springfield, Mass.

FREE SAMPLES—1,000 BUSINESS CARDS, \$2.95; 1,000 Process Embossed Business Cards, \$4.50. Printing low quotations. J. Polk, 634 Yorkshire, Houston 22, Tex.

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. mh14

YOUR PRODUCTS

and advertising message included in a space like this will

SELL SELL SELL

Use

DISPLAY-CLASSIFIED

style of advertising

100 DAY-GLO STICK-ON BUMPER SIGNS—Size 4 1/2x11 1/2, \$18; cash with order, special prices on larger quantities. Postage paid in U. S. Durham Display Studios, 105 1/2 W. Chapel Hill St., Durham, N. C. fe21

200 LETTERHEADS WITH ENVELOPES. \$3.50, 5 lines; Posters, Decals available; black or blue ink. Mallo Press, 767-B Leith, Flint 5, Mich. fe28

1000 BUSINESS CARDS PRINTED WITH circus or carnival cuts, \$2.50; two colors, \$3.50. Hemphill, 2425 Sarah St., Pittsburgh 3, Pa.

1000 BUSINESS CARDS, \$2.95 PREPAID; simulated engraved, \$3.50, seven lines. Samples free. Normandie Business Service, 406 S. Spring, Los Angeles.

SALESMEN WANTED

ANYONE CAN SELL HOOVER DUPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free. Write fully. Hoover, Dept. J-109, New York 11, N. Y. mh28

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to: M. Lewis, D-Frost-O-Matic Corp., Dept. T-106, 173 W. Madison, Chicago 2, Ill.

MAKE MONEY WITH FAST-SELLING Bostonian Shirts, Blouses, too. Spare time, full time. Sales Kit free. Bostonian, 89 Bickford, Dept. U-77, Boston 30, Mass. mh

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. fe21

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink, free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. fe28

WANTED TO BUY

LARGE MERRY-GO-ROUND FOR PARK. Kiddie Roto Whip, Auto Ride, No junk; state price. Box 386, Bowling Green, Ky. Phone 4802. fe28

I WANT TO LOCATE WHOLESALER source strip tease series photo packets Wilson, 1425 Roscoe St., Chicago 13. Ill. fe21

20 Late Model SKOOTER CARS

Must be good and priced right Morris Bros.

Box 82 Caroga Lake, N. Y. WANTED TO BUY—KIDS' RIDES. GIVE make, age, condition, price and picture. Write Thompson Bros., 2906 4th Ave., Altoona, Pa. fe21

WANTED—WHITE FEATHERED DOVE with its wings spread as if flying. Lindsay Originals, 2021 S. Federal Highway, U. S. No. 1, Fort Lauderdale, Fla.

WANTED TO BUY—PENNY ARCADE TO go in building. Playmart, 1111 Main St., Fort Worth, Tex. fe28

WANTED—A MECHANICAL PENCIL; WILL need approximately from 200 to 400 Gr. Submit sample before Mar. 1. The Binmore Co., 4144 Sheridan Rd., Chicago.

LONG RANGE SHOOTING GALLERY—Portable or mounted on truck or trailer. Describe fully, prices, etc. W.G.L., 7114 W. 34th St., Berwyn, Ill. fe28

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms close Thursday for following week's issue

AT ONCE—DANCING GIRLS; SINGLE; travel; no experience needed; salary; bonus; living quarters; wardrobe furnished. Send photo. Box 407, Gibsonton, Fla.

GIRL FOR AERIAL ACT WITH SOME EXPERIENCE; good pay; state all; send picture to Aerial Snyders, 3007 N. W. 36 St., Miami, Fla.

GIRL TRUMPET AND TENOR SAX players for all girl traveling orchestra. Contact Grove Orchestra Service, Box 92, Spring Grove, Minn. fe28

PIANIST AND BASS—SOCIETY, LATIN style; location; good salary. Contact Johnny Mack, 1044 W. Market St., Greensboro, N. C. Phone 9441.

STEEL GUITARIST WANTED BY NEW recording artist. Radio, recording and shows. No traveling; no drunks. This is an opportunity for the right man. If you do not want to play corn do not apply. Write and call Boyd Bennett, Station WJIS, Owensboro, Ky.

TRUMPET MAN—FOR TOP TERRITORY Polka Band last part of March. Write L. A. Berg, Albert Lea, Minn.

This type of ad will HELP YOU a great deal to locate the people you need. Use DISPLAY-CLASSIFIED Advertising

WANTED GIRLS—WESTERN AND HILLBILLY, entertainers, dancers, musicians, singers and specialty acts. Send photo and background details to 3 L Agency, 2992 W. McNickens Ave., Cincinnati 25, Ohio.

WANTED—MALE OR FEMALE LEAPER for outstanding flying act. Write Flying Act, Route 4, Box 5, Savannah, Ga.

WANTED—EXPERIENCED BAND INSTRUMENT SALESMAN. Must have car. Liberal expense account plus good commission. State past experience and send recent photo. Need Band Instrument Co., Yazoo City, Miss.

WANTED—HAGAN WALLACE CIRCUS. Two cornets, also bass; must be union and sober. Write or wire Jack Koifron, De Land, Fla.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

AVAILABLE FOR THEATERS, CLUBS and One Nighters. Johnny Perry and his famous recording orchestra, featuring lovely Miss Rita Ricks, sensational recording artist. America's greatest and most versatile singer. Contact William Hadley, 142 S. Newberry St., York, Pa. Phone 49285.

THREE PIECE WESTERN COMBO—VOCAL and Spanish guitar, steel guitar, bass. Radio and stage experience; all union; available 2 weeks' notice. Box C-259, c/o Billboard, Cincinnati 22, Ohio.

TRIO—GO ANYWHERE; SAX, PIANO, drums; 75 weeks in one spot; union. Write Bill Mounce Trio, 904 Mitchell St., Humboldt, Tenn.

CIRCUS & CARNIVAL

AT LIBERTY—BAR PERFORMER AT Liberty for coming season. Box C-255, c/o The Billboard, Cincinnati 22, Ohio. fe28

MAN—36, TO BREAK INTO CARNIVAL, 10-1, show, etc. Sober, single, reliable, willing. What have you? Box C-258, c/o Billboard, Cincinnati 22, Ohio. mh7

MISCELLANEOUS

AT LIBERTY—MIDGET, 4 FT. 7 IN., 25 years old, in perfect physical condition (without defect), seeks well-paying (legit) non-show courier-contact work in U. S. or abroad. At Liberty as of June, 1953. John J. Francis, c/o M. White, 414 Madison Ave., N. Y., N. Y.

COLLEGE COUPLE LOOKING FOR SUMMER work; available June. Husband a pianist, read or fake, popular and jazz only; works single and with combo; wife has worked as waitress, soda fountain help and secretary. Joe Dilley, 4 Stewart St., Athens, Ohio. fe28

TATTOO ARTIST—GOOD FLASH. GOOD work; desires location near naval base or large army camp. If interested wire phone number to Marshall Mullins, care Green Froz Cafe, Abilene, Tex.

TATTOOER AT LIBERTY—SOBER, RELIABLE, experienced; for arcade in large city or near army camp; P.C. or rent. Ford Raymer, 2412 S. Wayside, Houston, Tex.

YOUNG MAN—31, MARRIED; EXPERIENCED manager, wants position in record or sheet music retail sales department. Will work anywhere. Write or phone Ben Binkley, 138 W. State St., Springfield 29, Ohio. Phone 3-6307. fe21

MUSICIANS

AT LIBERTY—TRUMPET; AGE 32; WISH to join small commercial band or combo in or vicinity of Florida. Have car; 77 and 802 card; will travel. Bill Market, General Delivery, Phila., Pa.

AT LIBERTY—GOOD ALL ROUND FROM-ONE Plenty name experience; jazz or lead. Address Musician, 1133 Kerierec St., New Orleans, La.

AVAILABLE FEB. 23—TENOR CLARINET violin for hotel or society type bands. Read, transpose; 2nd or 3rd chair; dependable; go anywhere; locations only. Floyd Tenhoff, Blue Bonnet Hotel, Dallas, Tex.

AVAILABLE IMMEDIATELY—DRUMMER: jazz or commercial; hotel combo preferred; draft exempt; references. Tommy Bullock, 931 Forest Ave., South Bend, Ind.

DRUMMER—DESIRES TRAVEL IMMEDIATELY; thoroughly experienced in shows, big band, etc.; well schooled. Contact Gil Kalsic, 1911 Arrowhead Ave., Cleveland, Ohio. IV-1-0072.

EXPERIENCED DRUMMER—JOIN IMMEDIATELY; any proposition considered; dance or show; new equipment, plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

HAMMOND ORGANIST; EXPERIENCED all lines, smooth style, reliable; rink or lounge; will travel. Organist, 17 Grandview Terrace, Albany, N. Y.

LEAD ALTO, CLARINET, FLUTE, TENOR; experienced; work locations or job out of good locality; available immediately. Box C-250, c/o Billboard, Cincinnati 22, Ohio. fe28

PIANIST—UNION; MALE, SINGLE, GENTLE; all around professional experience; trained musician; popular-classic; alone; orchestra; union contracts. Box C-254, c/o Billboard, Cincinnati 22, Ohio. fe21

PIANIST—COMMERCIAL; READ ANYTHING; available after February 18th. Ray Smith, Box 40, Newton, Kan. Phone: 2-261W.

PIANIST—AVAILABLE IMMEDIATELY; young, sober, reliable; union; all around; fast butterfly style; prefer society or tenor bands; experienced; draft exempt. Joe DeGregory, 534 Linden Ave., Steubenville, Ohio. fe28

PIANIST—EXPERIENCED RADIO, HOTELS, etc. Unusual novelties on piano and Solovox. Contact Kathy O'Neil, 849 Colburn St., Toledo 9, Ohio.

PIANO AND TENOR SAX MEN AVAILABLE, together or separate. Both name experience; no bad habits, congenial, both A-1 arrangers. Box C-250, c/o Billboard, Cincinnati 22, Ohio.

MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C. O. D.

Only \$12.50 each in lots of three.

\$13.95 for sample.

NATIONAL DIST. CO. 222 Calumet Bldg. Miami, Fla.

TIMELY OUTSTANDING VALUE

All plastic Planter T.V. Lamp including artificial ivy. Individually packed. 9 inches long, 6 inches wide, 12 inches high, with fringed canopy, including bulbs. Chaireuse body, black trim. \$3.50 each. Minimum order one dozen. Money order or certified check.

Charm Products Co. 220 W. 51. Clair Cleveland 13, Ohio

### The Promotional Value of 1953...

### 36" CHUBBY CLOWN BUNNY NOW...



- Immediate Delivery
- Large Life-Like Plastic Mask Face
- Satin-Lined Wired Ears
- Oodles of Silk Ribbon Bows
- Multi-Colored Silk-Taffeta
- All Cotton Filled
- Bedecked With Wide Net Collar
- Pompon Buttons

Really a sensation with that "take me home" appeal. All you have to do is display this low-priced big value for quick turnover. \$28.00 per dozen. Sample prepaid, \$3.00. 18 to carton. Weight app. 40 lbs. to a carton. 25% Deposit, Balance C.O.D.

### GEM NOVELTY SALES

1410 Buchanan St. Racine, Wis.

### HUSTLERS—JOBBER ATTENTION!!!

- Jeweled 2 Button STOP WATCH \$2.90
- 2 Head Electric Shavers..... 1.90
- 2 Piece Jacket Sets..... 3.45
- Top Grade Earrings, pair..... .14

(above prices Gross Lots—25c more dozen lots)

Boxed Costume Jewelry Sets 75c—\$1.00—\$2.00—\$2.50

Also: Rings — Wallets — Cutlery—Cloth—and many other FAST Selling Items for Resale.

\$10.00 deposit on all C.O.D. orders (We Ship Rail Express)

### C & N SALES

114 W. 3rd St. Los Angeles, Calif. Phone: Michigan 6891



Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!

See your Jobber The OAK RUBBER CO. RAVENNA, OHIO.

### Sell Ultra-Blue SIGNS \$7 BRINGS BACK \$55



100 Signs, 7"x11", \$7 (Cash With Order) Make in orders for these fast selling "Eye Catcher" Display Signs from every kind of retail store — large or small — in big town or 2000 different, snappy COMEDY, GENERAL, RELIGIOUS SLOGANS Marvellous full or spare time money-maker OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00  
15 Samples Ultra-Blue Relig's Signs, 7x11 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00  
Above Samples Mailed Postpaid.

L. LOWY 812 Broadway, Dept. 718 New York 3, N. Y.

### DANCING MONKEYS

These Are the Red Hot Sellers! Squeeze rubber bulb, Monkeys come to life. Sensational seller—\$2.40 Doz.

### COMIC STATIONARY

Full of Ribbing Gags, all new. Consists of 8 different titles, each set in display bag—\$2.00 Doz. Terms: One-third deposit, balance C.O.D. Include 15¢ Doz. postage if cash in full sent.

### R. LIEURANCE CO.

1411 "O" Street Lincoln, Neb.

### MAKE MONEY WITH WILNER'S FAST ACTION

Jar Games, Tip-Books, Match Book Deals, Envelope Ticket Deals, #10,000 Klover Klub Deals, Salesboards. Write for list. State your business. If interested in specific items, specify.

### Wilner Sales Co., Inc.

1522 S. Walnut St., Muncie, Indiana

### PUNCH BOARDS OF ALL KINDS

Also the FAMOUS CON OPERATED BOARDS. Factory Reopened.

### R. C. WALTERS

4201 Norfolk St. Louis 10, Mo.

## Pipes for Pitchmen

By BILL BAKER

**HORACE BRAZIEL**... ace exponent of the sheet, is making spots in Florida working out of Lake City, his home town. He recently concluded successful stands at the Manatee County Fair, Palmetto, and the Southwest Florida Fair, Fort Myers.

**PAT PATTERSON**... of Kansas City, Mo., and Curley Kanthe have landed a downtown location in Pharr, Tex.

**HENRY (PAT) DANA**... is still confined in Ward G, Bay Pines Veterans' Hospital, St. Petersburg, Fla., and would like to read letters from friends.

**AMONG PITCHFOLK**... putting in an appearance at the Fat Stock Show and Exposition, Fort Worth, were B. W. Manning; Frank, Earnie and Francis Desplanters, Andy Day, Chuck Fester and Mickey Heburn.

**GEORGE LUNSFORD**... who is working a number of Florida spots, is making his headquarters at the Powell Hotel, Lake City.

**E. A. BURNETTE**... field manager for the Field and Ranch mag, has crews operating in various Florida cities. He's making his headquarters at the Powell Hotel, Lake City.

**BILL SMITH**... and Joe Hawkins are working sheet out of Leesburg, Fla.

**MARSHALL J. LOCKEY**... and Al Harvey, ace papermen, have been working sheet out of Albany, Ga., for more than a month to reported sock business.

**THE SOCIETY**... team of Sen. Ben Dixon and the Hon. A. J. Howe has been working spots in South Florida to good returns on the sheet, with headquarters in Lakeland.

**H. E. WIGGINS**... is purveying trade papers thruout Florida. His headquarters is Lake City, Fla.

**BILL BUTTONS**... is reported to be getting some money with combs at a Palm Beach, Fla., location. His wife is working egg beaters.

**"I'M WORKING**... the Florida State Fair here with Jack Anthony," pens Big Al Wilson from Tampa. "The fair is okay and patrons included people from almost every State in the Union. Jack Curns is here with combs and mice and he's knocking them out as usual. Snow or no snow, I'm staying here with the monkeys. Art Nelson has not arrived as yet, but I'm sure he'll visit the big show. My brother, who is manager of the Moulin Rouge Show on the midway, is doing well. McCrory's store in Miami has two demonstrations going in addition to a rug braider layout."

**NEIL COHAN**... cake decorator expert, has a location all set at the Pinellas County Fair, and Horse Show, Largo, Fla., February 17-22.

**RED GUNN**... and Kid Ward, who were vacationing in Florida, are en route to Chicago to begin a series of sport show appearances.

**REPORTS**... hitting the pipes desk indicate that Ruth Anthony has an attractive car layout in Palm Beach, Fla.

**SWEDE SWANSON**... was among the pitch fraternity which worked the Florida State Fair, Tampa, February 3-14, with a candy pitch.

**JACK BRANSCOMB**... worked his polish to successful returns in a West Palm Beach, Fla., location.

**SIGHTED**... at Florida State Fair, Tampa, cutting up jackpots on the long ago

were Madaline Ragan and Doc Roberts, veteran pitcheroos.

**CHARLIE HALLEGAN**... Minnesota's contribution to the pitch ranks and his wife are vacationing in Tampa where they are spending much of their time fishing.

**DR. HARRY STRINGER**... and George Holderness worked sheet at the Southwest Florida Fair, Fort Myers, Fla., to only fair returns. It is reported that too many tincan tourists were on hand for the event.

**WORKING SHEET**... to good business in the cattle barn at the Manatee County Fair, Palmetto, Fla., recently were Bob Lillison and John (Slim) Taylor.

## Under the Marquee

Continued from page 66

days at the sealitorium to conclude animal purchases for the Zoological Gardens. Also signing the register were Si Otis, who has the educated mule, Abner; Chico Dell, and Mr. and Mrs. Sam Caswell, who trained Philip the Chimp.

**Robert C. Franklin**, Oklahoma City fan, puts in a boost for clown alley on Clyde Bros. Included are John Toy, Lee Virtue, Raymond Duke, Billy Irwin, Fancher Pierce, Carl Nelson and Billy Griffin. Acts on the show include the Hannel Troupe, bars; Lew Henderson's chimp; The Bantas, wire, and the Harrison Duo, cycles. Charles H. Amidon Jr., who did art work for C. P. Fox's book, "Circus Parade," recently exhibited his model circus to the Kiwanis Club, Orange, Mass. Harry N. Brown, with Beatty in recent seasons, will be with Hagen Bros.

**Tom McLaughlin**, former Cole & Walters agent, has a pit show playing on the streets. Fans visiting Orrin Davenport's show at Detroit included Bob Green, Del Brewer, Herbie Head, George DaDeppo and Mr. and Mrs. Don Smith. Terrell Jacobs caught the show after his Toledo engagement. Smith visited with Ernie Burch, Jimmie Armstrong, George Hubler and Tommy Comstock.

**George Keller**, wild animal trainer, visited Terrell Jacobs, wild animal trainer, at the Toledo Grotto date. The Don Smiths also visited and chatted with Jacobs, Keller and the Novellos. A member of the Zoppe Troupe was injured slightly in a fall in Toledo. Russel Long, glass factory worker and stilt walker, was the subject of a feature story in the Morganton (W. Va.) Post, writes J. W. Hartigan Jr.

Look for R. M. Harvey to return to the road on a full-time basis this season as press man for the new Tony Diano show. Justus Edwards, Polack press chief, was in Chicago en route to Rantoul, Ill., Friday (13). Vernon L. McReavy, of the Cole organization, caught the Orrin Davenport show in Detroit and Cleveland and the Frank Wirth show at Toledo. Earl Shipley, AGVA's outdoor rep, returned to Chicago Friday (13) after a trek to Detroit, Cleveland and Toledo.

### PAPERMEN!

We can issue you Authority on good rural publications for anywhere in the United States. If you use premiums we have the very latest maps and atlases. Write or wire for details.

### HUFF PUBLISHERS SERVICE

P.O. BOX 7696 DALLAS 10, TEXAS

### WHOLESALE ONLY

Costume Jewelry, assortments of \$25.00, \$50.00, \$75.00 and \$100.00. Also handmade Indian Jewelry. Same price assortments as above. Also Swiss and nationally advertised Watches. Cash with all orders.

### EVANS DIST. CO.

1729 Pleasant St. Janesville, Wis.

### Something NEW...

### The HOLLYWOOD WOLF NOSE

A HE'S-MAN'S KNOCKOUT with the LADIES. Perfect Fit—No Glasses, Glue or Tape Needed. \$5.40 per doz.—sample 75c

25% deposit—Balance C.O.D. (Shipping Prepaid When Cash With Order) Distributors, Jobbers—Write for Quantity PRICES.

### ASSOCIATED NOVELTY MFRS.

2017 No. Argyle Ave. Hollywood 28, Calif.



## AUCTIONEERS! WAGON JOBBERS! PREMIUM BUYERS!

3 TOP SELLERS THAT WILL MAKE MONEY FOR YOU

### BEAUTIFUL SHIP CLOCK



Gleaming, chrome-plated metal sails mounted on wooden ship body. Self-starting electric clock, 110V. A.C. with ONE YEAR GUARANTEE. 17 1/2" high, 20" long.

without lights \$7.40 ea. in lots of 6  
Sample \$9.00 ea. postpd. with lights \$8.10 ea. in lots of 6  
Sample \$10.00 ea. postpd.

### HACK SAW BLADES

Blue steel flexible blades, 10" long, 24 teeth to inch. 30c per doz. Packed 12 to package; 5 doz. to carton. No less than 2 cartons sold. Gr. \$3.30

25% dep., bal. C.O.D., F.O.B. Chicago

### 24 HR. SERVICE ON EVERYTHING YOU ORDER!

STEINBERG-ROSS CO., Inc. 628 West Roosevelt, Dept. B-21 Chicago 7, Ill.

## EVERYONE WANTS A JUMBO RUBBER



ELEPHANT, DOG, CAT, DUCK, REINDEER AND FAWN

These big rubber squeaks inflate to 1 1/2 feet. They squeak when squeezed. Six different animals, assorted dozen lots. \$7.80 dz.

Minimum order, 1 dz. (shipping wt. 10 lbs.) Include postage with order. 25% deposit with c.o.d. order.

## KIPP BROTHERS

Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

WE MANUFACTURE THE GREATEST LINES IN THE U. S. A.

## EMPIRE & MERCURY PUNCHBOARDS & TICKETS

ABSOLUTELY THE LOWEST PRICES

SAVE MONEY—EMPIRE PRESS INC. 466 W. Superior St., Chicago 10 Phone: MOhawk 4-4118

### NEW CATALOG

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG. State Business. Catalogs not sent to individuals.

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

## GLOBE MANUFACTURING CO.

1044 W. RANDOLPH ST. CHICAGO 7, ILLINOIS Manufacturers of TICKETS -- CLUB DEALS -- BINGO TICKETS--TIP BOOKS--JAR GAMES Write for Full Information and Prices

### JAR DEALS and MATCH PAK DEALS

PUNCHBOARDS PREMIUMS

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO. SOUTH BEND 24, IND.

### JAR TICKETS and

PELLET PUNCH BOARDS

Fool Proof

Mfd. by THE McHARAMA COMPANY

5731 W. Lake St. Chicago 44, Ill.

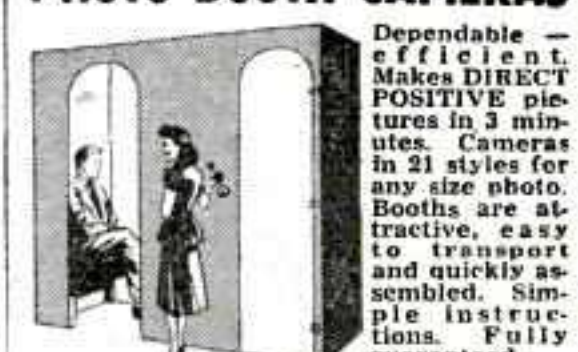
## \$200 A WEEK For a 3c Stamp

That's right. A 3¢ stamp will bring you information on an item which CAN make \$200 a week and more for YOU 52 weeks a year. Spare time or full time. And we are not guessing when we say that. The item IS good, has high acceptance everywhere and has made BIG money for the past 10 years.

Write today and we will be happy to send free literature and give complete details on what may prove to be the best deal of your life.

ELECTRIC AD SERVICE CO. 1115 Walnut St. Philadelphia 7, Pa.

## P D Q—World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable cameras. Write for details.

P D Q CAMERA CO. 1165 N. Cleveland Ave., Chicago 10, Ill.

### WE ARE MANUFACTURERS

All Kinds—PULL TICKET GAMES

### TIP BOOKS

Buy Direct From Manufacturers at Very, Very Reasonable Prices. Columbia Sales Co. 702 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340

### ILLUSTRATED CARTOON BOOKLETS!

BEYOND! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10. ALL DIFFERENT, \$1 POSTPAID \$5 ONLY, NO POSTAL C.O.D.'S! REGINALD SALES 210-88 Fifth Ave. New York 10, N. Y.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH.

OUR PRICES TALK !!!

#999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.

\$4.25 Doz. | \$48.00 Gross

#999-G. Same as above, heavier chain, in beautiful gold finish.

\$6.00 Doz. | \$66.00 Gross

!! OUTSTANDING !! FOR SALES AND EYE APPEAL



No. 710 GOLD FINISH \$4.00 Doz.

White Center, Red Sides, or 3 All White Brilliant Cut Stones, Hand Set.

No. 508 \$3.25 Doz.



Gents' - A real flashy round white stone and a big seller. Gold finish. It's dashing!



No. 185 Full of Life! Fire! Brilliance! \$3.85 doz. \$45.00 gross

Gold finish. White brilliant center. Red sides.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

bingo SUPPLIES and EQUIPMENT

7 & 10 Color Specials 4-5-6 & 7 ups Midgets 3,000 series-7 colors Paper & Plastic Markers Wire & Rubberized Cages Pencils-Crayons-Clips 5 x 7 Heavyweight Cards Electric Blowers & Flashboards Lapboards made to order

JOHN A. ROBERTS CO INC. 817 Broadway, Newark, N. J.

NEW-FAST SELLERS for Men & Women-BIG Profit Everyone wants these beautiful copies Set your own HUGE Profits.

WRITE TODAY FREE CATALOG and details. More for resale only Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry

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## MASS. OPS OPPOSE ANTI-PIN MEASURE

Proposed Law Would Ban Free Play; Skill Provision Would Kill Machines

BOSTON, Feb. 14.—Massachusetts coin machine operators joined forces with Bay State park and arcade men Wednesday (11) at a hearing before the General Court's Committee on Legal Affairs on a proposed bill which would, in effect, toll the death knell for pinball machines in the State.

Under present Massachusetts law, communities are authorized to grant licenses to operators of pinball games providing the games contain an element of skill and providing that no prizes are given. Under the existing law, free play is allowed.

Atty. Gen. George Fingold has filed a bill which would outlaw the free play and which would also ban a game unless the element of skill involved in playing the game was the "predominant factor."

### Bowen Appears

Appearing before the committee, Henry Bowen, Fitchburg, representing the New England Association of Amusement Parks and Beaches, said that the machines, in themselves, were not gambling devices, but that they could be gambling devices. In the event they were put to such use, he added, it would be the duty of local law enforcement officials to stop the practice by revoking licenses of the offenders and taking such punitive action as is provided by existing law.

He argued that telephones are used for taking bets, and hence are used as a gambling device. But, he continued, nobody has suggested that they be banned.

Proponents of the bill agreed that the machines, in themselves, are not gambling devices. However, they charged that many location owners are giving cash prizes for free play scores, and others are giving prizes for high scores.

### Ruin Business

Bowen contended that the proposed bill would ruin business at Arcades and parks. He said that these funspots have been remarkably free of juvenile delinquency in the Bay State, and that the function of pinball games in these places is to provide entertainment, which to some extent is based on the skill of the player.

An attorney named Wyman represented David Bond, Trimount Distributors, Boston, at the hearing. He explained the operation of the pinball machines.

Pinball machines were made legal in Massachusetts in 1949 when a law was passed allowing municipalities to grant licenses for "any automatic amusement device... including free play pinball machines."

Joined with Fingold in the move to wipe out the pins are the nine Massachusetts district attorneys. Pinball machines have been one of the major sources of revenue for Nurbumbega Park, Revere, Nantasket and other resort areas throughout the State.

## EARLY RESULTS: SUCCESS

# Illinois Pin Operators Start Dime Play Switch

By TOM McDONOUGH

ROCKFORD, Ill., Feb. 14.—Operators in this area, led by Lou Casola, Harold Hildebrand and Charles Marik, have started switching their pinball routes to dime play and initial results indicate it may prove a major factor in a general renewal of interest in the field. Thru the first three weeks of the changeover, affecting more than 95 per cent of the pins in Rockford and its environs, reports showed play dropped only slightly in some locations and in every instance receipts were well ahead of recent collections.

