MARCH 7, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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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

WASHINGTON, Feb. 28. -Whether or not the \$800,000 Carter Barron Amphitheater here, built by Congress in 1950 for presentation of the Washington sesquicentennial historical pageant, "Faith of Our Fathers," will be used to further this capital's cultural aspirations-on a commercial basis—is a dilemma confronting new Secretary of Interior Douglas McKay. Control of the 4,000-seat outdoor theater in Rock Creek Park, originally vested in a Washington Sesquicentennial Commission, passed over to the National Park Service of the Interior Department last year.

Interior has offered to rent the theater for the entire 1953 summer season (June, July and August),

RADIO-TV BONANZA

By HERB DOTTEN

radio stations, as well as news-

papers, benefit greatly from tread-

ing the two-way street of co-op-

eration with fairs, it was demon-

strated repeatedly during the pub-

licity-advertising-promotion clinic

for fairs sponsored by The Bill-

board Monday (23) and Tuesday

(24) at the Hotel Sherman here.

Sammy Kaye Plans

TV Poetry Series

Quite apart from the substan-

CHICAGO, Feb. 28.-TV and

Fairs Pay Off in Coin,

Promotion, Programs

DESERT INN, SANDS STORM

Ray's \$20,000 Deal Chips Away United Buying Front

completed the original deal was the Desert Inn followed. Entratter's okay. There was an

LAS VEGAS, Nev., Feb. 28.-A understanding, however, that Enbooking hassle involving Johnnie tratter would get the first refusal Ray and the Sands blew up last on any subsequent Vegas offers, week when the Desert Inn walked in and got the singer for \$20,000 started bidding for Ray and En-

\$8,500. When the Sands wasn't Entratter came thru with \$12,500,

Society Asks for Change in Decree

Webs to Seek Cut in Fees; Telecasters Would Grill License Firm's Officers

By PAUL ACKERMAN

NEW YORK, Feb. 28. - The for a September or October date. tratter was informed. He refused American Society of Composers, Originally Ray was to open at to approach the offers. Authors and Publishers late yesmotion calling for an amendment completed in time, Jack Entratter, he'd of had him," said a GAC to the Consent Decree. The mo-Sands op, asked for and got a official. When the Desert Inn of- tion, served upon attorneys reprepostponement for the same money fered \$20,000 for Ray, Entratter senting 55 independent telecasters for a future date. When that date was called again. He refused to and also addressed to the U.S. highly important maneuvers on canceled with General Artists An interesting sidelight to the the ASCAP-television front. Other Corporation (Ray's agents) and deal is the sign that the unwritten revelations were these: The dis-

schools, libraries, museums and

(Continued on page 17)

would start negotiations with ASCAP "in several weeks" for a new blanket license to replace the current paper expiring December the Sands as its first attraction for "If we were offered \$15,000 and terday served a supplementary 31; (2) the disclosure that networks would ask for a "considerably reduced rate, and (3) the disclosure that the independent telecasters, via their attorneys, last month filed in Southern District arrived and the Sands still wasn't go above \$12,500. So the deal with Attorney, was one of several Court a motion calling for oral examination of ASCAP's officers, including attorney Herman Finkelstein, Jules Collins, Dick Mur-(Continued on page 15) closure that television networks ray and George Hoffman. Natalie Kissel was also named.

> ASCAP has taken the position that its feud with independent telecasters is separate and distinct from its supposed rapport with other segments of the TV industry, notably the networks and their owned and operated stations which hold the blanket licensebut in vie 7 of developments this week it is plain that the Society has on its hands not only the working out of a favorable per program license structure with the 55 embattled TV indies represented in per program license negotiations by Judge Simon Rif-

board, February 28). Rosenbaum press time, been filed in court. It stressed that "there are no wel- was learned that filing at this fare benefits or features" and em- time is not necessary, but may be (Continued on page 16)

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

WASHINGTON, Feb. 28 .- Fu- year agreement which must be judgment, contribute "to the pubthe facilities have been received rent congressional hearings on the Hartley Act of 1947. by Interior, one from Irvin and Taft-Hartley Labor-Management Israel Feld, who operate under Relations Act. The law in its presballet, musical shows and other trust fund of the recording induscultural programs, and positively try and television film producers. (Continued on page 53) The fund, operating under a five-

tial advertising dollars fairs put

into those mediums, stations and

newspapers reap a bounteous

harvest, it was revealed at the

two-day workshop which drew

press-radio chiefs from about 30

of the top fairs in the U.S. and

Canada with a combined annual

attendance of 20,000,000.

charging the producer \$50 a night ture of the American Federation renewed next December 31, came lic knowledge and appreciation and a percentage of gross receipts, of Musicians' music performance into operation January 1, 1948, of music." In this way entertainand for various services provided trust fund is likely to be de- after the AFM's music welfare ment has been provided in hosby the government. Two bids for termined by the outcome by cur- fund had been halted by the Taft- pitals, at playgrounds, parks,

the name of Super Attractions, and ent form, as interpreted by the ject of the music trust fund, and significance, Samuel R. Rosen- license with network execs who the other from Washington Fes- Department of Justice when Asso- there has been no indication up baum, trustee of the music per- feel the going rate is too high. tival, Inc., headed by actress Con- ciate Justice Tom Clark of the to now that Sen. Robert A. Taft formance fund, stated in his latstance Bennett and Garvin E. Supreme Court was attorney gen- (R., O.), Republican floor leader est report on the fund (The Bill- served by ASCAP had not, at Tankersley. Both organizations in- eral, gives a green light for op- and co-author of the original act, sist that they will concentrate on eration of the music performance has any intention to take up the question of a trust fund. Taft, however, is strongly opposed to welfare funds. AFM music performance trust fund is regarded as definitely not in the category of a "welfare fund" since, under of music royalties being paid to the AFM, the disk manufacturers pay contributions to an impartial trustee named by them, and the trust fund is expended in accordance with terms of the trust agreement. Under these agreements the trustee receives semi-annual contributions from the signatories, based on their volume of sales at retail price levels. This money can be spent only to pay instrumental musicians for services at local union scales, in performances open free to the public, and on occasions which, in the trustee's

of a "welfare fund" since, under the trust fund agreement, instead New 100-Record Home Phonograph Unveiled

the next 30 days, distributors of coin-operated phonograph industhe J. P. Seeburg Corporation try) is not a factor since 100 selecwill have a complete line of 100- tions offers an adequate programrecord, 45 r.p.m. home phono- ing service for the industry. Even graphs on their floor thus mark- tho we have had since 1948 a ing the first time a manufacturer | 200-selection non-coin - operated of automatic phonographs has mechanism, we do not think it fitentered the home market.

and director of sales for Seeburg, said operators will be invited to view the complete line-a con- the selectivity factor," McKelvy sole, library unit and custom unit-as quickly as distributors receive it.

The 200-selection phonograph will be marketed both for home and for rental use in supermarkets, industrial plants, banks and similar outlets.

Policy Statement

Seeburg will not increase the number of selections on its coinoperated phonograph line, Mc- Bu Kelvy declared. He said the Car company's position was identical with a public statement of policy published in The Billboard Oc- Fai tober 25, 1952.

At that time, McKelvy said, "a race between manufacturers to determine which offers the most selections could defeat the purpose of the phonograph industry."
He added that "the number of Me

CHICAGO, Feb. 28. - Within selections beyond 100 (in the ting, practical or necessary to C. T. McKelvy, vice-president convert this mechanism to coin operation.

> "We do not want to destroy concluded, "just for the sake of (Continued on page 87)

TV and radio stations, discussions disclosed, have found in fairs a veritable bonanza in the way of live, interesting programing. Of vital importance, it was brought out, most outlets have KOSHER FOOD cashed in heavily, dollarwise, by

NEW YORK, Feb. 28.-Sammy and women's activities, etc. Kaye 's planning a TV film A big plus factor for radio and business, via a 26-week, 15-min- TV in fair co-operation has been ute poetry series, featuring the the potent promotional value to maestro, an organ and three the stations, the discussions voices. The series may be pro-duced by Stanford Zucker, with have discovered that fairs, with Kaye holding joint ownership, their strong accent on broad par-Series will probably be distrib-uted by Zucker and a group of ants, etc., are tailored to the staindependent talent agents, now tions own promotion needs.

building up scores of sponsored programs tied in with fairs'

events, livestock judging, youth

setting up their own national syn- | Vast number of radio outlets (Continued on page 4)

BROTHERHOOD: NEGRO TALENT,

DELAIR, N. J., Feb. 28 .-Maybe it was Brotherhood Week that prompted it. In any case, the New Town Tavern nitery here, for years ballied for its "Creole Follies" entertainment, now offers for the first time a Jewish-styled food menu. Nitery operator Issy Bushkoff installed a Jewish caterer in the kitchen, which makes it probably the only spot in the country with Negro entertainment and Kosher cuisine.

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dication outfit.

Billboard Backstage

tainly is to be ribbed by a ribber board drama reporter, Bob Franwith a touch. Such a needler is a cis, annually works himself into a "mystery man" who writes for fever under the conviction that Theatre Arts magazine under the nobody will vote, or that there of TA, adding the further juvenile confusion of spelling the last fore the votes are in the mailname backward, Nivleps did a boxes. piece on drama critics and reporters. Starting with Sam Zolotow 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 with his jab at The Billboard, to wit:

". . . The Billboard is chiefly concerned with larcenous gimmicks which can be worked under canvas tents, but its big campaign of the year is the Donaldson Awards. These awards, named for the paper's founder, go to a long complicated series of 'best' actors and directors and composers and anything else of the year.

Everybody in show business votes for his Donaldson choices? "Everybody votes? That's putting it weakly. Everybody votes

States mail will be abolished be-

"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 applauded."

When Francis saw the piece his first reaction was one of considerable irritation. The Donaldson Awards, in truth, are very dear to his heart, as they are to all our tickers here at Billboard. And neither Bob nor any of the rest of us condone, let alone encouraged, ballot-stuffing. As we kicked around Nivleps' needle, however, Bob saw the humor of it, and admitted, finally, that "There's a modicum of truth" to it.

Serious-minded readers may be beats are employed.

One of life's small delights cer- and votes and votes. The Bill- interested in an objective analysis of the truths and the canards for the sake of wit in the TA essay. It is indeed a fact that Mr. Francis works himself into an annual time-honored pseudonym "George | won't be enough ballots to bother | fever over the Donaldson Awards, Spelvin." In the February issue counting, or that the United and I suspect that he does fear that the government post office will there be any drastic staff may lose the thousands of mailed changes if Hyde moves up. That's ballots in transit.

very district attorney-like man- ate naming a successor to Chairner during the first year of the man Paul A. Walker. Awards about the rumors that he END OF AMUSE TAX was passing out ballots among DUPLICATION DUE . . . bartenders, cab drivers and unemployed ushers. With his hand on a Gideon, Francis assured us that the only bartender to whom that the only bartender to whom and State governments will he ever gave a ballot was Tommy reach Capitol Hill early next down in Gus and Andy's. And year, according to current time-Francis believed, as he passed the table of administration planners. ballot over the bar, that he was With a commission being set up handing Tommy a \$10 bill in pay- by President Eisenhower to preconsumed. The cab driver to of this week's White House conwhom he gave a ballot was an ference of federal and State offiunemployed actor, who was hoping to get a part in a then-ru- legislation are likely to be ready mored Clifford Odets opus. Niv- well before the year is over. leps probably had the unem- House Ways and Means Commitleps probably had the unemployed actor confused with the tee has already recommended an unemployed usher. All the ushers from whom Francis gets his news

Legit Line-Up

from Marjorie Gateson, who Allen, Benay Venuta, Leo G. Car- the Center's next bill, "The Mer- ment, they would come out pracheads an Equity committee roll and Beulah Bondi, to recall chant of Venice," and will remain tically even in the end plus savchecking on the operation of the happy participation in past stage with the show troupe. . . . "The ing the taxpayers money as well Equity Library Theater, there was successes with the veteran star. Children's Hour" drops Wednes- as annoyance. Whatever may considerable agitation on the part After more than two years, ef- day mat. and Monday night per- happen to such amusement ex-of some ELT members that the forts of City Councilman Hugh formances in favor of Sunday cises as taxes on phonograph recproject was in danger of having Quinn for amendments to the city mat. and evening showings, start- ords, TV and radio sets, musical economies effected which might building code to permit constructing March 8. . . . The Mickey instruments and cabaret admiscause eventual abandonment.

Equity nine years ago to give may bear fruit. Twenty-one bills Richard Condon, called "Men of the idea of striking out the themembers scope for showing their amending the code are up for ac- Distinction." Producers Martin ater admissions levy. There are tors. Sufficient funds remain of committee has asked the League about half of the \$60,000 required ready proposing either to repeal this year's budget of \$23,000, ap- of New York Theaters to submit a backing this week at a first audiproximately half of which was brief outlining their purpose and tion. Gabel and Cowles will both contributed by Equity and the re- necessity. The brief will likely act in it; the former as a big-time mainder by private donations, to be delivered within the next two p.a. and the latter in the playboy continue the project's schedule of 15 productions, put on for free at then set a date for a public hear- Bean, is slated to play a milquethe Lenox Hill Playhouse.

Four of these have been picked for extended showings in community centers and high schools at a nominal admission tariff. Miss Gateson insisted there is a definite tendency toward the improvement and expansion of the project.

VICTOR MOORE HAS BIRTHDAY LUNCH . . .

Hale, hearty and evidently happy. Victor Moore, currently back on the Stem to star in "Borrowed Time," celebrated his 76th birthday with a luncheon at Sardi's Restaurant Wednesday (25). Aside from members of his cur-

The film, "This Is Cinerama," is slated to be transferred to the duction is expected. Warner Theater, formerly The Strand, which has been dark all season. This would leave the Broadway Theater an open possithe season by "South Pacific," which in turn would leave the Majestic Theater free to house "Me and Juliet," which Rodgers and Hammerstein put into rehearsal next month.

FLETCHER REPLACES RICHARD PURDY . . .

Bramwell Fletcher will replace rent troupe on hand to present him Richard Purdy when "Misalliwith a congratulatory scroll, the ance" moves from the City Cen-William Gaxton, Irene Bordoni, Friday (6). William Redfield ob- spring. . . .

Despite reassurance this week Bert Lahr, Joe E. Brown, Fred tained a release from his stint in the State could reach an agreetion of legit theater in office Jelke news has sparked the writ- sions, it appears fairly certain ELT was sponsored by Actors' buildings or apartment houses ing of a brand new farce by that Congress will go along with wares both as actors and direc- tion. The city council's building Gabel and Chandler Cowles raised nearly 60 bills in the hopper alweeks, and the committee will role. Night club comic, Orson toast TV producer who takes the rap for all concerned. Spring pro-

Another spring prospect is "Arrival of Buyers" by Leslie Weiner. Gustav Blum and Samuel Lyons Broadway Theater an open possi-bility for a legit attraction, par-ticularly for a move at the end of With Beatrice Lillie" reports a gross of \$535,000 at the Booth Theater since October 2. . . . Pic rights to "The Seven Year Itch" have been sold to Charles K. Feldman for \$255,000. The screen version will likely be directed by Billy Wilder. The release date will not be prior to January 31, 1956. Meanwhile, producers Courtney Burr and Elliott Nugent are prepping Chicago and road troupes, and setting up a London party spotted an opportunity for ter to the Barrymore Theater production of the comedy for

Picture Business

By LEE ZHITO*

Mayer showing further signs of softening its hard-fast anti-tele- history of the industry that a contribution one can make in vision stand. Looking past its studio would permit a contract ganda, anything that can be done contract players participating in M-G-M first revealed a soften- in opening the eyes of misled TV, Metro went beyond the point ing in its attitude toward TV and Americans to the truth is of imof many other studios by permit- a recognition of its promotional measurable value to the good of ting one of its contract players to powers a few weeks ago when it the nation and the cause of world appear in TV films. Some of the gave the green light to Robert freedom. studios have permitted the ap-pearance of their talent in live livan show. In view of this chang-TV, but refused to allow them to ing attitude, possibly the sug-partake in a television film. The gestion I made a few months ago movie maker's traditional claim that M-G-M production boss Dore Okayed in Sept.-Dec. was that he held the exclusive Schary make available for teleright to film a contracted actor, and that in permitting that actor to appear before TV film cameras would violate the existing contract. Furthermore, many feel that the film medium is the same and that the method of that film's extract. The method of that film's extract. Furthermore, many feel that the method of the m hibition-whether it be in a theater or on a TV screen-does not

this week gave its blessings to Barry Sullivan to star in a TV sible audience thru permitting its baseball parks, \$158,200; 63 swimfilm series to be produced by Re- use on TV.

HOLLYWOOD, Feb. 28.—This vue Productions. Sullivan is un- In an age when nations battle week found Metro-Goldwyn- der exclusive contract to M-G-M, over men's minds far more than

waived as it has in recent mat-

How about it, Dore?

\$40 Mil Construction

casting his hard-hitting documentary, "The Hoaxters," Hollywood's Nearly \$40,000,000 worth of most powerful answer to foreign amusement construction projects auditoriums totaling \$25,437,890. ters, it seems that the public in- Others included 22 theaters, \$1,terest would demand that Schary 595,348; three stadiums, \$205,000; Metro, strictest adherent to the once again turn a blind eye to four skating rinks, \$1.304,750; two TV ban of all the major studios, the TV ban and make "The Hoax-dog racing courses, \$247,100; 10

Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 28.— Don't look for a major unheaval at Federal Communications Commission if Vice-Chairman Rosel Hyde is elevated to the chairmanship. There won't be a sharp departure from current policy, nor the word as President Dwight D. We questioned Francis in a Eisenhower continues to deliber-

Specific legislation to end some of the duplications in amusement excises now imposed by federal cials, detailed drafts of proposed end to duplications, particularly in taxes on theater and concert Herbert Hoover. admissions. This week's White SOME FACTS ABOUT 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 tax outrightly, or reduce it,

BROADWAY SHOWLOG

Performances thru February 28, 1953

DRAMAS	
Bernardine	15
Dial "M" for Murder10-29, '52 (Plymouth)	20
John Brown's Body 2-14, '53	1
Mid-Summer 1-21, '53 (Vanderbilt)	4
(City Center)	1:
Picnic 2-19, '53 (Music Box)	1:
On Borrowed Time 2-10, '53 (48th Street)	2
The Children's Hour12-18, '52 (Coronet)	84
The Crucible 1-22, '53 (Martin Beck)	44
The Fifth Season 1-23, '53 (Cort)	4:
The Four Poster10-25, '51 (Golden)	558
The Love of Four Colonels 1-15, '53 (Shubert)	52
The Moon Is Blue 3- 8, '51 (Henry Miller)	
The Seven-Year Itch11-30, '52 (Fulton)	
The Time of the Cuckoo10-15, 52 (Empire)	
Time Out for Ginger11-25, '52 (Lyceum)	109
MUSICALS	

IN CONCINED	
An Evening With Beatrice Lillie	173
Guys and Dolls12-15, '50 (46th Street)	1,021
Hazel Flagg 2-11, '53 (Hellinger)	21
New Faces of 1952 5-16, '52 (Royale)	332
Pal Joey 1- 3, '52 (Broadhurst)	484
South Pacific 4- 7, '59 (Majestic)	1,604
The King and 1 3-19, '51 (St. James)	
Two's Company	81
Wish You Were Here 8-25, 'S	52 285
Wonderful Town 2-25, '53 (Winter Garden)	5

COMING UP

(Week of March 2) The Merchant of Venice.... 3- 4, '53

(City Center)

CLOSED Maggie 2-21, '53 (Opened 2-18, '53) The Deep Blue Sea..... 2-28, '53 133

(Moresco) (Opened 11-5, '52)

or at least make some exemptions. Some 40 bills alone propose to exempt movie theaters from the admission tax.

GOV'T AGENCIES' TV RADIO STAFFS HIT . . .

The Republican economy wave is slapping hard at TV radio personnel 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 are being made at Office of Civilian Defense and other emergency agencies. Information staffers are jittery at old-line agencies, such as Commerce, Agriculture, Interior and the Federal Security Agency. where there has been considerable TV-radio work. The economy wave is not without its humorous side. At one of the old-line agenment for some brew he (Bob) had pare recommendations as a result cies, an information staffer tells of his newly appointed GOP boss complaining about such extravagances as expensive ashtrays which adorn the desks. What the information specialist didn't tell his new boss was that the ashtrays came in during the administration of the last Republican president,

COPYRIGHT OFFICE . . .

In case you didn't know, the U. S. Copyright Office doesn't 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" that statements in applications of copyright registrants "have been made part of the record of the copyright office." Another popular fallacy is the notion that at least one copy of every copyright ed work is filed by the agency for safe-keeping. "Untrue," says copyright office. The items can be disposed of. As a practice, tho, copyright office keeps a file of unpublished music and plays. All disks go to the Library of Congress's music division.

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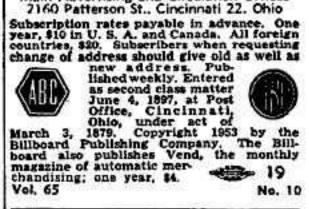
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BACK-TO-BACK

R. Montgomery Hits Jackpot With 'Witness'

NEW YORK, Feb. 28.—Robert Montgomery hit the jackpot, business-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-

The new stanza, titled "Eye Witness," will go into the 9-9:30 p.m. Monday time on the National Cigarettes (P. Lorrilard Com-Broadcasting Company, replacing "Hollywood Opening Night." The ship of Mindy Carson's TV show latter show is being dropped by "Club Embassy" for a second 13-Pearson Pharmacal for Endds, with the sponsor picking up the Montgomery opus starting March rently aired by the National 30. This is the time slot opposite Broadcasting Company over 67

time, has successfully concluded The agency for Embassy is Lenrenewal negotiations with the non & Newell. "Club Embassy" alternating sponsors, Johnson's is an Edward Joy Production.

Wax and Lucky Strikes, with the actual re-pacting now just a formality.

Walling Quits Westinghouse

PHILADELPHIA, Feb. 28. Following the sale of WPTZ here the American Broadcasting Comto Westinghouse Radio Stations, pany. The sponsor is planning an program director Ernest Walling extensive saturation spot cam-has resigned to set up his own paign, and it is believed that some talent-packaging agency in New of the funds from "Silver Eagle" York. The transfer of the station's will be diverted for that purpose. ever, will continue in the same Walling's program building plans. spring and summer, will again Walling returned to WPTZ less plug several cereal brands, as was than a year ago, after serving done last year. It has already rewith the National Broadcasting ceived acceptance from quite a 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 conjunction with its radio station here, KYW. WPTZ obtained the second commercial TV license in the country in 1941. Present owner of WPTZ, Philco Corporation, will henceforth confine its activities to the manufacturing end.

Joan Caufield For CBS Video

HOLLYWOOD, Feb. 28.—Screen actress Joan Caufield was signed to flagship of the commercial AM a long-term Columbia Broadcast- network here, has just celebrated ing System pact to star in the net's its first anniversary and proved tele version of "My Favorite Hus- that it can be self-supporting. band." Domestic comedy is skedded for a fall kickoff.

It was first carried by CBS as a radio series in 1948 and enjoyed a two-and-a-half-year run featur- eight hours daily sold out. ing Lucille Ball in the lead. Series was derived from two original books by Isabel Scott Rorick, "Mr. September's semi-annual finanand Mrs. Cugat" and "Outside cial report showed a \$217,500

This marks Miss Caufield's initial entry into a regular TV series. She was under contract to Paramount Pictures for five years, debuting on the screen in "Miss Susie Siagle's." Her most recent screen credits include "Pretty Girl" and "The Lady Says No." Other cast 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 Company with the airing of March 15.

The video version left NBC a few weeks ago from the 3:30-4 p.m. Sunday slot. The radio edi- gleaned from the convention will tion has been in the 6:30-7 p.m. mean "gold" to radio and TV time, Sundays.

'COMEDY HOUR' SEES MILESTONE

NEW YORK, Feb. 28. -The 100th performance of the Colgate "Comedy Hour" via the National Broadcasting Company's TV web is lining up a power-laden bill of performers. 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

NEW YORK, Feb. 28.—Embassy pany) has renewed its sponsorweek cycle, effective March 31.

The 15-minute musical is cur-

the verge of dropping its "Silver

Eagle" radio show, which airs via

few stations, many of whom car-

ried the spots last summer on a

basis calling for reduction from

however, believes that spot reps

generally were not concerned

about the General Mills deal. He

maintained that such deals were

Jap Outlet

After Year

TOKYO, Feb. 28. - There's no

joker in the sales deck shuffled

here by radio station JOKR dur-

ing the past year. The outlet,

After 27 years of charging listen-

ing fees, Japanese radio turned to

commercialization, and shortly af-

ter JOKR's opening the outlet had

profit, and after deduction for re-

payment of loans a 10 per cent

dividend was spread among stock-

Early Registrants

Save \$ Via NARTB

WASHINGTON, Feb. 28.-The

National Association of Radio and

Television Broadcasters is offer-

ing prospective delegates to the

NARTB "gold rush" convention scheduled for April 28-May 1 in

Los Angeles a flat \$2.50 savings

on registration fees if registra-

Fees have been set at \$35 for

the management conference, \$25

to a Hollywood style show. Ideas

stations, NARTB has promised.

THE REPORT OF THE PARTY OF THE PARTY.

tions are received by April 15.

holders.

In Black

A top station representative,

card rates.

PROFITABLE

General Mills Mulls

Dropping 'Silver Eagle'

NEW YORK, Feb. 28.—General | becoming rewer in number.

one-time rate.

and Fridays.

Mills this week was reported on Fewer stations, he claimed, were

Kintner Outlines ABC Plans To Hype Radio Operations

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

NEW YORK, Feb. 28. — A will be a 13-week series, in which merger, to the key station execuhighly enthusiastic meeting of the each week's edition will showcase tives. Attending for the web, be-Radio Stations Advisory Commit- a sample of a projected new tee of the American Broadcasting series. This is for the edification Company yesterday (27) heard of advertisers and agencies, rather ABC President Robert E. Kintner outline plans for vastly expanded radio program operations which 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 unbridled optimism, with the feeling that the new ABC AM set-up will tion, to sock home the new packenable the web to get right into the fight for network leadership.

The ABC chart for the future, as outlined by Kintner, calls for a but there is no information availconsiderable outlay of cash for able as to their nature. "I Love Lucy."

The "Robert Montgomery Presents" show, in the 9:30-10:30

To outlets by the end of March. quickly, Kintner said, the web is aiming mainly at a full drive for sponsors. As a consequence, the initial major stanza to hit the air

accepting the General Mills

terms, which are reported to be

one-half the station's daytime

"Silver Eagle" airs Tuesdays and Thursdays, 7:30-8 p.m. Gen-

eral Mills' "Lone Ranger," how-

than listeners, in a bid to drum up bankroller interest for next season.

The showcase series, to be titled "ABC Caravan," will be placed in the 8 to 8:30 p.m. slot, Fridays, starting mid-April. This is deemed to be an opportune time, in view of the light opposiages now in preparation. The initial two shows to be showcased already have been selected, Big Names

Important names, talent-wise, also play a prominent part in the new ABC radio program plans. KJR, Seattle, and A. D. Willard Some are to be involved in the Jr., WGAC, Augusta, Ga. showcased stanzas, while others are already being lined up for other shows which will kick off later in the spring or in the fall. There is a strong possibility that ABC will set up more showcase series to spotlight additional series which the web has in the

Another facet to get a hype is the daytime radio schedule. Kintner and the other top ABC executives are placing great strategic importance on the future of daytime, and the web's current schedule is to be overhauled and expanded considerably. This is in line with research statistics which U. S. homes listen to a radio soap point to the increasing audience opera at least once during an av-and importance of daytime radio. erage week.

The RSAC meeting was the Based on an analysis of audiownership apparently squelched The spot drive, skedded for the time slot, Mondays, Wednesdays occasion for the introduction of meter reports of the Nielsen Ra-

sides Kintner (who chaired the proceedings), were Robert H. 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 talent; Alfred Beckman, station relations director, and William A. Wylie, manager of the station

RSAC members at the session included Roger W. Clipp, WFIL, Philadelphia; J. P. Williams, WING, Dayton, O.; Verl Bratton, WKTY, La Crosse, Wis.; T. B. Lanford, KRMD, Shreveport, La.; Harold V. Hough, WBAP, Fort Worth; Frank Carman, KUTA, Salt Lake City; J. Archie Morton,

BAB CLAIMS

relations department.

Soapers Hit 50% Homes Once Weekly

NEW YORK, Feb. 28. - The third cumulative audience study by the Broadcast Advertising Bureau reveals that nearly half of

the new brass, stemming from the dio Index, the current BAB study indicates that the advertiser of the average daytime serial on radio reaches a fifth of the families in each market covered on the average of six times each in less than a month.

The first cumulative audience study put out by BAB concerned five daytime spots per week, and the second covered nightly radio newscasts in TV markets.

Gillette May Cut Back

NEW YORK, Feb. 28.-Indica- the package, Gillette will again tions this week were that Gillette have first refusal on it at the was trying to cut corners on its lower figure. 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 Walcott heavyweight title fight.

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 System's radio and TV network, which owns the triple package. Gillette has first refusal on the property, and indications are it has refused to meet the CBS price. Should the network fail to find a

N. Y. Races

However, the probability is that Gillette will sponsor the Saturday stake races from the New York tracks, Jamaica and Belmont Park, beginning April 4. The sponsorship will extend for 12 weeks, except for the 11th week, mission this week granted consent during which the Belmont Stakes to transfer of control of WTVN, will be run.

The National Broadcasting Company will televise these races, and the American Broadcasting ment of license and construction Company will present them on permit to Edward Lamb, indiradio. Consequently Gillette will vidually, and as trustee for Edbe able to earn contiguous time ward H. Lamb and Prudence H. discounts, because of its sponsor- Lamb and Edward Lamb Entership of the Friday night Interna- prises, Inc., and assignment of litional Boxing Club fights aired cense and as trustee of the aboveover the same radio and TV net- named parties, to WTVN, Inc., 90 works. Gillette also evidently per cent owned by Radio Cincinfeels that multiple coverage of nati, Inc. The consideration in-relatively minor horse races is cluded \$1,340,000 for broade st

WTVN's Sale OK'd By FCC

WASHINGTON, Feb. 28 .- The Federal Communications Com-Columbus, O., at a consideration of \$1,500,000.

Consent was given to assignmore productive than sponsorship equipment and \$160,000 for land of a few big stake races.

Hold Academy hours solidly commercial. Last Award Fetes

NEW YORK, Feb. 28. - The Academy Awards ceremony on March 19 will take place in both Hollywood and New York, a situation made necessary by the presence of so many of the nominees here, and made possible by the fact that the event, for the first time, will be aired by the National Broadcasting Company on both TV and AM.

emsee the Hollywood ceremonies and Frederic March is being sought by the Academy to make

The New York festivities will originate from the Hudson Theater, while the West Coast cerefor the engineering conference, and \$15 for a novel program for monies will take place at RKO wives, which includes admission Pantages. Bob Welch is TV pro-

3 Video Webs Seek Pet Milk Billings

NEW YORK, Feb. 28. — Pet has rejected the period. The rea-Milk's billings this week were son 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-Show on the Columbia Broadcasting System, but did not exercise it by the 5 p.m. Friday deadline. Thomas Leeming, maker of Baume Bengue, a seasonal sponsor of the comedy program will cancel shortly.

The National Broadcasting Company meanwhile, given a new lease on life, is offering its best

over audience.

The Ameri an Broadcasting Company is making its pitch to Pet on the Lasis of its new look in programing which is to be exhibited next season. ABC-TV is showing the client its entire catalogue of new shows to impress them with the web's future.

Pet mainly is interested in a properties and best time periods prime half-hour time for a new ducer of the hour-long show, which goes on at 10:30 p.m. under to Pet, which is on its "All Star Show of its own. It turned down Revue," axed as of April. NBC-Gleason because it wants the kind of audience-identification such day night, 8:30-9, but the client shows do not usually deliver.

On Sport Sponsorship

bankroller and lower the price for

H'wood, NY to

Bob Hope has been signed to the presentation here.

RCA Victor sponsorship.





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



NBC AFFILIATE — The Only Complete Broadcasting Institution in Central New York

DERSHIP IS EARNED . LEADERSHIP IS EARNED . LEADERSHIP IS EARN

TRANSIT RADIO

FCC Upholds Its Renewal To WWDC-TV

WASHINGTON, Feb. 28.—In a brief filed with the U. S. Court of Appeals here this week, Federal Communications Commission upheld its right under the Mc-Farland Act to grant its renewal Peak Gross Hit to 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 petitioned the court to set aside FCC's dismissal of the TRA protest, argued that the amended Communications Act describes a "party in interest" or adversely affected by the order."

In the commission's answer filed by General Counsel Benedict Cottone, the FCC stated: "To be sure, the protest does indicate that 'petitioner' members necessarily ride the busses of the Capital Transit Company, and that the busses are equipped with loudspeakers over which WWDC-FM broadcasts are heard, and it may be inferred, altho it is nowhere stated, that the petitioner's members or some of them do not like the broadcasts and would prefer not to hear them."

Voice' Staff Overseas in For Slashing

WASHINGTON, Feb. 28.—
Sharp paring of the overseas staff
of Voice of America is in the immediate offing 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. Johnson will formulate plans to 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 news conference yesterday (27) 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- from the fair.

get under way.

DAGMAR BUSTS SENATE DEBATE

WASHINGTON, Feb. 28 .-The august Senate came up against some tough competition during its floor proceedings Friday (27). Several of the senators took time out from listening to debate when they heard that TV star Dagmar was holding court in a near-by chamber. Dagmar was introduced to the stag line by 78-year old Sen. Matthew W. Neely (D., W. Va.).

By RCA in '52

NEW YORK, Feb. 28. — The Radio Corporation of America this week reported to its stockholders a record volume of \$693,941,000 from sales and services for the year 1952, a gain of 16 per cent over the previous high established a year earlier. Net profits we're \$32,325,000, compared with \$31,193,000 earned in 1951. The earnings were equal to \$2.10 per share of common stock, an increase of 8 cents a share over the previous year.

Noting substantial activity and progress in all divisions of RCA, the report pointed out that sales of the National Broadcasting Company increased 18 per cent over 1951 to reach a record high of \$162,521,000 in 1952. This includes 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 to the NBC radio network, bringing 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, consisting mainly of the new three-speed changers first introduced last year, showed an increase of more

than 20 per cent over 1951. No financial report of the record division of RCA Victor was included in the statement. It is (Continued on page 16)

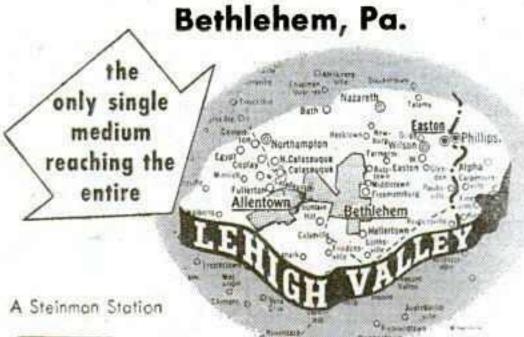
Fairs Pay Off For Radio-TV

· 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 launch sales campaigns for new sponsors for programs emanating

ment Investigating Committee under Sen. Joseph McCarthy (R., Wis.) resumes its hearing. Monday (2) on the Voice program. McCarthy indicated that numerous more disclosures are forth. coming on Voice waste and that more rewarding promotion of all the probe has hardly begun to of its many undertakings the year-

Selling Allentown, Bethlehem, Easton



· MEMO TO ·

Billooard

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:



Audience-Sales Promotion, 50,000 watt stations.



Television Audience-Sales Promotion.



Television Public Service.



Merchandising Promotion, 50,000 watt stations.

No other station won so many awards. We like to feel that ingenuity and thoroughness were the key virtues shown by our achievements.

WANBC-WANBT

Flagship stations of the National Broadcasting Company



FCC Studies New Theater Tele Plea

WASHINGTON, Feb. 28.—The effort to provide facilities of the Federal Communications Com- quality required by the theater mission is studying a petition filed late Friday (27) by the National Exhibitors Theater Television ferences with Western Union Tele-Committee and the Motion Picture Association of America, Inc., informing the agency that they full-scale entry into the video will not object to the FCC ending transmission field." WU particithe theater TV hearings if the pation would undoubtedly call for commission authorizes use of existing common carrier allocations by common carriers furnishing an exclusive theater TV transmission service. NETTC, thru legalist Marcus Cohn, of Cohn & would be "necessary or desirable Marks, and MPAA, thru Vincent in the public interest." B. Welch, of Welch, Mott & Morgan, stressed that the recom- the commission to insist that all mendation was a "compromise solution" only, offered in hopes that time-consuming, expensive theater TV hearings might be dis-pensed with, and theater TV established without further delay. The FCC is deliberating the feasibility of terminating the hearings,

perior quality, providing entertainment, educational and other public interest opportunities not achieved by any other use of TV, could best be assured by an allocular description of the descripti cation of a block of frequencies new cultural, entertainment and for the exclusive use, or at least educational opportunities." for the primary use, of theater TV," the petitioners contend. Shared use of frequencies is less desirable, they say, "because of in-evitable conflicts of interest."

NETTC and MPAA said they were prompted to suggest the alternative system after American Telephone & Telegraph Company told the FCC that it will make an

To Syndicate 'Space Ranger'

HOLLYWOOD, Feb. 28.-Roland Reed Productions is currently ists would be expected to be mapping final plans for the syn- against anything which encourdication of the "Rocky Jones, aged competitive programs. Their Space Ranger" series. According voting on this issue indicates the to Guy V. Thayer Jr., Reed firm's change which has come about in veepee in charge of production, Britain on commercials in the last to be erected "only 11.1 miles plan calls for the company to resume production of the science fiction adventure series while an intensified sales drive is launched to sell the show for regional and local sponsorship.

In the meantime, the William Morris agency will continue to represent the show for national sale, in the event some of the pending ready hold licenses to various apparel, specialty and book products River Brand Rice. based upon the "Space Ranger" the market.

TV industry. The two theater groups said they would hold congraph Company, which might serve to "open the door to WU's a link-up with ATT (Bell System), altho the FCC only yesterday dismissed as "premature" a request by WU that the commission determine whether such a connection

NETTC and MPAA also urged common carriers co-operate with the proposed theater TV common carrier in resolving "possible frequency utilization conflicts" thru
"advance joint consultations."
Otherwise, they asserted, the theater TV industry will harbor "doubts" about sharing frequen-Nationwide TV services "of su- cies with general common carriers.

They re-emphasized that thea-

British Favor Commerc'l TV

LONDON, Feb. 28.-A poll by were: in favor, 51 per cent; against, 29 per cent; don't know, 20 per cent.

Political affiliations of those favoring commercial TV were and Socialist.

few months.

Dixon Adds 2 Sponsors

NEW YORK, Feb. 28. - Du national deals are closed before Mont's Paul Dixon video show full-scale syndication gets under this week picked up two more properly challenge the Versluis permit him to entertain offers for way. According to Thayer, the Reed company intends to handle its own syndication of the series. and Rybutol each picked up a 10- Channel 35 at Muskegon. The A number of manufacturers al- minute participation on the heels commission said it could not conof last week's sale to Carolina clude, on the basis of available

Dr. Scholl's tees off March 16, character, awaiting sale of the and Rybutol starts two days later. ket always has an adverse ecoshow before these are released on Dixon's show airs from 3-4 p.m. nomic effect on radio broadcast across the board.

SKED 'HAMLET' FOR NBC VIDEO

CHICAGO, Feb. 28 .- A twohour production of "Hamlet," starring Maurice Evans and directed by Albert McCleery, has been ordered for the National Broadcasting Company-TV network from 5 to 7 p.m. (EST), Sunday, April 26, by Hall Brothers, of Kansas City, 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 the new McFarland law, Music Broad-Federal Communications Commission order dismissing Music's protest against the grant of a TV station license to Versluis, Inc., Muskegon, Mich. Music also asked the court to stay the effective date of the Versluis grant until the FCC can act on Music's protest.

Music, licensee of Station WGRD, Grand Rapids, charged in the Daily Express (circulation, 41/2 WGRD, Grand Rapids, charged in million daily) has revealed that its protest that the Versluis TV most people in Britain now favor station, which covers the Grand sponsored TV. The poll results Rapids area as well as Muskegon, would "reduce the revenue derived from national, regional and location advertising by WGRD." The TV station, Music claimed, 'will be in competition with the distributed equally between the standard broadcast station of Mutwo major parties, Conservative sic for the same audiences at the same hours." The situation, said In the normal way, the Social- Music, was further aggravated by the fact that Versluis also competed in Grand Rapids with Stations WLAV and WLAV-FM.

Pointing out that the proposed Versluis transmitter was actually from Grand Rapids at the nearest point, but 19.6 miles from Muskegon," Music suggested that Versluis was more interested in serving Grand Rapids than Muske-

gon.

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 figures, "that the advent of TV station operation in a given maroperations in that market."

AM-TV Banned at House Probe of Justice Dept.

TV-radio coverage of New York imposed by his Democratic predement of Justice is unlikely to be adopted as model policy by most tion being given to legislation simiother House committees. Rep. Chauncey W. Reed (R., Ill.), chairman of the House Judiciary Committee, in announcing his refusal to authorize TV and radio at the subcommittee hearing, left the impression that this policy may be altered later in the session by his committee.

Currently in both Houses, committee chairmen have the discretion of determining whether TV and radio will be admitted. The House Judiciary Committee's rejection of a request for TV-radio coverage is the first major one of its kind since the start of the new 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 Senate Investigating Committee, headed by Sen. Joseph McCarthy (R., Wis.), who has kept the welcome mat out to the telecasters and broadcasters.

House Speaker Joseph Martin

Tobey Gets

WASHINGTON, Feb. 28.—Following in the footsteps of former Vice-president Alben W. Barkley, Sen. Charles W. Tobey will have his own radio program on WCRS.

New York Commerce, the politician is now tive Gillette sponsorship. investigating crime on the New York waterfront.

"Tobey Talks." Announcer Edward P. Morgan will also be on hand.

Boyd Exits Jarvis; Seeking Own Show

Boyd, on the advice of his attorney, Bernard Richt, will bow from the state of the the Al Jarvis KECA-TV show to a show of his own. General Artists Corporation is currently peddling a package starring the youthful balladist with the hope of tying down a national net show.

Boyd has been on the Jarvis show within recent months, appearing varying times a week on the across-the-board daytime se-

WASHINGTON, Feb. 28.-House (R., Mass.) apparently has no in-Judiciary Committee's ban on live tention to restore the crackdown City hearings by special subcom- cessor, Rep. Sam Rayburn (D., mittee investigating the Depart- Tex.) last year. On the Senate side, there is no serious consideralar to one hoppered last year to ban live TV-radio coverage.

Representative Reed revealed this week that his decision to bar TV-radio was based on a formal resolution deliberated by his committee last month. The ban applies to motion pictures and photo-graphs as well as TV and radio.

LIBEL FRACAS

Retract Or--**Duggan Quits** Chi NBC Post

CHICAGO, Feb. 28.—The National Broadcasting Company here was on the receiving end of an unprecedented outbreak of wrathful mail and calls this week after Tom Duggan, controversial sports announcer, quit in anger

New York, beginning Saturday, voice, was the effort of the March 14 in the 6:45-7 p.m. slot. American Broadcasting Company The head of the Senate's Commit- to get away from NBC the Fritee on Interstate and Foreign day night fights and the lucra-

At the height of the rhubarb, Duggan was stricken with ap-On his program he will com- pendicitis. He underwent an opment on criminal activities in the eration and negotiations for his big cities of the nation, on the return to the air halted pending Bible, on morality and whatever his recovery. He wants to return, else strikes his fancy. When the and local NBC officials want him committee moves around the back. The heat they are getting is country, Tobey will tape his even greater than the outburst show, which is to be called when "Kukla, Fran and Ollie" was cut in half.

> If Duggan returns, he will have to make some concessions. Norris has a good case and, even if no business pressure were involved, undoubtedly would get a retraction or apology.

19 TV Grants

WASHINGTON, Feb. 28.—Number of authorized TV stations is now at the 378 mark, with 19 more TV grants issued by the Federal Communications Commission Thursday (16), largest in any day. Construction permits for postfreeze stations alone totaled 270 this week with the addition of the nine new VHF and 10 UHF grants.

Four of the new grants for commercial VHF stations went to Idaho. CP recipients were Idaho Radio Corporation, Idaho Falls, VHF Channel 3; Idaho Falls Television, Inc., Idaho Falls, VHF Channel 8; Eastern Idaho Broadcasting & Television Company, Pocatello, VHF Channel 10, and Tribune-Journal Company, Inc., Pocatello, VHF Channel 6.

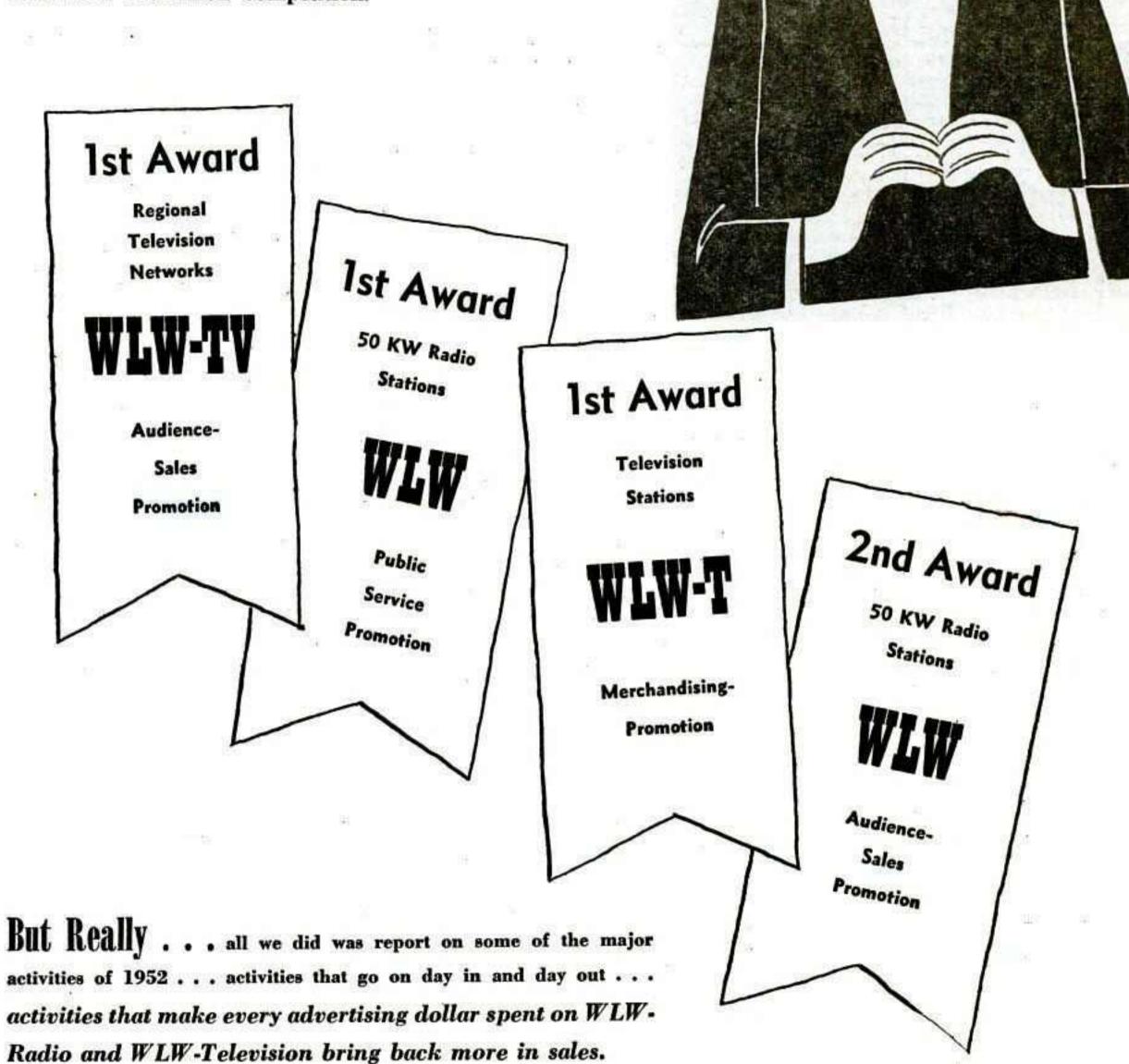
Other CP's went to the Tennessee Valley Broadcasting Company, Inc., Decatur, Ala., UHF Channel 23; WGOV-TV, Valdosta, Ga., UHF Channel 37; Midwest Television, Inc., Champaign, Ill., VHF Chan-nel 3; Plains Television Company, Springfield, Ill., UHF Channel 20; the Pittsburg Broadcasting Company, Inc., Pittsburg, Kan., VHF Channel 7; New Orleans Television Company, New Orleans, UHF Channel 20; Palladium Publishing Company, Benton Harbor, Mich., 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 18; Inter-City Advertising Company, of Charlotte, N. C., Inc., Charlotte, N. C., UHF Channel 36; T. E. Allen & Sons, Inc., Durham, N. C., UHF Chan-nel 46; Elfred Beck, Tulsa, Okla., UHF Channel 23; Union Broad-casting Company, Scranton, Pa., UHF Channel 16; Central Broad-

Conviolated material





. . . 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.

CROSLEY BROADCASTING CORPORATION Cincinnati 2, 0

WLW, Radio • WLW-T, Cincinnati • WLW-D, Dayton • WLW-C, Columbus



Station Rep Group Hypos Spot Push

Station Representatives Association this week took first steps toward expanding its organization and increasing its various campaigns to sell spot radio in a big way to advertisers and their agencies. The organization is asking the 1,400 stations which have station reps for a monthly contribution of one-half of their one - time, one - minute daytime announcement rate. These funds will go into a war chest which aims at a \$100,000 goal. Should the stations accept the request, most of them would pay \$4 a month or \$48 a year.

The money is to be used for industry and corporation research to show advertisers the ways and means to utilize spot radio profitably. The staff of SRA is also to be increased to hire full-time salesmen to sell these presenta-

Self-Levy

The 14 members of the SRA are also levying upon themselves an additional sum to pay for the expansion. Also in the wind is

NARTB Confab Topics Stress On Operations

WASHINGTON, Feb. 28. — The 31st annual convention of the National Association of Radio and Television Broadcasters in Los Angeles April 28-May 1 will focus on casting Company offered new sports, are hot-rod and stock practical operational problems summer advertisers a program car races. faced daily by the nation's radio discount equal to 25 per cent of and television broadcasters, its time cost. This, however, was sports commentary as well as week to its schedule on "All Star nications Commisssoin until the NARTB announced. The conclave only for new advertisers. Those events. The first move in this sponsors who remained on all direction was made this week Saturday during March. tion's history. Among top subjects on the agenda will be the fivecity market study report made by NBC-TV will allow the same dis- Broadcasting Company. Hickman week. P&G, which has bank-NARTB. The study, authorized by the association's board of directors and just recently completed, will be discussed by NARTB President Harold E. Fellows and Richard M. Allerton, manager of the research department, who conducted the project. Other radio topics include programing, merchandising, sports and public events, and FM broadcasting. Television subjects scheduled for full discussion and panel exchanges include UHF, TV film, the television code, small market TV and general problems of the medium. The labor workshop, scheduled Thursday at 3:15, will encompass problems encountered in both radio and television. Additionally, there are plans for an FCC panel. A trade press panel featuring editors and publishers will be a highlight.

The convention will be addressed April 29 by NARTB Prexy Felat the following day's luncheon. hour later the association's television membership will meet and elect its board of directors.

AM TV FM

A Steinman Stat on

Clair McCollough

President

NEW YORK, Feb. 28. - The the extension of the Spot Radio Clinics to other cities.

The SRA makes clear that the expansion of its services in no way conflicts with the program of the Broadcast Advertising Bureau. The latter organization promotes radio generally, while SRA will promote only spot radio. John Blair is president of the SRA, and Tom Flanagan, its managing director.

CBS to Offer 30% Discount For Summer

NEW YORK, Feb. 28. - The Columbia Broadcasting System is expected to offer a 30 per cent program contribution to its summer TV advertisers this year. The offer will only be made to CBS-TV sponsors of record 13 weeks prior to the summer, and those guaranteeing 13 weeks sponsorship afterward.

The CBS-TV discount last summer was 25 per cent on programs and 10 per cent on time. Consequently, advertisers will lose at least 5 per cent this year. CBS-TV calls its discount an "incentive plan" for summer adver-

Last year, the National Broad- among summer were given a 10 per cent when ABC captured the Herman The web also enlarged its busi-

LONDON CLUBS LIKE REMOTES

LONDON, Feb. 28.-Altho price of rights to pick up shows for TV is sky-high in the United States, over here the nitery operators are begging the British Broadcasting Corporation to lens their productions for paltry fees bordering on the non-existent. The BBC has been televising late shows from a number of clubs here, and the operators whose clubs already have been covered are pleading for additional pick-ups.

The universal experience has been that, far from satiating the video audience, the pick-ups have brought in a huge new out-of-town clientele, 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 for additional TV sports programing, at least thru the summer, is about to get underway at the American Broadcasting Company. 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 on a local basis. Also likely,

period on ABC early in April.

gross revenue was decided this week in favor of CAPAC.

Can. Court Rule Favors

CAPAC in Test Case

preme Court of Canada. The and void." matter is still to be finally detion of Broadcasters, tho T. J. Allard, general manager, has said it would be appealed.

Justice Cameron ruled that the Copyright Appeal Board — a board set up by the Parliament of Canada to deal with the royalties to be charged license holders for the use of the copyrights-had acted within its powers. 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 the country.

CAB Vs. CAPAC The case was between the CAB, as represented by the Maple Leaf Broadcasting Co., Ltd., operating radio station CHML, Hamilton, Ont., and CAPAC. It was to "test the validity of the tariff of "fees,

'Today, Revue' Add Sponsors

NEW YORK, Feb. 28. - Two 24 kw. to 100 kw. National Broadcasting Company FCC SHELVES DC BID by the network from some of its video stanzas picked up addi- FOR EDUCATIONAL TV .. affiliates now airing good events tional participating business this week. Liberty Mutual Fire Insurother warm-weather ance bought 13 participations in

time discount. It is expected that Hickman show from the National ness with Procter & Gamble this counts to both new summer spon- has been airing in the 7-7:15 p.m. rolled the 3:45 to 4 p.m. segment sors and those continuing thru slot, Fridays, for General Cigar of "Welcome Travelers" Mondays the hiatus period. CBS-TV last via NBC-TV. He will switch to thru Thursday, has signed to summer did not lose a single an as yet unselected Sunday night sponsor the same period on Fridays as well, starting May 1.

TORONTO, Feb. 28. — A test | charges or royalties" established case to determine the right of the by the Copyright Appeal Board Composers, Authors and Publish- in its schedule set for the private ers' Association of Canada, Ltd., to radio stations in 1952. It follows base its license fees on a per-centage of the radio stations' CAPAC and CAB.

CAPAC in its action sought a statement of infringement of The judgment handed down by copyright, damages, and an in-Mr. Justice Cameron, of the Ex- junction to prevent further inchequer Court of Canada, may be fringement. A counterclaim by appealed to the next higher-and the station asks "for a declarafinal court of appeal-the Su- tion that the said tariff is null

In his reasons for judgment, cided by the Canadian Associa- Justice Cameron points out that if (Continued on page 18)

ABC Gets 14 Video Affils

NEW YORK, Feb. 28.-American Broadcasting Company has signed 14 more TV affiliates, five of them VHF stations, bringing the total network to 95 markets. New basic ABC affiliate is KING-TV, Seattle. Other major markets to be covered by ABC-Ty beginning this summer are St. Louis, Buffalo and Pittsburgh. The network also added seven radio affiliates, bringing the total

Louisville. The new RCA six-bay antenna is 120 feet long and weighs 18,500 pounds. The installation was done in an hour and 30 minutes by the Tower Engineering Company, Inc., Houston. A new RCA transmitter will increase the station's power from its present

to 362.

WASHINGTON.-An application filed by the District of Columbia Board of Education for "Today," to air on a staggered a new non-commercial, educabasis between March 2 and April tional television station, has been The move may also embrace 22. Studebaker has added another shelved by the Federal Commuoperation of the proposed station. The board's application, filed last October, stated that Congress would be requested to appropriate \$400,000 for the construction and the first year's operation of the station. Since no additional information has been provided to indicate the current status of the appropriation, 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

addition to a concrete financing plan, a detailed proposal "for meeting the several educational and related needs of the community."

TOKAR INKED TO MEG ALAN YOUNG STANZA . . .

HOLLYWOOD - Harry Ackerman, Columbia Broadcasting System's Coast veepee in charge of purchased by SOS. Participations net programing, this week signed Norman Tokar to a staff producerdirector contract. His initial assignment will be on the Alan Young show and he has also been assigned as director for the forthcoming Joan Caufield TV starrer, 'My Favorite Husband."

NARTB "VOTE" DRIVE WINS "HERITAGE" AWARD ...

WASHINGTON, Feb. 28. — The National Association of Radio and Television Broadcasters has been named as a recipient of one of the American Heritage Foundation's top awards in the Foundation's 1952 "register and vote" competition. The awards will be announced in New York Monday (2) by Charles E. Wilson, former president of General Electric Company and chairman of the Foundation's committee of judges. According to Wilson, the honor came to NARTB for "the most intensive and most successful register and (Continued on page 53)



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NEWS CAPSULES—COAST TO COAST

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

comedian on the Columbia Broadcasting System's radio network. lows. The delegates will hear Paul He replaces Hans Conreid as A. Walker, chairman of the Fed-Schultz in "Life With Luigi" eral Communications Commission, shortly. Conreid is exiting to take a role in the new Broadway Convention registration opens musical, "Can-Can." Delmar will CBS radio network for "Time for Tuesday, April 28, at 9 a.m. An also get a running role in "My Love," the Marlene Dietrich ve-Friend Irma" on the CBS radio hicle. The cities include Pittsweb. The part is being specially written in for him. Conreid will

NEW YORK, Feb. 28.-Kenny try to keep the part of Kropotkin VITALIS BUYS SPOTS ON Delmar, the famed Senator Clag- alive on "Irma" via taped phone horn of Allen's Alley," is making conversation. Alan Reed will his comeback as a character- take over for Conreid in "December Bride."

JERGENS ADDS 15 TV MARKETS ...

week added 15 TV markets to its show. burgh; Syracuse; Rochester, N. Y.; St. Louis, and Kansas City, on CBS.

GRASS CANCELS "SUPER NOODLE" . . .

NEW YORK-The I. J. Grass noodle company this week canceled "Super Noodle." The kid's show is programed Saturday mornings 9:45-10. On the CBS radio network.

CBS-TV RECAPTURES AFFILS' TIME . . .

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

FCC GIVES WWRL PERMIT FOR FM ...

NEW YORK — The Federal Communications Commission this week granted a construction per-

'SHOW OF SHOWS' ...

NEW YORK-Vitalis this week bought six spots on the "Show of Shows" which were to have been will be used this spring on the Saturday night National Broad-NEW YORK - Jergens this casting Company's video network

KFEL-TV AREA UP ABOUT 30% . . .

DENVER - KFEL-TV next week is increasing its power to Mo. Several weeks ago Colgate | 15,900 watts with the installation added eight video cities to its of a new 5,000 watt transmitter. "Mr. and Mrs. North" network The hike should increase the station's coverage by 30 per cent.

BILL TO EXEMPT STATEMENTS MADE . . .

AUSTIN, Tex.-Rep. Jim Box Paxton of Palestine, Tex., has introduced a bill into the Texas House designed to protect broadcasting stations from damage suits resulting from statements made during an election campaign.

SCHWERIN MOVES N. Y. OFFICES ...

NEW YORK - The Schwerin Research Corporation has moved to the General Motors Building, 1775 Broadway, after five years at 2 West 46 Street. The new quarters 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, mit for WWRL to build a new with bat wings, coax cable and FM station here. The outlet, beacon lights all in place, and then which will open by June 1, will hoisted into position on top of a use 10,000 watts on 104.3 mega- 500-foot tower, was accomplished cycles. Present plans call for Tuesday (24) on WAVE-TV's new duplication of the AM programs. | tower site nine miles northwest of



ROBERT MEEKER Associates

New York Chicago Los Angeles San Francisco

ENTER KAYE

Cornell-Black Tiff Leads to Cancellation

NEW YORK, Feb. 28.-A disagreement between Don Cornell and William Black, the angel of a proposed Don Cornell film series, has led to cancellation of plans for the series. The program originally was to be sponsored locally by the Chock Full O' Nuts eatery chain, which is owned by Black.

The bankroller, however, decided to try to sell the package to a network client, to syndicate it in additional markets if possible, and to use whatever other means were available to produce revenue. Cornell claims that his contract allows him final say in the disposal of the property, and that should Black put the show on the market as filmed musical transcriptions, it would hurt his stature as an artist.

Thirteen films were to be shot in the series. Cornell originally was to get \$7,500 for the 13 shows, plus 40 per cent of the net profit. His contract was later to be revived 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 show.

programing policies of new video video stations, recently sold its outlets. In fact, Ziv execs report that while they had to do plenty arillo, Tex.; KKTV, Colorado

Black however, will replace the Cornell series with Sammy Kaye and his ork on WNBT, here, for the Chock Full O' Nuts chain. The show will tee-off Thursday, March 12, 7-7:15 p.m. Jean Martin will be featured vocalist and Joe Cates will produce and direct.

WCBS-TV Get Laughton

NEW YORK, Feb. 28.—Reports this week were that Duffy-Mott apple juice is shopping for a new local berth for its "This Is Charles Laughton" film show, with WCBS-TV, here, likely to be its new home. Now on WPIX and WJZ-TV, Tuesday and Friday evenings, respectively, the program 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. Young & 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 exclusively contracted actors.

THIS ECONOMY **RUNS INTO \$**

LONDON, Feb. 28. - The latest story around trade circles is about how Americans can economize. A certain U. S. network hired a British filmery to do a series. The 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 money like a government department thru his five-week stay. A popular lunch-time guessing game here is, how much did the network lose on the deal, after the economies were effected.

177 TOTAL SALES

new stations this year, thus point-

In effect, said the exec, Ziv is

acting as an unofficial film pro-

graming consultant to many of

quently, Ziv has been able to

The 34-station pacts (all on a solid 52-week basis for a total of

4,500 hours of film programing)

include many big-package deals.

Ziv's nine-series packages ("The Unexpected," "Cisco Kid," "Bos-ton Blackie," "Sports Album,"

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 Falls, S. D., and WWLP, Springfield, Mass.

Sponsors Set

already lined up sponsors for the

shows. For example, KOPO-TV,

Tucson, has sold five of its seven

Ziv series. Alexandria Shoes is

sponsoring "The Unexpected";

Mulcahy's Lumber Yard, "Your

TV Theater"; Sunset Dairy, "Cisco Kid"; Roh Radio, Inc., "Story Theater," and a local radio-TV 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, Lub-

bock, Tex., six series; KRDO,

Colorado Springs, Colo., six se-

Many of the new stations have

film a year or two ago.

NEW YORK, Feb. 28. — Ziv Idaho, four series; KROD, El Television Programs, Inc., here Paso, four series, and WFBG,

of hard selling to new stations in the past, today's new broadcasters are coming to them for advice WKAB, Mobile, Ala., and KTTS,

on filling programing gaps with Springfield, Mo. Consolidated's

the new stations, a role which Ziv Radio has performed for Basslers," "Hollywood Half broadcasters for years. Conse-Hour" and "Jackson and Jill."

chalk up the record sales-to-new- tributors have been doing a thriv-

stations figure without the aid of ing business in quantity-sales to any special promotion or selling stations for some time, this is the

program, as contrasted to the all- first time that films specially pro-

out campaigns the firm deemed duced for TV have received such

necessary to sell new stations on marked station acceptance as big-

package deals.

has sold 177 TV film series to 34 Altoona, Pa., three series.

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

Cleared \$5,000,000 in '52, First Year of Operation; New Corp. Seen

National Broadcasting Company expects to clear an annual profit of \$40,000,000 from its TV film production and syndication operations in about three years, according to a confidential report just submitted to Gen. David Sarnoff, board chairman of the parent Radio Corporation of America. The report, prepared by NBC film toppers at the General's re-

NEW YORK, Feb. 28. — The quest, projects the network's film that the network anticipates its future into 1956, arriving at film activities will parallel, or \$40,000,000 as a probable figure if perhaps even exceed, its live prothe web's film operation contin- graming by 1956. ues to grow at its present ratebased on the profit of \$5,000,000 made in 1952, its first major year of operation. CBS-TV Sets

The optimistic tone of the rerumored plan to set up a separate Early Bow of corporation to handle its film operations may become a reality before 1956, with Bob Sarnoff, film v.-p., at the helm. In any event, NBC toppers foresee that the division would have to increase its present rate of networkproduced TV film output consid-

In addition to its regular film news packages, NBC is currently syndicating the Lilli Palmer series, "Dangerous Assignment,"
"Douglas Fairbanks Presents," "Life of Riley" and "The Visitor."

The report is interpreted by some NBC officials as signifying

34 New Stations **Buy Ziv TV Series**

Consolidated TV Sales, Inc., 'Theater Int.' to Hit ing up the fact that TV film is which is also chalking up many playing an important role in the big-package sales to the new N.Y. Within Month

PARIS, Feb. 28.-Sheldon Reynolds and the pilot of his new "Theater International" series are due to head for New York within the coming month.

Following that, Reynolds plans to re-establish headquarters here for production of the "International" series, as well as for the next 39 segments of "Foreign In-trigue," some of which will also be shot on the Riviera.

Dramas for Blind By Charter Oaks

NEW YORK, Feb. 28.—Charter Oaks Telepictures is shooting a series of 15-minute dramas for 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.

fair company to go into production for himself. In partnership with Anthony Bartly, Blazer has Light," the show has John Daly turned out a half-hour film star- as off-camera narrator. Most of

NEW YORK, Feb. 28. - The Columbia Broadcasting System's TV public service division expects to program its hour-long film documentary, "1975" about the end of March. Produced by Roy Lockwood the film documents in visual terms the report made to ex-President Truman by the President's Materials Policy Commission which was headed by William S. Paley, CBS topper. It has cost about \$30,000 to produce.

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 Wallace and Charles Colingwood as co-commentators, will make use of the full resources of the Museum including the Hayden Planetarium. It is ticketed for a Sunday afternoon time period.

'Great Lovers' Shooting Set

ROME, Feb. 28.—The "Great Lovers" series, starring Hedy Lamarr, may finally begin shooting in April, when the cinemactress is due here for production of the feature film, "Helen of Troy."

Victor Pahlen, who is producing the series for distribution by PSI-TV. said that Miss Lamarr will star in three of the half-hour shows and act as hostess for the

Pahlen's wife, Ericka Val, will also appear in the series, which is being megged by Edgar Ullmer.

QUICK TAKES

Charles Kebbe has signed ballerina Alicia Markova for a series of TV films, to begin shooting this summer.... Edward Greenhil, formerly ad manager for Sterling Television, has joined the Direct Mail Printing Company as ad and promotion manager.... "Victor at Sea" goes on CMQ-TV, Havana; it's now running in four countries. . . . Association Films is offering stations reeler, gratis.

Copyrighted materia

"Your TV Theater." "Yesterday's Newsreel," "Story Theater." "The Living Book" and "Favorite Story") were sold to the followring Mai Zetterling and Herbert the on-camera cast are blind ing new stations: WBRE-TV,

3-D IS 10 YEARS OFF

catalog includes: "Front Page De-

tective," "Public Prosecutor,"
"Crusader Rabbit," TV Closeups,"
"Paradise Island," "Going Places

Altho theatrical TV film dis-

PARIS, Feb. 28.—Herman Blaz-

er, who was exec producer of the

"Douglas Fairbanks Presents" se-

ries, has broken with the Doug-

To Come After 22-Mil Sets, Color—Goldsmith

sion won't enter the third dimen- senior film director and president sion for at least 10 years, if the of the Screen Directors Guild. Radio Corporation of America has its way. Altho the National Broadcasting Company, an RCA division, has been conducting 3-D experiments for some time, RCA research engineer Dr. A. N. Goldsmith 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 set market is saturated, followed by a subtequent saturation of the country with color TV sets. The latter project alone, he said, should take between five and 10 years to complete.

Color must come first, said Goldsmith, because "when you 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 glasses must be used for viewing any "authentic" 3-D picture. On the other hand, the Columbia Broadcasting System is reportedly readying a 3-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.

NEW YORK, Feb. 28.-Televi-| was Jack Glenn," March of Time' Glenn decried the lack of up-todate technical equipment for TV film producers in the East, and blamed pared-budgets for the fact that most TV film products today are short on studied motion and "Art Points the Way," a one-

ries; KDAZ, Pueblo, N. M., six series; KOB-TV, Albuquerque, N. M., five series; KIDO, Boise, From "Telecasting Notes" in Martin Codel's TV DIGEST "For station and agency film buyers, as well as commercial men selling film to sponsors, the film directories, placements and ads carried regularly in Billboard Magazine are 'musts'; we recommend them to management which may have overlooked good bet in this top-notch trade-reporting. . . . The Billboard SUBSCRIBE TODAY! Cincinnati 22, Ohio 2160 Patterson Street Yes, please enter my one-year subscription to The Biliboard at \$10. Payment is enclosed. Billboard Foreign rate, one year, \$20.00. City State Zone . . . State Occupation



VIII'S SO

Crusade in

THE BILLBOARD TV Film Buying Guide

ARB Ratings of Non-Network TV Films

and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues. For each ARB city in which a film is appearing the show's ARB rating is given as well as the ARB rating of the preceding show on the same station and the shows on opposition stations at the same time as the listed film. For further information on each show's audience, the reader should consult the American Research Bureau National Press Building, Washington 4. D. C., or its branch offices at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22. This chart does not include film program that may reach the stations thru the facilities of one of the networks. For complete distribution of all TV film series currently being shown, see Syndicated Series and Where Showing chart which appears in our regular monthly TV Film Program Buying Guide section.

Series Name	Length in Minutes	Vo. Releases Available

3 % 8	
WESTERN	Movie Quick Quiz
Cisco Kid3070	NEW YORK (7 stations) - WNBT, 7-7:30, Mon.
Dist.: Ziv Television Productions BALTIMORE (3 stations) WBAL, 7-7:30, Tues.	Jan. ARB Rating
Jan. ARB Rating	WCBS—The Early Show
Prec. Show: Your News Reporter12.0 Opposition Shows, 7-7:30: WMAR-7 o'Clock Final;	WABD—Captain Video 6.5 WJZ—Picture Show 9 WOR—Want to Be a Star 1.8
Washington Spotlight 3.9 , WAAM-Viewpoint; Christopher;	WPIX—News; Broadway Camera 1.8 WATV—Premiere Theater 8
Pressman 1.1 CHICAGO (4 stations)	WCAU, 7-7:30, Fri.
WENR, 2-2:30, Sun. Jan. ARB Rating	Jan. ARB Rating
Prec. Show: Wild Bill Hickok14.7 Opposition Shows, 2-2:30:	Handy Man
WBKB—This I Believe	WFIL—George Walsh, News; Newsreel
WNBQ—City Desk	KRON, 7-7:30, Thurs. Jan. ARB Rating
Jan. ARB Rating	(Previous Month's Rating26.7) Prec. Show: Shell News4.2 Opposition Shows, 7-7:30:
Prec. Show: Super Circus26.5 Opposition Shows, 6-6:30: WLWT—Meet the Press15.3 WKRC—Man of the Week6	KPIX—Sports; It's a Good Idea 1.3 KGO—Gene Autry20.2
DETROIT (3 stations)	The Gene
WXYZ, 7-7:30, Thurs. Jan. ARB Rating27.0	Autry Show 30 52
(Previous Month's Rating28.5) Prec. Show: Famous Playhouse11.6 Opposition Shows, 7-7:30:	Dist.: CBS Television Film Sales COLUMBUS (3 stations) WBNS, 7-7:30, Sun.
WJBK-DSR-Detroit Times; Charles Laughton Show 2.4	Jan. ARB Rating
WWJ—Michigan Outdoors; Short Short Drama	Prec. Show: See It Now
KECA, 7-7:30, Mon. Jan. ARB Rating	WLWC—Red Skelton
(Previous Month's Rating16.9) Prec. Show: Space Patrol17.8	KGO, 7-7:30, Thurs. Jan. ARB Rating
Opposition Shows, 7-7:30: KNXT—Studio One12.0 KNBH—Victory at Sea14.5	(Previous Month's Rating16.2) Prec. Show: Hopalong Cassidy25.2
KTLA—Newsreel; Time for Beany 6.8 KHJ—Newspaper of the Air;	Opposition Shows, 7-7:30: KRON—Cisco Kid27.2 KPIX—Sports; Good Idea1.3

Series Name	Length	No. Re Availa	ARB R	Series Name	Minutes	No. Rel
Cowboy				WTVN—Art		
G-Men Dist.: United Art CINCINNATI (3 st WCPO, 1:30-2, St Jan. ARB Rating (Previous Month's Prec. Show: Bride Opposition Shows WLWT—Diamone WKRC—U. C. in	tists Telev tations) un. s Rating. e to Be . s, 1:30-2: d Square	2.3)	. 13.3	DAYTON (2 st WLWD, 6-6:3 Jan. ARB Ra (Previous Mor Prec. Show: F Opposition Sh WHIO—Ernie DETROIT (3 st WWJ, 5:30-6, Jan. ARB Rai (Previous Mon Prec. Show: H	ations) 0, Mon. ating nth's Rating. lowdy Doody ows, 6-6:30: Lee; Perry ations) Sun. ting nth's Rating	22
Hopalong		24520		Opposition She WJBK—Omnit	bus	8
Dist.: NBC TV F BALTIMORE (3 sta WBAL, 5:30-6, Sa Jan. ARB Rating (Previous Month's Prec. Show: Roy Opposition Shows. WMAR—Bailey G WAAM—Step Int News and Spor BOSTON (2 stations WBZ, 1-1:30, Sat. Jan. ARB Rating (Previous Month's Prec. Show: Circle Opposition Show, WNAC—Super Ci CHICAGO (4 stations WENR, 3-3:30, Sta Jan. ARB Rating (Previous Month's Prec. Show: Kit G Opposition Shows, WBKB—Quiz Kid WGN—Marmel Ti WNBQ—Kukla, F	Film Divis ations) at. s Rating Rogers 5:30-6: Goss Show to Storyla, rts s Rating c W Play 1-1:30: ircus freus Rating Rating Carson 3-3:30: is heater	18.0) v nd;14.2) house	. 24.3 . 18.6 . 4.7 . 1.3 . 18.5 . 15.0 . 8.2 . 13.3 . 11.2	WXYZ—Super LOS ANGELES KNBH, 5:30-6, Jan. ARB Rat (Previous Mon Prec. Show: In Opposition Sho KNXT—Saddle KTLA—The Fi KECA—Grab KHJ—Action KTTV—Saturd KLAC—Saturd NEW YORK (7 WNBT, 6:30-7, Jan. ARB Rat (Previous Mont Prec. Show: Ba Opposition Sho WCBS—Early WABD—Fronti WJZ — Semina WOR—Feature WPIX—Kit Sho Jimmy Power WATV—Variet	(7 stations) , Sat. ting th's Rating ndustry on P ows, 5:30-6: e Tales ighting West. Bag Show . Theater ay Feature lay Matinee stations) Sat. ing h's Rating ar 4 Ranch ws, 6:30-7: Show ier Theater ar Film Theater ow; Weathern	

WARNING . WARNING . WARNING Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

CINCINNNATI (3 stations)
WLW-T, 3:45-4:15, Sat.
Jan. ARB Rating
(Previous Month's Rating14.0)
Prec. Show: Movie5.4
Opposition Shows, 3:45-4:15:
WCPO-Feature Film;
On Stage Cincinnati 4.9
WKRC-Hollywood Playhouse 2.4
CLEVELAND (3 stations)
WNBK, 6-6:30, Fri.
Jan. ARB Rating
(Previous Month's Rating13.7)
Prec. Show: Howdy Doody21.0
Opposition Shows, 6-6:30:
WEWS-Polka 'n' Fun 3.8
WALL-Desert Debuty:
Sports Desk; News 5.6
COLUMBUS (3 stations)
WBNS, 1-1:30, Sat.
Jan. ARB Rating
(Previous Month's Rating14.8)
Prec. Show: Big Top25.4
Opposition Shows, 1-1:30:
WLWC-Continuous Show 2.3

The Billboard's

approach to

TV-Film

	SAN FRANCISCO (3 stations)
.8	KGO, 6:30-7, Thurs.
.0	Jan. ARB Rating24.
4	(Previous Month's Rating25.7)
.4	Prec. Show: Cartoon Club 2.
	Opposition Shows, 6:30-7:
9	KRON-Movie Quick Quiz;
.4	KRON-Movie Quick Quiz; Shell News
	NCIA-II Edwards Newes
	Jane Froman 5.
0	WASHINGTON (4 stations)
	WNBW, 1:30-2, Sun.
0	Jan. ARB Rating17.
~	(Previous Month's Rating,17.1)
8	Prec. Show: Youth Wants to Know 9.
	Opposition Shows, 1:30-2;
6	WTTG-No Service
	WMAL-Jr. Press Conference
	WTOP-Letter of the Law 8.
2	
00	The Range
4	
	Rider 30 25
3	Dist.: CBS Television Film Sales
-	BOSTON (2 stations)
-	WBZ-TV, 7-7:30, Sun.
	Jan. ARB Rating
	(Previous Month's Rating 35 3)

M.del
Dist.: CBS Television Film Sales
BOSTON (2 stations)
WBZ-TV, 7-7:30, Sun.
Jan. ARB Rating
(Previous Month's Rating 35.3)
Prec. Show: Modern Film Hour 32.3
Opposition Show, 7-7:30:
WNAC-Gene Autry18.7
CLEVELAND (3 stations)
WEWS, 6-6:30, Sun.

(Previous Month's Rating....25.0) Prec. Show: Omnibus.....14.6

WNBK-Meet the Press10.4 WXEL-Hollywood Off-Beat 4.2

Opposition Shows, 6-6:30:

The state of the s
LOS ANGELES (7 stations)
KNBH, 7-7:30, Thurs.
Jan. ARB Rating
(Previous Month's Rating12.6)
Daniel Month's Rating12.6)
Prec. Show: Komedy Klub 4.7
Opposition Shows, 7-7:30:
KNXT-Biff Baker, USA12.1
KTLA-Newsreel; Time for Beany 10.8
KECA The Beany 10.8
KECA—The Ruggles14.5
MIJ-News: Movie Quick Quiz 22
KTTV-Have a Heart
KLAC-Dinner Theater 1.0
PHILADELPHIA (3 stations)
TURES (3 stations)
WPTZ, 3:45-4:15
Jan. ARB Rating 3.6
(Previous Month's Rating21.2)
Prec Show: Per Trail
Prec. Show: Rex Trailer 2.1
Opposition Shows, 3:45-4:15:

WFIL-No Servcie
WCAU-Western Double Feature;
Saturday Cinema
AN FRANCISCO (3 stations)
KPIX, 7-7:30, Tues.
Jan. ARB Rating
(Previous Month's Rating33.7)
Prec. Show: Jane Froman 3.9 Opposition Shows, 7-7:30:
KRON-Science in Action 141
KGO—Beulah 8.3

DOCUMENTARY

Crusade in 20

Lurope 20.	20
Dist.: 20th Century-Fox	
CLEVELAND (3 stations)	
WEWS, 9-9:30, Wed.	5420
Jan. ARB Rating	16.7
(Previous Month's Rating	16.3)
Prec. Show: Godfrey and	Friends53.8
Opposition Shows, 9-9:30:	
WNBK-Kraft TV Theate	er33.7
WXEL-Strike It Rich	15.4

	the Pacific 30 26
22.9 27.4)	Dist.: The March of Time DAYTON (2 stations)
22.9	WLWD, 7-7:30, Thurs.
mo 4.8	(ictions months Rating 16./)
	Prec. Show: Meetin' Time at Moore's18.
19.2 (8.2)	Opposition Show, 7-7:30: WHIO—Captain Video33.3
Fame 5.6	
8.8	March of
22.4	Time Thru
1	the Years3026
14.1	Dist.: The March of Time BALTIMORE (3 stations)
6.8) de7	WBAL, 7-7:30, Wed.
1.2	(Previous Month's Rating6.9)
2.5	Prec. Show: Your News Reporter 7.2 Opposition Shows, 7-7:30:
2.2	WMAR— 7 o'Clock Final; Dinner at the Sheraton 6.4
ater .6	WAAM-Lazy H Ranch10.3
82-01 (2003)	BOSTON (2 stations) WNAC, 6-6:30, Sat.
	Jan. ARB Rating 9.7 (Previous Month's Rating6.0)
17.4	Prec. Show: The Cisco Kid14.7
4.7	Opposition Show, 6-6:30: WBZ—Dick Tracy26.3
5.0	CHICAGO (4 stations) WENR, 10-10:30, Thurs.
1.2	Jan. ARB Rating 6.4
1.1	(Previous Month's Rating6.4) Prec. Show: Music in Velvet 3.1
1.8	Opposition Shows, 10-10:30: WBKB—Vic Perry; Sports Page8
3	WNBQ-Weatherman, D. Conners;
	C. Utley, News
	Theater 14.1 CINCINNATI (3 stations)
ims	WCPO, 9:30-10, Wed.
or	Jan. ARB Rating 9.6 (Previous Month's Rating10.5)
hey	Prec. Show: Strike It Rich24.2 Opposition Shows, 9:30-10:
otly	WKRC-Man Against Crime24.9 WLW-T-Kraft TV Theater30.3
	CLEVELAND (3 stations)
	WEWS, 7:30-8, Sat. Jan. ARB Rating
	(Previous Month's Rating5.3) Prec. Show: Stork Club 8.1
24.4	Opposition Shows, 7:30-8:
2,9	WNBK-My Hero21.5 WXEL-Beat the Clock17.6
	COLUMBUS (3 stations) WBNS, 7-7:30, Fri.
6.3	Jan. ARB Rating
5.0	(Previous Month's Rating5.4) Prec. Show: Chet Long15.8
- 1	Opposition Shows, 7-7:30: WLWC—Al Morgan;
17.5	Industry on Parade 90
ow 9.3	WTVN—Captain Video 6.8 DAYTON (2 stations)
- 1	Jan. ARB Rating 7.9
9	(Previous Month's Rating7.5) Prec. Show: Screen Gems 4.3
0.5	Opposition Show, 6:30-7:
38	WLWD—Meetin' Time at Moore's17.7 DETROIT (3 stations)
	WJBK, 7-7:30, Fri. Jan. ARB Rating
es	(Previous Month's Rating3.1)
1925/00	Prec. Show: Ed Hayes Sports Page 2.8 Opposition Shows, 7-7:30:
3)	WWJ—Scotti Shwo; Celebrity Club 3.0
32.7	WXYZ-Variety Playhouse16.4 LOS ANGELES (7 stations)
18.7	KTTV, 7:30-8, Mon.
	Jan. ARB Rating 8.6 (Previous Month's Rating9.4)
)l	Prec. Show: Town Hall Varieties 3.5 Opposition Shows, 7:30-8:
14.6	KNXT-Studio One
10.4	News Caravan
	KTLA-"At Ease"
10.0	KECA—Kit Carson
4.7	NEW YORK (7 stations)
	WNBT, 7-7:30, Wed.
4000 100 1	THE PART OF THE PA



(Previous Month's Rating....1.0)

Opposition Shows, 7-7:30:

WPIX-News at Seven;

PHILADELPHIA (3 stations)

Opposition Shows, 7-7:30:

WCAU, 7-7:30, Mon.

Prec. Show: Esso News 3.0

WCBS-Early Show11.0

WABD-Captain Video 7.4 WJZ-Picture Show 2.4 WOR-Want to Be a Star 2.3

Broadway Camera 1.8 WATV-Prairie Theater 1.7

Jan. ARB Rating10.1 (Previous Month's Rating....8.5)

Prec. Show: News, Randy Kraft ... 4.1

WPTZ-Meet the Press 8.5

Newsreel; Weather 5.8

WF1L-Walsh Looks 'Em Over;

Far More...

TV Film Producers, Distributors and Suppliers use its hard-hitting merchandising power than any other business paper in the field!

The Record: June, '52 thru Jan., '53

Billboard: 57 Different TV Film Advertisers.

Next Closest Business Paper: 30 Different TV Film Advertisers.

Average of All Other Business Papers: 22 Different TV Film Advertisers.

From MARTIN CODEL'S TELEVISION DIGEST:

"For station and agency film buyers, as well as commercial men selling film to sponsors, the film directories, placements

and ads carried regularly in

Billboard Magazine are 'musts' "



March TV Film Monthly Program Guide and Market Report -dated March 21

-out March 17

—deadline March 12

Communications to 1564 Broadway, New York 36, N. Y.

FRIARS' SHINDIG

Dais Is Show at **Bob Hope Dinner**

By BILL SMITH

NEW YORK, Feb. 28. - The Friars' dinner for Bob Hope Friday (28) at the Waldorf-Astoria came and went and if some of the boys were bleeding from some of the darts, the rest of the house, a packed one — three-tiers high laughed itself hoarse.

The dais was full of names from various branches of show business as well as government. There was Vice-President Alben Barkley, who stood up very well in fast company; Bernard Baruch, who told his little piece and went off to bed; Eric Johnston; Sen. Stuart Symington; Maj. Gen. Emmett (Rosy) O'Donnell; Mayor Thomas Burke of Cleveland; Mayor Vincent Impellitteri, and Gov. Frank Lausche of Ohio. From show business there was Frank Folsom of the Radio Corporation of America; Frank White of the National Broadcasting Company; Adolph Zukor of Paramount, and Joseph H. McConnell, formerly an NBC topper now playing the lead for Colgate-Palmolive.

In the pro fields there was Georgie Jessel, toastmaster, and such line throwers as Fred Allen, Milton Berle and Bob Hope.

Jessel 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 bringing on Baruch, Jessel observed, "why a man with all his money has to shoot ducks early in the morning, I'll never understand."

But the real fireworks began when it was Jessel to Berle to Allen to Hope. "When you introduce a guest on the dais," said Jessel, sporting a grey fingerwaved rug and a shiny monocle, "you have to say nice things about him. So what can you say about Berle. He captured the Phillipines? Or freed the slaves? Oh yes, he's got a nice letter from Adah (Mrs. Ted) Le 'is."

Berle came on, threw a couple lines at Jessel and then looked 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 TV. I have enough trouble with Fulton Sheen."

When Berle sat down, Jessel remarked "You've now heard file

Fred Allen really hit them with a combo of sarcasm and the dry wit that only he can throw out. "A few weeks ago Jesse Block (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 jokesswell timing these Friars' have."

Having gotten that one off, Allen commented on Jessel's ready availability for banquets (Nobody throws a dinner until

Vegas Hotels Verge on Open **Talent Warfare**

Continued from page 1

agreement among the Vegas hotels, whereby they presented a united front in talent buying, is crumbling. One of the points of an associate, Mel Ross. Inasmuch the agreement was that no hotel as Page operates and serves as would go above \$15,000 for an producer at the Murat for these attraction. Ray Bolger got \$20,-000, the highest price paid so far.

The Bolger price was considered a rare xception. But now with Ray getting 20G, it is exhike their demands up to or high- Meyers' claim against Page for Morton Hotel, opening a quarter er than the Ray price, and com- \$450. Meyers had charged that petition among the Strip hotels Page booked his line of girls, the

they know if Jessel's available), Hope's talents (he once registered an ad lib and since then he's been surrounded by writers), and then into his own comments on TV and its mores.

"This is Friday night — and Lent, so you're probably wondering what I'm doing here. I got a special dispensation from Mons. Fulton Sheen-I met him at an AFRA meeting. The good Father is doing so well on TV that his sponsor, Admiral, is planning to put out a new set, specially for the clergy. It will have stained glass tubes."

When Hope finally came on he said. "No man could be so great as these fellows said I was. But they finally convinced me." Pointing to Berle he said, "I love him on TV. He's Mr. TV-at least he was until Tallulah got on-"

There was a show afterward and the awarding of prizes and things. But to most observers, the show was on the dais, and when that was over they started for their hats and coats.

Oh yes, the Friars grossed \$58,-000 from admissions and the journal, that'll go toward a what?a new gin rummy room?

SUBPOENA

Libby Burke Collared on Red Charge

HOLLYWOOD, Feb. 28 .-Dancer Libby Burke, appearing here at the Cocoanut Grove as part of the Ballantraes duo, was subpoenaed by the House Un-American Activities Committee. She was served by a U. S. marshal immediately following her final bows to the audience. The dancer, charged by the committee's special investigator, William Wheeler, with having organized a supersecret Communist party cell, was ordered to appear before the committee's hearing to be held here March 23.

The Grove canceled its contract for the dance act which had five days to complete its week's run. Carl Ratcliff, who owns the act, accepted the cancellation and is currently breaking in a new partner. Grove paid off the act for its full week's contract and explained that it didn't want to employ Mrs. Burke or anyone who is identified with Red activity.

AGVA Acts Fined 1G Each

CINCINNATI, Feb. 28. - The advisory board of the Cincinnati branch of the American Guild of Edwards, has levied a fine of \$1,000 against each of seven AGVA acts on the dual charge of agent whose name appears on AGVA's unfair list, on the Shriners' show at the Murat Temple, Indianapolis, February 20-21, and for appearing on the same bill with an unfair AGVA member, Mel Hall, unicyclist.

Acts charged with the dual vioand White, Doris King, Novak and Fay, and Will Mahoney. According to Edwards, Page leases and operates shows at the Murat thru shows, action is being taken by the local AGVA to halt his activity there by having other unions intervene, Edwards says.

Edwards also announced that pected that other names will also AGVA has recognized Roy house a theater troupe in Bell's Sparkettes, on a date, and then

5 CLUBS BURN; HOSTESSES, TOO

TOKYO. Feb. 28.-Local cafe ops have a major problem on their hands. According to law, management of any spot which folds due to "acts of God" is responsible for finding work for the people on their pay roll.

Two weeks ago the Gimbasha night club burned down putting 875 hostesses out of work. Early last No-vember 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 down. Four days later the Grand Palace got it.

The Golden Gate, a new spot, opened and, while celebrating, a fire of unknown origin 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 to get them jobs.

FRUSTRATED

Actors Affirm BB Series on **Germany Zone**

LONDON, Feb. 28. - Articles published in The Billboard a few weeks back on conditions imposed on acts touring the American Zone of Germany are corroborated 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 of several weeks of frustration.

Robbins claimed that very minor Army officers set themselves up as censors, demanded free shows masquerading as "auditions," and generally made life intolerable for the group with which Robbins was touring.

Many of the Army types assigned to liaison work, says Robprofessional entertainers less in- singer at the Bal Tabarin here to terial than in how much better ings up to \$2,000 per week, all on they themselves could entertain the strength of a waxing on the if they had a chance.

Gateway Set For Musicals

ATLANTIC CITY, Feb. 28. -The \$1,000 000 Gateway Casino in suburban Somers Point, N. J., one of the most lavish of night spots during the prohibition period when first opened in 1926, was sold this week for a reported \$40,000 to a new syndicate headed by Ezra Bell, beachfront hotel operator who .wns the Morton Hotel. Joined with money interests here and at the sister resort Variety Artists, headed by Bob of Ocean City, the Gateway Casino will be converted into a Musical Playhouse. Planning on opening June 30, it will offer a working for Sid Page, Chicago 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-cooling system and a large stage. In early days, when name bands worked here, the Casino took care of lation are Don Rice, Lalo and 2,000 diners In later years it Mussette, Gaynor and Ross, Burns housed everything from bingo games to a musical bar set-up. Last summer, another combine tried out with semi-pro shows with fair success.

Jonothan Dwight, who staged the shows last summer at the Casino, will be associated with Bell in staging the musicals. He will be vice-president of the newly-formed Gateway Musical Playhouse, Inc. Dwight will also deck theater at the beachfront hostelry on Easter Sunday for a regulations, or operate thru local interested in more than about 15 canceled them out without notice. 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 book new shows after the current battle between the Theater Res- show had fulfilled their contracts. taurant Owners' of America and the American Guild of Variety Artists broke out again when the cafemen's national organization AGVA's welfare fund.

bus, Ohio, and New Orleans.

The first step in the flat dustry, and all cafes would drop challenge to AGVA began in shows. Reno, Nev., when the Riverside Hotel refused to pay the welfare fund contribution (\$2.50 per week per performer) and dared the Philadelphia stand and made 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) which didn't abide with AGVA 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 new story, but it is always new to the boy or gal to whom it happens for the first time. And this time the latest male singer to hit the jackpo' is Canadian-born Norman Brooks, who has been indie Zodiac label, "Hello Sunshine, Goodbye Rain."

Brooks, who sounds somewhat 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 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 started in a number of Midwestern cities. Irwin, who is the organist on the morning CBS' Godfrey show got Robert Q. Lewis, subbing for Godfrey, to spot the warbler on his program. The strength of the disk and the (Continued on page '7)

Toronto Would License Agents

TORONTO, Feb. 28. - Up in arms against the actions of American booking agents who operate only out of hotel bedrooms, Ontario 10 percenters will ask the Ontario government to license 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.

business, and then pull out.

agents.

Philadelphia cafe organizations affiliated with TROA took the second step. Using the Chicago situation as the reason (the case instructed its members to stop there is now before the National contributing any money to Labor Relations Board) it wired AGVA that its members would no TROA's membership now con-sists of more than 400 clubs in more than 60 cities. New cafe by the NLRB. The wire further organizations that have affiliated warned AGVA that any action with TROA in the past few weeks taken against any of the Philly represent clubs in Dallas, Colum- ops would be construed as action against the entire Philly cafe in-

Country-Wide

The TROA's national executive board followed on the heels of the action country-wide. It's chief reasons for such action were:

First that AGVA had promised to sit down and iron out difficulties with TROA two weeks after 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 spokesman.

The second reason was that some TROA members were paying while others were not. To make the practice uniform, all members were ordered to stop payments.

AGVA's Course

What AGVA will do in the face of what appears to be a national 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 chapter of TROA had its first meeting Wednesday (25) as the Greater New York Cafe Association. Newly elected officers were Lou Walters, Latin Quarter, Presbins, are amateur or unsuccessful catapulted from an \$85 per week ident; Jack Silverman, Old Romanian, first vice-president; