## Bill DDilrd

,

# New Storm Clouds Loom On ASCAP-TV Horizons 

Gov't Holds Up Bids for Use Of Amphitheater

DC Residents Fight Commercial Events As Harmful to Area Whasing ${ }^{\text {When }}$, Feb. ${ }^{28 \text {. }}$.-
$\frac{\text { Desser INV, SAVOS STORM }}{\text { Ray's }}$
Ray's \$20,000 Deal Chips Away United Buying Front


Taft-Hartley Probe May Hold Music Fund, Juke Laws' Fate

Authors and Publishers late yes-
erday served a supplementary to the Consent Decree. The mo-
tion, served upon attorneys repretion, served upon attorneys repre-
senting 55 independent telecasters and also addressed to the U. S Attorney, was one of several hi

## Society Asks for Change in Decree

Would Grill License Firm's Officers built by Congress in 1950 for pres-

entation of the Washington sesquicentennial historical pageant,
"Faith of Our Fathers," will be used to further this capital's cultural aspirations-on a commercial

## Billboard Backstage

One of life's small delights cer- and votes and votes. The Bill- interested in an objective analysis lainly is to be ribbed by a ribber
with a touch. Such a needler is a "mystery man" who writes for Theatre Arts magazine under the time-honored pseudonym "George Spelvin." In the February issue onfusion of spelling the las name backward, Nivleps did a piece on drama critics and re-
porters. Starting with Sam Zoloow of the New York Times, and running right thru the metropolitan dailies and the trade press Nivleps inserts a large, gay and wicked needle in one and all.
I was particularly delighted I was particularly delighted
with his jab at The Billboard, to wit:

The Billboard is chiefly concerned with larcenous gimmicks which can be worked under of the year is the Donaldson Awards. These awards, named for the paper's founder, go to a ong complicated series of 'best ers and anything else of the year Everybody in show business "Everybody votes? That's put"Everybody votes? That's put-
ting it weakly. Everybody votes
and votes and votes. The Bill-
board drama reporter, Bob Franfever under the conviction that a nobody will vote, or that there won't be enough ballots to bother counting, or that the United States mail will be abolished before th
boxes.
"Bob crusades up and down Broadway, sticking an extra ballot or two in the pocket of any
bartender, cab driver, stagehand or unemployed usher who gets within reach. The Donaldson Awards is the only election in which ballot-stuffing is not only
legal, but also gratefully aplau
When Francis saw the piece his irst reaction was one of consid-
able irritation. The Donaldson able irritation. The Donaldson his heart, as they are to all our tickers here at Billboard. And neither Bob nor any of the rest of s condone, let alone encouraged, ballot-stuffing. As we kicked Bob saw the humor of it, and ad Bob saw the humor of it, and ad-
mitted, finally, that "There's a modicum of truth" to it.
Serious-minded readers may b
the sake of wit in the TA essay
It is indeed a fact that Mr. Fran cis works himself into an annual ever over the Donaldson Awards and I suspect that he does fear that the government post office ballots in transit.
We questioned Francis in a very district attorney-like man
ner during the first year of th Awards about the rumors that he was passing out ballots among bartenders, cab drivers and un employed ushers. With his hand on a Gideon, Francis assured us he ever gave a ballot was Tommy down in Gus and Andy's. And Francis believed, as he passed the ballot over the bar, that he was handing Tommy a $\$ 10$ bill in pay ment for some brew he (Bob) had consumed. The cab driver to whom he gave a ballot was an
unemployed actor, who was hop ing to get a part in a then-ru ing to get a part in a then-ru leps probably had the unem ployed actor confused with the unemployed usher. All the usher from whom Francis gets his new

## Legit Line-Up


#### Abstract

 from Marjorie Gateson, w checking on the operation of the Equity Library Theater, there was happy participation in past stage successes with the veteran star. quity Library Theater, there was of some ELT members that the project was in danger of having cause eventual abandonment. ELT was sponsored by Actors Equity nine years ago to give Equity nine years ago to give members scope for showing their wares both as actors and direcors. Sufficient funds remain of proximately half of which was contributed by Equity and the mainder by private donations, to continue the project's schedule o 15 productions, put on for Four of these have been picked for extended showings in comt a nominal admission tariff Miss Gateson insisted there is a definite tendency toward the improvement.

\section*{VICTOR MOORE HAS BIRTHDAY LUNCH.}

Hale, hearty anc evidently happy, Victor Moore, currently back on the Stem to star in "Borbirthday with a luncheon at Sardi's Restaurant Wednesday (25). Aside from members of his curwith a congratulatory scroll, the party spotted an opportunity for

After more than two years, ef Quinn for amendments to the city building code to permit construc- tion of legit theater in office tion of legit theater in office buildings or apartment house may bear fruit. Twenty-one bills amending the code are up for ac- tion. The city council's building committee has asked the League of New York Theaters to submit a brief outlining their purpose and necessity. The brief will likely be delivered within the next two weeks, and the committee wil then set a date for a public hear ing. is slated to "This Is Cinerama," Warner Theater, formerly the Strand, which has been dark al season. This would leave the Broadway Theater an open possi- bility for a legit attraction, particularly for a move at the end of which in turn would leave the Majestic Theater free to house "Me and Juliet," which Rodgers and Hammerstoin put into rehearsal next month.

\section*{FLETCHER REPLACES RICHARD PURDY}

Bramwell Fletcher will replace ance" moves Y when Misalli ter to the Barrymore Th Cen Friday (6). William Redfield ob- the Center's next Jill, "The Merchant of Venice, and will remain with the show troupe. "The Children's Hour" drops Wednes day mat and Mrops Wednes day mat. and Monday night per mat. and evening showings, start ing March 8. . . The Mickey ing March 8. . The Mickey Jelke news has sparked the writ- ing of a brand new farce by Richard Condon, called "Men o Distinction." Producers Martin Gabel and Chandler Cowles Maised about half of the $\$ 60,000$ required backing this week at a first audition. Gabel and Cowles will both act in it; the former as a big-time act in it; the former as a big-time p.a. and the latter in the playboy p.a. and the latter in the playboy role. Night club comic, Orson role. Night club comic, Orson Bean, is slated to play a milquetoast TV producer who takes the rap for all concerned. Spring production is expected. Another spring prospect is "Ar rival of Buyers" by Leslie Weiner Gustav Blum and Samuel re the sponsors. Blum will ikely direct. . . "An Evening With Beatrice Lillie" reports a gross of $\$ 535,000$ at the Booth rights to since October 2. . . Pic have been sold to Charles K. Feldman for $\$ 255,000$. The screen version will likely be directed by Billy Wilder. The release date vill not be prior to January 31 , Couriney Burr and Elliott Nugent Couxiney Burr and Elliott Nugent troupes, and setting up a London production of the comedy for spring.


## Picture Business

## wo

HOLLYWOOD, Feb. 28.-This week found Metro-Goldwynision stand. Looking past its firmly established rule against contract players participating in of many other studios by permitappear in TV films. Some of the studios have permitted the appearance of their talent in live partake in a television film. The ight to film a contracted actor and that in permitting that actor thet. Furthermore, many feel that that the method of that fame and hibition-whether it be in a thea-
ter or on a TV screen-does not
ter or
matter.
Metro, strictest adherent to the this ban of all the major studios, Barry Sullivan to star in a TV
film series to be produced by Re-


In an age when nations battle over men's minds far more than over territorial acquistion, any
contribution one can make in combating Communist propaganda, anything that can be done in opening the eyes of misled
Americans to the truth is of im measurable value to the good of reedom.
How about it, Dore?

## $\$ 40$ Mil Construction

Okayed in Sept.-Dec.
WASHINGTON, Feb. 28. -
amusement construction projects
were approved by the Nationa
Production Authority in the final quarter of last year, including 30 auditoriums totaling $\$ 25,437,890$ Others meluded 22 theaters, $\$ 1$, 595,348 ; three stadiums, $\$ 205,000$; four skating rinks, $\$ 1.304,750$; two basebail parks, $\$ 158,200 ; 63$ swim ming pools, $\$ 5,506,500$.

## Washington Once-Over

WASHINGTON, Feb. 28.Don't look for a major unheaval mission if Vice-Chairman Rosel Hyde is elevated to the chairmanship. There won't be a sharp departure from current policy, nof will there be any drastic staff the word as President Dwight D. Eisenhower continues to deliberate naming a successor to Chairman Paul A. Walker. END OF AMUSE TAX
DUPLICATION DUE.
Specific legislation to end some the duplications in amusement excises now imposed by federal and State governments will
reach Capitol Hill early next year, according to current timeWith a commission being set up by President Eisenhower to prepare recommendations as a result
of this week's White House conerence of federal and State offilegislation are likely to be ready well before the year is over.
House Ways and Means CommitHouse Ways and Means Commit-
tee has already recommended an tee has already recommended an
end to duplications, particularly admissions. This week's Whi House conference was impressed by a report from Roswell Magill,
former undersecretary of the treasury, which included a proposal that Uncle Sam relinquish this tax to the State. This excise
has yielded well over $\$ 450,000,000$ annually. Magill pointed out that if the federal government and
the State could reach an agreement, they would come out practically even in the end plus sav-
ing the taxpayers money as well happen to such amusement excises as taxes on phonograph records, TV and radio sets, musical
instruments and cabaret admisinstruments and cabaret admis-
sions, it appears fairly certain that Congress will go along with
the idea of striking out the theater admissions levy. There are
nearly 60 bills in the ready proposing either to repeal
the tax outrightly, or reduce it,

## BROADWAY

 SHOWLOG
## Performances thra

 DRAMAS
musicals

or at least make some exemptions.
Some 40 bills alone propose to
exempt movie theaters from the admission tax.
GOV'T AGENCIES' TV
The Republican economy wave sonnel in the various government agencies. At Defense Department, Charles Dillon's TV-radio section has been depleted of
scripters, production men and others. Similar cutbacks and othmade at Office of Civilian Defense and other emergency agencies. Information staffers are jit-
tery at old-line agencies, such as tery at old-line agencies, such as
Commerce, Agriculture, Interior and the Federal Security Agency, where there has been considerwave is not without its humorous
side. At one of the old-line agencies, an information staffer tells of his newly appointed GOP boss complaining about such extravawhich adorn the desks. What the information specialist didn't tell his new boss was that the ashtrays came in during the administration Herbert Hepublican president,
Herbert Hoover.
SOME FACTS ABOUT
In case you didn't know, the issue copyrights. Anxious to end some common misconceptions, the copyright office has assembled some info about its goings-on. Instead of issuing copyrights, as
some folks seem to believe it does, the agency only "certifies" copyritements in applications of made part of the record of the copyright office." Another popu lar fallacy is the notion that a least one copy of every copyright
ed work is filed by the agency or safe-keeping. "Untrue," say be disposed of As a copyright office keeps a file of
unpublished music and plays. All disks go to the Library of Congress's music division.

## Review Index

Record Review
Classical Reviews
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Night Club Reviews Radio Reviews. TV-Film Reviews Vaudeville Reviews
-

Billbōard
The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson Managers and Division
Publishers Publishers
Roger S. Littleford Jr.
William D. Littleford E. W. Evans. Gat..................... Sesecy. loseph G Ccidd. Editors Chitor Mint. New York
C.R. Schreiber. Coin Machine Editor. Chicago







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# TELEVISION-RADIO 

## BACK-TO-BACK

R. Montgomery Hits Jackpot With 'Witness'
NEW YORK, Feb. 28--Robert Montgormery hit the ackpot, Husi-
ness-wise this week. He sold a
new TV series, packaged by his Neptune Productions, which will
go back-to-back with his own hour-long dramatic stanza, which
in turn was virtually set for re-
newal. The new stanza, titled "Eye p.m. Monday time on the National
Broadcasting Company, replacing "Hollywood Opening Night." The with the sponsor picking up the 30. This is the time slot opposite
"I Love Lucy." The "Robert Montgomery Pre-
sents" show, in the $9: 30-10: 30$
time, has successfully concluded time, has successfully concluded
renewal negotiations with the alternating sponsors, Johnsons mality.

## Walling Quits

## Westinghouse

PHILADELPHIA, Feb.
Following the sale of WPTZ here to Westinghouse Radio Stations, program director Ernest Willing talent-packaging agency in New
York. The transfer of the station's ownership apparently squelched Walling's program building plans.
Walling returned to WPTZ less than a year ago, after serving
with the National Broadcasting Company
The sale, involving $\$ 8,500,000$. largest station sale price to date,
still must get approval of the Federal Communications Commission. Westinghouse owns one
other TV station, WBZ-TV, Boston. It will operate WPTZ in con-
junction with its radio junction with its radio station
here, KYW. WPTZ obtained the second commercial Present own-
the country in 1941. Pre
er of WPTZ, Philco Corporation, will henceforth confine its activ
ities to the manufacturing end.

## Joan Cautield For CBS Video

 HOLLYWOOD, Feb. 28,- Sereenactress Joan Caufield was signed to
a long-term Columbia Broadcasting System pact to star in the net's tele version of "My Favorite Hus-
band." Domestic comed $\boldsymbol{y}$ is It was first carried by CBS as a two-and-a-half-year run featur-
ing Lucille Ball in the lead. Series was derived from two original
boaks by Isabe! Scott Rorick, "Mr.
and Mrs. Cugat" and "Outside and Mrs. Cugat" and "Outside This marks Miss Caufield's inShe was under contract to Para-
mount Pictures for five years, debuting on the screen in "Miss Susie credits. Helude "Pretty Girl" and selections are still pending. Nor-
man Tokar will direct the tele Radio 'Jury' Ends NBC Run Soon
NEW YORK, Feb. 28. - The
radio version of "Juvenile Jury" winds up its run on the National Broadcasting Comp
airing of March 15 .
The video version left NBC a few weeks ago from the $3: 30-4$ p.m. Sunday slot. The radio editime, Sundays.
'COMEDY HOUR' SEES MILESTONE Twew York reb 28. Colesie comedy Hour sia Company's TV web is lining up a power-laden bill of per-
formers. Already set for the formers. Already set for the
stanza, on March 22, are Abbott and Costello, Bob Hope,
Donald O'Connor, and Martin and Lewis. The stanza airs 8-9 p.m., Sundays.

Embassy to Keep Mindy


## General Mills Mulls Dropping 'Silver Eagle'

NEW YORK, Feb. 28.-General Mills this week was reported on Fewer stations, he claimed, were the verge of dropping its "Silver

Eagle" radio show, which airs via Fewer stations, he claimed, were
accepting the General Milss
terms, which are reported to be
one-half the station's daytime
one-time rate.
"Silver Eagle" airs Tuesdays
and Thursdays, $7: 30-8$ p.m. Gen-
eral Mills' "Lone Ranger," how-
ever, will continue in the same
time slot, Mondays, Wednesdays
and Fridays.
Kintner Outlines ABC Plans To Hype Radio Operations

Bid for Web Leadership to Start<br>Within 60 Days; Fall Drive Is Set


#### Abstract

NEW YORK, Feb. 28. - A Radio Stations Advisory CommitCompany yesterday (27) heard ABC President Robert E. Kinntrer outline plans for vastly expanded radio program operations which will start hitting the air within 60 will start hitting the air within 60 days. The first RSAC session to be held since the web's merger with United Paramount Theaters wound up in a frame of unbri- dled optimism with that the new ABC AM set-up will the fight for network leadership. as outlined by Kintner, calls for a new radio programing. Altho quickly, Kintner said, the web is aiming mainly at a full drive for initial major stanza to hit the air


## Gillette May Cut Back On Sport Sponsorship

A top station representative, generally were not concerned maintained that such deals were

PROFITABLE
Jap Outlet In Black After Year
TOKYO, Feb, 28. - There's no
joker in the sales deck shuffled here by radio station JOKR durnagship of the commercial AM
network here, has just celebrated that it can be self-supporting ing fees, Japanese radio turned to er JOKR's opening the outlet had eight hours daily sold out.
Currently the station has 10
hours solidly commercial. Last September's semi-annual finan profit, and after deduction for redividend was spread among stock holders.

## Early Registrants

Save \$ Via NARTB
WASHINGTON, Feb. 28.-The
National Association of Radio and Television Broadcasters is offering prospective delegates to the Los Angeles a flat $\$ 2.50$ saving on registration areceived by April 15 .
Fees have been set at $\$ 35$ for for the engineering conference,
and $\$ 15$ for a novel program for wives. which includes admission
to a Hollywood style show. Ideas mean "gold" to radio and TV

NEW YORK, Feb. 28.-Indica- $\left\lvert\, \begin{aligned} & \text { the package, Gillette will again } \\ & \text { tions this week were that Gillette }\end{aligned}\right.$
have first refusal on it at the was trying to cut corners on its future sponsorship of sports
events this season in radio and TV, after committing itself to pay approximately $\$ 300,000$ to get the
rights to the Rocky Marciano-Joe rights to heavocky Marciano-Joe
Reports are that Gillette will forego its usual sponsorship of the Kentucky Derby, the Preakness and the Belmont Stakes this year
via the Columbia Broadcasting via the Columbia Broadcasting
System's radio and TV network, which owns the triple package. property, and indications are it has refused to meet the CBS price.
Should the network fail to find a Should the network fail to find a
bankroller and lower the price for
H'wood, NY to
Hold Academy Award Fetes
NEW YORK, Feb. 28. - The March 19 will take ceremony on Hollywood and New York, a situation made necessary by the presence of so many of the nomi-
nees here, and made possible by the fact that the event, for the first time, will be aired by the National Broadcastin
Bob Hope has been signed to msee the Hollywood ceremonies nd Frederic March is being sought by the Academ
The New York festivities will originate from the Hudson Theaer, while the West Coast ceremonies will take place at RKO Pantages. Bob Welch is TV pro-
ducer of the hour-long show, which goes on at 10:30 p.m. under RCA Victor sponsorship. Ship tactics. Pet had an option ing System, but did not exercise
it by the 5 p.m. Friday deadline. Thomas $5 \mathrm{p} . \mathrm{m}$. Friday deadline.
Thing maker of Baume Bengue, a seasonal spon-
sor of the comedy program will sor of the com
cancel shortly.
The National Broadcasting Company meanwhile, given a new lease on life, is offering its best properties and best time periods
to Pet, which is on its "All Star to Pet, which is on its "All Star day night, 8:30-9, but the client

lower figure.
N. Y. Races
However, the probability is that
Gillette will sponsor the Saturday stake races from the New York
tracks, Jamaica and Belmont tracks, Jamaica and Belmon
Park, beginning April 4. The sponsorship will extend for 12 during which the Belmont Stakes will be run.
The National Broadcasting
Company will televise these races, and the American Broadcasting Company will present them on
radio. Consequently Gillette will be able to earn contiguous time discounts, because of its sponsor-
ship of the Friday night International Boxing Club fights aired over the same radio and TV net-
works. Gillette also evidently works. Gillette also evidently relatively minor horse races of a few big stake races.

## 3 Video Webs Seek Pet Milk Billings

## NEW YORK, Feb. 28. - Pet has rejected the period. The rea-

 Milk's billings this week wereson is said to be that it objects to

still up for grabs, with three video the slotting of Dunhill's "My | networks stepping up their court- | Hero" in the $8-8: 30$ time without |
| :--- | :--- | ship tactics. Pet had an aoption

its consent because the show's
ship tactics. Pet had an option
ratings do not offer much carry-
merger, to the key station executives. Attending for the web, be-
sides Kintner (who chaired the sides Kintner (who chaired the O'Brien, executive vice-president; Charles T. Ayres, veepee in
charge of the AM network; Ernest Lee Jahncke Jr., V. P. and assistant to the president; Robert M.
Weitman, V. P. for programs and Weitman, V. P. for programs and
talent; Alfred Beckman, station relations director, and William A. Wylie, manager of the station relations department.
RSAC members at the session
included Roger W. Clipp, WFIL, included Roger W. Clipp, WFIL,
Philadelphia; J. P. Williams, WING, Dayton, O.; Verl Bratton, Lanford, KRMD, Shreveport, La.;
Harold V. Hough, WBAP, Fort Harold Frank Carman, KUTA,
Salt Lake City; J. Archie Morton,
KJR, Seattle, and A. D. Willard
BAB CLAIMS
Soapers Hit
50\% Homes
Once Weekly
NEW YORK, Feb. 28. - The by the Broadcast Advertising Bureau reveals that nearly half of
U. S. homes listen to a radio soap pera at least once during an average week.
Based on an analysis of audimeter reports of the Nielsen Raindicates that the advertiser of the average daytime serial on radio reaches a fifth of the families
in each market covered on the in each market covered on the
average oi six times each in less average oi six
than a month.
The first cumulative audience study daytime spots per week, and the second covered nightly radio

WTVN's Sale
OK'd By FCC
WASHINGTON, Feb. 28.-The Federal Communications Como transfer of control of WTVN, of $\$ 1,500,000$.
Consent was given to assignpermit to Edward Lamb ind idually, and as trustee for Edard H. Lamb and Prudence H prises, Inc., and assignment of liense and as trustee of the aboveper cent owned by Radio Cincinnati, Inc. The consideration in-
cluded $\$ 1,340,000$ for broade st equipment and $\$ 160,000$ for land nd buildings. over audience.
The Ameri Company is making Broadcasting et on the making its pitch to in programing which is to be exshowing the client its entire cataogue of new shows to impress Pet mainly is interested in a prime half-hour time for a new Gleason because it wants the kind of audience-identification
shows do not usually deliver.

- LEADERSHIP IS EARNED - LEADERSHIP IS EARNED - LEADERSHIP IS



## Ourrthanks.

## to the Distinguished Judges for WSYR's Two Awards in the 15th Annual BILLBOARD Radio and Television Promotion Competition

This is the kind of promotion that has helped build such a large, receptive audience for WSYR's advertisers in rich Central New York - another reason why the right kind of advertising really pays off on Central New York's leading radio station.

Write, Wire, Phone or Ask Headley-Reed


DERSHIP IS EARNED - LEADERSHIP IS EARNED - LEADERSHIP IS EARN

FCC Upholds Its Renewal To WWDC.TV

WASHINGTON, Feb. 28.-In a brief filed with the U. S. Court of Appeals here this week, Fedral Communications Commission upheld its right under the McFarland Act to grant its renewa o Station WWDC-FM here in the face of opposition of the Transit Riders' Association. The latter has opposed WWDC-FM's transit radio. FCC held that Transit Riders' Association, Inc., could not properly protest renewal of WWDC-FM's authorization to broadcast on transit vehicles, since TRA was not a "party in interest." TRA, which earlier petifoned the court to set aside FCC's dismissal of the TRA protest, argued that the amended Communications Act describes a "party in interest " adversely afrected by In order.
In the commission's answer Cottone, the FCC stated: "To be sure, the protest does indicate that 'petitioner' members necestal Transit Company and that the busses are equipped with oudspeakers over which WWDCFM broadcasts are heard, and it may be inferred, altho it is no-
where stated, that the petitioner's where stated, that the petitioners members or some of them do not prefer not to hear them.
'Voice' Staff Overseas in For Slashing WASHIN G TON, Feb. 28.-
Sharp paring of the overseas staff of Voice of America is in the immediate ofing as Dr. Robert L.
Johnson, president of Temple University, takes over on Monday (2) as head of the State Department's International Information
Administration, which includes Administration, which includes
the Voice. At the same time, Dr. the Voice. At the same time, Dr. further streamline and make effective the Voice, which has been
undergoing sharp criticism for extravagance, incompetence and ineptness. Secretary of State John Foster Dulles, in announcing at a that Dr. Johnson would assume his new duties next week, declared that whatever the future of the Voice may be, "It will, of course, remain under the policy guidance" of the State Depart Ment.
ment Investige Senate Government Investigating Coinmittee
under Sen. Joseph McCarthy Wis.) resumes its hearing Monday (2) on the Voice program. McCarthy indicated that numer-
ous more disclosures are forthous more disclosures are forth-
coming on Voice waste and that the probe has hardly begun to get under way.

DAGMAR BUSTS SENATE DEBATE

WASHINGTON, Feb. 28.The august Senate came up tion during its floor proceedings Friday (27). Several of the senators took time ou they heard that TV star Dagmar was holding court in a near-by chamber. Dagmar was introduced to the stag line by Neely (D. W Va)

## Peak Gross Hit

 By RCA in '52NEW YORK, Feb. 28. - The Radio Corporation of America this week reported to its stock $\$ 693,941,000$ from sales and serv ices for the year 1952, a gain of 16 per cent over the previous high established a year earlier. Net profits were $\$ 32,325,000$, com pared with $\$ 31,193,000$ earned in to $\$ 2.10$ earnings were equal stock, an increase of 8 cents share over the previous vear. Noting substantial activity and progress in all divisions of RCA the report pointed out that sales or the National Broadcasting Company increased 18 per cent of $\$ 162,521,000$ in 1952. This in cludes both radio and television sales and reflects network operations as well as NBC's owned and operated stations. During the year 16 new stations were added ing the total to 206 stations. The total number of stations in the firm's TV net was raised to 70 with the addition of six new affiliates.
Sales of phonographs, consist ing mainly of the new three-speed changers first introduced las than 20 per cent over 1951 No financial report of ord division of RCA Victor was included in the statement. It is Fairs Pay Off For Radio-TV

- Continued from page 1
and not a few TV stations have discovered it pays to practically
move their operational set-ups to fairgrounds for the duration of a fair to reap all the many possible benefits. A large number have tie-in contests and practically all aunch sales campaigns for new om the fair.
One radio station, it was re ported, spent $\$ 15,000$ over its reg ular budget for promotional work in connection with its fair coverit not only had obtained its money's worth but that it had put the fair coverage down as it of its many undertakings the yeararound.


## Selling Allentown, Bethlehem, Easton WLEV-TV

## Bethlehem, Pa.



# - MEMO TO • 



## THANKS TO YOU AND YOUR BOARD OF JUDGES... AND APOLOGIES FOR NOT SAYING SO BEFORE...

## BUT

we've been so busy laying the groundwork for going after next year's awards. And, Billboard, watch for an avalanche of news all during 1953 about WNBC and WNBT Merchandising, Promotion and Public Service, climaxed next February by our presentations.

Meantime, we'll say it now, late, but sincerely, thanks for these citations:


FCC Studies New Theater Tele Plea

WASHINGTON, Feb. 28.-The effort to provide facilities of the Federal Communications Com-
mission is studying a petition filed mission is studay (27) by the Nationa Exhibitors Theater Television Committee and the Motion Pic-
ture Association of America, Inc., informing the agency that they will not object to the FCC ending the theater TV hearings if the
commission authorizes use of existing common carrier allocations by common carriers furnishing mission service. NETTC, thru legalist Marcus Cohn, of Cohn
Marks, and MPAA, thru Vincent B. Welch, of Welch, Mott \& Mormendation was a "compromise so lution" only, offered in hopes that time-consuming, expensive thea-
ter TV hearings might be distablished without further delay. The FCC is deliberating the feasibility of terminating the hearings Nationwide TV services "of su perior quality, providing enterpublic interest opportunities no achieved by any other use of TV could best be assured by an allofor the exclusive use, or at least for the primary use, of theate desirable, they frequencies is les evitable conflicts of interest."
NETTC and MPAA said they ternative system after American told the FCC that it will make an

## To Syndicate 'Space Ranger'

HOLLYWOOD, Feb. 28.-Roland
Reed Productions is currently mapping final plans for the syn dication of the "Rocky Jones to Guy V. Thayer Jr., Reed firm's plan calls for the company to re-
sume production of the science fiction adventure series while an in
tensified sales drive is to sell the show for regional an local sponsorship.
In the meantime, the William
resent the show for national sale, in the event some of the pending national deals are closed before way. According to Thayer, the Reed company intends to handle its own syndication of the series. A number of manufacturers al-
ready hold licenses to various apparel, specialty and book product
based upon the "Space Ranger character, awaiting sale of the show before these are released on
the market.
effort to provide facilities of the
quality required by the theater
TV industry. The two theater groups said they would hold conferences with Western Union Telegraph Company, which might serve to "open the door to WU's
full-scale entry into the video ull-scale entry into the video
transmission field." WU participation would undoubtedly call for a link-up with ATT (Bell System),
altho the FCC only yesterday dismissed as "premature" a request by WU that the commission deter-
mine whether such a connection mine whether such a connection
would be "necessary or desirable in the public interest. the commission to insist that al common carriers co-operate with the proposed theater TV common carrier in resolving "possible frequency utizance joint Otherwise, they asserted ater TV industry will harbor doubts" about sharing frequenThey re-emphasized theat wiers. ter TV "does not propose to take away anything from TV broadavailable to the American people new cultural, entertainment

## British Favor <br> Commerc'I TV

the Daily Express (circulation, $4^{1 / 2}$ million daily) has revealed that most people in Britain now favor
sponsored TV. The poll results were: in favor, 51 per cent;
against, 29 per cent; don't know,
20 per cent. Poffiliations of those favoring commercial of were distributed equally between the two major parties, Conservative
and Socialist.
In the normal way, the Social In the normal way, the Social-
ists would be expected to be against anything which encourged competitive programs. Their voting on this issue indicates the
change which has come about in Britain on commercials in the last few months.

## Dixon Adds <br> 2 Sponsors

NEW YORK, Feb. 28. - Du his week picked up two more participating bankrollers. Dr. and Rybutol each picked up a 10 minute participation on the heels of last week's sal
River Brand Rice.
Dr. Scholl's tees off March 16, Dixon's show airs from 3-4 p.m.
across the board across the board.

## SKED 'HAMLET' FOR NBC VIDEO

## CHICAGO, Feb. 28.-A two

 hour production of "Hamlet, starring Maurice Evans and directed by Albert McCleery has been ordered for the NaTV (EST) Sunday April 26 , by Hall Brothers, of Kansas City, Mo., for Hallmark Cards. The Mo., for Hallmark Cards. The business was placed thru the NBC central division by Foote Cone \& Belding
## MBC to Court On FCC Grant To Versluis

WASHINGTON, Feb. 28. Challenging a key section of th new McFarland law, Music Broad casting Company, Grand Rapids,
Mich. this week petitioned the U. . Court of Appeals for the District of Columbia to reverse
Federal Communications Commission order dismissing Music'
protest against the grant of protest against the grant of a
TV station Iicense to Versluis,
Inc., Muskegon, Mich. Music also Inc., Muskegon, Mich. Music also
asked the court to stay the effecasked date of the Verssuis grant un-
tiv the FCC can act on Music's protest.
Music, licensee of Station WGRD, Grand Rapids, charged in is protest that the Versluis TV
station, which covers the Grand Rapids area as well as Muskegon would "reduce the revenue de-
rived from national, regional and rived from national, regional and
location advertising by WGRD." ocation advertising by wGRD.
The TV station, Music claimed, will be in competition with the sic for the same audiences at the same hours." The situation, said
Music, was further aggravated by the fact that Versluis also com peted in Grand Rapids with Sta-
tions WLAV and WLAV-FM. Pointing out that the proposed to be erected "only 11.1 miles from Grand Rapids at the neares point, but 19.6 miles from Muske gon," Music suggested that Ver-
sluis was more interested in serv ing Grand Rapids than Muske
The FCC dismissed the protest on the ground that, under the
McFarland Act which amended
the communications law last year a "party in interest" who might
properly challenge the Versluis application, i.e., Music, was not
competing with Versluis for UHF Channel 35 at Muskegon. The commission said it could not conclude, on the basis of available
figures, "that the advent of TV figures, "that the advent of TV
station operation in a given marnomic effect on radio broadcas $\left.\begin{aligned} & \text { nomic effect on radio broadcast } \\ & \text { operations in that market." }\end{aligned}\right|_{\text {ri }} ^{\text {the }}$

## AM-TV Banned at House Probe of Justice Dept.

WASHINGTON, Feb. 28.-House (R., Mass.) apparently has no in-

Judiciary Committee's ban on live TV-radio coverage of New York City hearings by special subcommittee investigating the Department of Justice is unlikely to be other House committees. Rep. Chauncey W. Reed (R., III.), chairman of the House Judiciary Committee, in announcing his refusal
to authorize TV and radio at the to authorize TV and radio at the subcommittee hearing, left the im-
pression that this policy may be
altered later in the session by his committee.
Currently in both Houses, committee chairmen have the discre-
tion of determining whether TV tion of determining whether TV
and radio will be admitted. The House Judiciary Committee's rejection of a request for TV-rad
coverage is the first major one of its kind since the start of the new
session. So far, there have not session. So far, there have not
been many requests from networks or individual TV stations. TV has shown its keenest interest so far in covering the hearings of the headed by Sen. Joseph McCarthy (R., Wis.), who has kept the wel-
come mat out to the telecasters and broadcasters.
House Speaker Joseph Martin

## Tobey Gets WCBS Show

WASHINGTON, Feb. 28.-Fol-Vice-president Alben W. Barkley, Sen. Charles W. Tobey will have his own radio program on WCBS, New York, beginning Saturday, The head of the Senate's Committee on Interstate and Foreign Commerce, the politician is now
investigating crime on the New York waterfront.
On his program he will combig cities of the nation, on the Bible, on morality and whatever else strikes his fancy. When the committee moves around the country, Tobey will tape his "Tobey Talks." Announcer Edward

## Boyd Exits Jarvis;

Seeking Own Show
Boyd on wood, Feb. 28.-Jimmy ney, Bernard Richt, will bow from permit him to entertain offers for show of his own. General Art
sts Corporation is currently ped lling a package starring the youthdown a national net hope
Boyd has been on the Jarvis pearing varying times a week on the across-the-board daytime se-
ries.

## ㅂ․ D DULUTH MINNESOTA

## 

mposed by his Democratic predecessor, Rep. Sam Rayburn (D. sex. last year. On the Senate tion being given to legislation simiar to one hoppered last year to ban live TV-radio coverage.
Representative Reed revealed this week that his decision to bar resolution was based on a forma resolution deliberated by his com-
mittee last month. The ban applies to motion pictures and photohs well as TV and radio.

## LIBEL FRACAS

## Retract Or-

## Duggan Quits

## Chi NBC Post

CHICAGO, Feb. 28.-The Na tional Broadcasting Company an unprecedented outbreak of wrathful mail and calls this week after Tom Duggan, controversial sports announcer, quit in anger rather than make a retraction of a broadcast about Jim Norris,
president of the International Boxing Club. Norris threatened a libel suit. which Norris didn't even have to voice, was the effort of the to get away from NBC the Fri day night fights and the lueraAt the height of the rhubarb, Duggan was stricken with appendicitis. He underwent. an opraturn to the air halted pending his recovery. He wants to return, back. The heat officials want him even greater than the outburst when "Kukla, Fran and Ollie" If
If Duggan returns, he will have has a good case and, even if no business pressure were involved undoubtedly would get a retrac-

FCC Issues 19 TV Grants
WASHINGTON, Feb. 28.-Number of authorized TV stations is TV grants issued by the Federal Communications Commission Thursday (16), largest in any day Construction permits for post-
freeze stations alone totaled 270 this week with the addition of the nine new VHF and 10 UHF grants. Four of the new grants for com-
mercial VHF stations went to Idaho. CP recipients were Idaho Radio Corporation, Idaho Falls,
VHF Channel 3; Idaho Falls Television, Inc., Idaho Falls, VHF casting \& Television Company, Pocatello, VHF Channel 10, and Tri-bune-Journal Company,
catello, VHF Channel 6 .
Other CP's went to the Tennes Inc., Decatur, Ala., UHF Channe 23; WGOV-TV, Valdosta, Ga., UHF Channel 37; Midwest Television,
Inc., Champaign, Ill., VHF Channel 3; Plains Television Company Springfield, M1, UHF Channel 20
the Pittsburg Broadcasting Com pany, Inc., Pittsburg, Kan., VHF Company, New Orleans, UHF Channel 20; Palladium Publishing UHF Channel 42; Milton J. Hinlein, Sedalia, Mo., VHF Channel
6; Television Montana, Butte,
Mont., VHF Channel 6; El-Cor Television, Inc., Elmira, N. Y.
UHF Channel is; Inter-City AdN. C., Inc., Charlotte, N. C., UH
Channel 36; T. E. Allen \& Sons, Inc., Durham, N. C., UHF Chan-
nel $46 ;$ Elfred Beek, Tulsa, Okla. casting Company, Scranton, Pa. casting Company, E
VHF Channel 13.

## Maybe we should Blush

. . . for all the honors heaped upon us by the judges of BILLBOARD'S 15th Annual Radio and Television Promotion Competition.


Frankly

-     - we're delighted with this unprecedented recognition (as who wouldn't be), and grateful to BILLBOARD for the opportunity to show-case our efforts.


## Station Rep Group Hypos Spot Push

## LONDON CLUBS LIKE REMOTES

LONDON, Feb. 28.-Altho shows for TV is sky-high in the nitery operators are begging the British Broadcasting ductions for paltry fees prodering on the non-existent. The BBC has been televising late shows from a number of clubs here, and the operators whose clubs already have additional pick-ups.
The universal experience has been that, far from sa-
tiating the video audience, the pick-ups have brought in a huge new out-of-town cli-
entele, who would not normally think of journeying to London to visit a night
spot.

## PUGS PULL

ABC Plans to Boost Sports Programing
NEW YORK, Feb. 28.-A push ing, at least thru the summer is about to get underway at the pany. The web, on the strength of the good reaction accorded its
fight telecasts on Tuesdays and Saturdays, plans to expand, with more boxing apt to be picked up affiliates now airing good events on a local basis. Also likely, sports, ore hot-rod and stock
are
car races. The move may also embrace sports commentas move in as events. The first move in this when ABC captured the Herman Hickman show from the National Broadcasting Company. Hickman has been airing in the 7-7:15 p.m.
slot, Fridays, for General Cigar slot, Fridays, for General Cigar
via NBC-TV. He will switch to an as yet unselected Sunday night
period on ABC early in April.

## Can. Court Rule Favors CAPAC in Test Case

TORONTO, Feb. 28. - A test $\mid$ charges or royalties" established case to determine the right of the
Composers, Authors and Publishers' Association of Canada, Itd base its license fees on a per-
centage of the radio stations gross revenue was decided this week in favor of CAPAC.
Mr. Justice Cameron, down by chequer Court of Canada, may be appealed to the next higher-and
final court of appeal-the Sufinal court of appeal-the Sumreme court of Canada. The cided of Broadcasters Associa Allard, general manage it would be appealed.
Copyright Cameron ruled that the board set up by the Parliament of Canada to deal with the royal-
ties to be charged license holders acted within its powers. The
Board set the fees charged the Board set the fees charged the
radio stations on gross revenues of the stations rather than on the number of licensed radio sets in

CAB Vs. CAPAC as represented by the Maple Lea Broadcasting Co., Ltd., operating
radio station CHML, Hamilton, radio station CHML, Hamilton, the validity of the tariff of "fees,

## 'Today, Revue' Add Sponsors

NEW YORK, Feb. 28. - Two
video stanzas picked company
tional participating business this week. Liberty Mutual Fire Insur ance bought 13 participations in "Today" to air on a staggered basis between March 2 and April 22. Studebaker has added another week to its schedule on "All Star
Revue," and thus will be on each Saturday during March.
The web also enlarged its busi-
ness with Procter \& Gamble this
week. P\&G, which has bank-
rolled the $3: 45$ to 4 p.m. segment
of "Welcome Travelers" Mondays
thru Thursday, has signed to sponsor the same period on
days as well, starting May 1 .
COAST TO COAST

## Delmar to Return to Radio; Jergens To TV Net, Grass Nixes 'Noodle'

by the Copyright Appeal Board
its schedule set for the private in its schedule set for the private
radio stations in 1952. It follows rom an agreement between CAPAC in its action sought a tatement of infringement of copyright, damages, and an inunction to prevent further in-
ringement. A counterclaim by he station asks "for a declaration that the said tariff is null In his
In his reasons for judgment, (Continued on page 18)

## ABC Gets 14

Video Affils
an Broadcasting Company igned 14 more TV affiliates, five them VHF stations, bringing New basic ABC affiliate is KING-TV, Seattle. Other atfer is markets to be covered by ABCt. Louis, Buffalo and Pittsburgh. The network also added seven radio aff
to 362 .

Louisville. The new RCA six-bay antenna is 120 feet long and weighs was done in an hour and 30 min utes by the Tower Engineering Company, Inc., Houston. A new
RCA transmitter will increase the 24 kw .s power from its present
FCC SHELVES DC BID
WASHINGTON.-An applica-WASHINGTON.-An applica-
tion filed by the District of Conew Board of Education for helved television station, has been shelved by the Federal Commuboard can offer a more lucid plan or financing the construction and peration of the proposed station. October, stated that Congress 400,000 requested to appropriate he first year's operation of the tation. Since no additional information has been provided to inappropriation, the FCC pointed out Friday (27), "it does not appear that consideration of your application would be appropriate
at this time.".
The commission requested, in The commission requested, in addin, a detailed proposal "for
plan,
meeting the several educational and related needs of the community."
TOKAR INKED TO MEG
ALAN YOUNG STANZA
HOLLYWOOD-Harry Ackerman, Columbia Broadcasting Sysnet programing, this week signed Norman Tokar to a staff producer-
director contract. His initial asdirector contract. His initial asYoung show and he has also been oming Joan Caufield TV starrer, "My Favorite Husband."
NARTB "VOTE" DRIVE
WINS "HERITAGE" AWARD ..
WASHINGTON, Feb. 28. - The Television Broadcasters has been Television Broadcasters has been named as a recipient of one of the top awards in the Foundation's tition. The awards will be announced in New York Monday (2) ident of General Electric Company and chairman of the Foundation's to Wilson, the honor came to NARTB for "the most intensive
and most successful register and (Continued on page 53)

NEW YORK, Feb. 28.-Kenny
Delmar, the famed Senator Claghorn of Allen's Alley," is making his comeback as a charactercomedian on the Columbia Broad-
casting System's radio network He replaces Hans Conreid a He replaces "Hans With Luigi" shortly. Conreid is exiting to
take a role in the new Broadway musical, "Can-Can." Delmar will also get a running role in "My
Friend Irma" on the CBS radio web. The part is being specially
written in for him. Conreid will
try to keep the part of Kropotkin
alive on "Irma" via taped phone
conversation. Alan Reed will
take over for Conreid in "Decem-
ber Bride." JERGENS ADDS 15
TV MARKETS ...
NEW YORK $\overline{\text { week added } 15}$ Jergens this CBS radio network for "Time for Love," the Marlene Dietrich vehicle. The cities include PittsSyracuse; Rochester, Mo. Several weeks ago Colgate
added eight video cities to its
"Mr. and Mrs. North" network on CBS.
GRASS CANCELS
NEW YORK-The I. J. Grass noode company this week can-
celed "Super Noodle." The kid's
show show is programed Saturday
mornings $9: 45-10$. On the CBS radio network.
AFFILS' TIME
MR. CHANNEL 8 . . symbol of WGAL-TV's increased power, now gives larger coverage, bigger audience, greater sales potential to WGAL-TV advertisers.

NEW YORK - The CBS will
recapture $4-4: 30$ p.m. across the board from many of its video affiliates, CBS-TV expects to pro-
gram "Action in the Afternoon." now a half hour earlier, in that time.

## FCC GIVES WWRL <br> PERMIT FOR FM.

 NEW YORK - The FederalCommunications Commission this
week granted a construction per-
mit for WWRL to build a new
FM station here. The outlet,
which will open by June 1, will
use 10,00 watts on 104.3 mega-
cycles. Present plans call for
duplication of the AM programs.

VITALIS BUYS SPOTS ON 'SHOW OF SHOWS'...
NEW YORK-Vitalis this week
bought six spots on the "Show of Shows" which were to have been purchased by SOS. Participations will be used this spring on the casting
show.
KFEL-TV AREA UP
ABOUT 30\%
DENVER - KFEL - TV next 15,900 watts with the installation of a new 5,000 watt transmitter The hike should increase the sta tion's coverage by 30 per cent. BILL TO EXEMPT
AUSTIN, Tex--Rep. Jim Box Paxton of Palestine, Tex., has in-
troduced a bill into the Texas House designed to protect broadcasting stations from damage suits
resulting from statements resulting from statements mad
during an election campaign SCHWERIN MOVES
N. Y. OFFICES

NEW YORK - The Schwerin to the General Motors Building, 2 West 46 Street. The new quar ters include a 30 -seat theater and projection room.
WAVE-TV GETS NEW
ANTENNA TRANSMITTER
LOUISVILLE, Ky.-The largest
television antenna ever to be completely assembled on the ground, with bat wings, coax cable and
beacon lights all in place, and then

WGAL

hoisted into position on top of a $500-f 0 o t$ tower, was accomplished
Tuesday (24) on WAVE-TV's new

## ROBERT MEEKER Associates

tower site nine miles northwest of

Cornell-Black Tift Leads to Cancellation

NEW YORK, Feb. 28.-A dis- and Willia a proposed Don Cornell film series, has led to cancellation of plans for the series. The program originally was to be spon-

sored locally by the Chock Full $0^{+}$Nuts eatery chain, which is owned by Black.
The bankroller, however, deto a network client, to syndicate it in additional markets if pos-
sible, and to use whatever other means were available to produce revenue. Cornell claims that his the disposal of the property, and that should Black put the show on the market as filmed musical transcriptions, it would hurt his tature as an artist.
Thirteen films were to be shot in the series. Cornell originally was to get $\$ 7,500$ for the 13 shows, His contract was later net profit vived to guarantee him $\$ 12,500$ and a 15 per cent cut of the net. Jean Martin, Black's wife, was to be featured female vocalist on the Black however, will replace the and his ork on WNBT here the Chock Full $\mathbf{O}^{\prime}$ Nuts chain The show will tee-off Thursday March 12, 7-7:15 p.m. Jean Martin will be featured vocalist and
Cates will produce and direct.

## WCBS.IV

Get Laughton
NEW YORK, Feb. 28.-Reports apple juice is shopping for a new ocal berth for its "This Is Charles Laughton" film show, with new home. Now on WPIX and WJZ-TV, Tuesday and Friday gram has failed to deliver ratings solid enough to suit the advertiser.
The switch would be made at the end of the first 13 -week cycle , $\alpha$ rubicam is the agency

MGM PRECEDENT ON SULLIVAN

HOLLYWOOD, Feb. 28. Revue Productions acquired
Metro-Goldwyn-Mayer's permission to star Barry Sullivan in a TV film series, thus marking the first major studio loanout to a TV film production company in the history of both
industries. Series is as yet untitled. pilot reel will be completed before Revue schedules production of complete series.
Lawrence Kimble scripted the pilot with Bob Finkle directing. This marks the first
time any major studio has okayed TV filming of one of its

THIS ECONOMY RUNS INTO \$
latest story around trade circles is about how Americans can economize. A certain
U. S. network hired a British U. S. network hired a British filmery to do a series. The
producer came up with a producer came up with a
modest production budget, but somewhat too high for the U. S. network. To economize, the web sent over an expert. The expert flew over, stayed in one of London's swankiest hotels, and spent partment thru his five-week stay. A popular lunch-time guessing game here is, how
much did the network lose on the deal after the econoon the deal, after the
mies were effected.

## 177 TOTAL SALES

## 34 New Stations Buy Ziv TV Series

NEW YORK, Feb. 28. - Ziv
Television Programs, Inc., here has sold 177 TV film series to 34 new stations this year, thus pointing up the fact that TV film is playing an important role in the programing policies of new video outlets. In fact, Ziv execs report
that while they had to do plenty that while they had to do plenty
of hard selling to new stations in ers are coming to them for advice on filling programing gaps with films.
In effect, said the exec, Ziv is acting as an unofficial film pro-
graming consultant to many of graming consultant to many of Ziv Radio has performed for quently, Ziv has been able to chalk up the record sales-to-newstations figure without the aid of
any special promotion or selling any special promotion or selling
program, as contrasted to the allprogram, as contrasted to the all-
out campaigns the firm deemed necessary to sell new stations on
The 34 -station pacts (all on a solid 52 -week basis for a total of
500 hours of film programing 4,500 hours of film programing) include many big-package deals. Unexpected," "Cisco Kid," "Bos"Your TV Theater," "Yesterday's Living Book" and "Favorite Story") were sold to the follow-
ing new stations: WBRE-TV, Wilkes Barre, Pa.; WHIZ, Zanes
ville, O.; WNOK, Columbia, S. C.;
WNOW, York, Pa.; WOSH, Osh-
kosh, Wis.; WEEU, Reading, Pa.
WNKX. Saginaw, Mich.; KELO Sioux Fails, S. D., and WWLP, Springfield, Mass.

Many of the new stations have shows. For example, KOPO-TV Tucson, has sold five of its seven Ziv series. Alexandria Shoes is Mulcahy's Lumber Yard, "Your TV Theater"; Sunset Dairy "Cisco Kid"; Roh Radio, Inc., "Story dealer, "Boston Blackie."
Ziv has also sold packages of various sizes to the following new outlets: KOLN-TV, Lincoln, Neb., eight series; KGNC-TV, Amarillo,
Tex., seven series; KCBD, LubTex., seven series; KCBD, Lub-
bock, Tex., six series; KRDO, Colorado Springs, Colo., six se-
ries; KDAZ. Pueblo. N. M., six $\left\lvert\, \begin{aligned} & \text { series; KOB-TV, Albuquerque, } \\ & \text { N. M., five series; KIDO, Boise, }\end{aligned}\right.$

NEW YORK, Feb. 28 . The
National Broadcasting Company
expects to clear an annual profit
of $\$ 40,000,000$ from its TV film
production and syndication oper-
ations in about three years, ac-
cording to a confidential report
just submitted to Gen. David Sar-
noff, board chairman of the par-
ent Radio Corporation of Amer-
ica. The report, prepared by NBC
film toppers at the General's re-
Idaho, four series; KR
Paso, four series, and
Altoona, Pa., three series.
Consolidated TV Sales, Inc.,
which is also chalking up many big-package sales to the new
video stations, recently sold its entire catalog to KGNC-TV, Am arillo, Tex.; KKTV, Colorado
Springs, Colo.; WOSH, Oshkosh Wis.i KOLN, Lincoln, Neb. Springfield Mo Consi, catalog includes: "Front Page Deective," "Public Prosecutor," "Crusader Rabbit," TV Closeups," "Paradise Island," "Going Places Wasslers," "Holly wood Half Hour" and "Jackson and Jill." Altho theatrical TV film dising business in quantity-sales to
stations for some time, this is the irst time that films specially produced for TV have received such package deals.

PARIS, Feb. 28.-Herman Blaz er, who was exec producer of the "Douglas Fairbanks Presents" sefair company to go into production Anthony Bartly partnership with turned out a half-hour film star ring Mai Zetterling and Herbert
com.

3-D IS 10 YEARS OFF

NEW YORK, Feb. 28.-Televi-
sion won't enter the third dimension won't enter the third dimen-
sion for at least 10 years, if the sion for at least 10 years, if the
Radio Corporation of America has its way. Altho the Nationa division, has been conducting 3-D experiments for some time, RCA research engineer Dr. A. N. Gold-
smith told the National Television
Fmith told the National Television Film Council group here this week that the corporation won't
be interested in 3-D until a potential $22,000,000$ black and white se market is saturated, followed by a suhcequent saturation of the
country with color TV sets. The latter project alone, he said years to complete.


## NBC Expects \$40-Mil. Net From TV Films in 3 Years

Cleared $\$ 5,000,000$ in ${ }^{\prime} 52$, First<br>Year of Operation; New Corp. Seen

To Come After 22-Mil Sets, Color-Goldsmith Color must come first, said approach the realism of 3-D, you cannot tolerate black and white images." He lauded the perfec tion of detail achieved by 3-D in
close-up, and said that polaroid close-up, and said that polaroid any "authentic" 3-D picture. On the other hand, the Columbia
Broadcasting System is reported ly readying a $3-\mathrm{D}$ system of its own (also in color) which does
away with the need for the glasses. Council Meeting
Dr. Goldsmith's remarks on 3-D were made during a discussion
period following the National TV Film Council's monthly luncheonmeet here Thursday (26). In the absence of prexy Arche Mayer,
the meeting was presided over by veepee Sally Perle and chairman of the board Mel Gold.
The sole speaker on the agenda
quest, projects the network's film
future into 1956 , arriving a future into 1956 , arriving
$\$ 40,000,000$ as a probable figure the web's film operation continbased on the profit of $\$ 5,000,000$ made in 1952,
of operation.
The optimistic tone of the re port indicates that NBC's long rumored plan to set up a separate
corporation to handle its film operations may become a reality film v.-p., at the helm. In any event. NBC toppers foresee that
the division would have to increase its present rate of networkerably.
In addition to its regular film news packages, NBC is currently
syndicating the Lilli Palmer sesyndicating the Lilli Palmer se-"
ries, "Dangerous Assignment," "Douglas Fairbanks Presents,",
"Life of Riley" and "The Visitor," The report is interpreted by
some NBC officials as signifying
'Theater Int.' to Hit N.Y. Within Month PARIS, Feb. 28.-Sheldon ReyTheater International" series are due to head for New York within coming month.
Following that, Reynolds plans for production of the "In here tional" series, as well as for the next 39 segments of "Foreign In be shot on the Riviera.
Dramas for Blind

## By Charter Oaks

NEW YORK, Feb. 28.-Charter Oaks Telepictures is shooting a the American Foundation for the Blind and the Industrial Home for the Blind. The 13 segments are due to go on the American
Broadcasting Company in the fall. Entitled "Men Towards the as off-camera narrator. Most Daly the on-camere cast are blind persons.
that the network anticipates its film activities will parallel. or perhaps even exceed, its live pro-
graming by 1956 .

## CBS-TV Sets

 Early Bow of '1975' FilmNEW YORK, Feb. 28. - The TV public service division expects to program its hour-long film documentary, "1975" about Roy Lockwood the film documade to ex-President Truman by the President's Materials Policy by Willian S. Paley, was headed It has
duce.
The CBS-TV public service operation is also readying a new
educational show, "Adventure," which is being produced in cooperation with the Museum of
Natural History. This half hour program, which is to use Mike as co-commentators, will make use um including the Hayden Plane day afternoon time period.

## 'Great Lovers' Shooting Set

ROME, Feb. 28.-The "Great Lovers" series, starring Hedy Lain April, when the cinemactres feature film, "Helen of Troy,"
Victor Pahlen, who is producing Victor Pahlen, who is producing
the series for distribution by PSITV, series for distribution by PSIstar in three of the half-hour other 10 .
Panlen's wife, Ericka Val, will also appear. in the series, which is
being megged by Edgar Ullmer.

## QUICK TAKES

Charles Kebbe has signed balof TV films, to begin shooting hil, formerly ad manager for Sterling Television, has joined the Direct Mail Printing Company as ad and promotion man-CMQ-TV, Havana; it's now running in four countries. .. Associa tion Films is offering, stations
"Art Points the Way," a onereeler, gratis.
was Jack Glenn," March of Time of the Screen Directors Guild Glenn decried the lack of up-toilm producers in the East and blamed pared-budgets for the fact hat most TV film products today artful cutting techniques.


Wilmington, Del.
WDEL-TV's market has more money per capita to spend than all the other 48 states. Buy A Steinman Station
ROBERT MEEKER Associates

## the bluboard TV Film Buying Guide



# NIGHT CLUBS-VAUDE 

# Dais Is Show at Bob Hope Dinner 

 Jessol Quips
Jessel, who tops himself at each
dinner. introduced Frank White "President of NBC -at least as of Friday night, $9: 51$ p.m.". In bring.
ing on
Baruch, Jesel
observed, "why a man with all his money
has to shoot ducks early in the morning. Th1 never understand."
But the real fireworks began when it was Jessel to Berle to
Allen to Hope. When you in-
 you have to say nice things about Berle. He captured the
Phillipines? Or freed the slaves? Oh yes, he's got a nice iet,
Adah (Mrs. Tead) Lis."
Besle cone
lines at Jessel and then couple around. "Ah, hello Mr. Frank White, he's doing a great job in
TV. I saw him fix three sets last week - the hard way - in Bill
Paley's office." Of Hope, Berle said, "I'm happy Hope's not opposite me on Trouble with Fulton Sheen." When Berle sat down, Jessel re-
marked "You've now heard file
No. 9 : a combo of sarcasm and the dry.
wit that only he can throw out. (and Sully) phoned me to come
to the Hope dinner and say a few things. While Jesse's on the phone
(Block is chairman of the Friars' Entertainment Division) there's
Milton Berle, the Abbott of the Friars on TV, doing my jokesAllen commented on Jessel's (Nobody throws a dinner until
Vegas Hotels Verge on Open Talent Warfare

- Continued from page 1 tels, whereby they presented a crumbling. One of the points of would go above $\$ 15,000$ for an attraction. Ray Bolger got $\$ 20,-$
000 , the highest price paid so far. The Bolger price was considwith Ray getting 20 G , it is exhike their demands up to or highpetition among the Strip hotels will
open
 Dancer Libby Burke, appearing part of the Ballantraes duo, was
subpoenaed by the House UnAmerican Activities Committee
She was served by a U. S. marshal immediately following her
final bows to the audience. The dancer, charged by the com ized wheeler, with having organparty cell, was ordered to appea before the committee's h
be held here March 23 .
 days to complete its week's run Carl Ratcliff,
currently breaking in a new part
ner. Grove paid off the act fo its full week's contract and ex ploy Mrs. Burke or anyonc who
identified with Red activity.


## 7 AGVA Acts

## Fined IG Each

CINCINNATI, Feb. 28. - The branch of the American Guild of
Variety Artists. headed by Bob
Edwards, has levied a fine of $\$ 1,000$ against each of seven
AGVA acts on the dual charge of
working for Sid agent whose name appears on ers show at the Murat Temple
Indianapolis, February 20-21, and for appearing on the same bil
wit' an unfair AGVA member Mel Hall, unicyclist.
Acts charged with the dual vio-
lation are Don Rice, Lalo and
Mussette, Gaynor and Ross, Burns Fayd White, Doris King, Novak and ing to Edwards, Page leases and an associate, Mel Ross. Inasmuch as Page operates and serves as
producer at the Murat for these shows, action is being taken by
the local AGVA to halt his ac tivity there by having other
unions intervene, Edwards says Edwards also announced that
AGVA has recognized Roy Meyers' claim against Page for
$\$ 450$. Meyers had charged that Page booked his line of girls, the
Sparkettes, on a date, and then canceled them out without notice.

5 CLUBS BURN; HOSTESSES, TOO
cafe ops have a major problem on their hands. Accord-
ing to law, management of ing to law, management of
any spot which folds due to "acts of God" is responsible
for finding work for the peofor finding work foll.
Two weeks ago the Gim-
basha night club burned down putting 875 hostesses out of work. Early last November the Mimatsu, which hired 400 hostesses, went up
in flames. Top hostesses were absorbed by the Gimbasha, the Bacchus and the Grand Palace. In December the
Bacchus, a GI fave, burned Bacchus, a GI fave, burned
down. Four days later the Grand Palace got it.
The Golden Gate, a new spot, opened and, while cele-
brating, a fire of unknown origing broke out. The Golden
Gate is no more.
So now Tokyo has hundreds of disgruntled hostesses out of work, and their old
bosses are desperately trying bosses are desperately trying
to get them jobs.

## FRUSTRATED

Actors Affirm

## BB Series on

 Germany ZoneLONDON, Feb. 28. - Articles
published in The Billboard a few published in the Bilonoard a few
weeks back on conditions im posed on acts touring the Amer Rorated by Archie Robbins. Robbins recently returned from
Germany disgusted, halfway thru
a tour, following a series of futile impasses with minor U. S. Army brass, the culmination
weeks of frustration.
Robbins claimed that very minor Army officers set ther free shows masquerading as "au
ditions," and generally made lif intolerable for the group with
which Robbins was touring. which Robbins was touring.
Many of the Army types as-
signed to liaison work, says RobSigned to liaison work, says Rob-
bins, are amateur or unsuccessful bins, are amateur or unsuccessfu terested in the quality of the mathey themselves could entertain
if they had a chance.

## Gateway Set

For Musicals

## ATLANTIC CITY, Feb. 28.

 suburban Somers Point, N.J., oneof the most lavish during the prohibition period
when first opened in 1926, was
sold this week for a reported

by Ezra Bell, beachfront hotel
operator who wns the Morton
Hotel. Joined with money inter-
ests here and at the sister resor sino will be converted intoy a Musical Playhouse. Planning on
opening June 30, it will offer a
10-week season of musical comedies and operettas.
An Equity company will be
brought in, and the Casino will be remodeled to hold 1,200 theater
seats, a ramped floor, air-coolin seats, a ramped floor, air-cooling
system and a large stage. In early days, when name bands worked
here, the Casino took care of housed everything from bingo Last summer, another combine
tried out with semi-pro shows tried out with
with fair success.
Jonothan Dwight, who staged the shows last summer at the
Casino, will be associated with
Bell in staging the musicals Bell in staging the musicals. He
will be vice-president of the
newly Playhouse, Inc. Dwight will also house a theater troupe in Bell's
Morton Hotel, opening a quarter deck theater at the beachfront
hostelry on Easter Sunday for a summer stock arrangement.

## TROA-AGVA Tiff Begins Again Over Fund Contributions

Riverside Refuses to Pay Up; Dares Union to Pull the Show

NEW YORK, Feb. $28 .-$ The
battle between the Theater Re book new shows after the current taurant Owners; of America and
the American Guild of Variety Artists broke out again when the cafemen's national organization instructed its members to stop AGVA's welfare fund.
TROA's membership now conmore than 60 cities. New cafe organizations that have affiliated
with TROA in the past few weeks represent clubs in Dallas, Co The first step in the flat
Reno, Nev., when the Riverside
Hotel refused to pay the welfare
fund contribution ( $\$ 2.50$ per week per performer) and dared the union to pull the show.
Irving Warns
Jack Irving, on vacation in Florida, was reached by phone
and stopped any show pulling proceeding, but warned that any
spot (including the Riverside)
rules will not get further shows.
Agents would be instructed not to
NORMAN BROOKS
Record Click
Catapults Him On Club Dates

NEW YORK, Feb. 28.-It isn't a the boy or gal to whom it hap-
pens for the first time. And this ime the latest male singer to hit the jackpo is Canadian-born
Norman Brooks, who has been catapulted from an $\$ 85$ per week singer at the Bal Tabarin here to ings up to $\$ 2,000$ per week, all on the strength of a waxing on the
indie Zodiac label, "Hello Sunshine, Goodbye Rain."
Brooks, who sounds somewhat
like a young Al Jolson, and has
like a young Al Jolson, and has
been waiting for a break for three
years, cut the "Hello Sunshine"
ditty for cleffers Mel Howard and Lee Irwin, who wrote the tune
and also own the Zodiac label.
Howard went out on the road to promote the disk and got sales western it a number of Mid-
Irwin, who is the Godfrey show got Robert $Q$
Lewis, subbing for Godfrey, to spot the warbler on his program
The strength of the disk and the

## Toronto Would

 License AgentsTORONTO, Feb. 28. - Up in arms against the actions of Ameronly out of hotel bedrooms, Ontario 10 percenters will ask the operations of all booking agents The 22 agents met here to discuss the matter, and to propose
that the government institute the same system as now practiced by The Quebec government. can booking agents can come int the city and, not operating offices accompanying such operations
write $\$ 10,000$ to $\$ 15,000$ worth of Unde, and then pull out.
Americans would be forced to regulations, or operate thru loca regulat.
agents.

Phila Philadelphia cafe organizations second step. Using the Chicago situation as the reason (the case Labor is now before the Nations Board) it wired AGVA Relations Board) it wired longer pay any part of the wel fare dough, pending action taken by the NLRB. The wire further warned AGVA that any action
taken against any of the Philly ops would be construed as action dustry, and all cafes would drop

## Country-Wide

The TROA's national executive Philadelphia on the heels of the action country-wide it's reasons for such action were: First that AGVA had promised to sit down and iron out difficul AGVA's national board meeting TROA said that more than two
weeks had passed and AGVA had done nothing about arranging a
meeting. When AGVA "brushed off the whole thing, they left us
with no choice" said a TROA

The second reason was that some TROA members were pay-
ing while others were not. To make the practice uniform, al members
payments.
What AGVA's Cours
What AGVA will do in the face uprising wasn't clear If it pulls shows, member resistance may
become a factor. If it orders agents not to book certain spots,
it will first have to mark such spots as unfair.
In the meantime, the New York meeting Wednesday (25) as the Greater New York Cafe Associa tion. Newly elected officers were Lou Walters, Latin Quarter, Presmanian, first vice-president; Ben ond Paraglide, Heampstead, recording secretary, and Gene Seville,
Seville's Franklin Square, TreasTROA's executive board will meet he

## Miller Adds <br> Sahara Buying

NEW YORK, Feb. 28.-The Sahara, Las Vegas, Nev., will give
Miller buying power that will make him a runner-up to Lou Walters and his I.
here and in Miami.
While Miller refused to disclose his deal with Milton Prell, one of the Sahara owners, it is under-
stood his cut will be $\$ 1.000$ a week. For this, Miller will pass
on all acts. As part of the deal on all acts. As part of the deal,
insiders say, Prell made a sizable investment in Miller's Miami Riviera.
Stanley Erwin, who previously Sahara, will continue as adverIising and publicity director.
Up to this season Miller's chief fivera took Murray Weinger, his buying power increased. Unfortunately, most
of the names had already been booked. But with the Sahara.
added to Miller's buying power, he will be in a position to offe time, even tho this added playing
time will be of chief interest to standard acts. Names seldom are interested in more than about to 20 weeks a year.

Webs to Propose Cut in Fees; Indies to Grill Society Officers



NEW YORK, Feb. 28-Captio idend of 10 cents per share on th common stock for the first quar-
ter, which will be payable April 15. In 1952, the diskery March a 30-cent dividend in June, and Total dividends for 1951 were 25 The board of directors of the
firm declared a regular quarterly dividend of 65 cents per share
this week also on the $\$ 2.60$ cumupayable Apr ord March 15. The year 1952 was one of the
history.

## Snow, Long End Contract As Friends

## NEW YORK, Feb. 28, - Hill billy singer Hank Snow and his personal manager, Hubert

 have mutually decided to par tionship that has extended over 15 months. Several factors mothe contract, which was accom

## Kohlman Wins 15G In 'Cry' Arbitration

NEW YORK, Feb. 28. - Perry formance-fee obligation to KohlAlexander was ordered to pay
$\$ 15,331.24$ to Churchill Kohlman, altho Kohlman had negot
ated no BMI deal. More than writer of "Cry," in a decision American Arbitration Association. The finding of the arbitrators, , terminating a long legal hassle between Alexander's Mel-
low Music and Kohlman over disputed royalties, is binding upon the publisher and may set a
significant precedent for similar significant $p$
controversies.
Kohlman's ditty, which became a smash hit via a disking by
Johnnie Ray, earned substantial Johnnie Ray, earned substantia
performance money for Mellow, a
Broadcast Music, Inc, affiliate The writer, who later became a of Composers, Authors and Pubperformance money, but Alexanhis contract with Kohlman voided any such claim

## SPA Pact

The contract used was a standard form printed by the Song
writers' Protective Association This pact contains a provision ex-
empting the publisher from payempting the publisher from paysocieties which also make equa payments to writers. It was upon this provision that Alexander
claimed exemption from any per-



## TV Storm Brews as ASCAP Asks Consent Decree Change

Intros New Juke Bill in Congress

## McCarran-Sponsored Legislation Has Backing of ASCAP, Other Music Segs

WASHINGTON, Feb. 28 - Sen. $\mid$ and buys records. MeCarran said (27) introduced the first Juke Box $\begin{aligned} & \text { his bill will give the composer } \\ & \text { chance to }\end{aligned}$
 profit if he makes a hit." The
royalty fee would be determined
by ASCAP ers and other groups which sup-
ported the Bryson-Kefauver Bill
Committee, McCarran is a mem-
ber of this committee, altho he is which last year failed to be re- $\begin{aligned} & \text { not on the subbommittee which } \\ & \text { ported by the }\end{aligned}$ ported by the House Judiciary
Committee after lengthy hearings
will do the deliberating first.
The bill amends the copyright Committee after lengthy hearings
by a subcommittee on copyrights,

The bill amends the copyrinht | by a |  |
| :--- | :--- |
| patents and trademarks. The Mc- | provision: "The reproduction o |
| Carran Bill is much less specific | musical compositions by or upon | than the Bryson-Kefauver Bill and $\begin{aligned} & \text { musical compositions berated machines shall not } \\ & \text { coin-operater }\end{aligned}$ more nearly corresponds to a bill be deemed a public performance

sponsored in the 80th Congress by sponsored in the 80th Congress by
Rep. Hugh D. Scott Jr. (R., Pa.). f
The MeCarran Bill would amen
the Copyright Act of 1909 to in
pose royalty fees on juke boxes
altho one-machine operators would

Senator McCarran described his
$\qquad$ Bryson-Kerauver B "it won't h
session except that "it
who has a little bar and one juk
Liberty Okayed
By Col. Distrib,
But Not Leslie
NEW YORK, Feb. 28.-Times
$\qquad$
$\qquad$ Shops and resumed shipping disks
$\qquad$
$\qquad$ weeks ago by the distributor in erty for purchasing Columbia wax qutside the sales jurisdiction of Times-Columbia.
Leslie Distributors, key Gotham one-stop also cut off by TimesColumbia, is still not receiving Columbia disks from the local
wholesaler. In a strongly worded statement recently (The Billboard, head of Leslie, tagked the
stein,
stoppage "arbitrary" and "posstoppage "arbitrary" and "pos-
sibly monopolistic," and said he sibly monopolistic, and said to his attorney, No further stateeither narty to the hassle.

## James Wants <br> Out on Pact With Rodde

NEW YORK, Feb. 28.-Thrush Joni James has announced thru
her attorney, Stanley Goldstein that she no longer recognizes appliance dealer, as her personal manager. The contract that was signed during the latter part of
1952 is "unconscionable" according to Goldstein in that it calls for Rodde to receive 50 per cent of her earnings as a performer for
life. The $50-50$ split is understood to be made at some point between Negotiations have begun to bring ermination.
The singer catapulted to natainmentinence in the enterheels of her smash disking of Since then, she has elicked with disk release. In comment ing on this action, she said that
she was sorry this step had to be taken, but that her whole futur was at stake.

## Peak Gross Hit By RCA in '52

- Continued from page 4
reliably reported, however, that
sales during 1952 were slightly sales during 1952 were slightly
ahead of the 1951 period. Dollarahead of the 1951 period. Dollar-
wise, the gross volume for the wise, the gross volume for the department Recapping the firm's year in
records briefly, 1952 started of strongly with such click pops a "Any Time" (Eddie Fisher), "Slow Me Why" (Eddie Fisher). The sparking with such new release and "La Traviata." Later in the spring sales dropped off, but the diskery came back strongly gram which included Extende
Play and the low-priced Bluebir it had also shaken loose a big hit
in Perry Como's "Don't Let the
ind


## 'IF' TO MUSIC

 BY HERSCHER|  |
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# MARCH 7, 1953 <br> NORMAN BROOKS <br> Record Click Catapults Him On Club Dates 

- Continued from page 15 powerful radio appearances of the
singer were enough to get the warbler a two-week engagement
at the Latin Quarter in Boston. Brooks Bookings Brooks went into the Latin Quarter at $\$ 350$ per week. As the record started to break out, club
owners began to bid for him, and his price went up from day to day. He is now Chubby's, Camden, N. J., starting March, the Bourch 13 ; the Tic
L. I., starting March Milwaukee, March 30; the
Toc, 13; the Copa, Pitsburgh, April
20; the Latin Casino, Philadelphia, April 29, and the Thundertwo weeks. From $\$ 350$ during his Quarter in Boston, he jumps to $\$ 1,000$ at both Pittsburgh clubs
and $\$ 2.000$, or whatever the asking price is,
Tied to Zodiac A club owner has called Brooks
one of the strongest names developed on records since Johnnie
Ray. The Zodiac disking of "Hello Sunshine" has already
passed the 100,000 mark since first released in January. Since his record has started breaking the major labels, but he is set diac Records, which covers 20 sides to be released in this pe
riod. According to writer Mel Howard of the diskery, "Nobody much money in the world." of Montreal, and his booking


## FOOLS RUSH IN

Tunesters Admit They're Just Crazy, Mixed-Up Kids

The Story of a Fool," while
Lightning Hopkins finds com-
pany in "Another Fool in Town."
To date only "A Fool Such as I"
has attained what might be lose-
ly described as hit proportions.
This made it first in the hillbilly
field and more recently has
opened up in the pop category.
That only one has been chosen
out of the many that have been
called might fimply point up
what Abe Lincoln once said about
fooling the people.
Adice

PHILADELPHIA, Feb. 28. -
The Al Fresco musical concerts
staged each summer in the city-
$\qquad$







$\qquad$ joined hands in a program truly music-to the people, and charge
no price for admission," Mann

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\begin{aligned}
& \text { The no-box office operation, he } \\
& \text { explained. will be financed by }
\end{aligned}
$$

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\begin{aligned}
& \text { explained, will be financed by } \\
& \text { a } \$ 75,000 \text { city appropriation } \\
& \text { matched by a like sum contrib- }
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\begin{aligned}
& \text { atched by a like sum contrib-" } \\
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& \text { uted by } 750 \text { "Friends of the Dell." }
\end{aligned}
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\begin{aligned}
& \text { uted by } 750 \text { "Friends of the Dell." } \\
& \text { The "Friends" contributed } \$ 100
\end{aligned}
$$

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\begin{aligned}
& \text { The "Friends" contributed } \$ 100 \\
& \text { each, and are entitled to two }
\end{aligned}
$$

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\begin{aligned}
& \text { each, and are entilied to two } \\
& \text { seats at each performance. In } \\
& \text { previous years, reserved seats for }
\end{aligned}
$$

previous years, reserved seats for
straight symphonic concerts cost
$\$ 1$, while general admissions cost
(Continued on page 55)

CORAL MOTTO GET 'EM EARLY
NEW YORK, Feb. 28. Catch em young and nurse at Coral Records, which this
week purchased two masters cut by eight-year-old thrush
Jeanie Dell. Only a week ago Jeane Dell. Only a week ago bara, a six-year-old, whose
first waxings are now ready for release.
Kaye Album Is Hot for Decca NEW YORK, Feb. 28. - Decca
Records' Christian Andersen" album i shaping as the biggest package
issued by the label since the A Cumulative sales of the Dann
Kaye-Gordon Jenkins diskings i this week. Decca is tying in promotion o office wherever the "Andersen" movie plays. The flicker has so were
weeks.

BIG TREND TO ALBUM SINGLES
Diskeries Find Split Release Helps, Not Hurts, Set Sales

## By BOB ROLONTZ

 NEW YORK, Feb. 28. - Therelatively new practice of the major diskeries in aggressively promoting single disks from pop
albums has begun to shape up as standard operating procedure. back was pop ackage to be sold

## 

 often two sides from strong popsett are released at the same time ets are released at the same time
as the album is placed on the market, and in many cases one or
two more sides are issucd within
three months after The months after.
The new trend toward single
sides from pop album sets, which albums have been coming out
with strong artists for quite while strong it artists for quite since jocks
whit and ops have received certain platters from new album releases
that they could play or put on the that they could play or put on the
boxes that single album platters boxes that single ath best-selling
started to move into ble charts.
The simultaneous promotion of (Continued on page 51) $\left\lvert\, \begin{array}{ll}\text { are rint } \\ \text { pren }\end{array}\right.$

## \$16 Mil Gross in Year New Record for ASCAP

HOLLYWOOD, Feb. 28.-American Society of Composers, Authors
and Publishers this year hit an allISCAP Prexy Otto Harbach told members attending the Society's semi-annual meeting here this
week. This showed an impressive ncrease over last year's gross
$\$ 14,000,000$. According to the re port, cost of operating the Socipe cent of money collected, amounting to $\$ 3,100,000$. Altho the Society'
gross showed an increase, actua money distributed among its mem

Storm Rages in Cincy Over DJ 'Exclusives'
London Decca Biz Volume Up 84\% in Year

## by a 50 per cent increase in ex- ports over a year ago, the Decca

 Record Company, Ltd., of London 1952 showed an increase of 84per cent in volume and an 80 per cent higher net profit over the
year 1951. This was achieved in spite of tax payments quadruple that of a year ago. Gross for $\$ 3,360,000$, with net profits, The London Gramaphone Com pany, British Decca's U. S. sub-
idiary, was a major factor in this sidiary, was a major factor in this
increase, showing a substantial rise in LP sales
as well as shaki
ber of pop hits.

## CAPAC's Right to Fees On Pctg. Basis Upheld



WASHINGTON, Feb. 28.-A valuable collection of original Gershwin has been acquired by der terms of the will of the com-
poser's mother, Mrs. Rose Gershwin.
The scores, described by the mation about the methods of work musical geniuses and one of the great composers of the 20th cen for two pianos of "Rhapsody in ful score of the Piano Concert York Concerto"; a piano-vocal
score in pencil and an ink ful score of "Porgy and Bess" and a
full score for orchestra of the
"Rhuma," renamed "Cuban Overture." Scholars will "be able to trace changes in the composer's thought from his alterations, excisions and Mercury Music to Sell For Liturgical Press

## NEW YORK, Feb. 28.-Mer-

 cury Music has been named soleselling agent for Liturgical Music
Press, publishing firm specializ ing in compositions for organ by Liturgical which furnished church organists. There are 7 copyrights in the Liturgical cata

## Chance Records Signs

Bumper Talent Crop
CHICAGO, Feb. 28.-Art Sheri-
dan, Chance prexy, announced the dan, Chance prexy, announced the
recent signing of a host of artists. the Flamingos, a five-man vocal
hroup
Chubby
Newsome torper ly was on King); Anita
frown, vocalist formerly on Dec
for Brown, vocalist formersy on Dec-
ca, and Big Boy Sires, a country
blues singer formerly with Also signed was the AI Smith

 ntended that such determination should be final and conclusive,
without any right of review by the Court, where the procedure
laid down in the Act has been fully and properly carried out. the charge by the defense that
the Board "has misused the powers delegated to it," with particular reference to the words "fees, charges or royalties" since these dollar amounts."
mean only tolls or rates fixed at a ents," Justice Cameron said.
Col. to Issue Faith Kidisks


Parade Records Joins Move to EP Diskings NEW YORK, Feb. 28.-Newest
classical label to join the swing to Extended Play is low-priced Pa-
rade Records. Initial release the firm is its operatic library there are as two-record EP sets, highlights in the series. Sets will retail for $\$ 1.69$, the same as the
tag on the LP's.

ANYTHING FOR A GOOD LAUGH

|  |
| :---: |
|  |  |

WALLY PHILLIPS IS POP DEEJAY
Wally Philike, wiw, cis.

ATLANTIC CITY, Feb. 28. play a little classic, possibly one
with a rhythm rock-that is the

question. The answer hinges on
what is classic and what is cool,
and where "Stout-Hearted Men" and where "Stout-Hearted Men 10th Avenue" fit in the picture. The question came up here when a national survey showed
a trend among teen-agers from
jive to classics jive to classics. Local record
stores which normally feel th
impact of any music trend could
see no change to see no change to speak of in mu-
sical tastes among high school sical tastes among high school
youth.
One spokesman said the averOne spokesman said the aver
age youngster goes all out fo
such groovings as Perry Como' age youngster goes all out for
such groovings as Perry Como's
"Stars Get in Your Eyes," and are listening to cool stuff a little on the milder side compared to the
old be-bop. But he also said there is no interest in the classics ex
cept among those who are music students.
The Standard Radio and Tele vision Company reported colleg
students-but not high schoo youth-are buying more classics.
The only change the firm noted is The only change the firm noted that where six months ago the solid values, today they are "that way about female vocalists. But pends on the song itself, record store workers said.
Spot Check
A spot check of a group of
young people, students at Atlantic a group of 24 , four teen-agers buy ings, 10 buy only cool stuff and the others either buy both or buy none. The average teen-ager, the group inferred, finds more interest in cool music because of its
danceability. Dance music is here to stay, and you can't dance to the classics-except maybe a minuet young people today, they said The bunny hop holds more in
est for them, they indicated. the classics sitheam the words to what the kids said. The teen agers were of the opinion that classics are not popular because cases; or if there are words, the there's nothing that can beat a rhythm and a g
youngsters agreed.

## James Myers Adds

Standard to Holdings James E. Myers, head of Myers Music and Jem Publications, loca added another firm Standar Songs, to his holdings. In addition to being sole selling agent of quired the sole selling rights to Dennis Music, The Music Counter Music and Planet Publications, A TV program book is in prepvarious firms that have been re-
corded and featured on the netcorded and featured on the net-
works, and a hymn book containing 64 new hymns in the Jem readied for early release.

## "45 EXTENDED PLAY" IN MARCH 16 पIFE-ONLY \$1.40 encн



The industry's newest success story:
Over 2 million RCA VICTOR "45 Extended Play" albums already have been sold.





## BILL FARRELL "ACN- 4- ©

YOU CAN'T STOP ME FROM DREAMING MGM 11424-K-11424

BARBARA RUICK
THE PRICE I PAID FOR LOVING YOU THAT'S HIM OVER THERE MGM 11418-K-11418

GEORGE SHEARING
THERE'S A LULL IN MY LIFE MIDNIGHT BELONGS TO YOU MGM 11425-K-11425 BIGREB HITI? THE CRICKETS YOU'RE MINE MILK AND GIN MGM 11428-K-11428
YES! M-G-M Means

Mighty Good Music

MGM RECORDS


The Billboard Music Popularity Charis
HOHOR ROLL OF H11s

## The Nation's Ten Top Tunes

## . . . for Week Ending February 28

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 Chart This ine this issue. (F) Indicates tune is from a film; (M) indicates tune is Last on

1. Till I Waltz Again With You 112 By Sidney Prosen-Published by Village (BMI)
BEST SELLING RECORD:
Five Bells. Brunswick 84002 ; ; C. Brewer, Coral 60873 OTHER RECORDS:
G Gore-R,

2. Don't Let the Stars Get in Your Eyes
By Stim Willet-Published by Four Star Sales (BMI)
BEST SELLING RECORDS: P. Como, V 20-5064, OTHER RECORDS: L. Ameche. Mercury 70023 E E Barton, Coral 60882 ; R. Foley, Dec 28460; H. Jerome. M-G-M
11385; G. Mackenzie. Cap 2256; Ted Maksymowicz, V 26-9270; B. Maxwell, Mer-
3. Doggie in the Window

65
By Bob Merrill-Published by Santly-Joy (ASCAP)
-
best selling record: Patti Page, Mercury 70070.
4. Tell Me You're Mine

By Fredianelli-Vasin-Published by Capri Music (BMI)
BEST SELLING RECORD: Gaylords, Mercury 70067 OTHER RECORDS: Ralph
and Buddy Bonds, Coral $60923: \mathrm{M}$ Carson, Col $39914 ;$ R. Morgan, Dec 28569. and Buddy Bonds, Coral 60923: M Carson, Col 39914; R.
5. Oh Happy Day


6. Why Don't You Believe Me?

517 By Lew Douglas, King Laney, Roy Roddes-Published by Brandom (ASCAP)
BEST SELLING RECORD: J. James, M-G-M 11333. OTHER RECORDS: Five

 TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Henry Jerome, Lang-
Worih; Eatl Sheldon, Associated.
7. Keep It a Secret

716
By Jesse May Robinson-Published by Shapiro-Bernstein (ASCAP) best seling record: J. Stafford, Col 39891 . OTHER RECORDS AVAIL-
 V 20-4992; S. Whitman, Imperial 8169 .

## 8. Pretend

85
best seund recorns: Nat (Kiny Cole. Cap 2346: Ralph Marterie, Mereury

9. Have You Heard?

99
By Douglas, La Vere, Rodde-Published by Brandom (ASCAP)
BEST SELLING RECORD: Joni James, M-G-M 11390, OTHER RECORDS TRANSCRIPTIONS AVABLABLE: Ray Anthony, Lang-Worth; polly Dawn
10. Anywhere I Wander

104
By Frank Loesser-Published by Frank Loesser (ASCAP) (F)
BEST SELLING RECORD: Jutius LaRosa, Caddence 1230, OTHER RECORDS BEST SELLING RECORD: Jutius LaRosa, Cadence 1230; OTHER RECORDS
AVAILABLE: T. Bennet, Col $3896 ;$ D. Kaye, Dec 2839; J. Pectce, V 20-4960:
M. Torme, Cap 2263; F. Warren, M-G-M 11352; H. Winterhalter, V $20-5125$. transcriptions available: Henry Jerome-Lenny Herman, Lang-Worth
10. Hold Me, Thrill Me, Kiss Me II 8 By Hary Noble-Published by Mills (ASCAP)
BEST SELLING RECORD: K. Chandler, Coral 60831. OTHER RECORDS AVAIL. ABLE: R. Lee-J. Gray, Dec 28520; Orioles-B. Lucas, Jubilee 5108,

## Second Ten




15. I BELIEVE ................................................................. 1


18. EVEN NOW ................................................... 18 7 7
19. SAY IT WITH YOUR HEART $\underset{\text { Published by Feist }}{\text { ( } \mathrm{ASC} \mathrm{C} A} \mathrm{P}$ )
19. BECAUSE YOU'RE MINE $\underset{\text { Published by Feist }}{\text { (ASCAPM) }}$
$\ldots 1324$

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## TOP SELLERS -POPULAR

. . . Based on Actual Capitol Sales Reports


## TOP COUNTRY \& HILLBILLY



BEST SELLING POPULAR ALBUMS
Based on Actual Capitol Sales Report:
$\frac{\text { Alb. Mo. }}{\text { Based on Actual Capitol Sales Reports }}$

1. THE KAY STARR STYLE
$\qquad$
2. BACCHAMALLA!

Billy May ..................... 37
3. MUSIC FOR LOVERS OMLY

Jackie Gleason
4. CAMPUS RUMPUS

Ray Anthony
5. YOURS ALOME

Jane Froman
6. DEAN MARTIN SIMGS

Dean Martin
.401
7. THE DESERT SOMG

Gordon Make \& Lucille Norman. 351
8. GARDEN OF WALTzES

Jan Garter .
.365
9. BYE BYE BLUES

Les Paul \& Mary Ford. ......... 35
10. WITH A SONG IN MY HEART

Jane roman .................. 309
11. Prologue

Stan Kenton . . . . . . . . . . . . . . . 38
12. THE YOUNG MAM WITH THE HORM

Ray Anthony . ................. 373
13. TODAY'S TOP HITS, VOLUME VII

9 Top Artists ................ 9112


APRIL IN PORTUGAL


The Billboard's Music Popularity Charts Favorite Tunes
. . . for Week Ending February 28

## 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 thruout 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. |  | , |
| :---: | :---: | :---: |
| DON'T Let the stars get in your eyes (R) Four Star Sales. | 1 | 13 |
| 2. till I WALtZ AgAIN |  | 10 |
| 3. KEEP IT A SECRET (R)-Shapiro-Bernste | 3 | 12 |
| DOGGIE IN THE WINDOW (R)-San |  | 3 |
| 5. OH, HAPPY DAY (R)-Bregman, Vocco \& |  | 10 |
| 6. TELL ME YOU're mine (R)-Capri |  | 7 |
| PRETENL (A)-Brandon | 8 |  |
| 8. WHY DON'T YOU BELIEVE ME? (R)-Brand |  | 15 |
| 9. ANYWHERE I WANDER (R) (F)-Fran's L |  |  |
| 10. HOLD ME, THRILL ME, KISS ME (R)-Mills |  | 7 |
| 11. GLOW WORM (R)-E. |  | 20 |
| 12. BECAUSE YOU'RE MINE (R) (F)-Feis |  | 23 |
| 13. HAVE YOU HEARD? (R)-Bran |  |  |
| 14. SIDE BY SIDE ( A )-Shapiro-Berns |  |  |
| 15. YOUR CHEATIN' HEART (R)-Acuff-Ros |  |  |

## 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 jetwork G .
Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHA. BETICALY oo both lists. (R) Indicates tune is availiatee on records.
(F) indicates tune is from a film) (M) indicates tune is from legit musical.

## Top 30 in Radio

A Foot Such As $\mathbf{1}$ (R)-Robbins-B. Miller- Lady of Spain (R)-Sam Fox-ASCAP
ASCAP

Anywhere I Wander (R)-Frank-ASCAP April in Portugal (R)-Chappell-ASCAP Because You're Mine (R)-Feist-ASCAP Bye, Bye Blues (R)-Bourne-ASCAP Don't Let the Stars Get in Your Eyes (R)Even Now (R)-Pickwick-ASCAP Glow Worm (R)-Marks-BMI Golden Years (R)-Paramount-ASCAP Hold Me. Thriil Me, Kiss Me (R) $\rightarrow$ MillsAscap How Do You Speak to An Angel? (R)-Hush-A-Bye (R)-Remick-ASCAP I Confess (R)-Whitmark-ASCAP t Love You So (R)-Jerome-ASCAP Keep It a
ASCAP

My Baby's Coming Home (R)-Roxbury-
My Jealous Eyes (R)-Famous-ASCAP No Moon at All (R)-Jefferson-ASCAP Oh. Happy Day (R)-Bregman, Vocco \&
Comn-ASCAP Open $U_{p}$
ASCAP
Your
Heart
$(R)-L$ LongridgeSay It Isn't So (R)-Berlin-ASCAP -Say It With Your Heart (R)-Feist-ASCAP Side by Side (R)-Shapiro-Bernstein-
ASCAP Song From Moulin Rouge (R) (F)-BMI Thumbelina (R) (F)-Frank-ASCAP Tiil 1 Waltz Again With You (R)-VillageBMI
Why Don't You Believe Me? (R)-Brandom Wonderful (R) (E)-Frank-ASCAP

Top 10 in Television

Appreciation (R)-Duet-ASCAP
Beqcause You're Mine (R)-Feist-ASCAP First Snow of Winter (R)-Duet-ASCAP Give a Cheer ( R )-Duet-ASCAP Its Autumn (R)-Duet-ASCAP Keep it a Secret - Shapiro-Bernstein -

Rockaway Beach (R)-Duct-ASCAP
Side by
ASCAP Summer Symphony (R)-Duet-ASCAP
Till I Watk Again with You (R)-villakeBMI
Why Don't You Believe Me? (R)-Bran-
dom-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 ne
American publisher. American publisher.

1. Broken Wings-John Fields (ShapiroBernstein)
2. Don't Let the Stars Get in Your EyesMorris (Four Star)
Outside of Heaven-Bradbury Wood (Bregman, Vocco \& Conn)
3. Wonderful Copenhagen-Morris (Frank) 5. Now-Dash (Ardmore)
4. You Belong to Mc -Chappell (Ridgeway) 7. Because You're Mine-Robbins (Feist) 8. That's A-Why-Comnell (Santly-Joy)
5. Comes Along A-Love-Kassner (Shapiro-

Bernstein)
10. Glow Worm-La Fleur (E. B. Marks)

1 Went to Your Wedding-Victoria (St.
Louis)
Walkin' to Missouri-Dash (Hawthorne 13. Isle of Innisfree-Peter Maurice (Leeds) 14. She Wears Red Feathers-Dash (Oxford) 5. Takes Two to Tango-Francis (Harman) 16. Why Don't You Believe Me?-Francis Day (Brandom)
12. Make It Soon-Connelly (Santly-Joy) 8. Here in My Heart-Robt. Mellin, Ltd. 19. Faith Can Move Mountains-Dash (Hill \& Range)
Settin' the Woods on Fire-New World 20. Setin" the Woods on Fire-New World
(Milene)

the
disc
jockey's choice
(The Billboard 1953 Poll)


## The Billboard Music Popularity Charts

## for Week Ending February 28

 REVIEWS OF THIS WEEK'S NEW RECORDS
... Just out and already anceord classic)


## 7rankie <br> 

## Timmy BOYD


with Paul Weston and his Orch and The Norman
Luboff Choir. Carl Fischer at the Piano.
(accompanied by Norman Luboff

## The Billboard Music Popularity Charts . . . for Week Ending February 28

## THIS WEEK'S BEST BUYS

In
popularity in their respective fields. Selections are made, in some cases, atter hearing the advance release.
Other selections are made after careful analysis of early sales reports and juke boor and disk fockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records appil enble to their markets.

## Popular

THE LITTLE BOY AND THE OLD MAN
TELL ME A STORY-Frankie Laine-Jimmy Boyd-
The strongest of this week's selections. The disk was kicked Boston, New York Chince a week ago and has started fast. reports. Side preference is split by area with both sides selling in Chica

CARAVAN-Ralph Marterie Ork-Mercury 70097 Disk picked up well during the week. Good strength shown in Southern reports, Cincinnati, Chicago and Detroit reports, with action reported building in L. A. The Marterie record is getting little action in areas where the Rainbow version by hot; but thruout the country as a whole Mercury's stronger distributive power appears to be shoving the Marterie version out in front. Flip is "While You Dream."
PRETEND-Eileen Barton-Coral 60527
At the moment this record is recommended only for retailers. This is a good second version of the Nat (King) Cole version now established on the charts (a previous "Best Buy"). In the last week it has shown increased strength via good reports from Philadelphia, Buffalo, Cincinnati and Chicago. Operators who program more than one version of a tune should be able ride along with just the Cole. Flip of the Barton record is "Too Proud to Cry."
MELANCHOLY SERENADE-Jacki* Gleason-Capitol 238
This record too is recommended solely for dealers at the mowith it. Retail reports, however, are solid in Buffalo $I$ A Chicago, St. Louis and North Carolina. Flip is "You're Getting to Be a Habit With Me.
I'M SITTING ON TOP OF THE WORLD
A new record which is just shipping. Thus there are no reports available. It's another great two-sided effort in their steady stream of winners. "Sitting" is a combination job on is another in the series of sparkling multi-dubbed Paul in strumentals.

## Rhythm \& Blues

WHOOPIN' AND HOLLERIN'-Earl Forest-Duke 10 Record has been out a while and just in recent weeks it has begun to get some real action. It's hot currently in Cincinnati St. Louis and has been good for a number of weeks on the West Coast. It's just beginning to start in New York and in that had not heard about the record, there's still plenty of life ahead for it.

## Country \& Western

PLAYIN' DOMINOES AND SHOOTIN' DICE
HOT TODDY-Red Foley-Decca 28587
Stepped out solidly during the past week. One unfavorable report came. from Buffali. Key Midwest spots and Southern reports showed good action. Some action on "Hot Toddy" bu "Dominoes" shapes up as the side. Some pop dealers and opversion for dealers is Jimmie Dolan's (Capitol 2367). This is showing strength on the West Coast and in Cincinnati.

BUMMING AROUND-Jimmie Dean-Four Star 1613 This is a real oldie dating back to last August. It never got off the grouind when released but now it is eharging into the picture. In the last few weeks other labels have come out with their versions. At the present time the Dean record A. Chicago, Cincinnati and North Carolina. A number of areas reported the record as not being in stock. The ranking second of the Dean is "Picking Sweethearts."

## NO HELP WANTED

I'D NEVER HAVE FOUND SOMEONE NEW-Hank Thompson Capisol 2376

Reports on this disk are not sensational but there are good, eral areas. Despite the success of the Carlisles with "No Help Wanted" most reports have tabbed that side as the selling one.

## Coming Up in the Trade

The followins records have been seliected by dealers, disa lockeys and operators as tomorrow's his, based on early et appeared on any of The Billboard Music Populatity Charts

## The Dealers Pick

Popular

1. SEven lonely days
2. GOMEN NASAI
3. THE LITTLE BOY AND TH OLD MAN
4. CARAVAN
5. Ralph Marterie-Mercury 7009
6. TELL ME A STORY ${ }^{\text {Rald }}$

C FAZankie Laine-Jimmy Boyd-Columbia 3994s
6. SALOMEE
7. KAW-LIGA
8. H Hank Willams-M-G-M 11416
B. HOW DD YOU SPEAK TO AN ANGEL?
9. SHE WEARS HED FEATHER

## Country \& Western

1. HONEYMOON ON A ROCKET SHIP
2. I DON'T KNOW
3. THE LIFE OF HANK WILLIAMS
4. BUMMING AROUND
5. I WILL MISS YOU WHEN YOU GO
6. HANK WILLIAMS WILL LIVE FOREVER
Johnnie and sack-RCA victor 20-5164
LET ME KNOW
7. LET ME KNOW

## Rhythm \& Blues

1. Chawlin ${ }^{-}$
2. MYe KIIvers Allantic 989
3. YOU'RE MINE
4. WOKE UP THIS MORNING
5. IES. ITS KTM YOU

The Disk Jockeys Pick

## Popular

. YOU FOOLED ME
Four Aces-Decea 28560
2. SALOMEE

Dinan Shore-RCA Victor 20-5176
3. TWICE AS MUCH

Mills Brothers-Decca 2858
. You have my sympathy
Doris Day-Columbia 39913
5. GOMEN NASAI

Richard Bowers-Columbia 39954
6. SEVEN LONELY DAYS

Georgia Gibbs-Mercury 70095
7. THE SONG FROM MOULIN ROUGE Percy Fath Ork-Columbia 39944
8. GONE
9. YOU CAN NEVER GIVE ME BACK MY HEART

## Counfry \& Western

1. HONEYMOON ON A ROCKET SHIP Hank Snow-RCA Victor 20.5155
2. BUMMING AROUND

Jimmy Dean-4 Star 1613
3. NO SELP WANTED
4. PICKING SWEETHEARTS
5. PLAYIN' DOMINOES AND SHOOTIN* DICE

## The Operators Pick

## Popular

1. NEW JUKE box SAtURDAY NIGHT odernaites-Coral 60899
2. SEVEN. LONELY DAYS Georela Gibbs-Mercury 70095
3. PRETEND

Guy Lombardo Ork-Decca 28576
4. Your cheatin heart

Hank williams-M.G-M 11516

## Country \& Western

1. HONEYMOON ON A ROCKET SHIP Hank Snow-RCA vistor 20.5155
2. I WILL MISS YOU WHEN YOU GO Ernest Tubb-Deeca 28550
3. LET ME KNOW
playin' dominoes and shootin' DICE

Rhythm \& Blues

1. train, train, thain

WHOOPIN' AND hollerin'
Earl Forest-Duke R-108
NOBODY LOVES ME
TWENTY FOUR HOURS
Eddie Boyd-Chess 1533
5. WOKE UP THIS MORNING
B. B. King-RPM 380
6. the river's invitation

Late Reports on Recent 'Best Buys'
Fotlowing are condensed reports, based on
tate. field information from ail segments of the trade, showing the progress belng
made by records which have been selected as "Best Becords" which have been selectiod
ports on a record are discont wekks. Reports on a record are discontinued atter the
first week it appears on cither the National
Best-Seller or Juke Box Chart

## Popular

my jealous eyes
Patti Page-Mercury 70070
Hit juke box chart for first time. Other side "Doggie," is
of course an established hit.

## YOU FOOLED ME

Four Aces-Decca 28560
On Pittsburgh chart and solid
in every area checked excepi I believe
Jane Froman-Capitol 2332 This was recommended solely for dealers. As such it's shaping up well. It's on Boston chart and shows increased strength this week in Los Angeles, New York and Chicago. cinnati and Buffalo.
SEVEN LONELY DAYS
Georgia Gibbs-Mercury
70095
Storming up the sales chart.
Practically every source Practically every source
checked, racked this up as a real strong one.
SWEDISH RHAPSODY
SONG FROM MOULIN ROUGE
Percy Faith-Columbia 39944 Rhapsody on Seattle chart. the same as reported last week.
SALOMEE
Dinah Shore-HCA Victor
Except for Boston and North Carolina, reports are uniformly good with gains noted in Philadelphia and Buffalo. NEW JUKE BOX SATURDAY NIGHT
Modernaires_Coral $\mathbf{S O B 9 9}$
Disk is continuing to show great staying power with only one Southern report noting a definite tapering in sales.

## Country \& Western

HONEYMOON ON A ROCKET SHIP
THERE WASN'T AN ORGAN
AT OUR WEDDING
AT OUR WEDDING
$\underset{20-5155}{\text { Hank-RCA Victor }}$ 20-5155
Real power appears to be building under this one. On Memphis chart and came in
with good to strong reports from all areas checked. "Honeymoon" is preferred side with some scattered acton on Organ.
SYMPATHY
HOW CAN I TELL
${ }_{8180}$ Whitman-Four Star
Reports show good steady a tivity in all areas checked ex ept New England and the
(Contimued on pace 49)

## Rhythm \& Blues

ThAIN, TRAIN, TRAIN
Danny Overbea-Chess 768 On the national juke box chart for first time this week. Appears on St. Louis terrigood seller in all sections of the country.
MY KIND OF WOMAN
Emitt Slay Trio-Savoy 886
Blossomed out on the territorial charts of Detroit, Chicago, Cincinnati and New York, and getting good rethe South.
(Continued on page 49,

## 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 isted in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cin cinnati, Ohio.

JUKE BOX OPERATORS-
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 writen Title Strip Service, The Billboard 1564 Broadway, New York City.

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## LET THE STARS GET IN YOUR EARS



## TOP POPULAR RECORDS

## Best Selling Singles

Records are ranked in order of their current national selling imporame at the retail level. Results are based on The Biibboard 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.

## nim

1. TILL I WALTZ AGAIN WITH YOU. Brewer
Hello Bluebird-
Coral(78)60873; (45)9-60873-BMI
2. DON'T LET THE STARS GET IN YOUR EYES-P. Como

54-BM1
3. DOGGIE IN THE WINDOW-P. Page... 3 My Jealous Eyes-
Mercury 78 ( 780070 ; (45)70070X45-ASCAP
4. TELL ME YOU'RE MINE-Gaylords.... 412 Aye, Aye. Aye-0
Mercury (78)70067; (45)70067-45-BM1
5. ANYWHERE I WANDER-J. LaRosa... 6 This is Heaven-Cadence 1230-ASCAP
6. PRETEND-Nat (King) Cole............ 7 4 Don't Let Your Eyes Go Shopping-
Cap (78)2346; (45)F-2346-ASCAP
7. SIDE BY SIDE-K. Starr. Noah-Cap(78)2334; (45)F-2334-ASCAP
8. HOLD ME, THRILL ME, KISS MEK. Chandler One Dream-
Cotal(78) $60831 ; ~(45) 9-60831-A S C A P ~$
9. HAVE YOU HEARD?-J. James....... 510 Wishing Ring-
M-G-M $(78) 11390 ; ~(45) K-11390-A S C A P ~$
10. I BELIEVE-F. Laine. ....................... 3 Your Cheatin' Hear!-_
Col(78)39938: $(45) 4-39938-A S C A P$
11. WILD HORSES-Perry Como............ 13 4 1 Confess-
V(78)20-5152; (45)47-5152-ASCAP
12. YOUR CHEATIN' HEART-Joni James. 123 III Be Waiting for You-_
$\mathrm{M}-\mathrm{G}-\mathrm{M}(78) 11426 ;(45) \mathrm{K}-11426$-BMI
13. WHY DON'T YOU BELIEVE ME? -

14. HOT TODDY-R. Flanagan. .............. 17 7 Serenade-
V(78)20-5095;
$(45) 47-5095-A S C A P$
15. OH, HAPPY DAY-L. Welk............. 14 7 Your Mother and Mine-
Coral(78)60893; (45)9-60893-ASCAP
16. OH, HAPPY DAY-D. Howard......... 1614 You Went Away-Essex 3H-ASCAP
17. NO HELP WANTED-R. Draper....... 19 2 Texarkana Baby-
Mercury 788$) 70077$; (45)70077X45-BM3
18. KEEP IT A SECRET-J. Stafford........ 1517 Once to Every Heart-
Col(78) 39891 ; $(45) 4$-39891-ASCAP
19. OH, HAPPY DAY-Four Knights....... 18 6 A Million Tears-
20. FOOL SUCH AS I-J. Stafford. Just Because You're You-
Col(78)39930; (45)4-39930_ASCAP

## Most Played in Juke Boxes

Records are ranked in order of the greatest sumber of plays in juke boxes thruout the country. Results are based on The Billboard's weekiy survey among the nation's juke box operators. The revers side of each record is also tisted

Week

1. TILL I WALTZ AGAIN WITH YOUT. Brewer. Hetlo Bluetird-
Coral(7B) 60873 ;
(45)9-60873-BMI
2. DON'T LET THE STARS GET IN YOUR EYES-P. Como.
2.13 Lies-V(78)20-5064; (45)47-5064-BMI
3. TELL ME YOU'RE MINE-Gaylords... 39 Aye. Aye. Aye-
Mercury (78)70067; (45)70067X45-BMI
4. DOGGIE IN THE WINDOW-Patti Page. 45 My Jeabus Eyes-
Mercury (78) 70070; (43)70070X45-ASCAP
5. WHY DON'T YOU BELIEVE ME? -

6. HAVE YOU HEARD?-J. James....... 610 Wishing Ring-
M-G-M( 78$) 11390$; ( 45 )K-11390-ASCAP
7. YOUR CHEATIN' HEART-Joni James. 123 III Be Waiting for You-
$\mathrm{M}-\mathrm{G}-\mathrm{M}(78) 1142 \sigma_{\mathrm{i}}(45) \mathrm{K}-11426-\mathrm{BMI}$
8. PRETEND-Nat (King) Cole. Don't Let Your Eyes Go Shoppink-
Cap(78)2346; (45)F-2346-ASCAP
9. SIDE BY SIDE-K. Starr. Noah-Cap(78)2334; (45)F-2334-ASCAP $\quad . . . .115$
10. OH, HAPPY DAY-L. Welk. . . . . . . . . . 15 Your Mother and Mine-
Coral(78) 600993 ; ( (45)99-60893-ASCAP
11. WILD HORSES-Perry Como

1 Confess--
V(78)20-5152;
(45)47.5152-ASCAP
12. DOWNHEARTED-
E. Fisher-H. Winterhalter. How Do You Speak to an Anpel?-
$V(78) 20-1137 ;$
$(45) 47-5137-A S C A P$
13. HOLD ME, THRILL ME, KISS MEK. Chandle One Dream-
Coral(78)60831; (45)9-60831-ASCAP
13. KEEP IT A SECRET-J. Stafford........ 12 18 Once to Every; Heart-
Col(78) $39891 ;(45) 4-39891-A S C A P$
15. OH. HAPPY DAY-D. Howard You Went Away-Essex 311-ASCAP
16. FOOL SUCH AS I-J. Stafford......... 19 Just Because You're You-
Colt $78339930 ;$
17. MY JEALOUS EYES-P. Page........... 1 Doggie in, the Window-
Mercury 788 ) 70070 ; (45)70070x45-ASCAP
18. MISTER TAP TOE-Doris Day Your Mother and Minc-
Col(7839906; (45)4-39906-BMI
19. EVEN NOW-E. Fisher-H. Winterhalter. 147 If It Were Up to Me-
V $(78) 20-5106 ;(45) 47-5105-A S C A P$
19. SAY IT WITH YOUR HEARTB. Carroll. 17 Whä

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jeckey radio shows thruout the coumtry. Resulta are based os The Billboard's weekly survey among the nation's disk jockeys. This Lest Week! Chant 1. TILL I WALTZ AGAIN WITH YOUT. Brewer.........................
Hella Blucbird-
Coral(78) $60873 ;$
(45)4-60873-BMI
2. DON'T LET THE STARS GET IN YOUR EYES-P. Como. .............
3. SIDE BY SIDE-K. Starr. . . . . . .
4. DOGGIE IN THE WINDOW-P, Page... 8 4 My Jeatons Eyes-
Mercury (78)70070; (45)70070X45-ASCAP
5. HOLD ME, THRILL ME, KISS MEK. Chandler............................... 17 One Dream-
Coral(78)60831: ( 45$) 4$-60831-ASCAP
6. TELL ME YOU'RE MINE-Gaylords... 3 9 Aye. Aye, Aye-
Mercury(78)70067; (45)70067X45-BMI
7. WILD HORSES-Perry Como............. 10 \& 1 Confess-
V(78)20-5152; (45)47-5152-ASCAP
8. PRETEND-Nat (King) Cole............. 12 3 Don't Let Your Eyes Go Shoppine-
Cap(78)2346: $(45) \mathrm{F}-3346$-ASCAP
9. HOT TODDY-R. Flanagan............... 11 8 Serenade-
V 78820 -5095;
( 45 )47-5095-ASCAP
10. YOUR CHEATIN HEART-J. James... 14 2 I'I Be Waiting for You-
M-G-M $7811426:(45) \mathrm{K}-11426$-BMI
11. HAVE YOU HEÁRD? - J. James........ 910 Wishing Ring-
M-G-M(78) 11390 ; ( 455 K-11390-ASCAP
12. DOWNHEARTEDE. Fisher-H. Winterbalter $\qquad$ How Do You Speak to an Angel?-
V(78)20-5137; (45)47-5137-ASCAP
12. ANYWHERE I WANDER-J. LaRosa. . 182 This is Heaven-Cadence 1230-ASCAP
14. WHY DON'T YOU BELIEVE ME? -

15. EVEN NOW-E. Fisher-H. Winterhalter. 15 g If It Were up to Me-
V 78 ) $20-5106 ;(45) 47-5106-A S C A P ~$
16. KEEP IT A SECRET-J. Stafford. ...... 1515

16. I BELIEVE-Franki . Lane.

Your Cheatin' Heart-
Col $(78) 39938 ;$; $(45) 4$-3938-ASCAP
18. OH, HAPPY DAY-L. Welk...

Your Mother and Mine-
Coral(78) 00893 ; (45)9-66893-ASCAP
19. OH, HAPPY DAY-Four Knights......- 6 Mallion Tesurs-
Cap(78)2315: (45)F-2315-ASCAP
20. FOOL SUCH AS I-Jo Stafford......... 18 Just Because You're You-
Col(78)39930: $(45) 4-39930-A S C A P$
20. CONGRATULATIONS TO SOMEONET. Bennett.

Coke Me- 78 39910: (45)4-39910-AsCA

## Best Selling Popular Albums

$\underset{\substack{\text { mis } \\ \text { week }}}{ }$

Albums are ranked in order of their current nationat selling importance at
the retail level. Restuts are baned on The Billboard's weekly surve ameng
the nation's the retail level. Results are based on The Billboard's weekly survey among
the nation's op volume pop record dealers representing every tryportant the nations op volume pop record oealers representing every upportant
market arca. Separate charts are listed for $33 / 3$ r.p.m. and 45 r.p.m.
records.

$$
\begin{array}{l|l|l} 
& \text { Weeks } \\
\begin{array}{c}
\text { Last } \\
\text { Week }
\end{array} & \text { Chant } \\
\hline
\end{array}
$$

## $33^{1 / 3}$ R.P.M.

1. Hans Christian andersen-D. Kaye-G. Jenkins-Dec DL-5433. STARS AND STRIPES FOREVER-A. Newman-M-G-M E-176
KAY STARR STYLE-Kaye Starr-Cap H-383..
MUSIC FOR LOVERS ONLY-J. Gleason-Cap H-352.
sweethearts-M. Marlowe and F. Parker-Col CL-6241
EENNY GOODMAN 1937-38 JAZZ CONCERT NO. 2-B. Goodman-Col SL-180.
bye, bye blues-L. Paul-M. Ford-Cap H-356...
because youre mine-M. Lanza-V LM-7015.
liberace at the piano-Libetace-Col Cl-6217

## 45 R.P.M.

1. STARS AND STRIPES FOREVER (4)-A. Newman and 20th Century-Fox Studio OTk-
2. KAY STARR STYLE (4)-Kaye Start-Cap CBF-363.
3. TM IN THE MOOD FOR LOVE (4)-Eddie Fisher-V WP-35s.

SWEETHEARTS (4)-M. Marlowe and Frank Parker-Col B-3
BYE, BYE BLUES (4)-L. Paul-M. Ford-Cap CBF-356.
MUSIC FOR LOVERS ONLY (4)-, Gleason-Cap CBF- 325
LIBERACE AT THE PIANO (4)-Liberace-Col B-308....


## Best Selling Children's Records



## six to GROW from RCA Victor <br> These are six that make sense-for the Record Dealer, a solid package that adds up to important sales volume; for the deejay, they're fresh and outstanding programming go and GROW!

## Hugo Winterhalter

 THE MAGIC TOUCH WILL O' THE WISP ROMANCEBuddy Morrow train, train, train I CAN'T GET STARTED WITH YOU
Lily Ann Carol more luck than MONEY
ARE YOU TIRED OF ME?
ME?
20/47-5784

June Valli<br>CONGRATULATIONS TO SOMEONE Love AND HATE

20/47-5177

## 5. <br> Harry Belafonte GOMEN NASAL <br> (Forgive Me)

SPRINGFIELD MOUNTAIN
20/47-5210

## 6.

Henri Rene
THE DEVIL'S SERENADE
SYMPATHY
fyr Johnnie Parker)

## sunny gale



## APRIL IN PORTUGAL IN MASSACHUSETTS

From The Eastern Company, our record distributor in Massachusetts, comes word that they have been getting an unusually fine re-action-correction, BIG SALESI - on the Freddy Martin recording of APRIL IN PORTUGAL. As a matter of fact, they were so impressed by the record that half an hour after they got their samples, they had the pressings in the hands of leading disc jockeys, who promptly put them on the air. A campaign of follow-up phone calls and in-person visits was undertaken to make certain that APRIL didn't get lost in the shower of new records each station receives. The moral? Rapid delivery to deejays, and prompt and intelligent follow-up work paid off in profits! In New England APRIL IN PORTUGAL is already a best seller. Boston began it - let's make it all over!
it happened
in
boston!!!


## freddy martin's

APRIL IN PORTUGAL PENNYWHISTLE BLUES
e45 rpm cat. nos. oe $331 / \mathrm{h}$ cat. nos.

## CHILDREN'S

peter cotiontal
Spike Jones and his City Slickers. .Y-465 (WY-465)

## ALBUMS

SONG HITS FROM "TWO'S COMPANY"

- Betfe Davis \& the Entire Company
Milfon Rosenstock Orch. \&
Chorus ................LOC-1009 (WOC-1009)* TOP POPS-Vol. I
The Three Suns .
TOP POPS_Yol. II
The Three Suns ......IPM-3130** (EPA-460)*



## New Releases

is week's release \#53-10 ships Coast to Coast March 6

$\square$

DON'T LET THE STARS GET IN YOUR EYES/LEES WID HORSES/I CONFESS Perry Como ......
Raiph Flanagan ............. 20-5095 (47.5095) GOMEN MASAI (Forgive Me)/SPRINGFIELD MOUNTAN Harry Belafonte ............ 20-5210 (47-5210) ${ }^{\circ}$ HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED Eddie Fisher .......
SALOMEE/LET ME KNOW
Dinah Shore .........
Hugo Winterhalter
THE MAGIC TOUCH/WILL-O'THE-WISP ROMANCE
Hugo Winterhalter .......... 20-5209 (47-5209)*
HEY MRS. JONES/I DON'T KNOW
Buddy Morrow . . . . . . . . . . . $20-5117$ (47-5117)* because you're mine/The song the angels sing Mario Lanza . . . . . . . . . . . . . 10.3914 (49-3914) IRAIN, TRAIN, TRAIM/I CAN'T GET STARTED WITH YOU Buddy Morrow .............. 20-5212 (47-5212) MORE LUCK THAN MONEY/ARE YOU TIRED OF ME Lily Ann Carol .............. 20.5184 (47.5184)* DEVIL'S SERENADE/(All Thal I'm Asking Is) SYMPATHY Henri Rene ................ 20-5186 (47.5186)* ady of spain/OUTSIDE OF HEAVE
Eddie Fisher . . . . . . . . . . . . . . 20-4953 (47-4953)* IEARDROPS ON MY PILLOW/STOLEN WALIZ Sunny Gale

20-5103 (47.5103)

## COUNTRY-WESTERN

THERE WASN'T AN ORGAN AT OUR WEDDING/HONEY. MOON ON A ROCKET SHIP
Hank Snow ................ 20.5155 (47-5155)
A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN' Hank Snow . . . . . . . . . . . . . . 20-5034 (47-5034) ${ }^{\circ}$

HANK WILLIAMS WHL LIVE FOREVER /JUST FOR TONIGHT Johnnie \& Jack . . . . . . . . . . . . 20-5164 (47-5164) ${ }^{*}$

## RHYTHM AND BLUES

I'LL NEYER LET YOU 60/YOU PLAYED ON MY PIANO John Greer .................20-5170 (47-5170) AND THE BULL WALKED ROUND, OLAY/MARGIE Les Harris . . . . . . . . . . . . . . . 20-5132 (47-5132)*

## Territorial Best Sellers (Popular)

## Beat Sellent rom <br> CFederal RECORDS <br> Populan <br> amuma <br> TANGO OF ROSES HOW MAN STARS HAVE TO SHINE? <br> 15208 and 45-15208 <br> CHARLEY SPIVAX <br> WAITING BLOOD SHOT EYES <br> LE Tuly <br> SAM'S A LIAR TAKES TWO TO TENGO 15220 and 45-15220 <br> Folk/Western

## JACK CARDWEL THE DEATH WILIAMS TO ARMS <br> 1172 and 45-1172 <br> HAWKSHAW HAWKHMS <br> THELEE OF ICKING SWEETHEARTS 1174 and $45-1174$ <br> RUBY WRIEH <br> TIL I WALTZ <br> WHEN, LOVE GAVE YOU MY <br> YORK BROS. <br> SO FULL OF LOVE <br> BABY, TM LOST OUT YOU LITM. <br> $$
\begin{aligned} & 1156 \text { and } 45-1156 \\ & \text { T. JOSEPH HICH SCHOOL } \\ & \text { BOUNCE } \end{aligned}
$$ <br> AKEWOOD AND IO HN MARSHALL BLUE 1173 and 45-1173 <br> VAYHE RANEY <br> NO ONE'S CRYINC BUT ME <br> Rhythm/Bhere <br> ANNISTEEN ALLEN SABY, I'M DOIN <br>  <br> IINY BRADSHAW <br> iTRANCE 4577 and 45-45 DDIE "CIEANHEAD" <br> DDIE "CLEAMHEAD <br> VINSON <br> LONESOME TRAIN PERSON TO PERSN 4582 and $45-458$ <br> 10Y BROWH <br> TRAVLIN' MAN HURRY, HURR, BABY 4602 and $45-4602$ SUNNY THOMPSON LAST NIGHT CHLOE 4595 and $45-4595$ <br> CFeleral

## BIIY WARD AND HIS

 Dominoss

## IITLE ESTHER



Tfie wille umiefio
 2110 and $45=1212117$


## 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 spotighted for the other markets. Philadelphia ... SEVEN LONELY DAYS Chicago Detroit . . . CARAVAN
G. Gibbs-Mercury 70095 Detroit... CARAVAN
R. Marterie-Mercury 70097

Cincinnati . . . LITTLE BOY AND THE OLD MAN
Seattle . . . SWEDISH RHAPSODY
Boston . . . I BELIEVE
P. Faith-Columbia 39944
J. Froman-Capitol 2332

## Territorial Best Sellers

Listings are based on late reports, secured via Western Union messenger
service from top dealers ia 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. Doggie in the Window
P. Page, Mercury
4. Why Don't You Believe Me?

Oh Happy Day
Oh, Happy Day
D. Howard, Essex
6. Tell Me You're Mine

Gaylords, Mercury
7. Wild Horses
P. Como, Victor
8. Have You Heard?
9. How Do You Speak to an

Angel?
E. Fisher-H. Winterhalter,

Victor
. Anywhere I Wander
J. LaRosa, Cadence

## Chicago

1. Doggie in the Window P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
T. Brewer, Coral
3. Don't Let the Stars Get in
P. Como, Victor
4. I Believe
F. Laine, Columbia
5. Pretend
Nat (Ki

Nat (King) Cole, Capitol
6. Hold Me. Thrill Me. Kiss Me

Caravan
R. Marterie, Mercury
8. Anywhere I Wander
9. Hot Toddy
. Hot Today . Flanagan, Victor
0. Your Cheatin' Heart

## Los Angeles

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in P Your Eyes
3. Oh, Happy Day
4. Why Don't You Believe Me?
J. James, M-G-M
5. Gomen Nasai

Tokyo Ork, R. Bowers,
Columbia Columbia
6. Tell Me You're Mine Gaylords, Mercury
7. I Believe
F. Laine, Columbia
8. Doggie in the Window
P. Page, Mercury
9. Hot Toddy

Si Fanagan, Victo
K. Starr, Capitol

## Philadelphia

Doggie in the Window
P. Page, Mercury
2. Don't Let the Stars Get in P. Como, Vietor
3. Oh, Happy Day
D. Howard, Essex
4. Till I Waltz Again With You T. Brewer, Coral J. James, M-G-M
6. Tell Me You're Mine

Gaylords, Mercury
Glow Worm
Mills Bros., Decca
Seven Lonely Days
G. Gibbs, Mercury
P. Como, Victo
10. Downhearted
E. Fisher, Victor

## Denver

1. Till I Waltz Again With You T. Brewer, Coral Doggie in the Window 3. Tell Me You're Mine Gaylords, Mercury Don't Let the Stars Get in Your Eves
2. Why Don't You Believe Me? 6. Oh. Happy Day 6. Oh, Happy Day
L. Welk, Coral 7. Hot Toddy
R. Flanagan, Victor

## Detroit

1. Doggie in the Window P. Page, Mercury Don't Let the Stars Get in You: Eyes
Anywhere I Wander J. LaRosa, Cadence
2. No Help Wanted
R. Draper, Mercury
3. Till I Waltz Again With You
4. I. Brewer, Coral
F. Laine, Columbia

Say It With Your Heart
B. Carroll, Derby

Pretend
N. (King) Cole, Capitol R. Marte
R. Marterie, Mercury
R. Bowers, Tokyo Ork,

Columbia

## Dallas-Ft. Worth

1. Till I Waltz Again With You
2. Don't Let the Stars Get in Your Eyes
3. Have You Heard?
J. James, M-G-M
4. Side by Side
K. Starr, Capitol
5. Why Don't You Believe Me
6. Your Cheatin' Heart
J. James, M-G-M

Anywhere I Wander
J. LaRosa, Cadence

## Cincinnati

1. Till I Waltz Again With You T, Brewer, Coral
2. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
3. How Do You Speak to an

Angel?
E. Fisher-H. Winterhalter,
Victor
4. Yell Me You're Mine

Gaylords, Mercury
5. Don't Let the Stars Get in
p, Your Eyes Victor
6. Doggie in the Window
P. Page, Mercury
7. Have You Heard?
J. James, M-G-M
8. Your Cheatin' Heart J. James, M-G-M
9. Anywhere I Wander
. The Little Boy and the Old F. Laine-J. Boyd, Columbia

## Boston

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You T. Brewer, Coral
3. I Believe
4. Don't Let the Stars Get in Your Eyes
P. Como, Viet
5. Side by Side
K. Starr, Capitol
6. Tell Me You're Mine Gaylords, Mercury
7. I Believe
8. Wild Horses
P. Como, Victor
9. Your Cheatin' Heart
F. Laine, Columbia
10. Anywhere I Wander J. LaRosa, Cadence

Washington-Baltimore

1. Till I Waltz Again With You T. Brewer, Coral
2. Doggie in the Window P. Page, Mercury
3. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
4. Don't Let the Stars Get in P. Como, Victo
5. Tell Me You're Mine

Gaylords, Mercury
6. Hot Toddy
R. Flanagan, Victor
7. Pretend
N. (King) Cole, Capitol
8. Side by Side
9. Anywhere I Wander
. Picking Sweethearts
McGuire Sisters, Coral

## Pittsburgh

1. Anywhere I Wander
2. Don't Let the Stars Get in P. Como, Victor
3. Wild Horses P. Como, Victor
4. Pretend

Nat (King) Cole, Capitol
5. No Help Wanted
R. Draper, Mercury
6. Doggie in the Window
7. I Believe

- You Fooled

8. You Fooled Me
9. Till I Waltz Again With You
T. Brewe:, Coral
10. Your Cheatin' Heart

## St. Louis

1. Pretend
N. (King) Cole, Capitol
2. Doggie in the Window
P. Page, Mercury
3. Side by Side
4. Your Cheatin' Hear
F. Laine, Columbia
5. Wild Horses
6. I Believe
7. I Believe F. Laine, Columbia
8. Anywhere I Wander
9. Hot Toddy

Ralph Flanagan, Victor
9. Till I Waltz Again With You
T. Brewer, Coral
10. Your Cheatin' Hear
J. James, M-G-M

New Orleans

1. Doggie in the Window
P. Page, Mercury
2. Pretend
N. (King) Cole, Capitol
3. Side by Side
4. Your Cheatin' Heart

Your Cheatin' Hear
J. James, M-G-M
5. Have You Heard?
3. Have You Heard?
6. Till I Waltz Again With You
T. Brewer, Coral

## Atlanta

1. Till I Waltz Again With You T. Brewer, Coral
2. Pretend

Nretend (King) Cole, Capitol
3. Don't Let the Stars Get in

Your Eyes
4. No Help Wanted
R. Draper, Mercury
5. Side by Side
K. Starr, Capit
6. Wild Horses
P. Como, Victor
7. Have You Heard?
J. James, M-G-M
8. Anywhere I Wander J. LaRosa, Cadence
9. Your Ckeatin' Heart
9. Your James, M-G-M
10. Oh, Happy Day
Four Knights, Capitol

## Seattle

1. Till I Waltz Again With You
T. Brewe , Coral
2. Don't Let the Stars Get in P. Come, Victor
3. Tell Me You're Mine

Gaylords, Mercury
4. Keep It. a Secret
5. Tell Me You're Mine
5. Tell Me You're Min
M. Carson, Victor
6. Gomen Nasai
6. Gomen Nasai
R. Bowers-Tokyo Ork,

Columbia
7. Swedish Rhapsody
P. Faith, Columbia

thanks
DISC JOCKEYS, DEALERS, OPERATORS, EVERYBODY ... MGM 11426 (78) - k-11426 (45)


# PAUL WESTON 



$7 \quad$...a dramatic new success WHAT WOLDD UNTIL I CRIED
with PERCY FAITH and his orchestra
$78 \mathrm{rpm} 39931 \quad \star 45 \mathrm{rpm} 4-39931$


The No. 2 Hit for This Great Band! RALPH MARTERIE

AND HIS DOWN BEAT ORCHESTRA


## VOX JOX

## Chatter

Sid (The Mustache) Dickler starts a new show on WEDO next month, to run from $5: 15$
to 6 p.m. daily, It will originate in his office in the Century Building in Pittsburgh... Jack Walker takes over as hos of "Life Begins at Midnight-
at the Palm Cafe" via Wov, at the Paim Cafe" via WOV will be hostess on the same show from now on.... Jockey Jack's "Jockey Club" is now
being beamed five hours daily being beamed five hours daily from WMBM, Miami Beach. . Fred Hall is no longer with KDB, Santa Barbara, Calif. having, taken a job with Mundy has taken over the "Surprise Party" on KDB. . Ted Kirby, former WZOB, Fort Payne, Ala., disk jockey, has moved with his Bullet recordsame city. . Vic Moran, former night club performer, has been added to the staff of

## YESTERYEAR'S TOPS-

The nation's top tunes on records
as reported in The Billboard
MARCH 6, 1943

1. T've Heard That Song Before
2. I He Heard the Craziest Dream 3. There Are Such Things
3. Brazil
4. You'd Be So Nice to Come Home to
5. Why Don't You Do Right?

Why Don't You Fall in Love
With Me?
8. It Started All Over Again 9. For Me and My Gal
10. Moonlight Becomes You

MARCH 6, 1948

1. Now Is the Hour
2. I'm Looking Over a Four3. Leaf Clove
3. Beg Your Pardon
4. Ballerina
5. Golden Earrings
6. I'll Dance at Your Wedding 9. But Beautiful
7. How Soon

WCBT, Roanoke Rapids, N. C. didition to the staff of KWSD addition to the staff of KWSD,
Mount Shasta, Calif. Kick Mount Shasta, Calif. . Dick Chapman is back at KWOS, Jefferson City, Mo., with Mu-
sic From 4 to 5 ." Charles Moon has also joined KWOS with a late evening show.
Vern Cook, WTRY, Troy, N. Y., originated several of his
"Timekeeper" and "Melody Lane" shows from Miami Beach this week. ... Joe Sallay has left WATH, Athens, O., to
join WRFD, Worthington, 0 . Sal Hezza and Jerry Kay. WWEZ, New Orleans, have a new morning show on which the former plays old records and the latter plays new ones. -. Bill Cook's "Musical Caravan" on WAAT, Newark, N. J., tional hour, and is now aired daily 9 p.m. to midnight. Margo, mysterious sultry voiced fem deejay, has disked a home hint show for Aldara Productions, Toledo. . George Feldman is doing 26 WJPS, Evansville, Ind. Howie Lund, after a three-year absence from jockeying, is back at WJW, Cleveland, with his unique limerick introes. Free lancer Jim Lounsbury is doing an hour a day show for WJJD, Chicago. ... Jack Lee, started a 9 a.m. show for housewives entitled "For Members Only.

## Remarks and Comments

 LeRoy Woodward, WVJS, Owensboro, Ky., says the picStewart are getting her disk of "Since You Went Away" many a spin, since the jox want to know if she sounds as good as she looks.... Sy Levy, KVER, Albuquerque, N. M., advises ${ }^{\text {jox }}$ "Moulin Rouge." Bong from son, WSB, Atlanta, conducts a weekly musical testing kitchen among the predominantly fem audience of his "Listen, Ladies" show. Results show, Watson says, that these gals have schmaltzy bands, as opposed to smart units in the jazz or semijazz field. For instance, Guy Lombardo's disking of "Undecided", outscored Ray Anthony's 97 to 3 per cent. . Hugh Hughes. WWWF, Fayette, Ala., has turned his 4 p.m. show over to the local teen-agers, and is swamped by applications from high school students who want to get on the show. . . Paul Barnett. KNEA, Jonesboro, Ark., points out that the melody of Bing Lee's "I Hear the Music Now" and Hichard Hayes' "Once in a Lifetime" are all the same and taken from a classic.

## DEALER DOINGS

## Shoptalk

Two of this department's faithful correspondents take up the chant for fewer releases. Hall Record Shop, Roxbury Mass.: "Again the dealer finds himself with the dilemma of too many releases. The great proportion of them are good, but the customer just doess't have the money to buy them. However, a good move by
RCA is the EP 45 , which gives us a chance to offer more for the money than ever before." . Grandma Dean, of Dean Record Shop, Hyannis, Mass., says she was glad to see her ers that fewer releases would mean more profits for manufacturers, that a coverage of all releases may make for larger volume but produces fewer hits. "It seems," she says, that is close to the selling point can see what's wrong, while the big brass is too high up and far away to get actual customer reaction." Buyers want just one artist and refuse substitutes. In most cases the Dean Shop finds covering use-
less. The others just don't sell.

## Around and About

Renee Manola, of Carlisle Record Shop, Carlisle, Pa., Roses a question, "We can poses a
never get a hit on 78 and 45
deliver delivered at the same time. How can we overcome the situation?" Miss Manola further suggests that along with the
releases about the late Hank

Williams, it is now time to appreciate all the living, fine hillbilly artists. They are the
ones who should immortalize ones who should immortalize the Williams compositions.
Further on the subject of Wil Further on the subject of Wil-
liams, C. C. Wood, of Canton liams, C. C. Wout of Canto writes: "King No. 1174 , 'The Life of Hank Williams' Hawkshaw Hawkins, should be a top number. Haven't yet re-
ceived stock on $/ W i l l i a m s ' ~ f o u r ~$ ceived stock on/Williams' four last numbers. I expect them to Mo like hot cakes." © . A1 Music Shop, Westwood, N. J., would like a little trade help. "Has any dealer," he asks, "got the answer to the problem of the parent who doesn't care what his children do in the brought in two children. The (Continued on page 49.


## A great new voice!

## BOB MANNING




## The Billboard's Music Popularity Charts

## Classical Records

## for Week Ending February 28

## Best Selling Classicals

Records are ranked in orjer of their current national seling importance at
the retail level. Results are based on The Billboard's weekly survey ammong
the retain level. Results are based on The Billboard's weekly survey among
record dealers throut the country with a high sales volume in classical record dealers thruout the country with a high sales volume in
records. Separate charts are listed for $331 / 3$ and 45 r.p.m. records. $\underset{\substack{\text { This } \\ \text { Week }}}{ }$ man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Sym
2. ANNA RUSSELL SINGS-A. Rusell, H. Dworkin, piano. 2
3. RACHMANINOFF CONCERTO FOR PIANO \& ORK. 510 NO. 2-A. Rubinstein, piano; NBC Symphony Ork., V.
4. SHAW: DON JUAN IN HELL-Sir Cedric Hardwicke, 422 Charles Laughton, Agnes Moorehead, Charles Boyer
5. RIMSKY-KORSAKOV: SCHEHERAZADE-San Fran- - 19 cisco Symphony Ork., P. Monteux, conductor. V 33 LM- 1002

## 45 R.P.M.

1. MUSIC OF JOHANN STRAUSS-Minneapolis Symphony
Ork, E. Ormandy, conductor........V(45)WDM-262
2. TCHAIKOVSKY: NUTCRACKER SUITE-E. Ormandy, conductor Philadelphia Ork...........V(45)WDM-1020
3. RACHMANINOFF: CONCERTO FOR PIANO NO. 2-
A. Rubinstein, NBC Symphony Ork.,..V(45)WDM-1075
4. RIMSKY-KORSAKOV: SCHEHERAZADE-San Fran-. 3 cisco Symphony Ork, P. Monteux, conductor....................................................................
5. ROSSINI: WILLIAM TELL OVERTURE-NBC Sym- 426 phony Ork, A. Toscanini, conductor....V(45)WDM-605

## Reviews of the Current Classical Releases

TCHAIKOVSKY: OVERTURE SOLONNELLE "1812" AND MARCHE SLAV-Philadelphia Orchestra: Ormandy, Cond (1-10") Columbia (33) AAL -24
There's not much that needs to be said about this 10 -inch LP other than that it combines two of the most famous and popmost famous symphonic orchestras-and the disk is part of the label's low-priced AAL series.
MOZART: CONCERTO NO. 10 IN E FLAT, K. 365: CONCERTO NO. 20 IN D MINOR, K. 466-Amparo and Jose Iturbi, Pian-(1-12") ................ ............................................. V (33) LM 1717
The two Mozart concertos coupled so appropriately here were staple albums for years on shellac in recordings by the sam artists. In these new waxings by the Itirbis the same spirit and verve is captured, but with modern sound and live presence Jose and sister Amparo show unusual rapport in the E Flat Concerto for two pianos. And Jose is the soloist in the more at the piano, a stunt that has long captivated his concert audiences. Many collectors will want to replace their shellac sets and there should be plenty of new buyers for this entry.
MOZART: QUARTET NO. 11 IN G MINOR (K. 478); BEETHOVEN: QUARTET IN E FLAT MAJOR, Op. 16-The New York Quartet ${ }^{\text {Col }}$
These two quartets for piano and strings, tho quite popular in the recital hall, are sparsely represented on LP. The Mozart the more substantial of the two, is available only in an earlier Columbia version, and the much-arranged early Beethoven opus may be heard in the original version for piano and wind quartet on another label. Here, they are performed in masterly music enthusiasts will find hard to resist
BEETHOVEN: SONATA No. 21 IN C MAJOR, Op. 53 (WALDSTEIN): SONATA No. 30 IN E MAJOR, Op. 109 - Rudolf Columbia (33) ML 4620
Each of the sonatas coupled here is available in a half dozen LP versions, with some of very high caliber. Serkin's sensitive readings must rank near the top, but how many quick sales can be attracted by still another fine interpretation remain open to question. As catalog merchandise, on the other hand the present entry should remain moderately active over a long period.

PIANO MINIATURES-Maryla Jonas, Piano (1-12") $\qquad$ Columbia (33) ML 4624
Despite its title, this album does offer some fairly substantia piano fare. One side contains the famous Handel "Passacaglia in G Minor," certainly no musical tidbit, the rarely heard Bach. Flip, however, fulfills the title description. It hold seven pieces, ranging from Mozart's "Turkish March" to modern items by Virgil Thomson and Alfredo Casella. These are all selections that students of moderate attainments might at tempt. Perhaps among this group lies the main sales potential Miss Jonas brings to all her readings a careful musicianship


OTHER DEL WOOD FAVORITES

815 EaSter Parade petier cotiontall

833 Shanty town nosod's swetireart how

845 WAITIN' FOR THE ROBERT E. LEE
| usten to that band
800 RAGTIME MELODY Ralnbow

814 GIVE MY REGARDS TO BROADWAY beer barrel polka

175 DOWM YOMOER DREAMY EYES

763 PLEASE DON'T TALK ABOUT ME Wabash blues

400 RAGTIME FAVORITES, VOL. I 45 \& Long Play



## A Great Record TONY BENNETT singing "CONGRATULATIONS T- SOMEONE"

Personal Mgt.
Raymond G. Muscarella
1780 B'way, NYC

All the news of your industry every week in The Billboard SUBSCRIBE TODAY . . . see page 3 for rates

## THE EXCITING VOICE OF

## Popular Record Reviews

- Continued from page 28 many and the platter side could be-
come a dealer staple. Angel Made of Ice. An Angel Made of Iee,...74
A Latin beat paces Jeffrey Clay as he Aoes his best with a too pretentious ballad.
FRANK MURPHY
III Make You Mine
label with solid impact $H$ in on the legit set of pipes which he handles with warmth and understanding. His
reading of the ballad could win him reading of the ballad could win him
many fans if the side is pushed energetically.
Let's Live for Love,...76
Another fine warble by Murphy that Another fine warble by Murphy that
also has excellent commercial potential.
ART MOONEY ORI
All Night Long, ...................7
M-G-M
11456-A haunting ture with a bluesy flavor is sold solidly by the canary with her distinctive sound,
with the ork backing nicely.
Don't Do It....76
Another instance of an r.\&b, hit
jumping over into jumping over into the pop field. It's
patterened pretty closely to the Five Royale's original waxing. Cathy Ryan ets a lot of heart into her vocal

GORDON JENKINS ORK
Gomen-Nasal
DECCA $28612-T h e ~ G o r d o n ~ J e n k i n s ~$ full chorus and ork turn out a smooth, listenable reading of the Japanese tune with Charlie Lavere doing a pleasant job on lead. Musical ar-
rangement is intriguing and chorus is rangement is intriguing and chorus is
effective. If the tune breaks this cutting will catch a share.
The Ties That Bind .... 76
Tune from forthcoming flick, "She"s
Back on Brondway" good style here by Lavere, the chorus and ork. Ditty is appealing and side ooks headed for spins.

## TONY MARTIN

Please, Please
$V 20-5208$-Martin warbles this one
V in his usual fine and relaxed manner. Range of the waltzes gives him an
opportunity to showcase his talents and he comes thru handsomely.
The Golden Years.... 70
Tune is from
Tune is from the forthcoming film
"Houdini." It's a showy bit of terial, well done by Martin, but a little afield of the current pop market. SUNNNY GALE

style. Side is given a lot of body by the ork and chorus
1 Feel Like Fm
Gonna Lte Forever. . . 70 Anoyer new tune from the Broadway show, "Hazel Flagg." Ralph Burns sets an interesting backing, but
thrush faits to register as strongly as on flip.
silvano mangano
 It's the theme melody from the new Italian film of the same name. It's set to a Latin beat and includes
some unusual thythm instrumentation. some unusual thythm instrumentation.
Thrush Sivano Mangano emotes the Spanish lyrics with the aid of a male group. It's crazy and distinctive Loved You.... 30
A lazy, sentimental ballad which is pleasant enough but the Spanish lyrics won't help it in the pop field, Latin
American dealers should give it a spin. For the pop market it's the other side or nothing.

## a. morgan

Things I Might Have Been DECCA 28585-A1 Morkan is warm and sincere with his vocal on the melodic effort recently waxed by a
flock of artists in the c. $\& w$. field. Ork flock or is fine. This is a very appealing waxing and has a chance to move
If I Had a Penny.... 76
This tender ballad is sold with a lot of feeting by the warbler, and the ork supports him in lovely fashion. Tune
has created some action via the Rosie has created some action via the Rosic
Clooney slicing and this disk should pick up a bundle of spins.
STAN KENTON ORK
And The Bull Walked Around Olay....77 cAPITOL 2388 -Ditty here has been ing on another label. Connorss gal and
the vocal group handle the lyric while the Kenton crew turns in a slick

$$
\begin{aligned}
& \text { reading. } \\
& \text { Jeepers Crs..... } 75
\end{aligned}
$$

Kenton has another good band chirp in Chris Connors as she delivers the should call for action among usual, many Kenton fans. The bop trumpet many Kenton
solo (Mansard Ferguson) is first-rate. VINCE FIORINO TRIO
Red Canary ${ }^{\text {OKEH }} 6947$-This is a screwy one and it could happen. It's a zany novelty with a driving beat, featuring
a solid combo consisting of fute a solid combo consisting
tuba sounds and rhythm. The sote, called Indian song is handed a good
vocal by Millie Coury and Lon Saxon.
This disk could grab loot in the boxes and will probably pull heaps of jock spins.
Tuba Square Dance.... 69
As if to prove that record can have wo zany novelty sides, Arki-the Arkansas Woodchopper, yells out the calls on this square dance disk, with of all things, a tuba backing. Rest of the backing includes every freak
instrument except the kitchen sink. Flip, however, is a much better side.
Marais \& miranda
Take Off Your Jacket ................. 76 swingy opus about a young man who finds his true love is handled neatly here by the singing duo, over a
bubbling choral and ork accompanibubbling choral and ork accompani-
ment by Mitch Miller. Side sloould grab spins and the younger set should En for it.
Unga Wena Wena. ... 75
Marais and Miranda are back on the African veld with this cute folk tune about a man who finds that 13 wives are just too mm (Continued on page 46 )


Watch for . . . THIE TRNINSSER CHIRCHBBLLLS

McWain © Hah
Goday Music Corporation 1619 Bfoadway N. Y. 19, N. Y. \}


HELLOSUNSHINE

B/W

## Reviews of the Current Classical Releases

- Continued from page 40

THE PHILADELPHIA ORCHESTRA: FIRST CHAIR-Eugene Ormandy, Cond. (1-12")
Here's an unusual set. It features the first desk men of the Philadelphia Orchestra in solo works that well display their high professional attainments. The players occupy the first violin and clarinet sections. Royalties from the sale of the album go to the ork's pension fund. The cause is worthy and the set should prove an interesting souvenir for the many who listen regularly to the great ork.
BELA BARTOK: FOR CHILDREN VOLUME 1 - Menahem Pressler, Pianist (1-12
M-G-M (33) E 3009

This album is the first in a series by M-G-M that will feature Pressler in recordings of music written within the keyboard capabilities of young pianists. But the interest should be much broader, as this initial entry attests. The 40 short pieces that make up the Bartok opus are based on Hungarian folk tunes and their impact on the listener is immediate. A fine set that could move well with exposure and pay off if the sales pitch
is slanted properly.

Other Records
Released This Week

| Popular | Country \& Western |
| :---: | :---: |
| Comim | come |
|  | "atm |
|  | Rhythm \& Blues |
|  |  |

Album and LP Reviews


great line-up like this it is to be ex pected that there would be exworthwhile music on the four LP sides, and there is. The first side on set one is a wild "Jam Blues." a good side. The fip is the best of the loot, a
sider "Ballad Medley." with each of the horn men playing one chorus of favorite standards, plus choruses by PeterMon, Brown and Kessel. This side in-
son lodes nine great standards and it is ovely enough to be released separately
one 10 -inch disk. Set No. 2 contains "What is This Thing Called Love," played in wild fashion by the boys drag effort, that shows off relaxed. listenable jazz. This latter side should et a lot of attention. On each of the
ides. except the "Ballad Medley," the sides, except the "Ballad Medey," the
horn men blow against each other, siving each musician a chance to
show his wares. On the four sides how his wares. On the four sides Peterson. Heard, Hodges, Phillips and
Webster have an edge for Webster have an edge Cor their work
on the sets. There is litte doubt that on the sets. There is little doubt that
this release will be of great interest to this recase will be of great interest to
all
jazz fans. The covers are strikingly tllustrated by David Stone
Martin

NEW FACES-NEW SOUNDS. Horace Silver Trio e (1-10"
Blue Note (33) LP 5018 Blue Note (33) LP 5018
Horace Silver, a new young planist Horace Silver, a new young planist
on the modern jazz scence, stows off
a powerful and facile style on this on the modern jazz scenc, shows off
a poowerful and facile style on this
collection of tunes, which features collection of twnes, which features
Silver, Curicy Russell and Gene
Rase Silver, Curley Russell and Gene
Ramey on bass and Art Blakely on
drums an Ramey on bass and Art Blakely on
drums. Six of the selections were
composed by Silver incledive, "St composed by Silver, selections ing were
ari." "Ecaroh," "Quicksiver", "Saf.
and ari," "Ecaroh," "Quicksilver" and
"Horoscope." The Ellington "Prelude
to a Kiss" to a Kiss", and the Rodgers-Hart
"Thou Swell") "ret "Thou Swell", are the two added items. Silver's driving piano on all
the selections plus his fecling for the the selections plus his fecling for the
tunes, should interest jazz followers in this set, and will setve to introduce the planist to many new fans

Sacred

[^1]

## RHTTMMIC NEEETOUS! SENSUOUS!

 ExCITING! UNUSUAL! SIIVANA Mangano 13 singe...zronna "I LOVED YOU"
MGM 1145778 RPM Kack of the I. F. E. Release
Recorded directly from the sound track of records everywhere. of "ANNA" which is breaking box office records evar

## MGM RECORDS

## TOP COUNTRY \& WESTERN RECORDS

## This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Favorites to Watch" have appeared for the
first time this weck on any of the city charts. These are spotighted for the
convenience of dealers and operators in other markets.
New Jrleans . . . DEAR JUDGE
Memphis . . . LIFE of. HANK WILLIAMS Dallas-Fort Worth . . . HOW CAN - TELL Nashville . . . SO LONG
E. Tubb-Decca 28550 H. Hawkins-King 1174 Whitman-Imperial 412 M. Mullican-King 1164

Territorial Best Sellers


## FOLK TALENT AND TUNES

## Artists' Activities

The Carlisles (Mercury) conShreveport, La, air their KWKH rent novelty "No Help Wanted." This popularity gave them the all-time record at the Dallas "Big Jamboree," February 21, with 6,200 paid admissiona and the
group was booked to headline the March 14 Columbia Broadcasting Mystem pick-up. The group is
also set to guest with Red Foley System pick-up. The group is
also set to guest with Red Foley
on the March 21 WSM "Grand Ole Opry", via the National Broadcasting Company. The
group is handled by Tillman group is handled
The difficulty between De ood, The Dow Yonder Girl and ennessee hecords, Nash vile, has been settled out of
court, with Miss Wood getting a

FIVE YEARS AGO THIS WEEK

Smiley Burnette was set to tour with Bailey Bros.' Circus during the spring. Birming-
Rumore, WVOK ham, was planning to marry, honeymoon in California and spend some time with Burnette. . . Merle Travis, Wesley Tuttle and the Milo Twins were playing Midwest dates. the hospital after a serious auto accident. . . Mrs. Bob Miller, wife of the New York pubber, was in the hospital. radio show, featuring Eddie radio show, featuring Eddie and Billy Leibert. . The
Sunshine Girls (Mary Ford, Sunshine Firls (Mary Ford, Les Paul's wife, and her sister, Coleen) were finishing a tour with Texas Jim Lewis. the hospital after an appendectomy. Eddie Dean switched from Majestic Records to Crystal label. ${ }^{\text {Smokey Smith was }}$ Smokey Smith was getting a
build-up from Republic Pictures and was going with Crystal. . Kenny Roberts moved from KMOX, St. Louis. to WLS, Chicago after an to WLS, Chicago, after an
Eastern tour. .. Charlie Monroe was working at WVOK. Birmingham.
complete release from the label and a settlement of $\$ 5,000$ in back royalties. Following the settle--
ment, Miss Wood signed with ment, Miss Wood signed with
Republic Records, a Nashville firm, for recording, and AcuffRose Publications for handling of her original songs. Nashville attorney, Ward Hudgins, represented Miss Wood in all cases. The Carroll County Boys, and his Magnolia Boys have signed for recording with the Bahari Brothers for their new country label, Flair Records. . . . Roy Acuff's first Capitol release is on the market with top promotion. new names Charlene Arthur, of the Dallas "Big D Jamboree," and 12 -year-old Jerry Glenn, Shreveport, when in Dallas recently. The former lass has recently signed a pact with RCA Victor. Don Meehan who is currently stationed at Camp Rucker, Ala., in Nashville last week.. .. Porter Waggoner of KWTO, Springfield, Mo., is in Nashville with his manager, E. E. Siman ir., for his sec Decca's Paul Cohen and Capitol' Ken Nelson are due in Nashville this week for country sessions. Lulu Belle and Scotty (Mercury) recently teamed with Cap tain Stubby and the Buccaneers for a new morning variety show
from Chicago's WLS. Among other features will be solutions of listeners personal problems by Lulu Belle.
Ernest Tubb (Decca), Hank (Continued on page 46)

## National Best Sellers

Records are ranked in order of their current national selling
importance at the retail level. Results are based on The Bill-This board's weekly survey among dealers thruout the country$\begin{array}{ll}\text { This } \\ \text { Week } & \text { with a high volume of sales in country and western records. } \\ \text { The reverse side of each record is also listed. }\end{array}$

1. KAW-LIGA-Hank Williams..........................
2. YOUR CHEATIN' HEART-H. William

$\qquad$ ..... 33
3. NO HELP WANTED-Carlisles S..... ..... 6
4. DEATH OF HANK WILLIAMS-J. Cardwell. ..... 34

6. FOOL SUCH AS I-Hank Snow ..... 7
7. I'LL NEVER GET OUT OF THIS WORLD ALIVE- Hank Williams..........................
I Could Never Be Ashamed of YouScAP
PAYING FOR THAT BACK STREET AFFAIR-K. Wells. .........................................
9. THAT'S ME WITHOUT YOU-W. Pierce
10. GOIN ${ }^{*}$ STEADY-Faron Young. Out of Reach-Cap(78)2299; (43)F-2299-BMi
Most Played by Jockeys
Records are ranked in order of the greatest number of plays co couniry and western disk jockey radio shows thruout the
country. Results are based on The Billoard's wekly survey
among disk fockeys who specialize in country and western ..... 

1. KAW-LIGA-Hank Williams. ..... 23
2. NO HELP WANTED-Carlisles ..... 12
3. FOOL SUCH AS I-H. Snow
4. I'LL GO ON ALONE-M. Robbins. ..... 12
5. EDDY'S SONG-Eddy Arnold. ..... 2
6. DEATH OF HANK WILL
7. THATS ME WITHOUT YOU-W. Pierc3
8. GOIN' STEADY-F. Young. ..... 8
9. BACK STREET AFFAIR-W. Pierce. ..... 22
10. BUMMING AROUND
Most Played in Juke Boxes
Records are ranked in order of the greatest number of playe
on juxes thruut the country. Results are based on The
Biltboard's weekly survey among operators thruout the country 1. KAW-LIGA-Hank Williams.
11. YOUR CHEATIN' HEART-H. Williams.
12. NO HELP WANTED-Carlisles
$\qquad$
13. I'LL GO ON ALONE—W. P
14. EDDY'S SONG-E. Arnold
15. I'LL NEVER GET OUT OF THIS WORLD ALIVE-Hank Williams...........................
16. DEATH OF HANK WILLIA
17. DON'T LET THE STARS GET IN YOUR EYES-S. McDonald. 78 )2216; (45)F-2216-BMi
18. PAYING FOR THAT BACK STREET AFFAIR-Kitty Wells. ................
19. BACK STREET AFFAIR- ..... $8 \quad 23$
20. GAL WHO INVENTED KISSING-H. Snow............10. LOVER'S OUARREL-George Morgan

THE NATION'S NEWEST COUNTRY SENSATION


# ICOULDNTT KEEP 

 Columbia 21075 - 4-21075 columbia 21075
## C \& W Record Reviews

- Continued from page 28 kins
ment.
the davis sisters
Jealous Love ino-the pal duet delive
FORTUNE ers a powerfu-style vocal on a strong
country ballad. This one bears some watching.
ROY Hal.L.
Goner Down the Road
Feeting nad
Hall is a honky-tonk pianist in the
best country school. Tune is familiar.


## carl butler

OKEH 18 goon - A Alractive Drricicis. gives added interest to a good reading
from Buter on a country ballad of Tr
 hould do business.
frempie frank
 lad about the last bie stampece of the
Texas tonghorns is sung with spirit



Frank does an effective Frank does an effective fob on this
woefull ballad, explaining that he mist leave town rather than fall in love
with his friend's wife. Tear-jerker could have had more impact with
quieter backing.

Cliffie stone
Listen to the Mocking Bird
CAPITOL vocal trio in a hokey reading of the familiar dity. The performance, of
course, includes bird whistles, etc. When the Bloom is on the Sage.....71
The
Hometown
Hepeats
give the atandard an instrumental
bill bailey
John Henry
MERCURY Tooso-Foik-sisic balliad about the legendary John Henty
penned by bailey. it delived with
ppirit and warmith. A pooce effort by the chanter.
Was a Fool.... 69
Bailey does nicely rural dity. Good filler wax for jukes.

AUTRY INMAN
Stop Stallin
.
DECCA 28592-The material here is gronger than that usvally handed to his beter sides. He delivers nicely
lor a listénable waxing Ior a listenable waxing.
In Miss My Hear..... 69
Inman delivers an att nman delivers an autractive country
ballad with his usual feeling. Should match the sales of his previous disk-
ings, but doesn, figure to break big.
julian dash
MERCURY TOOB7-The men in the combo show considerable syyle as
they dash thru the brisk instrumental. Deacon Dash.... 69 Medium-beat opus is well
the ork. $A$ listenable side.


LULU BELLE AND SCOTTY MERCURY 70092 - The iwosome combine pretily on a melodious ro-
mantic them. Deejays should twirl


תM ATKINS-THE PINETOPPERS Juke Joint Johnany
CORAL 64147 familiar cloat - Cut from alitionitem which could appeat the lues set in, as the title sugesests. juke joints.
Alkins is okay and the Pinetoppers cut the backing smartly.
 The chanter tackies the familiar
standard item for enother liestiable
side. Nothing special happens here.
AMMY BARNHART
Wedinim Rell Watu
OKEH 18002 ,
OKEH 18002 - An autractive wailiz
bathad gers a tenor-viced reading
from Barnhart which could stimulate
Get Ort My Telepbone.... 68 Okay readining
he perned,
curtis gordon
HI You Tell Me One More Lle ........77
V $20-5182$ Okay rendition of a new weeper by Gordon. The wartber sings
it nicely but he doesnt; have enough emotion on this cuting.
Whar's a Litte Pride.... 68
A pleasant effort about foolish pride versus true love is sang well by
Gordon over routine backing.
link davis
 with a Cajun dity with enough Eng. lish in the lyric to atract a fairly
wide audience. However. market for this disk will be around New Orfeans
$\underset{\text { Sounds like the }}{\text { Bhe }}$
 French by the
hilbilly backing.

NORMAN PERRY
1 Feed Like Cring

wecper is warbled persuasively by
Perry Should carn some spins.
${ }^{1}$ Don't Want Love.... 65
The love the chanter doess' want in
the second-hand kind. His reading of

big bill) Lister
(BIG BILL) LISTER
In the Shadow of the Pine
CAPTOL
 $\underset{\substack{\text { Blowing } \\ \text { Base } \\ \text { the Suds } \\ \text { Oft My Meer.... } 68}}{6}$
 enough in beer joint locations and
mifhet get a few laughs on deefay
shows.

IM AND Jesse.
THE VREGNE-
T Will Almays Be woys
 werk as
Purple Heart. .... 67
Jim, Jesse e and Currtey Seckler make
up a trio for this weeper based man up a trio for this weeper based on the
current war situation in Korea. Such
tunes tavent tunes havent made to much of
dent in the past year or so and this
one doesnit fisure to be the excetion

IMMY SMITH
 V via-5200-Cute dity a about the in
spirational nature ot the garts eyees is
piven Don't Apologize. .... 6 Weeper is warbiled easily by Smith to
pleasant string backing.

## RAYMOND RORK ORK

 as if it was waxed in the back room. Cennessere Moon.... 15
Same coment.


C\& W Territorial
Best Sellers

- Continued from page 44

Memphis

1. Lovers' Quarrel
G. Morgan, Columber
2. Honeymoon on a Rocket
3. Death of Hank Williams
4. Life of Hank Williams
5. Life of Hank Williams
H. Hawkins, King
6. Kaw-Liga
7. Kaw-Liga
8. I Don't Know

Tennessee Ernie, Capitol
7. Goin' Steady
8. Your Cheatin' Heart
9. Payin' for That Back Street
K. Affair
10. You're Under Arres

## FOLK TALENT AND TUNES

- Continued from page 44

Childre (Mercury) leave Nashville March 1 for a Korean tour month. The group will fly to month. The group will fly to
Tokyo from Travis Air Force Base, Oakland, Calif., going right to Seoul after equipment is issued them. WSM's Bill McDaniel and
Ott Devine, are going to manage Ot Devine, are going to manage,
as the group will be split into as the group will be split
small units for appearances. A 12-act WSM "Grand Ol Opry" group played a benefit at Louisville's National Guard Ar-
mory Sunday, February`22, for mory Sunday, February ${ }^{\circ}$ 22, for Bill Monroe (Decca), who is con-
fined to Nashville's General Hosfined to Nashville's General Hospital following an auto acciden weeks back. two packed houses, with a reported $\$ 10,000$ gate. Monroe continues to improve; however, he's
set for a long stay for recuperaset fo
tien.

## Disk Jockey Doings

Shorty Long of WPAX, Potts town, Pa., is featuring "Battle Music" with hillbilly vieing with
pops for honors. He is scheduled pops for honors. He is scheduled
to open at the Santa Fe Ranch, Reading, Pa., May 10. . . Curly Smith, WGAY, Silver Springs, Md., reports that he drew a near capacity crowd when he pro-
moted the Mac Wiseman appear moted the Mac Wiseman appear-
ance at the local armory earlier ance at the local armory earlier
this month. Tex Clark and Glen Campbell have teamed up Cleveland. It is called "Tex and Glen." The team is also presenting a live show that is reported gaining rapidly in popularity Jimmie Fisher is now featured on KEBE in Jacksonville, Tex. He of Del Morton and Jerry Davis. W FLO in Farmuille Now on writes that the Shenandoah Va ley sweethearts, Bill and Mary Reid, have added another quarter
hour to their daily radio schedule. hour to their daily radio schedule. segment Monday thru Friday 1:30 to $1: 45$ p.m.
From Owensboro, Ky, come news from LeRoy Woodward at
WVJS that "Boyd Bennett's first King release broke wide open ance in local record shops in conjunction with the disk were smash
successes." ( $\mathbf{T}$ from Tennessee)
Johnny Talley dropped his chores a WYVE, Wytheville, Va., to help
out on a two-hour Boy Scout Jamboree to raise funds for mem bers of that group on the occasion of its 43 rd anniversary. He gave a picture of station announcers for every $\$ 1$ donation to help the cause. Johnny T spent the weekend of February 21-22 in Nash
ville, where he taped interviews with Opry talent. He is looking

Dan Ross; WATL, Atlanta, is kept busy working shows and dances in that area with his all girl hillbilly band. Ross is search add to his aggregation
add to his aggregation. .
Barrett, WSAP, Prtsmouth, Va., comes thru with this note, "Just in case you haven't heard it
before, all royalties from the Johnny and Jack record of "Hank Williams, Will Live Forever" go only tribute to Williams so far approved by his family."

Popular Record Reviews

- Continued from page 42 and drum backing add brightly to the
epic. Kids should enjoy this one. CINDY LORD
Come Back to Me, My Love.........
M-G-M $11442-$ The musical plea by
Miss Lord should be hard to resist. Miss Lord should be hard to resist. Tune is simple and retentive and it's
projected with sincere feeling. Side projected with
Lee's Fall in Love....73
The beautiful evergreen is read styl-
The beautiful evergreen is read styl-
ishly by the thush over a strong beat.
Okay program wax.
Bing crosby
Ouiet Girt.................. .7
DECCA 28610 - Gentle ballad from DECCA 28610 - Gentle ballad from musical is chanted tenderly by Crosby. Ditty has much quiet charm exposure.
Ohlo. .744
Nostalgic opus about the State, also
from the same Broadway from the same Broadway show.
Crosby warbles his way thry the sen timental ditty in his warmest manne His fans will welcome the plat

Call Me Lucky
DERBY 819 -The Crosby auto-
biography appeating currently in the biography appearing currenty in the
Saturday Evening Post under the above titue gave rise to this quickly
penned ture. The tune is a penned tunc. The tune is a good one
and Miss Gary does a fine job with it You Can Say That Again....73 The label has come up with another
good chirp in Miss Gary. As usual, good chirp in Miss Gary. As usual,
The wilcox ork delivers a fine reading with a stron
is ordinary, tho.

## GEORGIE HORMEL

Sweet Georgia Brown .................
CORAL 60943 - Hormel is the talented and monied young man who
made a name for himself on the West made a name for himself on the west
Coast and another label via some yockful, yet musicianly multi-dubbed diskings. This one is a gimmicke
piano on piano reading of the oldie. piano on piano reading of
Sounds like a natural for ops. Twenty-Five Chickens,
Thirty-Five Cows
Thirty-Five Cows.... 72
few years ago and created wax just a
rew years ago and created a mino
stir. Hormel's piano and voice are
both multi-dubbed here for another
both multi-dubbed here for another

## LITA Roza

Hi-Lill, Hi-Lo ........................
LONDON $1295-$ The thrush gives a
warm, full-voiced reading to this
pretty waltz. Tasteful accompaniment
by Johnny Douglas. Tune was out pre
viously with Dinah Shore.
Take Care of Yourself....69
Ballad gets an adequate vocal.
THE HARRY GROVE TRIO
Pagan in tue Parlour. Combo comes up
LONDON 1293 - Com with a bright and pleasing melody with
the oboc adding an eerie note. Good programing material.
programing material.
Father's Doing Fine....
Tempo picks up on this side. Result
THE JOHNSTON BROTHERS
The Fishermaid of Bodensee ...........
LONDON $1286-$ Attractive side chanted by the Johnston Brothers.
Tune has a folk quality and in rhythmic structure is similar to a poika,
Lyric has freshness and charm. Bright sound.
Juliet, Julief. . . 72
Ditty is a walta fashioned around the Romeo and Juliet story. The John-
ston Brothers vocal chanting has Viennese flavor on this side.

## ETIY Cox Until Today

Until Today
M-G-M
sweetly and
1140 sweetly and she's backed by a lush
ork accompaniment. Deejays might
spin socme.
$1 \mathbf{m} \ln$ Love.
1'm In Love....71
Bouncy Waitz ditty is sung with
happy lilt by Miss Cox for a stag happy lilt
production

UKE ELLINGTON ORK
COLUMBIA 39942 A A swingy new
instrumental effort, penned by Billy instrumental effort, penned by Billy
Straymorn, is played in the modern
style by the is not up to what is expected from the Ellington ork, but
his fans.
his fans.
The Vulture Song. . . 70
Chanter Jimmy Grissom tackles this
strange, doleful bullad strange, doleful ballad and comes off surprisingly well on it Backing by
the Ellington ork is appropriately
weird, as is the tunc. It may catch weird, as is the tune. It may catch
spins from adventurous jock. Some-
day soon perhaps, the Duke day soon perhaps, the Duke will wax
some material that will show off the
band better than these sides.

## HE STARGAZERS

Any Old Time ........................... Lonual and outstanding getr an un-
urrangemen on this side. Stargazers' okay chant
ing is backed by and percussion work by The CalvioMy Pretty One.... 73
Tasteful vocal by The Staryazers is
backed by unusual accompaniment by backed by unusu
The Claviolines.

RUSS MORGAN ORK
The Golden Years ....................73
DECCA 28590 - Classical rewrite from the flick "Houdini" is based on
the "Poet and Peasant Overture". It" an attractive ditty and the Morgan
crew delivers it in crew delivers it in smooth waltz fash-
ion via some soft chanting by Clyde ion via some soft chanting by Cly
Rogers and vocal group.

III Be Hangin' Around....73
Al Jennings handles the yocal for the
Morgan crew on a cute ricky-tick
ditty which should piease the Morkan
ditty which should please the Morran
fans - Jennings even sounds like
Yans - Jennings even
Morgan on the vocal
TONI HARPER
Silly Heart ...........................73
COLUMBIA 39941 - Attractive ditty
is read with appealing sentiment by
the songstress. Should win some dee
jay twirrs and could earn juke coin.
Fil Never Forget
III Never Forget You....71
Miss Harper's husky piping of the
torchy ballad is backed smoothly by
the Weston ork. A listenable side.
MES WILLIAMSON TRIO
CHANCE i131 - Mournful blives is 73 shouted strongly by Williamson to
deep Southern backing by piano and steel guitar. Might earn some piano and
The Woman I Love.,., 70
Whiliamson chants about his gal while
EDDY PHILLIPS ORK
The Old Red Barn
KING $15221-$ Opus has the beat and character of a Polish oberek. It's
played and sung with easy charm.
Could win some spins in the right spots, Momma, Momma...70
Monma, Mitty, M bluesy effort in folk idiom,
Das its cute moments. Lynn Hoyt has its cute moments.
does nicely on the lyrics.


and his Smoky Mountain Boys

Order Now from your Capitol distributor!

## New York


(SHE TREATS YOUR SON SO MEAN)
b/w
"SLICK BABY"
by
BENNY BROWN (NO FOOLIN')
subuth RECORD \#G293
at all gotham DISTRIBUTORS

GOTHAM RECORDS
1626 FEDERAL ST. PHILADELPHIA, PENNA.

## (Mama) He Treats Your

 R. Brown, Atlantic . Baby, Don't Do It Five Royales, Apollo 3. Won' Know4. Yes, I Know
Hayes, Recorded in

Hollywood
You're Mine
5. Crickets, M-G-M
6. Bells
7. Pretend Dederal

Nat (King) Cole, Capitol
9. T. Bradshaw, King
9. Strange
Nat (King) Cole, Capitol
10. My Kind of Woman 10. My Kind of Woman
E. Slay Trio, Savoy

## Chicago

1. (Mama) He Treats Your
Daughter Mean
R. Brown, Atlantic
2. Baby, Don't Do It
Five Royales, Apollo
3. Bells
Dominoes, Federal
4. Yes, I Know
L. Hayes, Recorded in
Hollywood
5. Baby, I'm Doing It
A. Allen, King
6. 24 Hours
E. Boyd, Chess
7. Pretend
8. My (King) Cole, Capitol
Mind of Woman
9. My Kind of Woman
10. Don't Tell Mama
W. Johnson, Savoy
11. I Don't Know
W. Mabon, Chess

## TOP RHYTHM \& BLUES RECORDS

## This Week's Territorial Best Sellers to Watch <br> 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 . . . IT MOVES ME <br> L. Glenn-Swingtime 324 <br> This Week's Territorial

## Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger
service from top hivthm and blues dealers and fuke box operators in the

| W. Mabon, Chess | Buccaneers, Southerr. |
| :---: | :---: |
| Los Angeles | - St. Louis |
| 1. Yes. I Know <br> L. Hayes, Recorded in Hollywood | 1. Baby, Don't Do It Five Royales, Apollo <br> 2. (Mama) He Treats Your |
| 2. Cross My Heart J. Ace, Duke | Daughter Mean |
| 3. Baby, Don't Do It | 3. I Don't Know |
| Five Royales, Apollo | W. Mabon, Chess |
| 4. (Mama) He Treats Your Daughter Mean | 4. Dream Girl Jesse \& Marvin, Specialty |
| R. Brown, Atlantic <br> 5. I Don't Know | 5. Cross My Heart |
| W. Mabon, Chess | 6. Yes, I Know |
| 6. Let Me Go Home Whiskey <br> A. Milburn, Aladdin | L. Hayes, Recorded in Hollywood |
| 7. Ain't It a Shame : | 7. Train, Train, Train |
| ${ }^{\text {L }}$ L. Price, Specialty | D. Overbea, Checker |
| 8. I Believe <br> E. James, Meteor | 8. I'm Gone |
| 9. I'm Gone | 9. Bells |
| Shirley \& Lee, Aladdin <br> 10. Baby, Baby <br> J. Witherspoon, Modern | Dominoes, Federal <br> 10. Woke Up This Morning <br> B. B. King, RPM |
| Detroit | Atlonta |
|  |  |
| Tive Royales, Apollo <br> 2. Yes, I Know | 1. (Mama) He Treats Your Daughter Mean |
| L. Hayes, Recorded in | R. Brown, Atlantic |
| 3. (Mama) He Treats Your | 2. Baby, Don' Do It |
| Daughter Mean | 3. I Don't Know |
| R. Brown, Atlantic | W. Mabon, Chess |
| 4. Bells Dominoes, Federal | 4. Let Me Go Home Whiskey |
| 5. Baby, I'm Doing It | 5. A Believe |
| A. Allen, King | E. James, Meteor |
| 6. I Don't Know | 6. Cross My Heart |
| W. Mabon, Chess | J. Ace, Duke |
| 7. Dream Girl | 7. Mean Old World |
| 8. It Moves Me Marvin, Specialty | Little Walter, Checker |
| 2. Glenn, Swingtime | 8. L . Price, Specialty |
| 9. MY Kind of Woman | 9. Crawlin |
| 10. E. Slay Trio, Savoy | 10. Wovers, Atlantic |
| J. Ace, Duke | B. B. King, RPM |

## Cincinnati

1. I Don't Know 2. Cross My Heart
J. Ace, Duke
2. Baby, I'm Doing It
3. Baby, Don't Do It

Five Royales, Apollo
5. Bells
6. Dominoes, Federal
6. Dream Girl
7. Gabbin' Blues

- Big Maybelle, Okeh

8. My Kind of Woman
g. (Mama) He Treats You
(Mama) He Treats You Daughter Mean
R. Brown, Atlanti
9. Crawlin

## Philadelphia

1. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic Five Royales, Apollo 3. Dominoes, Federal 4. Dream Girl

Jesse \& Marvin, Specialty Let Me Go Home Whiskey A. Milburn, Aladdin
I Don't Know W. Mabon, Ches
7. Yes, I Know
L. Hayes, Recorded in

Hollywood
8. Cross My Heart
J. Ace, Duke
9. You're Mine

Crickets, M-G-M
0. Dear Ruth

Buccaneers, Southerr.

1. Baby, Don't Do It (Mama) He Treats Your R. Brown Atlantic
2. I Don't Know
D. Mabon, Ches
3. Jesse \& Marvin, Specialty
4. Cross My Heart
L. Hes, Know in

Train, Train, Train
D. Overbea, Checker

Shirley \& Lee, Aladdin

Woke Up This Mornin
Atlanta
(Mama) He Treats Your
Baby, Don't Do It
Five Royales, Apollo
W. Mabon, Chess A. Milburn Aome Whiskey

Believe
E. James, Meteor J. Ace, Duke

Mean Old World
Ain't It a Sha Checker
L. Price, Specialty

Clovers, Atlantic
B. B. King, RPM

## National Best Sellers

Records are ranked in order of their current national selling
importance at the retail tevel. importance at the retail tevel. Results are based on The BiilThis a high volume of sales in rhythm and blues records. The
Week reverse side of each record is also listed. $\qquad$ Weeks
on
Chart 1. (MAMA) HE TREATS YOUR DAUGHTER MEAN -

Ruth Brown................................................. 2 2. BABY, DON'T DO IT-Five Royales....................... 1 7
3. I DON'T KNOW-W. Mabon................................... 312
4. YES, I KNOW-Linda Hayes............................. 4 5
5. CROSS MY HEART-J. Ace.................................... 5 . 6
6. LET ME GO HOME WHISKEY_-A. Milburn................ 8 . 2

8. DREAM GIRL_Jesse \& $\operatorname{Marvin}_{\text {Daddy }} \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots$....................... 7
9. BABY, I'M DOING IT-A. Allen............................................... 1


## Most Played in Juke Boxes

| Week | 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 thruout the country using a niph proportion of rhythm and blues records. |  |  |
| :---: | :---: | :---: | :---: |
| 1. BABY, DON'T DO IT-Five Royales. <br> Apollo 443 -BMI |  |  |  |
|  | ES, I KNOW-Linda Hayes Recorded in Hollywood 244-BM1 |  |  |
|  | DON'T KNOW-W. Mabon Chess 1531-BMI |  |  |
| MAMA, HE TREATS YOUR DAUGHTER MEANR. Brown Atlantic 986-BMI |  |  |  |
| 5. SOFT-Tiny Bradshaw....................................... <br> King(78)4577: (45)45-4577-BMI |  |  |  |
| 6. CROSS MY HEART-J. Ace. <br> Duke 107-BMI |  |  |  |
| 6. SAD HOURS-Little Walter. <br> Checker 764-BMI |  |  |  |
| 8. DREAM GIRL-Jesse \& Marvin <br> Specialty 447-BMI |  |  |  |
| 9. THE BELLLS-Dominoes............................................. 7 |  |  |  |
| 9. TRAIN, TRAIN, TRAIN-D. Overbea.......................... |  |  |  |


| New Orleans | 4. Cross My Heart J. Ace, Duke <br> 5. Let Me Go Home Whiskey A. Milburn, Aladdin <br> 6. I Don't Know |
| :---: | :---: |
| 1. (Mama) He Treats Your <br> Daughter Mean <br> 6. I Don't Know <br> W. Mabon, Chess <br> 7. Bells |  |
| 2. Baby, Don't Do It | Dominoes, Federal <br> 8. Yes I Know |
| 3. Fross My Heart | 8. Yes, I Know L. Hayes, Recorded |
| J. Ace, Duke | Hollywood |
| 4. Dream Girl | 9. Crawlin ${ }^{\text {- }}$ |
| Jesse \& Marvin, Specialty | 10. Soft Clovers, Atlantic |
| E. Boyd, Chess | T. Bradshaw, King |
| L. Hayes, Recorded in |  |
| Hollywood . | RHYTHM |
| 7. I Don't Know W. Mabon, Chess | BL |
| 8. Crawlin' |  |

The Billy Eckstine - Ruth Brown - Count Basie ork oneFriday (27) in Greensboro, N. C., will be out thru the South until April 1. Here is the list of towns the package will visit during the six week trek: Columbia,
February 28; Charleston, March 2; Kinston, N. C., March 3 ; Roanoke, Va., March 4; Charlotte, N. C., March 5; Norfolk, March 6; Charleston, W. Va., March 7; Nashville, March 8; Atlanta, March 9; Greensville, $S$. C., March 11; New Orleans, March 13; Memphis, March 14; Houston, March 16; Galveston, Tex., March 18; Beaumont, Tex., March 20; Austin, Tex., March 21; Dallas, March 23; San Antonio, March 24; Fort Worth, March 25; Amarillo,
Tex., March 26; Oklahoma City, March 27; Tulsa, Okla., March 28; Kansas City, Mo., March 29; Wichita, Kan., March 30. The Eck-stine-Brown-Basie unit is being booked by Shaw Artists.
The agency that will handle Sidney Bechet's bookings when he returns from Paris at the end same agency which has been handling the clarinetist's bookings for several years. Shaw Artists has set Bechet for a string of location dates in the East after he finishes cluding two nights at the Stuyvesant Casino, April 3 and 5, and one night at Town Hall, April 4.

# THEY'RE HITS! 

ON ALL LISTS COAST TO COAST! Savory \#886
"MY KIND OF WOMAN"
EMMETT SLAY TRIO Savoy \#884
"THREE LIES" "GETTING READY FOR MY DADDY" VARETTA DILLARD SA' $]^{\text {remend }}$ CO, INC.

$* * * * * * * * * * * *$
$* * A$ Hit Any Hour
**

* of the Day ...
* 


## '24 HOURS'

by
EDDIE BOYD
Chess \#1533



SAVE MORE MONEYMAKE MORE MONEY
Subscribe to The Blillbord Tooarl

## 

The Billboard's Music Popularity Charts . for Week Ending February 28

## TOP R \& B RECORDS

Record Reviewspiritual

| - Continued from page 28 |
| :--- |
| SPIR SPIR SPIR SPIR SPIR SPIR LVL... <br> attractive and disk should get atten- <br> tion. |

tion.
Does Jesus Care?,...77
Good a cappella singing. Lead singer
has range and flexibily. Another
good side by the group. good side by the group. THE ZION TRAVELERS
Charge To Keep I Have ALADDIN 2036 Have .............
from the flinge of pace lighter in spirit, with entire group Late Reports on Recent 'Best Buys'
Country \& Western
PAYING FOR THAT BACK Kitty Wells FAIR Kitiv Wells-Decca 28578 hit retail and juke tox charts also represented on five of the territorials.
A LOVER'S QUARREL George Morgan-Columbia
${ }_{\text {After moving slowly for sev }}^{21070}$ eral weeks, disk hit the national juke box chart. Showing on the Memphis and Nashgood in the Carolinas, as well as Chicago and Cincinnati. Both East and West Coast re-
ports indicate weaker sales.

## Rhythm \& Blues

CRAWLIN'
Clovers-Atlantic 989 Has moved very quickly to to the charts of New Orleans Atlanta, and Cincinnati and Washington - Baltimore. areas this week. Good reports from Los Angeles, Philadelphia and Chicago have also
been turned in. BABY, I'M DOIN' IT
Annisteen Allen-King 4608 Earlier enthusiasm for record has not cooled down. Hit naamong Cincinnati, Chicago and Detroit's top 10 - and coming up nicely elsewhere with few exceptions.

## DEALER DOINGS

- Continued from page 38
pair proceeded to knock a uke off a stand, tore sheet music, and wound up pushing over a ent very gently remonstrated with them." He'd appreciate hearing how other dealers handle these situations. . . Dorothy Richards, Richards Music Company, Sanford, Ariz., has a complaint. Teres With You' would have been

our No. 1 seller for the past
two or three weeks, if we two or three weeks, if we
could get any. Have had it on could get any. Have had it on has had quite a call for old has had quite a call for old Goes By"-Dooley Wilson, and wishes they'd make it available on 45 . Also thinks it's a shame two manufacturers can't get together to team Kay Starr
and Bing Crosby on plattering and Bing Crosby on plattering
"Side by Side." Thinks it would be a gold mine. Whenever a pop adaptation of a classic appears, the Chicago Record Center will feature the two platters together. Their latest sales combo is Perry on "Wild Horsemen", from Robert Shumann's "Scenes of
Childhood." Andy Anderson, Childhood." Andy Anderson,
of the Center, says the only available recording of the latter is included in Victor album Record Shop, Richmond, Va., Record Shop, Rises that he promoted another "Grand Old Opry" show early this month, featuring Carl Smith. Minnie Pearl, Lonzo and Oscar and Moon tomers at the local Mosque auditorium.

MAURICE SIMON'S ORK
I Don't Know Why HOLLYWOOD 404 The sentimental
standard is tootied stylishly as a tenor sax solo. supported mainly by organ.

Deeiays can use Deejays can use, ass well as juke spots | needing mood wax |
| :---: |
| Bis Apple Hop.... |

Instrumental featuring the Simon sax
has a
from flip makes for good couplin
LOWELL FULSON
Let Me Rile
Your Little Automobile
SWING TIME 325
SWWING TIME 325 - Fulson should
get action with his new


## Willie Mae Thornton singing

PEACOCK \#1612

PEACOCK \#1709 paccock H " 1
planned to give the ly
is planted to
attention.
Upstairs....6s
Fairly routine material gets a routine chanting from Fulson.

## STUMP AND STUMPY

Loud Woman
M-W-M 1144 The material is only
fair M-G-M 11444 -The material is only
fair and the boys suffer from it-
except when they inject some bits except when they inject some bits
they've been using in the vaudeville act for so many years.
Two-Thrds Dead...70
More so-so material elicits the same
kind of performance.
DEALERS!
SAVE

## All Speeds Hit Tunes-Albums $71 / 2^{6} \&$ UP

 Write for 12 pageFRE CATALoc VEDEX COMPANY
LITtLE CEASAR
34 10th Ave. $\underset{\substack{\text { Tei. } \\ \text { ci } \\ \text { Now Y Y York }}}{\text { N }}$ 19, N. Y
Do Right Blues
HOLIYWOOD 238-LOW-down blues
is sung expressively and projects
real lonely mood on tid
Breaking Big!.
Your Money Ata't Long Enough. ...73
Scene is set by a realistice phone con-
Scene is set by a realistic phone con-
fab and then the chanter takes off.
Little Ceasar shouts well but the side BUDDY LUCAS ORK "LAURA" "ORGAM GRINDERS SWING" Juble silit $45 \times 5111$ SONNY TIL E ORK "HAVE YOU HEARD" "LONELY WINE"

| Steamwhistle Jump |
| :--- |
| KING 460 -................... 7 | on this side is relaxed and technically

good. The group performs a nicely. good. The group performs a nicely-
integrated arrangement. The Sheik of Araby.... 73 The olde receives a modern, fairly
cool treatment on this disk, featuring Earl Bostic on the alto sax. For jazz buyers. Will get some jazz deejay
play.

JUBILEE RECORD


A Billboard PICK: "NOBODY LOVES ME" "CHEATIN" ${ }^{\text {Imperial } 5220}$ \#mpenal $R_{\text {counds }}$ This is a HIT, HIT, HIT by WILIIE MAE
(HIG MAMA) THORNTON

## "HOUND DOG" "NIGHTMARE BLUES"

Every Commercial Effect Possible

## SENSATIONAL NIGHTINGALES

With Another Great Spiritual
"I THANK YOU LORD" "A SINNER'S PLEA"

## SOUTHERN WONDERS

with feeling
"THERE IS REST FOR THE WEARY" "THE GAMBLING MAN"


## AtLaNTICS 2810 naw mis Ruth Brown MAMA

He Treats Your Daughter Mean 20 the cievers (RAWLIN' b/w YES, IT'S YOU \#989
ATLANIC RECORDING CORP.


MERCURY SIGNS
LEO FULD
Mercury Records has signed Leo Fuld to a disk pact. The chanter will be used to wax both
specialty and pop material, and specialty and pop material, and
his first record on the label, coupling two of his own ditties, is
being set for early release. Fuld is currently appearing in the revue "Farfel Follies" at Chicago's BOB PRINCE JOINS
Bob Prince has joined Decca's Gold Label division as aser.
staffer under
Si Rady. Bill Schwartau, also under Rady, handles kiddie and show-album assignments.
GIBSON AND JAVITTS
in auto crash .
Thrush Ginny Gibson and her manager, Joan Javitts. escaped without injury when their automobile crashed near Richmond Va., Monday night (23). Both of
the girls were shaken up, but are now okay. They are continuing
on the road to push Ginny Gibson's M-G-M waxing of "Kiss." CAPITOL TO PUSH
Bob Manning, new warbler re cently pacted by Capitol Records, starts out on a 15 -city tour next
week to visit deejays about his week to visit deejays about his
new cuttings. The diskery has isnew cuttings. The diskery has is ning to start his disk career, both
of which will be released next week. Jocks have already been sent the warbler's platters, as
well as a picture and a biography LEVINE RE-ACTIVATES
2 PUB FIRMS
Herb Levine, head of the Encore and Jewel Music firms, is
e-activating his two publishin companies. First new tune for the Jewel catalog is "T'm Happy to Know You're Happy," which was
penned by Al Hoffman. Mann Curtis and Paul Siegal. The tune
has been cut by Jilla Webb on M-G-I: Records.
New York
M-G-M thrush Jilla Webb was named "Sweetheart of the
School" recently at Lowell Tex-

|  |
| :---: |
|  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## ATTENTION

## OPERATORS

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the tremendous convenience of buying all records in one place. You are assured of better and newer selections for your boxe

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Tell us how many machines you have and what proportion of Pop, Hillbilly, etc., are used. 45 or 78 -and we will ship
only money-making hit funes. We will have the hits when you want them.

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NIIENIION DEAIERS AND OPERATORS ONIY
SOLV YOUR RECORD BUYING PROBLEMS Ordering and Getring Records is a Dificule and Trying Problem. Let Us Be Your Errand Boyst Let Us Do All the Hushing and CET ALL THE LATE HITS WHEN YOU WANT JHEM WE CAN SUPPLYALL SPEEDS
We Ship in 24 Hours-No Substitutes- Yo Back Orders. Nil for the Small Nominal Fee of 5 c Over the Wriplesale Price Por Rece.
ord. You Will Get Faster Service Than Anyane Dise Can Offer You.
TRY OUR SERVICE AND YOU WON'T USE ANY OTHER

4956 delmar ave.
tile Institute, Lowell, Mass. Chicago distributor Jimmy Mar-
tin is in town... M-G-M has set
one-record deals with options one-record deals with option
with Doreen Davis and Bett Cox. Their disks are set for early
release... Toni Arden open March 5 for two wraten open Miami Beach.... Lily Ann Caro
is set to visit is set to visit deejays in Philadel-
phia to push her RCA Victor phia to push her RCA Victor
waxing of "More Luck Than waxing, of "More Luck Than for four weeks at the Waikaki
Lau Yee Chai Club, Honolulu, starting in September... Th Delta Rhythm Boys start an en
gagement in Tokyo on April 3... gagement in Tokyo on April 3....
Barbara Nelson, former canary
with the with the Buddy. Morrow ork, ha
joined the Honeydran joined the Honeydreamers. Ginth her manager Joan Javitt to plug her M-G-M waxing of
"Kiss"... The Art Mooney ork "Kiss"... The Art Mooney ork
returned this week to General artists Corporation.
Bowers will sing "Gomen Nasai"
in the fortheoming Columbic in the forthcoming Columbia Picture fick Mission Over Korea.
Jale, of Gale and Gayle Music, will be in this city next week. He left the Coast this
week and will visit deejays along
the cago on Tuesday for a three-day stay and arrive here. Friday... Perer Munvies is the new assist
ant merchandising manager fo the Masterworks Division of Co

Capitol to Promote 'Bunny Hop' Tilts
NEW YORK, Feb. 28.-Capito
Record has arranged a nationwide tie-up with the Fred Astair Studios thruout the country
stage "Bunny Hop" contests find the best "bunnyhopper in
the country. "The contests wh

television dominates the market
and will be run over TV stations in these cities.
A kinescope will be made of
the winners, and from these the diskery will select the best of the bunny hoppers." The cities where the dance test
will be held include Cleveland
Cincin. 1 ti, St. Louis, Buffalo Philadelphia, Bridgeperort,
Louisville and Indianapol winner, as selected by Capito Records, will receive a trip to
Hollywood to attend the opening of the Anthony ork at Ciro's,
Hollywood, and local winners
will be will be awarded prizes. The disk
ery will send out window stream ers to dealers and other promo

## BROWN PACKS ROSELAND; JAMES OK AT BANDBOX

NEW YORK, Feb. 28,-There was a, lot of excitement for band
followers here this week, with followers here this week, with
the Les Brown ork blowing into town for a whirlwind one-nigh Friday (27), and the Harry Jame ork opening a two-week engagement at the new jazz nightery,
the Bandbox, the same evening. Tradesters, dancers and jus astically for the opening of the
two orks, with the Les Brown crew drawing what can only be
described as sensational business described as sensational business
on his short engagement at the huge dance hall.
Les Brown crew have been await-
ing his visit to town was plainly
ing his visit to town was plainly
evident by the crowds in the massive terpery from the opening set the clock had been turned back about 10 years, and people were all out for dancing again. It was tough to find space on the dance
floor, and tough to find space to floor, and tough to find space
sit down.

Mellow and Swingy
But in a sense this was not surprising. The Les Brown crew
played for dancing, in its own mellow and swingy style, the style that has kept it up on top
ever since the war. The musicians, in their bright red tartan jackets, added a sort of festive air, and
the enjoyment of the dancers was the enjoyment of the dancers was
evident. The ork sounds wonder-
ful, plays with spirit, and alway remembers to play for the guy and gals on the dance floor. And the ork breaks up its sets brightly hythm tunes with elan. That the ork style and the ork sound pays off was obvious by
attendance Friday
Harry James' appearance at the Bandbox is the first New York
showing of the ork in a long time showing of the ork in a long time.
It's a good band, with a warm
sound, and the aggregation can swing, and the aggregation can
it. Harry is ocasion calls for it. Harry is blowing fine trumpe again, sticking closely to the
swing and blues efforts that have become associated with his orks outstand years. There is no really sides James himself, but when called upon, the men give out inative solos
On the opening night, the James ork was playing too muc for dancing and not enough for for the latter, it would seem wise for orks to concertize rather than play their standiard ballroom ar-
rangements. The ork's work was rangements. The ork's work was not helped by poor presentation
and the long stage wait between the Buddy Rich Quartet and the opening strains of the band Opening night business was fairly
good at the jazz bistro, tho much good at the jazz bistro, tho much

## New Juke Bill in Congress

- Continued from page 16
such reproduction or rendition occurs." The bill would insert in-
stead the following: "Reproduction stead the fonowing: Reproduction or rendition of musical composition shall be deemed a public performance for profit by the person who owns, operates or services such machine, or the establishment wherein such reproduction or ren-
dition occurs, whether or not a fee is charged for admission; provided, that a person who himself owns, operates, services and retains all receipts of a single such machine, located in an establishment in which he conducts a business other ment and to which no fee or admission is charged, shall not be deemed to have infringed upon the exclusive right of public per formance for profit, as a result the musical composition by mean of that coin-operated machine if such rendition or reproduction is intended to be heard only by persons in such establishments.
McCarran voiced belief that the bill "should not increase the price strong hope that the bill will get favorable committee action.
Meanwhile, Sen. Estes Kefauver (D., Tenn.) and Rep. Joseph Bryson (D., S. C.), co-authors of last session's Juke Box Copyright Bill,
are continuing to deliberate drafting new legislation. Their bill last session proposed to amend the


## Cetra Vs. Goody

## continued from page 16

 witness, Dario Soria, president of the manufacturing firm, Raxor Soria Sales.Goody's defense may be more extensive. The cut-rater's attorney, Abraham Lowenthal, is expected to challenge the broad Recent actions of a similar nature brought by local retailers have been lost, and it is known to be Goody's intention to carry the fight to higher courts, if neces-
sary.
Lowenthal is also expected to plead a special defense in the of the Cetra line to Capitol Records. This, he is expected to claim, voids any subsequent interest by Raxor in the Cetra-Soria trade mark. Lowenthal has subpoenaed Bil Fowler, Capitol vicepresident, to appear at will seek to establish that Cetra and Capitol have arranged to maintain prices on the opera disks.
The
The Goody defense will also stress that a substantial part of
the outlet's business is done by mail order and will argue that State and Federal fair trade statutes imply no authority for fixing prices in inter-State commerce. tion is reached by the court the temporary order restraining Goody from selling or advertising Cetra LP's at below the fair trade Cetra LP's at below th
list remains in force.

Copyright Act, which exempt coin-operated phonographs from royalty payment, so that the pubic playing of a composition on a juke box would be deemed a pubic performance for profit by the owner or operator of the juke box. Their bill proposed to charge the owner or operator a royalty of a on a record, in other words 2 cents a record weekly. Their bill also would have required owners or once a month to the owner of the copyrighted song a report detailing the amount of royalties due and paying this amount within the nex succeeding month

## Isn't the \$

- Continued from page 16
sen probably did not mean this paper," he added.
The affluent Sid Prosen was out of town late this week. He reportedly notified Sosebee that "revisions or modifications" in their agreement must be made. A spokesman for Prosen denied the
one-third arrangement. The dis puted paragraph or codicil he paid, reads that in the event Sosebee makes the original record on a tune, and it is this record which makes the hit, then he is entitled to a portion of the publisher's
profit. "Also," he added, "We (Prosen) are supposed to get 10 per cent of his earnings from hi singing on the basis of the per
sonal management pact. We have yet to collect any 10 per cent
money. Where is that 10 per cent? And as for that Sosebe disk and didn't make the tune. Meanwhile, "Till I Waltz Again" is No. 1 on The Billboard's Honor tilt, record and sheetwise. Prose is writer and publisher and is collecting accordingly. Sosebee has, and will make use of it.


## Snow, Long End - Continued from page 16

plished on a friendly basis. Snow decided that he preferred to act as his own manager, thus effect Victor artist also has pared his personal appearances to a minimum in recent months. While
serving as his own manager, the serving as his own manager, the
bulk of Snow's bookings will con tinue to come thru WSM Artists Bureau with which he is asso-
ciated as a featured star on ciated as a featured star on
"Grand Ole Opry." Snow leaves tomorrow for San Francisco where he will depar for a Korean tour the following
day. Meanwhile, Long has stated day. Meanwhile, Long has stated
an intention to remain in the artist management field and is negotiating with a key country
inger. singer.

## Album Singles

 - Continued from page 17 an album and a single disk from the set indicates a strong reversa in diskery thinking over the past ered silly to release a single from pop album, since the release according to this thinking, deracted from the sale of the set. ven when the diskeries officially tated that all disks in albums were available as singles there reak up a set and sell a single platter.Now, however, the majors have found that the release of a single et but can help to hype the set. This is why many of the diskeries issue the top tune singly and ship it to jocks and operators along
with-regular releases. In some with-regular releases. In some who clamor for a single disk to be released from an album, due to the reaction they have received when a jock played the tune. The Rosemary Clooney set of "Hollywood's Best had You'sence of the deejays. . All of the majors use different echniques for releasing single eleasing the single with both ides from the set, others recoupling an album side with a new tune. Under any circumtances the new merchandising and could increase as time goes and
by.

## Cincy Rhubarb

- Continued from page 17
rival broadcasters, which wasn't salved a bit by the immediate popularity garnered by the show. Rumors started flying, including one that other deejays were or-
ganizing to stop playing records from the distributors co-operating with Dale.
The matter appeared to have reached a resolution as of yesterday as a result of conversations Glenn Miller, manager of WCPO had with the distributors. Ac-
cording to Miller, the distributors he contacted agreed to provide all stations with the records 24 hours in advance of the time Dale gets them for his show. Miller claimed
that his station maintains a firm that his station maintains a firm
policy that frowns on "exclupolicy that frowns on ex his deejays from accepting and playby distributors, artists, etc., that haven't cleared the regular station channels.

NEW YORK, Feb. 28.-Coral Records has named the Big State Distributing Company to handle
its line in Dallas and United Record Distributors as representative in Houston. The label was for-
merly handled in both cities by Gramophone Enterprises. The latter firm still holds the Coral distributing franchise in New Orleans and Oklahoma City.

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 New Yoro $9, N$.



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## The Record Exchange

## NUMBER \#1 POLKA LINE

 TOP ARTISTS AND TUNES

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EARLY AUTUMN/Celestiet Iives
JUMP IN THE LINE/stompin Al The Soror
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8 Great Recordings!
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## Hocus-Pocus

Ink New 2-Year Pact for Roxy
 mugged for new photos and to her one-woman show in Pennsyl ania last week. From there she'll work her way northward thru real for a week's stand at the Sements have delayed Miss BranApril this year. in. Bob Nelson. us, O Nelson Enterprises, Columhis spooker in theaters for Anton
Scibilia, of the Franke Sennes of fice, Cincinnati, in recent months, has just concluded his first two dates for RKO at the Palace, Co-
lumbus, and Keith's, Dayton, O . Business at both stands is reported
to have to ped sll previous show takes. Nelson, who also recently played the State Theater,
Youngstown, 0 ., is putting the chiller on the shelf for several vacation March 13. . Charles Edyson, of Edmonton, Alta., to present his novelty, The Clown In the Conjuror's Shop," as part The 20-week trek begins May 24 . cently, Hilderra visited with Cass
Boxley, who was there Boxley, who was there magicking
and emseeing with and Eddie Roberts unit. ... Lucille weeker Thursday (26) at the Radio are set for a convention date in
Atlantic City March 17. . . Jack

## When in BOSTON It's the

## HOTEL AVERY

 Avery \& washington sts. \$ The Home of Showfolk
 STROBLITE $^{\text {Cot. }}$

$\qquad$


| Be a Booster for MILTON SCHUSTER <br> wanted <br> People in all tines for Theaters and Clubs Jaek Montgomery, Mgr. . 127 N. Dearborn St. Dept. Chicago 2, It |
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Herbert says that asking an agent
for your regular salary is just like
taking candy screams, hollers and cries.
Lee Eastman, of Milwaukee, after
several several years' retirement, from
magic, is prepping a new Hindu magic, is prepping a new Hindu
mystery show to tour the West and Sou
April 1.

## $H^{\text {erman }} \mathrm{L}$ weber, wh His toured for many years with his own mystery unit, billed as the Great Namreh, died suddenly the Great Namreh, died suddenty at his home in Allentown, Pa., at his home in Allentown, Pa., February 23. He was the author

 of several books on magic an has been adopted by many magicians. Herman cians. Herman received the Sphinx
award in 1934 for his outstanding performance with the rings. . and former assistant to Houdini is vacationing at the home of his
sister in Bridgeport, Conn., after retarning from a cruise on the trailian liner Doria. Vacca was the
subject of a feature story in the
February port Suny 22 issue of The Bridgewritten by Harry Neigher nigh,
life writer, included se ver sketches from Ripley's "Believe
it or Not" (Frances R. Francis) is saty Frances after which she is slated to hit
out for the Midwest for sever ports that things magically have
been very quiet around the Bi
Eown since the holidays.
Eand
Meavie, some after a year, 35 pound park on the road with his mental
partner, Princess. Arlene. They are currently playing one-nighters
in the Pittsburgh sector, but will
lay off of location dates for the next couple of months at least. In
Pitsburgh, they visited recently
with Dr. Milo and Ona, hypnoticwith Dr. Milo and Ona, hypnotic-
mental team: Max Noff, hypno-
tist: Marty tist; Marty, Max Nofn, young hyno-
and several other local mysus,
$\therefore$ Steis.
Steiner and Kershaw, hyp.
 Treal, while the Great Morton, hyp,
began a return stand at the Seville
Theater, that city, Thursday (26).


## Empire, Chicago

 - Continued from page 14 Alaxander's Ragtime Band." Entter and eftects are Maxwelis pat you finale is a little heavy on senti-
ment, however. John and June Belmont, dance lar steps and lifts. His part shows
up unusually well and she accomplishes the complicated she ascomturns, altho with extra manner-
isms at times.
The Merriel Abbott Dancers open with a dance interpretation
of a bargain sale. They also ap-
pear in the "Bacarole", adapta-
tion. Latter wins tion. Latter wins good reception
Emil Coleman and his orchestr continue to play the show and fo
dancing.
Tom Parkinson.


Minstrels' Costumes \& Accessories
Dance-C O S T U M E S-Clowns THE COSTUMER
238 state ST.

NEW YORK, Feb. 28. - The represented skaters and singers) Guild of Variety the American terms last week on a new two-six-day week which gave the cast nd added rehearsal pay
The contract between the Roxy management and AGVA was for-
malized by a memo, but details malized by a memo, but details the parties involved. Part of the agreement will give the cast, about 60 people, a six-day week as against a seven-day week curStarting effect.
Starting salary for skaters on The previous starting se $\$ 102$ a seven-day week was $\$ 110$. Sing ers will get $\$ 87$ to start, and $\$ 97$ after working six months. The $\$ 80$ and $\$ 90$ scale for singers was Under the
Roxy cast was called upent, the 30 shows weekly at pro rata day after that. Under the new contract, house will do 26 shows with pro rata pay after that. Rehearsals will be paid for at rate of $\$$ an hour over
rate was $\$ 1.50$.
will be retroactive to is signed it

## Paris House

 Back to Stars
## PARIS, Feb. 28.-The Alham bra, most modern of the music

 halls of Paris, will revert to big around May 8 , with a prome time international act headed by In its heyday, prior to 1938, the English group headed by by an Black and presented top vaude Amers in which many big-time cently the theater has been usedas a pic house with modest shows.

## Exira Added

## New York

War is developing between top
agencies over the London market Palace show for a week. He sprained his back.... Palace also ing R-KAYE-O for the obvious

Danny Winchell (no relation to first cafe date a few months ago ing $\$ 600$. Started ne's now getabel when he plugged a song-M Famous. Diskery liked his plug
well enough to ask him to wa it well enough to ask him to wax it.
the Georgie White may produce the next
Blackburn Twins and Maw. Marion Mapes, Reno starting and then follow with the Jeffer son Hotel, St. Louis.
Jackie Bright will get the Latin
Quarter November weeks and five four-week options start a five-wns de los Chansons start a five-weeker at the Thun$\$ 5,000 . .$. Edith Piaf stays 11 for Bill Miller's Riviera, Miami Beach, for a third week at $\$ 7,800$. Miller got her husband, Jacques If he set at the Biltmore for \$1,000. If he hadn't, Miller would've been Louis, ex-hor his salary will get $\$ 1,500$ for three champ, working a sports show.

## Philadelphia

Miles Casino will have Jackie Miles and Dorothy Dandridge fo the week of April 2, with Joni James and Jacic Carter set for
the April 9 stanza.... Si Kaliner is switching the policy at the Little Rathskeller to make it an all-girl
show, with

## Here and There

 Calypso Carnival, five-person song, dance and music aggrega tion, opens at the Blue AngelMarch 12. Latest show, including
Arbogast and Pete Arbogast and Pete and Marilyn
Lovell, closed Saturday (28), to be followed by comic Hal White, who option. Jack Russell booked the

## Burlesque Bits

Winnie Garrett, newly equipped $\mid$ Ann Arbor's headline tour after dotted strip gown, wound up a $\begin{aligned} & \text { and } \\ & \text { deek of February } 21 \text { includes the }\end{aligned}$ big week at the Hudson, Union Rialto, Chicago, March 5; Gayety City, N. J., February 21 and left opened March 5. The balance of her feature spot-booked tour J her to the Empire, Newark Providench 13; B. \& B. Club, Pittsburgh, March 23; Casino, New York, April 10; Club Samoa, Gayety, Norfolk, May 3 and dates are City, May 10. Nitery Shelley Wayne is in her third month at the Red Barn, Miami, where Charzan, fire dancer, is
also held over also held over. . . Mike Green Cleveland, and Dawn Arden, strip principal in the Roxy's stock were married recently. Tommy Lane, former singer at the Casino, Pittsburgh, is a new straight man with the Harry init on the Hirst cir-Peggy Bond esque and musical come. Bur onnel mixed socially in Los An eles last week when the cast of "Oklahoma!" playing the Biltmore, and the stock principals at he New Follies attended a party in honor of Mary Marlo, "Oklahoma! melchber, arranged by Follies, who, at one time, was agent for Miss Marlo. Present at the affair held in Welch's own Sports, Club were, for "Okla-
homa!" Victor Griffin, Ruth Hunter, Dick Amort, Patrick Neamy, Icay Renard, Glenn the New Follies, Nona Carver, Maloney, Shirley Stanley, Bob Biggs Sr., Maurie Rosen, Marcia
Edington, Ginger O'Dare Edington, Ginger O'Dare and started a featured booking of the Kane Circuit February 13 at the Mayfair, Dayton, O.
mustrated stationery that bills her as "The Latin Temptress," opened February 20 at the Star,
Portland, Ore. . Karen Lee moved from the Big Barn to the Voe is now reatured at the Toddle House, Culver City, Calif. ...
Cowan Files Suit Vs. 4A's Officers

 Variety. Artists, yesterayy filed Associated Actors and Artistes of America for 1 tio,000 allesedily owed him for services
Cowan oommenced his services March 4, 1947 , contracted to rum
 wase ever paid ciams one ses. feler, Ruth Richmond, Dewerse Barto, Rueben Guskim, Florence

Tokyo Latin Quarter
Opens as Plush Spot
lushiest night club, the Latin ong delay due to construction problems. The money behind the rom the phed to have come United States from the and the ests holding the Riviera Syndicate in Manila.

Detroit, March 12, and Frank's
Casanova Club, Buffalo, April 4 asanova Club, Buffalo, April 4 four weeks, thru Dave Cohn. Connie Sheridan, daughter of Connie Nash, together with Ro-
zell, both former Hudson, Union City, N. J., chorines, are new trip specialists at Ernie's, GreenDich Village, New York. .... ate at the Roxy, Montreal. Other Lloyd, Harry White, The Dario Sisters, Ti-Zeph, Bob Roberts Margaret Watkins, Ruth Swank and Maude Marly. . . Lorel Formerly Icel) is new at the New Frenchie LaV Angeles, where ruary 20. LaVonne opened Febdancer, started a boat cruise acro gagement to Havana February 27 hru Oscar Lloyd, whose other recent bookings include Al Perry. Park Inn, emsee, Valley Stream Park Inn, L. I., May 5 for four ers, Sunrise Village, BellaireI., March 1 for two weeks; Bill Mahoney, emsee, same spot, April 14, four weeks, and the DeSandros, European dance team, same Zorita and Honey Lee Walker continue at the Gaiety, Miami... Yvonne and Paety, Miami.... having trouble with their are cently purchased home in Oakand, Calif., found to be eaten way by termites. . . . Eunice ason is uverjoyed at the return, Chihuahua, George, to of her tiny yn home. George, to her Brook-
Another Fisst!
The new STAN KENTON TIE.
Styled by, Stan, tailored by Ferd fox bros. nithrrow woven tie
with crested destg.
Reg. 52.50 . $\mathbf{\$ 1 . 5 0}$ Reg. $\$ 2.50$.....only
"Try one on my say so. Send $\$ 1.50$
and name your color."-Hal

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diately. Problem can be adiusted.
E. J. KLAUS
 show.

## ARENAS \& AUDITORIUMS

## Nebraska Okays Bonds To Finance New Arena

LINCOLN, Neb., Feb. 28. - ${ }^{\text {at }}$ the Akron Armory Friday State Legislature has authorized
issuance of $\$ 400,000$ in bonds to finance
Coliseum at the State Fair
grounds. Structure is to seat
from 8,000 to 10,000 . Plans call for construction to start this fall.

SHARKEY SEAL ACT SET
FOR MINNEAPOLIS EXPO
MINNEA Seal will head the talent line-up and Boat Show in Minneapolis nounced this week by Nick Kahler, general manager. Max emphasis is being placed on the ST. LOUIS SCHEDULES

ST. LOUIS - Home Show of ium March 1, and it is to be followed by the St. Louis Sports, 5. Fred Waring show is booked is set for March 21-22.
KANSAS CITY AGENT KANSAS CITY - Talent April 6-11, and Springfield, Mo. at Casper, Wyo., March 25-31,
will be booked by Tom Drake, of City

MOONGLOWS-BASIE UNIT
AKRON-Count Basie and Hi

Orchestra plus Danny Overbea The exposition will be open from and the Moonglows drew $2,468 |$| March 8. |
| :--- | :--- | :--- |

## 'Opry' Benefit Gross Tops 16G at Louisville Armory

LOUISVILLE, Feb. 28. - A
line-up said to be the largest
array of hillbilly talent ever assembled on a single stage gave
two shows at the Armory here as the "Grand Ole Opry" produce Nashville for injuries rece an auto accident recently.
Herman J. Penn, manager packed the building for both
shows and grossed $\$ 16,514.75$ This figure topped the record se for the building by Ernest Tubb with three performances in 1946 Acuff, the Duke of Paducah
Minnie Pearl, Carl Smith, Hank Snow, Moon Mullican and Grand
pa Jones, as well as others. Pee

## Gov't Holds Up

## will "not go in for hillbilly and

jazz band orchestras." some of them costing in the neigh borhood of $\$ 100,000$, are fightin the commercialization of the out their legalist, John F. Hillyard, they protest that "crowds, noise,
dust, traffic, parking, horns and whistles" will cause "irreparable harm" to the neighborhood. They
said they would not object to an occasional patriotic or community affair, but emphasized that those
who want to put on commercial who want to put on commercial
productions locally "can go to Constitution Hall, the National The-

## ater" ${ }^{\text {an }}$

The government, which intends
to urge producers to aim for an I1 p.m. curtain, and has paved the parking area to eliminate dust
hopes this will minimize objections.

## PROMOTERS <br>  <br> 

Wee King, Jimmie Osborne, Carl
Shook, Jimmie Logsdon and Bob Shook, Jimmie Logsdon and Bob
Reid shared emsee chores. Show was produced by James
Denny, while local publicity and promotion was handled by
Francis A. MeDonogh Jr. Radio
and newspaper coverage extendId thru Kentucky and Southern

\section*{Dramatic \& Musical Roules <br> |  |
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On Outdoor Trek
MOBILE, Ala., Feb. 28. "Holiday on Ice", now touring
buildings, will play its first outbuildings, wil play its rirst out-
door date of the year at Ladd
Memorial Stadium here, March 10-14. The engagement will fol-
low those in Miami and Tampa. low those in Miami and Tampa.
This is "Holiday's" first Tampa This is "Holiday's" first Tampa
date. Its sister show, "Ice
Vogues", played there in 1951 and 1952.
The Houston Symphony Or-
chestra "Oklahoma!" and the chestra, "Oklahoma!" and the
Ballet Theater are other attractions which are playing Mobile late in February and early in
March. "Holiday" is coming in as a feature of the city
Producer George Tyson announced recently that both "Holiday" and "Vogues" had been as indoor dates and that they will include dates at fairs.
U. S. Nixes Plan to Lease N. Y. Palace


Icer Opens in Paris May 19 Under<br>Two-Year Pact With 'Holiday' Prexy

|  | set in her native Nor |
| :---: | :---: |
|  | Chalfen's third overseas unit. For |
| D. Chalfen, president of Holi- | the past several years he has had |
|  | second companies of "Holiday on |
| th her ice revue. | Ice" and "Ice Vogues" touring |
| Now playing the Cow Palace, | many parts of the world, includ- |
| San Francisco, the skater wil | ing Europe, South America and |
| en her European route at the | Asia. Contacts set up with |
| alais des Sport, Paris, May 19 | these shows will pave the way |
| ith a full company of about 200 | for booking foreign buildings |
| sons. | with the Henie opera. |
| The show will move then to | The new set-up comes on the |
| Empress Hall, London, for a run | heels of a stormy two years for |
| starting June 19, and on August | the Henic show. After ending her |
| 1 , it is scheduled to open at Dort | partnership with Arthur Wirtz, |
| mund, Germany. Additional |  |
| tes are to be arranged. | which played to fair business last |
| Her contract with Chalfen runs | year. This season it played in |
| til January 1, 1955. This will | opposition to established dates of |
| be the first time Miss Henie has | other icers in each stand until it |
| skated in Europe since she partici- | closed abruptly at Washington. |
| pated in the Olympics that led | Then it reopened in a revised |
| to her stardom in the icer field. | edition for several weeks in |
| At present, it was understood, | Canada and the present trek, |
| no appearance of her show | in Texas. |

## Hope Tops Name Bill At Oakland Expo

| OAKLAND, Calif., Feb. 28.- | ule has Hope booked for Sunday, |
| :---: | :--- | :--- | :--- |
| March 15, only. Kay Starr will |  | tin and Frances Langford head Lar- March 15, only. Kay Starr wil up the talent booked for appear-

ances at the Oakland Auditorium during the auto show March 1322. It will be the city's first such how in 29 years.
Lindsley C. Lueddeke, manager of the Auditorium and Exposition
Building, said the expo will com as part of a highly successful sea-
son for the buildings. A sevenweek midget auto race session started the year. Just completed
was a six-day run of the fourth was a six-day run of the fourth
annual National Roadster Show. A chinchilla association show is y the big California Interna-
ional Home Show, March $7-15$. The building has reserved five of the California Spring Garden

Building
The upcoming auto show sched-
NEWS CAPSULES
Delmar Back to AM; Jergens to TV Web



Keaton and Armfield, and Phil Franer orchestra.
Franer Langford will hold top spot on the bill March 16-19, and March 20-22. Automobiles will be exhibited in the Auditorium Following the close of the home
show, an exposition of trucks and motors will be staged in the Exposition Building, March 17-19 J. Landy of the show is Morri sociation. The Oakland Tribune
is co-operating in promotion of is co-operating in promotion of
the show.

Henie Revue Inked For Date in Paris
PARIS, Feb. 28.- Announcement was made that have been signed by Morris Chalfen to open
here at the big Palais des Sports April 9.
The Henie revue is also set for other European spots, including
the Empress Hall in London, bethe Empress Hall in London, beGerminy, August 1.
manager. Malcolm (Bud) Laing
has succeeded Stone as business has succeeded Stone as business ment, and George Smith was
upped to Laing's former post of nager of TV station clearances.
David H. Hedley was appointed manager of sales p esen-
tations in the NBC advertising tations in the NBC advertising
and promotion department. William Jayme has been appointed copy chief of the sales
promotion and advertising department of the CBS radio netwerk. . Harry Feeney. CBS duty all during this week. to head promotion and publicity at WKRC, Cincinnati, was announced by the station last week liam Haines. Formerly with the
WKRC's promotion department WKRC's promotion department turned to the station in Novemtion department of Frederic Ziv Company.

umnist for Radio Daily, has

##  <br> Miscellaneous <br> Miscellaneous



## RINKS E'SKATERS

Communications to 2160 Patterson St., Cincinnati 22, 0.

## NEW WRINKLE

## Coliseum-Park Dept. Co-Op Builds St. Paul Patronage

## ST. PAUL, Feb. 28.-Coliseum Roller Rink here is co-operating

 with the St. Paul Parks and Play-grounds Department in a program grounds Department in a program
which can't do anything but build patrons for the rink.
The project is a tc-n-age skating
session from 6:30 to $8: 30$ p.m. every session from $6: 30$ to $8: 30$ p.m. every
Thursday, with the youngsters adThursday, with the youngsters ad-
mitted free. Not only that, they get use of shoe skates and check-
room without charge, and the price room without charge, and the price
of soft drinks and popeorn is
halved for them. of soft drinks
halved for them.
The project in weeks, with the same number to
go, attracts upward of 1,000 kids 13 to 18 years of age, each week According to Mrs. Marguerite Lane
Junterman, Coliseum owner, the Harold Mordh, chairman of th teen-age committee of the Parks
and Playgrounds Department, who fathered the idea to give youngsters "somewhere to go, some-
thing to do," has lined up four
business firms to pay $\$ 50$ per ses-


##  <br> MADAME RENEE'S

 BOHWY SKATIMG TIGHIS, S11.00 doz.



Orange Recording Co.

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## CURVECREST RINK-COTE

| Mis. Muskegon, Michigan <br>  |
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sion as sponsor. Thus, in addition
to proceeds from pop and popcorn
sales, Mrs. Junterman will take and clean-up. oryanist, lige noticed that "But already I've noticed that
few of these youngsters who come in on teen-age night are
showing up on our regular nights
too," she said. "It's customers for "It's bound to build
In addition to Coliseum per-
sonnel on teen-age nights, three city playground directors and sevfice volunteer their services to help supervise the kids. A park
police detail shows up to help direct traffic at close-up time.
Each of the 18 city playground centers receives 40 tickets for dis-
tribution to youngsters. private agencies in St. Paul get office gets 60 for its neediest kids and the suburban communities of 100 each. The Coliseum keep up without ducats and want in.
During intermission periods the better skaters put on fancy skat ing exhibitions. Men on the floo for the first time. far have been
Sponsors thus
Pepsi-Cola, Gold Medal Beverag Pepsi-Cola, Goldining \& Manufac
and Minnesota Ming Company, with Sta-Vis Oi Company signed for the fina are considering taking it on.
season longer than 16 weeks Lexington Holding
Queen Competition Queen Competition test to select the skating queen
of Allegheny County is being held
at H. D. Ruhlman's Lexington Roller Skating Palace here in
conjunction with the Allegheny
County novice dance championships.
Each night during dance elimi-
nations, February 5 -March nations, February 5 -March 21, one
or two skaters are being selected
for the queen contest. Each Tuesday two girls are being chosen
to compete in grand finals of the queen competition March 21.
Winners of the finals will repre-
sent Lexington sent Lexington at the Pennsyl-
vania championships-queen con-

Gateway Caretaker Robbed by Youths
HOUSTON, Feb. 28. - Two
youths held up Charles Dalton, caretaker of Gateway Roller Rink
here, and robbed him of $\$ 11$.

## The duo made Dalton go from

the rink office and threatened
him unless he opened the safe.
Dalton told the pair that he didn't know the combination. The rob-
bers were frightened away. L. H.
Oldfield Oldfield, owner of the rink, told
police the safe contained about

San Antonio Holds RSROA Test Center State-wide roller skating tes the Midtown Roller Drome. to take tests in speed. dance, fig-
Lire and free-style skating, During the tests, a dance contest was
held to decide the best dance

$$
\begin{aligned}
& \text { teams in the State. } \\
& \text { C. H. Treadwell, owner-operato }
\end{aligned}
$$ of Midtown, was host. The event

was sponsored by the Roller St
 nights. In return she furnishes the
place; the work of her 25 employ- PETERSBURG, Va., Feb. 28.THE USERS OI "CHICAGO" SKATES W.

There is a reason. Service
and PROMPT DELIVERIES. CHICAGO ROLLER SKAIE CO.

## Highway Arena

Polio Benefit
 press, radio and TV, Highway show, "Winter Carnival of 1953,"
was an outstanding success, ac was an outstanding success, ac
cording to Arena Operator Loui A. Tenace. The benefit show
staged February 4, drew capacity staged February 4, drew capacity
attendance and realized $\$ 450$ for the eharity. "Skate-So Others May Walk was the theme of the show, pre
sented by local talent with a bi sented by local talent with a big
assist from skaters of Mercury Skating Rink, Norfolk, imported pared their own costumes for the
show, which carried a $\$ 1$ admis show, which carried a $\$ 1$ admis-
sion tag good also for skating before and after the show.
Much of the Credit for success of the show, said Tenace, was instructor, and Moon Kosjer, Mermany rehearsals in preparatio for the showing.
In the cast were D'Este Poole,
Pat Vaiden, Butch Redford, Lois Norment, Hartwell Norment, Jo Ann Smith, Robert Granger, Pa
tricia Garbett, Nancy Douglas
Bobby Chandler Bobby Chandler, Milton Berkley
Margaret Boss, Al Turner, Rudy Goldmann, Joyce Gunn, Lorraine Gilliland, Dale Adams, Virginia
Martin, Marcia Jones, Pat Parrish
Joan Barrett, Anne Hundley, Betty Carrel
Jackie Hatch, Buddy Holland, Kenenth Cole and Cary Creasy

## Mercury Polio

 Revue Draws S.R.O. CrowdsNORFOLK, Feb. 28.-Mercury
Roller Rink here. operated by Hank Mason and Dick Scott,
staged its eighth annual March
of Dimes benefit show Februar 1 and 2, the production playing
to s.r.o. crowds both nights, ac cording to Sam Simmons, of ac-
local musicians' association. The show opened with Lind Wagner, age 7 , a polio victim,
skating around the rink in braces
and the eatire company following with a banner reading, "We Skate
wollowing That circus theme, involving a back
ground design ground designed and painted by
Mrs. Betty Mason; monkeys tigers, horse back riders, clowns
and a ingmaster. Production
numbers, staged by rink pro Ed (Moon) Kosjer, moved with precision. Show music was furnished
by Jack Neblett's orchestra. Cast members were complimented by
Rear Adml. Jessie Johnson, chair
man their assistance in the drive.
Featured skaters included Claude Whitehurst, Joan Barrett, Buddy Point, Allen Turner, Ruby
Goldman, Anne Perry, Ed Burns, Sley Jacobson, Vickey Coulter Wuzie Vislocky, Richard Biggs,
Rambow, Judy, Fred Boelio, Fred
Hubbard, Marcis Jones, Nellie and Clarence
Doughty, Pat Garbett, Betty Ed-
wards, Duane Lee and Pat wards, Duane Lee and Pa
Parrish.

## RINK SUPPILES <br> 

FOR SALE
800 PAIR USED RINK SKATES

S. SCHAFFER

## Roadshow Rep

|  | pens M. G. McLean from Ottawa, Ont. "I knew Lincoln and |
| :---: | :---: |
| a heart | George (Punch) Irving, who made |
| was widely known an | his home in Haverhill, Mass. He |
| hly respected among rep an | was widely known as a good fel- |
| folk. He was 61. His | low and good showman. Joe |
| ow business career spanned | Hall, of Lowell, Mass., had a Tom |
| r 30 years when he retired in | Show, which for its size was as |
| 1. He owned the Davis \& | good as any I can remember. One |
| Comedians which play | of the performers on Hall's show |
| uits in Northeast Arkansas | was R. L. Milligan, who spent his |
| d Southwest Missouri. His | later days in Harriston, Ont. In |
| pany was known as the trai | his time he played most of the |
| ground for many performe | Tom characters as he was with |
| later attained success in mo- | Stetson's Tom Show and with |
| pictures and on the stage | Tom Finn. He also took out Tom |
| and Dot Fleming, tab, | shows of his own. He also had |
| esque performers, | an Uncle Joshua Show that was |
| esenting their audience partici- | popular in small Eastern towns." |
| on stunt show, "People Are |  |
| uts," at the Eagles Club, Ke- | G. FREELEY, of the Free- |
| ha, Wis., to packed houses each | ley Family Show, advises |
| day night. They report that | that the unit has been laying off |
| club plans to hold them or | in Billings, Mont., because of in- |
| four Friday nights in March. | clement weather and a flu epi- |
| e Flemings have a tie-in with | demic. "I was pleased to read |
| nosha merchants for prizes and | the news of the colored tent show |
| chandise which is given away | since I once owned one," Freeley |
| ing the shows. Dot is mourn- | writes. "I always thought that |
| he death of her father, who | they were never fully advertised |
| sed away in Kenosha recently. | ey played and they |
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|  | one with the show had for |
| yers Show, are currently in | sketches and other entertainment |
| homa City handling the pro- | was used no matter how ancient |
| tion and management of the | it was. I hope they ge |
| klahoma Antique Show and | better show groove. Dramatic |
| use Beautiful Exposition. From | tent shows are passe. The early |
| ma City, the Slouts go to | ones that came out of vaude and |
| rborn and Lansing, Mich., for | 10-20-30 days are out of the busi- |
| er antique or hobby shows or | ness and radio and television is |
| h. Following the wind-up of | too much for them. Small units |
| winter shows, they will go | which can do something and are |
| re they have | not afraid to travel will do busi- |
| tent show stored. Their sea- | ness. All the stroller-type shows |
| heduled to get under way | that I have met are prosperous. |
| $y$ 1. Klink and Francis |  |
| n will return to the show, | the old-time med show. Gas and |
| king their eighth season with | salaries are too much for any- |
| g. Klink has charge of the | thing over a three or four-person |
| nd handles banners o | show in the smaller spots, Liv- |
| rances has the concessions. | very expen |
| ie Reynolds, last year wi | these days." |
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## Drivin' Round <br> The Drive-Ins

$\mathbf{S}^{\text {ALE of of the Eat Sprate }}$

 Tosentiel is president of $F$ Favorite

 nounced plans for the onstruct constructed on a 15 -acre site be
 Work will start March 1 Thed
drive-in
will
have an
an . A . C. Sweeny, Fort worth has sold his Peician Dive-In Theater

## WANTED IMMEDIATELY



## me

Novelty Acts of aill kinds. Adsical Acts
correspondence with photos to
Kappy Kellems, Producer
$\varepsilon / 0$ Bitl
Pailey's Minstrels as per route.
OPEN A DRIVE-IN THEATRE



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CHARLIE HUDSON
hUDSON MEDICINE CO.

## SHAMROCK HOTEL <br> Houston March 7 and 8

Sponsored by the Trailer Coach Manufacturers Association, this showing of beautiful new mobile homes is the largest ever held. Approximately 200 1953 models, made by the leading manufacturers, will be displayed, All types . . . all sizes - in all price brackets .. . will be there, for your inspection.

COME ... see the latest mobile homes. March 7 and 8 the TCMA Show is open to the public.

The new Rollohomes offer unusual floor plans, unique convenience features, handsome exteriors:at prices that will please you. Be sure to see the spectocular new 43 foot Rollohome. It promises to be the hit of the show!

If you can't attend, write for free literature. Rollohome Corporation

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## EASY TO ERECT

Suitable for SKATING RINKS, FAIR ASSOCIATION BUILDINGS, USED CAR LOTS, PAVILIONS, AMUSEMENT BUILDING, CARNIVAL AND MIDWAY, Etc.

Made of STRUCTURAL STEEL framewhork covered with galvanized steel sheets-partable-can be unbolted and moved from one location to another-no individual part weighs more than 150 lbs.-COMPLETELY PREFABRICATED, ready to bolt together.

Avaiable in widins of $40-50-60$ feet only; any lengths in multiples of 10 feet. Now that NPA restrictions have been removed, w expect to begin making deliveries beginning in Mar.

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## CRETORS <br> CORPORATION

with a CRETORS Hollywood Jr. 55
Tests by indopendent engineers prove that
CRETORS pops more volume, faster, than other well-known makes! This means more income,
more profits for you from any location. See your more profits for you from any location. See your nearest Authorized CRETORS Service Dealer for full information on any
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 ROOT BEER BARREL


## Exclusive!

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Also 17 , 45 and 60 Cal. Barrels with Two Faucets
or two different drinks. Other Dispersers for COCA-COLA, OR A N C E
GRAE, DR. PEPPR, CINCER-ALE, PEPSI.-COLA
VERNORS And ROO B CRAPE, DR. PEPPER, CINCER-ALE, PEPSI-COLA
VERNORS Jnd Root Beer for HIRES, RICHARSON,
ROCHESTER, BUCKEY, DAD'S, LYONS, CANADA. ROCHESTER, BUCKEYE, DAD'S, LYONS, CANADA.
DRY, TRIPLE AAA, MENLO, BOWLEYS, HUNTER, NESBITTS Manufacturers: MULTIPLEX FAUCET CO. $\begin{gathered}4325-\mathrm{B} \text { Duncan } \mathrm{Ave} \text {. } \mathrm{St} \text {. Louis } 10, \mathrm{Mo} \text {. } . ~\end{gathered}$

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the showmen's most rellable dealer Specializing in Low Cost Transportation. Ask Us About Our Special Wire, Phone. Write GEORGE BRICKEL Weber Chevrolet Co. 4035 Lindell Blvd. Phone: Newstead 2500)

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AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION


BUYING A NEW FLOSS MACHINE?




GOLD MEDAL PRODUCTS CO.


## Out in the Open



Claude Elder, Missoula, Mont. member of CFA, aided in obtain ing revision of the State circus vides for graduated rates according to size of the show. Old law
called for a flat $\$ 125$, but the new one starts at $\$ 25$.

Recent syndicated column by Syd Harris, of the Chicago Daily News, told of his visit to Ringling-Barnum quarters and a
talk with Czeslan and Gena Mroczkowski there Gena Beatty Tent of Circus Saints and Sinners, Miami, tossed a party

## SPELIAI DISCOUNT <br> For the Month of March

 bigrs elecric aviomalic SNOW CONE MACHINE We atio handio snow SUpplies.P. O. Eox 7803 , Fair Park, Dallas, Texas
tractor.servici stamina Rugged Allis-Chalfor tough tractor use- have built a reputation for reliability in all types of service. High in torque types of service. High in torqu

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LOW COST Production-line built, along with tractor engines by the thousands, their first cost is low-so are operating cost and upkeep.
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Please send literature on A.C Power
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ity and state

ASTRO FORECASTS All Readings Complete for 1953





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* Very Popular and Profitable
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and H. E. EWART COMPANY 707 E . Greeniear SL


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CONCESSION
Supplies \& Equip't
JACKSONVILLE POPCORN CO.
-

Big Plans Mapped
For Los Banos May
Day Celebration LOS BANOS, Calif., Feb. 28.Plans for the annual Los Banos May Day celebration, April $29-$ May 3, are well advanced, with taneously with Merced County Spring Fair and Livestock Show, The 1953 festival will follow the pattern of previous celebrations. Program will include a gala dinner-dance on April 25 to dedi-
cate the new $\$ 100,000$ all-purpose exhibition bullding built by the fair board in co-operation with and Expositions. Other events
will include parades on May 2 will include parades on May 2
and 3 a rodeo, chuck wagon dinand 3, a rodeo, chuck wagon dinen West contest that will get under way at an early date.
Sam Spina, Sam Spina, who has been
parade director the past 10 years, parade director the past 10 years, heads the board of directors, with gelo as secretary and banker Joe Carluéci as treasurer. Art Craner, who was co-ordinator of the Los Banos event for 14 years, again acts in the same capacity after an absence of two years, and Lola
Alden returns as executive secreAlden returns as executive secre-
tary. Frank J. Arburua cattleary. Frank J. Arburua, cattlewith Mayor John Erreca, vice-
president; Judge D. Oliver Gerpresident; Judge D. Oliver Ger-
mino, secretary, and Charles mino, secretary
Bates, manager.

MAKE $\$ 100.00$ A DAY
On Candy Floss


STEAM TRAINS
There is no substitute for Steam Trains
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allan berschell's "little dipper", the most exciting ride n any midway! it's a thrilling roller-coaster that's safe-even for tiny tots. owners enjoy season after sea$n$ of steady top grosses. one reported receipts of $\$ 6,500$ for only two fair dates of 21 days.



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top-pop hybrid popcorn carries a money back guaranter Five Sizes Boxes - Complete ${ }^{\text {Cones }}$ - Candy Apples EquipLine of Supplies - Midway ment \& Suppiies - Fresh Marvel Candy Floss Machine- $\quad$ Roasted Peanut $\begin{gathered}\text { Attractive } \\ \text { Snowflake Snow Cones - All }\end{gathered}$ Snowflake Snow Cones - All
Makes Ice Shavers-Star Popcorn Machines - Cotton Candy CATALOGUE!

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| EWART RIDES ARE TOPS IN PERFORMANCE <br> Adult Rides-Ewart 2 and 3-Abreast Merry-Co-Rounds. EWART Kiddie Rides-Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane. Auto. Flying Herse. Write for catalog. Two seasons to pay-bank terms. <br> H. E. EWART CO. <br> 707 E. GREENLEAF STREET <br> Phone: NEmark 1-0808-NEvada 6-1976 |  |
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$10 \mathrm{M} \$ 10.30-20 \mathrm{M} \$ 12.60$ AAl same copy-Each price change, $\$ 3.00$. Each color change. 60 . $\$ 19.50$ DALY TICKET COMPANTY


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For Further Information and Prices
DOWNIE BROS., Inc. $\qquad$

| CONCESSION TOPS <br> Line Concession, Center Concession, Bingo Tops and Hoods. <br> RIDE AND SHOW TOPS <br> Skating Rink Tops. Quality materials and workmanship. Write for <br> ROGERS TENT \& AWNING $C O$. <br> E. FIRST ST, FREMONT, NEBRASKA FOR OVER FIFTY Y |
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> ANNOUNCING THE BILLBOARD

## 1953 SPRING SPECIAL

coming in the April 11th issue
aturing .
$\left.\begin{array}{l|l}\text { - } 1953 \text { Fair Dates - complete, } & \text { - Rodeo Dates. } \\ \text { authentic list of more than } \\ \text { 2,000.1953 Fairs in the United }\end{array}\right)$ - Dog Show Dates.
and more than a dozen practical, timely special feature articles.

## Carnival Routes

2160 Send to
Cincinnati 22, O.

| (Routes are for current week when no $\begin{array}{llll}\text { dates are Eiven. } \\ \text { possible } & \text { In silling some } & \text { instances, } \\ \text { points are }\end{array}$ <br> All Patr: Houston. <br> American Mildway: (Fair) Mercedes, Tex.; <br> (Fair) Cuero 17-21, <br> Borderland:- Mathis, Tex. <br> Brown \& Wallace: Savannah 19-28, <br> Dumont: Augusta, ©a. <br> Frankilin, Don: San Angelo, Tex. Gentsch, J. A. (Fait $)$ Por <br> Gentsch, J. A.: (Fair) Forest, Miss. <br> Fla Amusement Co.: (Pair) Homestead, <br> Groat Southern Expo: Zapata, Tex. <br> Joilytime: Waycross, Oa.: Blackshear 9-14. <br> Moystone Exposition: Saluda, S, C. Modern: Hebbronvilie, Tex., ${ }^{14-21 .} 7$ <br> Page Bros. Columbla, S. C. <br> Page, Mighty: Hinesville, Ga <br> Raley Bros. Expo Blut <br> Rocky Mountain Emplre: Odessi, Tex, 9-14 <br> Royal Crown: (Fair) West Palm Beach, <br> Royal Exposition: (Pair) Pahokee, Fla. <br>  <br> (Fair) Daytona Beach 9-14. <br> Tidwell, T. J.: Big Springs, Tex. |
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## Circus Routes

2160 Send to $\begin{aligned} & \text { Patterson } \text { St }\end{aligned}$ Cincinnati $22,0$.


HOHENWALD, Tenn., Feb. 28. -Lewis County Fair, which norLabor Day week, has canceled its 1953 run. Plans, according to exeeutives, are to resume operations next year.


Tents well reinforced. 12.63 oz.
army duck.
wivater treated. Sewed
Largest manufacturer of show
tents in the East. Write for prices
Powers \& ( 0 . sism whatin be

## SPOKANE STADIUM

Available for any type of
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30,000; turf field, well lighted, track.

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## TENTS

ALL SIZES-ALL TYPES Materials on hand to make for either dyed in colors of "CHEX flame, water and mildew-treated ducks.
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GEO. W. JOHMSON


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CESTRAL
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S16-518 EAST 18th 5<br>Kansas city 6, Missouri<br>Phone: Harrison 3026<br>harry sommerville



Mills Opens April 18;
Flying Harolds Sign

GREENVILLE, O., Feb. 28.Mills Bros. Circus will launch April 18, appearing under police auspice for the third straight
year. Show's annual opening-day press and fans banquet will be in the high school gym following the first 1953 matinee. Arrangements are being made for an
attendance more than the 800 which attended last year.
Greenville Chamber of Commerce and officials are planning several send-off events tied in with the show.
The Flying Harolds, fourby Harold Voise, has been added to the show's line-up. They also will do a comedy aerial bar act. with Mills.
Harry Mills and family this week visited quarters here to Charles Brady's crew has completed work on a new chair truck and quarter poles. All but seven trucks now have been thru the paint shop, George Churchill is painting and lettering the units. about 40 persons.
Burma, show's queen elephant,
paraded downtown Thursday (26)

## WANTED <br> Promotional Managers <br>  Weoks work, with good auspices. ply. Contact: <br> C. C. Groseurth, Mgr. Box 621, Owensboro, $\mathbf{Y} \mathbf{Y}$. (Phone: 3-5321)

Hagan-Wallace Circus



## WANTED AT ONCE



Frank J. Martin, Pres.

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| right for someone money min mpare time. |
|  |
| Bysile Loct my |
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| and rentabily tor |
| Thene num |

as part of a polio fund campaign.
At quarters, the free week-end hows, directed by Paul Nelson,
ontinue to draw top turnouts Jack and Jake Mills and their ives are scheduled to be back
in Cleveland Tuesday (3) after Yeir trips to Florida and New entertained 150 local and State Grotto representatives and personnel from the Grotto Circu at the Auditorium Hotel in
Cleveland Saturday (22). Mr. and Mrs. Felix Aaturday (22). Mr. and
Mer, George Hannaford, Jimmy Armstrong, Frank Saluto and Grotto Circus chair-
man George Hoffman among circus reps. A number o high Grotto officers attended.
New Show Planned
AUGUSTA, Ga., Feb. 28. W. K. Walker said here this week for a new truck show which is scheduled to go out of here about April 1. He said 10 of the proposed 15 trucks had been ac-
quired and that other property has been prepared. Show-owned weeks, he said.

## King-Cristiani Opener Set; Equipment Added

MACON, Ga., Feb. 28.-King
Bros. \& Cristiani Circus to plosed a contract this week with the any kind with police backing in Macon police department for the latter to sponsor the show's opening stand, April 4.
Meanwhile, with the opening
little more than a little more than a month away and with Co-Owner Floyd King
back in action after a siege with the flu, work in quarters is the flu, work in quarters is
moving at full speed. Most of
the activity so far has been in adding parade units and more seats. More menage horses have been bought and all will make he parade.
A tent has been erected to provide more rehearsal space,
and Co-Owner Lucio Cristiani is in charge of all practise sessions. in charge of all practise sessions.
He has been active here all fe has
winter.

Rooks, Thorn Join Harr, Rooks has come on as
chief horse trainer and is routinhief horse traines of liberi horses. Whitey Thorn, new chief electrician, and his wife, arrived
recently. Charley Lucky is in charge of wagon building shops Contract with local police
marks the end of a local rule marks the end of a local rule
against the department sponsoragainst the department sponsor-
ing events. This will be the first

BURROS
FOR KIDDIE RIDES
$W_{e}$ stip all over the country.

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## PHONEMEN

Book UPC Tickets, Banners.
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more, Md. Vernon 0271. P.S.: Sam McClure, come on.

3-PHONEMEN-3 SUSQUEHANNA F.O. POLICE HAGAN-WALLACE CIRCUS
 euspices. Aply
Phone: 1609 DDIE DE BOLD
SU Staff Line-Up
ROANOKE, Va., Feb. 28.Polack Bros.' Eastern unit played here this week, the sixth stand of the season. Performance opens with an eight-girl ballet with a Hawaiian theme. Acts with the show include:
Ed Widaman's elephants, Jack Joyce's camels, Antonucci Chimps, Luciana and Freidel Ponies; Ivanoffs, horizontal bars Sheridan Brothers ${ }^{\text {wire; }}$ the
Whirlwinds, skating; Theron FamWhirlwinds, skating; Theron Fam-
ily, cycles; Meltita and Wicons, liy, cycles; Meltita and Wicons,
perch and aerial; Ladoffs, comedy perch and aerial; Ladofs, and clowns Gene Randow producing; Harold Conn, A and the Snell Brothers.
Staff includes Nate Lewis, equestrian director; Henry Kyes,
band; Edythe and Whitey Boyd band; Edythe and Whitey Boyd
organ and drums; Fred Proper and George Cutshan, concessions Ruby Cutshall and R. Harrison novelities, and Bobby Harrison, rops.

| any kind with police backing in |  |
| :--- | :--- |
| more than 12 years. |  |
| King; Paul Conaway, show's | w |
| attorney; Gen. Ben T. Watkins of | st |
| the police department, city coun- | in |
| cilmen and the mayor negotiated | va |
| and okayed the contract. Advance | st |
| sale will siart at once, with |  |
| Elmer Yates heading up the | an |
| King-Cristiani office at police | w |
| headquarters. Auspices' proceeds | th |
| will help finance a trip to Wash- | ro |
| ington by youngsters in the school | Fr |
| patrol. | el |

## 1953 EDITION

## By TOM PARKINSON

 Hamid-Morton Circus this circus talent that includes severa acts new to the road. Withgood balance between newcomers god old hands, the show comes off with a good score for
the bugaboo of sameness
he bugaboo of sameness.
Pat Anthony's lion act, which
garnered national publication garnered nation a 1 publication
when a cat escaped in Memphis, when a cat escaped in Memphis,
and the Coronas, five-people high wire turn, head up the roster of
new acts. new acts.
Roland
Roland Tiebor's seals, Johnny
Welde's bears, the Poodles HanWelde's bears, the Poodles Han-
neford riders, Rudy Rudynoff's horses and the Flying Hartzells
are among the familiar headare among the ramiliar Car is re-
liners. Rasini's Rocket
peated is with it, and Linon, pantomime
Dog Acts Open

Opening display has Rudy
Docky's Basketball end and Eleanas Great Danes at the other. Docky's turn has the
terriers leaping to break balloons, barking and dashing around the

## WANT PHONEMEN

PAITERSON BROS.' CIRCUS

PHONE MEN \& DIRECTORS \& NATIONAL ACCOUKT ADVERTISIIG SALESMAN



Polack Eastern Lists Talent,

## Cat and Wire Acts Mark H-M's Show

Major Changes Set For Kelly-Miller's Program, Animals

New Acts Hired for Performance,

Kid Show; Cages Go to Menagerie
arena in a comic novelty. Eleanas has four of the big dogs, two mall ones and a champ in standard routines that are set apart
by the use of Great Danes. It of standardization that marks too many dog numbers.
Anthony's cage act is in the
He uses a dozen big lionesses in a vigorous act
that first has the animals in a side platform formation. Two cat move to forepaw pedestals
for twin Merry-Go-Round turns Rolling globe and a tandem tub roll follow. One cat sits on its
hind legs and four lie down to-

HUGO, Okla., Feb. 28.-Obert
Miller, G. Kelly \& Miller Bros.' Circus, are to be back in time for the said this week that all acts for he new season had been booked and that several changes were Major shuffles will be
Mampa
Major shuffles will be in the menagerie and Side Show demals which heretofore have been in the Side Show would be displayed in an enlarged menag-
erie tent. That canvas will be a 70 with seven 22 -foot middle pieces, two more than last year. lead stock and the horses and elephants will be in the menagerie, he said.
Side Show this time also will e comprised nearly entirely of standard Side Show acts. New blue top is being purchased and
the banner line also will be new the banner line also will be new.
Top will be fitted with blue and Top will be fitted with blue and top also is scheduled, he The giraffe, still to be exhibited as a pit show, will be under
another new blue and white top. Last year's canvas will be remenagerie. Promotion of the show again plane, and the advance is to be stepped up to post more paper, including several new special varieties,
Basic changes in the performwith several new acts among those booked. Horse and pony routines have been changed and Freddie Logan has added new
elephant tricks. Six elephants
(Continued on page 63)
 animals are being added to the show's line-up. As reported recently, three baby elephants are
being imported thru Louis Goebel's imported thru Louis hitch will be used again, and elephants will continue their
noom-time trips to the business district of each town. Strong Trucks and other is planned. Trucks and other equipment here. Two new trucks will be included in K-M convoys this

## MIDGETS WaNTED IMMEDIATEY <br> FOR RIMGLIMG BROS \& BARNUM \& BAILEY CIRCUS SIDE SHOW <br> DICK SLAYTON <br> Side Show Manager Phone: Ringling 6-6951

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Hornbills, Fairy Blue Birds, India Hill Mynahs, Japanese Tumblers,
cte. bird wonderland
TWO PHONEMEN

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PHONEMEN-SEASON'S WORK

TERRELL AND TERRELL

PHONEMEN WANTED
LEE SOBLE'S WESTERN JAMBOREE

## PARKS-RESORTS-POOLS

## CUSTOMERS GROW UP

Miami Kiddieland Looks To Junior-Class Rides

MIAMI, Feb. 28.-Repeats on ages 60 events per month. Deal Fairyland Park are bringing youngsters back year after year class rides., owner E. J. Reicher $\underset{\text { sis his his week. }}{ }$
His organization has built a Flying Saucer ride, he stated,
which carries 42 children or 28 which carries 42 children or 28
adults at a speed which holds
interest partially outgrown standard kiddie rides.
Success
prompted
Reicher to draw up plans for a similar but smaller
Kiddieland at Key West. It will be built this winter, he said.

$$
12 \text { Rides Used }
$$

12 Rides Used
At the Miami spot, Reicher has 12 rides on the compact, two-acre layout. The Miniature Train includes a 60 -foot tunnel. Other rides are Merry-Go-Round, Junior Roller Coaster, Ferris Wheel, Tater
and Space rides.
To be add d are Tonervile Trolley, at least one more Space treatment, Reicher said. All are expected to be installed by expected next season.

## Birthday Pioneer

Fairyland was one of the earliest to use birthday promo-
tions. This program now aver-

## New Parking Rules

 For RockawaysNEW YORK, Feb. 28. - New an estimated $2000-3,000$ cars good days, will be enforced at the
Rockaways in Queens this season. Vehicles which now have to hurdle a curb to
be tagged.
Proponents of the new ordinance sittuted a threat to safety, moral and other aspects of community
life. An estimated 12,000 persons are carried by the vehicles which are parked in the vacant lots on

Import Bull for Kansas City Zoo
NEW YORK, Feb. 28.-A three-
year-old.
1.500 -pound Siamese elephant arrived here by air recently destined for Swope Park
Zoo, Kansas City, Mo. The bull, named Tiny, is the gift of the The Shriners reportedly paid , which imported it from'Bangkok,
A. C. Centennial Officers Re -Elected ATLANTIC CITY, Feb. 28.-All
officers of the Atlantic City Cenofficers of the Atlantic City CenThey are Joseph Altman, honpresident: J. Howard Buzby, Charles Kline, Albert A. Marks
Jr . and Arthur R . Yon, vice-presidents; James J. Tynan, secretary, Plans for the 1954 event we

## Illinois Spot Adds

Four Kiddie Rides
LOMBARD, Ill, Feb. 28.-Ear Kiddie Dude Ranch here, will double his ride line-up this
season by the addition of four more kid rides. They have been ker and ride opera Additions include a Hobby
Horse. Jeeps, Tractors and Elephants. Weimer already has a Ferris Wheel and ponies.
and

## Rocks' Spot

 Ups Week-End Hours SkedNEW YORK, Feb. 28.-Rockaways' Playland will expand its week-end schedule to include ful
operation of all rides and attractions, A. Joseph Geist, president,
announced this week. Beginning announced this week. Beginning
Saturday (7), all major and kiddie Saturday
units, including the Roller CoastAs a result of reported record
business well in advance of the business well in advance of the
warmer weather, the funspot will open at 1 p.m. on Saturdays and
at $10: 30 \mathrm{a} . \mathrm{m}$. On Sundays. The
kiddie
a.m. on both days.
Geist said that additiona! fea-
tures planned for the kiddie sec-
tion will include the story of Hiation will include the story of Hia-
watha, rendered by Herman Huesby, art director, in a setting
feet long and 15 feet high, and
containing life-like, life-size figcontaining life-like, life-size fig-
ures dressed in ceremonial costumes.

## TWO FIESTAS

Houston Spot Aims Pitch Af Latin Trade

## HOUSTON, Feb. 28.-Prepara

 tions for switching to daily operation early in the spring arebeing formulated by stafford Oaks Fiestas here. The spot, catering o Latin-American trade,
is open on week-ends during
winter months. winter months.
It was started in 1949 by Leon
Broughton, former carnival op erator. Two festivals observed
by Latins are biggest events in the spot's annual schedule. These in May and one in September The park is located seven miles south of Houston and is served charter service as needed. Permanent buildings include a drive-in theater, ballroom, two cafes with
a third under construction, and an auto service station. More
neon lighting is being added neon lighting is being added.
Permanent booths to house con-
cessions sponsored by churches and organizations are being built
and
for the coming season. or the coming season. Broughton's layout has 1,800 the midway on high ground

Texans Debate Building State-Owned Resorts
AUSTIN, Tex., Feb. 28.- State
ing a proposal for State construc tion of three $\$ 1,000,000$ res
tels on State Park land.
tels on State Park land. A bill
has been introduced to limit the
State's activities in the hotel Siatd. Thetivities in the hotel
field Park board has
planned retort planned resort hotels, which
would be leased to private operwould be leased to private oper-
ators, at Lake Inks State Park, Eisenhower State Park and
Possum Kingdom State Park.

M-G-R Repainted
A huge sugar-coated candy
house, standing 26 feet high and house, standing 26 feet high and
measuring more than six feet wide, has been erected in the
kiddie section. The Merry-GoRound has been colored in snow
white with pink trimmings, and white with pink trimmings, and
the Funhouse features a threedimensional movie screen upon
which will be projected onrushing which will be projected onrushing
herds of cattle, gorillas and bears. All the light poles have been
redesigned into giant red and white-striped candy canes. The
white light globes have been painted with the faces of elfs and
dwarfs from fairy tale classics:

## dwarfs from fairy tale classics.

## - Continued from page 56

Fairall, of the Iowa State Fair,
Des Moines, led one panel, which
included Hank Rosso, New York
State Fair, Syracuse; Don Davis,
Indiana State Fair, Indianapolis, Indiana State Fair, Indianapolis, National Exhibition, Toronto. Pete Walch, press chief at the
Wisconsin State Fair, Milwau kee, moderated a second panel group which was made up of
Doc Cassidy, Kentucky State Oair, Louisville; Bo Belcher, City, and Ray Winans, Eastern Mass. Subjects that came under discussion included handling of press personnel, radio, television, use of boiler plate, tie-ups with commercial exhibitors, contests, souvenir giveaways, outdoor ad-
vertising, parades, kids' days, fem mailing, good will promotions, Herb Dotten, outdoor editor of
The Billboard, handled the introThe Billboard, handled the intro-
duction of speakers. Displays
In addition to the talks, the program also featured disadyertisements, mailing pieces newspaper - radio releases and air's advance campaign.
In addition to those named, participants, included Don Crit-

## 29 Major Fair Reps in Chi



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THE BILLBOARD
1953 SPRING SPECIAL
coming in the April llth issue
featuring . . .

- 1953 Fair Dates - complete, authentic list of more than States and Canada.
- 1953 A m
Directory.
- Rodeo Dates.
- Dog Show Dates.
- Complete list of Celebrations and Special Events of all kinds.


## ST. PAUL, Feb. 28.-Activity

 is in full swing at Harriet Island Amusement Park, near downtown and son, operators of the Rocco Shows, planning to move rides in on March 15.Ground is being resurfaced and construction of ball diamond is underway. Installation of fire-
places, water fountains, lighting places, water fountains, lighting tabies is progressing.
Twelve rides will be set up in
March. Considerable equipment has been added to that which was used on the road show,
according to Schiavone.
more than a dozen practical

Davenport, la., Spot Names Manager, Sets Busy Season

DAVENPORT, Ia., Feb. 28. Owners of the Mississippi Valley
Amusement Park here have Amusement Park here have
named Mike Fitzgerald to be general manager and promotional
director for the spot. The appointment comes as a step in revitalizing the park operation, which previously had been up for
sale. Herbert D. Gettert is dent of the park company. Fitzgerald is former manager
of the Quad-City Speedway and of the Quad-City Speedway and
Blackhawks basketball team.
He announced name band would be brought into the Starequipment 'is to be added to the meaway. Picnic grounds, $\begin{aligned} & \text { gutand } \\ & \text { seato race track } \\ & \text { and other facilities are being }\end{aligned}$ counted in plans for the season,

## St. Paul Site

 Readied; Rides Due in MarchConcessionaire
Buys Maple Grove At Lancaster, Pa.
LANCASTER, Pa., Feb. 28.-
Maple Grove Park, a mile west Maple Grove Park, a mile west
of Lancaster, has been purchased by Nicholas Sacoolas, of Lancaster, from the Lilly Eby Coho

Sacoolas has operated the ballroom and all concessions at
the park for the past 20 years. The property includes 45 acres, and the largest swimming pool in the area. The ballroom also is Sacoolas announced he was negotiating for amusement concessions, and would consider
additional ones.

## Bill Preston

- Continued from page 56
ton was former manager of the
Missouri State Fair, Sed
Missouri State Fair, Sedalia.
The new organization is set up The new organization is set up relations, promotion and a publicity service for the area. The
office will also direct and manage attractions and events at the
Riverside Stadium, which is $11 / 2$ miles west of North Kansas City. A program of auto races, thrill
shows, horse shows, rodeo and shows, horse shows, rodeo and
wrestling has been lined up for wresting has been lined up for
the stadium, Preston said. Na tional Speedways, Inc., Napresent a weekly program of
stock, big car or motorcycle races each Friday night. Swenson Thrittcade and Tournament of
Thrills are in for two shows each, and the Clay County Bitt show during the summer. Contest rodeo and wrestling matches are
also planned. also planned.
The stadium, which is undergoing an overhaul, seats 7,000,
according to Preston, Admission price policy will probably be children, including tax. Parking will be 25 cents.

America's Favorite Skill Game PARKS - RESORTS \& ARCADES - PLAANS-CARS-E-EUIPMENT costrib Mul chits

New STUNTS for your DARK RIDE G FUN HOUSE

## PHILLDELPHIA TOBOGGAN CO.

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Amusement Devices Since 1004

## ADULT RIDES

for 1953
Permanent Park
LloMARD RIDER
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\section*{USED KIDDIE RIDES <br> WANTED FOR PARK <br> Will pay cash. <br> A. D. THOMPSON <br> 



## WANT-RIDES-WANT <br> For Celoron Park, Celoron, N. Y.


E. M. Shamk com. Mg.

## WANT LOCATION

Park or Beach for Maior and Kiddae
Rides. Heve good equipment Wont to
be set and open by Decerotion Dav.
e/o The Billboard $\quad$ Eincinnati 22. o.
FOR SALE
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| WANTED <br>  |
| :---: |
|  |  |
|  |  |
|  |
|  |
|  |

## H M's Cat and Wire Acts

## - Continued from page 61

gether. With the others out of toe climb on a rope continues as the arena, one cat does a roll- a good wind-up. over. In alk but the last bit and work their comedy bike number
trainer works with a chair and noisy whip and keeps the lion- $\begin{aligned} & \text { alone. The fall apart bike and } \\ & \text { noses snarling to good effect. The } \\ & \text { comedy on the high cycles clicks }\end{aligned}$ esses snarling to good effect. The
wind-up is without whip or wind-up is without whip or
chair. Anthony has come from the trainer colony at Thousand Oaks, Calif., and puts on a good
show. next with a double high pole act. They move to single traps for
opening routine, climb up to pole tops for swaying and come part way down to single bars for in the high thrill line.
more

Three Skating Duos
An arena full of skating has Chambers and Blair show ing
speed and acrobatics in the center speed while the Olympics and
spot
Cecil wnd Shirley have the side spots. This display was to use strobe lighting, but that was
omitted in Milwaukee. Roland Tiebor, working the act business. It's billed as the same routine he used in the RinglingParamount movie, and it includes the ladder climb, horns, and
much flipper and balancing work much flipper and balancing work Centered durin web number are the Orioles in
aerial hand-to-hand and hand-tofeet gyrations, plus a neck suspension spin. They bring to mind the Rodry Brothers who have
been with Ringling. Welde's bears produce bike, ball and bottle routines, and the act features two bruins on a tandem bycycle. Noose Dive Revived
The Namedils and the Olveras, head perch duos, hold interest in does well with a toe swing, onefoot stand, knee catch and other
single trap routines. Working silone after an announcement
alo Roy revives the hangman's noose act. With a noose around his neck, he drops feet first. This
comes short of duplicating the effect given by such predecessors as the Great Peters but. Wins good
applause as he bounces at the and of the rope.
Linon performs about the same
novel business that he has done novel business that he has done with Hamid-Morton and Polack earlier. The European tramp clown pantomimes cleverly as he
faces the tight wire. There are laughs, as he beats the fear and laughs, as he beats the fear and
walks the strand. Act has been shortened since it was caught a couple of seasons ago.
Hamid . Morton clown
Hamid - Morton clowns make few appearances. They are Gaby son, Dime Wilson, Connie Wilson Ray ( Be J) Cosmo, Joe Saplanti, lins and Sa-So.

Unicycles on High Wire From Hamid's Steel Pier, Atlantic City, have come the
Coronas. Outstanding point is that they use unicycles where other high wire troupes have
used bicycles. There's a two-high on a bike to start. Then one
rides a high unicycle to the center and drops to the wire while
the cycle falls to the net. Two unicycle riders with a shoulder center, where she does a split;
corr again the cycles are dropped and the people walk on. Finale is a somersault over three persons
and continued somersaults along and -ontinued somersaults along
the wire. The unicycle twist does me wire. The unicycle twist does der bar turn in particular looks
diffieult on the one. wheelers. Poodles Hanneford is still riding, still clowning, still han
dling an active act. He opens with a Roman standing ride. Three girls follow with simultaneous principal work. One
jumps rope on horseback and jumps rope on horseback and the rosinbacks. Poodles, meanwhile is clowning along with hat flips and spins and a pratt hop. For the closer, the girls are on a horse and Poodles rides the tail and then the neck, duplicating
his familiar old-time pose Natal's monkey suit and Natal's monkey suit and per-
ambulations thru the crowd went over here despite some
handicap because of the oversize building. His grabbing the woman's hat brings laughs and the
ground. Omer Kenyon continues as the general representative fo readying Kansas City for th

## HERE'S A BARGAIN!

LUSSE WATER RIDE, including igs LUSSE SKOOTER RIDE, ${ }^{25}$ buidiaring ${ }^{\text {nand }}$ Long established in large Eastern Coast
Amusement Park. Rides can continue to
Operate at same location, wherf operate at same location, where they
have been continuous money-makers for
yeers. Due o thor interest that make
it impossible for owners to operate these


## WANT RIDES

 waiew ewew Charles J. Meyer

BOAT RIDE TANKS-ALI STEEL All Sizes-Portable.
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SKOOTER OPERATOR
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## WANTED-SHOWS OF ANY KIND

Building $\mathbf{2 5 '}^{\prime}$ wide by $60^{\prime}$ deep available for any good attractions. EDGEWATER TARK

AMUSEMENT PARK FOR SALE
Wichita Falls, Texas
100,000. Fast growing city in Texas. Only park of any sixe in one
hundred mile area. Made money for twenty-seven years.
EQUIPMENT LISTED AS FOLLOWS:
$\$ 75,000$ Swimming Pool; 2 Concrete Block Bath Houses; Till-a-Whirl, 1952 model; Bingo Cames, six Concessions, $61 / 2$ Acres of Land, Shade Trees, Caretaker's House, Total price, $\$ 100,000 ; \$ 50,000$ down, $\$ 10,000$ a year for five years at $6 \%$ interest. (Net $\$ 25,000$ last year.) Everything painted, clean and ready to open.
M. D. BOLTON

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PHONE: 2-2986
wichita falls, texas

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Either percentage or option to buy. Capable of grossing $\$ 200$ per hour. fasclmation, the races, eit. If you have the location we will
do the rest. Any reasonable offer accopted.

Box \#337, The Billboard, 1564 B'way, New York 36, N. y.

High Quality
KIDDIE RIDES
ROTO WHIP-SPEED BOATS-PONY CARTS GALLOPING HORSE CARROUSEL
W. F. MANGELS CO, Coney Island 24, N. Y.

## BOARDWALK LOCATIONS

Can place good "Skillo Baskets" (wheel type) Operators; ex. locations, merchandise only. Also Glass, Penny Pitch, any legitimate Skill Game.
D. J. MAHER

Recreation Pier, Long Branch, N. J.*

Amusement.Enterprises
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## OR SALE

 WHIPTHE BEACH FRONT AMUSEMENT COMPANY


## WANT RIDE FOREMAN

save your stamps.
MARION BRANCATO
FAIRYLAND PARK. 7501 PROSPECT, KANSAS CITY, MO.

## 12 SKOOTER CARS

Newly painted, in excellent condition, priced at only $\$ 150.00$ each. Also $\$ 500.00$ worth of parts goes with the cars.
MARION BRANCATO, FAIRYLAND PARK, 7501 PROSPECT, KANSAS CITY, MO.

## Park Owners, Beaches-Notice

Have seven beautiful riding devices and other equipment available until Labor Day. Location must be good and terms right. Contact me this week, Pahokee,
Williston. Fla., March 15-2

## J. P. Bolt

e/o ROYAL EXPOSITION SHOWS


# FAIRS-EXPOSITIONS 

## Ways to Increase Attendance Aired By Press Chiefs

## Two-Day Workshop in Chi Brings Out Varied Approaches, Publicity Trends

CHICAGO, Feb. 28.-Methods by which fairs advertisingpublicity campaigns might be
made more effective were advanced at the Publicity-Advertis-ing-Promotion Clinic for Fairs at the Hotel Sherman here Monday and Tuesday (23-24) with
topflight press-radio chiefs of fairs tossing out suggestions free ly in the workshop sponsored by The Billboard.
Some of the conclusions drawn
were:

1. Radio and TV stations, as well as newspapers, are showing
an increasing awareness of the an increasing awareness of the by co-operating with fairs 2. Newspapers will show
greater disposition to use advanc greater disposition to use advance material providing they are supplied with well-written feature and photos built around exhibi ${ }_{3}$ area. newspapers should be upgraded with emphasis placed upon better writing and an improved quality of photographs.
photographs should be made newspapers, magazines and trade journals, but also for TV. Video outlets have shown keen interes in using such pictures on news 5. Som
2. Some fairs already have sults obtained since they have had radio news writers prepare releases for radio, rather than re ping upon releases written for newspapers as material for radio inclination to continue campaign of window carding on the same scale as hereto, reporting that they have found it difficult to obtain good and lasting location for such cards.
broken Bets generally are browen tions, 25 per cent for radio and TV, and the remaining 15 per cent for other advertising.
and Twenty-four sheet boards and boards of smaller size - Fairs are swi
of taped interviews with exhibi tors, contestants, etc., for us on radio in advance of their openings.
3. Fairs might well consider having their own tape recording
facilities available during their run for use by out-of-town sta tions, thus making it possible and also easier for some stations to come in and make tape 11. Use of boiler plate (or plastic) is becoming outmoded Most fairs already have or wil turn this year to mats, instead of boiler plate, for the rural press.
4. Fairs and TV can work together effectively for mutua against telecasting of any of thei events that carry admission charges.
Ray Speer, veteran press chief a clinic speaker, pointed up th trend by various mediums to co
mating hairs.
Detailing his operation, he cited fairs with well-written, factualbased features on exhibitors.
Digs For Yarns

By "beating the bushes" thruout Minnesota and interviewing scores of the previous year's
prize winners, he said he had been able to dic out good newspaper material. And, he added, since the stories were news-
worthy, well-written and accompanied by good photomraphs, newspapers had found their use well warranted.
Fair has built up its mesota State Fair has built up its public relations and developed a sound newspapers of its areas.
The stories, he stressed, were
written factually and, he added no attempt was made to inject
srong publicity. However, the stories had a powerful cumulative ffect on better public relations and increasing attendance.

Staff Build-Up
Ray Beall, head of the Ray which Advertising Agency, Dallas, of Texas account for the past three years, detailed the operaheaded by Thad Ricks. He reorted that at peak of operations he Dallas staff consists of 14 persons, with specialists assigned o reporting on livestock, woman, Beall various other activities. Beal function of a fair's the paper advertising campaign was o sell the attractions. Illustraling this, he pointed to Dallas air advertisements in livestock journals, showing that even adertisements in such publications pltractions.
Co-opera
dvertisements or sponsored type as fair by top banks, utility ompanies, department stores, etc., in Dallas, and Beall indicated that perhaps other fairs business in their own cities.

TV Cartoons
Touching on TV, Beall ecounted that the Dallas fair help sell some of the leading attractions at the big Texas expo. He indicated that the fair would continue, perhaps expand, the use $f$ animated cartoons on TV. The Dallas campaign is put into weeks before the opening and is sustained at a high pitch from hat point to the close of the run. The consensus generally was hat a fair's campaign should not ( o into high gear until three weeks before the opening and
there were some press chiefs who maintained a start two weeks before the opening would suffice.
For rural areas, however, it was or rural areas, however, it was pointed out, the campaign should in the much eariier, and even hould be some publicity on the air leading up to the step-up of he campaign a few weeks before the opening.

## Reill Entertain

Col. Jack Reilly, an expert in the field of special events, deexperiences, and urged them to use special
"The o
pecial eventing better than one Reilly declared. "And, they're not hard to set up because everybody wants to get in the act."
Likening a fairgrounds to a stage, he dilated on the eagerness of people to get in on the show and that special events could be staged almost anywhere "The grounds.
and good pictures. And publicity and good pictures. And lodges tions, and nationality groups will co-operate. So, too, will business firms," he said.
Panel discussions, held Tuesday (24), brought out many suggesFairall, of the Des Moines advertising agency bearing his name, which has serviced the Iowa State Fair account for many years, headed up one of the panels. Other members were Exhibition, Toronto; Henry Rosso, New York State Fair, Syracuse, and Don Davis, Indiana
State Fair, Indianapolis. Surveys Papers
Fairall reported on a recent survey he had made to determine
whether the use of boilerplate (or plastic) had become out papers of Iowa responded almost $50-50$ for boiler plate but that inasmuch as those papers were
(Continued on page 65)


OFF-THE-FLOOR CONFABS supplemented the Publicity-Advertising-Promotion Clínic for Fairs sponsored by The Billbard, From left to right: Pete Walch, Wisconsin State Fair; James Tays, Mlinois State Fair; Dick
Frederick. Michigan State Fair; Jack Parker, Saginaw (Mich.) Fair; Bob Morse, La Porte (Ind.) Fair; Harry Hoffman, Mississippi Valley Fair


Fair; Virgil Pierson, Alabama State Fair; L. E. Griffin. Tennesee State Fair: J. Hugh King. Central Washington


MID-SOUTH FAIR, Memphis, was represented by, left to right, Don Crittenden, Early Maxwell and C. W

## Winter Fairs <br> 

California
Imperial-California Mid-Winter Falr.' Feb
Florida
Lehmann, Courthouse. Tavares, Phar,
3-7. B. E anford Seminote Co. Falr. March $9-14$
West Palm Beach-Palm
Montana
Montana
Bozeman-Montana WInter Fair March
21-27, George T. Sime


## St. Paul Inks Kid Theater

ST. PAUL. Feb. 28. - M. D. New York, has contracted to pu into the Minnesota State Fair this year. Doug Baldwin. fair cretary, announced. the Agriculture Building and will present four free shows for moppets daily.
Theater seats
500

Petoskey Elects Bare PETOSKEY, Mich., Feb. 28. was named president of the Em mett Fair in its reorganization Lew White, this city, is treasurer. are August 24-28.

## CALIFORNIA LETS '53 ATTRACTIONS

## MCA Closes for Grandstand Show;

 Babcock High Bidder for MidwaySACRAMENTO, Feb. 28. - |stage the show for a flat $\$ 75.000$ California State Fair contracts which would include all costs exfor the night show, carnival, cept the public address systems were let and other concessions Ole Opry, Lionel Hampton co Music Corporation of America 'starring with Louis Jordan and will again produce the grand- $\begin{aligned} & \text { Sugar Ray Robinson. ABC wa } \\ & \text { represented by Bobby Phillips }\end{aligned}$ cock's United Shows play the midway, Freedman Novelties supply souvenirs and John Duggan will handle - snow cones, andy floss and popcorn.
Don Mulford, of the San Francisco office of MCA, told the
board that three shows were available - Spike Jones, Phil Harris, and Freddy Martin. However, which attraction will appear will not be known for a presented Jack Benny and Xavier Cugat as headliners.
Mulford told the board that he was doubtful that a show of the caliber asked could be presented for $\$ 75,000$. To hold to that figure, he added, some attractions, such as chorus lines would have that the grandstand show for the 11 nights would run close to $\$ 90,000$, the cost of the 1952
Associated Booking Corpor-
ation in Hollywood offered to
represented by Bobby Phillips,
Billy McDonald, and Reuel Freeman.
Playing the midway in September will be the Frank W Babcock United Shows of Los Angeles. Represented by the owner, the bid was 13 cents pe
capita, which was those submitted by Crafts 20 Bi Shows of North Hollywood, and West Coast Shows of San Fran cisco. Orville N. Crafts represented his organization with
E. W. (George) - Coe and Bobby Cohn representing the Mike Krekos West Coast group Crafts made a cash offer of $\$ 90,000$. Later he offered $\$ 100,000$ per year if given a three-yea
on
contract.
On the
ance, the basis of 1952 attendance, a peak 778,256,
stands to pay $\$ 117,328$.

Freedman Wins
Alex Freedman represented his and offered a cash bid of $\$ 17,300$ Continued on page 65 .

## Press Chiefs Talk Biz Hypos

 - Continued from page 64equipped to handle mats, he Telling of boiler plate. Telling of his experiences at the Canadian National Exhibition, provides tape recording facilities or out-of-town radio stations and hat it had found this makes it easier and in some cases possible
for some stations to make tape ecordings during the exhibition By providing the recording did not have to send in a crew did not have to send in a crew out. Moreover, by making the equipment available, it was pos-
sible to reduce the number of ight trucks previously used by such stations on the grounds
Powell observed.

Indiana Radio
Don Davis, reporting on the rair, said that the 14 -studio building had enabled as many as
30 stations to use its facilities. 30 stations to use its facilities,
The Hoosier fair uses a radio coordinator, who not only schedules the use of the studios but estabquests with exhibitors, officials te., they wish to interview. York State Fair met with New esistance in upping its admission price last year from 60 cents, its advance sale in connection
In 1951, Rosso recounted the fair soll 196,000 tickets in advance of the fair, with the ducats priced at 35 cents, of which after
tax, the fair received 25 cents. To put across the increased $\$ 1$ admission, the fair scaled its advance sale ducats at 50 cents and had a queen barnstorm the State making appearances at ticke outlets, such as utility company
offices, banks, etc. A chain of asoline stations also tied in with and the chain did much promotion, giving away detailed pro Press Preview Rosso also touched on the New

## Calgary Ups Wagon Purse

## CALGARY, Alta., Feb, 28.-

 year will be the famous Calgary Stampede chuckwagon event. Directors of the exhibition board have approved a 25 per cent increase in the chuckwagon race purseto $\$ 11,250$.
mmendation that will a rec or final monies for each of th 16 wagon outfits competing in he final race on the last night 12 final monies as formerly the The final monies will be paid The final monies will be paid which will also be paid on the former years, the 16 wagons with the best aggregate time for the compete in the finals on
inst compet
Several new trophies will also
be added this year. An award will go to the cowboy turning in the wildest ride in any of the bucking events during the week, while in the chuckwagon race ed to the outriders of the cham pion outfit.

DISPLAY FIREWORKS まusweitewivo


CARNIVAL WANTED
futo counry far

Want carnival
BOONE COUNTY FAIR A. v. oemoserty, temiderer, It.

York State Fair's preview, point clambake, the event, held as a ly without any open pitch at the event to do a selling job but
merely to have the press-radio and TV people see what the fair was doing to its physical plant. such proportions that it migh become necessary to lin
number of those invited
Pete Walch, of the Wisconsin
State Fair, M , up a panel, on which Bo Belcher Cassidy Kata Fair; L. (Doc Louisville, and Ray Winans, EastSpringfield, Mass., served
Winans a cited some approach, avoid, naming a snapshot contest during a fair. Walch, Speer and Belcher reported that simil
tests had proved blanks.
Cassidy reported on the success he had obtained with a fiddler from an area into a State and finally into an internationa contest.

People Prizes
"We give prizes to animals. Why not give prizes to people-
to hobbyists?" Cassidy asked in urging special events.
Winans reported that ern States Exposition had met with substantial success in building children's attendance by enlisting the support of school
superintendents in the area it serves and by distributing folders on the educational phases of the
exposition thru the schools. Belcher told of his intensiv photo service at Oklahoma City,
reporting that last year 1100 negreporting that last year 1,100 neg-
atives were run thru the fair's dark room. As a result, he said, the fair obtained good breaks in many of the pictures on TV.

## Lincoln, Neb., <br> To Get New 400G Coliseum <br> LINCOLN, Neb., Feb. 28.-The

 Nebraska Legislature has unaniissuance of $\$ 400,000$ in revenue bonds to finance construction o a new colis.State Fair.
The structure, which is expect220 by 100 feet. Of modern construction, it will be equipped
with both heating and cooling with
In addition to its use during be utilized for livestock shows band concerts, ice shows and to break ground immediately to break ground immediately
after the fair, September 6-11.
Hastings, Mich.
Switches Dates
HASTINGS, Mich., Feb. 28.operate a week later than usual this year, August $3-8$. Annual
realized profits of $\$ 1,454$ last expenditures of of $\$ 18,600$ and Barry has been added to the Allerding and Howard Smith
were re-elected to the board.
Croswell, Mich. Rings Up \$1,194 Net
 wound up its ' 52 operations with receipts of $\$ 11,174$ and disburse$\$ 1,194$. New officers are Charles Coburn, president; Parry Baer
Jr , secretary; Elmer Woodruff, vice-president, and George West

Langton, Ont., Event Cancels 1953 Run
LANGTON, Ont., Feb. 28. -
North Walsingham Agricultural Society has canceled its '53 fair,
due to lack of co-operation of due to lack of co-operation of
board members and the general public. Organization has been
operating for the past 62 years.

Fair Assn. Meetings
Association of Connecticut Fairs
Mount Carmel Parish House Mount Carmel, March 21. Mrs,
Joseph Bartlett, North Haven, sec Joseph Bartlett, North Haven, sec-
retary. Eastern Massachusetts, AgriculGrange Hall, South Wewmouth April 29. M-s. Augusta Kay, 605
Bedford St eet, Whitman, secre-

## Wind, Cold

 Slashes Gate At Indio FeteINDIO, Calif., Feb. 28. - The ional Date Festival ended its annual six-day run here Monday hind 1952 . High winds at the opening, cold weather during the wun and rain on the final day were blamed for a drop in at-
tendance to 127,369 from 155,642 a year ago.
The fair opened this year on a day, taking advantage of the partial holiday allowed for Washing ton's Birthday. Last year the
event started on Tuesday and event started on
ended on Sunday.
Opening day of this year's run on the following days thever on the following days the atparative with one exception
Sunday's (22) crowd of 40,885 beat the fifth day of the 1952
run, a Saturday, by over 4,000 . Midway Off
Frank W. Babcock's United Shows were featured on the midway for the second consecutive year. Despite high winds on opening day, money comparisons
showed 1953 off slightly from 1952. Eating stand operators on the independent midway reported grosses down, explaining that fairgrounds long enough to buy food.
Acts. presented between the horse show events were booked
by Jo and Newton (Carolina) Brunson of the Hollywood TheCharlotte and Bob Maxwell again handled the publicity for the event.

## Calif. Attractions

 - Continued from page 64for the novelty concessions. M cisco offered a bid of $\$ 15,777.50$ John Duggan, of Santa Monica,
was z.warded the contract for snow cones and candy floss on a per capita bid of .00619 and ice
cream on a per capita offer of cream on a per capita offer of
.00844 . Dewey Baker, unsuccessful bidder, submitted a per
capita offer of .008 cents. Duggan asked for the hot dog privilege but lost to Pacific Catering of
San Francisco which offered 06157 cents, against the Santa
Monica firm's 06 . Frozen custard went to Richard Lane on a straight 20 per cent basis.
The parking concessions was ing to follow with Everett Nevin who offered 70 per cent gross on
the first 30,000 cars $(\$ 10,500)$ and the first 30,000 cars ( $\$ 10,500$ ) and
72.5 per cent gross on the second 72.5 per cent gross on the second
30,000 cars $(\$ 10,875)$ and 80 per
cent gross above 60,000 vehicles.

## EDMONTON SHOOTS FOR 256G PROFIT

Expects 175G Net From Summer Event; Mulls Admission Hike to 50 Cents

EDMONTON, Alta., Feb. 28.- expects revenue of $\$ 15,000$ on the The Edmonton Exhibition Asso- junior hockey season. ciation is budgeting for a $\$ 256,315$ The rodeo, a money-maker profit on its 1953 operations. The since it was moved inside the \begin{tabular}{c|l}
$\$ 175,728$ \& includes an antus on the summer

 

fair. <br>
While the budgeted surplus for \& $\begin{array}{l}\text { more than last year. Revenue is } \\
\text { expected to be up from } \$ 38,091\end{array}$ <br>
to
\end{tabular} this year's fair is $\$ 13,563$ greater

than the actual profit realized on $\$ 41,300$, while expenditures
will be cut from $\$ 35,387$ to $\$ 32$,than the actual profit realized on
the 1952 fail, it could be $\$ 50,000$
875 . Main decrease in spending to $\$ 60,000$ more if the exhibition will be a $\$ 2,292$ cut in the board adopts a proposal to increase gate admission from 25 to
50 cents, directors were inform The proposal was introduced oy James Paul, managing direcives for study.
In urging higher admission additional buildin the need xhibition grounds. The meeting so was told that most of the centers, charge 50 cents.
One director suggested a 25 One director suggested a 25 and 50 cents admission for those ver 12

## 50G Prizes

Largest summer fair expense prizes, compared with $\$ 47,865$ in 1952 . Anticipated race revenue
is $\$ 103,985$, of which $\$ 102,000$ will is $\$ 103,985$, of which $\$ 102,000$ will pari-mutuel play. Racing
Grandstand receipts are ex $\$ 6,000$ greater than the actual receipts for 1952 , while grandstand attractions and bands will cost
an estimated $\$ 34,000$, compared ith $\$ 30,875$ last year. way revenue is budgeted at Next to the summer fair, the Gardens at the Edmonton Gardens are expected to net the um. Budgeted is a surplus of $\$ 26,715$, to be derived from anticipated revenue of $\$ 75,000$ from the sale of hot dogs, soft drinks
and other confections during hockey games and other attrac Gardens' Net
Use of the Gardens during the eason is expected to leave the association a surplus
of $\$ 25,910$ from revenues totaling
$\$ 114,60$. $\$ 114,160$ derived from professional hockey, junior and juvenile
hockey, ice rentals, "Ice Cycles," pu ic skating, the sale of proThe expo's share of the proat $\$ 60,000$, while it received
$\$ 15,900$ from "Ice Cycles" and
mount for advertising.
The hot dog and soft drink rade in the sales pavilion is exlus, a $\$ 1,300$ decrease from that do be $\$ 1,000$ less and expendi ures $\$ 300$ greater.
Rentals of the sales pavilion or wrestling ( $\$ 10,000$ ), boxing $\$ 5,000$ ) and miscellaneous events $\$ 6,000$ ) will provide an estimated surplus of $\$ 6,390$.
The second year of harness acing is expected to draw a revenue of $\$ 24,964$, compared $\$ 4,467$ in the surplus account compared with $\$ 2,104$ in 1952 mutue. betting is expected to in crease by more than $\$ 6,000$ from last year's $\$ 3,786$, while gate re-
ceipts are expected to reach $\$ 13,689$, compared with $\$ 6,844$ Budget for the 1953 spring cat tle shov: anticipates revenue of
$\$ 14,865$ in grants and donations and $\$ 14,370$ in expenditures

ATTRENTION MR.
FAIR SECRETARY!
contact the ERNIE YOUNG AGENCY
REGARDING NEW IDEAS FOR YOUR GRAND STAND SHOW 203 M. WABASH, CHICAGO 1, ILL EDDIE SMITM, 1697 Hr EDDIE SMITH, 1697 Broad
New York, $\mathrm{N} . \mathbf{Y}$. GIVE TO THE RUNYON CANCER FUND

## ATTENTION, ALL FAIRS <br> SITELE'S SRONTIER DAYS

America's \#1 Grandstand Show
A Western Production and Extravaganza
Also Dog Acts, Animal Aets and Novelty Aets available at all times.
FOR OPEN TIME PHONE-WIRE-WRITE

Steele's Aftradions $\begin{gathered}\text { Gus Sun Agenty } \\ \text { Regent Theatre Bldg. }\end{gathered} \quad \begin{gathered}\text { Sun-Grossman Agency } \\ 700 \text { Royal Union Bidg. }\end{gathered}$

ANNOUNCING
THE BILLBOARD

## 1953 SPRING SPECIAL

coming in the April 11th issue

- 1953 Fair Dates - complete, authentic list of more than
2,0001953 Fairs in the United States and Canada.
- 1953 Amusement Park Directory.
- Rodeo Dates.
- Dog Show Dates.
- Complete list of Celebrations and Special Events of all
kinds.
and more than a dozen practical, timely special feature articles.

Es rt suluono
Eastern Preem Pattern Shapes Up
With Many Orgs Set to Start in April
NEW YORK, Feb. 28.-By the squeezing in an extra week or so, allowed in granting licenses. Busimiddle of April the Eastern carWay, seasording to the announce-
ment of openings now being made By the week of April 13, at least
20 traveling organizations will be gambling with the weather. While most are scheduled for openings North.
Included among the early open ers are a number of organization noted for their quick getaways
Several others apparently ar

## Bill Collins

Sets Routes For Two Units

MINNEAPOLIS, Feb. 28. ager of the shows bearing his that routes for his two-unit op eration had been completed Both shows will open here in
winter quarters May 1, and will also be merged to play the Nebraska State Fair, Lincoln; North Central Kansas Fair, Belleville
and Hob, Days at Britt, Ia. includes the North Dakota circuit of Crosby, Bottineau, Cando fellowed with Minnesota fair at Thief River Falls, Fairmount Island, before moving south to play the Lincoln, Neb., Belleville Kan., and Britt, Ia. spots. Five
still dates are also scheduled. Route for the No. 2 org in
cludes Minnesota fairs at EaCentre, Howard Lake, Waconia Minnesota dates signed include the Winona DVA Celebration Peter Centennial, Boyd Good Time Days, Granite Falls Water Kraut Days, Sleepy Eye Jubilee

## Southern Valley

 Launches Tour At Delhi, La.MONROE, La., Feb. 28.
Southern Valley Shows, with Southern Valley Shows, with
horne base here, toss off their winters wraps Sunday (1), open-
ing the season at the Northeast
Louisiana District Stock Show, Besides the touring unit, the Besides the touring unit, the
show, which is owned and man-
aged by Eddie Moran, will put aged by Eddie Moran, will put
some kiddie rides into operation at a park here The latter wil Moran.
Traveling unit is set to play Southern Louisiana in its early sonnel will include Dutch Wilson concession manager; John Mar-
tin, office wagon; Mrs. Eddie Moran, concessions, and Mulligan Donivan and

## I. T. Buys Fabick Power Plant Units <br> NEW YORK, Feb. 28.-Phil Is- ser general manager, of the I. T organization had purchased $t$ Caterpillar power plant units from the Fabick concern, St. Louis. It had previously been reported tha plants of <br> bish and A1 Howard, this week prepared to open their Long Island winter quarters. The organization's two units open on city lots here th

squeezing in an exra we
intent upon benefiting from an
Army camp or defense job pay
roll.
Many operators feel that the
gamble this year is strictly with
the weather. Most have predicted
a good season. Incomes are high
and a looser approach toward
spending is expected. An im-
provement over last year's early
season weather is expected since,
they reason, the rains can't come
as frequently this year on the all-
important Fridays and Saturdays.
Strates Bows April
The opening of James E. Strates
Shows, which has long signified
full-scale activity in the East, is
timed for April 9 in Washingion.
Strates has the first ticket for the
D. C. engagement, with all other
organizations wishing to play the
District having to follow of neces-
sity. The opener is usually big for
Strates, with or without good
weather, since the sale of real es-
tate adds up to one of the biggest
of early season operations.
Frank Bergen's World of Mirth
Shows wil follow Strates into


## ACTION BY JUNE 1

## NSA Home-Purchase Effort Gains Impetus

NEW YORK, Feb. 28, At-
tempts on the part of the National Showmen's Association to acquire a new home, either leased quar-
ters or a building of its own, gained impetus here Thursday (26) when the board of governors
voted to force action by June It was agreed that a building located on Eighth Avenue, be-
tween 47 th and 48 th Streets, and within a block of Madison Square Garden, will be purchased on or
about June 1 , assuming that it if suitable renta by that time. The four-story
structure, held structure, held for a reported $\$ 96$,-
000 , appraised at $\$ 78,500$ and assessed for $\$ 65,000$, can
for a reported $\$ 75,000$
for a reported $\$ 75,000$. According to George A. Hamid Sr., president emeritus and the
leader in a campaign to buy a
permanent home, the building would be a good buy in that there
would be no need for costly renovation work before moving in.
A new front was applied to the
building about four years building about four years ago.
Hamid pointed out that moving
to any new location would entail to ansiderable expense. A rental
quarters would quarters would probably require
considerable work on partitioning considerable work on partitionin
painting and lighting, he said.

## Brodbeck-Schrader

 No. 1 Unit to Bow At Guthrie, Okla.
## KINSLEY, Kan., Feb. 28.- Brodbeck \& Schrader's No. 1 unit will launch its season April 15th will launch its season Aprination at the 89 er a annual celebrat at (Okla.) Pioneer Day Celebration

 and the McPherson (Kan.) AlSchools Festival will follow. L. M. Schrader, general-
manager, says the unit has been routed thru Oklahoma, Kansas,
Colorado, Nebraska and Texas. Besides a strong line-up of cele number of fairs, including the and the Colorado State Fair
Pueblo. Show and concession personnel
will include $\mathbf{M r}$. and Mrs. An-
drew Crandall. Mr. and. Mrs. John Ernest, Mr, and Mrs. Wilbur Potts, Mr. and Mrs. Earl Proberts,
Mr . and Mrs. Richard Moss, Mr.
and Mrs. Williams Kuhns, Mr.
and Mrs. Eddie Young, Mr. and
There is one serious question as
yet unanswered. It has to do with
the number of persons that would
be allowed on any one floor for
assembly purposes. Present plans
would allot a floor each to the
men and the ladies. The top floor
is rented and the store on the
ground floor would also be
rented. It is believed that an as-
sembly rating of about 200 would
be needed for each of the club
floors for the building to be sat-
isfactory.
The Ladies' Auxiliary, it was
reported, will move into any new
quarters secured by the associa-
tion on a rental basis. In the past,
the women have contributed a
sum of money annually to the
parent organization. The sum, re-
garded as insufficient by many of
the NSA members, was decided
solely by the women.

## Weather Hurts Babcock At Indio, Calif., Bow

INDIO, Calif., Feb. 28.- Frank
their 1953 debut here Wednesday (18) on the midway of the Riverside County Fair and Na-
tional Date Festival for its annual six-day run. While here, the show signed a contract for the
midway attraction at the California State Fair in Sacramento in September.
The event
 Babcock reported midway busi-
ness satisfactory despite a high ness satilege.

 Del Mar.
The Babcock unit, well lighted offered 19 rides, 4 shows, and for the first time a Kiddieland
was separate from the main
carnival. The moppet near the outdoor stage on which
the famous "Arabian Nights" presentation was given nightly
Elmer Hanscom, who serves as
office representative was in charge of the section.
The show debuted a Skooter Florida. Ferris made the trip to
Tampa to direct the loading and Tampa to direct the loading and
transporting of the equipment to Shows

Octopus, Johnny Branson; Penny
Arcade, George Bryant, and
Monkey Motord Arcade, George Bryant, and
Monkey Motordrome, Jenny and
Bob Perry Bob Perry.
Personnel

er, and Louis Ray, Train.
Kiddieland ride operators:-
Tommy Meyers, Clifford Dawson, Earl Watkins, Lawrence Stoner,
and Donald Holbert. Mr. and
Mrs. Widner had the pony rides. Mrs. Widner had the pony rides,
Concessionaires included Peggy
and Rex Boyd, candy floss; Jo and Jimmy Lynch, cookhouse; Mackey, two derbies, six cat;
Warner Austin, derby; Sis Dyer,
Zola Wise, astrology; Steve
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$ range, Eddie, Butler, add-a-dart
and short range, and Vic Thomas, Endy, it is logical to assume that the still date routing will incorpohe Buck and Mod
Bill Cowan, who will head the ng many new units in Miami.

Tivoli Inks 2

## Illinois Dates

Peterson, Manager of the Tivoli
Exposition Shows, announced this
week from headquarters here the signing of two more events on the Coeur (III.) Indian Festival and the Centennial Celebration, Gille-
spie, IIl., a June date.

## Buck-Model Starts Major Overhaul Job

## Strow Ops Now Contracted Point to Well

 Populated Back End for April PreemWALTERBORO, S. C., Feb. 28. and truck sho features is under way at O. C. Buck-Model Shows
winter quarters here. About 25 men are employed at the airport site w
stored.
O, C. Buck Shows equipment which has been retained for inunit is en route from Troy, N. Y., units can be adapted for rail
Oscar C. Buck, who is still in he operation of the Motor A new front is being buit for the or several seasons, will have the Finklestein Signed
Harry Fis Revue and operate show. Buck reports that an effort is being made to secure a strong for the major girl unit. Doc Hardwick will present three back end Show.
The shows will kick off early On the in the North, Buck said. imposed by its fair route and the
experiences of Buck and David B.
lorida city, has built new glass pitches and refurbished his pop-
corn trailer. A special office is be ing constructed for the concession department.
Danny Dorso has his bingo in shape will opening. Moe Myselevy Endy's custard. Bill Beldock Be superintendas been named will be secretary. Richard Tolman

## Quinn Sings

With Reid; Full Route Carded
NEW YORK, Feb. 28.-James he has signed with the King Reid and assistant manger. Quinn, wh has been signing dates for Reid ported past several months, reoute was booked solid for 1953 Before joining Reid, Quinn gen for about 15 years. Prior to that Lewis Shows and other carnivals. Quinn ended his tenure with Buck when that show switched to rails
and became the O.C. Buck-Model Shows.
Quinn, who has just returned reported that the Reid unit would play about 10 weeks in the Do-
minion, including a Coronation week date beginning June 1 in

## Midway Confab

As of Friday (27) the body of |trailer business this summer.... As of Friday (27) the body of
Albert Martin, o-owner of the 20th Century Shows, who was friends at the Florida State Fair, killed February 15 when a DC-6 crashed into the Gulf of Mexico
near Mobile, had not been found. near Mobile, had not been found. Parts of the plane were found that it was impossible to con-
tinue the search. E. D. MeCrary, co-owner, and Martin's widow will go out with the show with an experienced staff consisting of
Jess Wrigley, Noble Fairly, Art Signor and Keith Chapman.

Wo put the record straight, the World of Mirth again this year will be back on the midway at
the Central Canadian Exhibition Ottawa. And the Conklin Shows will be back at the Central Ontario Fair, Lindsay. In fact the Conklins will come back to Lindsay for the next 10 seasons
as the result of a recently signed as the
pact.

Joyce and Jim Stout, of 20th Century Shows, have joined their son Melvin, a Marine at Key
West, Fla., for the balance of the winter....Louis Weiss, while in Florida, spent a couple of weeks lining up talent for their - irl and posing shows that will be on Blue Grass Shows this season. Madeline is working night clubs during the off-season.

Mike Engelbrink, Detroit, recently sold his truck and busines to Red Horwitz and, following a
vacation, plans to go into the

## HANKY PANKS

Il's still the Same . .

 Nome Moechanical Buckets ore spot the Spot
Bhat else cam ling back. Well,
way? Hanky Panks WRITE FOR CATALOG by OARDS \& SONS


TENTS-SIDESHOW BANNERS COHCESSIOH TENTS FLAMEFOIL FABRIC

Bernie Mendelson-Charles Driv
OH enry hry


## PIKE KIDDIELAND



die ROBERT GLOTH


Tampa, including Anata Hays, Grace MacDaniels and W. Page.
Venus also recently cut up jackes with Jimmy Boker, Billie Dirk, Frances Zabalosky, Jimmy Helman and Mr. and Mrs. Sam Holman.
W. A. White reports novelty oncession operators at the New Orleans Mardi Gras did okay and most plan to be back there next yhite renewed acquaintance with a number of showfolk including A. Hymes
J. C. Admire, veteran show with , pens that he is no longer .. Mr and Mrsee Vally Shows. the Brookfield, Ill., game firm arrived home from their Florida in Top Banana both decked out in coconuts. While in Tampa, Ray joined the Greater Tampa Showmen's Association.
Charles Walpert is recuperating from an illness. He was County Fair and National had a concession... Madame played the Riverside Anthony played the Riverside County in Indio, Calif. They were on the Frank W. Babcock Une United Shows midway. Their next date
is the National Orange Show in is the National Orange Show in
San Bernardino, Calif... Warren McManus was on Catif... Warren McManus was on the independent
midway at the Riverside County Fair and National Date Festival in Indio, Calif., with his eating stand.
Earl Monte and Princess Arlene, mentalists, info from Pittsburgh that they are keeping busy with one-nighters in Ohio and Pennsylvania but are getting set to hit the outdoor road again this
summer after a year's absence

Shep Blumberg and Tommy Carson, co-chairmen of the Miami howmen's Association memberhip committee, report 59 new Beside the chairmen, Paul Prell Max Sharp and Rennie Glasss setting their sights on gold life membership cards in return for signing 50 or more members. ..
With the Prell's Broadway Shows With the Prell's Broadway Shows
playing close by, many members playing close by, many members
from that organization have visluding Miami clubrooms, in Finnerty, John Hoffman, Jack Ressell, Johnny Miller and Mac Prell.
Paul Sprague announced that he will again be general agent of the Happyland Shows.. ... Frances Deemer will again have a mitt
camp with the Royal American Joys, J Mercer and C. R Joyce, of the King Reid Shows, Were New York visitors last week.
from houis Russell is recovering from his recent heart attack
altho still confined to a hospita altho still conf
in Cocoa, Fla.

Ben S. Allen, of Posters, Inc has been mixing business with pleasure in Florida during the last three weeks. He spent a day
as guest of Frank Wirth on the as guest of Frank Wirth
New York booker's boat.

Anna Louise Daniels (The Gir With the Green Hair) and Barbara LeMay have joined the C. A ing Florida fairs.

Forrest C. Swisher, who win tered in Texas and Mexico, is in quarters of the Parada Shows at Caney, Kan. He will again have
his confection trailer with Parada his confection trailer with Parada
this year, as well as five joints he is framing. . . . Gerald Thorne Jr.
. son of Kay and Jerry Thorne. Strates Shows, has enlisted in the air force and is stationed at Sam-
son Air Force Base, N. Y. The son Air Force Base, N. Y. The
Thornes are wintering in New Thorne

Earl Purtle is getting ready for another season with his Motor Amusement Park beginning April 4. Earl, who has been in Tampa
with his wife, Ethel, reports that with his wife, Ethel, reports that both are feeling well and looking
forward to a good season at the
park if the weather will only park if the weather will only
behave. The Purtles also have units, including the Motor Drom
on Getlin \& Wilson Shows.


WANT-UNIT NO. I-WANT
14 OUTSTANDING FAIRS, INCLUDING NEBRASKA STATE FAIR
SHOWS-Want Manager for Side Show. Have first class equipment, including banners. Capa ble Manager for Girl Revue and Posing Show, have Wagon type fronts. Must have talent, wardrobe and sound system. Will book Animal Show, Mechanical, Mickey Mouse, Unborn or
any show of merit. Must have their equipment and transportation. Low P.C. any show of merit. Must have their equipment and transporta
CONCESSIONS-Hanky Panks of all kinds, especially Long Range Shooting Gallery. No Mitt Camps.
HELP-Ride Foremen and Second Men for all rides, Wheel, Jenny, Tilt, Fly-O-Plane, Cat, Octopus, Rolloplane. Must drive semis and have chauffeur's license. Good pay and bonus.

## WANT--UNIT NO. 2-WANT

25 BONA FIDE CELEBRATIONS AND FAIRS
SHOWS-With their own equipment and transportation, Side Show, Monkey, Mechanical, Fun house or any worthwhile attraction.
RIDES-Boat, Spitfire, Rollo-Plane.
WANT Electrician for transformers, also Man for light towers and searchlight. The following people please contact me: Red Hodge, Luther (Ferris Wheel), George Stedman, Sterling Johnson
WILLAM T. COLLINS SHOWS, 801 E. 78th Street, Minneapelis, Minn.

## Mighit 1 W. R. GEREN: Presents min

WANT WANT
WANT

Fide Foremen and Second Men for the following rides-Wheel, Merry-Go-Round, Flying Scooter, Octopus, Spitfire, Tilt-A-Whirl. Top wages and every Wednesday. Want Man and Wife for se 1st and 10th. Drunks and chasers, "No."
SHOWS-Have booked Girl, Fun House, Monkey; all others open, percentage very reasonable; write. CONCESSIONS-Have booked Bingo, Corn, Snow, Cotton Candy, Six-Cats, Buckets, Long Range, Age and Weight, all other Hanky Panks open write
This show plays Indiana only and knows when and where to go. Nine fairs and five bona fide rite.
W. R. GEREN, Box 29

## METROPOLITAN SHOWS

## AMERICA'S NEW RAILROAD SHOW

Definitely on rails
 Caterpillar and Mule Drivers, vasmen who cans sew on big chatkers. wiop.


RIDES Will book or buy Octopus, Dark RIDES Will book or buy Octopus, Dark
Ride, sco $\begin{aligned} & \text { seoter and other Rides not } \\ & \text { conflicting. }\end{aligned}$ $\qquad$ Operators for Snake Show, Class
House Fun House, Unborn and
 Iimmy and Helen Watts, contact immediately. Scotty from Scotty's Highland Broadeasters, contact.

> R. C. MeCarter florence. s. c. PHONE 4467

## W.G. WADE SHOWS

## Now Contracting

 RIDES SHOWS - CONCESSIONS For our 1953 Season

## WANTED


PETE TALMAGE
SIDE SHOW AATS

 Epiil mexth

> CARNIVAL WANIED
> SPONSOREL BY $\begin{aligned} & \text { 2-3-4 } \\ & \text { CHAMBER OF }\end{aligned}$
COMMEREE-LICKINC, MISSOURI
> ALBEECONTACT:
LICKING, MO.
LR.

## swinmsions

## WANT Carpenters, Sign, Pictorial and Flat Painters. For 1953

 season, opening April 9, Washington, D. C. CAN PLACE one more new and novel Grind Show. Big Illusion Show, sit-down type, that isn't sold as a freak show.WANT Operator for three large Searchlights, Help for new Pretzel Ride, Tractor and Truck Drivers, Porters for Sleepers and Coloren Train Help.

## JAMES E. STRATES

Winter Quarters, De Land, Florida,

## WANTED <br> STATE FAIR \& GREAT WESTERN COMBIIED SHOWS

 Fzvz=w = waw
R. D. (MAC) MeCOLLIN, Owner and Manager 261 EAST 2TTH SOUTH, SALT LAKE CITY, UTAH

## NEW ENGLAND AMUSEMENT CO. WANTS

## Opening in April

RIDE FOREMEN FOR JENNY. WHEEL, OCTOPUS AND KIDDIE RIDES. TOp Wages and bonus. One good show to feature. Two Men to up and down Concessions. Will
give yous good Mean Hor Sound Truck. Mrs. Kann can place Men and Women
Concession Agents on Class Pitch, Balloon Darts. French Fries and Cigarette Block.
All replies to 60 Parkside St., Springfield, Mass.
P.S. Committes in New England-We have some open time. We carry seven Rides
and all clean Concessions.

## attention <br> PROMOTERS AND COMMITTEES



Concession-Cirus-Carnival AMERICAN TENT \& AWNING CORP. BILL SANDERS

## INTERESTED IN LaRGE CARNIVAL

Rides for our 125th ANNIVERSKRY. A homecoming ovont featured by daily parades to be held the week

of Kugust 17th to 22nd. 1953. Contact MICHAEL DI MICHELE, GEN. CHAIRMAK 607 Main Street, ML. Pleasant. Phone \#2370

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## 

## PICNIC IN THE PARK 2,000 Attend Miami Group Annual Outing

## MIAMI, Feb. 28.-Judged by $\mid$ Mrs. Mickey Gallo, Abe St



## Eastern Preeming Shapes Up

## - Continued from page 66

in April. If they were all to decid
to come up the Eastern Shore, the
Pennsylvania Railroad could prob
ably declare an extra dividend. Pennsylvania Railroad could prob Right now it looks as tho hardy
Ben Wolfe and his Wolfe AmuseBen Wolfe and his Wolfe Amuse-
ment Company, scheduled to open March 29 in South Carolina,
be battling for first be battling for first honors
probably a case of frostbite. York City lots April open on New the next few weeks 3, can spen weather akin to the balmy atmos phere that has prevailed here the

Prell to Fayetteville Some of the perennial opening add up to money in the bank Prell's Broadway Shows will star their regular season at Fayette ville, N. C., a kick-off spot for that
organization for many years. Army pay rolls and first-in status make fire proposition.
Ross Manning has found his
early openings in the South during the past couple of years lucrative
His shows get under way April ville, N. C., good country, wel The ice-breaker in the North which get under way in their native Vermont toward the end of stop operating. Art Lewis will be back in action as a No. 1 guy head-
ing up John H. Marks Shows The opening dates, perhaps a series of three, will be in RichH. Marks long ago found the key to prosperity in Richmond and the of regional success to Lewis.

Augusta Focal Point.
because of its proximity to the hydrogen bomb plant site and, in
show circles, because last year set some kind of a record in har-
boring carnivals, will have Lou

## Bill Collins Sets

- Continued from page 66

Days, St. Louis Firemen's Celebration, Crystal Frolics, St.
Cloud July 4 event and the Hopkins Raspberry Celebration. Adds Stockdale
for the No, Staff for the No. 2 show has
been augmented by the addition of Floyd Stockdale Jr., as assist ant manager to Gus Pappas, who agent and Bessie Pappas secreE. W. (Slim) Collins, general
agent and assistant manager of
the No. 1 org, is expected to arthe No. 1 org, is expected to ar
rive here in winter quarters March 1, following a Florida va-secretary-treasurer of the first
unit Work will get under way March 15. George Gasink, James are on hand getting quarters into shape for the bigger crew.
Recent visitors here included Charles Carroll, owner of Veteran United Shows; Al Thompson,
secretary of the Willmar, Minn., fair; Stan Muckle, secretary of Mr . and Mrs. Stanley Warwick, Wolf Shows, and Bill Dobson, co-
owner of Dobson's United Shows.

## Action by June 1

## The building, 25 by 100 feet is

 Times Square. It would be simple matter for the club to carry it, Hamid said, pointing to the revenue earning possibilities of the
ment.
The search will continue for more suitable structure, but if one
is not found by June 1, and the board of governors cannot agree then the Eighth Avenue building
Altho opposition to purchasing
building has grown since the Hotel fell thru, many of the opposing group yesterday said they ority.
The sale of home fund bonds, $\$ 8,000$, slackened off when the Sharon Hotel deal fell thru. Stanley W. Wathon, the biggest
bondholder, said that he had lost interest in the project and would deemed.

Riley's Dumont Shows and Vivona Bros.' Shows in there next week.
Patrons can have a choice. Last year, according to all reports, owners could count hands in polling her patrons. The big bomb cenmedium size bust. Bill Page's Mighty Page Shows get under way at Hinesville, Ga., next week to catch a Camp
Stewart pay roll. Morris Hannum will kick off near Philadelthe first to seek shekels in that metropolitan area.
F. E. (Bernie) Spain has the Page Amusement Company under
way in Columbia, S. C., and George way in Columbia, S. C., and George
Clyde Smith is set to go the latter Clyde Smith is set to go the latter
part of April in Maryland. Frank get started the end of this month,
and Rocco Massuci's Virginia and Rocco Massuci's Virginia
Greater Shows will preem in Suffolk, Va., about April 1.

FOR SALE


WAN ride ${ }^{\text {a }}$ RIDES
Round Fuoll season Fork in and aro
Cleveland. No long jumps.
Two for Ferris Wheels, Merry-Co-Round,
Kiddie Rides. Best of working conditions
and wages.

## A. J. Sunny

 AmusementsSouthwest Amusements


WILLIAM T. TUCKER
HAROLD EUTAH
WANTS AGENTS

FOR SALE-Calumet Poparn Trailer,


WANT DROME RIDERS
気
f. e. Egbert


FOR SALE
G-12 Miniature Streamiline Train, perfeet
condition, made by Miniature Train co.
Capacity 20 chlididren, 600 feet of tractic.
BOX MY144, BLLBOARD

## Winter Ouarters

## Eastern Amusement

FARMINGTON, Me., Reb. 28. -The recently purchased winter quarters are a busy place these building on the main highway between Lewiston and Portland, Me., and is the scene of much painting, repairing and rebuildcessions. ticket boxes and con
M. S. Earl and C. R. Ross, org's co-owners, have purchased one new ride, two more trucks, a
large new beano top and are enlarge new beano top and are enlarging the cookhouse. All trucks haul job. Show has again signed the
Houlton, Me., July 4 celebration and the Union Fair, both repept engagements. Earl and Ross recently returned here from a Chi-
cago trip. En route home they cago trip. En route home they
stopped off at the Allan Herschell Company plant in North Tonawanda, N. Y., where they made a tour of the factory with Dick Henderson. Mrs. Earl also made the trip while Mrs. Ross remained vised the operations.
Current plans, in addition to a trek of the Maine area, call for an invasion of Canada. Mr, and Mrs. E. Perry are frequent visitors here and will again manage da Perry will also join following the close of school.-HELENA

## Tennessee Valley

WASHVILLE, Feb. 28.door painting and repairing, and Work is progressing on schedule. plete overhaul and paint a comcluding installation of new cables, reupholstering of seats and a new motor crankshaft. Work on the Chairplane and Kiddie Auto has been completed. Paul Cross, Ferof quarters. Show colors this year will be orange and blue.
Manager Meadows Manager Meadows purchased an Imperial Sparton trailer and presented it to his wife, Una, as
a birthday gift. The ${ }^{\prime}$ marquee is being enlarged and additional lights are being added. Elmer
Reid, Mack Hoge and the Cooke family reported that they will arrive soon. Manager Meadows trip on which he inked five fairs and a July 4 spot. Show opens in Clarksville, Tenn.. April 11.-
G. \& B. Rides

PARKERSBURG, W. Va., Feb. 28.-Things are shaping up for the April 3 opening in Mason City, la. The ride boys have
been busy and have most of the devices ready to hit the road Clifford Mitchell, Oscar Raymond and Steve Mitro have handled most of the painting and epair.
New additions include an Octopus, Merry-Go-Round and a new
tractor-trailer. Owner George Broas arrived here recently from a booking tour and reported the show is now booked solid, including six West Virginia fairs.

Tivoli Exposition
JOPLIN, Mo., Feb. 28--Several and the building and at work of equipment is under way. The Tilt-a-Whirl is being brought back Mrom the factory at Faribault, Minn., where it was overhauled A new truck has been purchased
to haul the transformer wagon. to haul the transformer wagon.
General Manager H. V. Petersen reported that he has contracted with W. H. Kennedy to produce the $10-\mathrm{in}-1$ and a girl revue Axel Bendixen, former owner that he will not be back in the States for some time. He has been
ill of the flu and doctors have ordered a rest of several weeks for him. H. M. Booth, business mansome spring booking details for the show. The show will play
Kansas defense territory and military installations until celebration

WIIL PAY CASH
ELI WHEEL
TWO KIDDIE RIDES F. HOLLINGSWORTH Hawkinsville
Phone: Ga. Ga,
Geo

## Bob Hammond

HOUSTON, Feb. 28.-With all equipment repaired and reMarch 6 opening here. Owner Hammond has purchased a Coaster, which the factory is ex pected to deliver about March 14. Ferris Wheel. Show will carry twin wheels this year, bringing the ride line-up to 14 .
Bob and Ruth Young recently entertained the following at thei home: Mr. and Mrs. Bob Ham mond; Mabel, Gloria and Gene Mrs. Whitey Rumley, Mr. and Mrs. Curley Reynolds, Mrs. Eddie Clark, Mr. and Mrs. Barnes Clare, Jack and Virginia Roy Grey Roy Grey. Buffet dinner wa
The 1953 route carries the show into Kansas for the first time Lots of new canvas has been purchased. Jimmy Carsen will return as concessions manager.
Loretta and Whitey Fowler had Loretta and Whitey Fowler had their Buick stolen during the re
cent Fat Stock Show date cent Fat Stock Show date.
cluded Mr. and Mrs. Jim Moran Happy and Marie Taylor, Harry Violet, Bob Stevens, Ralph Miller Alex and Lee Downing, Mr. and Mrs. Jimmy Beyers, Mr, and Mrs Adis Cannon, Mr. and Mrs Frenchie Bouillan and Mr. and The sick list has included Mabel and Gloria Hammond, Virginia Barnes, Alice Snecht and
Mr and Mrs. Jimmie Carlsen. Mr and Mrs. R. L. Barnes attended the Mardi Gras in New Orleans, -MRS. V. BARNES.

## Virginia Greater

SUFFOLK, Va., Feb. 28.-Tony artist. Frank Hoined as scenic of the Harrison Greater Shows visited and purchased a kiddie ride. He was a dinner guest of Manager Rocco Masucci and was
treated to the show specialty meat balls and spaghetti. Bob Millikin with his assistants, Jimmy Tomas and Horace Stewart, is rebuilding one of the rack trailers inder van. Bill Penny is still of a stroke suffered before Christmas. Newcomers to concession row this year will include operators of a Bill Jones bingo, Arthur Chrispitch, who will have' a duck pond. pitch-til-you-win and dart bal-
loons, and J. C. Weber with photos and cotton candy.
Tony Buzzella reports he will arrive in plenty of time for opening with popcorn and candy apples. Tony winth season be starting his quarters and booked his Unborn H. W. (Hap) Arnold, The Bill-
Hrab joint. Word from board and mail agent, is that he is readying his string of conces-
sions at his Tampa home. Charles sions at his Tampa home. Charles
(Hi-Striker) Drake pens from his Jersey home that he will arrive here about March 15. Mrs. Roceo Masueci, accompanied by Mr. and Mrs. Philip Minella, spent a few days in quarters before journeying and Mrs. Minu Masucci.

Rogers Bros.
PELICAN RAPIDS, Minn., Feb. cently returned from an extended booking trip and reported that a fine route has been lined up. The nesota and two in North Dakota Also set is the Water Carnival Bemidji, Minn., four June cele brations in North Dakota and the Kound-Up Days at Cambridge Minn,
pected to get under way is ex week. The show will carry fiv light towers this year.

## James H. Drew

DUNBAR, W. Va., Feb. 28. Preparations for the new season are in full swing at quarturs un-
der the supervision of J. Chadion The new electrical system is near completion. All rides and trac tor-trailer units have had a complete overhauling and painting Four new shows are being built
Prof. Willie Bernard will have hi attraction on the show this year attraction on the show this year
Owner-Manager James H. Drew Jr . visited quarters several times in recent days and reported the show will play 16 fairs and
celebrations.-EULA DREW.

## California's Biggest Spring Event NATIONAL ORANGE SHOW

March 19th to March 29th inclusive SAN BERNARDINO, CALIF.

250,000 Aftendance-Fair Grounds-Close in-Plenty of Parking and Transportation NOW BOOKING SHOWS AND CONCESSIONS. No PC, Flat ties or Gypsies.
CRAFTS 20 BIG SHOWS, INC.

# Frank W. Babcock United Shows <br> WANT <br> WANT WANT CALIFORNIA STATE FAIR 

CLASS SHOWS OF MERIT WITH ATIRACTIVE FRONTS

## Must be qualified for State Fair midways.

## SAN DIEGO COUNTY FAIR

CONCESSIONS-Legitimate Only. Calif. June 26-July 5, Inc. ${ }_{\text {Count }}^{\text {Del }}$ Stores Need Not Apply FRANK W. BABCOCK UNITED SHOWS
Los Angeles, Calif. $\begin{gathered}\text { Permanent Office: Baltimore Hotel, } 501 \text { South Los Angeles St. } \\ \text { Telephone: }\end{gathered}$ TRinity 5941

## AMUSEMENT COMPANY OF AMERICA

## WANT FOR SEASON OF 1953

Will furnish outfits for new and up-to-date attractions that do not conflici with what we have. Want Side Show with or without own outfit. Also Girl Show with or without outfit. Also want Fun Houses, Monkey Show.
Interested in major rides that do not conflict. Want Dark Ride.
Will book Frozen Custard for the season.
Can place Help in all departments. Especially want Train Help and Second Men for rides.
Aso Boss cannamm
Have opening for A-1 Office Man.
Have consecutive fair route starting August 4 and closing at Beaumont, Texas, on October 24. This includes the Illinois, Iowa and Alabama State Fairs.

Address PAUL olson
P. O. BOX 939, RIVIERA BEACH, FLA., until March 5; then BOX 414, HOT SPRINGS, ARK.

ANNOUNTCING
THE BILLBOARD
195.3 SPRING SPECIAL
coming in the April 11 th issue

- 1953 Fair Dates - complete, 1 - Rodeo Dates. authentic list of more than 2,000 1953 Fairs in the United States and Canada.
- 1953 Amusement Park Directory.
and more than a dozen practical, timely special feature articles.


## WANTED

 P. $\mathbf{D} . \mathbf{K I E L Y}^{2}$


## TWO NEW GAMES



wanted
Rides or Carnival
American Legion, Merrill, Wis., July 2.5
Afte ond Fireworks ire sentracted
C. A. STEPHENS SHOWS
want for volusia county falr at daytona beach, march 9 to 14
Slum Stores, Gadget Workers, Novelties, Hat Bands, Bumper, Fish Pond, String Came,
Shows-Can place Colored Minstrel for here. Rides-Place set of Kicdy Rides for season. Booked solid untic Thanksgiving week.

ANSWER TO CAINESVILLE, FLA., THIS WEEK.



You'll get more return for your money. ...
show more profits. . . with our RIFLE SPORT show more profits . . . with our RIFLE SPORI
and CHALLENGER. and CHALLENGER. Write today! A.B.T. MANUFACTURING CORP A.B.T. MANUFACTURING CORP
His N. Kedzie Ave., Chicago 12, ill

Missouri Show Women's

## Club

115 Chestnut St., St. Louis
ST. Lours, Feb. 28.-Thirtyone officers and members played
bingo and canasta Thursday clubrooms. Joan a social in the
 Ida MeCoy reports Verna
Schantz and Daisy Davis are ill. Faye Davis donated a check tions received from Jane Bunting, Lotis Fecracis, Estele Regan,
Verna Schantz, Ida MeCor, Nora Gdynia, Chara, Campbol, Noaly
Prevost,
Elsie Cobb, Norma Lang, Gertie Lang.
Betty Hutchinson, Babe Weinstein, Gertrude Donnelly, Margaret Lohmar, Helen Tremain, ise Howe. Mininiegy Quillam, Virgin
ia VonBrehren ia VonBrehren, Rose, Brown Lela Graber, Nora Hopfinger, Scordias, Jeanete Dawson, June
lene Sart and Arlene Sidenberg.
The club sent flowers to the funeral of Bob Seery, who died
February 15 . He was the husband of Pat Seery. Letters were re-
ceived from the Miami Madaline Regan.


KIDDIE FERRIS WHEELS


## 322 Nolan st

## MERRY-GO-ROUND <br> or type, 24 horses, 2 chariats, com plete ride, $\$ 5,250.00$ F.O.8. <br> 

Concessions For Sale


Forrest
Box 125, Coney, Kan.

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## Club Activities

## Michigan Showmen's Association

3153 Cass Ave., Detroit
DETROIT, Feb. 28 - Louis H the chair at the Monday (23) meeting, assisted by Harry B
Letzer, the MSA attorney, First Vice-President Fred Silber and
Third Vice-President William Zakoor. Other officers and directors present were Louis
Rosenthal, Robert Morrison, Sam
Ginsturg, Sam Maltin Hary Ginsburg, Sam Maltin, Harry B.
Letzer, Jack Dickstein, Herbert Letzer, Jack Dickstein, Herbert
Pence, Ben Miller and Lloyd
Wester Westerman.
Ned Torti and Mike Tisser from man of the sick committee ChairKotzen, reported that B. Geritz has been released from the hosLarry Fallon is ill in Akron, and William Zakoor reported that George Kane has the flu.
Ben Miller announced
tickets for the St. Patrick, that party are going good, and he ex-
pects a big crowd on the evening pects a big crowd on the evening
of March 14. Sam (Pork Chops)
Ginsburg is handling the penny Ginsbur.
parade.
parade. The president appointed Harry new committee, to be known a the special activities committee. L. Maltin is back after sever
months' visit in California.

Hot Springs Showmen's Association De Soto Hotel, Hot Springs, Ark. HOT SPRINGS, Feb. 28.-At the
February 19 meeting it was deFebruary 19 meeting it was de-
cided that the club would again sponsor a baseball team. Brother
Waldron, who handled the team
last year which won the State championship, was again appointed
manager. Among new members taken in were Guy $\mathbf{C}$. Dodson and
Charles Levine, both here for the baths and races.
ment committee, reported that thment committee, reported that the
memorial would be erected in
Showmen's Rest by April 10. AtShowmen's Rest by April 10. At
tendance at recent weekly meet ings has shown sharp gains. Chair-
man Fonoflio, of the house committee, has been working on sev-
eral social functions. A large num ber of members attended the re
cent, Elks Charity Circus at th
Boys' Club. The show membership was shocked at new
of the death of Brother Alber Martin in the plane accident over

## Showmen's League of America

CHICAGO, Feb. 28. - Ned Torti, second vice-president, pre
sided at the opening of the Feb ruary 26 meeting, then vacated
the chair and William Carsky the chair and William Carsky,
treasurer, assumed the gavel. A moment of silence was ob-
served in memory of members served in memory of members
Robert Seery, Irving Grossman
and Albert Martin and Albert Martin.
Joseph Shapiro was reported
as discharged from the hospital and improving. Billy C. Williams
and Frank Daniels were reported and Frank Da
still confined.
Stephen N. Mac Eachern and joseph Godin were elected to membership, with the members
credited to Dat Marco and Patty
Conklin. Conklin.
In attendance after extended
absences were Jack Duffield Sam Beyers, Sam Solomon, WilHarry J. Taylor.
Members sang "Happy Birth-
day" in honor day" in honor of Walter F. 82d birthday.
A St. Patrick's party will be 17, with a committee consisting Mel Harris, Harry Taylor and

## Ladies' Auxiliary Hotel Sherman

Mrs. Mae G. Taylor, president, presided at the Thursday (19) meeting. Other officers present vere Mrs. Frances Berger, second
vice-president; Mrs. Carmelita
Horan, treasurer, and Mrs, Elsie
Miller, secretary, Mrs, Margaret $\frac{E}{8}$

Lone Star Show Women
Club of Texas
DALLAS, Feb. ${ }^{28 .}$ - Vice-
President Edna Hacker called the Monday (23) meeting to orded the in
the absence of President Millie the absence of President Millie
Hudspeth, who was in San Hudspeth, who was in San
Antonio at a stock show. Minutes
were read by were read by Corine Greer, isince
Secretary Grace Tinder is still on vacation.
Reports attendance showed a capacity
dinner. The February 19 dinner. The meal was prepared
by Martha Moss, Corine Greer, Betty Harris, Edna Hacker,
Francis Palmer, and Billie Wyatt,
Hen Hostesses included Gonny Allard,
Juel Conners, Rene Juel Conners, Renee Gordon,
Francis Palmer, and Billie Wyatt. Madeceline Chambers is back at
Bay and
 Smith is ill ago in, and Marjorge
Maxville has been confined to her home for several days.
St. Patrick's Day open hous St. Patrick's Day open house
and dance wwill be at Fair Park
Pavilion Mar and dance will be at Fair Park
Pavilion March 14. Red Kearns
is negotiating for a is negotiating for a band. Plan-
ning decorations and refresh-
ments is the ments is the and refresh
committee: Betty committee: Betty Harris, Renee Gordon, Erma Meek, Milliie
Cepak and Alyne Morency. Cepak and Alyne Morency.
New members and
William Ball, B. M. Edna and William Ball, B. M. M. and And
Bishop, Jewel Bunch, Jack and Evelyn Kane, M. G. Dillin, Cornelia and Earnest Reeves. bers fors and committee mem-





## Show Folks of America,

145 Turk Altho Monday (23) was a holiday 78 attended the meeting. Whit Jinks, reports ticket of the are fi- far
above any previous above any previous year and
members are donating many
prizes.

## The 14 who attended the board of directors meeting voted unani- mously to have the

 the cemetery committee take up he option on the additional 300 ica has been holding for five-years. President Jack Christensen, one of five showmen to
pledge $\$ 100$ for the new plot in
Showfolks. Rest, check to Harry G. Seber, chair-
man man of the cemetery committee.
One of the visitors at the club meeting was Harry Golub, gener-
al agent for the Clyde Beatty
Circus. mans. John Provenzale, chairhis assistant, Sam Landesman,
announced that next night is Spanish Night, whe Mexican dishes will be featured

## Filograsso gave the invocation. Following the

 Following the meeting, a number of the ladies attended the 40th anniversary celebration of Correspondence League.
rom Lillian Woods, who is revive ing her sister, Nan Rankine, in
Florida, and from Viola Moore Florida, and from Viola Moore, first vice-president, also in Flor--
ida. Greetings were received from Evelyn and Margaret Hock, Grace Goss, and from Louise
Donohue, in Honolulu. Ida Chase s planning a trip to California. Ann Sleyster, chairman of rebroken toe. Rose H. Page, Los
Angeles, and Etta Angeles, and Etta Henderson,
Paris, Tex., are down with a Paris, Tex., are
virus infection.

Pacific Coast Shown Association 1235 South Hope Street
$\qquad$ H. (Moe) Levine, Feb. 28. - M (16) meeting with Al Weber treasurer, on the rostrum along with Al Flint, executive secretary Fho was substituting for Dave Two new members, Nathanie Guthrie and Edmond Bisson, were voted into membership.
It was announced that It was announced that. the
nnual Showmen's Day at the annual Showmen's Day at the
National Orange Show in San Bernardino would be March 24. to the group A show-within-a-
show will be held with the proceeds going to the club. Doc McCullough was reported ecuperating following a serious mess. Mt the City of Hope in
mend at the uarte. Clyde Gooding is resting Behrin's ${ }^{\text {a }}$ Memorial Holation at
Hospital in Glendale. Visitors are allowed
on Wednesday. Frankie Fay. Frankie Fay introduced guests Brother Pasquel, of Miami, and
Brother Schelly of New York. Sam Ansher won the drawing. Ladies' Auxiliary Co-hostesses at Edith Hargraves'
party recenty included Lucille
Do Dolman, Faye Prosser, Olga Web-
ber, Peggy Forstall, Blanche Henderson, Opal Manly, Norm
Burke, Rose Rossard,' Esther Car Iey, Jetta Clancy, Marie Tait,
Doris Stoltz, Ruth Wolf Woods,
Trudi DiSanti, Charlotte Cohen, Jrudi DiSanti, Charlotte Cohen,
Julia Smith, Elsie Zuker, June
Hargis, Mary Taylor and But Hargis, Mary Taylor and Ruth
Shafro. Leona Cook handled the photography for the day. Ninety.
eight guests were on hand.
Bingo and canasta were played following dinner and are 56 played were awarded. Ampong winners
were Ann Doolan, Opal Manly, Jessie Loomis, Ruth Wolf Woods,
Grace Merkel, Doris Stoltz, Leona Grace Merkel, Doris Stoltz, Leona
Cook, Esther Carley, Hazel Moss, Marie Frost, Lee Strum, Glady, Mackey, Edith Walpert, Ruby In charge of bingo were CharForstall, Julia Smith Tand Meggy
Fmary Taylor. Door prizes went to Ann
Doolan, Trudi Di Santi and Nor-
ma ma Burke. Bank night was wor
by Faye Prosser, Leona Cook and Edith Walpert's guest.
The box social, with Nina
Rogers as chairman for the auxRogers as chairman for the aux-
iliary, and Sammy Dolman for
the PCSA proved On Nina's committee wig success garet Farmer, Clara Mortensen
Pearl Archer, Lucille Dolman and
Leona Cook. Edith Walpert was treasurer.
Judges were Harry LeMac, Dan
Dix and Harry Steffen. Six Drizes and Here awarded. Steffen, Sinners
prix
and their themes were Mamie
Butts, Winter Quarters, first Butts, Winter Quarters, first
prize; Leona Cook, Merry-Go-
Round, second prize; Doris Stolze, Round, second prize; Doris Stolze,
Elephant Act, third; Margaret
Farmer, April Showers, fourth;
Josephine Lynch, Horn of Plenty,
fifth; Marie Frent Day, sixth. Nina Rogers was auc-
tioneer and Salentine' tioneer and Sammy Dolman saw
to it that each box purchased had
the correct Decorating the
Decorating the tables were Peonle Cook, Marie Frost and played for dancing: Clara Morensen won the balloon breaking game; Anna Metcalf, featherDlowing; Peggy Steinberg and
Ona LaMarr, blindfold contest. winner of the musiogl chairs the

## Miami Showmen's

## Association

233 W. Flagler St., Miami
Ladies' Auxiliary
Instead of the regular meeting, Entertainment was planned by Ann Tara and Kitty Brown. Many prizes were raffled during the eve-
ning. Hot turkey ning. Hot turkey supper was chairman; Ry Dorothy Karst, co Weiss, Ceasara Buzzella and Nan
Rankin. Mr. and Mrs. Trivisonn

Greater Tampa Showman's Association Tampa, Fla.
TAMPA, Feb. 28.-After openturned the gavel over to Phil Cook, executive secretary of the Miami Showmen's Association, who in-
stalled the new officers. Conducting the new officers to the rostrum were Harry Rubin, C. J. Sedlmayr Mendelson and Dave Swartz, Officers installed were Lloyd Serfass,
president; C. J. Sedlmayr Sr., first president; C. J. Sedlmayr Sr., first vice-president; Sam Gordon, third retary, and Harry B. Julius, treasurer. Installed as the board of Wovernors were Pete Burkhardt, Gaughn, Hal Gene Filardo, Harry Hartwick, Edw. M. Hunter, Harry Hauck, Van L. Jeter, Johnnie I William, Perrot, Glenn Porter, George Rheinhardt, Joe San FraJ. L. T Pat McGee, Tommy Arger and Sam Delaney,
George
George Ringlin, chaplain, reported that Tommy Gough, Charle hospitalized. Ringlin just recovered Them pneumonia.
The club raised $\$ 4,000$ for the emetery fund by the jamboree held during Gasparilla week at the
Florida State Fair. An award of merit was presented to the GTSA rrom the city of Tampa and Mayor Curtis Hixon for the civic work done by the association. During the Tampa Fair, the GTSA held open Lloyd Serfass new
ave an inaugural speech telling his aims for the coming year. He also named committees and, as his first
act, presented Nat D. Rodgers, outact, presented Nat D. Rodgers, outset on behalf of the members of
Ladies Auxiliary
President Betty Rodgers
alled the meeting to order Other officers meeting to order. inial McGee, first vice-president; president; May Serfass, third vice-president; Grace Fillingreasurer. A moment of silent chaplain, whe is ill Ella Stophel, Newly elected me
board of trustees are Mrs of the Sedlmayr Sr., Mrs. Gertie Weiss, Mildred Gordon, May Serfass, Kittie Berkhardt, Lois Sedlmayr, Dolly Young. Kleider, Betty Rodgers, A letter was read from the Dimes, thanking the Auxiliary or the work and money raised.
Myrtle Jeters, chairman of the Myrtle Jeters, chairman of the
ways and means committee reported on money raised during
the Royal Crown showing at Winter Haven, Fla. Oeona Plas, entertainment co-chairman, aninvited to the president's party and dance Saturday (21).
A rising vote of thanks was given the group that entertained
the veterans at Bay Pines Hos pital with a minstrel show. The cast included Esther Young,
Leona Plas, Minnie Yasvack, Mickie Wenzik, Pat Hos, Ura Baress, Ida Rovitz, Jean Davis Winnie Edwards.
Leona Plas presented the
names of new members as fol lows: Leona Miller, Katherine Denton, Dorothy Hill and Thelm Backer. The club now has 516 members.
Margaret Porter, head of the ibrary committee, donated anWarrbritton won the bag donated by Babe Pizarra for the Madeline Daniels Fund. Helen Julius won Monica haress Served refresh

National Showmen's Association

## 4 Broadway, New York

Ladies' Auxiliary (26) was well attended with Prsday dent Dolly McCormick presiding. A card party and supper is scheduled for March 8 at the True Sister
Building, 150 West 85th Street from 2 p.m. until midnight Door prizes and games are included. Members should send their correct addresses to Lillian Elkins, secreletins. Get-together sessions are other than those designated for
regular meetings.

| DAN-LOUIS SHOWS <br> Opening Season in Kentucky May 9, 1953 <br> CONCESSIONS-We need a fow more Concessions, such as Ball Games, Duck Pond, Fish Pond, Pitch-Till-Win, String Game, Bumper, Cigarette Pitch, Lead Gallery, Basket Ball, or what have you? We have no fair contracts pending-we have all we can use this season. SHOWS-Will book Shows if you have something worth while. We do not have gypsies, Girl Shows or Flat Stores. RIDE HELP.-Have opening for two Wheel Foremen, one Merry-Co-Round Foreman, complete Tilt Crew, one Chairplane Foreman. Have 17 trucks to get over road, you must drive short moves. <br> Address LOUIS T. RILEY <br> P. O. BOX 3 392, MIAMI 38, FLA., UNTIL APRIL. 1. <br> P.S.: For Sale-Complete big Hog Show, truck, show top, banners. Coleman, let me hear from you. |
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## Wilson Greater Shows

First Man for Wheel and Merry-Go-Round. Hanky Panks of all kind. Will sell X on Short Range, Mug Outfit. Want Agents for Six Cat. will frame; capable Azents any kind of Stock Store $50-50$ after stock; no nut,
WILL BOOK Set of Kid Rides. Now booking Rides and Concessions for Flagstaff Fourth of July Celebration. Show opens April 27. LOYD (MICKEY) WILSON
204 S. 23 STREET
PHOENIX. ARIZ.

## ALABAMA AMUSEMENTS

42 WEEKS 42 WEEKS
OPENHG IM MOBILE, ALABAMA, MARCH 9TH, close december 6


 Ilames Short, contact.) WANT: Truck Mechanic and Electrician. Must have tools
and references. Reason for the above is that we never lose Monday nights. Write
or
. W. PEPPERS, P.o. Box 337, Mobile, Alabama

## CAVALCADE OF AMUSEMENTS

capable Operator for Class House and Fun House. Hohnny Fone, contact me.I Will Turnish complete Snake Show with banner line to reliable operator. Can place capable
Train Master. Also Foreman for Octopus. Have operiings tor a few more Hanky Pank Train Master. Also Foreman for Octopus. Have o
Concossions. Want Man to handie lig Show Front.

FOR SALE-High Ball, good condition Stored at Mobile. Ala, $\underset{\text { Box } 66 \text {, MOBILE, ALA. (Phone: }}{\text { Ad.9553) }}$ )

## GREAT SUTTON SHOWS

OUR 5OTH ANNIVERSARY-ALL NEW BUT THE NAME

 . M. SUTTON


SICKEL'S UNITED SHOWS
Berlin, Ga., March $\mathbf{7 - 1 4}$
Want Hanky Panks ot all kinds. Will sell "x" on Long and Short Range Calleries
Need small Cookhouse Must be neat and cater to show folks Can place Bingo
Cailer and Ceneral Concession Helo, office owned Popor open Will place few Cailer and General Concession Help, office owned. Popcorn open. Will place few
Flat stores with Hanky Panks that will wwork as instructod. Want Shows with own
outtits Good

## RIDES-SHOW FRONTS FOR SALE



## PERCELL'S AMUSEMENT PARK



CONCESSIONS WANTED
Edinboro Fire Department Carnival JULY 1-2-3-4 Edinboro Agricultural Free Fair SEPT. 10-11-12


AL ADAMS
Edinboro, Penna.

## GIRLS GIRIS

FOR GIRL SHOW AND POSING SHOW Top salary. Also want top Stripper to folure
guaranteed.
Can use
Calary gually Giris, no experience necessary Want Giri Show Taiker. Ticket Seller and Can-
vas Man. Show opens March 14 with Calvacade of Amuse. ment. Mobile, Ala. Write or wire. F. W. MILLER Tropical Tourist Court New Orlean., La.
P.S.: Have Small Girl Show and Banner Line for sale.

## WANTED TO BUY

 USED FLLA STOCKIn good condition. fast colors. red-white and blue. Sizes $3 \times 5^{\prime}$, $4 \times 6^{\prime}$ \& $5 \times 8^{\prime}$, flat pieces, also Flags of All Nations in sizes $3 \times 5^{\prime}$. Contact.

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6225 St. Augustine.
Houston
Texas
United Exposition Shows


 C. A. TERNON, Mgr.


WANTED<br>Merry-Go-Round-will book or lease for season. AMERICAN AMUSEMENT CO 1035 N. Gay Street<br>James Short, get in touch.

## WANTED

Bingo and Popcorn for season.

## DUMONT SHOWS

Augusta
Seorgia

## Carnival Billposter AT LIBERTY <br> \&utumatixi Hox ex. .ay

| Pop-Corn Trailer <br>  1131 East AVe. A. WONNER |
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BINGO MANAGER

Beam's Attractions WINDBER, PA.


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 OPERATORS !IF you need galleries ACT NOW!
Oue to unsettled conditions and present
controis we cannot guarantee availability controls we cannot guarantee availability
on Evans' Galleries later this yeart This is the time to get set for the long haul.
Do es many successtul operators do... Do as many successtul operators do. . $\%$.
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Complete details in our FREE CATALOG
MEDIATE DELIVERY NO WAITING for
These EVANS' Quality LONG RANGE GALLERIES
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## BLEGGASS SHONS <br> FEATURING THOROUGHBRED ENTERTAINMENT

 opeming thursoay, apra 16, owenssoro, ky.CONCESSIONS: Want Hanky Panks (prize every time) of all doscriptions, Class Pitch, Ball Games. Will sell "exclusive" for Short Range, Wonder Bar, Custard, Derby Racer, Diggers without slots, French Fries, High Striker and Novelties. HELP: Want Foremen for Wheels. Tilt, Merry-Go-Round. Help in all departments. Must drive semis. All Address C. C. GROSCURTH, Mgr. OWENSBORO, kY. P.S. Winterquarters open. Plenty of parking space for trailers: lights and water.
Room for painting and repairing.


25 weeks of celebrations-long season of fairs CONCESSIONs opentype games SHOW, Have side Show, Motordrome and Snakes. Want any other
types of Shows tor good show teritory HELP-Want Wheel, Little Diper, Kiddie types
Ride
FOREMEN-Top Wages to reliable men, Must drive. Second Men who can drive for all Rides ODerators for FRENCH FRIES, FLOSS and APPLES, OUR CELEERATION ROUTE STARTINC APRIL 30 WITH PARADES, FIREWORKS AND SPECIAL SHOW HAS 12 RIDES--FREE GATE AT CELERRATIONS. WRITE or WIRE
M. A. BEAM or STEVE DECKER, Windber, Pa.

## WANTED • FREAKS • TALKERS

For Coney Island, New York
5wwo WRITE—PHONE-WIRE
DAVID ROSEM, 4016 Atlantic Ave., Sea Gate, Brookiyn 24, N. Y.


#### Abstract

 


EASTERN AMUSEMENT CO.

LOOK! PARKER DOES IT AGAIN
We have added another model to our famous Baby "O" Jumping Horse Carry-Us-
All., Our new SUERIR 30 FOOT TEN ACER MODEL is more elaborate has
more tha Alla. Our new SUPERIOR 30 FOOT TEEN ACER MODEL is more elaborate, has
more flash and more equipment. Ideal machine for road and Kiddie Lands. TTime
sales arranged. We trade. Prices start at $\$ 5.750 .0$. For particulars phone, wire
or write
C. W. PARKER $\underset{\text { Leavenworth, Kansas, U. S. A. }}{\text { AMENT CO. }}$

Want-GEB Rides \& Shows-Want OPENING APRIL 3RD

 GEORGE BROAS, 627 30th St., Parkersburg, W. Va. Phone 2.1254

## B \& H AMUSEMENT COMPANY

Opening March 18th at Sumter, S. C. All Concessions open except Flats. Can Place Wild Life, Snake Show. Need Minstrel Show People. Come on, Silverman. Sandy wire me at once.

Route 1. Box 45-B. Sumter, S. C.
NEW SHOOTING GALLERY NEW 12 ft . Wide, 8 ft . hich, 2 moving rows with 43 tarkets, 2 pull up rows with 46 targets,
3 rows spinning targets, revolving bells 11 bulls.eyes sob metal loading tubes. Tube

making device $1 / 3$ HP motor. Ready for use in truck or bullding sale price, $\$ 1125,00$. | making device. $1 / 3 \mathrm{HP}$ motor. Ready for use in truck or bulding. sale price, s 1125,00 |
| :--- |
| ERINER GALLERY MFG. |
| 6 (Phone: Plateau 2656) |

## From the Lols

## Bohn \& Sons United

ARANSAS PASS, Tex., Feb. 28. ruary 23 here, (the shows' winter cluding W. E. Johnston, cookhouse and Kidetie Coaster, Hagensack,
ball
game. Kidie Auto, Train ride and Rolo Whirl; A1 Baird and
Jack Riley, a concession and show: Mc Williams, two showis
Dave Kelley. 6 concessions. John Wilson, 1: Billy Dixon, 1; Mickey Goldberg. 1: Mrs. Whitie Dixon
1: Sam Evans 1: Tom Evans, Bud Decker,, , and Mr. and Mrs.
Winn. photos, age, Bazooka and floss.
Sho
plane. Ferris Wheel, Merry-Go Round and Octopus. Manage Speed Wagon on opening day Show will tour thru West Texa
Colorado. Wyoming and Sout Colorado. Wyoming and South will be added in another week as the location here could not ac
commodate all. Jim Moran ha bcen added to the staff and will
assist in some late bookings. Show is operated by Carl Bohn and M ment has been overhauled. Every thing is painted white and
trimmed in blue.-LOUISE
COWERT


SPELHTS FROZEN CUSTARD OUTFIT



## Under the Marquee

## - Continud from page 58 <br> Monday (23). Guest acts included

Will hill, who brought one o
his elephants. Hill also was the subject of a feature story in the Eva May Lewis, still in
Highland Hospital, Highland Hospital, Detroit fo
reatment of broken ankles treatment of broken, ankles re-
ceived in a fall from aerial rigging, writes that she has repaper carried Pleasant, W. Wh. Vary.,
walkout stitt.
walker Russell L. Long, of Morgantown, who says the field is wide open for newcomers in the
stilt business. He and J. W. Hartigan, of Morgantown, are ogether frequently. Hartigan show back on the road soon.
Gene Christian, of Bradenton, Gene Christian, of Bradenton,
Fla., has been operating a net of movie units again this winter.
He'll be back as general agent
for the Beers-Barnes Circus again this summer-... Lockwood Lewis will be leader of the Side Show band on King-Cristiani this edy cycle, closed at Hot Springs
for Lloy Stoltz, He'll make Cincinnati for Cole Bros and Two newspapers in Dallas carried pictures and stories reGainesville, Tex., mentioning Gil Gray. Bailey Bros. and Gainesville Community Circus. Pictures showed the L. F. O'Neal family performers
Bill Garrison, trick roper, visit ed the Slim Girads at Tampa
and the Dave Nimmos at Sulphur and the Dave Nimmos at Sulphur
Springs. He also chatted with Johnny Garber, Wibb Hestrand, Simpson and Ralph Clark during a Fiorida vacation. He's got a
used ar business in Paterson,

## YOUR LAST FAIR WEATHER DATE

And it's a big one. Sponsored by the Colored American Legion The whole community is back of this one.

## March 18 thru 28-West Palm Beach

Will place all Legitimate Games at reasonable privilege. No
exclusives. All eats sold. Will place Shows and Exhibits at $25 \%$.

## FLORIDA BAZAAR SUPPLY

Tel. 8456, R. 1, Box 370. West Palm Beach, Fla. (Can be contacted at Palm Beach County Fair, March 6-14.) P.S.: Those playing this date can follow up with two big weeks with Juggy in Angusta:

## PAGE AMUSEMENT CO.

Now playing lots in the city of Columbia, S. C. Will book Legiti-
mate Concessions of all kinds. Will book Shows, no Girl Shows. mate Concessions of all kinds. Will book Shows, no Girl Shows. PAGE AMUSEEMENT CO.
to Western Union or Phone 2-7143. Columbia, s. c.
PAGE BROS.' SHOWS
Opening Small Unit Guthrie, Ky., Mareh 30
 W. E. (Shotgun) Page, Mgr. Geo. Whitehead, Bus, Mgr.


## COLEMAN BROS.' SHOWS, INC.

14 RIDES
Opening April 23, Middletown, Conn.



Johnny Drabble is back in
Mercy Hospital, Canton, O., for
the fifth operation resulting from a 28 -foot fall from rigging ther in 1937. He's looking forward to ng from friends
Bill Armond, interlocuter on gave his 38th pint of blood at
the Red Cross center in Birming ham recently, qualifying for the center's Gallon Club. Even the 3irmingham Post-Herald while the show was there. John Lawrence advises that Arm
also is director of the show.

Ed Hiler and Charlie Campbel are contracting agents for Circus

Paul Van Pool, Joplin, Mo., fan, has returned from a trek thru Jean Allen and Hed Numblehn Houston. In Gonzales, he talked with Ben Davenport and Tony
Diano. Hopping to Hugo, Okla Van Pool looked iń on Oblart Miller, general manager of the Walters of Cole \& Walters. He and Pete and Al Lindemann in Hugo. Art Miller, agent for K-M, was in McAlester, Okla., taking
Scottish Rites work.

Paul Conaway, Macon, Ga attorney for the shows, and his
family just returned from a 12 day cruise from Tampa to Boston The ship detoured to search fo
survivors from crashed in the Gulf.
Voitech Truoka and his mixed group of lions and tigers head the new bill which opened at the (27). Other acts are Wenzel Kossmayer with his 12 Viennese
horses, E. W. Douglas Kossmayer high-school rider, the Two Valors act; Oliveras Trio, Spanish bar , and Paul Kaska and Com pany, wirewalkers. The Rose Gol aerial trio has bee
the Cirque d'Hiver.
Tony Dianc and Buck Maugh man visited with Orrin Daven port and Clyde Beatty when the
Davenport show played Cleve land under Grotto auspices.
Jo Jo Lewis, clown cop on the Orrin Davenport indoor circus opens the outdoor season Apri
4 at Macon, Ga., with King Bros.Cristiani Circus. Lewis reports
that Eva May Lewis, who fell Febuary 1 from her trapeze at the Getroit Shrine show, is still in Mich. She expects to be released

## Winter Quarters

Cross Road Amusement NUNICA, Mich., Feb. 28.Branam report the 1953 Thelma nearly completed. Winter quar-
ters work begins March 10, with Orville Rector, mechanic, arriv-
ng to work on trucks and the
painting of rides. Lon Bishop, general agent. reports several new Mr. and Mrs. Buck Alsup, Gib-
onton, Fla., and Mr. and Mrs. sonton, Fla., and Mr, and Mrs,
Eddie Herman, Ruskin, Fla., are expected to arrive soon to ready teir concessions for the new
season. Mr. and Mrs. James Friets, Detroit, have been recent visitors,
The show will carry seven rides ing in April at the Vermontville Mich.) Maple Syrup
GERTRUDE PROUSE.

## Georgia Amusement

TOCCOA, Ga., Feb. 28.-A crew
f five men, under E. H. (Bama) Gilliam, acting foreman, has alRound. The show has added two rides, bringing the total to seven.
Most of the concessionaires makng the 1952 tour will be with
he show this year. Hank Stulthe show back for hear. Hank Stulelectrician, and Pat Sulken will
have two concessions. Lewis Riffle will have two, 1
Maxwell, two, and $A$ Toccoa. The route w


## Talent Topics

- Continued from page 58

Herman, of the Los Aeros troupe, is also getting her share of denizens of
jaunts.
Joe Lemke, professor in Lemke's College of Chimps, was a visitor at the Tampa fair where he spent some time with Bobo kins. Lemke, who recently va cationed for five weeks in Miami, infos that he has good bookings
up the time he joins Tom Packs circus for the outdoor placed Bob Gibson in the act, with the latter joining the Lew Christie, clown and high performer, was a Friday (27) to play the Cincinnati Shrine Circus for Cole Bros.' Circus and um date for that organization Jack Andrews, is current sunning himself, in West Palm Beach, Fla,, where he reports he's
doing some night club work. doing some night club work.
Andrews spent the early part of the winter as a game warden.
The Andrews now have two youngsters, Curtis and R.J.

Jerry D. Martin's Three Fearless Stars, high pole performers,
have been keeping busy down have been keeping busy down
Florida way. Following a stint at the Tampa Fair, the trio playStrawbery Festival and are
scheduled for the West Palm Beach Exposition March 6-14 and the Eustis fair, March 16-21. Act
will play fairs for Boyle Wool folk

Marsha Hunt, youngest daugh er of circus manager Harry Hun TV show March 7 . Other acts will include the Six Boginos, foot jug
glers; the Roulettes, roller skaters glers; the Roulettes, roller skaters
and Eva Walker, Spanish web and trapeze.

McConr.el and Moore, jugglers, who recently played Florida State do, February 16-22, and th Tampa Power and Light Show to play a return engagement the Miami Manufacturers' Show March 14-22. February Among acts George Emond, roly boly, assiste Powers. Roller siretersy Sylvia Dogs, and Pedro and Durand, featuring little Pedro.
Speedy Babbs, veteran Globe o

## Out in the Open

- Continued from page 58 of the Los Aeros Troupe, recently caught a 14 -pound bass, prize
winner in a contest. Helen Golden, Side Show operator and owner of the park, has installed more patios and hook-ups for
trailers. Bob Hoffman is now readying Side Show equipment Harry T. Williams, who recently legs in Veterans oration on hi Hospital, New Orleans, would like to hear from friends.
Lee Eyerly of the Eyerly Air visited Larry Feris man, Ore the Frank W. Babcock United Shows on the midway at the National Date Festival in
Indio. Calif Indio, Calif.
Mr. and Mrs. Charles Zemater Jack Zemater, Bill Rosenthal and tors to the Hamid-Morton Circu in Milwaukee, Wednesday (25) The Zematers expect to leave Wednesday or Thursday (4-5) for a two-week vacation in Florida
where they plan to stop off at Tampa and Miami among other owns:
Art Hoard, veteran thrill show Hell Drivers for the past six years, reports he has completed bookings for his 16th season as a sports show announcer. Th Cleveland, March 20-29, and Rochester, N. Y., April 4-12. From Rochester Hoard goes into Koch where he will handle advance tising schedules for 1953. Afte completing his winter booking
activities for Kochman, Hoard journeyed to Riviera Beach, Fla where he has been dividing hi
time between fishing and basking in the sunshine.
Charles Kyle, head of Kyle Pro ductions, stopped off in New while en route to his home in New Haven, Conn., after vaca tioning in Florida.
broken back and is in Cooper Jim Hinckle. Babbs had recently been discharged from a hospita where he had been treated for in
uries stuffered in a fall while set Top "
TV TV show. Babbs expects to be back on the road before long and is accepting summer and fal would like to hear from friends, especially Flo Diacoff and Herbie

Ben Victor and Pat King cur rently in burlesque, have signed St. Paul, to play fairs from July
3 to September 19.

GENERAL AGENT
 BOX D-5
FOR SALE
MOORE'S GOAT ACT
6 White Goats with Props
P. ©. BOX 3784
Kirkwood 22, Mo.

FOR SALE
2 beautiful, complete Grind Stores. Pin
Store and Count Store. Ready to set up. 16 ft . beautiful Velvet.
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Alluminum and Brass.
Plaques.
foredies', and Men's
 Raw Brass
or Poolished


Washingtonon, C . $\mathbf{w}$.

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Watches, Jewelry, Leather Goods, Watches, Jewelry, Leather Goods,
Cutlery... and many other FAST SELLING items.
YISIT OUP MODED DISPLAY BELL SALES CO.

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1107 \text { S. Halstod Chicago, II. }
$$


MIDCET RIRIE

## DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS REGULAR CLASSIFIED ADS.

Set in usual want-ad style, one
paragraph, no display. First
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line, 14 lines to the inch. line, 14 lines to the inch.
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FORMS CLOSE
THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

## ACTS, SONCS E PARODIES your copy reach the publication office, $21 / 0$

## Action comedy parodies introduc





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## AGENTS \& DISTRIBUTORS














 Cair ATENTION, HOSIERY - Low PRICES For


















 GENUINE CUBAN ALLIGATOR BAGS

 States and Canada. Directory.


## ST. PATRICK DAY DEAL

Postage paid anywhere in United States. Consists of one gross each
pipe, hat and plain shamrocks and one gross Irish silk flags. NO C.O.D. SP200-PER DEAL ( 576 PCS.)
$\$ 5.45$

## 


"CARN|VALS' - USE our ADDRESS FOR YOUR MAIL WHEN PLAYING THE PACIFIC NORTHWEST

M. Kind. Noveliy Company
${ }^{100}$ First Ayenue s.

## A N N O U N C I N G

THE BILLBOARD
1953 SPRING SPECIAL
coming in the April 11 th issue

- 1953 Fair Dates - complete, $\mid$ - Rodeo Dates. authentic list of more than 2,000 1953 Fairs in the United
- 1953 Amusement Park
- Dog Show Dates.
- Complete list of Celebrations and Special Events of all kinds.
and more than a dozen practical, timely special feature articles.


A 5^ PRIZE ATTRACTION FOR CONCESSIONAIRES and GIFT SHOPS

Exquisite two-tone cut out design
SOLID LEATHER BAGS
Hand laced and hand carved by
Master Craftsmen. Finest qual. ity imported cow hide; chrome suede lined, adjustable shoulder
$\$ 78.00$ dozen
Send $\$ 13.00$ for $1 / 6$ doz. sample order, shipped prepaid by parcel post anywhere. Write for talog
IMPORT LEATHER GOODS COMPANY
3245 Fremont Ave., So.

AGENTS \& DISTRIBUTORS

- Continued from page 73
 portaiton paid U hustler cornatit.







## REPTILE SHOWMEN

ROSS AILEN'S REPTILE INSHITUTE







BUSINESS OPPORTUNITIES


baseball batting range


# NOW menchad 

YOUR WHOLESALE SUPPLY HOUSE FOR THE MIDWEST, WEST AND SOUTHWEST

OPERATORS \& DEALERS<br>$\qquad$

## 24 HOUR, ONE STOP SERVICE

household appliances-power tools-silverware-jewelry-watches-vacuum cleanersdinette sets! And many other specials.

## OVER 400 FAST SELING ITEMS FOR ALL YOUR NEEDS

SpPClas-spring promotions









Aft.: Add $10 \%$ additional for single items

We have many Famous Name Brands write or phone for further information

Now you can get the big name merchandise your customers demand from this centrally located Chicago house - nationally advertised, brand-new items that sells fast and which are priced to please you. Not only will we give you speedy 24 -hour service, but the merchandise you order is the finest made and backed by our guarantees. We have a terrific line-the one you want. Prices that please you. Write in for our confidential price list.

WE SELL WHOLESALE ONLY

## STEINBERG-ROSS GENERAL MERCHANDISE SUPPLY 628 West Roosevelt Rd., DEFI. BC.53 Chicago 7, Illinois



FOR SALE-SECONDHAND SHOW PROPERTY

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Gs S Mfg. Co. Ngati


## ATTENTION：

MR．CARNIVALMAN． PITCHMAN，

CONCESSIONAIRE Welcomel
When you are in or nees the cirty of
Athat，G．，it will pay you to vist us
When We cary al comple
gifts and glassware
 pensive tiems．

 It will be a beenuine oleasure
vou the price fis alwavs right．
H．SMITH BOTILE SUPPLY CO．

## WRITE FOR YOUR COPY OF CATALOG NO． 152 Listing－ O IDENTS 59.00 6RO．K UP O －SPORT PENDANS O ANKIETS －GHARM BRACEESS ORMOS －LOCKES 0 pINS e tarrikgs －Ciff Inks o key cianiss <br> GREE VIBRO GRAVER  

## 9 SAMPLES ．．．$\$ 2.50$




THE BINMORE CO．


[^2]$$
1
$$
 Three CITAWAY STEAM TRAIN
s3s monroo







－INSTRUCTIONS BOOKS E CARTOONS







## MAGICAL APPARATUS









 MISCELLANEOUS






 TERRIFIC RESPONSE TO YOUR ADVERTISING can be obtained at very liotile cost oy
displaying cerrtain parts of vour sales mes displaying certain parts of
seges in a spoce like this．

DISPLAY－CLASSIFIED

MUSICAL INSTRUMENTS， ACCESSORIES


| PARTNERS WANTED |
| :---: |
| COMEDIN PARTNER WANTED ${ }^{\text {and }}$ <br>  |
| PERSONALS |

PHOTO SUPPLIES DEVELOPING－PRINTING




 MORE BUYERS
will read your ad if you use DISPLAY－CLASSIFIED TYPE Complete information upon request



PRINTING











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    SALESMEN WANTED
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TATTOOING SUPPLIES




SCENERY \& BANNERS


WANTED TO BUY





- winh Hot ENGRAVERS


Finm - NosisAuAlot


MILIER CREATIONS


Magnificent Crucifix，hand set rosary with detailed silver finiahe cross． 12 kt ．gold filled necklace with engraved crose，plus：THE VOICE OF HIS HOLINESS，POPE PIUS XII，and the bells of St．
Peter＇s Barilica，on an UNBREAKABLE，STANDARD SPEED Peter＇s Basilica，on an UNBREAKABLE，STANDARD SPEED
RECORD！Here＇s a gift package you can＇t afford to be without． RECORD！Here＇s a gift package you can＇t afford to be without．
Write，wire or phone today！

## ORDER NOW FOR IMMEDIATE DELIVERY！

KRAVITI \＆ROTHBARD


## WIRE ARTISTS：

buy from Rhode island＇s Largest Manufacturer of rolled gold plate
Compare our price．Write for prices and deliveries． $\mathbf{2 5 \%}$ deposit on all orders （anstan

THE IMPROVED SEAMLESS WIRE CO． 775 EDDY ST．，PROVIDENCE 5，R．I．

HUNDREDS o NEW IMPORTED wo DONESTIC NOVELTIES


[^3]PR最睤期 SUPPLY CORP．
1111 South 12th．St．Louis 4，Mo．


## Selling? Premiums? Prizes? Gifts?

NAME BRANDS opee the door to taster and essier
NAME BRANDS
NAME BRANDS tor exisiting s.

| NEW! 1953 CATALOGUE NOW AVAILABLE | Wm. Rogers - National Silver <br> American Limoges <br> Oneida - Ekco - Flint <br> Wearever - Buckeye - Arvin |
| :---: | :---: |
| More than 500 NAME BRAND items beautifully illustrated. | Dormeyer - Sillex o Casco |
| Cover has blank space for dealer to tmprint his own name and address. | Juice King - Effanbee Sessions - Telechron |
| Send for your copy of catalog and confidential dealer's price list NOWI | Swing-A-Way Mecean City |
| Enclose 25 e in stamps. (To be credited to your first order) CONTINUOUS SUPPLY | Hickok - Sivad - EIgin American <br> Remington Rand <br> Eversharp - Parker <br> kichelleu Zippo |
| WHOLESALE ONLY | Volupte - Benrus Bulova - Gruen |
| $1.3 .1$ | $0$ |
| 324 West 26th Streef | New York 1, N. Y. |
| AL 5-6666 | Free Parking |

## ATTENTION, CONCESSIONAIRES, ATTENTION MR. MORRIS HORROW <br> (Formerly of Horrow Novelty $\mathrm{co}_{0}$ ) <br> HORROW SALES CO. <br>  line of concession and premium items for your needs. For information, wite or call <br> HORROW SALES CO. <br> 20 N. 6 TH ST <br> Walnut 2-1523 <br> PHILADELPHIA, PA. <br> When in Philadelphia visit my new showroom.



ASSORTED EIEPHANTS, DOGS, CATS, dUCKS, REINDEER AND FAWNS

Minimum order, 1 dz. (shipping wt. 10 lbs
$25 \%$ deposit with

when answering ads SAY YOU SAW IT IN THE BILLBOARD!

## HELP WANTED DISPLA Y-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS
no display. First line regular 5 pt. caps. RATE: 15 c a word-Minimum $\$ 3$. CASH WITH COPY.
DISPLAY-CLASSIFIED ADS ., Containing larger type and white space are
charged for by the agate line, it lines to the inch. No illustrations or cuts
can be used, RATE, $\$ 1$ a line- Minimum $\$ 6$ can be used. RATE: $\$ 1$ a line-Minimum $\$ 6$.
Forms Close Thursday for the Following Week's Issue

| eni Salary and commissiond unlimited students; leading music stores and studios: | $\frac{22}{\mathrm{~W}}$ |
| :---: | :---: |
| exceilent oppor Wyoming, Moptana, Idaho Dakota, Minn.c. Wyom Michisan St., Emporia. Kan. | PIANO, LEAD TRUMPET, STRING BASS, baito. trombone, Established wiremmphone Leader, 1019 Schroeder Hotel, Milwauke |
|  |  |
|  |  |
| EXPERIENCED MUSICLANS - ALL in | Hammond, Ind. |
|  |  |
|  | HELP YOU |
|  |  |
|  | reat deal to locate the people you need |
|  |  |
|  |  |
|  |  |
|  | TRUMPET-READ WELL, CUT SHOWS <br>  Plaza Courts, Bossier city, La. |
|  |  |
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|  |  |
|  | WANTED-MIDDLE AGE LADY TO HELP manage large cook house; must be sobeand honest. Eox 4264 , West Monroe, La. an hones. Box 426. Wen Monfoe, La |
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Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

## 













PARKS \& FAIRS




P D O-World's Greatest PHOTO BOOTH CAMERAS


P D N CAMMERA CO.
N. Civetand Ave. Chicago io,
Sell Ulitra-Blue SIGNS
S7 BRINGS BACK S55 100 Signs, $7^{\prime \prime} \times 11^{\prime \prime}, \$ 7$




L. LOWY

BEAUTIFUL CROSS


OUR PRICES TALK :


| $\$ \mathbf{4}_{\text {oor }}^{25}$ | $\$ 48_{\text {cross }}^{.00}$ |
| :--- | :--- |




The Promotional Value of 1953..


## - Immediate

- Laratict Lito Like


- All cotton Filleo

really a
All yrou have to do ds dishey tive sow


GEM NOVELTY SALES


|  |
| :---: |

JOHN A. ROBERTS CO.
817 Broadway, Newark, N. J.
$\$ 400$ MOVING SIGN


daily, even hourly, Be first to
in your area, Contact
ENGLAND BROS.

## COMIC ARTS DIGEST

"The Manazine of the Comie art pro-
fession." subscription, one year, ss 75.
COMIC ARTS DIGEST

: Bakkoritaproved : wont smext, Wont $\$ 4.00$ or botily RIITBOW PEN COMPANY


NEW-FAST SELLERS for Men \& Women-BIG Profit Everyone wants these beaytiful copies.
set your own HUCE Profits.

WRITE TODAY
FREE
CATALOG and details, Mdse
for
sebale
 Jitikirid GEM wo sell only beet gualty DES MOINES RING CO.

HLUSTRATED GARTOON BOOKLETS!




## Pipes for Pitchmen

EDDIE GOULD
is in Savannah, Ga.., convalescing from an emergency operation he underwent late in December. He
will return to $S$. wil return to St. Joseph's Hospi-
tal there March 8 for a second operation and would like to read letters from friends. Eddie says, however, that he hopes to be up
and about in time to open his platform med show as usual.
AL J. HARVEY JR
and Doc Marshall J. Lockey are hibernating in Southern Georgia and working the Southern Plante
mag to good returns. Lockey says me met a number of old friends recently, including Prairie May and the Chief, with med; Billy
Beam and wife and Chief ThunBeam and wife and Chief Thun dercloud.
GEORGE LUNSFORD
who is making his headquarters
around Albany, Ga., says that he'd
aro like to see some pipes here from
Dr. Elder. Dr. Elder.
BOB POSEY
who still working sales days in Arkansas, Oklahoma and Texas pipes the he pipes that he hasn't seen another Lunsford and Young Hawkins.

## Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please

## Los Angeles

C. \& N. Sales will move soon to
114 West Third Street in the meantime, the firm is carrying on in its West Pico headfornia Novelties, is turning out a lot of rabbit foot good luck Sandy Perlman, former advertising staff member of The Billboard Hollywood office, has sold
his interest in the merchandise his interest in the merchandise
firm of Abbott \& Company to his firm of Abbott \& Company to his
partner, Joseph Lee. Perlman plans to reopen with a different
line soon under the name of Albee Company.

From All Around
Sno-Master Manufacturing Company, Baltimore, manufacturer of ing its selling area to include the
entire country. Sno-Master ice nhavers have been well received by drug and confectionery stores, drive-ins, the a ters, carnivals,
sandwich shops, etc., according to sandwich shops, etc., according to
the firm. With expansion of its
selling area, equipment dealers and storekeepers are urged to write the firm at 124 Hopkins Place, Baltimore, for a four-page folder illustrating the machine
and giving complete specificaand giving complete specifica-
tions. In addition to being ideal tions. In addition to being ideal
for ieing fountain drinks, the firm says that by using its machine

There Are Big Profits in Decals when you deat direet

 IM RRINT ART PRODUCIS, Inc.

## 2,500 ITEMS



storekeepers can make 8 cents storekeepers can make 8 cents
profit on every 10 -cent sale of
snowballs and snowcones.


- Available s-t-r-e-t-c-h-e-d, for bigger value at the handout! see your The OAK RUBEEERCO



Send s1 tor samp
10 dy 1 woney Bexk Guaratite
dor
doz. S6.5. P Preapid
Hourvoon house
Alidedena, Calif.

## PUNCH BOARDS

of all kinds
ALSO THE FAMOUS COIN OPERATED R. C. WALTERS

4201 Norfolk WAMEERS ${ }_{\text {St. Louis }}$ 10, Mo.
SALESBOARDS
Tickets, Jar Deals, Premiums
SEND FOR PRICE LIST \#83

## MAKE MONEY

WITH WILNER'S FAST ACTION Jar Games, Tip-Books, Match Book
Deals, Envelope Ticket Deals, ${ }^{10,000}$ Deals, Envelope Recks. Deals.
Klover Klub Deals. Salesboards, Writo for list. State your busineas. 4 interested in specific items, specify. Wilner Sales Co., Inc. 1522 S. Walnut St. Muncio. Indiana

## PAPERMEN!

We can issue you Authority on good
runal pubtications for anywhere in the
United States. If you use premiums wi United states. if you use premiums wo

HUFF PUBLISHERS SERVICE

Engogement Ring, \$3.00 Doz. JUST OFF THE PRESS-NEW CATALO

 MeBRIDE JEWELRX CO.
$\qquad$ . 53. Also

ULODE. MANUACTURING 0 O. Manufacturers of TICKETS -- CLUB DEALS --TICKETS--TIP BOOKS--|AR GAME


MEW, COMPLETELY AUTOMATIC refrigerator defrosting unit

## DEFROST-MASTER

For every size and model refrigerator,
Eliminates hand diefrosting. Soves ime, money, lobor, Refrigerator
automatically night. Absolutely noiseless in it operation. Easy to install-simple to adivst. Solf-starting motor licensed by Westinghouse. One-year factory
guarontee. Underwriters' Lobora-

## tories opproved.

| $\$ 47$ | each in <br> dox. $\operatorname{lots}$ |
| :--- | :--- |
| $25 \%$ | samples $\$ 5.50$ each |

CATALOG SENT ON REQUEST

## CUTILER \& COWPANY, WC. <br> 


p.O. BOX $7696 \quad$ DALLAS 10, texas


## Calendar for Coinmen

March 5-Milwaukee Phonograph Operators' Association, monthly meeting, Deutsch's Cafe, Milwaukee.
March $7,8-$ Nebraska Music Guild, quarterly
March 7, 8-Nebraska Music Guild, quarterly meeting, Cornhusker Hotel, Omaha.
March 10 -Automatic Phonograph Owners' Association March $12-$ Music Operators of Northern Iillinois, monthly meeting. Place to be announced.
March 16-Weschester Operators' Guild, Inc:, American
Legion Hall, White Plains, N. Y. Legion Hall, White Plains, N. Y.
March $16-20$ - National Association of Tobacco Distributors,

## 11 Coin Groups Show Machines At Trade Show

## Spare Parts Shown First Time; Variety Keynote of Displays

| LONDON, Feb. 28.-More than | chine Company, Ltd. Shown, |
| :--- | :--- | 1,000 registrants attended the 9 th $\begin{aligned} & \text { was a high quality coin counting } \\ & \text { Amusement Trades Exhibition } \\ & \text { unit in conjunction with the }\end{aligned}$ held in London recently with 11 Acral machine. The counter is a coin machine companies showing complete unit, with built-in mospare parts to juke boxes and all denominations of coins as

doughnut makers. The exhibition took on added significance this year, since the government had issued an order decontrolling coin machines. Prior to the government order, buy, sell and operate new machines.
roductsompanies and their R.A.L., LTD.

1 Furnival St., Holburn, E.C. 4 tured was a machine called R.A.L. is a subsidiary of the packaged articles in a variety o in Counting Ma -

## American Shuffleboard Predicts Banner Year

UNION CITY, N. J., Feb. 28.- $\mid$ block-square plant here, has more of the American Shuffleboard Company here, this week predicted that the shuffleboard industry will experience a boom in
1953 comparable to the lush years of 1948 and 1949 . ected with American for 18 years, based his prediction on the sudden upsurge of orders in shuf fleboards and supplies since Nowill get under way this spring. e explained. "Interest in new shuffleboard equipment was only moderate until a few years ago. ping to operators and distributors whom we haven't done American will have been in business 25 years next fall. During the 1940 's the firm patented several devices to help popular enting climatic credited with in ice which prevents warpage of the shuffleboard playing surface Another Cusano invention is the troduced in 1951 .

## Chicago Coin

 Brings Back Slide ChuteCHICAGO, Feb. 28.-In a recent survey conducted by Chi-
cago Coin, more than 95 per cent of operators expressed themselves emphatically in favor of a
switch back to the slide chute. switch back to the slide chute. postcards deposited in the coin boxes of their machines, asking operators if they preferred the
slide chute over the drop-coin chute. Because of the many requests received, Chicago Coin an-
nounced it was discontinuing the drop chute and returning to the slide receptacle.

## Coin Machine Exports Hit Record High of \$7 Million

Late Official Figure Indicates<br>'52 Exports Reached \$7,500,000

CHICAGO, Feb. 28. - Coin $\mid$ which included 9,066 pieces, nographs are assembled by Mexithe previous year's record dollar $\quad$ valued at $\$ 918,174$. $\quad$ For the first 11 months of last $\left\lvert\, \begin{aligned} & \text { can distributors for U. S. manu- } \\ & \text { facturers. The distributors }\end{aligned}\right.$ volume by an estimated $\$ 2,500$,000 , latest reports from the Commerce Department indicate Commerce this week released
unit and dollar volume figures unit and dollar volume covering November, 1952, which showed a total of 6,662 pieces of equipment valued at $\$ 799,090$ were shipped out of the States.
In the 11 months of 1952 which Commerce reported, November was the second largest expor

## Walker Hailed

'Man of Year'

## By Dade Group

MIAMI, Feb. 28.
Petrocine, North Dade Addie
Petrocine, North Dade Amusement Company, made the headNews when the Miami Daily presenting a plaque to Dr William Walker
Walker had been chosen by
the North Dade Democratic Club as the "Man of the Year." Petrocine made the presentation
as the president of the club.
Walker, a past president of the
received the award in recognition of his efforts in behalf of the al and Trade Center. This is a project to promote, trade be-
tween the United States and the Latin American countries, the approval by the Reconstruction Finance Corporation. Site of the Dade County where many of Petrocine's stops are located.

For the first 11 months of last reached the impressive total of 806 sold during the entire previous

If $\$ 7,500,000$ Year
If December exports equaled total volume of coin machine
exports during 1952 reached $\$ 7,500,000$.
As they have for many months
now, Canada and Venezuela were now, Canada and Venezuela were
the largest buyers of U. S.-built the largest buyers of Nos.-buer and Canada's volume $\$ 312,853$ compared with $\$ 110,660$, It is significant, however, that
Venezuela's imports of juke boxes were twice the dollar value o phonographs shipped into Cana Belgium-a strong importer thruout 1952 - took approximately Canada. Foreign Assemblies
An unknown factor here, however, are the number of phonoin Mexico, to escape the high duty on finished products. with having purchased $\$ 41,742$ worth of phonographs in November, but there is no way of telling how many new juke boxes went on location south of the border

## Drop Copper Controls; Price Up 4c Per Pound

WASHINGTON, Feb. 28.-In a process materials (see separate sweeping decontrol action story vending section) including Price Stabilization removed price $\begin{aligned} & \text { chine manufacturers are expected }\end{aligned}$ ceilings on a variety of raw and to benefit thru a better supply of copper as a result.

## Coin Machine Exports

November, 1952

|  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canada. |  | $\substack{50.070 \\ 514}$ |  |  |  |  |  |
|  | citist | 54 | ) | ${ }_{288}^{120}$ |  | ${ }_{\text {cos }}^{\substack{294 \\ 205}}$ | cinitisi |
|  | 41,582 |  | , |  |  | 1 | ${ }_{\text {cher }}$ |
| France Nefterland .............: a 5 | ${ }_{\text {22,981 }}^{6,680}$ | 100 | 1,770. | ${ }_{213}^{390}$ | ${ }_{\substack{33,819 \\ 10.68}}$ | ${ }_{295}^{495}$ |  |
| ${ }^{\text {and }}$ arar ...............: ${ }^{19}$ | ${ }^{12,5969}$ | …: | ...... |  |  | $\begin{aligned} & 62 \\ & \hline 10 \\ & 1020 \end{aligned}$ | cin |
|  | ${ }_{\substack{\text { 9,2, } \\ 4,85}}$ | .... | ...... | ${ }_{25}^{11}$ | ${ }_{\substack{1,097 \\ 4,375}}$ | $\begin{aligned} & 39 \\ & 34 \\ & 34 \end{aligned}$ | ${ }_{\substack{0,252 \\ 0,25}}^{10,22}$ |
| So Arrica ............ ${ }^{\text {a }}$ | ${ }_{2,835}^{2,85}$ | $\cdots$ |  | ${ }_{4}^{26}$ | ${ }_{\text {ckis }}^{\substack{200}}$ | 26 | coize |
| Cominican Rep. ......... 11 |  | ... |  | i6 | 3,3i30 | ${ }^{16}{ }^{2}$. | 300 |
|  | cincinc | … | .... | .... |  |  | ${ }_{\text {3,720 }}$ |
| Anties | 1,374 | .... |  | 3 | 1,280 |  | ${ }_{1} 12,280$ |
| Ata Rica | i,244 | :..: |  | 36 |  | ${ }_{36}{ }^{3}$ |  |
| ${ }_{\substack{\text { Turkey } \\ \text { Br. Malaya }}}^{\text {a }}$ | ..... | i | 292 |  |  | ${ }_{1}^{6}$ | - |
| totals ........... 902 | s882,379 | 3,792 | s144,99 | 1.978 | $\overline{\text { s27, } 812}$ | 6,662 | 5799,090 |

 OPS move, the following the per producers increased prices, The nation's largest producer,
Kennecott Copper Corporation Kennecott Copper Corporation,
New York, raised its price on New York, raised its price on
domestic copper 3 cents a pound domestic copper 3 cents a pound
to $271 / 2$ cents; the second largest producer, Phelps Dodge New York, increased the per pound In the custom smelter field, refined copper jumped from $11^{1 / 2}$ cents a pound to 36 cents, the been selling foreign origin copper
Aluminum prices, however, are expected to remain at present
(Continued on page 80)

## Bill Would Cut

 Excise Tax on Bells By $\$ 240$WASHINGTON, Feb. 28.-Rep introduced a bill to reduce the annual federal excise tax on coin operated gaming devices from would put gaming machines in the same category as strength testing devices, juke boxes and other coin-operated amusement machines.
Purpose of the bill, according includes Reno, is to "protect municipal, county, school district and State tax sources from federal encroachment." Young said that
if the federal tax is reduced, it would "leave this tax source open Rep. John D. Dingell earlier proposed outright termination of
the $\$ 10$ a machine tax on coinperated amusement machines, the steep excise tax on gaming devices.

## Number of Variety Stores

In 209 Major Cities*
Over 5,465 chain stores include those of Woolworth, Kresge, Grant, Newberry and Neisner Bros.

Birminghami
Mobile. Ala.
Montgonery, Montigon
Mhoentx
Tucson
Turt Pucson
Litt Smith.
Lite
Alamedack
 Long Beach, Cia
Los Angeles Loa Angeles
Oaskande
Pasaifena Pasadena
Richmond, Cailf
Sacramento
San San Diego, Callt
Ban Franetsco
San Jose, Calif.
 stockton, Canit. Caily
colorado Springs. Colorado
Denver
Pueblo, co Bridebeport, Colo.
Hartiord
Hen Hartford, Conn.
New Hritan, Conn.
New Haven, Conn.
Waterbury, Conn. Waterbury, Conn.
Wilminton. Del.
Wachintinton. D. c. Minmi....
Orlando.
 St, Pel
Tampa
Altanta
$\qquad$ Mazon, Ga,
Savanna.
Boise, Idaho Chicago
Deatur, iit, ........
East st. Louls, Hii. Joilet, IIL.
Moline, III.
Meoria, III.
Rookford il





Oklahoma CHty, okia
Tulsa, Okka, .......

## 5,465 TOP LOCATIONS

## Nation's Variety Stores Kiddie Ride 'Naturals'

CHICAGO, Feb, 28. - Variety $\mid$ importance of the variety store| ues to feature nickel and dime stores, major and sectional chain as a kiddie ride location. The items as the core of its business, ly increasing in importance as ride locations on a national scale Several basic factors, including the number of such stores over the country ( 5,465 -plus) and the high, steady traffic of pre-school and primary grade youngsters (accompanied by adults who usu-
ally supply nickels and dimes for multiple rides) combine to make the 5 -and- 10 stores top volume A recent survey by Chain Store Age serves to point up the

## Don Stewart Meteor Distrib

BROOKLYN, Feb. 28.-Al Blendow, sales manager of the this week announced that the Dan Stewart Company, Salt Lake City and Los Angeles, has been appointed a Meteor distributor. The firm will distribute the Idaho, Montana, Arizona, Nevada, Wyoming. Colorado, South Dakota, New Mexico and Southern California.
type and independent, are rapid- fact that these stores serve all its merchandising expansion in principal cities (see separate can often make a series of similar installations in all major business areas of a single city.
The high potential ride volume in variety stores is indicated by the latest report of annual dollar volume, which reached $\$ 2,338$,
319,000 for all chains in 1949 , Accounting for the bulk of this volume were the 11 leading variety chain's, which grossed $\$ 1,913,319,000$.
According to the Chain Store Age report, the 11 major chains
were broke down in the manner shown in the accompany table.
While the variety store contin-
MAJOR VARIETY CHAINS


Exxibiit Conducts Variety, Dept. Store Campaign
CHICAGO, Feb. 28.-Exhibit
Supply Company is conducting nation-wide mail campaign, covering all variety and department stores, stressing benefits of kiddie ride installations.
The special ' Exhibit bulletin is
accompanied by circulars giving accompanied by circulars giving details of the firm's rides, includ-
ing Pete the Rabbit and Space Patrol Scout Ship. "Either one or both are .... traffic stimulators," the bulletin states. A card is enclosed to facilitate replies by store managers.
Canadian Food Chain Gets 36 Kiddie Rides
BRANTFORD, Ont., Feb. 28.-
J. W. (Patty) Conklin, Canadian midway biggie, this week closed negotiations to put 34 horses and two Space Ships on location in
36 36 stores in the Loblaw food
chain, one of Canada's largest. chain, one of Canada's largest.
The 36 units, Conklin said, would be spotted in stores extending from Windsor, Ont., to as far east as Ottawa.
Conklin, with his brothe Frank, has long been dominan
in midway operations $\begin{array}{r}\text { in midway operations in Eastern } \\ \text { (Continued on page 94) } \\ \hline\end{array}$

EXHIBIT... Pioneers in the Kiddie Ride Business and the Only Manufacturer Featuring a Complete Line


LOOK FOR THIS SIGN OF QUAIITY WHEN YOU BUY

when answering ads
SAY YOU SAW IT IN THE BILLBOARD!


## Drop Copper

 Controls; Up Price 4 Cenis - Continued from page 79 levels. David P. Reynolds, vicepresident of Reynolds Metals taken by this industry with the statement that his firm "expects to continue the current policy of keeping prices down and con-centrating on the development of centrating on the development of
Decontrol of primary copper only steel, iron nickel manga nese and a few other critical metals under price control.
Included in the decontrol action were mechanical precision springs, metal stampings, screw machine products, and also nuts,
screws and rivets of any type (Continued on page 94)
The COW PONY


TOPS IN PERFORMANCETOP MONEY MAKER-THE ARISTOCRAT OF
MECHANICAL HORSES OUTSTANDING FEATURES Life-Like West-
ent Pony
ent
ent Betts or

 Smooth, quiet
popertion
Precision-avilt
 All Metal con-
soluction Alu-
soll $\underset{\substack{\text { Natiom Hol Cois } \\ \text { Neiector }}}{\substack{\text { Hin }}}$ Easy to Moun
Overail heigh Unconditionally Guaranteed
H. E. EWART CO.



IN BALTIMORE KIDDIE-RIDES CO.


# VENDING MACHINES 

# Limit Diversification <br> <br> To One-Stop Products? 

 <br> <br> To One-Stop Products?}
NEW YORK, Feb. 28.-While
most operators are attempting to
diversify their routes, Long
Island's Tri-Vendco partners be-
lieve there is a danger of diversi-
fication being carried too far.
Joe Weinstein, who heads the
Robob Corporation's ice cream
route as well as being a Tri-
Vendco partner, enumerated
three categories of operators and

## Ball-Gum Opens

 Direct Factiory Sales OutletsFirst Six Branches Reported Start of National Coverage CHICAGO, Feb. 20.- With the opening Mranches in as many cities
hour-vear-old Ball-Gum Inc. in.
fol stityues in new type of regional
fast-service, 1 ow-c ost st supply source for bulk operators. nicial, stated that the original
half dozen centers will
banded panded as quickly as production
warrants to similar centers in all major cities in the nation,
Termed factory outlets, Douglas said they were designed to speed "weeks" to a "days" basis, and
where pick-ups are made in per son, to same-day service.
Ball-Gum decided upo new distribution method follow ing the success of its Chatham, year.

## Factory Outlets

The first six factory outlets 1505 Broadway, Cleveland; PittPenn Terminal Company
Continued on page 86
maintains that, in most cases, an
operator can only diversify within this category
He included cigarettes, candy, soft drinks, biscuits and other
food products under one classi-


Service Problem
 nor can any combination of two
of the three categories.
Most operators, he explained, Will have several cigarette, candy
and soft drink locations, with a
limited number of install limited number of installations in
which ice cream or milk venders may be placed. If the operator milk or ice cream venders for
(Continued on page 83) 10c CHECK-UP
Spot 12 BloodPressureMchs. On Chi Route CHICAGO, Feb. 28. - Tech nine years ago as a manufacturer
of coin-operated blood-pressure machines, has evolved into an operat or of this equipment
Bradley Williams, who headed
the initial firm with his the initial firm with his father,
now has about 12 machines on location. Most are in drug stores and one in the Allerton Hotel
All operate at a dime. Tech Equipment produced 200
blood-pressure machines during blood-pressure machines during
the time it was active. It has
retained a number of the original production units in stock, in ad-
dition to the machines now on dition to the machines now on
location. Currently, plans for resumption of manufacture, or expa been formulated Williams not been

## Bow New Cole Model In Chi; Cite Features

CHICAGO, Feb. 28.-Doubled $\qquad$
NEW PRICE PATTERN

## Cig Ops Faced With Varying

 Solutions to Penny Raise

## Concentrate Progress Aiding Coffee Vender Acceptance

## Taste, Aroma Key Improvements; <br> Public Acceptance on Increase

 Creditors of Arctic Vendor Sales voluntary petition in bankruptcy earned this week. Action followed non-materialization of a
suggested stand-by agreement on the part of the ice cream vender which would protect their inerest an
At, that time, a creditors' com-
mittee was proposed which
CLUB TIE-IN WINS BULK OP NEW LOCATIONS

| SPOKANE, Feb. 28. |
| :--- |
| Leon J. Osier has added |
| 25 | new locations to date to his bulk vending operation as a

result of his tie-in with a Hillyard Booster Club.
Osier worked out an agreeits members an incentive fo obtain vender locations. It
works this way: The club annually sends four outstanding youth leaders of the subBowl football game. Under
the tie-up with Osier, Hillthe tie-up with Osier, Hillfor getting new locations, which count as merits toward
winning the Rose Bowl trip Osier points out that the booster club receives the commission ordinarily given the location owner.
types). In some instances, powder concentrate must be convert. ed to-liquid prior to vending, and in others, powder can be used
as is or liquified. Liquid type as is or liquified. Liquid type a water heating unit, must inorporate refrigeration for the concentrate.
The first volume producers of offee concentrate for venders was Rudd-Melikian early in 1946, ollowed by The Harrison Com pany in 1948. Most of the present
Dunhill Adds
Cork-Tips to King-Size Line
NEW YORK, Feb. 28.-Dunhill duced in a cork-tip version in Cali-
fornia Texas, Massachusetts and Ohio, March 16, with national disPhilip Morris \& Company, Ltd .,
Inc., manufacturer of the $85-\mathrm{mm}$. brand, has been boosting Dunhills
in television, radio and newspaper in television, radio and newspaper advertising campaigns and com-
pany officials say the brand has made a sales gain of over 600 per How ins2 over 1951 little dent in the vending market, altho some operators do stock the brand. It is believed that the new acceptance in the machines. introduced in the East in September, 1952, after they had been disTributed in the Midwest and on the West Coast.
Company officials said the Dunbacked by a major merchandising and advertising effort. The plain
and cork-tip Dunhills will sell for and cork-tip Dunhills will sell for popular brands.

## NATD Confab to Discuss <br> New Federal Legislation

NEW YORK, Feb. 28.-Federal
legislative proposals affecting legislative proposals affecting the
distribution system will be the distribution system will be the

## he Senior-Junior Symposium

 will be the following seniors:Bruce McConnell, Hamilton, Har ris \& Company, Indianapolis Alvin Linker, Linker Cigar Comlo, Costello Brothers, Inc.,
Providence; Abe Goldbloom, Federal-Rice Drug Company, Pittsburgh, and Samuel Forman, Starkman Cigar and Tobacco
Company, Atlantic City.
Juniors will be Geoffrey Oelsner, Rothenberg us Schloss
Cigar Company, Kansas City, Mo.; Cigar Company, Kansas City, Mo.;
Henry Gunst Jr., Cliff Weill, Inc., Richmond, Va.; Paul K. Leven LaE Tobacco \& Candy Company, Edwards Jr., F. S. Edwards
Tobacco Company, Kansas City Contintied on pacie 86

## Portland Ops

 To Dust Off Penny PushersPORTLAND, Ore. Feb. $28 .-$
Cigarette operators here are dusting off pennying equipment
which has been idle nearly two years. Action followed OPS reand the immediate penny-a-pack hike by tobacco companies.
Most Portland venders had been at 20 -cents, but with the in22 cents. Some operators, fearin to jump 2 cents a pack, say they will absorb the additional penny One chain store route moved up One chain store route
to 18 cents per pack.

## 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.

## wev pact $\$ 89.95$

OUR PROPOSITION:
We will sell you one scale only as a sample. Theh 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, busy if you want to sell scales.
tery Special Price to Distributors
SPARKS SPECIALIY CO.
PHONE 33
soperton, georgia

Gain These Distinct Advantages!

## operate

The KEENEY DELUXE ELECTRIC cigarette vendor

* Startiong streamlined beeuty
captures and holds loctions.
* Electrical and mechanic al * Eleftricon and mochanit,
 * suaga, change Menter, ore and



## N. Y. Cig Ops Hold 25-Cent Price Line Despite Decontrol

## 1c Retail Boost Aid to Venders; 2c Increase Would Spell Trouble

NEW YORK, Feb. 28.-Ciga- $\mid$ isn't going to be much worse off rette vending machine operators in the New York area will probably stick to the straight quarter
vend in spite of the recent decontrol ruling.
Wednesday's (25) announcement cutting loose cigarettes from price controls came as no
surprise to the operators. They were concerned, however, about what price boosts would be put
into effect by the manufacturers. They didn't have to wait long. On Thursday and Friday (26-2 nounced wholesale price boosts averaging somewhat less than a half-cent a pack. This means that the retail, over-the-counter prices will jump a cent a pack, with by 2 cents a pack.
This is the situation as of today, and as of today it won't hurt the operators. It's tomorrow they're worried about.
For example, one of the major
operating firms in the area plans operating firms in the area plans
to continue vending cigarettes
for straight quarter. It's for a straight quarter. It's a safe
bet that most of the others will bet that m
follow suit
Before decontrol, the over-thecounter price was either 22 or 23 cents a pack. Now 24 cents is the
most common price. This puts the operators at a better competitive position. Buying cigarettes in a
vending machine is pretty much a matter of convenience to much matter of convenience to the av-
erage consumer, and the one-cent difference won't mean much to him. In fact, considering that the operator pays less than half a cent more per pack, and he can
probably pass on some or all of
the extra cost to the location, he
Ops Cite Need For Assn. in
Nassau County
NEW YORK, Feb. 28. - The
need for a local operators' association in suburban Nassau County was cited this week by Lew
Sloan, Mike Brecher and Joe Sloan, Mike Brecher and Joe
Weinstein, who head three oper-
ating firms headquartered in the ating firms headquartered in the
same office at Uniondale, and who are partners in a fourth-
Tri-Vendco. Sloan said
Sloan said that such an organin the framework of the National Automatic Merchandising Associ ation. He explained that New York industry, expanding on Long Island, had experienced a tremendous growth in Nassau
County, and that this probably County, and that this probably
would continue for the next decade or so.
Currently, said Sloan, many operators are installing equipract, and they depend on the whim of the location owner on how long their equipment will remain. He suggested that an
organization could draw up a organization could draw up a
standard contract form, with the commission to be decided between the operator and the location.
Nassau County operators are often reluctant to suggest consituation, believing that mention of contract might scare off the location, Sloan said.
He added that a local opera-
tors' association would give the tors' association would give the
venders increased stature as busvenders increased stature as bus-
inessmen in their communities.

Stauffacher to Cont'l
NEW YORK, Feb. 28.-Continental Can Company appointed
Charles B. Stauffacher control officer. He served as executive assistant director for
Bureau of the Budget.

## VICTOR ... For Beauly and Durability

 $\begin{array}{cc}\text { VICTOR'S } & \begin{array}{c}\text { VICTOR'S } \\ \text { Topper Delure }\end{array} \\ \text { Toppor Dolure }\end{array}$ Globe Syyle Hali-Cabinet Shlo

All machines packed and sold 4 to
the case.

On either cash or
ROY TORR
lansdowne, pa.

## BIC PROIITS:

CHEWING GUM LINE!
太 Cellophane Wrapped
$\star$ Fresh from the Factory PLUS Bubble GumsPLUS Bubble Gums-
le, $2 \mathrm{c}, 5 \mathrm{c}$ Items!
Half of Standard Brand Prices All sizes Ball and Vending Gum, Chlorophyll Gum, Chicle of
Bub-L Chews, Baby Midget Chlorophyil Chews, Baby Midget
Bub-L
Chicks Tablet Gum. Three sizes Chicks Tablet Gum. Three sizes
$-520,300 \sigma_{0} 240$ pieces per tb. Priced 36c tb. Ch
3ic tb. Bub-L type.

AMERICAN CHEWING PRODUCTS

VICTOR'S
Topper Deluxe Half-Cabinet Styio


GENUINE
King-Size Conversions for ALL Models of DU GRENIER Cigarette Machines JAMES II. MARTTN Chicaso 47, 111. 650



Heyman Soluble Coftee Set on License Basis
NEW YORK, Feb. 28.-Dr. Wilman Process Corporation here, this
week disclosed that his new cofweek disclosed that his new cof-
fee concentrate, patented in December, 1952, is available to manu-
facturers on a license and royalty

Dr, Heyman, coffee chemist, says the soluble coffee may be used
in any liquid coffee vender, with the installation of a strainer. He added that the concentrate re-
quires no refrigeration and will not spoil in the vender.
The process consists of brewing the coffee in a sealed con-
tainer, which is used in the vending machine. The coffee is placed water is added, then the oxygen above the coffee is removed. The
container is closed and then subjected to a sterilization processing so tha
flavor
Dr. Whole Beans requires the use of whole roasted coffee beans. He maintains that grinding the bean causes loss of aroma and
flavor. The beans remain in the concentrate.
It is his contention that the vend ing industry is now handicapped, insofar as coffee is concerned, by the flavor and aroma loss of the current solubles, and by the nee
for refrigeration. or refrigeration.
According to Dr. Heyman, make a cup of coffee. He said that the cost of canning machinery
required to make his concentrate is small, and that many roasting shinery which can be used for the nanufacture of the product.
Dr. Heyman did his first coffee Dr. Heyman did his first coffee
research as chemist for the Ar research as chemist for the Ar
buckle Coffee Company, Brooklyn when that firm was preparing a
olant to manufacture powdered offee for the U.S. Army in World War I.
Between 1942 and 1945, the Heynan Process Corporation sold more
han $\$ 1,000,000$ of instant coffee. In 1945 he sold his plant and aquipment to a subsidiary of the Hygrade Food Products Corporaion, where he remained as man ager of the
wo years.

## Cole Holds 3d Annual Meet

CHICAGO, Feb. 28. - Cole Products Corporation is holding
its third annual company convenits third annual company conven Richard Cole, vice-president, an
nounced this week. To take place both at the firm's headquarters, 39 S. La Salle Street, and at the
Belden-Stratford Hotel, where banquet will be held Sunday, the the introduction of the new Cole Magniflo model Tuesday. Divisional and district managers will attend two full days
of business sessions Sunday and of business sessions Sunday and
Monday at Cole headquarters. Prizes will be awarded sale
representatives for best represent
records.

## NEW! DIFFERENTI Low-cost, HIGE PRoFII VENDING MACHINE

 SWAMI FORTUNE TELLINC MACHINE and NAPKIN DISPENSER


 HERE ARE VERIFIED FACTS:
Location $A_{0}$ - 1 -month test.
 YOUR NET PROFIT .... $\overline{548.75}$ DON'T WAIT! WRITE, WIRE, PHONE FOR DETALLS TODAYNow:
CURTIS DIITRIBUTIIMG CO.

We seldom REPEAT an ADVERTISEMENT aut this is Hor New

LUMIINOUS BULBS

 $\$ 15.00$ Poion
 orefit youk pistrisuror Ask ANYBODY and Every. OBY- Who bas the
SAMUEL EPPY
\& (0., Inc. 11.15 imbec



## onor Pepsi President

 EEW YORK, Feb. 28.-Alfre Steele, president of Pepsi-Colaompany, was honored at the ompany, was honored at the si-Cola Distributors' Associa-
Sunday (22) at the AmbasHotel. He received a que for co-operation and servto the association and his part
the over-all Pepsi-Cola Comny program during the past ree years.
 with latest improvements. ay now, that machine is tops
ith me. I consider it the grand rize of all 1 c or 5 c venders."
lorthwestern


THE NORTHWESTERN CORPORATION
OLD AND SERVICED BY AUTHORIZED Routhwestern DISTRIBUTORS

 2218 South Fisher Brown Brow, Dollas. 2700 west Lake Street, Chicago 12, ulinois

 Northwestern Sales $G$ Servic New York 18, New York Northwestern Sales $\delta$ Servic Boston 20, Massachusett Parkway Machine Corporation
IS Ensor St., Ealtimore 12 , Marlisne Peanut Products Company
sol Second Avenue, Des Moines,
 Indianapoolis, Indiana Peannt Products Company
Harney

Street.ts Rake Coin Machine Exchange | Philadelpphar 23, Pas |
| :--- |
| 1 | 18 . Rosenffeld Company ${ }_{530}$ ining Specialty Company San Francisco. California



MADE TO ORDER FOR VENDERS

Cob. 28.-The Wittenborg firm, is currently making rather novel installations of its coinoperated merchandise venders for the Irma chain food store structed stores of the Irma chain have white-tiled facades with a wide doorway set back several feet from the building line. On each side of the doorway the Wittenborg firm has 10 -compartment vertical units, but has placed them in the wall so that front of the unit is flush with the tile wall surface. This makes a neat presvides a certain amount of protection for the machines. The venders dispense packaged
coffee.

## Charter New Calif.

Vending Companies
SACRAMENTO, Feb. ${ }^{28}$ been granted a State charter to sell
rent and lease vending machine in Los Angeles County. Author ized capital is 2,500 shares, no par value. Directors are August E Henning, Mary F. Henning and Richard E. Henning, Los Angeles. Everly Enterprises, Inc., was formed to sell and operate vendAngeles County. Authorized capGeorge T. Altman, Sherman Oakg; Irwin Gostin and Dott Hughes, Los Angeles. Los Angeles Cigarette Service has been granted a charter to
operate in Los Angeles County. Authorized capital is 2,500 shares no par. Herbert Manasse and Ben Levin, Hollywood, and Mary
Woolsey, Van Nuys, are the

MANDEI GUARANTEED
USED MACHINES
 security. and will give you the
most accurate and
trouble free vendor. With proper care your victors possible in a bulk years of good service. Be Wisel Buy VICTOR-we want you to have the bestl
J. ROSENFELD CO.

## Dairy Group to Hold NY Confab

NEW YORK, Feb. 28.-Mem bers of the Dairy Industries Supday (5) and Friday (6) at The Commodore Hotel to discuss dairy product imitations, mil:: produc tion, pricing methods and probems, customer preference trends and profit expectations. poration, manufacturer of a quart milk machine and of a quar announced ice cream vender, wil be represented at the meeting by

Charles Brinkman, vice-president.

Fla. Cities Ask Change In State Cig Tax Rule
The Florida League of Funici palities legislative committee has recommended that cities of the State be freed of some of the
property tax limitations imposed property tax limitations imposed
by the State's cigarette tax law by the State's cigarette tax law,
which allocates part of the tax collections to cities.
The committee,
The committee, on motion of
Mayor Van H. Priest of Madison recommended that the Legislature be asked "for equitable re-
lief from the limitations under Section 210.21 of the cigarette tax law." This provision requires cigarette-half of the increase in
money received by a municipality over the previous year must be applied to reduce
the ad valorem tax.
Hires' Sales Increase $13 \%$ in Last Quarter PHILADELPHIA, Feb. 28. Charles E. Hires Company sales 31 were quarter ended December the were like 13 per cent ahead of
liod, Edward W. David, president, announced loss of $\$ 112,964$ was recorded 1951 fiscal first quarter of the 1951 fiscal year. However, Da vid said operations were "in the
black" for the two months ended last November 30 , with
net about $\$ 47,000$ above that of the like 1951 period.
For the year ended last Sep-
tember 30 , Hires earned $\$ 310,-$
636 on sales of $\$ 8,841,979$ 636 on sales of $\$ 8,841,979$ The
firm does 75 per cent of its total annual business during the
spring and summer duarters. LARGER PROFITS WITH TROUBLE FREE LOW COST "SIIVER-KINGS" OPERATORS' CHOICE "The kids Action Ball
or 58 silver-King. Nut
Best bet for bars)

## Immediate Delivery at Best

SILVER-KING CORP.


NOV. VENDER EXPORT: \$144,899

CHICAGO, Feb. 28. chandising equipment during November, 1952, amounted to $\$ 144,899$ according to the commerce department.
Largest importer of U. S.made venders was Canada valued at $\$ 131,383$. Next in valued at $\$ 131,383$. Next in
line was Belgium with 514 machines worth $\$ 7,408$. For complete details refer to story on first Coin Machine page.
P-M Names Keith
To Sales Promotion
NEW YORK, Feb. 28.-Michael
Keith this week was nam
Keith this week was named sales
Morris \& Company Ltd., Inc He will report to Robert Larkin director of sales promotion.
Keith was formerly manager of national retail accounts for PepsiCola. He also had been connected with the Great Atlantic and
Pacific Tea Company. Electric Impulse Motor Features Instant Stops NEW YORK, Feb. 28.-General Die \& Stamping Company has
announced a new midget electric impulse motor featuring variable speeds, instant stoppage with current shut-off.
Called the Kas
Called the Kasson Vibramotor, it is priced at $\$ 3.50$; less on
quantity orders. The unit, which has a patented low speed operation without gears, is said to be suitable for application where reciprocating and rotating ele ments must stop dead at pre-
determined points. Model AV weighs $11 / 2$ pounds, is 2 by 4

CHARMS
New JET SERIES 120 ASSORTED CHARMS Includes crosses, skulls, snimals, etc.
This ts the targest assortment in the
charm field! Plastic
Copper $\mathbf{5 2 . 1 5} \mathrm{M}$
3.60
3.70 M

## DOMINOES

 Beautifully designedblack plastic with clear
white dotic $\$ \mathbf{6 . 0 0}$ per M

- WHISTLES - SIRENS, ETC. COMPLETE LINE OF CHARMS $\underset{\substack{\text { SEND } \\ \text { FOR }}}{\text { FREE PRICE LIST! }}$ PAUL A. PRICE CO. 55 Leonard St., New York 13 | VICTOR'S |
| :---: | :---: | :---: |
| Topper Deluxe Half-Cabinet Style |
| Also Available |$|$

Theres a small
FORTUNE

## PAYS 50\% TO 200\% STEADY PROFITS

Oufdraws, Oufearns and Oufperforms All Others! Be penny-wise. . . and profi American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an has 12 slots, one for each month of the year. more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



In stock VICTOR'S



## ruf blleboaro Index of Advertised Used Machine Prices

## 

 Vending Machines| Advance Moder 0 Ball Gum | $\begin{aligned} & \text { Issue of } \\ & \text { Feb. } 28 \end{aligned}$ |  | $\begin{aligned} & \text { Issue of } \\ & \text { Feb. } 21 \end{aligned}$ |  | \$6.00 | 7.45 | $\begin{aligned} & \text { Issue of } \\ & \text { Feb. } 7 \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 55.95 |  | \$6.00 |  |  |  | \$6.00 |  |
|  |  | 5.95 |  | 5.95 |  | 5.95 |  | 5.95 |
| Ajax Hot Nut, 5 c........... |  |  |  |  |  | 39.50 |  | 39.50 |
| Almond Vendors, 5c......... |  |  |  |  |  | 4.95 |  | 4.95 |
| Asto Hot Nut, 5c.......... |  |  |  |  |  | 15.00 |  | 15.00 |
| Atlas Ace Nut Vendor...... |  |  |  | 7.95 |  | 7.95 |  | 7.95 |
| Atlas Bantam, Sc......... |  | 6.95 |  | 6.50 |  | 6.50 |  | 6.50 |
| Atlas Delune Nat Vendor |  | 7.95 |  |  |  |  |  |  |
| Bantam, 5c......... |  |  |  |  |  | 10.00 |  | 10.00 |
| Columbus, 2c.............. |  | 7.45 |  | 7.45 | 7.45 | 8.00 |  | 8.00 |
| Columbus, 5c.............. |  |  |  |  |  | 8.50 |  | 8.50 |
| DuGrenter Candyman........ |  | 62.50 |  | 62.50 |  | 62.50 |  | 62.50 |
| Eastern Electric c-8....... |  | 135.00 |  |  | 135.00 | 139.50 |  |  |
| Exnibit Card Vendor, 1c.... |  | 15.00 | 14.50 | 15.00 |  | .00(2) |  | 5.00(2) |
| Foot Ease (Exhibtu)......... | 85.00 | 95.00 | 85.00 | 95.00 | 85.00 | 95.00 | 85.00 | 95.00 |
| Jewel King, 5c. Kirk Astrology Scale |  | 95.00 |  |  |  |  |  |  |
| Marion Scale. ............. |  | 89.50 |  | 89.50 |  | 89.50 |  | 89.50 |
| Master 1c \& 5c........... |  | 7.95 |  | 7.95 |  | 1.95 |  | 7.95 |
| Master, 2c.. |  | 7.45 |  | 7.45 | 7.45 | 8.50 | 7.45 | 8.50 |
| Master Sc. |  | 7.45 |  | 7.45 |  | 7.45 |  | 7.45 |
| Mills Adams Gum Vendor... |  |  |  |  |  | 17.50 |  | 17.50 |
| Minit Pop Up............ |  |  |  |  |  |  |  | 145.00 |
| Model V 1c Cabinet. ........ |  |  |  |  |  | 9.50 |  | 9.50 |
| Model V le Globe.......... |  |  |  |  |  | 8.95 |  | 8.95 |
| Mutoscope Card Vendor.... |  |  |  | 29.50 |  | 29.50 |  | 29.50 |
| National Candy King....... National $750 \ldots . . . . . . .$. |  |  |  | 19.50 |  | 19.50 |  | 19.50 85.00 |
| National 930 ............. |  | 130.00 |  | 130.00 |  | 130.00 |  | 130.00 |
| National 950 ............ |  | 145.00 |  | 145.00 |  | 145.00 | 89.50 | 145.00 |
| National Candy 918........ |  | 85.00 |  |  |  | 85.00 |  |  |
| N. Y. Stamp, 1e \& 3c..... |  |  |  |  |  | 12.50 |  | 12.50 |
| Northwestern 33 Gall Gum.. | 7.50 | 7.95 | 7.50 | 7.95 | 7.50(2) | 7.95 | 15022 |  |
| le and 5 c ... |  | 13.95 |  | 3.95(2) | 8.50 | 13.95 | 8.50 | 13.95 |
| Northwestern Mosel 39, 1c.. |  | 7.95 |  | 7.95 | 7.95 |  | 7.95 | 8.50 |
| Northwestern Stamp... |  | 69.00 |  | 69.00 |  | 69.00 |  | 69.00 |
| Pop Corn Sar ........... | 69.50 | 79.50 | 69.50 | 79.50 |  | 69.50 |  | 69.50 |
| Rowe Candy to col. ${ }^{\text {che }}$ |  | 59.00 |  |  |  | 59.00 |  |  |
| Rowe Imperial is coil.)..... |  | 82.50 |  | 82.50 |  | 85. 00 |  | ${ }^{255.00}$ |
| Rowe President 10 col.3.... |  | 155.00 |  | 155.00 |  | 155.00 |  | 155.00 |
| Rowe Royal (ts col.).. |  | 95.00 |  | 95.00 |  | 95.00 |  | 95.00 |
| Rowe Royal (8 coli. | 95.00 | 130.00 | 95.00 | 130.00 | 95.00 | 130.00 | 95.00 | 130.00 |
| Rown Royal 10 col.)...... | 95.00 | 140.00 | 95.00 | 140.00 | 95.00 | 140.00 |  | 140.00 |
| Santary Napkims, 10c...... |  | 22.50 |  | 22.50 |  | 22.50 |  | 22.50 |
| Shipman Stamp, le \& 3i... |  |  |  | 18.00 | 18.00 | 22.50 | 18.00 | 22.50 |
| Stipman 3-Way Stamp |  |  |  |  |  |  |  |  |
| Vendor |  | 39.50 |  | 39.50 |  | 39.50 |  | 39.50 |
| Silver King le Ball Gum... |  | 7.45 |  | 7.45 |  | 7.45 |  | 7.45 |
| Silver King 5c............ |  | 7.45 |  | 7.45 |  | 7.45 |  | 1.45 |
| Silver King. 1c or Sc........ |  |  |  | 735 |  |  |  |  |
| Silver Kima Hot Nut, 5 e. |  |  |  |  |  | 15.00 |  | 15.00 |
| Silver Kimg Hunter.......... |  |  |  | 18.50 |  | 19.50 |  | 19.50 |
| Siros Brush-Up ............. |  | 50.00 |  | 50.00 |  | 50.00 |  | 50.00 |
| Stamp Vendor (4 coi........ |  | 18.50 |  | 18.50 |  | 18.50 |  | 18.50 |
| Stick Gum Vendor.......... |  |  |  | 8.00 |  | 8.00 |  | 8.00 |
| Topper |  |  |  |  |  |  |  | 10.50 |
| Uneeda Electric (9 col.).... |  | 125.00 |  |  |  |  |  |  |
| Uneeda Model E (8 col.).... |  | 80.00 |  | 80.00 |  | 80.00 |  |  |
| Uneeda Mosel E (9 coi.)., |  | 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 \%ol.). |  | 95.00 |  | 95.00 |  | 95.00 |  | 95.00 |
| Jneeds Model, 500 ( 9 col.). | 95.00 | 135.00 | 95.00 | 135.00 | 95.00 | 135.00 |  | 135.00 |
| Uneeda Monarch ( 6 col.).... |  | 75.00 |  | 75.00 |  | 75.00 |  | 15.00 |
| Uneeda Monarch CB col.)..... |  | 90.00 |  | 90.00 |  | 90.00 |  |  |
|  |  | 195.00 |  | 195.00 |  |  |  |  |
| U.Select-11 Victior Baby Grand........... | 45.00 | 49.50 11.00 | 45.00 | 49.50 11.50 |  | 49.50 11.50 |  | 49.50 11.50 |
| Victor cabinet. |  |  |  | 6.95 |  |  |  |  |
| Watting 200 Scale........ |  | 160.00 |  |  |  |  |  |  |

## NATD Discusses Legislation

## - Continued from page 81

Kan., and Leon Finkle, Finkle Candy Company, Gloversville,

Farner to Report
W. S. Farner, Farner \& Bocken, Carroll, Ia., will report on a
workshop conference on "Does an Unfair Cigarette Sales Act Provide the Solution?" Questions and
a discussion from the floor will A business meeting of the held at the ballroom of the RitzCarlton Hotel in the morning and Joseph Kolodny will address th convention at Convention Hall in
the afternoon. Afternoon's busithe afternoon. Afternoon's busi-
ness will be the reports of the ness will be the reports of the
resolutions, nominating and exhibits awards committee, followed by the election of directors, The 21st "Coming of Age Anniversary banquet will also be
held the evening of March 19 held the evening
in Convention Hall in Convention Hall.
hold their annual businecutives ing and forum at the Claridge Hotel in the morning. Business will include adoption of constitutional amendments and the election of officers. Ira Katz, president of the New York, will be chairman of the morning session, while Charles S. Dearstyne, Dearstyne Brothers Tobacco Company, Al-
bany, N. Y., will be chairman bany, N. Y., will be ch
at the afternoon session.
Bardwell Gen. Director NEW YORK, Feb. 28.-Basil B.
Bardwell this week was named a director of the General Cigar Company, He joined the company in the tobacco division. In 1942 he became head of the Connecticut leaf department, and in 1947 was division.

M\&M Announces New 10-Cent Bar NEWARK, N. J., Feb. 28.-
Production on a new 10 -cent Production on a new 10 -cent
vending bar by M\&M, Ltd. here will get underway early in March with first deliveries slated about March 15, company officials announced this week.
The new bar will be made the same as the 5 -cent bar in content,
but will weigh two ounces but will weigh two ounces and
will come in 120 -count will come in 120 -count only. It
will sell at $\$ 6.66$ per 120 . will sell at $\$ 6.66$ per 120.

## Creditors Ask

 - Continued from page 81 and gained control of 90 per centof the company's common stock;
in July that year, Zuehlke had in July that year, Zuehlke had
purchased a large interest in
Arctic from Utschig. Haase then purchased a large interest in
Arctic from Utshig. Haase then
purchased Utschig's remaining purchased Utschig's remaining
interest.
During 1951, Arctic Vendor agreed to manufacture its ice
cream machine for Belvend Mancream machine for Belvend Man-
ufacturing Company, Chicago, to
be marketed by the latter firm under its own trade name, Jolly
Boy. Meanwhile, Arctic also con--
tinued to produce under its

$$
609 \text { Spring Carden St., Phila, 22, Pa. }
$$ tinued to produce under its own

name. Later, Belvend obtained a
license to use the Arctic design on ice cream equipment produced
for it by Acorn Metal Manufacturing Company, Chicago. At the time of its formation,
Arctic Vendor Sales had an au-
thorized capital stock of $\$ 100,000$, thorized capital stock of $\$ 100,000$,
consisting of 1,000 shares of par
value $\$ 100$ common stock with a value $\$ 100$ common stock w
$\$ 20,000$ minimum holding.

## Ball-Gum Opens

Front Street, Cincinnati; Mer-
chandise Warehouse Company,
$350-70 \mathrm{~W}$. Broad Street, Colum-
COMPLETELY
RECONDITIONED RECONDITIONED:
AND REFINISHED:

ASCO 5c HOT WHILE THEY LAST $57^{50} \mathrm{ba}$


 SPERATOR
Send for Your Free Copy of Our

$$
\begin{aligned}
& \text { New } 1953 \text { Cortalog! } \\
& \text { 1/3 Dep, Req. With All Orders. } \\
& \text { RAKE COIN MACHINE EXCHANGE }
\end{aligned}
$$

$$
\begin{aligned}
& \text { RAKE COIN MACHINE EXCHANGE } \\
& 609 \text { Spring Carden St., Phila. 22, Pa. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { bus, ; St. Louis Terminal Ware- } \\
& \text { house Company, } 826 \text { Clark Ave- } \\
& \text { nue. St. Louis. and Dallas Trans. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { nue, St. Louis, and Dallas Trans- } \\
& \text { fer \& Terminal Warehouse Com- } \\
& \text { pany, Santa Fe Building, Dallas. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { pany, Santa Fe Building, Dallas. } \\
& \text { Mail orders to all factory out- } \\
& \text { lets may be handled on a C.O.D. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { lets may be handled on a C.O.D. } \\
& \text { basis, the same as formerly on } \\
& \text { direct to Chicago factory orders. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { direct to Chicago factory orders. } \\
& \text { Personal pickup at the ware- } \\
& \text { houses will be on a cash basis, }
\end{aligned}
$$

houses wifl be of

$$
\begin{aligned}
& \text { Arrangements have been made } \\
& \text { with each outlet for space to }
\end{aligned}
$$

$$
\begin{aligned}
& \text { with each outlet for space to } \\
& \text { stock ample supplies of Ball- } \\
& \text { Gum products to permit filling }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Gum products to permit filling } \\
& \text { of any size order. Stocks will be }
\end{aligned}
$$

$$
\begin{aligned}
& \text { of any size order. Stocks will be } \\
& \text { maintained at a high level to } \\
& \text { enable uninterrunted service. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { enable uninterrupted service, } \\
& \text { Douglas declared. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Douglas declared. } \\
& \text { New Cole Model }
\end{aligned}
$$

$$
\text { - Continued from page } 81
$$

$$
\begin{aligned}
& \text { water cooling capacity. } \\
& \text { The firm's } 600 \text {-cup Cole-Spa } \\
& \text { model, to be retained in produc- }
\end{aligned}
$$ model, to be retained in produccarbonation and refrigeration The cabinet of the Magniflo built-in casters, features an allwelded chassis. Both cup and delivery mechanisms are mountod on the interior framework, not fied operation is achieved thru The fewer relays. the same dimensions as the model it supersedes: 26 inches wide, 24 inches deep and 67 inches high.

Chrome trim is also featured.

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 sepvice. Be Wise! Buy VICTOR-we want you years of good se
to have the best!


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.

GARDNER \& LOSE, INC
2611 Hale Avenue

# MUSIC MACHINES 

## EDITORIAL

## Needed: \$\$ for MOA

This is likely to be a crucial year in the growth of Music Operators of America.

The association's officers, directors and executive committee will meet in Chicago next week. This meeting will, in a sense, take the place of MOA's annual convention and exhibit. The reason for skipping a 1953 convention was

## NEW YORK JUKES SOUND, CONSERVATIVE BUSINESS

## No Immediate Hike to Dime Play; More Route Buyers Than Sellers

but in 1952 decided to hold its convention just prior to the National Automatic Merchandising Association show

Altho the 1952 convention was highly successful, members and officers agreed spring would be more advis able, with March preferred. Instead of a convention this year, the group-in conformity with its constitution-wil desiring to attend.

No matter, what urgent matters come up for discussion
next week's session, association finances will be the dominant problem.
Altho MOA has not made public its financial position, it is an open secret in the phonograph industry that the organi zation is limping along on a budget too small for effective How tivities is of utmost concern to every progressive nationa music association for operators. It needs it, not ony to combat perennial legislation in Congress concerning copyrights, but to help build a solid music industry at the national
As MOA is presently constituted, it is primarily an assofrom the memberships of strong State and local music machine groups.
If MOA is to be truly national in its character, and if it is to have the income it needs to be effective, now may be the time to consider increasing individual operator memberno local association, to join.

## AMI Starting to Ship 80-Selection Wall Box

GRAND RAPIDS, Mich, Feb. The mechanism can be removed 80 -selection wall box were scheduled to begin Monday following a thoro test of the three-wire unit on location. Model W-80, the wall box carries a list price of
$\$ 89.50$. Designed for use with AMI's boxelection phonograph, the wal solid die cast cabinet, chrome finished top, sides and bottom It has a tamper-proof, full hinge cover. A matching bar grip, When the hinged cover of the wall box is opened, the entire

By IS HOROWITZ (This is the fourth in a series of arricies presenting a juke box business of the nation's major market areas.) NEW YORK, Feb. 28. - The York City, which has progresse solidly and without dramatic

## MOA to Discuss Plans for Future At Chicago Meet

Public Relations Top Topic;<br>Manufacturers and Ops Invited

OAKLAND, Calif., Feb. 28.- MOA pernanently before the The executive committee of the music operators of the nation will Music Operators of America, be one of the important topics,
headed by George A. Miller, will
and it is expected that every hold a business session at the Congress Hotel in Chicago March
$9-10$. 9-10.
The meeting will take the place of the usual convention; however it will probably be one of the
most important gatherings ever held by MOA.
Plans for the future activities of the association will be pre sented at the meeting. National legislation and a national public relations program with a view to co-operating with various chariconsidered. (This is in line with a series of articles printed recently by The Billboard urging a national program be set up by organizations in the phonograph industry to contribute to chari-
table groups via the use of jukes.)
A program that would keep

## Seeburg to Bow Line Of Home Phonographs

Console, Library, Custom Units<br>Play 200 Selections; All 45's

- Continued from page 1


## being able, to

Here's a brief description o each of the three new units Seeburg distributors will shortly have on their floors:

Console Model
Model $200 \mathrm{C}-1$ is a console housed in a red mahogany cabinet with matched crotch mahogKorina wood finish. Like the other units, the console plays 200 handles both standard $45 \mathrm{r} . \mathrm{p} . \mathrm{m}$ and the E.P. 8 -minute disk, thus offering as much as 27 hours of music without repetition.
All controls on the console, as well as the selector panel and magazine, are housed b
sliding plate glass doors.
The console has a high-fidelity
Thate glass doors. pre-amplifier, 20 watt high fidel high-fidelity speaker. The con sole in $381 / 4$ inches high, $391 / 2$
nches wide and $20 \quad 1-4$ inches deep and will carry a suggested retail list price of $\$ 895$. Library Model
Model $200 \mathrm{LU}-1$ is a library unit, with 200 selections and able for working with any type of power amplifier, radio, TV set or public address system. The library unit has its own volume bass, treble, scan and reject con-
trols. Like the console, all conrols are behind sliding plate retail for $\$ 595$.

Model $200 \mathrm{CU}-1$ is a custom unit designed for built-in instalessed in a is mounted on a double sliding metal track so that it can be pulled forward for changing
tubes or replacing the styluses ubes or replacing the styluses.
It, too, has a high-fidelity preamplifier which will work thru most types of power amplifiers, dress systems. The custom unit ill retail for $\$ 540$.
$\qquad$ controlled by and an off position. By moving the lever, the Select - O-Matic $\left\lvert\, \begin{aligned} & \text { put to take care of } 8 \text { ohm, } 16 \\ & \text { ohm or constant voltage speakers. }\end{aligned}\right.$
brain" plays either the "A" side or the "B" side or both sides as desired.

Power Amplifier In addition, Seeburg is produc ing a high-fidelity power ampli
fier Tyl $?$ HFA1-L6 which is standard equipment in the con sole model but available as an accessory for use with either the custom or the library unit. Th
amplifier has an undistorted amplifier has an undistorted
power output of 20 watts, a frepower output of 20 watts, a fre 000 cps , control for adjusting in put level and an adjustable ou
changes in recent years, has deservative enterprise for the Theasoned route owner. The local operator is not one to experiment hastily. His average income per machine, on an area
basis, at $\$ 11$ to $\$ 12$ a week is comfortably above the netional a-erage and so far has been
sufficient to accommodate rising
service costs. This relative prosperity has conditioned the typical move to upset the status quo and he will probably be among the last in the country to join with to dime play.
Still, certain industry trends are making themselves felt here, as they are in other parts of the country. Eventually, these may thinking. Already, support for vocal, altho this view is at present held by a proportionately
small group of operators. But if small group of operators. But if operators here can be shown how to overcome special local condithe extra financial returns accruing from 10 -cent play elsewhere the ranks of dime adherents would be swelled greatly.

Routes Overlap
Among the special New York factors working against any early switchover is the heavy overmachine neighborhoods are spotted with equipment belonging to many operators, with the lack of concentration certainly more in evidence than in most other cities. This makes it even more importon an integrated conversion pro gram. Local operators are convinced that a two-price pattern would be unworkable.
In this connnection, it is still held by most jukemen that the many ice cream parior and other city are unsuitable for the dime peg. Kids, tho inveterate phonograph players, might balk at paying a dime for music, they is that it is not practicable to operate one type of location (Continued on page 91)

## Wurlitzer Readies 48-Selection 45 RPM Phonograph

## Showing Will Be Late in March; <br> 1400 and 1500 Series to Continue

| NEW ORLEANS, Feb. 28.-- | ings he |
| :--- | :--- | :--- |
| Warch. |  | and enoineers, numbering more and is meeting is a yearly event han 100, got their first look this eek-end at a new addition to the Wurlitzer line of phonographs - a 48 -selection 45 r.p.m., said to be a "low priced" model. The 1400 and the 1500 series will be continued in the line and models to offer to the trade two 48 -selection models and the tion models is a 45 and the other 78 while the 104 -selection plays both speeds intermixed.

Details of the new juke box will be revealed later, and show-



Read and re
read by over
5,500 coinmen
in mare than
55 countries-
in addition to
52,403 U. S
readers.

The Billboard Coin Machine
SPRING EXPORT QUARTERLY
. . With full facts and
up-to-the-minute news coverage
on the complete worldwide
coin machine market!
and is a departure from custom ary procedure because of its graph department headqua located at North Tonawanda, N.Y. The meeting was held in the Witnessing the
Winessing the unveiling of the new entry into the lower priced
field were all the Wurlitzer executives except Ray Haimbough, vice-president, who remained in North Tonawanda on doctor's orders.
Present at the meeting were the staffs of 50 Wurlitzer disdition to approximately 40 Wur litzer personnel and their wives.

## VENEZUELA TOP

 JUKE IMPORTERExports of juke boxes during November, 1052, amounted to $\$ 382,379$, late figures from revealed. Top customer was boxes with a total value of $\$ 100,108$. Second largest juke box buyer was Canada Exports of phonographs
amounted to slightly less amounted to slightly less ume in coin machine exports for November.
(For complete details turn
to the first page of the Coin to the first page of the Coin Machine section.)

## Ops to Reactivate Oregon Association

PORTLAND, Ore., Feb. 28.-will be made also to expand Juke box operators in the State,

concerned over scope of the association to
the problems
include operators in Washington. confronting the industry, this Portland, with the exception of week moved to reactivate the a few club locations, has con-
Oregon Music Association. A
tinued on nickel play, but several Oregon Music Association. Aig tinued on nickel play, but several
meeting was called for the night
local coin men have expressed meeting was called for the night local coin men have expressed
of March 11 at the Multnomah a desire to explore the possibiliHotel to discuss action. $\quad$ ties of dime play. Another conHigh on the agenda will be cern is the renewed threat of president and secretary having box revenue. Members have left the music field. Decision to
call the meeting, the first since last summer, was taken by a a ators of America, of which the group of board members wednes- concerning dime play in Wright of Western Distributors. Foremost among problems is president is expected tand, OMA the sharp loss of revenue stem- the meeting and turn over the in Portland last fall. A move

Another EVANS OUALITY Feature: COIN ACCUMULATOR

Permits more than 1 coin to be deposited before making selections! Prevents player dissatisfaction by eliminating loss of coins . . . assures proper number of selections for coins deposited.
COIN ACCUMULATOR is just one of many features that make Evans Phonographs your de pendable profit accumulator!

## ON DISPLAY AT YOUR EVANS DISTRIBUTORS

## 100-SELECTION CENTURY

50 records $\quad 45 \mathrm{RPM}$ 40-SELECTION JUBILEE
20 RECORDS $\quad 78$ or 45 RPM

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS \& Co.

15sb w. Carroll ave. Chicago 7 . Illinois

## How Was Your Timing on ...

## "SAI IT WITTH YOIR HEART"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviess disk pockey pramotion and strongest desier merchandising. Billboard's weekiy BEst buYs are the answet. Arrange now to have fitle strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding oaly the winners tor too play the year aroundl

## Yermie Stern. 2 E. 45th St., New York 17 <br> Please start sending me_tite strip <br> cards of Billboard's "Best Buys" to cost

 8 for 3 full months. Payment is
## enclosed.

Name

## Addresa

City $\qquad$ Zone State

## MILLER OFF ON FIVE-CITY SPEECH TOUR

## OAKLAND, Calif, Feb. 28 of the Music Miller, president

 of the Music Operators of on a 15 -day speaking tour to five major cities.His first stop will be dress the 14th annual convention of the Ohio State Phonograph Owners' Associaation March 5 at the Hollen-
den Hotel. His topic will be dime play and preparation for copyright legislation.
From Cleveland, he will head West and make stops at Detroit, Chicago, Omaha, and Kansas City, Kan.
Accompanying Miller on
the tour will be Wesley the tour will be Wesley
Elster, chairman of the legisElster, chairman
lative committee. $\qquad$

## Buying Public to Pick April Hit for Ohio

CLEVELAND, Feb. 28. - A
"Hit Tune Party" under the joint the No. 1 spot on a
juke boxes thruout the State. Hit Tune Party" under the joint
sponsorship of the Cleveland Press and the Cleveland Phonograph Merchants' Association, will be held in conjunction with the Ohio State Phonograph Owners' Association convention at the Hollenden
March 5.
The "Hit Tune Party" will be staged in the Music Hall and is a revival of the successful parties held in 1947. From 4 to 6 p.m.
record lovers will be-admitted record lovers will be-admitted
free to the hall to listen, select, rree to the hall to listen, select,
and vote for the unreleased record they believe has the best possibility of becoming a hit. Tune" for the month of April and

## Canada Tops

 Disk Listing On ImportsCHICAGO, Feb. 28.-A total of $\$ 691,918$ worth of phonograph records were exported during November by American manu-
facturers to il countries, facturers to 11 countries, accord-
ing to the U. S. Department of ing to the U. S. Department of Commerce census report.
Following are the importing $\begin{aligned} & \text { countries and their total dollar } \\ & \text { volume: } \\ & \text { Canada } \\ & \text { C.............. } \$ 140,942\end{aligned}$ Columbia
Brazil
Mexico
Venezuela
Venezu
Italy
Peru
Cuba
N. Antilles
Switzerland

Switzerlan
Salvador
$\$ 140,942$
79,768

| 9,862 |
| :--- |
| 3,862 |

3,862
69,826
69,032
46,981
41,447
26,843
13,480
13,480
10,677
$\begin{array}{r}10,536 \\ \hline 108,\end{array}$
Other Countries
Particularly significant was the Particularly significant was the
number of records shipped to number of records shipped to
countries importing juke boxes. countries importing juke boxes.
For the month of November Venezuela was the top importer of jukes yet ranked fifth in record imports. Canada ranked second in juke imports and first in record imports. Belgium, which ranked third in juke imports for November, didn'

## Rock-Ola School Goes on Road

CHICAGO, Feb. 28.-Frank Schultz, Rock-Ola service specialist, starts a series of Rock-Ola
workshops this week scheduled to cover locations in the Middle West, the South and the South-
west. Schultz, who has had considerable experience instructing phonograph servicemen, is
conducting the sessions to acquaint them with the mechanism and the operating features of the
Rock-Ola Fireball 120 -selection phonograph.
The showrooms of the Central Ohio Coin Machine Exchange, Columbus, O , will be the location
of the school session March 2 servicemen from the Air City Novelty Company, Dayton,
O., have been invited to participate On March 3 the school will be held at the Coin Machine servicemen of local operators have been invited.
The Southern Music Corporation, Charlotte, N. C., will be the host on March \& and the personnel from Frank Swartz
Sales, Nashville, and Coin AutoSales, Nashville, and Coin Auto-
matic Music Company, Johnson City, Tenn., will be the guests. The next session will be at the showrooms of the Franco Distributing Company, Montgomery, Ala., March 5 . The final meeting of the series will be at
the Lynn Farr Music Company, the Lynn Farr Music Company,
Texarkana, Ark., March 6. PerTexarkana, Ark., March 6. Per-
sonnel from the Unite Amusement Company, San Antonio;
Fort Worth Amusement Company, Fort Worth; Capitol Dis-
tributing Company, Jackson, Miss.; Rutherford Enterprises,
Amarillo, Tex. and Frontier Amusement, El Paso, have been invited.
juke boxes thruout the State.
In previous years this party
has met with much In previous years this party mainly to the co-operation of organizations and public relations groups in the State. The push behind the playing of the selected record was one of the strongest co-ordinated efforts by
all media ever utilized boxes, dee jays, and advertising was aimed to hype the playing of the disk.
The revival of the hit tune party will again place a single The party for March will be kicked off with a show featuring Florian Zabach, Vini DeCampo, Tony Morelli, Tex Beneke, and outstanding recording artists. Eddie Habat and his orchestra will a full program of entertainment Prizes also will be awarded as another highlight of the party. Bill Randle, of radio station
WERE, will act as emsee, and will spin will act as emsee, and will spin 10 unreleased disks on expected to reach 3,000 for the expected
balloting.

## Music Company

 In Third Year Of Polio DriveCOLUMBUS, O, Feb. 28. guson \& Grace Music Company, thanks from Sid ${ }^{\text {a }}$. Pheter of chairman of the Franklin County Chapter of the National Founda-
ion for Infantile Paralysis his aid in the March of Dimes. Ferguson has donated receipts
rom a juke box in the Deshler Hotel here for the past three 00 -Select-o-Matic was Seeburg he lobby over the Christmas holidays and the take this year was the largest to date. A sign was made and donated by Seiler's Department store for placement on the machine. It your favorite selection and hear player... Your contribution this 109 per cent to Infantile Paraly-
A check by the Franklin chapwhich included 189 quation of $\$ 158.35$ dimes and 1,190 nickels for 516 total of 1,895 coins.
Ferguson said, "We, here, sin-
cerely believe if all operators would follow suit, it would certainly help the fight against
polio."
Ray Cunlifte
Talks in Ohio
On Dime Play
Cunliffe, president of the Recordd Music Service and vicef America will Music Operators 14th annual will speak at the
convention of the Ohio State Phonograph Owners' Association at the Hollenden Hotel in Cleveland March 5 . Cunliffe's subject will be on
experiences of dime play in the Chicago area. His talk will be dime play, the feature topic on the convention agenda.
A luncheon and a banquet is eature a floor show of top recorgram honoring Carl proCleveland songwriter for his ry. orchestra will follow.

## Opens Record Shop

SPOKANE, Feb. 28.-Emery's Music Company has opened a record shop at its W247 Riverside 78 and 45 r.p.m. records are Emery, owner. Mrs. Eleanor S. shop.

Drawing by Mr. Henri Orband, Antwerp,
Belgium, submitted in the AMI
"Write-an-Ad" Contest. Mr. Orband
has received special recognition
for this excellent art work.


## Living in a Goldfish Bowl

Good public relations is important to the music operator. Ever in the public eye, he knows that a high regard for the juke box and its operator brings more business, less threat of restrictive regulations and taxes.

Model "D," by its very nature, is a public property,
designed to be seen and heard and played by people everywhere. Its warm inviting beauty, its tonal appeal and its dependable operation inspire confidence, make it the operator's top public relations representative with a music-loving public.


## the billboard Index

 of Advertised Used Machine Prices

## - Music Machines

Equipment and prices lisled below are faken from advertisements in the Billboard lsues a:
Indicated below. All adverilised used machines and prices are listed. Where more than one firm Indicaled below. All adverfised used machines and prices are listed. Where more than one firm
adverlised the same equipment af the same price, frequency wilh which the price occurred is adverised the same equipment at the sume price, frequency wilh which the prite occurred is
Indicaled in paranthoses. Where quantity discounts are advertised, as in the case of builk venders Indicaled in parenthoses. Where quantity dilstounts are advertised, as in the case of buik venders
only the single machine price is listed. Any price obviously depends on condifion of the equipment only the single machine price is listed, any price obviously de
age, fime on location, ferrifory and ofther related factors.

| AIREON <br> Coronet | $\begin{aligned} & \text { Issue of } \\ & \text { Feb. } 28 \\ & \$ 75.00 \end{aligned}$ | $\begin{aligned} & \text { Lssue of } \\ & \text { Febe } 221 \\ & \$ 75.00 \end{aligned}$ | Issue of Feb. 14 $\$ 75.00$ | Issue of $\text { Feb. } 7$ |
| :---: | :---: | :---: | :---: | :---: |
| Fiesta ... | 75.00 | 75.00 | 75.00 |  |
| AMI |  |  |  |  |
| Model A. | 260.00279 .50 | 249.50260 .00 | 249.50260 .00 | \$260.00 295.00 |
|  | 295.00325 .00 | 274.50295 .00 | $295.00 \quad 325.00$ | 325.00 |
| Yodel B.................. | 395.00425 .00 | 349.50 | 349.50 | $425.00(2)$ |
| noder s................... | 38.00 423.00 | 425.00 (2) | 425.00 (2) | 450.00 |
| Wodel c.................. | 399.00445 .00 | 425.00429 .00 | 425.00429 .00 | 425.00450 .00 |
|  | 450.00(2) | 450.00(2) | $450.00(2)$ | 460.00475 .00 |
| EVANS |  |  |  |  |
|  |  |  |  |  |
| Constellation | 275.00395 .00 | 275.00 | 275.00 | 395.00 |
| 52 ...................... |  |  | 375.00 |  |
| mills |  |  |  |  |
| Constellation | 145.00149 .50 | 109.50 | 109.50 |  |
| PACKARD |  |  |  |  |
| Wanhattan 76. | 79.50129 .50 | 79.50 | 79.50 | 79.50 |
| Model $7 . . . . . . . . . . . . . . . .$. | 79.50 |  |  |  |
| ROCK-OLA |  |  |  |  |
| Rocket 50.51 | 395.00 | 439.50 | 439.50 | 439.50 |
| 52.50 ................. |  |  |  |  |
| 14828 Blonde, .............. | 79.508089 .00 |  |  |  |
| 1422 .................. | 79.50 <br> 94.00 <br> 99.50 | ${ }_{94.00} 125.00$ | ${ }^{89.00} 125.00(2)$ |  |
|  | ${ }^{9} .00$ |  |  | 1.00 |
| 1424 Hideaway............ |  |  |  | 99.50 |
| 1426 .................... | 99.50119 .00 | 109.50119 .00 | $119.00-50.00$ | 109.50129 .50 |
|  | 150.00 | 150.00 |  | 150.00 |
| 1428 ................... | 275.00 | 275.00 | 275.00 | 250.00275 .00 |
| 1432 .................... | $395.00(2)$ | 395.00419 .00 | 395.00 419.00 | 395.09419 .00 |
| 1434 . | 499.00 | 529.00 | 529.00 | 529.00 |
| 1434 .................... |  |  |  |  |
| sefburg |  |  |  |  |
| H 146 Hideaway. | 89.00 | ${ }^{89} 9000$ | 75.00 | 89.00 |
| H-146 M Hidenway......... | 115.00 | 115.00 | 115.00 |  |
| H-147 Hideaway | 199.00 | 139.50199 .00 |  |  |
| $\mathrm{H}-148 \mathrm{M}$ Hideeway | ${ }_{7959} 19900$ | $139.50{ }_{8}^{1975.00}$ | 875.00 | 199.00 |
| M $100 \mathrm{BL}^{\text {c, ........... }}$ | 775.00 |  |  |  |
| M-100-A 78 RPM......... | 595.00(2) | 629.50649 .00 | 629.50649 .00 | 629.50649 .00 |
|  | $649.00(2)$ | 650.00675 .00 | 650.00(2) | 650.00675 .00 |
|  | 675.00 |  | 675.00 |  |
| 146 | 150.00 | 99.50150 .00 | 150.00 | 129.50150 .00 |
|  | 150.00 | 150.00 | 150.00 | 150.00 |
| $146 \mathrm{M} .$ | 125.00129 .00 | 125.00129 .00 | 125.00129 .00 | 100.00125 .00 |
| 146 s................... | 125.00129 .00 | $125.00 \quad 129.00$ | 125.00129 .00 | 100.00 1295.00 |
|  | 125.00129 .00 | 125.00 |  | 129.00 |
| $147$ | 140.00 $\begin{aligned} & 1759.00 \\ & 149.00\end{aligned}$ | 175.00 | 175.00 | . $169 .$. - 173.00 |
| 147 m.............. |  | 140.00149 .00 | 140.00149 .00 | 140.00149 .00 |
| 147 s. | 140.00 | 140.00 | 140.00 | 125.00140 .00 |
| 148 m | 195.00 | 195.00 | 195.00 | 195.00 |
| 148 Blonde. | 250.00 | 250.00 | 275.00 | 209.50275 .00 |
| 148 ML . | 225.00239 .00 | 240.00 | 239.00240000 | 240.00 |
| 148 S. Bionde. | $\begin{array}{r}219.00 \\ \hline 49.00\end{array}$ |  |  | 200.00 |
| 148 st. |  | 219.00 | 219.00 | 229.00 |
| 1941 Hideaway |  | 49.00 | 49.00 | 49.00 |
| 1946. Hideaway ........... | 129.50 | 89.50 |  |  |
| $1947^{\circ}$ |  |  |  |  |
| 1947 M | 169.5022500 | 165.00 | 165.00 | 165.00 |
| 1948 ніфеаway............. |  |  |  | 250.00 250.00 |
| 1948 M....... |  | 250.00 | 250.00 | 250.00 |
| WURLITzER |  |  |  |  |
| 700 .................... | 49.50 |  |  |  |
| 150 | 69.50 |  | 75.00 |  |
| 150 E. |  |  |  | 55.00 |
| 780 E................... |  |  |  | 129.50 $\begin{array}{r}\text { 75. } \\ \hline 1590 \\ \hline\end{array}$ |
| 1015 ..................... | $\begin{aligned} & 139.00160 .00 \\ & 165.00169 .50 \end{aligned}$ | $\begin{aligned} & 119.50 \\ & 139.00 \\ & 165.00 \end{aligned}$ | 135.00139 .00 $175.00(2)$ | $\begin{array}{r} 129.50139 .00 \\ 175.00(2) \end{array}$ |
|  |  | $139.00{ }_{175.00}^{165.00}$ |  |  |
| 1017 Hiocaway | 125.00140 .00 | 115.00 | 115.00 | 99.50115 .00 |
| 1080 ........ |  | 125.00140 .00 | 105.00125 .00 | 119.50125 .00 |
| 1100 ................... |  |  | 2890000 | 9,50 1580.00 |
|  | 275.00 |  |  | 269.50289 .00 |
|  | 299.00(2) | $\begin{array}{rl} 275.00(2) \\ 289.00 & 295.00 \end{array}$ | $295.00 \begin{array}{r}325.00 \\ 329.00\end{array}$ |  |
|  |  | 329.00 |  |  |
| 1250 | $\begin{array}{r} 389.00 \\ 395.00(3) \end{array}$ | 3889.00 | 389.00 395.00 | 395.00399 .00 |
|  |  | ${ }^{395} 595.00$ (2) | 399.50425 .00 |  |
|  | 399.00 | 425.00429 .00 |  |  |

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and o

CETRA-GOODY SUIT. The action brought by Cetra-Soria to restrain Sam Goody from selling Cetra vinyl at less than fair trade prices goes to trial Monday (2) (Music department). CAPITOL DECLARES DIVIDEND. Capitol Records this week declared a dividend of 10 cents per share on common stock for the first quarter (Music department).
"HANS" IS BIG PACKAGE. Decca Records' best-selling "Hans Christian Anderson" album is shaping up as the biggest package issued by the label in several years (Music depart NEW-TYPE PROMOTION. The practice of major diskeries of promotion single disks from pop albums is shaping up as standard operating procedure (Music department). Honor Roll of Hits and pop charts.
Hoone Foio of itis ond pop chartas


North. ... south . . . east ... west . . . every-
where RIFLE SPORT and the CHALLENGER attracting customers, old and young, therefore making more
details today! details today? A.B.T. MANUFACTURING CORP.

## New York Jukes

 - Continued from page 87 at one pricedifferent level.

Modernization Ups Take New York City, which early
started placing high-capacity started placing high-capacity
equipment, now has 60 jukes offering 80 or more selections to every 40 carrying a lesser number. While this route moderniza-
tion has upped the book value of tion has upped the book value of on the local guarantee situation. When the Seeburg 100-play machine was still sparsely represented in the city, it was quite simple to insist on $\$ 20$ top money deals. Tho guarantees are still
the norm with high-capacity the norm with high-capacity
units, the average commitment on new contracts, which usually run from 12 to 18 months, is now
around $\$ 15$ to $\$ 17.50$ a week.
There also have been some variations of the guarantee pattern which have been tried successfully. One operator, for
instance, finds it easier to sell instance, inds it easier to sell
locations on giving him the first
$\$ 7$ of weekly $\$ 7$ of weekly income and splitting the remainder evenly, rather
than asking for the first $\$ 20$ and earmarking the next $\$ 20$ for the location. In certain cases, this
operator reports he makes out operator reports he makes out
much better than if he used the much better
latter plan.

Minimum Take Varies operators with medium or not carry any locations which returns them less than $\$ 6$ weekly.
Larger operators, however, who are able to spread their costs over a broader base carry $\$ 5$
stops and, in some cases, will
hold on to $\$ 3$ locations, if they
feel the feel the latter may soon change
hands and possibly revitalize hands and possibly r
under new management.
While taverns are still the best income producers here, there has been a gentle trend toward eat-
eries, especially of the all-night
kind, as favored stops. will not probably become as
pronounced here as in many other territories. Space is at a
premium in the city and few spots are spacious enough to per-
mit heavy wall-box placement. Operators report they are
having progressively less difficulty in filling their 45-r.p.m.
disk needs. In a normal order, eight to nine out of 10 records are supplied in the speed asked for.
Only in cases where specialty Only in cases where specialty
labels are ordered, do more requent delays occu
Indicative of healthy operating conly rarely are routes offered for sale. There are always more
buyers than sellers. When routes do go on the block the price tag for good will alone ranges from And it is not rare for the price
to go above 40 times weekly
revenue befor revenue, before the market value
of the equipment is thrown in.

## AMI Wall Box

## - Continued from page 87

their servicemen are typing in
The
new box can betainer on the one hand by tripping a gravity lever.
The W - 80 also has a "Make Selection" light as well as a
lighted coin drop as price-of-play insert.
For ease of service, the unit the coen so designed that when the slug rejector and the coin box are easily accessible.

WASH. DIME PLAY, CONVERSION ON RISE IN CAPITAL

## 70 Per Cent of Boxes on Dime; Teen-Agers Oppose Hike


serious resistance to the higher price has been experienced in non - beer establishments that cater largely to teen-age patrons. The kids have balked at the cations, where conversion had been accomplished, have since been returned to a nickel. Operators, tho, feel resistance to dime play in teen-age spots will disppear as the new price becomes
irmly established in other locaions, and that eventually successful conversion can be undertaken generally.

## JUKE BOX USED

 ON TV SHOW$$
\begin{aligned}
& \text { CHICAGO, Feb. 28.-A } \\
& \text { Seeburg juke box was fea- }
\end{aligned}
$$ Seeburg juke box was fea-

tured on Patti Page's TV tured on
last week.
The juke was used an
The juke was used as an
introduction to the songs on introduction to the songs on
the program. Scenes showed people putting nickels in the machine to hear their favorite artists and as records started, the camera faded into a shot of Patti doing her numbers.
\$\$\$ MUSIC OPERATORS INCREASE YOUR INCOME \$SS



## MUSIC SYSTEMS, INC. <br> DEEROI, MICh- 10217 LIIWOOOD LANSIMG, MICh.- 1224 TURRER <br> CIEVELANO, OHIO-2600 EUCLID TOLEDO, OH10- 1302 Juacson

## MUSIC OPERATORS <br> See Your Seeburg distributor

(or write us)
For fuill details and rates on STAR'S new Title Strip service based on Billboard's "THIS WEEK'S BEST BUYS."
STAR TITLE STRIP CO., INC.
2001 Fifth Avenue
All phones: Atlantic 1-0818

## See, Play, Hear-Order-Your ROCK-OLA FIREBALL at any of the following Showrooms:

## EASTERN

bailie distaibuting co.
647 South West St, Syriacuse, N. Y.
eastern vending sales co., inc. 940-42 Linden Ave, Bollimore, Md.
hacola distrisuting corp. 265 Fronklin, Buffolo, New York
B. D. LAZAR COMPANY

1635 Fith Avenue, Pithburgh 19, Penn. music a television corp. 1119 Commonwealth Ayenve Boston 15, Massachuselts
s \& K DISTRIBUTING CO. 2014 Foirmount Avenue Philadelphia 30, Pennisylvanio
SEACOAST DISTRIBUTORS, INC. 1200 Norit Ave, Elizobeth, New Jersey

## MIDWEST

badger novelty company 2546 North 30th Strect, Milwaukeg, Wis.
binco music distributing co. 1329 S. Calhoun St, Ft. Woyne, Indiono

BRILLIANT MUSIC COMPANY
19963 Livernois Ave, Detroit 21, Mich Calderon distriauting
450 Massachusetts Ave., Indianapolis, ind

CENTRAL COIN MACHINE EXCHANGE 525 S. High St, Columbus, Ohio DAYTON MUSIC SALES
815 St. Poul Ave., Dayion 10, Ohia DIXON DISTRIBUTORS 3808 Southern Blvd, Youngstown, Ohio fablano amusement co. 208 E. Dewey Ave, Buchanan, Michigan IDEAL NOVEITY COMPANY 2823 Locust Streel, St louis 3. Missouri
La beau novelty sales co. 1946 University Ave, St: Podi 4 . Mina,
2. lake city amusiment co.

4533 Payne Avenue, Clevelond, Ohio SAVAGE NOVETTY COMPANY 628 Third Stree), Beloin, Wisconsin SUPERIOR SALES COMPANY 1337 Second Ave, Des Moines; lowo TOLEDO COIN MACHINE EXCHANGE 814 Summin St, Toledo, Ohio UNI-CON DISTRIBUTING CO. 3410 Main Stricet, Kansas City 2, Missouri WORLD WIDE DISTRIBUTORS, INC. 2330 N. Western Ave, Chicago 47, III:

## NORTHWEST

PUGET SOUND NOVELTY CO. 114 Elioft Ave., West, Seotle, Wosh.

## SOUTHERN

A. M. \& F. Distributing co: 318 Tulane Ave, New Orleans, Lovisiand h. M. BRANSON DISTRIBUTING CO. 81 E , Broadway, Lovisville, Kentucky

CAPITOL MUSIC COMPANY 135 E, Arite Street. Jackson, Mississippi? COIN AUTOMATIC MÚSIC CO. 241 W. Main Ste Johnson City, Tennessee garanco distributing co. 24 North Perry, Montgomery, Alabama robinson distributing co. 301 Edgewood Ave., S. E, Atianto, Ga. 5 \& M SALES COMPANY, INC. 1074 Union Ayenue, Memphis; Tennessé SOUTHERN MUSIC CORPORATION 2828 So, Bivd, Chartotre, North Carolino SOUTHERN MUSIC DIST. CO. 418 Margaret St, Jacksonvile 6, Florida

SOUTHERN MUSIC DIST. CO. 503 W: Central Ave Orlando, Florido fRANK SWARIZ SALES COMPANY S15-A Fourth Ave., So, Noshvile, Tenn. WERTZ MUSIC SUPPIY CO. 1013 E. Cary St, Richmond 19. Virginio

## SOUTHWEST

aUtomatic music co.
1214 WW . Archer, Tulso, Oklahomi

BORDER SUNSHINE NOVELTY 2919 N. Fourth Street

BOYLE AMUSEMENT COMPANY 522 North West Third Oklahomia City, Oklahoma
FT. WORTH AMUSEMENT COMPANY 1210 S. Main Street, Ft. Worth, Texas CRERONTIER AMUSEMENT 20zomyrile Avenue, El Poso, Texas PaUL W. HAWKINS 329 Easy 7ih Sireel, Tucson, Arizond. RUTHERFORD ENTERPRISES
608 Johnsan Street. Amarillo, Texas UNITED AMUSEMENT CO. 446 N. Main St., San Antonio, Texas

## WESTERN

H. B, BRINCK

825 East Front Strect, Butte, Montano
DAN STEWART COMPANY, INC. 2667 West Pico, Los: Angeles, Californio DAN STEWART COMPANY, INC. 140 E. Second, South, Salt Lake City, Utah MODERN DISTRIBUTING CO. 3222 Teion Street, Denver 11. Colorado OSBORN DISTRIBUTING COMPANY 2647 Thirty-Eighth Avenue


## Not 'Bell' But Games In Alberta

To the Editor: We refer you edition of Billboard, page 88 , headed "Alta. Bell Op Appeal Granted" and reference to the writer. We see it quite obvious that you have been misinformed of the facts, and therefore ad-
vise you at this time to the following facts:

1. The writer is not and has never been an operator or owner
of "Bell" machines. 2. The action selves and the Regent Vending Machines Ltd., was conducted on a friendly basis as a test case. 3. The machines seized were of classes generally known as ShufHockey games, shoe shine machines, bubble gum machines and various other Arcade type machines.
All of these were seized under an Act which is so broad as to infer that any type of coinoperated machine which is capable of giving a different result
(in this case the different result (in this case the different result slot machine as defined by the Provincial Act.
You will readily see what a
ridiculous situation exists in this province, and should you be interested in having further details we shall be only too happy to
afford you the same. afford you the same. Meanwhile, we would respect-
fully ask that you take some fully ask that you take some
steps to correct the wrong imsteps to correct the wrong im-
pressions which have been pressions which have been
gathered from your article as

## Copper Controls

 - Continued from page 80OPS officials stated the agency was compelled to lift copper
price ceilings because scrap copper had not moved into the market as expected, following ary 12. Phelps Dodge, declared "the order (terminating copper con-
trols) will do much toward improving the supply of coppe available to this country. "Meanwhile several other metallowed price increases by OPS this week. These included nicke and chromium. Cobalt, while not
under price ceilings, has remained under price ceilings, has remained
indirectly so. Most of the products indirectly so. Most of the products rejectors, radio and tel
sets) are still controlled.
"Cobalt users may now raise
prices 30 cents for each pound of prices 30 cents for each pound of
cobalt contained in their products. cobalt contained in their products. Manufacturers and sellers are al
lowed to increase prices approxi mawed to increase prices approxi
mately 2 to 3 per cent to cover
nickel and chromium used in the nickel and chromium used in the increase granted in chromium prices excludes that used in stain
less steel.
above mentioned
Alberta Vending Mach. Gray Calgary, Alberta, Canada Editor's note: We sincerely regret the inaccuracy, especially of the headline used over the story concerning
Albert Vending Machines Ltd., and trust that publication of this letter serves to put the record straight. The letter likewise points up
existence of a law which will have to be modified before can expect to grow in Alberta.

## RELY on DAVIS Rifiocotwhis

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TERMS: $\begin{aligned} & 1 / 3 \text { DEPOSIT WITH ORDER, BALAN } \\ & \text { WE SPECIALIZE IN EXPORT TRADE }\end{aligned}$


GOOD POTENTIAL Perkins Eyes Brazil Coin Possibilities
RIO DE JANEIRO, Feb. 28 Chicago, made his first stop here Chicago, made his first stop here
on a 4-week South American tour looking for additional export outlets for coin machine equipment. Perkins reported there was a definite scarcity of coin equipment in Brazil. He said he saw only one juke box and that it was
only used in case the band didn't show up or in between shows. He also noted only two Arcades, both of which. were located on Sugar Loaf mountain. The equipment in these Arcades, he said, was
and some of doubtful origin. Untapped Market "There certainly is a great
amount of room in these parts for "Th machines," said Perkins people who could be extremely fascinated by the machines. The reason that not many coin ma-

## Top Locations

 - Continued from page 80discretion, Kresge top level management has approved installa tion of kiddie rides in its 700
outlets as a company policy. If top management must be If top management must be erator would be wise to contact
such individuals as the president, vice-president or merchandise manager before taking an indi-
vidual store manager's possible vidual store manager's possible
"no" as the final word. Pre-sold chain, mean store managers have been alerted to the profit benefits made possible thru kiddie ride attractions.
chines are here is due to the fact that they are not considered ing to an Arcade owner, C. A Vieina, in Petropolis, Brazil. His outfit runs about thirteen ma-
chines and six of them are old chines and six of them are old
and I mean really old. He told me he was interested in more machines if the barriers were released."
Perkins added, "Many people here have never seen amusement machines. However, Perkins reprominent display.

## Canadian Chain

 - Continued from page 80 Canada. For years the Conklins have operated the midway at the oronto, which annually draws nore than $2,000,000$ persons. In addition they operate midways expositions and at several major Canadian amusement parks. When coin - operated kiddie mong the first to evince interest He secured a battery of the units and placed them in Eaton's Department Store, a large chain of stores which span Canada. The as tions in the field.Besides putting the rides in on his own, Conklin is distributor or Bally Manufacturing ComRany. Recently he sold three Sace Ships to Bill Marks, grandtand concessionaire of Winnipeg. Hawley of Belleville, Ont., who purchased four horses and one Space Ship.
nidst of disclosed he is in the vould of negotiations which levices on coin-operated kiddie hain that has outlets in almost Canada. sizable community

## THE MARXET PLACE CON WACIINF INDUSTRY

## ADVERTISING RATES

- regular caassified minimum mo


52 conserf
- DISPLAY CLASSIFIED (Minimum s6)
 Per agate line. 3 or more coNS
insortions, per
52 CONSECUTIN 32 CONSECUTIV

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE the billeoard
188 W . RANDOLPH ST. CHICAGO 1, ill.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25 e for each insertion for the use of a
box number to cover the cost of handling and forwarding of your mail.


Decontrol Move May Spur New Standby Law
WASHINGTON, Feb. 28.-De control of prices on cigarettes
confectionary products,
edible cocoa and several other items by the Office of Price Stabilization
this week will say whether or not Congress enacts a new standby control law. The agency's ac
tion left no major item affecting to be decontrolled by OPS.
Legislation proposed by Sen Homer Capehart (R., Ind.), for
stand-by controls appears to have a good chance to come out of the even pass the Senate, but its fate
in the House would be uncertain The bill authorizes a 90 -day freeze of all prices, wages, salaries and
rents, and if enacted, President Eisenhower would be empowered he decides it to be "necessary in the interest of national security or
economic stability." Even unde such a law it would be unlikely
that Mr . Eisenhower would reextremely out of line. Under
present until June 30, the President has

## Donan Named Bally Distributor

## CHICAGO, Feb. 28. - Bally Manufacturing Compan y ap-

 Manufacturing Company appany this week as distributor of Wisconsin and Northern Illinois. Donan Distributing, 5007 N .Kedzie Avenue, Chicago, has stocked a full line of Bally parts. Donald J. Moloney is
general manager. The firm's Norbert Pascon.



## the billboard Index

 of Advertised Used Machine Prices

## - Arcade Equipment

Equipment and prices listed below are taken trom adverlisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm adverlised the same equipment at the same price, frequency wifh which the price occurred is
indicated in parentheses. Where quantity discounts are adverflsed, as in the cep indicated in paremitheses. Where quantity discounts are adverfised, as in the case of bulk venders
onity the single machine price is listed. Any price obviousty depends on condition of the equipment age, tlime on location. ferritory and other related factors.


Milwaukee Sets IV Again Nips Dime Play Try Juke Box Play

## In Top Spots

MILWAUKEE, Feb. 28.-Twen-ty-five Beer City juke box opera-
tors attended the regular monthors attended the regular monthy gathering of the Milwaukee
Phono Operators' Association,
Thursday evening February 19th, Thursday evening, February 19th oinmen preceded their meeting by putting on the feed bag and enjoying the specialty of the house. Tabs were picked up by
local music machine distributors. Main discussion during the onfab centered around the first station, to midnight. The roup's plan to encourage dime operation last month went into play. Operators with downtown competition for the jukes only in locations okayed an agreement to
start the price hike on their The music boxes have been start the price hike on their virtually silenced for the time
machines within the next few machines within the next few
weeks. With the results of the owntown to dime price tag on when the novelty of TV wear the trade organization hopes to $\begin{aligned} & \text { off and the tavern-lounge pro- } \\ & \text { be able to persuade balance of }\end{aligned}$ $\begin{aligned} & \text { be able to persuade balance of } \\ & \text { local ops to follow suit. }\end{aligned} \left\lvert\, \begin{aligned} & \text { going into their cash registers } \\ & \text { The phono operators claim cus }\end{aligned}\right.$ $\begin{array}{ll}\text { Chain Stores Sell } & \begin{array}{l}\text { tomers drink less when watching } \\ \text { TV than when listening to music } \\ \text { and shooting the breeze. }\end{array}\end{array}$
CHICAGO, Feb. 28.-In a re- WANT MECHANIC
cent survey conducted by Chain Store Age, it was revealed that
the sales of records and sheet $\begin{aligned} & \text { For Bingo and One Ball Machines. Long } \\ & \text { hours not necessary. Give reference and }\end{aligned}$ music represented only one-half
of 1 per cent but still amounted to a dollar volume of $\$ 11,691,590$,
annually.

OX $\mathrm{D}-6, \mathrm{c} / \mathrm{e}$ The Billboard
Cincinnati 22,0


## COIN MACHINE SALESMAN

$\$ 150.00$ MINIMUM, plus liberal bonus to a hard hitting, aggressive
Salesman who is bondable and can be classified as one of top ten in the country. TERRIFIC bonus arrangement. DO NOT apply unless you have proven record of integrity and ability in Coin Machine Field.
c/o The Billboard
Cincinnati 22, Ohio

## Shaffer Specials

 in better quality buysExtra Special!<br>SEEBURG M-100-A 78 RPM-100 Selections Only \$595.00<br>- MECHAMISM-Cleaned, Rebuilt, Checked - CABMEI-Refinished - ELETTRIC SELECTOR-Cleaned and Adjusted - MEW PICK-UP CARTRIDGE - SOLENOLD ASSEMBIY-Cleaned and rebuilt.

| WURLITZER |  |
| :---: | :---: |
| $1100 \ldots \ldots . . . .$. | $\$ 269.50$ |
| $1015 \ldots \ldots . . . . .$. | 119.50 |
| 3020 | (24 Sel.) WOM.. |
| 3020 (48 Sel.) WOM. . | 17.50 |


Mills Constellation.
.$\$ 109.50$

Write for Illustrated Catalog of tate Model Phonographs

## Shaffer Musicic Co. <br> Columbus, Ohio So6 S . High Street <br> Cincinnati, Ohio <br> indianapoitis, Ind MAin 5563 <br> 327 Capitol Ave exclusive setburg distributors

## 

THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

## 

Trimount offers all types of 5 Balls and Arcade Equipment.

- Every machine is guaranteed
been completely reconditioned.
Ting

Trimount has New Englands
department.

- Export Shipping
perfect condition.

WRITE FOR NEW PARTS CATALOC, EXPORT BROCHURE, CATALOC SHEET


Remember
IN MEW ENGLAKD
IT'S IRIMOUNT!
0 waltham stanet BOSTON 18.MASS


## the blliboard Index

 of Advertised Used Machine Prices
## - Shuffle Games

Equipment and prices lisied below are baken trom adverisements in The Billboard lswes a indicaled below. All adverfised used marhines and prices are listed. Where more than one firm
advertised the same equipmont af the same price, frequency with which the price octurred is indicated in parentheses. Where quantity discounts are adrertised, as in the case of bulk venders, only the single machine price is listed, any price obviossiy
age, time on location, territery and other releted factors.


## 11 Coin Groups

- Continued from page 7 prices. The machine will handle $\mathrm{up}_{\text {articles at }} 25$ different kinds of shown was the Mamie, a twin column chocolate and cigarette machine as well as a wide choic
of venders and machines with automatic counting and invoicing
33-37 Ruffler \& Walker 33-37. St. John's Hill. Clapham
Junction, London, S.W. 11 The feature machine here was the Grand National, a two-playe game involving two horses racing over a track and taking hurdles A new type bumper table, fitted
with new plastic bumpers and with new plastic bumpers and
spinner, can score as much as 500,000 points in one game. Another new game was "Win and Place," a wall machine puntSpare parts hitberto up paywere also on display

11, 13 \& 15, St. George's Road.
Machines displayed here were and Mabel in the Park, Dickory man, and The Gambler's Dream chines. Also featured was
complete line of Chicago spar

The Amusement Machine Mart

This firm showed a selection of machines from current stock clubs, etc. These included wal chines, fruits, floor machines, Amusement Caterer's Associatio Gloucester House, 19, Charing
Cross Road, London, W.C. 2 This is a protective association
and it occupied a stand for the purpose of enlisting new

On exhibition were three wal 6 mains on wins. The company exhibited the different machine which it could convert to utilize Bryan line (some in manufacture - Oliver Whales Fun City, Esplanade, Redca
election of wall machines, vend ers, and picture boxes. Included Prize, Win a Gift, Allwin De24 Cups, Dual Win, Players ( 2 models), Screen Stars, Brook-
lands Totes Greyhound Stables, and Sportsman's Corner. In all new.

46a. Cricklewood Lane, This association defends the chine manufacturers, distributors opessiors. It offers special Philip Shefras Ltd. Holly Bush Place, Bethnal Green
Road, London, E. 2 Aall and console machines, Shefcapable of delivering hot and icecold drinks, and an adaptation of
the juke box to enable full play avorite records.

位 Shown here were pay out ette, 22 -man football, mutoture boxes, distorted mirrors, machines, and metal typers.

Keeney to Stay
In TV Set Field
Guilfoyle, executive vicepresident of J. H. Keeney \& Comrecent published reports that the vision manufacturing field. part of someone, and I wish to will continue," said Guilfoyle. He up would remain the same.


| Get these REDD-HOT MONEY MAKERS! |  |  |
| :---: | :---: | :---: |
| CLOSEOUTS |  |  |
|  |  |  |
| WANTED-Will Pay Cash for Wurlitzer 1015-1100-1250-1400-1450and Metaltypers |  |  |
|  |  |  |



> Exclusive $\Delta N$ Distributors in Kentucky, Indiana, Southern Ohio
> "The House that Confidence Built"

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MUSIC COMPANY, INC.
$\boldsymbol{c}_{\text {ESTABLISHED }}^{735}$ s. 1923



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## A.B.T. RFIEE RANGE

 - Cun, Compiete with Canvas, Frame,Remodeling forces sole sear olat. highest SUZIE'S ARCADE 625 5. Chothage Grove park chicago, ill.

THE WORD TO THE WISE for the WORLD'S BEST BUYS IS LONDON !

| NEW SELECTION FIVE BALLS <br> NEW PRICES! |  |  | OGRAPH CIAL! <br> ckard hattan 9.50 <br> L BOX CIALS! <br> Postwar 56 $\$ 9.95$ $\$ 7.50$ |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
| 130 WEST LISBON AVENUE MILWAUKEE 8; WISC: <br> DIVISION $\square$ 4.3220 <br> 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453 |  |  |  |
|  |  |  |  |



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c/o The Billboard

## BOX D-4

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 otherwise to make up mind.

BOX \#A-139


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EXCLUSIVE BALLY DISTRIBUTORS IN WISCONSIN an NORTHERN ILLINOOS

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Come in and get acquainted!

BALLY MANUFACTURING COMPANY

| BARGAIN! Baseball Shuffile Game <br> liams 2-Player UBLE HEADER |  |  | UNITED 10 HA FRAM UNITED STAR REGL CHI. MMME BOWLE | $1 a$ |
| :---: | :---: | :---: | :---: | :---: |
| 5-BALLS |  | 를 ARCADE 言 |  |  |
| united show boat ва䒑у веас сृU GELCO GODDE RUGGET chi. $\mathbf{B I 6}$ HIT 607. RYIIIG H:GH wis. sliver skates |  | aUTO.PHOTO <br> ExH. SPACE GUM |  |  |
|  |  | ExH. SPACE GUM |  |  |
|  |  | $\begin{array}{\|l\|l\|} \text { ABT RIFLE SPORI } \\ \text { ABI CHALINGER } \end{array}$ |  |  |
|  |  |  |  |  |
|  |  | EV. SUPER BOMBER ..... 5295 |  |  |
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| $\square$ BING0-- |  |  |  |  |
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|  |  |  |  |  |
| Horseshoes , 5159.50 Hayburners <br> Hayourners 165.0 | CHICAGO COIN |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| $\begin{array}{ll} \text { Sweetheart .. } & 99,50 \\ \text { De-lcer } \ldots . . . & 99.30 \\ \text { Boston } \ldots . . . & 09.50 \end{array}$ |  |  |  |  |
| CIGARETTE VENDERS |  |  |  |  |
| factory rebuilt, 25 c, King sile cois. |  |  |  |  |
| Rawe President, 10 Col . <br> Rowe Royal, ${ }^{8} \mathrm{Col}$. Rowe Royal, 10 Col . $\qquad$ <br> Nat $\qquad$ |  |  |  |  |
|  |  | Smokeshop 23950 |  |
|  |  |  |  |  |
| WANTED <br>  |  |  |  | CENTURY Now on Dlsplay |



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## TREMENDOUS REPLAY <br> POSSIBILITIES

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## BallyDic SIII <br> new exclisive DIUE-D/P-ROLL-SWIVG action captures higgest play, insures biggest proit


#### Abstract

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 . . . and you will see why junior space-pilots prefer the Bally patronize the store with the Bally SPACE-SHIP patronize the store with the Bally SPACE-SHIP. And remember . . you can build a big-profit route of Baly investment.


$\star$ Variable speed controlled by pilot $\star$ Colorful Eye-Appeol attracts attention on location
$\star$ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
$\star$ Twin Ray-Guns with exciting sound-effects
$\star$ Airblast blows from blower $\star$ Safe, sturdy construction $\star$ Simple mechanism $\star$ National Rejector

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS
Cash-box records prove that The Champion . . . the deluxe hobby-horse. . is the champion money-maker in hobbyhorse ferd. Why be satisfied with so-so earnings when you can casily be in THE CHAMPION class?





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    The Voices of Walter Schumann (1-10")
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    This is a fine album for the sacred good sales one that should rack up good sales during the forthcoming
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    feeling and real feeling and real sincerity. And the
    recording is first-rate. Selections in-
    clude the recording is first-rate. Selections in-
    clude the Easter Hymns, "Christ the
    Lord Is Risen To Lord Is Risen Today," and the lovely "The Palms," as well as Albert Hays lualo" by Mozart, "Onward Christian
    loldiers," "Ave Soldiers," "Ave Maria," "Psatm 150"
    and "The Apostle"s and "The Apostle's Creed," set to
    musie by Watter Schuman. mussic by Water Schumann. These
    moving performances should intercst many.

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