The changeover was accomplished thru a well thought out plan by Casola, Hildebrand, Marik and others. In general the key points were to visit every location, explain the salient facts behind the move, review the stop's collection record for several months and put in a different game. Casola stated that in only one of his calls did the location owner balk—the others were willing to undertake a test. The one dissenter, a woman, finally agreed to try it out for two weeks after Casola guaranteed her the same amount of money as in the highest two-week period in the past several months. Before the test period was over she contacted Casola and told him she was all for the change. Play, she

said, had held up and receipts increased sharply.

Casola now hopes to spread pinball dime play over a wider area in the northwest part of Illinois. He, Hildebrand and Marik are ready to furnish other operators with the results of their experience. All three believe if a growing number of operators in Illinois and other States go to a dime it will speed public acceptance.

The Rockford trio also believes that a general switch to dime pin games will lead to more games buying. They pointed out that in the past couple of years most factories have concentrated on shuffle games because they started at dime play and the operator could get his investment back at a faster pace.

## Name Chi Coin Houston Rep

CHICAGO, Feb. 14.—Chicago Coin Machine Company thru Ed Levin, sales manager, announced the appointment of City Music Company as distributor in the Houston area.

City Music is under the general management of Elvin Ainsworth and has headquarters at 1203 Milby Street, Houston. Levin closed the deal when he visited the Texas city last week.

Chicago Coin is now in production on two shuffle games—Name Bowler and 10th Frame Special.

## Dime Play on Games Keys Ill. Assn. Meet

ROCKFORD, Ill., Feb. 14.—The Illinois Amusement Machine Operators' Association held one of its most important meetings Monday (9), discussing dime play for games as well as music. Juke box operators' contributions to the March of Dimes was also mulled.

Led by Lou Casola, president, association members considered the merits of dime play for pin-

ball games and heard factual reports on initial tests. It was pointed out that in every case where an entire route had been converted to 10-cent operation, receipts were at the previous highest levels of individual locations and the number of plays declined but slightly. In addition there was a noticeable decline in service calls, it was pointed out.

Talks by members on music operations were also accented by time play data. Here again one of the most interesting features to the operators was the sharp decline in service calls.

## Monarch Coin Starts Game Refurbishing

CHICAGO, Feb. 14.—Refurbishing of United shuffle games is now one of the major activities of Monarch Coin Machines, Inc., according to Clayton Nemeroff, who with Charles Pieri, owns the firm.

Monarch takes United 2, 4, 5, and early 6-player Shuffle Alleys, completely tears down the mechanism and playfield and virtually rebuilds the games. Among the features of the finished products are large-size pins and Formica tops.

Nemeroff stated that the firm was getting volume export business in small vendors from operators in Alaska, Canada and the Canal Zone.

## NY Coinmen's Union to Hold Fete April 19

NEW YORK, Feb. 14.—Some 300 persons are expected to attend the annual dinner and dance of the Coin Machine Employee's Union (IUERMW), Local 465, at the Latin Quarter here, April 19.

Al Gilbert, newly appointed office manager, and vice-president of Local 465, is in charge of reservations.

James Cagiano is president of the organization, while George Koli-bash is secretary and Benjamin Wolfe is treasurer. The Latin Quarter's regular floorshow will be presented at the coinmen's affair.

## Keeney Plans New Release On 10-Player

CHICAGO, Feb. 14.—Because of heavy demand in the past two weeks, J. H. Keeney & Company will start a new run Monday (16) on the 10-player shuffle game Team Bowler, Paul Huebsch, sales manager, announced.

Huebsch stated that original schedules on Team Bowler called for completion of the game Friday (13). Since the assembly lines were still in order there would be no interruption in production or shipments, he said.

## ANNUAL RECORD SOARS

# Coin Exports \$6,187,634 For 10 Months, New \$ High

CHICAGO, Feb. 14.—Official October export figures, just released by the U.S. Department of Commerce, showed 9,066 games, music machines and vendors were delivered to operators in 29 countries for an aggregate sales price of \$918,174. The dollar figure was the highest ever recorded in a single month. The previous record was made in October, 1947, when \$702,229 worth of coin machines were sold to foreign firms.

Thru the first 10 months of 1952, coin machines, valued at \$6,187,634, were sold. This represents not only the largest amount spent by foreign operators in a similar period but also a new record for a 12-month period.

A breakdown of the over-all figures for October, showed 1,268 juke boxes were sold for \$516,413. Meanwhile, 1,994 games, valued at \$263,413, and 5,804 vendors, costing \$138,348, were exported. Six countries accounted for two-thirds of the dollar total. They were Canada, \$276,422; Venezuela, \$132,933; Mexico, \$106,196; Belgium, \$84,740; Cuba, \$52,226, and Switzerland, \$49,165. Of this group only Switzerland's operators did not purchase all three types of equipment, concentrating on games and coin-operated phonographs.

Twenty-four countries comprised the juke box export market, 11 to foreign vending outlets and 18 purchased games in Octo-

ber. In music the major buyers were Venezuela (142 units for \$103,343); Canada (273—\$100,112); Mexico (317—\$96,171); Belgium (207—\$62,661), and Cuba (103—\$51,916.) In vending there was but one volume buyer—Canada where operators spent \$107,441 in acquiring 5,581 automatic merchandisers. The major game buyers in October were Canada (1,062 units for \$153,765) and Cuba (105—\$52,226).

The current feeling in export circles here, in New York, San Francisco, Biloxi, Miss., and other centers is that the 1952 record figures, is only the beginning. Most experts agree that the current prosperity is only a sample of what is in store in the years ahead.

## Coin Machine Exports OCTOBER, 1952

Country	Phonographs		Vendors		Amusement Games		Total Value
	No.	Value	No.	Value	No.	Value	
Canada	273	\$100,112	5,581	\$ 22,545	1,062	\$153,765	6,916 \$276,422
Venezuela	142	103,343	57	15,825	51	13,765	250 132,933
Mexico	317	96,171	27	8,480	15	1,545	459 106,196
Belgium	207	62,661	24	1,098	223	20,981	454 84,740
Cuba	103	51,916	2	310	105	52,226	105 52,226
Switzerland	23	15,416	.....	.....	229	33,749	252 49,165
France	35	8,283	.....	.....	176	15,325	211 23,608
Netherlands	62	16,487	.....	.....	1	6,931	220 23,418
Guatemala	29	20,985	2	191	.....	.....	31 21,176
Japan	5	3,790	.....	.....	61	13,410	66 17,200
Philippine Rep.	7	4,847	.....	.....	.....	.....	7 4,847
Honduras	15	9,157	1	400	.....	.....	16 9,557
Salvador	8	4,858	2	2,410	.....	.....	12 9,408
Nicaragua	8	4,932	.....	.....	.....	.....	8 4,932
Dominican Rep.	6	2,770	4	273	1	215	11 3,258
Netherlands Antilles	4	2,686	.....	.....	.....	.....	4 2,686
Peru	11	2,364	.....	.....	3	200	14 2,564
Colombia	.....	.....	5	1,896	1	657	6 2,553
Canal Zone	1	532	.....	.....	5	1,642	6 2,174
Panama	3	1,590	.....	.....	1	241	4 1,831
Haiti	4	1,378	.....	.....	.....	.....	4 1,378
Ireland	1	987	.....	.....	.....	.....	1 987
Mozambique	1	612	.....	.....	.....	.....	1 612
Costal Rica	2	430	.....	.....	.....	.....	2 430
Thailand	.....	.....	.....	.....	1	350	1 350
Bermuda	.....	.....	1	334	.....	.....	1 334
Equador	.....	.....	.....	.....	4	210	4 210
Union of South Africa	.....	.....	.....	.....	1	135	1 135
Paraguay	1	108	.....	.....	.....	.....	1 108
<b>TOTALS</b>	<b>1,268</b>	<b>\$516,413</b>	<b>5,804</b>	<b>\$138,348</b>	<b>1,994</b>	<b>\$263,413</b>	<b>9,066 \$918,174</b>

## EXPORT TRADE

# Purveyor Exec Begins Month Tour of S. A.

CHICAGO, Feb. 14.—Herb Perkins, president of Purveyor Shuffleboard Company, left by plane today for a four-week business trip to South America during which he plans to see foreign coinmen and also make new export contacts.

On Sunday (15) he will fly from Miami to Rio De Janeiro. After a two-day stay in Rio he will plane to Buenos Aires for one week. Then after a short layover in Santiago, Chile, he will fly to Lima for a week. His other destinations will be Caracas, Venezuela, and Havana.

Perkins stated that thus far his export sales have been on a comparatively small scale. His present plan is to expand this department and add full time export staffers. He feels certain that after setting up a few more regular customers in South America, export sales will increase several fold.

During Perkins' absence, the firm will be under the direction of Charles Peters.

## Set Bat-o-Mat Volume Output

CHICAGO, Feb. 14.—Harry Katz, president of Coin-O Manufacturing Company, Inc., announced Wednesday (11) volume output on the Bat-o-Mat automatic pitching machines would begin in six weeks.

The firm introduced a model of its pitching machine last fall. Since that time the firm has conducted field tests in resort areas and moved to a new factory at 633 N. Wells Street.

## OLD LINE MFR. TESTS JET

### Chicago Coin to Produce Rocket-Type Kiddie Ride

By TOM McDONOUGH

CHICAGO, Feb. 14.—The Chicago Coin Machine Company, manufacturer of amusement machine products for the past 22 years, is completing tests on its first coin-operated kiddie unit—a rocket ride—and is expected to announce production and sales plans in the next two weeks.

The ride, called Super Jet, will feature mobility and handling, a wide range of flasher lights and

ray-type guns which have proved popular with the younger set, and all steel construction for both indoor and outdoor locations. It also has several innovations which will be announced at the Super Jet's formal unveiling.

Chicago Coin is owned by Sam Gensburg and Sam Wolberg, its founders. The firm has expanded steadily over the past two decades. It has over-all production facilities of approximately 110,000 square feet, including a 25,000-foot addition completed less than two years ago.

Since 1931, Chicago Coin has developed not only new types of skill games but has also been a factor in the manufacture of music boxes and accessories. In November, 1950, the company produced the Band Box, a play stimulator for any standard type of coin-operated phonograph. A few months later, in March, 1951, it started production on a counter model music machine which plays 45 r.p.m. records.

Expansion and investigation of new amusement fields have earmarked the growth of Chicago Coin. In the past two years it has made shuffle games similar to regulation bowling. Last December (The Billboard, December

13) Chicago Coin purchased Genco Manufacturing & Sales Company, another old line manufacturer of amusement products. The two firms are run separately and in competition. Ed Levin is sales manager for Chicago Coin while Genco is under the general management of Sam Lewis and Avron Gensburg, who were formerly with Chicago Coin.

### K.C. Ride Mfr. Ships 2d Unit

KANSAS CITY, Mo., Feb. 14.—The Range Rider Company, which has been in production on a mechanical horse for the past year, has started volume deliveries on Space Rider, a rocket-type unit.

The body of the Space Rider is made of plywood and its base is trimmed with metal and a foot mat. It lists for \$895. E. B. White is president and sales manager of the company.

### QUOTA SYSTEM ENDS

### Metal Decontrol Shot In Arm for Ride Biz

WASHINGTON, Feb. 14.—The Eisenhower administration gave the kiddie ride industry as a whole a shot in the arm when it scrapped controls on aluminum, copper and steel not claimed by defense priority-holders. All three metals are vital to the manufacture of the coin-operated horses, boats, rockets and related units.

Purchasers of the metals will be free to use them in any way they choose. Control officials

called this an "open-end" system and said it would continue thru the middle of 1953. Then, as announced by President Eisenhower, a simplified machinery will be established which will insure deliveries of the three basic metals to military and atomic energy claimants. It is understood that this will leave such civilian manufacturers as in the ride industry free of allocations.

A spot check with some of the major ride manufacturers showed that the metal decontrol announcement was welcomed. Most of them flatly stated that the move should provide almost overnight expansion in the industry and should be a big help in planning production schedules and expediting deliveries. The control scrapping order proved particularly welcome to manufacturers who entered the field within the past 18 months and have been particularly hard pressed to get any quantities of aluminum, copper and steel. Actually, all but a few firms are new in the ride industry.

Some of the manufacturers felt that the elimination of the allocation system would not only save them overhead but lead to better engineered products. Some companies have been producing horse bodies with the best available materials but have flatly stated they would prefer to use aluminum if it were available on a free and open basis.

### Monarch Sets Ride Division

CHICAGO, Feb. 14.—Monarch Coin Machines, Inc., has set up a kiddie ride division in its headquarters here. Owners Clayton Nemeroff and Charles Pieri, announced Thursday (12).

Thus far the firm has specialized in the sale of Exhibit Supply's Big Bronco. Nemeroff stated that the firm's policy was to not only sell the operator but aid him in setting up routes thru contracts with locations. Nemeroff left tonight for a swing thru Southern Illinois where he will aid operators in making installations in newly acquired locations.

### Miami Supermarkets Up Ride Facilities

MIAMI, Feb. 14.—Department and variety stores and especially supermarkets are rapidly becoming the centers for kiddie rides here. The latest locations to expand their ride facilities are the Stevens Market and Frederick's supermarket.

At Stevens the Musical Merry-Go-Round is attracting sustained play, reports Mrs. Susan Byrd, who is in charge of the store's three rides and the magazine stand near-by. The small scale Merry-Go-Round has two tiny

horses and operates on dime play for two riders. The fact that two can ride for the price of one has made a hit with local mothers with more than one youngster, according to Mrs. Byrd. The other two rides at Stevens are Exhibit Supply's Big Bronco and Bert Lane's Miss America. All three are outdoors.

Frederick's, one of the largest supermarkets in the country, has two kiddie rides and is planning to install more soon. One is the Rocket Space Ship and the other is the Miss America boat ride.

### Exhibit Ships Space Patrol, Rabbit Rides

CHICAGO, Feb. 14.—Exhibit Supply has started regular deliveries on two rides—Pete the Rabbit and Space Patrol, Frank Mencuri, sales manager, announced Wednesday (11). The firm also has the following in production: Roy Rogers' Trigger, Big Bronco, Rawhide, Rudolph the Red-Nosed Reindeer, Ferdy the Bull and El Toro the Bull. Mencuri stated that both Space Patrol and the rabbit ride were in heavy demand. Space Patrol has received nationwide publicity thru its tie-in with the TV show of the same name. The Pete demand has been spurred by the accent on bunnies in the Easter season. The body of this unit is interchangeable with the base used for the Rudolph and Rawhide rides.

### B & R Novelty Expands Line To Eight Rides

NEW YORK, Feb. 14.—The B & R Novelty Corporation is now in production on eight rides, one of the heaviest scheduled in the industry. The firm was founded in 1947 and is headed by Fred Rafanello, president.

The products are Small Steer, Big Steer, Racing Car, Galloping Beauty, Palomino, Rocket Ship, Rabbit and Duck rides. All the bodies are made of plastic fibre selection product of the Pittsburgh Plate Glass Company. The bases also are of uniform material. They are constructed of plywood trimmed with stainless steel and rubber matting.

### STRICTLY HORSE

### Memphis Metal Builds Solid Rep on 1 Ride

MEMPHIS, Feb. 14.—One of the oldest manufacturers in point of kiddie ride production is the Memphis Metal Manufacturing Company which has been in continuous production on its Crusader horse since 1949. The firm was organized in 1945.

Unlike virtually all other ride manufacturers, Memphis Metal has concentrated on the one ride. The Crusader has a quarter-inch cast aluminum body and a two-inch plywood reinforced base. It lists for \$965.

The firm's horse can move from a slow trot to a comparatively fast gallop. The rider varies the speed by moving a knob attached to the front of the saddle. Memphis Metal has its own manufacturing plant and its officers are R. S. Mason, president, and W. B. Mason, vice-president and treasurer.

### RIDE TRADE, BB SECTION GETS QUICK NEWS PLUG

CHICAGO, Feb. 14.—The growing interest in the coin-operated kiddie ride industry was pointed up in the February 9 issue of Quick, the national magazine which presents the news in capsule form.

Under the title "Ridin' High," Quick pointed out that the field had grown so rapidly since 1949 that The Billboard had started a new section, devoted exclusively to the moppet rides, beginning with its January 31 issue.

The news weekly also quoted some of the highlights of the features in the initial ride section. In particular it pointed out the classic example of the Newberry variety store in Brooklyn replacing its \$16,000 soda fountain, which was losing money, with a kiddie area, which grosses \$375 weekly and hit a peak of \$850 on its 14 rides during a week of the Christmas season.

The circulation of "Quick" is 1,400,000.

### SERVICE SURVEY

### Inoperative Rides Curb Public Favor

CHICAGO, Feb. 14.—A survey of several key cities as major centers for coin-operated rides, showed that while the majority of operators had kept faith with locations and provided good service, there were still enough instances of equipment remaining out of service to bring about poor public relations. In most cases, the trouble was due to the failure of locations to report the ride out-of-order, it was found.

Because many of the larger ride routes are spread over wide areas, operators were frequently not in position to personally contact locations on a regular basis, it was established. However, some of the firms with headquarters here, in New York, Boston, Miami, Portland, Ore., and Los Angeles indicated they had gradually set up a systematic way of checking on out of town locations thru the use of either location personnel or operators in the local area. Tho this tactic has added to the overhead of wide-spread routes, operators reported that it improved the collection picture and also the uncertainty of equipment remaining out of service for protracted periods.

### Most Cases

The survey showed that the majority of the poor service came from either independent locations, such as the neighborhood drugstore or children's clothing sections of department stores. Proof that the ride firms in local operations were not at fault, became evident when units were discovered out of service.

In Chicago, instances of inoperative rides were found in a major State Street department

store (two horses), four drug-stores (one rocket, two horses and one boat). In each case a check with location personnel showed no one had reported the breakdown. Spot checks conducted in most of the other cities resulted in similar incidents.

But this was not the only type of service failure disclosed in the survey. There were also isolated cases in which locations had reported the breakdowns in a relatively short period and waited days for the rides to be fixed. In such instances the owners were a little put out because they felt the inoperative equipment tended to give regular trade customers the idea that the place was not on its toes. Moreover, they got a lot of complaints from parents whose youngsters were all set for a ride or two and left disappointed.

Over-all the service situation seemed to be good with some credit going to the ride equipment itself, which, compared to other coin-operated equipment, has had a small breakdown incidence. However, there were several instances where rides, which had been in service for several months in busy stops, were in dire need of refurbishing. Paint around the saddles was worn away, it was found, and in some instances the saddles needed replacement. Some rocket ride instrument panels were found to be greasy due to handling by probably thousands of little hands. Tho some people might be willing to overlook these incidents as trifles, most operators and location owners agreed it was not good for the trade.

### Atlantic Sets Huge Pittsburgh Ride Route

PITTSBURGH, Feb. 14.—Atlantic Midget Movies, Pennsylvania distributor for Capitol Projectors with headquarters in Philadelphia, this week moved into the Pittsburgh area in a big way.

Sam Goldsmith, Capitol executive in New York, said that Atlantic had contracts with 40 locations in the Western Pennsylvania city and this week would begin installation of 100 Kiddie rides and Midget Movies.

Locations include the Kroger chain of supermarkets (10 stores), the Thorofare Markets (15 stores), the Sparkle Markets (eight stores) and the Autenreith chain of 5-cents to \$1 stores (six stores).

### Personnel

Heading the Pittsburgh operation will be Jack Palmer, from the Philadelphia office, while Gerald Elasz, Atlantic president, and M. H. Zinco, head of Capitol's Stores Service Division, will help set up the operation.

This marks one of the largest single invasions of a market by a kiddie ride operator, as Atlantic is starting from scratch, with no rides on location as of today.

Goldsmith said that the Pittsburgh market, being primarily an industrial one, has strong expansion possibilities. While office

and warehouse space has not been rented as yet, the Pittsburgh operation will work from temporary quarters until permanent space is found.

### Meteor Corp. Names All-Coin 4-State Distrib

NEW YORK, Feb. 14.—Joe Mongone, of the All-Coin Amusement Company, Miami, has been appointed North Carolina, South Carolina, Georgia, Florida and Cuba distributor for the Meteor Machine Corporation here. The announcement was made by Al Blendow, Meteor sales manager.

Blendow said that response had been good on Meteor's two latest rides—the PT Boat and the Flying Saucer. The local firm also makes a Pony Boy and Rocket Ride, the bodies of which are all interchangeable on the same mounting.



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See the Bally SPACE-SHIP in action . . . surging forward, gliding backward . . . dipping and rising . . . rolling from side to side . . . swinging and banking like a jet-fighter in battle . . . and you will see why junior space-pilots prefer the Bally SPACE-SHIP . . . why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember . . . you can build a big-profit route of Bally Kiddie-Rides with a small cash investment. Ask your Bally Distributor for details of the Bally Kiddie-Ride Finance Plan.



*Bally* **MANUFACTURING COMPANY**  
 DIVISION OF LION MANUFACTURING CORPORATION  
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# Meteor Rolls With Saucer

BROOKLYN, Feb. 14.—The Meteor Machine Corporation is now in production on its Flying Saucer ride, Al Blendow, sales manager announced. The firm's line includes three other products—Rocket, PT-Boat and Pony Boy.

The saucer is 52 inches long by 42 inches wide by 38 inches high and weighs approximately 272 pounds. It is constructed of auto-body steel, reinforced and welded thruout. The Meteor ride has a roomy cockpit which houses a heavily upholstered plastic seat and is easily accessible by even small children. It lists for \$840.

The saucer has a wide variety of motions which can be controlled by the youngsters. It can move back and forth and up and down while maintaining a counter-clockwise rotating action. The flashing lights of the saucer are set to be in action whether the ride is in service or not—thereby attracting customers.

Meteor has its own manufacturing plant at 319 Hinsdale Street and an assembly and finishing plant at 1573 East New York Avenue, both in Brooklyn. The firm's officials are Charles Reys, chairman of the board, John Hess, president; Max Himmelbaum, secretary and treasurer, and Blendow.

**"LITTLE CHOO-CHOO"**

Designed by  
**World Famous Manufacturer of Amusement Rides**

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

# Coinmen You Know

## Chicago

**Les Reick**, of the H. C. Evans Company, reports the Century is now being exported and that domestic deliveries are increasing. . . **Fred Skor** is holding down the fort these days at World Wide Distributors. **Les Micon** is ill and **Al Stern** is vacationing in Florida. . . **Joe Cohen**, of Ristaurat, reports that the demand for the new Dial-o-Matic radio has him practically pushing the machines off the line himself.

**Austin Luckey** leaves Sampson Distributors and **Jim Mitchell** comes into the fold. Jim will handle the Peoria territory for the Columbia outlet. . . **Bob Gnarro**, ABC Music Service, back from Mayo's in Rochester with a clean bill of health. . . **Bert Bondioli**, B & B Novelty, remained at Mayo's for a minor operation. . . **Bud Katzel**, Decca, is being transferred to New York to handle disk promotion.

## Toronto

**Wes Van Dusen** and his wife were in the city for a couple of days before proceeding on a Caribbean cruise. Van Dusen is distributor for Seeburg in Edmonton. . . **Al Clavir** has returned from a three-week holiday in Florida, then was off on a trip to Montreal and Eastern Canada. . . **Jean Coulu**, sales manager of Laniel Amusements, Montreal, predicts American brand name chocolate bars will soon be making their appearance in Canada in the vending machines. . . **Reg Gilchrist**, Seeburg distributor in Canada, was on a sales trip to Sudbury and Northern Ontario. . . **Al Siegel** is baking in the Florida sun, while his sales manager, **Art Lipton**, visited the evergreen country of the Pacific Coast selling Wurlitzers.

## New York

**Sybil Weinstein**, secretary at **Dave Simon's**, is vacationing in Washington. Dave reports that United's Cascade Shuffle Alley is a big seller. . . **Joe Hirsch**, of Herman Distributors, says that many local bars and grills are not renewing their liquor licenses and that some ops are being hurt because of this. . . **Joe Young**, of Young Distributing, now promises immediate delivery on Wurlitzers. . . **Morris Rood** and **Irv Kempner**, of Runyon Sales, are home with the gripe. . . **Al Simon** went to Chicago to visit Chicago Coin. Al says the 10th Frame Special Bowler is going strong. . . **Mike Munves** sold an Arcade installation to Fairyland, Brooklyn. Mike says Set Shot sales are high. **Harry Berger**, West Side Distribu-

tors, saw the Gavilan-Davey fight in Chicago. With him were **Bill De Selm** and **Herb Ottinger**, both of United Coin Machine, and **Joe Simon**, a Chicago op.

**Marion Ferris**, secretary of the New York Automatic Music Operators Association, is in the hospital having her tonsils removed. . . **Les Boyd**, Ace Distributors, is in Florida vacationing. . . **Joe Madden**, Old Reliable Music Company, returned from Florida last week. His plane had a locked landing gear and was forced to belly land.

## Houston

**Dave Engel** is confining his activities strictly to music, since selling his gum and nut vending route to **Bob Klein**. Engel is mighty proud of the fact that his son, **Max**, will be graduated from the University of Miami law school in June. . . **Robert Schwartz** and **Sherman Cohen**, B & B Vending, report that collections on their music and pin route during the holidays were the best ever. B & B is one of the half dozen Miami Beach companies which were blanketed into the AMOA recently. Schwartz and Cohen anticipate an outstanding winter season, on the basis of a heavy flow of tourists to the Beach and increased business on their route.

**Bob Bear**, General Manager, Rudolph Wurlitzer Company, is back from Houston. He was the guest of **Joe R. Steele**, owner of Steele Distributing Company during his stay here. . . **A. H. Shannon**, owner of Coin Machine Sales Company, oldest established coin machine sales firm in the city, just back from a visit with relatives in his home town of Monroe, Ga.

**Morris Marder**, M & M Service, says the hottest number in years on his Negro music route is "I Don't Know" by Willie Mabon on the Chess label. Also proving a magnet for play, he adds, is **Tiny Bradshaw's** "Soft" on the King label. It is exactly one year, Marder recalls, since his wife, **Mary**, underwent surgery for a delicate heart ailment. Mrs. Marder has made a remarkable recovery.

## Hartford

**Milton Lavenberg**, bookkeeper for the Reliable Coin Machine Company of Hartford, is back from a two-week cruise to South America. . . **Clarence Sorrentino**, newly elected vice-president of the Connecticut State Coin Association, is busy tackling the many duties of his new post.

**George Couture**, the Danielson coin-operator, is back on the road to recovery after a long bout with illness. . . **Sam Handler**, the Waterbury smoker, tells **Abe Fish**, CSCA president, that he smokes nothing but cigars. Abe adds this news note: "**Irv Geltzer**, operator, sometimes referred to as 'Diamond Jim' Geltzer, because of his fondness for jewelry, is seriously thinking of opening a jewelry store in New London!"

## Mount Royal, Que.

**Jack Cameron**, manufacturer of coin-operated merchandising machines, has had a varied sports career. He played hockey, badminton, football, cricket and golf. His best hockeying was with the Canadian Olympic team, which took the amateur title in 1924. The only form of sports in which he now participates is golf. He once played a game with the Duke of Windsor.

Cameron lived in Chicago for several years, starting in the coin-operated field there.

## Washington

**Robert Mittman**, head of Berlo Vending, is pleased with collections. They are up, and the business is good, he says. . . **James Kaplan**, owner of the two largest Arcades in the city says his business was slow after the holidays, but is picking up steadily. . . **Michael Bushdid**, owner of Michael Coin Devices, did a terrific juke box rental business in January. Parties hit an all-time high due to New Year celebrations and the inauguration.

The Allied Beverage Company is expanding its operations says

manager **Fred Baker**. . . **Mrs. G. L. Sinclair** says play on her Northern Virginia Music routes has improved. . . **Jim Bowen**, head of Kwik Kafe of Washington, Inc., reports business steadily increasing. Bowen still has a great many requests for the smaller coffee machine, and has installed it in several locations recently.

**Charles W. Bowles**, head of the East Coast Music Company, believes record sales will pick up shortly. The last few weeks have been slow, he says. . . **Meyer Gelfand**, of the G. B. Macke Corp., says the vending outlook is good, as usual. . . **Joe McDonald**, owner of McDonald Enterprises, reports the mechanical horses he installed recently have brought in good returns and that he will install more at various locations in near-by Virginia soon.

## Detroit

**Irving Ackerman**, founder of the Detroit Tradio Company and counsel for various coin machine interests, was in Lansing two days to argue a case before the Michigan Supreme Court. . . **Roy Arnold**, operating as the Nation Wide Distributing Company, is distributor for Atlas nut venders.

**A. Jordan Spring** has bought out his partner, **Joseph Minkwic**, whose future plans are unknown, and is now sole owner of the Ray-O-Lite Amusement Machine Company, operating shuffleboards and pin games. . . **David Saperstein**, who became a partner in the Reliable Vending Company, cigarette merchandising firm, about seven years ago, is establishing the Charles Vending Company to operate a bulk gum and peanut route exclusively. The Charles firm will share space with the older Reliable company. Reliable is a partnership of three brothers—**Meyer**, **Louis** and **David Saperstein**.

**Harris Gaylord**, who is developing the Scoopy ball gum vendor, is in Tampa. The name of the Gaylord Manufacturing Company, which he heads, has been changed to the Scoopy Manufacturing Company, and he is making plans to get production under way. . . **Alexander Gilmer** and **Jock H. Schey** have established the Wilson laundrette. . . **James A. Passanante**, head of Gaycoin, is planning his postponed trip to Florida.

**Frank Hopkins**, one of Detroit's leading operators for some years, is this year's president of the Detroit League for the Blind. In his official capacity, he is heading a campaign to educate the public to the importance of the State law requiring a motorist to stop 10 feet away from a blind man with a cane or a seeing-eye dog. Hopkins, who is blind himself, is now operating a route of scales, but formerly had a diversified route of cigarette, candy and bulk penny venders.

**H. G. Winston**, **W. S. Fishman**, and **R. E. Schellhaus**, all of Chicago, are incorporating the Refreshment Vending Service, Inc., with offices in the Ford Building. Company is being capitalized at \$25,000, with \$1,000 paid in. **George Curran**, now a Detroit attorney, and **Michael Benson**, of the Nickel Amusement Company, held a reunion at the Detroit Shuffleboard Association dinner Tuesday (20). They were formerly business partners in the operation of the old Elite Theater on the East Side.

**George Weston** for several years with the Nickel Amusement Company, is rated as probably the dean of coin machine mechanics in this area. He was for many years with **Arthur P. Sauve**, one of the major old-time operators still active. Sauve, incidentally, attended the coin machine distributors' confab this week in Miami. He is thinking of going into business in Florida, his son **Dale** says.

**Al Friedenber** is still on the sick list, his brother **Charles Friedenber**, another old line operator, reports. . . **David Yamshon**, amusement machine operator, came within two years of completing his work for a medical degree before deciding

# Kiddie Ride Body Mfr. to Exhibit

RIVER EDGE, N. J., Feb. 14.—The Lee Manufacturing Company here, manufacturer of plastic bodies for kiddie rides, will exhibit at the Reinforced Plastics Show, Pittsburgh, Wednesday thru Friday (18-20).

**William Stayback**, president of the firm, says his bodies are made of a plastic manufactured by the Pittsburgh Plate Glass Company, and will fit the mechanics of all standard kiddie rides.

His plastic bodies include a horse, bunny, duck, rocket, car and train. Prices on the smaller bodies start at \$80. Most of the bodies are sold to manufacturers.

to switch to the machine business. **Mrs. Yamshon** is still urging him to complete his work in medicine, while **Dan Evans**, of Miller-Newmark Distributing Company, is urging him to go into the field of osteopathy.

## Miami

**Taran Distributing Company** has moved into its new building at 3401 NW 36th Street. . . **George Caravasios**, Southern Phonograph Company, bade good-bye to his sister and brother-in-law, **Mr. and Mrs. Gerry Gerrard**, and their son **Peter**, when the Gerrard family returned to their home in Los Angeles after spending some time in Miami.

**Maynard Ross** was in town visiting **Taran Distributing** and reported that the sugar harvest is at last under way in Cuba after considerable labor difficulties. The Havana tourist season is way off, says Ross, and the principal reason seems to be the political unrest prevalent in the island. . . **Eduardo Arcentales**, Taran export manager, and Sales Manager **Eli Ross** returned from a successful business trip to Puerto Rico. Arcentales reports there is a good demand also in Venezuela and Colombia for AMI music machines and the Taran organization is now laying the groundwork for a sales promotion program in South American countries.

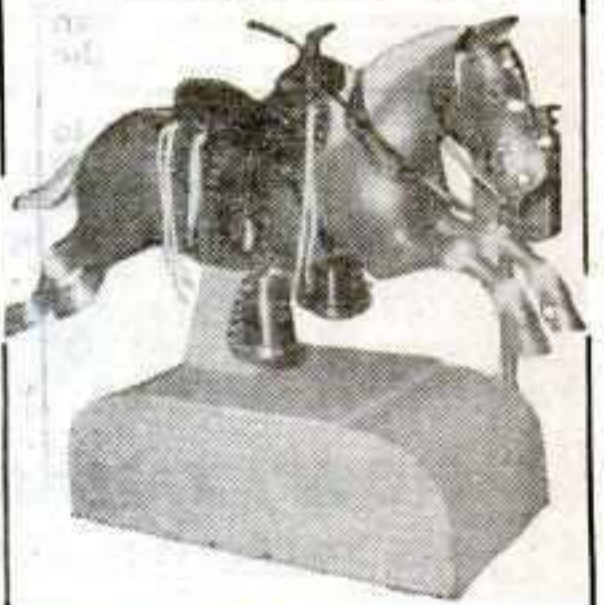
**Morton Marks** is the new record manager at Pan American Distributing Company. . . **Norman Dupree**, of Pan American's Jacksonville office, was in town setting up the record department in the new building just occupied by Taran Distributing, of which Pan American is a subsidiary.

**Manny Brookmire**, Brookmire Distributors, returned from a meeting of Mercury Distributors held in Atlanta, and also sandwiched in a trip to Chicago for the Furniture Show preparatory to branching out with a line of radios and television sets. Talk about bad luck! The train that was wrecked last week in Georgia carried more than \$5,000 worth of merchandise destined for Brookmire—records, phonographs, etc.

At Florida Record and Music Company, **Mrs. Jean Powers** says the following Capitol records are popular with juke box ops: "Side by Side," **Kay Starr**; "How" and "Strange," **Nat King Cole**; and "Bye, Bye Blues," **Les Paul** and **Mary Ford**.

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For a Small Investment



How the kids go for HOBBY HORSE! The lifelike ride really appeals to them . . . and the dimes roll in! HOBBY HORSE costs far less than you would expect to pay for a full-size ride of this kind . . . and it's available for only 25% down and easy-payment finance plan for the balance. Fully guaranteed for a year. We help you secure locations. WRITE FOR FULL DETAILS TO:

**UNITED TOOL & ENGINEERING CO.**  
COLCHESTER, ILLINOIS

**HOLD EVERYTHING!!!**

**CHICAGO COIN'S SENSATIONAL KIDDIE RIDE SUPER JET IS ON THE WAY!**

**chicago coin**  
MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

Get your share of the PLUS EASTER MARKET . . .

Put **PETE THE RABBIT** to work for you NOW!

**EXHIBIT SUPPLY** 4218-30 W. Lake Street  
Chicago 24, Illinois  
Est. 1901

Contact your nearest EXHIBIT distributor

## NAMA EXHIBITORS

### Name First 74 Firms; See Record Display

CHICAGO, Feb. 14.—Based on requests for exhibit space, National Automatic Merchandising Association this week predicted the 1953 convention would feature the largest display of venders, products and allied equipment ever assembled.

John Pero III, Pero Associates, New York, chairman of the NAMA exhibit sales committee, declared that display space "has been reserved at an unprecedented rate." The air-conditioned exhibit facilities of the Conrad-Hilton Hotel in Chicago, where the convention will be held August 23-26, are the largest of any hotel in the city, he said.

Pero stated that 74 firms had reserved space in the first week it was made available. Exhibitor ranks, to date, include:

Chevrolet Motor Division, Detroit; Austin Packing Co., Inc., Baltimore; Gordon Foods, Inc., Atlanta; Canada Dry Ginger Ale, Inc., New York; Chocolate Prod-

ucts Co., Chicago; The Coca-Cola Co., Atlanta; Dad's Root Beer Co., Chicago; American Chicle Co., Long Island City; Walter Baker Chocolate & Cocoa Division, Dorchester, Mass.; Ball-Gum, Inc., Chicago.

Beech-Nut Packing Co., Canajoharie, N. Y.; Chunky Chocolate Corp., New York; Clark Brothers Chewing Gum Co., Pittsburgh; Curtiss Candy Co., Chicago; Federal Sweets & Biscuit Co., Clifton, N. J.; Hershey Chocolate Corporation, Hershey, Penn.; Hollywood Brands, Inc., Centralia; Walter H. Johnson Candy Co., Chicago; The Charles E. Hires Co., Philadelphia; Hurty-Peck & Co., Indianapolis, Ind.; Nehi Corp., Columbus, Ga.; Pepsi-Cola Co., New York.

Leaf Brands, Inc., Chicago; Mars, Inc., Chicago; Mason Candies, Mineola, N. Y.; The Nestle Co., Inc., White Plains, N. Y.; New England Confectionery Co., Cambridge, Mass.; Rockwood & Co., Brooklyn; Schutter Candy Co., Chicago; The Sweets Company of America, Hoboken, N. J.; James O. Welch Co., Cambridge, Mass.; Wilbur-Suchard Chocolate Co., Inc., Lititz, Pa.

Maxwell House Division, Hoboken, N. J.; Dean Milk Co., Franklin Park, Ill.; Continental Can Co., Inc., Newark; Dixie Cup Co., Easton, Pa.; Billboard Publishing Co., Chicago; American Ciga-

(Continued on page 87)

### Bow New Cole Cup Vender at March Showings

CHICAGO, Feb. 14.—Cole Products Corporation, in three separate March preview showings in as many cities, will introduce its new Three-Flavor Magniflo cup drink vender. Albert Cole, president, stated the machine was developed after three years' study and included several new features. Details are being withheld until the initial showing, Tuesday (3) at the Ambassador East Hotel in Chicago, 12:30 p.m. until 9 p.m.

The second preview, Monday (9), will be held in the Biltmore Hotel, New York, 12:30 to 9 p.m., with the third scheduled for March 27-28 in Los Angeles at the Roger Young Auditorium from 4 p.m. to 8 p.m.

### King-Size Path Trod Lightly by Portland Ops

PORTLAND, Ore., Feb. 14.—Despite the growing trend in the manufacture of popular king-size cigarettes, operators in the Portland area continue to emphasize standard size packs. A survey by The Billboard this week failed to turn up an operator vending other than the original longies—Pall Mall and Tareyton.

Lack of columns rather than the problem of conversion was the reason cited for resistance to the trend. One of the largest operators pointed out that to vend Chesterfields or Philip Morris would require elimination of one of the standard-size offerings. He viewed such a move as entailing more of a loss than would be offset by sales of the larger packs.

A difference in opinion as to demand for the king-size smokes

### Price Moves To Larger N. Y. Quarters

NEW YORK, Feb. 14.—The Paul A. Price Company announced this week that it was moving from its present quarters at 220 Broadway to 55 Leonard Street. Price said the firm's increased charm sales—currently running 100 per cent ahead of 1952 volume prompted the move.

The new quarters will occupy 5,000 square feet and will have ample parking facilities. Price had been on Broadway for five years.

## Major Sirup Firms Increase Role as Vender Suppliers

### Biggies' Intensive Promotion Woos More Ops; Prices Stable

By FRED AMANN

CHICAGO, Feb. 14.—More concentrated interest in supplying the cup vending field by the relatively few major sirup manufacturers, but a possible softening of such interest by smaller producers during 1952, was indicated by a survey of sirup suppliers by The Billboard this week.

Increased attention to the vending market by leading soft drink sirup houses during the past year was seen as a possible factor changing the smaller firms' attitude. Consensus: some of the big companies' expanded vender volume was at the expense of their smaller competitors. Stepped-up trade journal advertising, point of sale promotion and special personnel and divisions, largely by-passed by the small firms, played part in the

major's success. Another factor was the increase in cup vender operation and volume itself.

This increase was graphically recorded in the 1953 Census of the Industry, just released by Vend, sister publication of The Billboard, in its first annual Almanac.

For example, 1952 saw a 6,350 unit increase in on-location soft drink cup venders, bringing the national total to 38,475 machines. As each vender averaged weekly sales of 830 drinks (compared with 810 in 1951), for an industry weekly total of 31,934,250 cups, the annual total sales volume jumped from 1,353,105,000 cups in 1951 to a new record of 1,660,581,000 cups last year.

These figures show that cup machines jumped weekly sales on the average of 5,913,000 cups for an annual increase of 307,475,000 individual sales.

Generally, the five basic phases of vending market promotion cited last year (The Billboard, February 9, 1952) continue to be employed. These are:

1. Point of sales aids (placards, electric signs, printed flavor selector panels, etc.).
2. Mention of cup venders in consumer publication brand advertising.

### Riddell Director Of New National Mfrs. Network

PASADENA, Calif., Feb. 14.—Arch Riddell, head of Harmony Cigarette Service and executive director of the Cigarette Vendors' Institute of California, was named managing director of the newly organized National Network of



ARCH RIDDELL

Manufacturers' Representatives this week.

The new group is made up of domestic and export sales agents in over 18 major industries. Its objective is to solve major problems facing independent manufacturers' national distribution and sales. NNMR officials state the organization will be able to

(Continued on page 87)

### Nat'l Rejectors Sets Dallas Spot

ST. LOUIS, Feb. 14.—National Rejectors, Inc., announced the opening of its new Dallas branch office. With headquarters at 3203 Knox Street, it will service Arkansas, Louisiana, Oklahoma, New Mexico and Texas.

The branch is equipped to handle repairs, training of service men in maintenance of coin-detecting devices and change makers. It also stocks a full line of parts.

### Illinois Cig Tax Constitutional

SPRINGFIELD, Ill., Feb. 14.—The Illinois State Supreme Court has upheld the constitutionality of the State tax on cigarettes, in a case appealed from the Cook County Superior Court.

The tax, in effect since 1941, amounts to 1½ mills per cigarette or 3 cents a pack. Revenue approximates \$30 million a year.

Constitutionality of the tax was challenged by Mutual Tobacco Company, Chicago, which contended the levy was in conflict with the uniformity clause of the State constitution.

3. Special processing of regular fountain sirups (when required) for better vender performance.

4. Offering of a major brand cola sirup at lowest prevailing wholesale price by competing manufacturers.

5. Encouraging operator growth thru promoting the sale of venders.

#### Examples

Citing point 3, Orange Crush, (Continued on page 86)

## COIN CLEANING

### Macy's Plans Valetaria Test For Employees

NEW YORK, Feb. 14.—Coin-controlled dry cleaning service gained new status this week when Macy's announced it would install Valetaria equipment for employee use next month. The units, manufactured by U. S. Hoffman Machinery Company, will be placed in a section of the department store where some 5,000 employees check in and out.

If the experiment proves successful, Macy officials state they will make the coin-operated cleaning service available to customers at its large 7th Avenue and 34th Street entrances.

The Valetaria, announced several months ago, is now being operated in several cities, including Detroit, Cleveland and Louisville. To date, locations are primarily office building, parking lots and super markets in heavy traffic areas.

The equipment consists of a cabinet or series of cabinets with individual remote controlled locks and coin mechanisms. Cus-

(Continued on page 87)

## '53 BUYING FORECAST

### Candy, Coffee, Cig Units Top Op Needs

CHICAGO, Feb. 14.—What types of vending equipment rank highest in operators' 1953 buying plans? The answer, given in the Buying Forecast section of Vend's (sister publication of The Billboard) 1953 Almanac, cites 15 specific machine types.

Operators, asked to state the types of new machines they planned to purchase during the

year, most frequently mentioned candy, coffee and cigarette venders, in that order. The following percentages show the frequency with which the different machines were mentioned:

Candy, 16.9 per cent; coffee, 14.4 per cent; cigarettes, 14.7 per cent; cup soft drink, 9.6 per cent; gum (penny and nickel stick), 8.2 per cent; ball gum, 6.5 per cent; ice cream, 5.8 per cent; milk, 4.8 per cent; nuts (nickel and penny), 4.8 per cent.

Pastry venders, 2.8 per cent; scales, 1.4 per cent; juice, 1.4 per cent; cigars, 0.7 per cent; popcorn, 0.7 per cent; stamps, 0.7 per cent, and all other miscellaneous types, 1.9 per cent.

### Intro Watling Horoscope Scale

CHICAGO, Feb. 14.—Watling Manufacturing Company has announced a combination horoscope vender and scale with separate coin chutes for each section. Called the Horoscope Scale, it features a nickel operated horoscope attachment mounted above the scale column; the penny coin chute operates the scale as normally.

Scale dimensions remain 13 inches wide, 24 inches deep (at base) and 49 inches high, with the horoscope unit adding another 15 inches to the height. Price was not announced.

## Juice Bar, Spacarb Merge; New Firm Worth \$700,000

### Houston to Head New Org, With Cross And Richardson as V-P's; Bergers Out

NEW YORK, Feb. 14.—In one of the biggest vending manufacturing mergers of all time, Spacarb, Inc. and the Juice Bar Sales organization Friday (13) joined forces, with Spacarb buying the assets of the Juice Bar Corporation's Matawan, N. J., plant.

The Juice Bar Sales and the Juice Bar Corporation are two separate firms, both were owned by Jack Cross and Howard Richardson. The former firm, in New York, was the distribution firm, while the latter was the manufacturing firm.

The merger will have I. H. Houston, current Spacarb topper, continue as president, with Cross

as executive vice-president and Richardson as vice-president. Edwin Berger, vice-president, and Howard Berger, secretary, of the Juice Bar Corporation, will not be connected with the merged firms.

#### Worth \$700,000

Houston said that the book value of the assets on the three firms is about \$700,000. Juice Bar and Spacarb venders will retain their trade names, but the corporation will have a new name—to be determined. He added that Cross and Richardson would be named to the board of directors.

Specifically, Cross and Richardson exchanged their stock in Juice Bar Sales for Spacarb stock

and sold their Juice Bar Corporation holdings to Spacarb, the latter firm adding the JBC assets to the kitty.

The move gives the merged organization an extent of diversification which is matched by few vending machine manufacturers.

#### Spacarb Venders

Spacarb makes two 1,000-capacity cup venders, one which offers a four-drink selection and the other a three-drink selection. It is also national distributor for Bert Mills Coffee Bars and Fred Hebel ice cream venders.

Juice Bar makes a six-selection juice and vegetable drink vender with a 546-can capacity, and a

(Continued on page 86)

### Buy VICTOR for Better Bulk Vending

VICTOR'S  
Topper Deluxe  
Globe Style



1 to 23 ..... \$14.20  
24 to 47 ..... 14.00  
48 to 99 ..... 13.75  
100 or more .. 13.20

VICTOR'S  
Baby Grand Deluxe



\$14.25 ea.

VICTOR'S  
Topper Deluxe  
Half-Cabinet Style



100 or more @ 13.20 Each

1 to 23 .. @ \$14.20  
24 to 47 .. @ 14.00  
48 to 99 .. @ 13.75  
100 or more .. @ 13.20

All machines packed and sold 4 to the case.

**BIRMINGHAM VENDING CO.**  
540 Second Ave., N. Birmingham 4, Alabama

## Gotham NAMA Meets Feb. 17

NEW YORK, Feb. 14.—Some 150 local operators, manufacturers, suppliers and guests are expected to attend the combined area New York meeting of the National Automatic Merchandising Association Tuesday (17) at the Roosevelt Hotel.

The business session will last from 2-5 p.m., with a cocktail party following the meeting. Lewis A. Sloan, Merian Dispensers, West Hempstead, is program chairman, while Louis Rosenberg, Colddrinx, Inc., is meeting chairman. Assisting will be Everett Newcomer, of City Milk.

John S. Mill, vice-president of Rowe Manufacturing Company, will introduce the film, "Closing the Sale," which was produced by Borden & Busse's, management consultants. The film is being shown to show operators methods of selling locations.

## Commissions Key Western Ops Meeting

LOS ANGELES, Feb. 14.—Bulk merchandise operators who are said to be paying locations "as much as 35 per cent or more" were hit in an informal discussion at the monthly meeting of the Western Vending Machine Operators' Association held Tuesday (27). Operator members emphasized that the national average was "about 20 per cent" and that payments higher than that were exorbitant.

The meeting, the first of 1953, followed the annual December layoff in the monthly schedule. The association meets 10 times during the year, dispensing with the August gathering as well as that of December.

M. I. Slater, president, read a letter from Perry Taft, Western Counsel for the National Automatic Merchandising Association, to the city manager of Vernon, Calif. The Vernon tax, it was reported, had been reduced from \$1 per machine to 50 cents. WVMOA, as well as NAMA, had been working to have the assessment based on gross retail sales.

At the suggestion of Frank Biro Jr., following a discussion opened by WVMOA secretary Bob Leidenberger, the appointment of a grievance committee was discussed. The board will seek a solution to problems brought before it.

Hanan went on to point out that Spacarb's four-flavor machine has proved an efficient vender for the firm's products. Spacarb has been experimenting with Sunkist juice concentrates, he said. He stressed, however, that he was in no way confusing the Dole vender with the Spacarb unit. Both are coin-operated, he stated.

### VICTOR... For Beauty and Durability

VICTOR'S  
Topper Deluxe  
Globe Style



1 to 23 ..... @ \$14.20 Ea.  
24 to 47 ..... @ 14.00 Ea.  
48 to 99 ..... @ 13.75 Ea.  
100 or more .... @ 13.20 Ea.

VICTOR'S  
Topper Deluxe  
Half-Cabinet Style



VICTOR'S  
Baby Grand Deluxe



\$14.25 EA. \$13.25 ea.  
100 or more

All machines packed and sold 4 to the case.

**ARTHUR GRAEFF**  
3121 STRATHMOOR  
TOLEDO 14, OHIO

### From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

# ACORN

The only completely die-cast aluminum, precision built

## ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mase.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

**NEW! SILVER STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

East & Midwest:  
M. J. Abelson  
Gen. Sales Mgr.  
2033 Fifth Ave.  
Pittsburgh  
Phone: AT 1-6478

Pacific Coast  
Distributors:  
OPERATORS VENDING  
MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles

11411 Knightsbridge Ave., Culver City, Calif.

## Sunkist Plan To Hinge on Detroit Test

NEW YORK, Feb. 14.—Sunkist Growers, Inc., California citrus producer and packer, is now weighing the results of an orange and lemon juice vending test in Detroit. Whether the firm will launch a full-scale promotion for its products thru vending machines or whether it will remain relatively inactive in vending will be determined as a result of the Detroit test, according to J. T. Hanan, Sunkist assistant regional manager.

Last fall, Hanan said, some half dozen Dole Valve Company coin dispensers, vending both the lemon and orange juice, were placed in the Motor City in an effort to determine what technical problems would crop up and how the public would accept the product thru this medium.

A check with Dole's Chicago

office by The Billboard, brought forth a denial by John Goodwile, general sales manager, that coin-operated models had been produced.

GIVE TO DAMON RUNYON CANCER FUND

# SCALES FOR DISTRIBUTORS

## If You Are a . . .

Real "Bona Fide" Distributor with a show room or a traveling Salesman and really try to sell to operators, we have a splendid proposition for you.

### NEW PRICE \$89.95

★ ★ ★

### OUR PROPOSITION:

We will sell you one scale only as a sample. Then if you want to really sell them, we will sell you scales in lots of 5 or 10 crated f.o.b., Soperton, Georgia. If you sell them then at our advertised price, you will have a nice profit. Now get busy if you want to sell scales.

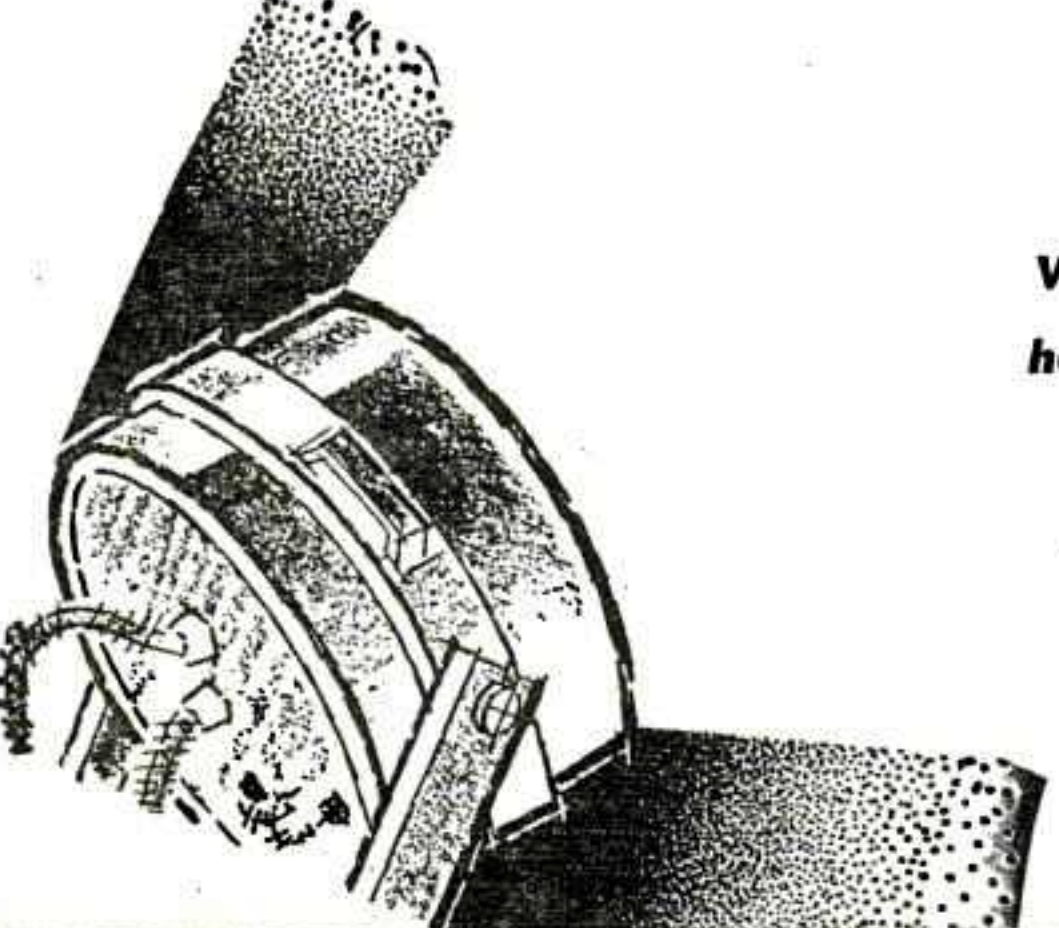
★ ★ ★ ★ ★

Very Special Price to Distributors. Let us hear from you for complete information.

★ ★ ★ ★ ★

# SPARKS SPECIALTY CO.

PHONE 33 SOPERTON, GEORGIA

### CHARMS

**New JET SERIES  
120 ASSORTED CHARMS**  
Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic .....\$2.15 M  
Copper ..... 3.60 M  
Silver ..... 3.70 M

### DOMINOES

Beautifully designed black plastic with clear white dots.

\$6.00 per M f.o.b. NYC

• WHISTLES • SIRENS, ETC.  
**COMPLETE LINE OF CHARMS**  
SEND FOR FREE PRICE LIST!

**PAUL A. PRICE CO.**  
220 Broadway, New York 7

**NEWER CHARMS**

From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards  
Silver Tipped Bullets  
New Cameos

Compasses  
Photo Locketts  
Photo and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low prices.

**PENNY KING CO.**  
2538 Mission Street  
Pittsburgh 3, Penna.

## THE BILLBOARD Index of Advertised Used Machine Prices

### Vending Machines

		Issue of Feb. 7	Issue of Jan. 31	Issue of Jan. 24
Advance Model D Ball Gum..	\$6.00 7.45	\$6.00 7.45	\$7.45	
Advance No. 11.....	5.95	5.95		
Ajax Hot Nut, 5c.....	39.50	39.50	39.50	\$39.50
Almond Vendors, 5c.....	4.95	4.95	4.95	4.95
Asco Hot Nut, 5c.....	15.00	15.00	15.00	15.00
Atlas Ace Nut Vendor.....	7.95	7.95		
Atlas Bantam, 5c.....	6.50	6.50		
Bantam, 5c.....	10.00	10.00	10.00	10.00
Columbus, 1c.....	7.45 8.00	8.00	8.00	8.00
Columbus, 5c.....	8.50	8.50	8.50	8.50
DuGrenier Candyman.....	62.50	62.50	62.50	62.50
DuGrenier Challenger, 5c (3 col.)				22.50
DuGrenier Challenger (7 col.)				125.00
DuGrenier King Size conversion (7 col S).....			16.50	
DuGrenier King Size conversion (7 col V-VD-K)			17.50	
DuGrenier King Size conversion (9 col W).....			19.50	
DuGrenier Model W.....			85.00	85.00
DuGrenier Champion (11 col.)			25.50	
Eastern Electric C-8.....	135.00 139.50		139.00	150.00
Exhibit Card Vendor, 1c.....	15.00(2)	15.00(2)	15.00	15.00
Esquire 1c.....			6.95	6.95
Foot Ease (Exhibit).....	85.00 95.00	85.00 95.00	85.00	85.00
Jewel King, 5c.....	6.95	6.95	6.95	6.95
Jolly Ice Cream Vendor.....			185.00	185.00
Keeney (9 col.) Elec.....			54.50	54.50
Kwik Shoe Shine Machine..			149.50	149.50
Lehigh PX 25c.....				
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.45 8.50	7.45 8.50	8.50	8.50
Master, 1c.....	7.45	7.45	7.45	7.45
Master 5c.....	17.50	17.50	17.50	17.50
Mills Adams Gum Vendor... Minit Pop Up.....	145.00	145.00	145.00	145.00
Model V 1c Cabinet.....	9.50	9.50	9.50	9.50
Model V 1c Globe.....	8.95	8.95	8.95	8.95
Mutoscope Card Vendor....	29.50	29.50		
National Candy King.....	19.50	19.50		
National Candy 618.....			90.00	90.00
National 750.....		85.00	85.00	95.00
National 930.....	130.00	89.50 130.00	89.50 95.00	95.00 130.00
National 950.....	145.00	89.50 145.00	89.50 145.00	145.00
National Candy 918.....	85.00		85.00	85.00
N. Y. Stamp, 1c & 3c.....	12.50	12.50	22.50	22.50
Northwestern 33 Ball Gum..	7.50(2) 7.95	7.50(2) 7.95	7.45 7.50(2)	7.50(2)
Northwestern Deluxe 1c and 5c.....	8.50 13.95	8.50 13.95	13.95 15.00	13.95 15.00
Northwestern Model 39, 1c..	7.95 8.50	7.95 8.50	8.50	8.50
Northwestern Stamp Vendor	39.50	39.50	39.50	39.50
Silver King 1c Ball Gum....	7.45	7.45		
Silver King 5c.....	7.45	7.45		
Silver King, 1c or 5c.....			7.45	7.45
Silver King Hot Nut, 5c.....	15.00	15.00	15.00	15.00
Silver King Hunter.....	19.50	19.50	19.50	22.50
Siros Brush-Up.....	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.).....	18.50	18.50		
Stick Gum Vendor.....	8.00	8.00		
Topper.....		10.50	10.50	10.50
Uneeda Model E (8 col.)....	80.00	80.00	80.00	80.00
Uneeda Model E (9 col.)....	80.00	80.00	80.00	80.00
Uneeda, Model E (12 col.)..	80.00	80.00	80.00	80.00
Uneeda Model, 500 (7 col.)..	95.00	95.00	95.00	95.00
Uneeda Model, 500 (9 col.)..	95.00 135.00	95.00 135.00	95.00 135.00	135.00
Uneeda (15 col.) Model 500..		75.00	75.00	115.00
Uneeda Monarch (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Monarch (8 col.)....	90.00		90.00	95.00
Uneeda Monarch (10 col.)..			90.00	95.00
U-Pop-It.....	195.00	195.00 250.00	195.00	195.00
U-Select-It.....	45.00 49.50	45.00 49.50	45.00 49.50	50.00
Victor Baby Grand.....	11.50	11.50		

### New Charcoal Vender Bowed In Portland

PORTLAND, Ore., Feb. 14.—The Vending Corporation of America, a new firm to manufacture and distribute a coin-operated machine to vend charcoal, was formed this week. Incorporators are Neil A. Jaeger, president; Dale Whitney, vice-president, and Morris J. Galen, secretary, all of Portland. The firm's offices are in the Cascade Building.

Galen said salesmen will concentrate on the Southwestern States, where outdoor barbecue facilities are in wide use. The machine is mechanically activated and delivers 10-pound bundles of charcoal for a quarter.

The unit will be priced in the \$500-\$700 range. While all types of operators are being contacted, special emphasis is being accorded fuel dealers. Locations already having ice-vending machines are deemed particularly desirable.

### New Valve Line

LAWRENCE, Mass., Feb. 14.—Watts Regulator Company has announced a new line of automatic temperature and pressure relief valves for hot water supply systems. The combination valve line, called Autothermic, was originally introduced in 1927.

**"Smokeshop Lo-Boy"**

THE NATION'S FINEST CIGARETTE VENDOR!

**486 PACK CAPACITY**

Tear Out and Mail This Ad for Details

**Smokeshop Corp.**  
(AUTOMATIC PRODUCTS CO.)  
250 West 57th Street, New York 19, N. Y.

**VICTOR'S**

DELUXE MODEL BABY GRAND \$14.25 Ea. less than 100

\$13.25 Ea. 100 or more Available with 1c or 5c slot.

Write for lowest prices on gum and charms

**H. B. HUTCHINSON JR.**  
860 North Ave., N. E. Atlanta 6, Ga.  
Tel.: Emerson 4300

**VICTOR'S**  
Topper Deluxe Half-Cabinet Style

Machines will buy themselves with my time payment plan.

Better write today for price and terms on the number of machines you can use

**Roy Torr**  
Lansdowne, Pa.  
Giving friendly service and liberal terms since 1910.

MINIATURE PLAYING CARDS with metal clips \$3.25 per 1000

**CHAMPION VENDORS SUPPLY**  
1119 E. Houston SAN ANTONIO TEXAS

Send for Your **FREE** Copy of **RAKE'S NEW 1953 CATALOG TODAY!**

**RAKE'S AUTOMATIC MERCHANDISER**

A guide to efficient and economical operation of coin operated machines.

**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Philadelphia 27, Pa.  
Lombard 3-7676

**CHLOROPHYL GUM**  
CHICLE TYPE  
4 STANDARD SIZES  
210's • 170's • 140's  
430 Count Tabs

Chlor-o-mint decals furnished with order  
45¢ lb. F.O.B. factory

**BALL-GUM, INC.**  
2610 W. 19th St. Chicago 8, Ill.  
"The World's Best Ball Gum"

**CIGARETTE MACHINES**  
SILVER QUARTER OPERATION  
KING SIZE INCLUDED!

Rowe Royal—6 or 8 or 10 col.....\$95.00  
Rowe Imperial—8 col., 240 cap..... 82.50  
Uneeda Model 500, 7 col., 250 cap. or 9 col., 350 cap..... 95.00  
Uneeda Model E—8 or 9 or 12 col., up to 300 cap..... 80.00

KING SIZE CONVERSIONS FOR ALL MODELS OF CIGARETTE MACHINES!

**CANDY VENDORS**  
U-SELECT-IT, LATE WALL MODEL—74 CAP.\$ 45.00  
DuGrenier Candyman with Base—72 cap. 62.50

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed, Trade Prices, 1/3 Dep., Bal. C.O.D.

**UNEEDA 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

**VICTOR . . . For Trouble-Free Operation**

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

Baby Grand Deluxe

A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

**R. H. ADAIR CO.**  
6929 W. Roosevelt Rd. Oak Park, Illinois

The word to the "wise" is . . .

**GUGGENHEIM**  
for **CHARMS**  
SEND FOR PRICE LIST

**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

"The Charm Center"  
Introducing and Supplying the Latest in Charms.  
Write for Free Price List and Samples of Many New Items Never Before Advertised. Order All Your Charms From One Place—We Have Them at Lowest Prices.  
**LOGAN DISTRIBUTING CO.**  
627 Milwaukee Ave. Chicago 22, Ill.

**MAKE MORE MONEY IN VENDING!**  
Read The Billboard Every Week

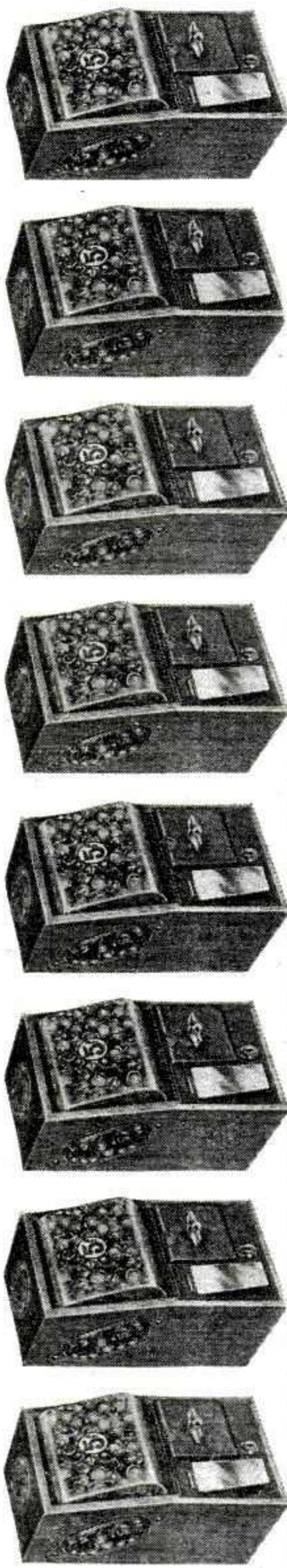
For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!  
Fill out this coupon and mail today.  
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10  
Foreign rate, one year, \$20.

Name ..... 952  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**EARNING POWER TERRIFIC!**  
 From this combination, Collections mounting from \$1 to \$5 per day. Get started NOW . . . Every Day Means \$\$\$ to YOU.  
 1 Baby Grand Deluxe \$14.50  
 4 Baby Grand Deluxe \$57.00  
 2000 New Rocket Charms . . . . . 40.00  
**TOTAL COST OF DEAL \$97.00**  
**SINGLE DEAL \$74.50**  
 Satisfaction Guaranteed . . . . .  
 Write—Wire—Phone  
**GRAFF VENDING SUPPLY CO.** Dallas, Tex.  
 2841 W. Davis St. Phone: Yale 8323

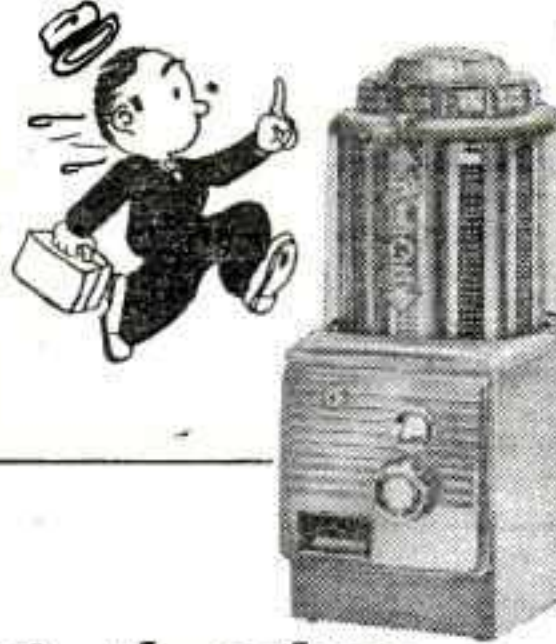


**A CHAIN OF 5c BABY GRAND DELUXE Vendors and NEW ROCKET CHARMS**  
 Offers you a great opportunity and very profitable income. Many test locations show that the ROCKET CHARMS and BABY GRAND VENDOR empty in 4 to 5 days. BABY GRAND DELUXE holds 500 ROCKET CHARMS.

**Sirup Firms**

Continued from page 83  
 for example, has developed a special sirup which, tho containing the same pulp content as the fountain line, has a smaller pulp particle size to facilitate sirup flow thru vender mechanisms.  
 Referring to point 4, several firms have stocked Coca-Cola sirup for re-sale at base wholesale cost (at last report \$1.55 per gallon). Among such firms are Cole Equipment & Supply Company, Chicago, which has a national wholesale franchise to sell Coke sirup to operators. The firm also markets its own Cole-Spa sirup line.  
 Another Coke sirup source is Sero Syrup Corporation, Brooklyn. Sero goes one step further, however; it offers a special package deal to operators, consisting of its own Liberty Brand Vending Sirups, Coke sirup and Lily Tulip cups.  
 Price-wise, sirups have not altered to any important degree from 1951 levels. O. A. Glazebrook, national sirup sales manager of Canada Dry Ginger Ale, Inc., New York, reported that prices remain at the same level as during the previous year (when they were \$1.30). Exact cost depends upon the section of the country and freight rates.  
 The Charles E. Hires Company, Philadelphia, also announced per gallon cost remained unchanged at \$1.45. C. D. Clarke, sales manager of Hires' National Accounts Division, stated the wholesale price was available to bonafide cup vender operators.  
 While maintaining its 10-cent per gallon advertising allowance, Dad's Root Beer Company, Chicago, has upped sirup price a dime from the \$1.25 level a year ago. The per gallon cost, \$1.45, minus the dime ad allowance brings the current cost to \$1.35. Minimum orders of 20 gallons are required at this price.  
 William H. Russell, national sales manager of the Fountain Flavor Division, claims that Dad's flavor strength enables operators to serve 7/8-ounce per 7-ounce drink instead of 1 to 1 1/8-ounce throw.  
 George T. Herald, head of Sero Syrup's Vending Division, said the \$1 per gallon f.o.b. price for the firm's root beer and fruit flavor sirups also remained unchanged from a year earlier.  
 How much did vender business increase last year over 1951? Canada Dry's Al Glazebrook told The Billboard that cup operators contracted for approximately 20 per cent of the total 1952 sirup production, bettering the 1951 demand. Clarke, of Charles E. Hires, said 18.2 per cent of the company's 1952 production went to operators, compared with 12 per cent in 1951 and 8 per cent during 1949.

**"They Sell Themselves"**



**Northwestern SELECTIVE TAB GUM VENDERS**

"When I walk into an establishment with one of your machines, most proprietors beam all over and say, 'Just put it over there, and leave it.' You don't even have to sell people on the idea. These Northwesterns sell themselves by being so attractive and practical!"  
 S.F.L., Texas.

**THE NORTHWESTERN CORPORATION**  
 2213 East Armstrong St. Morris, Illinois

**SOLD AND SERVICED BY AUTHORIZED Northwestern DISTRIBUTORS**

- Badger Novelty Company**  
2546 North 30th Street  
Milwaukee 10, Wisconsin
- Badger Sales Company**  
2251 West Pico Blvd.  
Los Angeles 6, California
- Fisher Brown**  
2218 South Harwood, Dallas, Texas
- King & Company**  
2700 West Lake Street, Chicago 12, Illinois
- Maddox Sales & Service**  
8814 Kensington Parkway  
Chevy Chase 15, Maryland
- Northwestern Sales & Service**  
440 West 42nd Street  
New York 18, New York
- Northwestern Sales & Service**  
1198 Tremont Street  
Boston 20, Massachusetts
- Parkway Machine Corporation**  
715 Ensor St., Baltimore 12, Maryland
- Peanut Products Company**  
801 Second Avenue, Des Moines, Iowa
- Peanut Products Company**  
1123 West 21st Street  
Indianapolis, Indiana
- Peanut Products Company**  
910 Harnsey Street, Omaha, Nebraska
- Rake Coin Machine Exchange**  
609 Spring Garden Street  
Philadelphia 23, Pa.
- J. Rosenfeld Company**  
3218 Olive Street, St. Louis, Mo.
- Viking Specialty Company**  
530 Golden Gate Avenue  
San Francisco, California
- Vend-All Company**  
816 West 36th Street  
Minneapolis 8, Minnesota

**"BIG PROFITS!"**

From the Complete **CHEWING GUM LINE!**  
 ★ Cellophane Wrapped  
 ★ Fresh from the Factory  
 ★ All Flavors and Types—PLUS Bubble Gums—1c, 2c, 5c Items!  
 Half of Standard Brand Prices  
 All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes—520, 300 & 240 pieces per lb. Priced 36c lb. Chiclé type 31c lb. Bub-L type.

**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant Newark 4, N. J.

**TOPPER DELUXE**  
 Globe or 1/2 Cabinet style  
**\$56.80**  
 For Four  
 Spanish Peanuts, 30 lb. ctns., 26¢ lb.  
 Blanched Virginia Peanuts, 30 lb. ctns., 32¢ lb.  
 Dep. req. with all orders; F.O.B. Boston.  
 Everything for the Operator at Lowest Market Prices!  
**CHAMPION NUT CO.**  
 1194 Tremont St. Boston 20, Mass.

**Spacarb Merger**

Continued from page 83  
 four-selection vender with a 248-can capacity. It plans to distribute a hot sandwich vender within 30 days.  
 Cross will move to the Spacarb offices at Stamford, Conn., with Houston, while Richardson will remain at the New York Juice Bar office where he will be joined by H. J. Foster, Spacarb vice-president, and Eric Dunn, who will move down from Stamford.

**Spacarb History**  
 Spacarb was incorporated in 1938 when it bought the Master-drink machine and patent from the Seeburg Corporation, juke box manufacturer which then was experimenting in the cup drink vending field.

The Seeburg vender was bought by Pierre Jay, of the New York Federal Reserve Bank, and Harold Hirsch, counsel for the Coca-Cola company.

From 1938 thru 1942, Spacarb, altho having no official connection with Coca-Cola, worked closely with Coca-Cola executives as individuals in developing a 400-drink dispenser which used Coca-Cola primarily. During that time Spacarb was buying up patents of other cup drink pioneers.

**Multi-Drink Patent**  
 Spacarb bought its first multi-drink patent in 1939 from W. W. Bowman. At the time, Bowman was actually manufacturing his vender, the Frosti Drink. Three years later, Coca-Cola paid Spacarb \$175,000 for the use of patents acquired by the firm, which then was headquartered in New York.

The connection between Coca-Cola and Spacarb was dissolved during 1945 and 1946, and in 1949 Spacarb set up its first plant in New York. The next year it moved to its present location in Stamford.

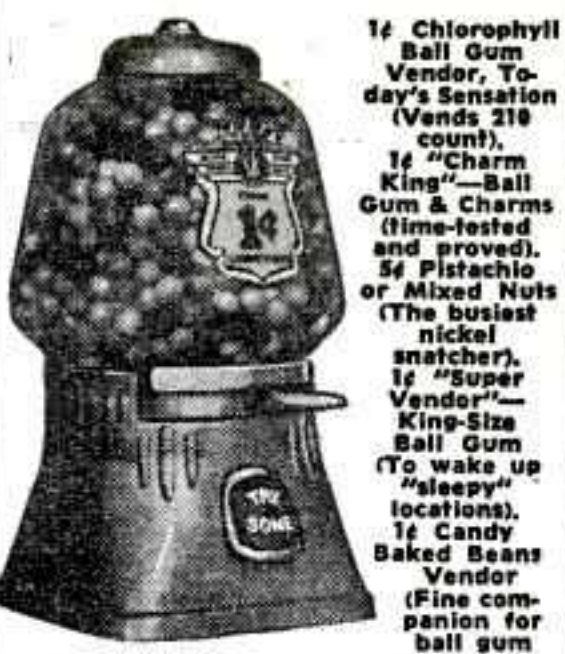
The Juice Bar Corporation was founded in 1948 by Richardson and Cross, with the Juice Bar Sales organization founded by the partners two years later.

The firm began production with its Juice Bar Senior, a 546-can machine, and later came out with the Juice Bar Junior, a 248-drink machine.

The Matawan plant will continue to operate, but there is a possibility that later all manufacturing facilities will be concentrated in Stamford.

**Famous Silver-King's Mighty King of Vendors**

Silver-King's got 'em all



- 1¢ Chlorophyll Ball Gum Vender, Today's Sensation (Vends 210 count).
  - 1¢ "Super King"—Ball Gum & Charms (Time-tested and proved).
  - 5¢ Pistachio or Mixed Nuts (The busiest nickel snatcher).
  - 1¢ "Super Vender"—King-Size Ball Gum (To wake up "dopey" locations).
  - 1¢ Candy Baked Beans Vender (Fine companion for ball gum machines).
  - 5¢ Silver-King "Hot Nut" (For that "extra-special" spot)
  - 1¢ "Hunter" Action Ball Gum Vender (The kids stamped it)
  - 1¢ or 5¢ Silver-King Nut Vendors (Best bet for bars)
- Vendors for All Foreign Coins.  
**Immediate Delivery at Best Dealers Everywhere**  
**SILVER-KING CORP.**  
 622 Diversey Parkway, Chicago 14, Ill.

**SPECIALS ON RECONDITIONED MACHINES**

- Northwestern Deluxe . . . . . \$13.95
  - Silver King, 1¢ or 5¢ . . . . . 7.35
  - Advance Model D . . . . . 6.95
  - Victor (Cabinet Model) . . . . . 6.95
  - Hunter Card Machine . . . . . 14.50
  - Exhibit Card Machine . . . . . 14.50
  - A.B.T. Challenger . . . . . 34.50
- MERCHANDISE**
- Jumbo Queen Pistachio Nuts . . . 60 lb. ctn. 74¢ lb.
  - 4 Star Red Pistachio Nuts . . . 60 lb. ctn. 74¢ lb.
  - Medium Pistachio Nuts . . . 60 lb. ctn. 65¢ lb.
  - Tiny Calif. Almonds 30 lb. ctn. 83¢ lb.
  - Whole Cashews . . . 10 lb. ctn. 64¢ lb.
  - Cashew Butts . . . 10 lb. ctn. 58¢ lb.
  - Virginia Peanuts . . . 30 lb. ctn. 37¢ lb.
  - Spanish Peanuts . . . 30 lb. ctn. 29¢ lb.
  - Squash Seeds . . . 60 lb. ctn. 25¢ lb.
  - Licorice Lozenges . . . 30 lb. ctn. 25¢ lb.
  - Rainbow Peanuts . . . 30 lb. ctn. 28¢ lb.
  - Boston Beans . . . 33 lb. ctn. 28¢ lb.
  - Pee Wee Jelly Beans 33 lb. ctn. 28¢ lb.
  - Ball Gum . . . 25 lb. ctn. 28¢ lb.
  - Adams Tab Gum, All flavors . . . Box 100 Count 42¢
  - Charms, Brackets, Stands, Globes & Accessories.
- We Buy Used Machines. What have you to Sell?  
 One-third deposit required on all machine orders. Please remit in full on merchandise. All orders shipped f.o.b. N. Y. C.  
**Arrow Vending Machine Co.**  
 102-17 Roosevelt Ave. Queens 68, N. Y. Tel.: ILlinois 7-9218

**IN STOCK VICTOR'S**

New **Deluxe Model BABY GRAND CHICLE TREETTS VENDOR**  
**ORDER TODAY**  
**VEEDCO SALES CO.**  
 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

**VICTOR'S**

**TOPPER DELUXE GLOBE STYLE**  
 Also Available  
 • VICTOR'S Topper Deluxe Half-Cabinet Style  
 • VICTOR'S Baby Grand Deluxe  
 Immediate Delivery on all Victor Models. Time Payment Plan Available! Trade-ins Accepted.  
**\$14.25**  
**\$13.25**  
 100 or more All machines packed and sold 4 to the case.  
 1 to 23 . . . . . \$14.25 Ea.  
 24 to 47 . . . . . 14.00 Ea.  
 48 to 99 . . . . . 13.75 Ea.  
 100 or more . . . . . 13.25 Ea.  
 Write for our complete charm and merchandise list. Price subject to change without notice.  
**Pioneer Vending Service**  
 590 Albany Avenue Brooklyn 3, N. Y. Phone: President 4-5358

**VICTOR . . . The Choice of Operators . . .**

**VICTOR'S** Topper Deluxe Half-Cabinet Style      **VICTOR'S** Baby Grand Deluxe      **VICTOR'S** Topper Deluxe Globe Style

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.  
**CLEVELAND COIN MACHINE EXCHANGE**  
 2021 Prospect Avenue Cleveland 15, Ohio

**MANDELL GUARANTEED USED MACHINES**

- N.W. DeLuxe 1¢ & 5¢ Comb. . . . . \$13.95
- N.W. #39 1¢ Porc. . . . . 7.95
- N.W. #33 1¢ Porc. B.O. . . . . 7.95
- Master 1¢ Bulk Porc. . . . . 7.45
- Master 5¢ Bulk Porc. . . . . 7.45
- Master 1¢ & 5¢ Bulk Porc. . . . . 7.95
- Columbus 1¢ Bulk . . . . . 7.45
- Silver King 1¢ B.G. or Mdse. . . . . 7.45
- Silver King 5¢ . . . . . 7.45
- Exhibit Post Card (Metal) . . . . . 15.00
- Advance #D 1¢ B.G. . . . . 7.45
- Advance #11 Mdse. . . . . 5.99

**MERCHANDISE & SUPPLIES**

- Pistachio Nuts, Jumbo Queens . . . . . \$0.80
- Pistachio Nuts, Vendors' Mix . . . . . .71
- Pistachio Nuts, 4 Star . . . . . .80
- Cashew Whole . . . . . .67
- Cashew Butts . . . . . .60
- Peanuts Jumbo . . . . . .38
- Spanish . . . . . .28
- Mixed Nuts . . . . . .55
- Almonds 480 ct. 5 lbs. Vac. pk. . . . . .85
- Italian Chick Peas . . . . . .25
- Rainbow Peanuts . . . . . .30
- Boston Baked Beans . . . . . .30
- Hobby Mix . . . . . .30
- Licorice Lozenges . . . . . .28
- Jelly Beans . . . . . .25
- M & M . . . . . .40

- Ball Gum, all sizes, 200 lbs. min. Prepaid, per lb. . . . . .28
  - Adams Gum, all flavors, 100 ct. . . . . .42
  - Wrigley's Gum, all flavors, 100 ct. . . . . .37
  - Schard Chocolate, 200 ct. . . . . .1.20
  - Hershey's Chocolate, 200 ct. . . . . .1.30
- Minimum Order, 25 Boxes Assorted.  
 Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
 1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**  
 MOE MANDELL  
 440-442 W. 42nd St., New York 36, N.Y. LONgacre 4-6467

Use The Billboard classified pages for **RESULTS!**

**VICTOR... Tops in Bulk Vending**

**VICTOR'S Topper Deluxe Globe Style**  
 1 to 23... @ \$14.20 ea.  
 24 to 47... @ \$14.00 ea.  
 48 to 99... @ \$13.75 ea.  
 100 or more... @ \$13.20 ea.

**VICTOR'S Baby Grand Deluxe**

**VICTOR'S Topper Deluxe Half-Cabinet Style**  
 1 to 23... @ \$14.20 ea.  
 24 to 47... @ \$14.00 ea.  
 48 to 99... @ \$13.75 ea.  
 100 or more... @ \$13.20 ea.

**VICTOR'S Topper Deluxe**  
 All machines packed and sold 4 to the case.

**VEEDCO SALES CO.**  
 2124 Market St., Philadelphia 3, Pa.

**Indevco Plans Distrib Set Up**

NEW YORK, Feb. 14.—Indevco, Inc., local coffee vender manufacturer, this week announced that it plans to discontinue its policy of selling directly to operators and set up distributors.

The firm, founded in 1950 as successor to Koffee King, makes the 600-drink Koffee King which lists for \$695 with a standard heater, and the Dual Koffee King which lists for \$995 with a standard heater. The latter has a 300-cup capacity on the coffee side and a 500-cup capacity on the carbonated side.

President Arthur Paul said distributors would be given a standard discount on the venders, and that Indevco would also discount all paper to ops.

**Coin Cleaning**

Continued from page 83

tomers use an attached phone, hooked to a central switchboard in the cleaning establishment's offices. The cleaning instructions are made via the phone, clothes placed in the locker. As same-day service is featured, the cleaned garments are replaced in the locker and the customer again uses the phone to learn the charges due. After depositing the coins in the locker mechanism, the lock is opened from the central switchboard.

**Riddell Named**

Continued from page 83

place at the disposal of small and medium size firms the combined facilities of affiliated independent manufacturers' representatives located in 144 leading U. S. and foreign marketing areas.

Regional offices are located in New York, Chicago, Los Angeles and San Francisco, with executive headquarters at 140 North Fair Oaks Avenue, Pasadena.

In addition to Riddell, other directors of NNMR are Don L. Lewis, president of Gadget-of-the-Month Club, Inc.; M. L. Maxwell, vice-president of National New Products Foundation; J. E. Meyers, vice-president of National Gadget Manufacturers' Association, Inc.; H. W. Pearce, president of California Consolidated Ceramic Companies, and Robert Turner, formerly Houseware's Manager for Bullock's.

**VICTOR**  
 1c—BABY GRAND—5c  
 \$13.00 each 4 to case  
 \$12.00 each 100 or more  
 \$15.95 each Sample filled with gum

**VENDS**  
 Chloro Treats  
 Chiclets  
 2 for 1c  
 Large Chloro Treats, 2 for 5c  
 WRITE FOR Lowest prices on Bulk Vendors and all merchandise for vending operations.

Now Stocked in Kansas City  
 Victor Topper Deluxe Half Cabinet... \$14.20  
 Victor Topper Deluxe with glass globe... 14.20  
**Bernard K. Bitterman**  
 4709 E. 27, Kansas City 1, Mo.

**Michigan Laundry Assn. Skeds Meet**

DETROIT, Feb. 14.—The Michigan Self-Service Laundry Association is planning a two-day meeting, for its next quarterly session, April 11-12, in suburban Royal Oak. The program will include a dinner dance as a kickoff on Saturday evening to be followed by business sessions on Sunday.

An informal meeting of the association was held Thursday to discuss current problems, but no formal action was taken, according to Baruch Rosenberg, treasurer, who operates the Fort Self-Serve Laundry in Detroit.

**NAMA Exhibitors**

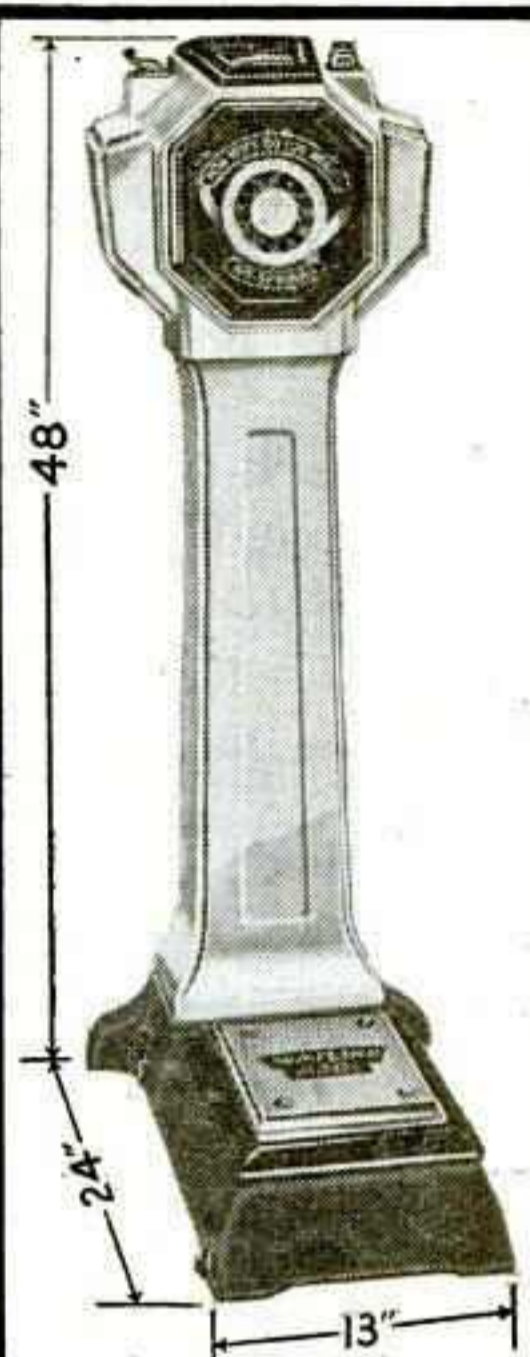
Continued from page 83

rette & Cigar Co., New York; American Tobacco Co. New York; Brown & Williamson Tobacco Corp., Louisville; A. B. T. Manufacturing Co., Chicago; Atlas Tool & Mfg. Co., St. Louis; Automatic Products Co., New York; Auto-Photo Co., Los Angeles.

Chef-Way, Inc., Kansas City; Schroeder Products Co., Woburn, Mass.; M & R Dietetic Laboratories, Inc., Columbus, O.; Lily-Tulip Cup Corp., New York; Maryland Cup Co., Baltimore; Vend, Chicago; P. Lorillard Co., New York; Philip Morris & Co. Ltd., Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; Acro Manufacturing Co., Columbus, O.

Chicago Lock Co., Chicago; Cigaromat Service Corp., Philadelphia; Coan Manufacturing Co., Madison, Wis.; Cole Products Corp., Chicago; Eastern Electric, Inc., New Bedford, Mass.; General Electric Co., Lamp Dept., Cleveland; H & S Distributing Co., St. Louis; Hedeman Products, Inc., Great Neck, L. I.; Hultz Vendors, Inc., Springfield, Ill.; Johnson Fare Box Co., Chicago; Lehigh Foundries, Inc., Easton, Pa.

Lyon Industries, Inc., New York; James H. Martin, Inc., Chicago; Merkle-Korff Gear Co., Chicago; The Bert Mills Corp., Lombard, Ill.; National Rejectors, St. Louis; National Vendors, Inc., St. Louis; The Northwestern Corp., Morris, Ill.; Rowe Manufacturing Co., Inc., New York; Spacarb, Inc., Stamford, Conn.; Stoner Manufacturing Corp., Aurora, Ill.; and The Vendo Co., Kansas City.



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE**  
**COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS**  
**WRITE FOR PRICES**  
 Invented and Made Only by  
**WATLING**  
**Manufacturing Company**  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-3772  
 Cable Address: WATLINGITE, Chicago

All the news of your industry every week in The Billboard...  
 SUBSCRIBE TODAY see page 3 for rates

**WHAT ARE YOU VENDING?**

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

**ADVANCE**  
 Is the Vendor for You  
 Want more information! Write today to

**J. SCHOENBACH**  
 Factory Distributor Of Advance Vending Machines  
 1645 Bedford Ave., B'klyn, 25, N.Y.  
 President 2-2900

**18 MEDIUM-PRICED SINGLE-ITEM CHARMS**

LOVING CUPS, Plastic	\$ 4.00
LOVING CUPS, Copper-Plated	6.00
LOVING CUPS, Silver-Plated	6.25
PLAY-MONEY, Assembled	10.00
HEARTS, Plastic	4.00
HEARTS, Copper-Plated	6.00
HEARTS, Silver-Plated	6.25
VARSITY LETTERS, Plastic	4.00
VARSITY LETTERS, Copper-Plated	6.00
VARSITY LETTERS, Silver-Plated	6.25
BOXING GLOVES, Plastic	5.25
BOXING GLOVES, Copper-Plated	7.00
BOXING GLOVES, Silver-Plated	8.00
BOWLING PINS, Plastic	4.00
BOWLING PINS, Copper-Plated	6.25
BOWLING PINS, Silver-Plated	7.00
MOVIE-TV	6.00
24K. Gold-Plated CRUCIFIX	6.25
DOMINO STRIP, Assembled	8.50
CROSSES, Plastic	4.00
CROSSES, Copper-Plated	6.00
CROSSES, Silver-Plated	6.25
SKULLS & FACES, Plastic	4.50
SKULLS & FACES, Copper-Plated	7.50
SKULLS & FACES, Silver-Plated	8.00
FOOTBALLS, Plastic	4.00
FOOTBALLS, Copper-Plated	5.50
FOOTBALLS, Silver-Plated	6.00
BIG BASEBALLS, Copper-Plated	8.00
BIG BASEBALLS, Silver-Plated	9.00
FOUR LEAF CLOVERS, Plastic	4.00
FOUR LEAF CLOVERS, Copper-Plated	6.00
FOUR LEAF CLOVERS, Silver-Plated	6.25
HORSESHOE-LUCKY STARS, Plastic	4.00
HORSESHOE-LUCKY STARS, Copper-Plated	6.00
HORSESHOE-LUCKY STARS, Silver-Plated	6.25
GOLD BUGS	8.50
BALL PLAYER CHARMS	6.50
SASSY & LICENSE PLATES	6.50

All prices, per 1,000  
 F.O.B. Jamaica, N. Y.  
 Or: AT YOUR DISTRIBUTORS  
**ASK ANYBODY AND EVERYBODY EPPY HAS THE CHARMS**  
**SAMUEL EPPY & CO., INC.**  
 91-15 144th Place, Jamaica 2, N. Y.

**CHARM USERS**

**BRAND NEW! STATES of the UNION**  
 Outlines of 48 States showing capitals and rivers. A beautiful educational charm.

**COPPER FINISH**.....\$6.25 M  
**SILVER FINISH**..... 6.50 M

**SPECIAL!**  
 Regular playing card strips with bands or clips, unassembled. **\$3.00 M**

**OAK SALES COMPANY**  
 2033 Fifth Ave., Pittsburgh, Pa.  
 Phone: ATLantic 1-6478

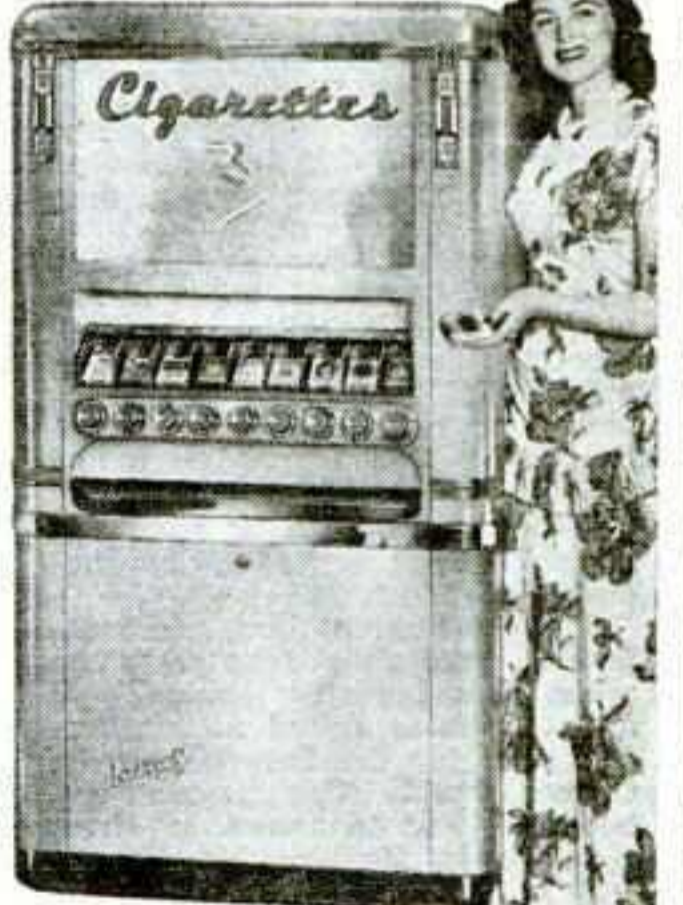
**BRAND NEW LUCKY BOY VENDOR**

**\$9.75 EACH**  
 Lots of 10 \$9.50 Ea.  
 Lots of 25 \$9.25 Ea.  
 Lots of 50 \$9.00 Ea.

For 140-170-210 Gum and Charms, Nuts and Chiclets Fully Guaranteed  
 1/3 Deposit, Balance C.O.D.  
**BLOYD MFG. CO.**  
 VALLEY STATION, KY.

**Gain These Distinct Advantages!**

**OPERATE The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**



- Startling streamlined beauty captures and holds locations
- Electrical and mechanical perfection. Only 1 motor, 1 relay and 2 solenoids.
- 432 pack capacity in double columns dispensed alternately.
- Super Change\* Maker, optional, handles nickels, dimes and quarters. Returns a nickel on 20¢ sale for a quarter. Returns a nickel on 25¢ for 3 dimes.

**J. H. Keeney & Co., Inc.** EASY TO SERVICE  
 2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS QUICKER LOADING  
 EASY TO SERVICE IT'S FAST!

**CANADIAN OPERATORS!**

We are the Canadian distributors for **OAK'S ACORN VENDOR**  
 We are now manufacturing a complete line of charms, including the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list.

**INTERNATIONAL VENDING CO., LTD.**  
 940 Gerrard St. East Toronto, Ont. Haregrave 2173  
 501 Gladstone Ottawa, Ont. Ottawa 3-5782

**VICTOR... The Operator's Choice for Better Vending...**

**VICTOR'S Baby Grand Deluxe**



A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!  
**VENDOR DISTRIBUTING CO.**  
 682 Madison Memphis 3, Tenn.

**VEND—PUBLISHED BY THE BILLBOARD**

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MONTHLY FEATURES  
 Candy Gum & Nuts  
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## Operators Endorse Plan to Aid March of Dimes Drive

### Check of Seven Key Market Areas Shows Keen Interest in Program

By STEVE SCHICKEL

CHICAGO, Feb. 14.—Operators in seven major market areas this week endorsed the proposal for a national public relations program in which music operators would co-operate with their local March of Dimes committees to raise funds for the fight against polio.

The idea was first spelled out in articles and an editorial appearing in the February 7 issue of The Billboard. In that issue, Louis Casola, Rockford, Ill., mu-

sic operator, explained how he and other operators in that city had contributed one day's receipts to their local March of Dimes campaign.

"I propose," Casola said, "that The Billboard, in conjunction with the Music Operators of America and the manufacturers, start a campaign to have every juke box operator in the United States donate one day's receipts to the March of Dimes Polio Fund."

The Billboard, in its editorial, stated, "We heartily endorse operator Casola's idea and urge the officers of MOA and the manufacturers to give their consideration."

This week, from across the nation, other leaders in the juke box operating industry told how they felt about the idea. Here's a roundup of their opinions:

#### Washington

Evan Griffith, secretary-treasurer of the Washington Music Guild and owner of the Pioneer Novelty Company, believes the idea good enough to carry out on a national scale. The WMG plans to discuss the idea at its meeting February 19, as a result of action stirred by the recent Billboard articles.

Griffith expressed regret at the time element involved. "It may hamper the effectiveness of the drive," he said, "but probably won't present too big a problem." Advance publicity, such as having a well-known personality deposit the first coin, would be good, he believes.

Griffith added that while expecting an operator to give a day's collections might not be well received by all operators, the idea of donating collections from a play for the March of Dimes title strip campaign would be entirely acceptable.

#### Miami

Willie Blatt, president of the Amusement Machine Operators Association, said he had the idea recently of requesting that all MOA members set aside one day's receipts from juke boxes for the local Cerebral Palsy Fund.

Blatt was 100 per cent in favor of inaugurating an annual juke

(Continued on page 90)

## Wisconsin Ops Move Slowly To Dime Play

MILWAUKEE, Feb. 14.—Regular monthly meeting of the Wisconsin Phonograph Operators' Association in Madison on Monday (9) attracted a sizable attendance. Gathered at Leske's Steak House to discuss 10-cent play and the recurrent threat of the ASCAP tax on juke boxes, were 14 operators from thruout the State.

No definite action was taken. Operators noted a slow but steady trend on the part of Wisconsin music men to shift to dime play. The switch was most noticeable in Southern Wisconsin, it was pointed out. In other areas a few operators reported changing to dime play in their better locations.

(Continued on page 96)

### 10-CENT JINGLE

## Miami Set For Dime Play Soon

MIAMI, Feb. 14.—Dime play was the hottest topic of conversation among music box operators here this week. The Amusement Machine Operators' Association was expected to place its stamp of approval on the changeover to 10-cent, three-for-a-quarter play thruout Dade County.

Sentiment was overwhelmingly in favor of the proposal. If and

(Continued on page 96)

## CALIFORNIA OPS HIKING TO DIME

### Ideas Differ on Quarter Play; Programing Gets Wider Usage

LOS ANGELES, Feb. 14.—Ten-cent play is getting a lot of consideration. However, operators in this metropolitan area are using caution in raising their boxes to a dime. In the outlying sections the music men are meeting and increasing their chutes to the higher figure with some using three for a quarter and others four.

A spokesman for Frank Navarro, local operator, reported that his route was still on 5-cent play with some thought being given to 10-cents, four for 25 cents. A large number of the boxes are in Spanish spots, where the hike may hurt.

The operators in Riverside County recently met with Jack Neel, of Riverside, sparking the session. In attendance were Bob Reck and Jimmy Jackson, partners in a music operation in Palm Springs; Oscar Tetzlaff of Banning, J. W. Robinson of Elsinore, and Tex McMahan of San Jacinto.

"We are going to try to go on a dime," Neel said. "Getting the necessary parts for the conversion is holding us up. Some still have some old equipment that has to be changed over."

This group of operators plans to offer four for a quarter. There is no plan to later put the boxes on three for 25 cents. On the set-up in mind, Neel declared, there was the talking point that, on the quarter order the music cost would be only 6 1/4 cents.

In the Imperial Valley in El Centro, Dale Freeman, an operator for 20 years, said that 10-cent play had been tried but had not increased the take appreciably. Some time ago all the machines in spots selling liquor, were put on a dime and three

for a quarter. As Freeman has a large number of Spanish spots, being on the Mexican border, he stated that he doubted that these would be increased.

Jack Gutshall of Corona, an operator since 1935, and who was instrumental in putting machines on a dime when he operated in the San Luis Obispo area, is strong for 10-cent play.

He added that he hoped to

(Continued on page 96)

## Rock-Ola Sets Yung as Mgr. Of Operation

CHICAGO, Feb. 14.—David C. Rockola, president of the Rock-Ola Manufacturing Company, announced the appointment of Fred Yung as operations manager. Mr. Rockola said he felt Yung's long association with the coin machine industry would be of great value in helping to meet the tremendous demand for the new Fireball 120-selection phonograph.

"It is just like old times having Fred Yung back with us as he was part of the early supervisory team at Rock-Ola," he said. "He left us in 1935 and has been with one other manufacturer in the industry since then."

"Yung has had close association with all phases of manufacturing and production and we know he will prove a valuable addition to our staff."

## Juke Disks Sold to Aid Polio Fund

MINNEAPOLIS, Feb. 14.—Sam Karter of Star Novelty Company, Minneapolis, was a big hero in the eyes of his 14-year-old son Phillip.

And Phil, in turn, was a "big shot" among his ninth grade school mates in Miss Mae Bruner's home room at the Lincoln Junior High school here.

During the March of Dimes campaign, young Phil was wondering out loud one night as to how he and his classroom could

(Continued on page 92)

## N.Y. and N.J. Juke Box Execs Mull March of Dimes Drive

NEW YORK, Feb. 14.—Top executives of phonograph associations in New York and New Jersey would hasten to throw their support behind national industry public relations drive pegged to the March of Dimes if a practicable plan could be presented. But both Albert S. Denver, president of the Automatic Music Operators' Association (New York), and Dick Steinberg, executive director of the Music Guild of New Jersey, voiced serious doubts that such a plan could be worked out.

Neither association, as an organized body, has participated in annual polio drives, altho individual members have on many occasions contributed generously. Past attempts to have association members kick in a predetermined portion of juke income, for any specified period, in a combined effort have not worked out too successfully.

The most recent large-scale effort occurred about four years ago when coin industry groups here and elsewhere raised a considerable sum for the Damon Runyon Cancer Fund. The associations, however, had to resort to direct assessments, fund-raising dinners and affairs, and strong personal appeals to raise local quotas. (Plans for earmarking portions of machine income failed to get off the group.)

#### Pet Charities

Both Denver and Steinberg said that their many members have any number of pet charities to which they would individually prefer to tender donations. In their

opinion, it would be impossible to organize all operators in metropolitan areas behind a single campaign. In small towns, and worked on a local basis, the chances of success are much better, they suggest.

A charity recently aided by AMOA is the Italian equivalent of Boys Town. Association members bought 200 tickets at \$25 each for an affair held for the charity's benefit. AMOA also has been active in donating used juke boxes to worthy organizations in the name of the association. It donates about 100 machines a year to organizations such as police athletic league clubs, homes for the aged, child welfare and religious institutions.

MGNJ also makes such donations in an organized manner, with about 40 pieces of equipment a year offered. The public relations effect on both associations has been satisfactory, according to Denver and Steinberg.

## JUKE BOX CITY SURVEY—2

# Portland Juke Box Trade Hinged on Keen Competition

(This is the second in a series of articles presenting a brief, current roundup of the juke box business of the nation's major market areas.)

By BUFORD SOMMERS

PORTLAND, Ore., Feb. 14.—Competition is the deciding factor in the appraisal of the juke box situation in Portland.

Keen competition has decided such issues as price-per-play, service, location, and equipment. The operator best geared to meet these problems in addition to music trends, has been able to maintain his operation on a prosperous basis.

Currently, the keenest competition comes from outside the industry—from television. This factor—tho there are others—has served to keep play on a nickel

basis. Some operators have reported declines in gross as high as 30 per cent since the advent of Portland's one television station last fall. Tavern locations have suffered the most. It seems that boxes are silenced to catch TV shows which are programed here from noon to midnight. Despite evidence of the more profitable dime play in other areas, operators have run into location resistance on the hiked price, fearing that tavern patrons would be even less inclined to spin disks at the higher tab.

Another block against dime play has been the lack of unified policy on the part of operators. The local organization, Oregon Music Association, has been inactive since last summer, when sufficient members failed to attend meetings even to elect new

officers. Most operators are reluctant to venture into dime play unless insured of industry-wide action. Random samplings of customers, however, indicate less resistance to dime play than from location owners.

A check by The Billboard this week indicated location owners generally to be satisfied with the service rendered by operators. Most of them have their route men phone in every hour to receive any service calls.

In view of the competition for locations, operators try to keep newer equipment on locations enjoying heavy play, thus lessening the frequency of service calls. This same competition has motivated the successful operator to gear up his service staff. The dividing line between satisfactory

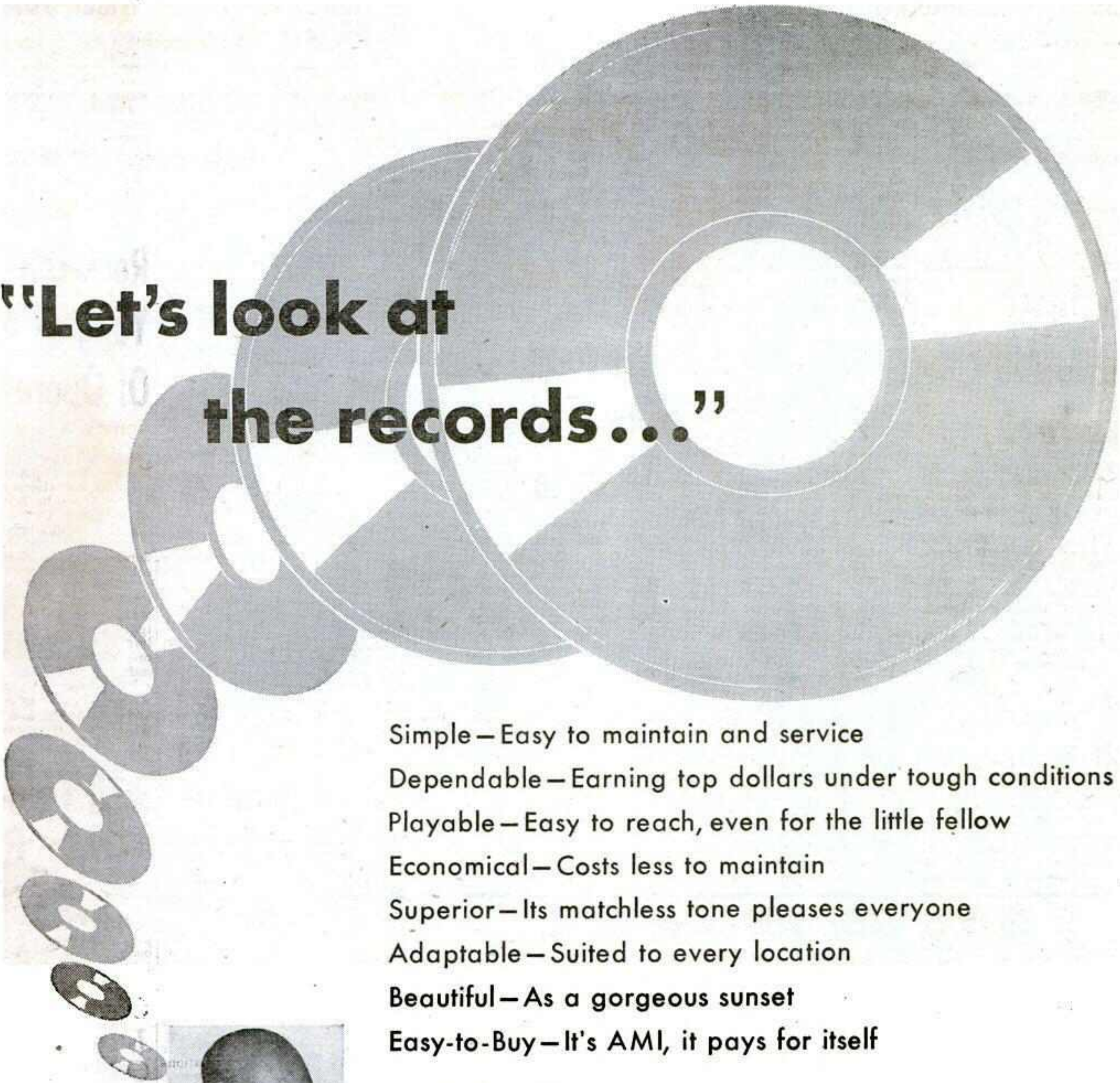
(Continued on page 92)

## HAWAII GETS NEW ROCK-OLA SALES OUTLET

CHICAGO, Feb. 14.—The Honolulu Amusement Exchange has been appointed as a new sales outlet by the Rock-Ola Manufacturing Company. It was announced the new outlet was one of the largest organizations in the coin machine industry in that part of the world. The operation covers the entire Hawaiian Islands.



**"Let's look at  
the records..."**



- Simple—Easy to maintain and service
- Dependable—Earning top dollars under tough conditions
- Playable—Easy to reach, even for the little fellow
- Economical—Costs less to maintain
- Superior—Its matchless tone pleases everyone
- Adaptable—Suited to every location
- Beautiful—As a gorgeous sunset
- Easy-to-Buy—It's AMI, it pays for itself



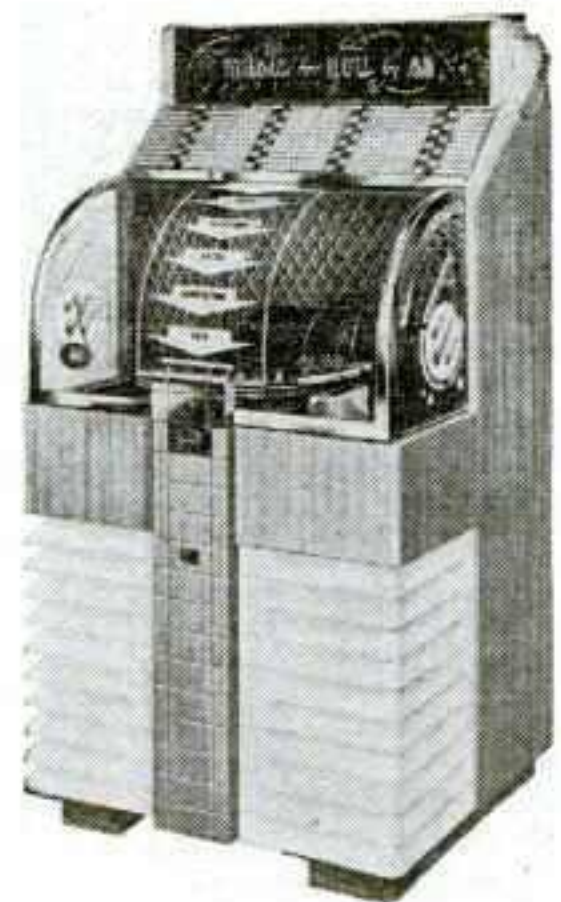
**PRIZE-WINNING AD**  
Les Boyd, AMI operator of New York City, wrote this ad, which rated a tie for 3rd place in AMI's "Write-an-Ad" Contest, and brought Les the duplicate 3rd place prize of \$250.00 cash.

**speaking of records . . .**

They all look alike, don't they? But played on an AMI Model "D," their music is reproduced with the very highest fidelity of tone, losing none of the bass or treble of the music of the recorded orchestra. Record scratch and needle noise are reduced to a minimum . . . all due to the painstaking research of AMI engineers.

"Built to Build Your Business"

*The "D" is available in 80 and 40 selections, blond or mahogany cabinets.*



**AMI** Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

# Ops to Aid March of Dimes Drive

Continued from page 88

box drive for the March of Dimes, under the leadership of the MOA. He believes one day's receipts would yield \$1,000,000 for the Polio Fund if every box in America were utilized. He also explained that the charity might be changed from year to year with the Cancer Fund, Heart Fund, etc., getting their whack at the pot, too.

Blatt feels the MOA should spearhead the drive far in advance of the big day, with stickers sent out to every music organization in the country to be pasted on every machine announcing that all receipts of a particular day (or play) will be donated to the cause. "To be truly effective," Blatt added, "it must be handled on a national basis with plenty of newspaper publicity, celebrities aiding in the drive, and a public announcement that 'not one penny for expenses will be deducted anywhere along the line.'"

An important factor, he added, was getting started plenty early so that the project would not have to be rushed and so that the entire country could be drummed into an awareness of the "big day." He feels that the project, well planned and intelligently executed, would result in tremendous good will for the industry.

### Milwaukee

Lack of a tightly functioning organization and a leading personality prevented Milwaukee from stepping out on projects such as the March of Dimes, altho the city is no less charitable than other community-minded communities.

"We tried to co-operate with the March of Dimes several years ago by donating a day's collection from each juke box," said Doug Opitz, head of the local trade group, "and it didn't work out too well."

Pressure from a large segment of location owners was another deterrent, according to Opitz. Many spot owners objected because they felt they were already participating in too many drives and hesitated to hit their patrons for any further charitable collections.

Opitz did admit, however, that when they did conduct their drive, it was not backed up with a strong promotional program and it did not receive much attention from the local press.

Walter Tetting, an operator in Oconomowoc, Wis., is receiving much favorable publicity in his

donation of two day's receipts which he is turning over to aid the building of a hospital.

### Philadelphia

Joseph Silverman, general manager of the Amusement Machine Operators Association of Philadelphia, reports that his group has been donating jukeboxes to schools and charitable institutions. Moreover, the association has been instrumental in placing thousands of wells on locations to receive donations for the blind.

Silverman states, "The association has always believed in supporting worthwhile charities. We think the idea of operators donating a percentage of their receipts to the March of Dimes is a good one and we will support it."

### Cleveland

Jack Cohen, president of the Ohio State Phonograph Owners Association, stated he was in favor of MOA backing the drive on a nation-wide basis. However, he felt that the drive, as such, should remain on a local level. In other words, it should be backed with national publicity but he handled on a local scale. Cohen stated he would do all in his power to urge members to go along with any plan that would further the aims of charity and the industry.

### Cincinnati

Cincinnati music machine men and the Automatic Phonograph Owners' Association here are solidly behind any civic-spirited campaign to seek funds for various charities, both nationally and local. Also any program which would enhance the industry's need for a sound and forceful public relations program. Generally they feel that the panacea to some of their problems, might be found in the proposed program of putting their machines to work for the March of Dimes in a nation-wide program sponsored and co-ordinated by the MOA.

However, their enthusiasm over such a program appeared tempered a bit by the proposed donation of a day's collections from each machine. In recent years the operators collectively have not made a practice of publicizing their charitable works, but individually they have contributed in abundance to all local as well as national charities. The consensus here seemed to be that a better plan, one which would result in even greater contributions to the Polio Fund, would be for each music machine op-

erator to contribute \$1 or \$1.50 to the fund for each machine that he owns or has on location.

The operators figure that this method of operation would be much more successful locally than any attempted heretofore. Another operator suggested that each member of the local group be asked to contribute anywhere from \$5 to \$25 to the Polio Fund.

One of the larger operators pointed out that some five years ago his group attempted a program of putting their phonographs to work for the March of Dimes under a plan similar to that successfully promoted by Max Rust and Louis Casola, recently, but that the program met with only a shade of the success obtained by Rust and Casola.

### South Dakota

Mike Imig, vice-president of the South Dakota Phonograph Operators Association, is heartily in favor of any move adopted by the MOA if it remained a local operation. Imig felt that it would be of great value to have national backing of such a program but that if left in national hands for finalization, it would be too great an undertaking and might bog down. Imig stated, "The program is intended and should remain a local one, contributing to the national picture." His group, the SDPOA, has followed a planned March of Dimes program for the past five years, with members donating anywhere from one to five days' proceeds to the fund.

Imig feels that the only publicity that should be derived from a campaign of this sort should be industry publicity rather than personal publicity.

### Chicago

Ray Cunliffe, president of the Recorded Music Service Association, is heartily in favor of any program along the lines mentioned in the editorial contained in The Billboard.

Cunliffe said, "We will definitely plan to go along with the program, however, we favor the idea of placing a good record on the machines for a March of Dimes play. We intend to make sure that it is a good record so that there will be plenty of play on it, and consequently insure a large donation."

"We will also give full publicity to the event by placing banners and literature on all the machines so that the customers will know what is being done and how they can co-operate."

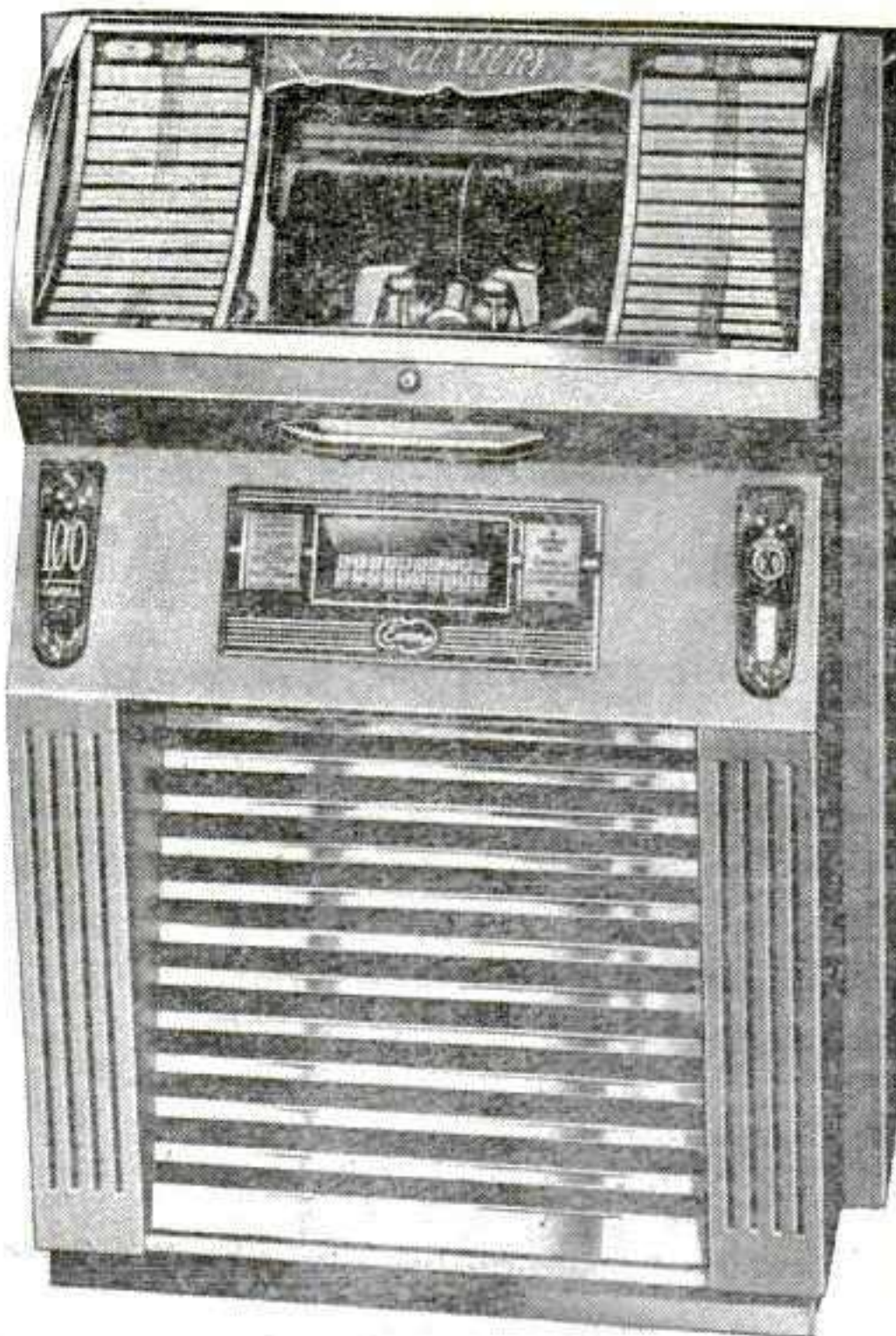
# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

	Issue of Feb. 14	Issue of Feb. 7	Issue of Jan. 24	Issue of Jan. 17
<b>AIREON</b>				
Coronet .....	\$75.00			
Fiesta .....	75.00			
400 .....				\$65.00
<b>AMI</b>				
Hideaway .....				295.00
Model A .....	249.50 260.00	\$260.00 295.00	\$260.00 295.00	260.00 295.00
	295.00 325.00	325.00	325.00	325.00 350.00
Model B .....	349.50	425.00(2)	360.00 425.00	360.00 395.00
	425.00(2)	450.00	450.00	425.00
				450.00(2)
Model C .....	425.00 429.00	425.00 450.00	449.00 450.00	445.00(2)
	450.00(2)	460.00 475.00	460.00 475.00	449.00 460.00
	475.00			475.00(2)
<b>EVANS</b>				
Constellation .....	275.00	395.00	395.00	379.50-395.00
52 .....	375.00			
<b>MILLS</b>				
Constellation .....	109.50			149.50 150.00
<b>PACKARD</b>				
Manhattan 76 .....	79.50	79.50	79.50 89.00	79.50 89.00
				109.50
				49.00 79.00
Model 7 .....				
<b>ROCK-OLA</b>				
Rocket 50-51 .....	439.50	439.50	439.50	395.00
39-40 .....				39.50
52-50 .....	499.50			
1422 .....	89.00 94.00	69.50 89.00	89.00 94.00	89.00 94.00
	125.00(2)	94.00 94.50	94.50 125.00	94.50 99.50
		125.00		150.00
		99.50		
1424 Hideaway .....	119.00 150.00	109.50 129.50	109.50 150.00	129.50 175.00
1426 .....		150.00		
		275.00	250.00 275.00	250.00 275.00
1423 .....	395.00 419.00	395.00 419.00	395.00 419.00	
1432 .....	529.00	529.00	529.00	529.00
1434 .....				395.00 439.00
1932 .....				445.00
<b>SEEBURG</b>				
H 146 Hideaway .....	89.00	89.00	89.00	89.00
1-146 M Hideaway .....	75.00	75.00	75.00	75.00
H-147 Hideaway .....	115.00			
1-148 M Hideaway .....	199.00	199.00	199.00	199.00
M 100 BL .....	875.00			975.00
		775.00	775.00	775.00
M-100 B 45 RPM .....	629.50 649.00	629.50 649.00	629.50 649.00	649.00 649.50
	650.00(2)	650.00 675.00	650.00 675.00	650.00 695.00
	675.00			
146 .....	150.00	129.50 150.00	129.50 150.00	129.50 150.00
146 Hideaway .....	150.00	150.00	150.00	150.00
146 M .....	125.00 129.00	100.00 125.00	125.00 129.00	125.00 129.00
		129.00		
146 S .....	125.00 129.00	100.00 125.00	125.00 129.00	125.00 129.00
		129.00		
147 .....	175.00	169.00 175.00	169.50 175.00	175.00
147 M .....	140.00 149.00	140.00 149.00	140.00 149.00	140.00 149.00
147 S .....	140.00	125.00 140.00	140.00	140.00
148 M .....	195.00	195.00	195.00	195.00
148 Blonde .....	275.00	209.00 275.00	219.50 275.00	275.00
148 Hideaway .....				195.00
148 ML .....	239.00 240.00	240.00	240.00 249.00	240.00
148 ML Blonde .....				239.50
148 S Blonde .....		200.00		
148 SL .....	219.00	219.00	219.00	219.00
1941 Hideaway .....	49.00	49.00	49.00	49.00
1946 .....				149.50
1946 Hideaway .....				89.50
1947 M .....	165.00		169.50	169.50
1948 Hideaway .....		165.00		
1948 M .....	250.00	250.00		
<b>WILLIAMS</b>				
Music Mite .....				79.50
<b>MURLITZER</b>				
700 .....				39.50
750 .....	75.00			49.50 95.00
750 E .....		55.00		
780 E .....		75.00		
800 .....				39.50
1015 .....	135.00 139.00	129.50 139.00	129.50 139.00	139.00 169.00
	175.00(2)	175.00(2)	175.00(2)	175.00(2)
	115.00	99.50 115.00	99.50 115.00	99.50 115.00
1017 Hideaway .....				150.00
1080 .....	105.00 125.00	119.50 125.00	119.50 125.00	119.50 125.00
	150.00	150.00	150.00	150.00 179.50
1100 .....	289.00(2)	269.50 289.00	269.50 289.00	269.00 289.00
	295.00 325.00	295.00 329.50	299.00 329.50	325.00(2)
	329.00			349.50
1250 .....	389.00 395.00	395.00 399.00	369.00 399.00	369.00 399.00
	399.50 425.00	425.00 450.00	425.00 450.00	399.50 429.50
	429.00			450.00 475.00

## SERVICE MEN, TOO, PREFER EVANS' PHONOGRAPHS

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**ON DISPLAY AT YOUR EVANS DISTRIBUTORS**  
**100-SELECTION CENTURY**  
**50 RECORDS 45 RPM**  
**40-SELECTION JUBILEE**  
**20 RECORDS 78 or 45 RPM**

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**OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.**

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## Info in Other Departments

Among the stories of general 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:

**GOODY ENJOINED.** A temporary order restraining Sam Goody from selling or advertising Cetra-Soria LP's at less than their fair trade price was handed down in New York Supreme Court Monday (9) (Music department).

**PASSES MILLION MARK.** Teresa Brewer's Coral waxing of "Till I Waltz Again With You" passes the million sales mark this week, less than four months after it was released (Music department).

**WESTMINSTER INVADES NEW FIELD.** Westminster Records invades the light music field with two new series of LP's at prices well below its current list for 12-inch vinyl (Music department).

**BROADEN DISK HORIZONS.** New plans disclosed this week by diskeries at opposite ends of the recording spectrum pointed up a growing trend among major and indie record companies to broaden their base of operations (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

ROCK-OLA

*FireBall*

1200

Model 1436



THE ORIGINAL PHONOGRAPH WITH.....

ONE HUNDRED TWENTY

SELECTIONS

I CANNOT TELL A LIE



*\* Available in two models for either 78 RPM or 45 RPM records*



See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

**EASTERN**

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647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.**  
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.**  
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**  
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**  
2014 Fairmount Avenue  
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**  
1200 North Ave., Elizabeth, New Jersey

**MIDWEST**

- BADGER NOVELTY COMPANY**  
2546 North 30th Street, Milwaukee, Wis.
- BINCO MUSIC DISTRIBUTING CO.**  
1329 S. Calhoun St., Ft. Wayne, Indiana
- BRILLIANT MUSIC COMPANY**  
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**  
450 Massachusetts Ave., Indianapolis, Ind.

**CENTRAL COIN MACHINE EXCHANGE**

- 525 S. High St., Columbus, Ohio
- DAYTON MUSIC SALES**  
815 St. Paul Ave., Dayton 10, Ohio
- DIXON DISTRIBUTORS**  
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**  
208 E. Dewey Ave., Buchanan, Michigan
- IDEAL NOVELTY COMPANY**  
2823 Locust Street, St. Louis 3, Missouri
- LA BEAU NOVELTY SALES CO.**  
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**  
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**  
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**  
1337 Second Ave., Des Moines, Iowa

**TOLEDO COIN MACHINE EXCHANGE**

- 814 Summit St., Toledo, Ohio
- UNI-CON DISTRIBUTING CO.**  
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**  
2330 N. Western Ave., Chicago 47, Ill.

**NORTHWEST**

- PUGET SOUND NOVELTY CO.**  
114 Elliott Ave., West, Seattle, Wash.

**SOUTHERN**

- A. M. & F. DISTRIBUTING CO.**  
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**  
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**  
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**  
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**  
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**  
301 Edgewood Ave., S. E., Atlanta, Ga.
- S & M SALES COMPANY, INC.**  
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**  
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**  
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**  
503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY**  
515-A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**  
1013 E. Cary St., Richmond 19, Virginia

**SOUTHWEST**

- AUTOMATIC MUSIC CO.**  
1214 W. Archer, Tulsa, Oklahoma

**BORDER SUNSHINE NOVELTY**

- 2919 N. Fourth Street  
Albuquerque, New Mexico
- BOYLE AMUSEMENT COMPANY**  
522 North West Third  
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY**  
1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT**  
2020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS**  
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES**  
608 Johnson Street, Amarillo, Texas
- UNITED AMUSEMENT CO.**  
446 N. Main St., San Antonio, Texas

**WESTERN**

- H. B. BRINCK**  
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.**  
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**  
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**  
2647 Thirty-Eighth Avenue  
San Francisco, California

*"The Industry's Greatest Phonograph Achievement"*

**ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue • Chicago 51, Illinois

# Portland's Keen Competition

• Continued from page 88

service might be said to fall between those operators or companies who make a full-time profession of coin machine music and operators who carry only a few machines as a sideline to other enterprises.

Top spots here are still taverns, although all-night eateries rate high. The soda location catering to teen-agers are also money makers while lunch counters with the three-a-day meal crowds prove less remunerative. Some night clubs turn in a fair amount of gross, these being mostly on dime play.

The 45 r.p.m. is far ahead of the larger biscuits as most of the newer units accommodate only the 45's. The smaller platters are much preferred by the operators,

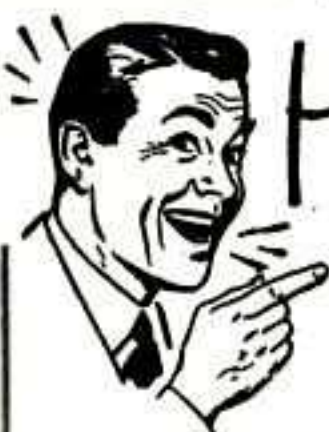
who point to longer wear, less storage space, and better tonal quality.

Some operators are finding delivery of 45's slower than 78's. However, most of them report receiving all they need. With the lessening of requirements for 78's they say they can obtain all of this size they need.

One operator reports that delivery of 45's sometimes slow up in the case of a hit. In this event he buys what he can and spreads them among his locations judiciously. The problem of hits points up the benefit of keeping abreast of music trends. The successful operator anticipates demand, gets his records early, and spots them where they are most likely to be played.

In the face of the competition existing here, outmoded equipment leaves the operator at a disadvantage. The tavern owners want to keep up with the Joneses down the street. If they have a new box he insists on having one too. However, most operators see advantage in having new equipment because of the lessening overhead, service and repairs. Some also see added inducement to play. The attitude of distributors is reasonable on the matter of trade-in values, and generally these old machines are junked or donated to veterans' institutions.

Only the  
**WURLITZER**  
FIFTEEN HUNDRED  
Plays  
**104 TUNES**  
on 45 and 78 RPM  
**RECORDS INTERMIXED**



Here they are... the Finest!

because they're from  
**MUSIC SYSTEMS**  
BEST BUYS OF THE MONTH

Clean Equipment—Ready for Location  
Write, wire, phone. 1/3 deposit, balance C.O.D.

**SEEBURG** 148SL ..... \$219.00  
147M ..... 149.00  
146M or S ..... 129.00

**Hideaways**  
H148M ..... \$199.00  
H146M ..... 75.00

**ROCK-OLA 1432 (50 Selections)** ..... \$419.00  
AMI Model C ..... 425.00  
WURLITZER 1015 ..... 139.00  
WURLITZER 1100 ..... 289.00  
WURLITZER 1250 ..... 395.00  
ROCK-OLA 1422 ..... 89.00

**Wall Boxes**  
3W7-L56 ..... \$34.50  
(5-10-25¢ 3-wire)  
3W2-L56 ..... 12.50  
(5¢ 3 wire)  
W1-L56 ..... 5.00  
(5-10-25¢ wireless)  
W6-L56 ..... 29.50  
(5¢ wireless)  
Packard Chrome Wall Boxes ..... 5.00  
Export inquiries invited

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER  
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

# Juke Disks Aid

• Continued from page 88

earn money to be contributed to the National Foundation for Infantile Paralysis.

"Why not take some of my used juke box records and sell them to the youngsters at school, and use the money for the March of Dimes?" the father suggested.

"Hey pop, that's a swell idea," said the excited Phillip.

So father and son rummaged thru the Star Novelty's collection of waxings which had pulled in nickels on the dad's music route.

About 250 disks were collected. The next morning Phillip was at school early and proposed the idea to Miss Bruner. She liked it, and when the rest of the home class showed up, the proposition was advanced to the other students.

They went for it immediately and Phillip went home to get the 250 records. Word was sent to all the other rooms in the school that records would be on sale for 10 and 15 cents each, depending on the tunes, at given hours during each day.

In just a couple of days the supply of records was all but exhausted. Phillip asked his father for more records and papa came up with another 250.

The second load went just as quickly as the first and by the time all the records were sold, Miss Bruner's home room set a record for March of Dimes contributions for the school—\$32 which was turned over to the National Foundation.

# No Bryson Action

• Continued from page 29

opposition from National Association of Radio and Television Broadcasters as well as the combined foes of any kind of juke box copyright legislation, idea has been suggested that the royalty payment requirement be limited to disks used in juke boxes, with payments to be made under ASCAP's licensing procedure. Latter proposal got scant support in the House Judiciary Subcommittee on Copyrights, Patents and Trademarks last year.

Chances are that Bryson and Kefauver's new legislation will commence to take shape shortly. New juke box copyright bills can be expected to be hopped any time after February 23. Outlook for adoption of juke box copyright legislation continues to be doubtful because of the vigorous test given to similar legislation in previous Congresses, particularly last year when the House Judiciary Committee and the Copyrights Subcommittee were both headed by the Hill's strongest advocates of the measures—Rep. Emanuel Celler (D., N.Y.), who was then committee chairman, and Representative Bryson, who headed the subcommittee. Both have been replaced by Republicans in these posts under the GOP-controlled Congress.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

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.

	Issue of Feb. 14	Issue of Feb. 7	Issue of Jan. 31	Issue of Jan. 24
Ace Bomber (Mutoscope)....	\$150.00	\$150.00	\$150.00	\$150.00
Air Raider (Keeney).....	119.00	119.00	119.00	119.00
All Stars (Williams).....	65.00			
Astroscope 10c.....	125.00	125.00	125.00	125.00
Bank Shots (American)....			285.00	285.00
Bank Shuffle (American)....	200.00			275.00
Big Inning (Bally).....	149.50 165.00	149.50 165.00	165.00 195.00	165.00 195.00
Bolascore (Supreme).....	95.00	95.00	95.00	95.00
Bomber.....	65.00	65.00		89.50
Boomerang.....	45.00	45.00	45.00	45.00
Build Up (Exhibit).....				24.50
Challenger (ABT).....	19.50 20.00	19.50 20.00	20.00 29.00	20.00 29.00
Chicken Sam (Seeburg)....	29.00 29.50	29.00 29.50	29.50	29.50
Counter Grip (Mercury)....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
	150.00	150.00	150.00	150.00
	34.50	34.50	34.50	34.50
Dale Gun (Exhibit).....	49.50 50.00	50.00 65.00(3)	50.00 65.00(2)	50.00 59.50
	65.00(3)	75.00 94.50	75.00 94.50	65.00(2) 75.00
	75.00	94.50		94.50
Defender (Bally).....	125.00	125.00	125.00	125.00
Deluxe Athletic Scale (Mercury).....	79.50	79.50	79.50	79.50
Derby, 4 Player (Chicago Coin).....	195.00 295.00	145.00 195.00(2)	195.00(2)	159.50 195.00(2)
		295.00		
Flash Hockey (Coinex)....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...	150.00	150.00	150.00	150.00
Goalie (Chicago Coin)....	85.00 95.00	85.00 95.00	85.00 119.50	85.00 95.00
	119.50 125.00	119.50 125.00	125.00	119.50 125.00
Gun Patrol (Exhibit).....	175.00 195.00	175.00 195.00	175.00 195.00	175.00 195.00
Heavy Hitter (Bally).....	49.50 65.00	49.50 65.00	5.00	65.00
	69.50	69.50		
Hi-Ball (Exhibit).....	45.00			
Hockey (Chicago Coin)....	49.50 65.00	49.50 65.00	65.00 75.00	65.00 75.00
	75.00	75.00		
Irish Poker.....	85.00	85.00	85.00	85.00
Jack Rabbit (Amusement Corp.)....	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jer Gun Exhibit.....	195.00 225.00	195.00 225.00	225.00	225.00
Kicker & Catcher.....	18.50 19.50	18.50 19.50	18.50 22.50	18.50 22.50
	22.50	22.50		
Lite League.....	99.50	99.50	99.50	99.50
Love Meter (Exhibit).....	39.50	39.50	39.50	39.50
Midget Movies.....	195.00	195.00	195.00	195.00
Midget Ski Ball (Chi Coin).	125.00 199.50	125.00 199.50	199.50	125.00 199.50
Model T (ABT).....	20.00	20.00	20.00	20.00
Panorams.....	275.00	275.00	275.00	275.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00
	250.00(early)	250.00(early)	250.00(early)	250.00(early)
	625.00(late)	625.00(late)	625.00(late)	625.00(late)
	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pistol Pete (Chicago Coin)...	75.00 90.00	75.00 90.00	75.00 129.50	75.00 129.50
	129.50	129.50		
Pitch 'Em & Bat 'Em (Scientific).....	185.00	185.00	185.00	185.00
Pokerino (Scientific).....	99.50 125.00	99.50 125.00	99.50 125.00	99.50 125.00
Pony Express Exhibit.....	250.00	224.50 250.00	250.00	250.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Punch-A-Ball (Genco).....	15.00	15.00	15.00	15.00
Quizzer.....	95.00(2)	95.00(2)	95.00	95.00
Rapid Fire (Bally).....	125.00	125.00	125.00	125.00
Recordio (Wilcox-Gay).....	125.00 149.50	125.00 149.50	125.00	125.00
Ride 'Em Cowboy (King)....	295.00			
Rittie Range Ray Gun.....	105.00	105.00	105.00	105.00
Shipman Art Show.....	49.50 59.50	49.50 59.50	49.50 59.50	49.50 59.50
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg)...	249.00 265.00	225.00 249.00	249.50 265.00	249.00 265.00
	269.50(2)	265.00 269.50	249.50 265.00	249.00 265.00
	275.00	275.00 295.00	275.00 295.00	275.00 295.00
Silver Bullet (Exhibit)....	125.00	125.00	125.00	125.00
Six Shooter (Exhibit).....	165.00	165.00	165.00	165.00
Skee Ball (Wurlitzer)....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	125.00	125.00	125.00	125.00
Skill Gun (ABT).....	39.50	39.50	39.50	39.50
Skill Test (Groetchen)....	59.50	59.50	59.50	59.50
Sky Fighter (Mutoscope)...	125.00	125.00	125.00	125.00
Standard Metal Typewriter	275.00 325.00	275.00 325.00	325.00	325.00
Star Series (Williams)....	85.00 87.50	65.00 85.00	75.00 100.00	75.00 79.50
	87.50 100.00	87.50 100.00		
	139.50	139.50	139.50	100.00 139.50
	125.00(2)	125.00(2)	125.00	125.00
Sub Gun (Keeney).....	125.00	125.00	125.00	125.00
Super Bomber (Evans)....	100.00	100.00	100.00	100.00
Faroo Skill (Genco).....	95.00 125.00	95.00 125.00(2)	95.00 125.00	95.00 125.00
Team Hockey (United).....	169.50	139.00 169.50	139.00 169.50	100.00 139.00
Telequiz.....	169.50	169.50	169.50	169.50
Ten Strike (Evans).....	75.00	75.00 169.50	75.00 169.50	75.00 169.50
13-Way Grip & Lift Scale.	69.50	69.50		
3-Way Gripper (Gottlieb)...	24.00	24.00	24.50	24.50
Torpedo (Bally).....	125.00	125.00	125.00	125.00
Undersea Raider (Bally)...	95.00	95.00	95.00	95.00
Voice-o-Graph (Mutoscope)...	425.00 525.00	425.00 525.00	425.00 525.00	425.00 525.00
Western Baseball.....	85.00	85.00	85.00	85.00
Western Deluxe Baseball....	125.00			
Whizz (Genco).....	24.00	24.00	24.50	24.50

How Was Your Timing on...

# "YOUR CHEATIN' HEART"

JONI JAMES  
MGM 11426

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

JANUARY 27

Title Strips Ready for Top Juke Profits

JANUARY 27

## CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips).....	9.00	70 (1400 strips).....	29.00
30 (600 strips).....	13.00	80 (1600 strips).....	33.00
40 (800 strips).....	17.00	90 (1800 strips).....	36.00
50 (1000 strips).....	21.00	100 (2000 strips).....	39.00
60 (1200 strips).....	25.00		

Yermie Stern, 2 E. 45th St., New York 17

Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## PANORAM FILMS

I have a wide variety of these Films. All Films are guaranteed. New, SIX Lovely and Different GIRLS on each 600 ft. loop—20 new Films produced each week. Write today for particulars.

**FILM DISTRIBUTORS**  
7520 Irvine Ave., North Hollywood, Calif.

Use The Billboard classified pages for RESULTS!

## TERRIFIC BARGAINS!

Good Order!

3 Exhibit Pony Express, ea. \$195.00  
2 Keeney Four Player League Bowler, ea. 65.00  
2 Chico Bowling Classic, For. Top, ea. 65.00  
1 Chico Pistol ..... 69.50  
1 Seeburg Shoot the Chute ..... 64.50  
2 AMI Model "A" ea. 274.50  
1 Wilcox-Gay Recordio & Stand (Blond cabinet—Factory reconditioned) ..... 174.50  
**OLSHEIN DIST. CO.**  
1100 Broadway Albany 4, N. Y.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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.

	Issue of Feb. 14	Issue of Feb. 7	Issue of Jan. 31	Issue of Jan. 24
Ace Bowler (Chicago Coin).....				\$79.50
Baseball (Bally).....		\$59.00		
Baseball (Genco).....				79.50
Big League Bowler (Keeney).....	\$185.00	185.00	\$185.00	185.00
Bowlette (Gottlieb).....			25.00	25.00
Bowling Alley (Chicago Coin).....				45.00
Bowling Alley, 6 player (Chicago Coin).....	295.00	295.00	295.00	250.00w/p 295.00
Bowling Champ Conversion (Keeney).....				89.50
Bowling Champ (Keeney).....		50.00	89.50	
Bowling Champ, 2 player (Keeney).....	50.00	50.00	50.00	50.00
Bowling Classic (Chicago Coin).....	59.50	89.50	59.50	69.00 89.50
Bowling Classic, 2 player (Chicago Coin).....				69.50
Bowling League (Genco).....	25.00	25.00		
De Luxe League Bowler (Keeney).....	265.00	295.00	245.00	265.00 295.00
Deluxe Bowler (Williams).....	39.00	39.00	39.00	39.00
Double Bowler (Keeney).....	79.50	59.00	79.50	89.50
Double Bowler, 2 player (Keeney).....	99.50			
Double Header (Bally).....	59.50	59.50	59.50	59.50
Double Header (Williams).....	45.00	49.50	45.00(2)	49.50 45.00(2)
Double Shuffle Alley Express Rebound (United).....	139.50	139.50	139.50	139.50
8 Player Rebound (Genco).....	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United).....	200.00	200.00	200.00	220.00 199.50(2)
	220.00w/p	200.00w/p	225.00(2)	200.00
	225.00w/p	220.00	225.00w/p	225.00(2)
	225.00	220.00w/p	235.00w/p	225.00w/p
		225.00w/p	245.00	235.00w/p
Four Player (Keeney).....	195.00	225.00	195.00	195.00
Four Player Shuffle Alley (United).....	220.00	175.00w/p	195.00(2)	185.00
		195.00(2)	220.00	195.00(2)
		220.00	200.00	220.00
Hook Bowler (Bally).....	105.00	149.50	105.00	145.00
King Pin (Keeney).....	35.00	35.00	35.00	35.00
League Bowler (Keeney).....	125.00	135.00	99.00	125.00(2)
League Bowler, 4 Player (Keeney).....	139.50	135.00	139.50	139.50
League Bowler Super Deluxe (Keeney).....	295.00	275.00	275.00	275.00
Official Shuffle Alley (United).....		349.50	349.50	365.00
Shuffle Alley (United).....		29.00	29.00	29.00
Shuffle Alley DeLuxe, 6 Player (United).....	295.00	325.00	265.00w/p	295.00(2)
	350.00	295.00	325.00	325.00
		350.00	350.00	
Shuffle Alley Express (United)	35.00	49.00	35.00	45.00
		49.00	35.00	45.00
Shuffle Alley, 2 player (Keeney).....	49.50	49.50	49.50	49.50
Shuffle Alley, 2 player (United).....	60.00	60.00	60.00	60.00
Shuffle Alley Express 2 player (United).....	139.50	59.00	139.50	139.50
Shuffle Alley, 6 player (Keeney).....				250.00
Shuffle Alley, 6 player (United).....	240.00	225.00w/p	240.00	240.00
	245.00w/p	240.00	245.00(2)	245.00(2)
	245.00	245.00(2)	260.00w/p	249.50
	265.00w/p(2)	245.00w/p	265.00	260.00w/p
	325.00w/p	325.00w/p	265.00w/p	265.00w/p
Shuffle Baseball (Chicago Coin).....		45.00		45.00
Shuffle Cade (United).....		59.00		
Shuffle Champ (Bally).....		49.00		
Shuffle Horseshoe (Chicago Coin).....	75.00	129.50	75.00	129.50
Shuffle Lane (Rock-Ola).....		29.00		29.00
Shuffle Line (Bally).....	95.00	105.00	95.00	105.00
		125.00	125.00	125.00
Shuffle Stagger (United).....	65.00	59.00	65.00(2)	65.00(2)
Shuffle Target (Genco).....	95.00	90.00	90.00	95.00
		95.00	95.00	95.00
Single Shuffle Alley Rebound (United).....	50.00	89.50	50.00	89.50
Sleeve Alley (United).....	79.00	79.00	79.00	79.00
Speed Bowler (Bally).....		39.00		
Star Bowler, 2 player.....	350.00	350.00	350.00	350.00
Super Six Shuffle Alley (United).....	350.00(2)	350.00(2)	350.00(2)	350.00(2)
Super Twin Bowler (Universal).....	59.50	69.00	59.50	69.00(2)
		69.00(2)	39.50	59.50
			69.00(2)	39.50
Trophy Bowl (Chicago Coin).....	59.50	99.50	59.50	89.50
		99.50	89.50	99.50
Twin Bowler (Chicago Coin).....	32.50	32.50	32.50w/p	32.50w/p
Twin Bowler (Universal).....	49.00	49.00	49.00	49.00
Twin Bowler (Williams).....				49.00
Twin Rotation (Exhibit).....	395.00	395.00		
Twin Shuffle Alley Rebound (United).....	165.00	165.00	165.00	145.00
Twin Shuffle-Cade (United)	150.00	150.00	150.00	129.50

## Arrow Vending Organized by San Filippo

NEW YORK, Feb. 14. — The Arrow Vending Machine Company, with offices at 102-17 Roosevelt Avenue, Queens, was organized this week by Jesse V. San Filippo.

The firm will act as distributor for bulk vending machines, supplies and coin-operated games. It will sell both new and used machines, and will service and repair them.

San Filippo started as a nut supply house for bulk vending operators, later developed his own route in Queens, and then branched into service and repairs.

## Int. Mutoscope Exhibits at Show

NEW YORK, Feb. 14.—The International Mutoscope Corporation exhibited its Photomat at the Seventh Annual National Photographic Show at Grand Central Palace here, Thursday thru Monday (12-16).

On hand to explain the workings of the machine were President Bill Rabkin and Sales Manager Herb Klein. The unit drew good crowds the opening days of the show.

## Akro-Mils Introduces 128-Drawer Storage Bin

AKRON, Feb. 14.—A new 128-drawer storage bin was added this week by Akro-Mils, Inc., to its Haz-Bin Jr. line. Unit is designed for use in maintenance departments, repair shops, stock rooms and "wherever small items are stored."

Plastic drawers provide easy visual selection. Drawer size in all models, 8, 12, 16, 24, 32, 48, 64, 96 and 128 drawer, is the same; 5 7/8 inches long, 1 7/16 deep and 2 3/4 inches wide. Prices range from \$4.25 to \$55.95.

**VICTOR... The Profit Line**

VICTOR'S Topper DeLuxe Globe Style      Baby Grand Deluxe      VICTOR'S Topper DeLuxe Half-Cabinet Style

A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

**GARDNER & LOSE, INC.**  
2611 Hale Avenue      Louisville, Kentucky

**VICTOR... Tops in Bulk Vending**

VICTOR'S Topper DeLuxe Globe Style      VICTOR'S Topper DeLuxe Half-Cabinet Style      Baby Grand Deluxe

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

**GRAFF VENDING MACHINE & SUPPLY CO.**  
2841 W. Davis Street      Dallas, Texas

when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

**THE MARKET PLACE**  
for the  
**COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

★ CLASSIFIED ADVERTISING ★

### Business Opportunities

Cigarette Machine route in Calif.; approx. 550 machines covering well populated, prosperous area. Box 600. The Billboard, Chicago 1, Ill.

### Help Wanted

Mechanic, including route work; Phonographs, Pin Games, Bowlers; top salary for right man, age 25 to 40; no drinkers or floaters wanted; answer by mail, giving reference and qualifications. Key Amusement Co., 306 Taylor Ave., Farmington, Mo.

### Parts, Supplies & Services

Attention, Stamp Machine Operators—Now available, direct from manufacturer, Paraffin Waxed Stamp Folders; write for free samples, literature. H. S. Schwartz, 1800 S. W. 17 St., Miami, Fla.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcusT 7-1448

### USED 1¢-5¢ CANDY, NUT, BALL GUM, TAB GUM VENDORS. BOUGHT-SOLD.

TUBULAR COIN WRAPS—1¢ to 50¢, 85¢ per 1,000; 80¢ per 1,000 in 10,000 lots.

ALUMINUM COIN COUNTERS—1¢ or 5¢, \$1.45 each prepaid.

Tab Gum, Wrigley—47¢; American Chicle, 42¢; Clark's Teaberry, 42¢. Chlorophyll Tab, Chicle Tabs, 300 ct., \$12.15 per case (27 lbs.); Chloro-Tab, 300 ct., \$14.04 per case (27 lbs.). Ball Gum—210, 170, 140, \$6.50 per case (25 lbs.); Chloro Ball Gum, 210, 170, 140, \$11.25 per case (25 lbs.). Small Panned Candies, write for prices. Deluxe Charm Asst. (275 count), \$2.50; Charm Asst. (400 count), \$2.25. Cast Iron Stands, \$4.25 each; 6 or more, \$4.00 each. Top Plates for two and three vendors. All prices F.O.B. Chicago.

1/3 deposit, balance C.O.D.

**KING & CO.**

Distributors of all Northwestern Vendors and Parts  
2700 W. Lake St.      Chicago 12, Ill.

### Routes for Sale

Cigarette Machine route in Calif.; approx. 550 machines covering well populated, prosperous area. Box 600. The Billboard, Chicago 1, Ill.

Rio Grande Valley, Texas; Route 60 Phonographs, 30 Bowlers, Guns, etc.; mechanic available; operators take over \$25,000 yearly; price \$32,000. 1/2 cash. Box 601, The Billboard, Chicago 1, Ill.

### Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machines, quarter operation; Uneda latest model, \$55; Counter Model, \$22.50 U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Coin operated Telescope, excellent dime catcher, \$345 f.o.b. P. O. Box 8, Miami Beach 39, Fla.

FOR SALE—TEN WURLITZER MODEL 1451's 5-10-25¢ 48 selection Wall Boxes, practically new, used 2 months, \$55 each. Write R & B Novelty Co., 986 Johnston St., Akron 6, O.

Half price while they last—Northwestern Model 49 Penny Vending Machines and Accessories; excellent condition; lots of 10 f.o.b. Tampa. Write P. O. Box 10224, Tampa, Fla.

10 or 15 Hot Nut Silver Kings, like new, \$20 each. Peter Albrecht, Mandan, N. D.

Stattler Cigarette and Cookie Machines, \$49.50 each. Supreme Distributors, 3700 N. E. 2nd Ave., Miami, Fla.

Will trade 10 thoroughly reconditioned "Pop Corn Sez" Vending Machines for 1¢ Gum or Charm Venders, Stamp Machines, or what have you, or sell outright, \$49.50 each. C & W Music Co., Inc., 62 Biltmore Ave., Asheville, N. C.

1-15 ABC Little Giant Popcorn Dispensers, model C, make offer. Condo, 18 Ridge Rd., Farmingdale, N. Y.

### Wanted to Buy

PASS THE WORD  
Must have 100 Chicago Coin Bowling Alleys with blue cabinets; will pay \$20 each. Write or call Streamliner Coin, 663 N. Wells, Chicago 10, Randolph 6-0879.

Wanted—Bally Broadways, any quantity! write, stating price and date you can ship, Baillie Distributing Co. 647 So West St., Syracuse 4, N. Y.

Wanted—Kickers and Catchers, also Pikes Peaks. Lee Hirschler, 3725 Reading Rd., Cincinnati, O.

WANTED  
Consoles, Baker's Races, Evans, Keeney; extra Glasses; Arcade Machines all types, especially Mutoscope Punching Bags. Send price and condition air mail.  
**CONEY ISLAND**  
Apartado 5000 Este, Caracas, Venezuela

Wanted—2 Grotchen or Standard Metal Typers; state condition and price first letter. H. H. Krueger, Fairfax, Minn.

Wanted—4-Col. DuGrenier Model N Gum Vendors; 3-Col. Shipman Stamp; 1¢-5¢ Silver Kings, counter games. Cameo, 432 W. 42nd, New York.

**SEE...?**

how display style advertising draws your eyes toward this space? This same "Reader Compelling" style can be yours for only a little more, and often for less, than regular classified style. See the order form below for complete details.

• every conceivable kind of  
**EQUIPMENT, SUPPLIES AND SERVICES**  
has been sold in The Billboard  
WHAT DO YOU HAVE TO SELL?      Write Box 666, 2160 Patterson St., Cincinnati, Ohio

VICTOR... Tops in Bulk Vending



VICTOR'S Topper Deluxe Globe Style 1 to 23... @ \$14.20 ea. 24 to 47... @ \$14.00 ea. 48 to 99... @ \$13.75 ea. 100 or more... @ \$13.20 ea.

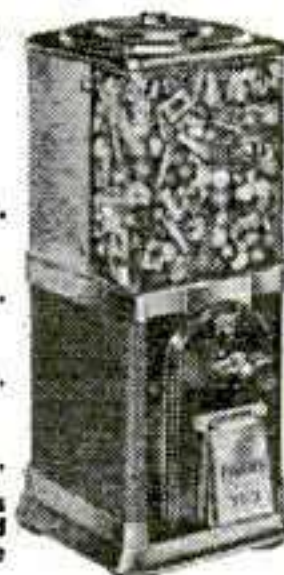
VICTOR'S Baby Grand Deluxe



\$14.25 ea. \$13.25 ea. 100 or more

VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23... @ \$14.20 ea. 24 to 47... @ \$14.00 ea. 48 to 99... @ \$13.75 ea. 100 or more... @ \$13.20 ea.



All machines packed and sold 4 to the case. J. ROSENFELD CO. 3218 Olive St. St. Louis 3, Mo.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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.

Table listing various amusement games and their prices across different issues (Feb. 14, Feb. 7, Jan. 31, Jan. 24). Games include ABC (United), Across-the-Board (United), Advance Roll (Genco), etc.

Table listing various amusement games and their prices across different issues (Feb. 14, Feb. 7, Jan. 31, Jan. 24). Games include Handicap, Happy Go Lucky (Gottlieb), Harvest Time (Genco), etc.

For REAL BUYS from the nation's LARGEST coin-machine STOCK. Send Today for Our Complete Price Lists.

DAVID ROSEN Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903

SAM SOLOMON'S BUYS Bright Lights, late... \$225.00 Sunshine Park... 375.00 United ABC... 139.50 Atlantic City... 395.00

OUT THEY GO BINGO GAMES Spot-Lite Frolics Palm Beach Atlantic City Write for price. Bally Beauty Genco Jumping Jacks WALL BOXES Rock-Ola 1542 Wall Boxes FRANK SWARTZ SALES CO. 515-A Fourth Ave., S. Nashville 10, Tenn.

GIVE TO THE RUNYON CANCER FUND

COMING FEBRUARY 15 The world's first coin-operated electric Dart Machine complete with scoring, same as pin game. Guaranteed to be the new spring sensation in the world of coin-operated machines. Contact JOHN GRAY 1311 Kimberly Drive Philadelphia 31, Pa. Phone: Greenwood 7-2448

# Coin Machine Exports

## January-October, 1952

Month	Phonographs		Venders		Games		Total
	No.	Value	No.	Value	No.	Value	
January	904	\$ 264,439	1,048	\$ 30,232	998	\$ 144,286	2,970 \$ 438,957
February	852	379,573	1,056	59,742	1,449	165,315	3,357 604,630
March	813	334,527	938	50,783	1,358	152,796	3,109 533,106
April	706	294,625	4,103	87,832	1,626	205,827	6,435 583,384
May	760	319,857	1,821	65,345	1,644	206,904	4,225 592,106
June	988	320,226	3,832	81,769	1,607	173,199	6,423 579,294
July	967	394,214	4,618	67,630	1,927	193,747	7,512 655,591
August	684	203,871	4,745	84,589	1,931	317,954	7,360 606,422
September	959	383,803	4,265	91,666	1,756	200,500	6,970 675,969
October	1,268	516,413	5,804	138,348	1,994	263,413	9,066 918,174
TOTALS	8,871	\$3,411,598	32,230	\$757,936	16,290	\$2,023,941	60,327 \$6,187,633

## 2 Disk Firms Drop Miami Distribution

MIAMI, Feb. 14.—Juke box operators of Southern Florida were affected this week by two changes made by record distributor here.

Wholesale Appliances, 965 S.W. 8th Street, is no longer the area distributor of Decca records. No formal announcement has yet been made to the trade but Wholesale Appliances has closed its record department and Decca representatives this week were making a check of the inventory on hand. It is understood that Decca plans to open a branch in Miami under direct supervision of the New York headquarters.

Distributors, Inc., the exclusive distributor of Columbia records for Florida, announced thru its vice-president, W. E. Scheu, the closing of its Miami branch, effective March 1, and directing that all orders be forwarded to its main office in Jacksonville after that date.

Miami juke box operators hailed the opening of Columbia's Miami office about six months ago as a distinct service to routemen, eliminating the necessity of sending orders to Jacksonville and the consequent delay and extra shipping charges. In this week's announcement of the change, Vice-President Scheu explained that the additional sales realized from the Miami operation were insufficient to justify its existence.

## APOA Mulls 10-Cent Play

CINCINNATI, Feb. 14.—Discussions on converting to 10-cent play and whether to hold an election in April, as has been its custom, highlighted the regular monthly meeting of the Automatic Phonograph Owners' Association in the Hotel Sheraton-Gibson here Tuesday (10). No conclusive plan was set up for dime play, but members suggested that the association continue with the present official lineup until April, 1954. Latter subject comes up for vote at the regular meeting in March.

Group's executive board meeting preceded the regular meeting by one hour, getting under way at 8 p.m. In attendance were Lawrence A. Kane, Nat Bartfield, Phil Ostand, Sam Chester, Paul Pusateri, Abe Villinsky, Abe Salzman, Bill Harris, Charles McKinney, Leonard Kanter, John Toney, Sam Gerros, Frank Michaels, Morey Goret, Maurie Rose and Vern Hawks.

Johnny Thompson, new manager for Coral Records here, and Carl Guertler, new manager for Decca Records, also attended the meeting and indicated they would join the group as associate members. A letter from Music Operators of America concerning an important meeting to be held in Chicago in March was read and Abe Villinsky will represent the local group at that session. Members also were invited to attend Ohio State Music Operators Association's annual convention and banquet in the Hollenden Hotel, Cleveland, March 5.

## Ohio Group Holds Annual Meet in March

CLEVELAND, Feb. 14.—The Ohio State Phonograph Owners' Association will hold its 14th annual convention and banquet at the Hollenden Hotel on Thursday, March 5, 1953.

The party is co-sponsored by the Cleveland Press and the Phonograph Merchants' Association. A full day has been planned, including a luncheon at noon followed by an open meeting featuring a discussion on dime play.

Jack Cohen, banquet committee chairman, announced that the organization's "Hit Tune of the Month" will again be revived, starting off with a party at 4 p.m. The hit tune program is one in which the group selects a tune to be pushed for one month. This is an all-out drive utilizing all mediums available and in which every juke box in town features the number.

A cocktail party is scheduled for 6 p.m., followed by the banquet in the main ballroom. After dinner, a show featuring Tex Beneke's orchestra, Florian Zabach—the "Hot Canary" violinist—and surprise acts, will be held, followed by dancing.

Co-chairmen are James Ross, Sanford Levine and James Burke.

## S. Calif. Area Going Strong For 45 Disks

LOS ANGELES, Feb. 14.—Music machine operators in this city and outlying section are going strong for 45s but some are being held back by the lack of Mexican and rhythm and blues platters available in this speed.

Jack Gutshall, of Corona, said, "Right now I have about 75 per cent of my route on 45s and I hope to have everything using this type of record before long. It is the only kind of equipment—the record costs less, there are less service calls. On my route there are four Spanish spots—one almost 100 per cent Nationals—and it's difficult to get selections for these locations."

Allen McMahan, of Idyllwild, prefers this speed for the reason that it allows a reduction in overhead.

Jack Neel, of Riverside, declared that the 45s were coming along fine on his route and that he was buying machines for them just as fast as he could. He added that when it came to Mexican spots, he did have trouble getting records. However, in the last 30 days, Neel stated, several small companies specializing in this type of music was releasing 45 records.

Jerry Lowe, of the G. & B. Amusement Company, likes the slower speeded platters but is sticking to 78s for the reason that he can obtain rhythm and blues disks for spots.

Dale Freeman in El Centro, whose route has 50 to 60 per cent of the machines in Mexican spots, is sticking to the 78s because of the lack of production for these locations on the slower r.p.m.

Operators supplying popular music spots are using 45s in large numbers. Some are even using a good selection of Mexican tunes but having to wait until they are available in this speed. Some operators reported that they had been successful in satisfying their locations by adding these records several weeks after release.

## Calendar for Coinmen

- February 16—Westchester Operators' Guild, Inc., American Legion Hall, White Plains, N. Y.
- February 17—National Automatic Merchandising Association, area meeting, Hotel Roosevelt, New York.
- February 19—Central Texas Music Operators' Association, Inc. (Austin). Place to be announced.
- February 23—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
- February 24—Amusement Machine Association of Philadelphia, Inc., bi-weekly meeting, Broadwood Hotel, Philadelphia.
- February 24—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- March 1, 2—South Dakota Phonograph Operators' Association, quarterly meeting in Aberdeen. Place of second meeting to be announced.
- March 5—Milwaukee Phonograph Operators' Association, monthly meeting, Deutsch's Cafe, Milwaukee.
- March 10—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.
- March 12—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- March 16-20—National Association of Tobacco Distributors, annual convention, Convention Hall, Atlantic City, N. J.

	Issue of Feb. 7	Issue of Jan. 31	Issue of Jan. 24
Tampico (United)	\$64.50 79.50	\$64.50 79.50	\$64.50 79.50
Telecard (Gottlieb)	40.00 44.00		
Tennessee (Williams)	29.50 29.50	49.50 49.50	49.50 49.50
Texas League (Keeney)	50.00 50.00	29.50 29.50	50.00 50.00
Thing (Chicago Coin)	99.50 99.50	99.50 99.50	99.50 99.50
Three Feathers (Genco)	64.50 64.50	64.50 64.50	64.50 64.50
Three Musketeers (Gottlieb)	89.50 89.50	110.00 85.00	89.50 85.00
Thrill (Chicago Coin)	29.50 49.50	29.50 49.50	29.50(2) 49.50
Touchdown (United)	165.00 165.00	165.00 165.00	165.00 165.00
Trade Winds (Genco)	29.50 29.50		29.50(2) 29.50
Tripper (Exhibit)	99.50 99.50		99.50 99.50
Trinidad (Chicago Coin)			24.50 24.50
Triples Action (Genco)	49.50 49.50	49.50 49.50	49.50 49.50
Triplets (Gottlieb)	94.50 94.50	94.50 94.50	94.50 94.50
Tri-Score (Genco)	89.50 85.00	99.50 85.00	29.50 75.00
Tumbleweed (Exhibit)	75.00 75.00	95.00 85.00	85.00 95.00
Turf King (Bally)	80.00 95.00(3)	79.50 95.00(2)	85.00 95.00
	99.50 125.00	145.00 149.50	145.00 149.50
	145.00 149.50		145.00 149.50
Tuscon (Williams)	44.50 44.50	44.50 44.50	44.50 44.50
Utah (United)	84.50 84.50	59.50 84.50	59.50 84.50
Watch My Line (Gottlieb)	99.50 99.50	99.50 85.00	85.00 85.00
Whiz Kids (Chicago Coin)	139.50 175.00	139.50 175.00	175.00 175.00
Wild West (Gottlieb)	225.00 225.00	225.00 225.00	225.00 225.00
Winner (Universal Industries)	45.00 99.50	45.00 49.50	45.00 99.50
		99.50 99.50	45.00 99.50
Wisconsin (United)	34.50 34.50	34.50 34.50	34.50 34.50
Wizard	49.50 49.50	49.50 49.50	49.50 49.50

## Equipment From FIRST



NICE FROM ANY VIEWPOINT!

### SHUFFLE GAMES

**TOP \$\$\$ SCORER!**  
KEENEY'S  
10 PLAYER  
**TEAM BOWLER**

"First-Conditioned" and Resurfaced

KEENEY SUPER DELUXE . \$295  
DE LUXE LEAGUE BOWLER . 265  
LEAGUE BOWLER . 135

### UNITED

DELUXE SIX PLAYER . \$325  
SIX PLAYER . 245  
FIVE PLAYER . 225  
SKEE ALLEY . 79  
SHUFFLE SLUGGER 65  
SHUFFLE EXPRESS 49

BALLY SHUFFLE LINE . \$105  
HOOK BOWLER . 105

UNIVERSAL SUPER TWIN . \$ 69  
BOWLER . 49  
TWIN BOWLER . 49

GENCO SHUFFLE TARGET 55  
BOWLING LEAGUE 25

### BINGO 5 BALLS

Bally BEACH CLUB  
United SHOWBOAT  
Genco JUMPING JACKS

"First-Conditioned"

BALLY PALM BEACH . \$485  
FROLICS . 435  
ATLANTIC CITY . 345  
SPOT LIGHT . 345  
BRIGHT SPOT . 325  
CONEY ISLAND . 325

UNITED BOLERO . \$245  
A.B.C. . 145

GENCO '400' . \$255

### CONVERSIONS

**MATCH-A-SCORE CONVERSIONS**  
Modernize your shuffle alleys into match score games!

TRY 'N' TIE with Huge Flashy Numbers \$49.50

King's MATCH THE WHEEL \$42.50

### KEENEY SHUFFLEBOARD ATTACHMENTS

4 WAY BOWLER for long boards . \$225

**IT PAYS TO BUY THE BEST! GENUINE FORMICA TOPS**  
Genuine silk screened tops at the right price! Absolutely highest quality! Instructions, gutter and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement. \$17.50

### 5 BALLS RACING SPECIALS!

Wms. SWEEP STAKES . \$225  
Wms. JALOPY . 195  
Wm. TOUCHDOWN . 195  
Wms. HAY BURNERS . 165  
Bally HOT ROD . 65  
Write for Complete List!

## ARCADE

### NEW EXHIBIT SPACE GUN

- "First-Conditioned"
- Seeburg SHOOT THE BEAR . \$245
- Chi. Coin MIDGET SKEEBALL . 195
- Exhibit JET GUN . 195
- Exhibit GUN PATROL . 175
- Keeney AIR RAIDER . 105
- CHICKEN SAM . 119
- RIFLE RANGE RAY GUN . 105
- Mercury 13 WAY ATHLETIC SCALE . 95
- United TEAM HOCKEY . 95
- Williams QUARTERBACK . 85
- Chi. Coin GOALES . 85
- Exhibit FOOT EASE . 85
- IRISH POKER . 85
- Exhibit DALE GUN, Late . 75
- Exhibit DALE GUN . 65
- Chi. Coin HOCKEY . 45
- AUT CHALLENGER . 29

### VENDING

Keeney's Electric CIGARET MACHINE

"The Pack You See is the Pack You Get!"

### MINIT POP

Finest of all popcorn venders! It pops while you watch! Amazing Profits. Originally \$69.00. Now perfectly reconditioned. Limited quantity. Only \$145.

POP CORN SEZ Like New, \$79.50

### "FIRST" in RIDES!



EXHIBIT'S TOP RIDES  
TRIGGER SPACE PATROL  
EL TORO  
PETE THE RABBIT  
RAWHIDE  
BIG BRONCO  
Also Many Others

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IS COMING SOON!

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1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

## America's Cleanest, Finest Reconditioned Games

Arizona . . . . . \$ 79.50	Happy-Go-Lucky . . . \$139.50	Skill Pool . . . . . \$225.00
Big Hit . . . . . 169.50	Harvest Time . . . . 79.50	Slugg Fest . . . . . 139.50
Buffalo Bill . . . . . 79.50	Hayburners . . . . . 150.00	South Pacific . . . . 69.50
Canasta . . . . . 69.50	Hit & Run . . . . . 150.00	Spark Plug . . . . . 175.00
Coronation . . . . . 239.50	Hong Kong . . . . . 215.00	Sportsman . . . . . 110.00
Cyclone . . . . . 139.50	Knockout . . . . . 79.50	St. Louis . . . . . 69.50
De-Icer . . . . . 79.50	Nifty . . . . . 89.50	Star Series . . . . . 89.50
Double Feature . . . . 99.50	Oklahoma . . . . . 69.50	Super World Ser. . . 250.00
Dreamy . . . . . 79.50	Olympics . . . . . 169.50	Sweetheart . . . . . 79.50
Fighting Irish . . . . . 69.50	Paratroopers . . . . 185.00	Tahiti . . . . . 69.50
Football . . . . . 79.50	Quarterback . . . . . 69.50	Tri-Score . . . . . 69.50
4 Corners . . . . . 235.00	Rag Mop . . . . . 89.50	Ufah . . . . . 69.50
Five Star . . . . . 125.00	Rose Bowl . . . . . 139.50	Watch My Line . . . 99.50
Handicap . . . . . 275.00	Select-a-card . . . . 79.50	Wild West . . . . . 165.00

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Terms: 1/3 cash with order; balance C.O.D. Write for complete price list.

## General Vending Sales Corp.

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### BINGO GAMES

Frolics . . . . . \$449.50  
Palm Beach . . . . . 449.50  
Atlantic City . . . . . 379.50  
Spot Light . . . . . 259.50  
Coney Island . . . . . 259.50  
Bright Lights . . . . . 194.50

### ONE BALLS

Futurity . . . . . \$249.50  
Turf King . . . . . 79.50  
1/3 Deposit—Balance C.O.D.

**KRAMER DIST. CO.**  
729 Camp St. New Orleans, La.  
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Seeburg Model 146 . . . . . \$ 99.50  
Seeburg Model M100 BL (45 R.P.M.) . . . . . 875.00  
Wurlitzer Model 1015 . . . . . 125.00  
Wurlitzer Model 1100 . . . . . 275.00  
Wurlitzer Model 1250 . . . . . 395.00

### BINGO GAMES

Bright Lights . . . . . \$210.00  
Spot Life . . . . . 325.00  
Atlantic City . . . . . 410.00  
Frolics . . . . . 425.00  
Palm Beach . . . . . 465.00

Circus . . . . . Write  
Beauty . . . . . Write

All games guaranteed reconditioned. 1/3 deposit on all orders.

**Parkway Machine Corporation**  
715 Ensor St. Baltimore 2, Md.

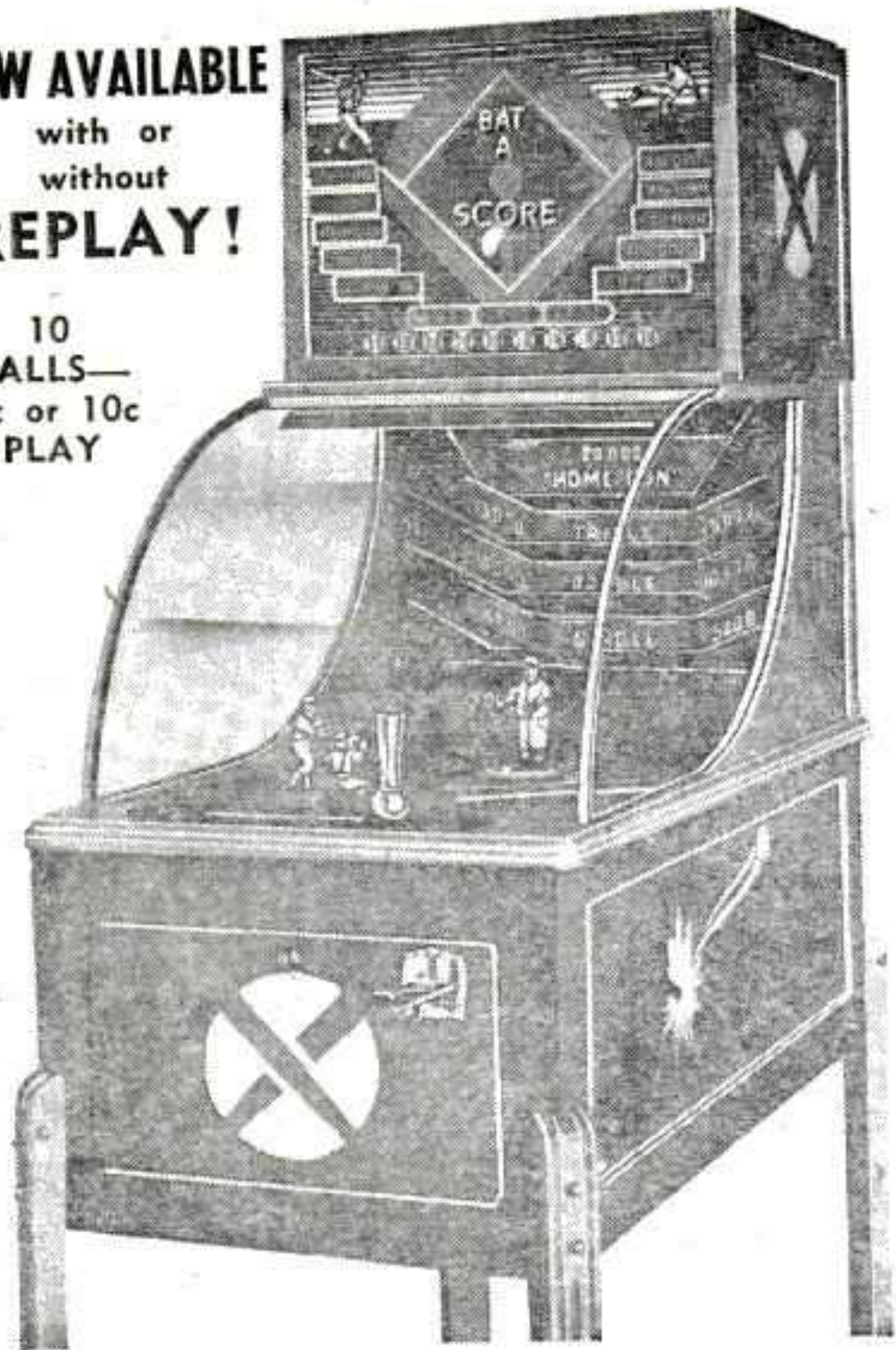
# GET SET FOR THE BASEBALL SEASON!

EVANS'

# BAT-A-SCORE

**NOW AVAILABLE**  
with or  
without  
**REPLAY!**

**10 BALLS—**  
5c or 10c  
PLAY



**ANIMATED MANIKIN ALL SKILL BASEBALL—**  
AN AMUSEMENT GAME PERMITTED ANYWHERE!

Here's Action Proven by Players for Appeal—Proven by Operators for Profit!  
Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run, depending on skill of the player! If batter misses, ball lands in catcher's mitt!

**IT'S HIGH SCORING BASEBALL UNDER LIGHTS with BRILLIANTLY COLORED SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND & GRANDSTAND!**

**NEW CONSOLE NOW IN PRODUCTION!**  
WRITE OR PHONE

**IMMEDIATE DELIVERY!**

**H. C. EVANS & CO.**

1556 W. CARROLL AVENUE

CHICAGO 7, ILLINOIS

SPECIAL FOR FEBRUARY

# UNITED 6 Player SUPER SHUFFLE ALLEY

EXCEPTIONALLY CLEAN  
LARGE PINS  
NEW TYPE TOTALIZER SCORING ONLY **\$325** Ea  
FORMICA BOARD  
COMPLETELY RECONDITIONED

CALL, WIRE OR WRITE TODAY  
EXCLUSIVE GOTTLIEB, WILLIAMS, SEEBURG and CHICAGO COIN DISTRIBUTORS

Remember  
IN NEW ENGLAND  
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Cluffy  
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Phonograph Anywhere!**

### MONEY BACK GUARANTEE

Wurlitzer 1015 (refinished) ... \$175.00	Evans Constellation ... \$275.00
Wurlitzer 1100 (refinished) ... 329.00	AMI "A" ... 295.00
Wurlitzer 1250 (refinished) ... 429.00	AMI "C" ... 450.00
	Seeburg M100A ... 629.50

Exchange Special  
1015 and 1100 color cylinders, \$3  
per pair. Must have your old frames  
prepaid to us.

Coven Cart—Sled  
**\$38.50** straps included  
write for circular

**COVEN**

distributing company  
3181 Elston Chicago 18, Ill.  
Independence 3-2210

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

## California Ops

Continued from page 88

have everything on his route going for a dime, three for a quarter, within the next 60 days. Gutshall was unable to attend the meeting Neel held in Riverside because of illness. The matter was discussed over the telephone. Gutshall will co-operate with the group except that he will put his machines on three for 25 cents.

It is understood that the operators in Bakersfield are considering going to a dime, three for a quarter.

Allen McMahan of Idyllwild reported that he had put machines in that area on a dime, four for a quarter. While the new price was accepted by the patrons, McMahan declared there were complaints from the location owners.

Distributors stated that each day there were shipments and sales of conversion equipment, indicating that the move was toward the dime price.

### Programing

Customer demands and a shortage of labor on routes are controlling the type of music being put on machines in this section. Top spots are being programed.

Jack Gutshall, veteran operator now in the Corona section, said that he was trying to keep the programing "fairly straight." He uses the hit tunes, old favorites, westerns and classicals. This music man has found that people look for the general classification on the machines and then for their particular tunes.

Dale Freeman, Imperial Valley operator for 20 years who has a majority of Mexican spots on his route, follows the plan of using hit tunes, and watching The Billboard to see what is coming up in other parts of the nation. Western records are popular in his territory, and he finds that strict adherence to requests ups his takes.

Jack Neel in Riverside programs the top spots where pop tunes are used. However, in those locations requesting western or Mexican music, he supplies as well as he can. Neel said that his rouemen had quite a few machines to service and that programing was necessarily sidetracked to get the work completed.

Ray Powers, head of the phonograph department at Badger Sales and himself a veteran operator, declared that more music men are paying attention to tabulators on machines. By doing this, they are able to make more efficient selections.

## Wisconsin Ops

Continued from page 88

Next meeting is slated for May 11 in Eau Claire.

On hand for the session were: C. S. Pierce, Brodhead; Walter Tetting, Oconomowoc; Clyde Nelson, Milwaukee; Arvid Mode and Sam Anderson, Rhinelander; Arnold Foch, Beloit; Irv Goff and Walter Hoffman, Madison; Louis Glassman, Madison; Ben Ludwig, Oshkosh, and Doug Opitz, Milwaukee.

## 10-Cent Jingle

Continued from page 88

when the association goes for dime play, said Willie Blatt, AMOA president, a campaign would be launched to sell the idea to the public by means of newspaper and radio advertising and publicity releases. A separate approach, he said, would be made to location owners, the vast majority of whom have indicated they are for the change. Blatt estimates it would take 30 days to effect a conversion of all machines.

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### Blast Causes Pre-Dawn Fire At Runyon's

NEWARK, N. J., Feb. 14.—An exploding furnace, which set off a fire at the office of the Runyon operating division here, caused an undetermined amount of damage Wednesday morning (11). No one was in the office at the time.

Ed Berge, manager of the Newark juke box and amusement game operating firm, said that the front portion of the office was damaged, but that office routine was not interrupted, as the rear portion was utilized.

Berge said that some juke boxes and games were burned, but said he did not know how many and to what extent.

Meanwhile, Berge said that many Northern New Jersey locations have been asking for 10-cent play on juke boxes. He added there was a good chance that 10-cent play would be firmly established in the area by the summer.

Berge said that Runyon is continuing with its policy of donating juke boxes to schools, charitable institutions and public organizations in the area.

### ODM Unfreeze

Continued from page 59

it assures them not only of getting materials under CMP, but additional steel, copper and aluminum from producers, without government approval, after all CMP tickets have been honored. Beginning July 1, they will scramble with everybody else for the metals, after the Defense Department and Atomic Energy Commission needs have been met, and their luck will depend on the competition for the materials and on the supply.

Prior to the order, they had to apply to the government for supplemental allotments, as additional mill space developed. The new order does not affect present price controls on the metals.

What materials control will be required after June 30 is the subject of a study now under way at ODM. President Dwight D. Eisenhower has said he would call for legislation to continue after June 30 controls on materials and products "essential for our defense."

### Research Shows Poor Needle Care Robs Wax

CHICAGO, Feb. 14.—Jensen Industries, Inc., released the results of a survey on the effects of needles on the life span of records.

Engineers pointed out that even the most expensive needle (except the diamond) could not be used longer than 60 hours, with the average effective "life" being around 50 hours.

It was pointed out by the researchers that the recommended number of hours be adhered to in use of needles. Most needles carry such an hour recommendation. A needle, it was pointed out, if kept in use just five hours over the time limit could rob a disk of 25 per cent of its original quality.

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Sky Fighter	125.00
Chicago Coin Pistol	125.00
Jungle Joe	195.00
Undersea Raider	145.00

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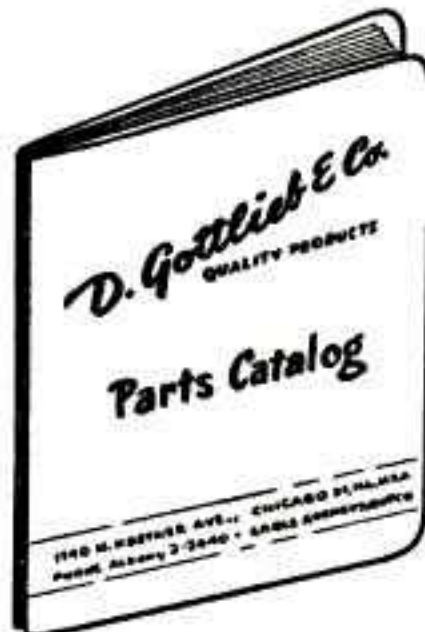
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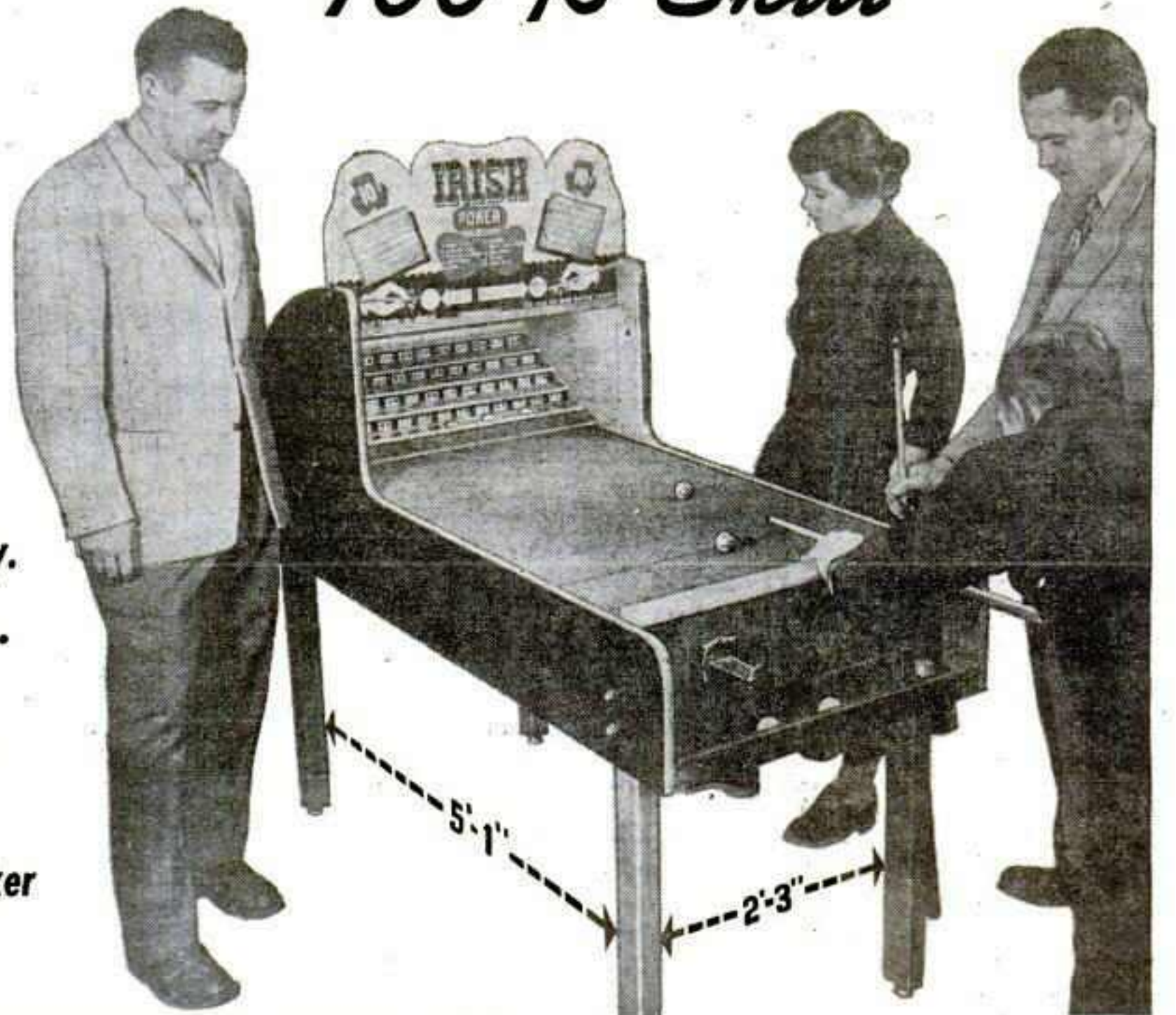
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**WANTED**

Late Shuffle Games, Bingos, Arcade Equip. Send list and prices.

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UNITED 10th FRAME STAR S. A.  
UNITED 10th FRAME SUPER S. A.  
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CHI. 10th FRAME SUPER MATCH BOWLER, 6 PL.  
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Keeney 10 Player Team Bowler Write  
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Trigger — Big Bronco — Rawhide — Pete Rabbit — Atomic Jet — Hot Rod — Space Ranger — Midget Racer — Miss America — Jet Saucer — Space Patrol — Space Ship

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8' FORMICA TOPS  
\$15.95 ea.  
Minimum Order—  
5 Tops

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Now on Display

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Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.





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**BY POPULAR DEMAND**  
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# NAME BOWLER

## NEW FEATURES GALORE!

- NEW**
- NEW**
- NEW**
- NEW**

Name Spelling Feature -- each time a player matches the last number of his score with lighted number, a letter of "Name Bowler" lights up.

Number to be matched may be adjusted to light up at end of game, or at start of 10th frame.

At operator's option 1-2-5 or 10 letters may be awarded each time a number is matched.

When "Name Bowler" is completely spelled out (lit) a special winner is made.

- 7-10 SPLIT PICK-UP!
- EASY TO READ INDIVIDUAL SCORE DIALS!
- PUCK GLIDES SMOOTHLY OVER FORMICA PLAYFIELD!
- JUMBO "FLY-AWAY" PINS!

**CONVERTIBLE**  
to Straight Match or 10th Frame Bowler

### 10th FRAME SPECIAL BOWLER

10th FRAME *plus* 5th FRAME  
"DOUBLE SCORE FEATURE"

1. SCORES MADE IN 5th FRAME DOUBLED!
2. 10th FRAME FEATURE!
3. HIGH SCORE OF THE WEEK!
4. 7-10 SPLIT PICK-UP!

**NOTE!**

AT YOUR REQUEST CHICAGO COIN IS AGAIN FURNISHING THEIR PROVEN SLIDE COIN CHUTE IN THIS MACHINE

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1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

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CHICAGO COIN'S SENSATIONAL KIDDIE RIDE

**SUPER JET**

IS COMING SOON!

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1725 DIVERSEY BOULEVARD  
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**NEW** and RENEWED  
**MECHANICAL HORSES**  
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 832 Camp Street  
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VICTOR'S Baby Grand Deluxe      VICTOR'S Topper Deluxe Globe Style      VICTOR'S Topper Deluxe Half-Cabinet Style

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

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**Buckley CRISS-CROSS**  
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5c-10c-25c-50c-\$1.00  
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**MUSIC BOXES**      5c or 10c Play

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**GENCO'S NEWEST UPRIGHT BALL GAME WITH "EYE-LEVEL" ACTION!**

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- Up to 20 Replays for 3-6 Letter Combinations
- 100 - 200 - 400 Replay Combinations
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- In-Line and Sequence Scoring
- Popular New "Mystery Spot" - adds suspense, temptation
- Extra-Fast 20-SECOND Play for faster profits
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- Greater Beauty with extra cabinet and playfield protection

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# GENCO

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The Latest . . .

## FIVE BALL GAMES

All Like New!

MAJORETTES . . . \$165	SLUGFEET . . . \$165	HONG KONG . . . \$225
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Exhibit PONY EXPRESS	245
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### FORMICA TOPS

For 8" or 9" Games  
Can be easily installed in matter of minutes. Eliminate time and expense re-finishing playfields. Comes complete with fast drying glue and instructions.

**\$15 Ea. \$13.50 Lots of 5**

### WILLIAMS TWENTY GRAND

Hop onto a real winner one that's REALLY DIFFERENT! Features HIGH SCORES and S-P-E-L-L AWARDS. 2 Thumper Bumpers. 2 Flipper life up at bottom for increased values! Top Rollers and 9 Trapholes increase scores.

### NEW GAMES

Williams TWENTY GRAND  
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United 10TH FRAME STAR  
SHUFFLE ALLEY  
Bally BEACH CLUB

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FROLIC . . . . . \$450
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SPOT LITE . . . . . 325
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Let us know what you want and you will get it as quickly as possible, properly crated, ready to go to work for you.

Remember: For export and domestic business it's International and Scott-Crosse

Write for FREE price list and order forms

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We Shall Be Pleased To Demonstrate This New Equipment  
Keeney Electric Cigarette Vendor—Keeney Television—Keeney Team Bowler—Bally Beach Club

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**SELECT-A-SPOT FEATURE**  
 CHOICE OF UP TO **7** SPOT NUMBERS

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Popular **IN-LINE** and **CORNERS**\* SCORE

3-IN-LINE ON **SUPER-CARD**\* SCORE 4-IN-LINE

Attractive **ADVANCING SCORES**\*

Improved **SELECT-A-SPOT**\* feature

Spot numbers flash for each coin. Selector-knob may be turned to select any lit spot-number. Up to 7 spot-numbers may light.

New **EXTRA-TIME**\* feature

Selector-knob locks after fourth ball is shot but player may play to delay locking until after fifth ball is shot.

**TRIPLE SPOTS**\* Roll-over feature

Roll-overs hit when lit spot 2, 5, 8—all 3 numbers.

Up to 3 **EXTRA BALLS**\* per game

\*Star-features are EXTRA-COINS attractions. BEACH CLUB combines in one brilliant game the greatest variety of extra-coins features ever built into an in-line game. Get your share of the big BEACH CLUB earnings. Get BEACH CLUB now

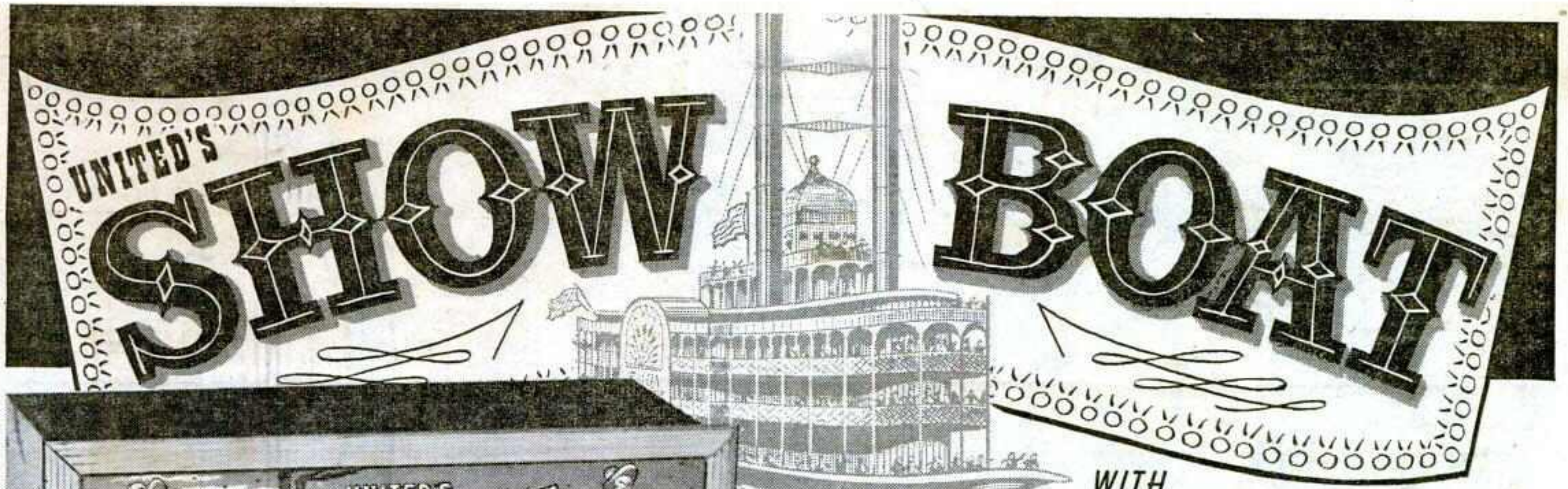


Player Turns Knob To Select Choice of  
**10, 16, 19, 20,  
 21, 22, 25**  
 (WHEN LIT)

ORDER FROM YOUR  
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**Bally**  
**SPACE-SHIP**  
**THE CHAMPION**  
 Ballyhorse  
 See Page 81

**Bally** MANUFACTURING COMPANY  
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 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**WITH**  
**NEW TYPE**  
**EXTRA-BALLS FEATURE**

Ball in **14 or 18** Pocket When Lit Releases Extra Ball  
 Ball in **16** Pocket When Lit Releases Extra Ball  
 Ball in **15 or 17** Pocket When Lit Releases Extra Ball  
 3 Extra Balls Maximum

**NEW TYPE**  
**EXTRA-CARDS FEATURE**

**EACH COIN**  
**LIGHTS ONE TO SIX CARDS**  
**A Tremendous Extra-Excitement!**

**DOUBLE AND TRIPLE**  
**SCORE FEATURES**

- ★
- 3-4-5**
- IN-LINE SCORING**
- DIAGONAL**
- VERTICAL**
- HORIZONTAL**
- ★
- HINGED FRONT DOOR**
- ★
- SEE**
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**EASY TO**  
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MECHANISM LOCATED  
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STANDARD PINBALL  
CABINET SIZE



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**ONLY ONE**  
**MUSIC SYSTEM**  
**PLAYS RECORDS**  
**VERTICALLY**

# Select-o-matic 100

...THE MOST  
 REVOLUTIONARY  
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 MUSIC SINCE  
 THE INVENTION OF  
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*America's finest and most  
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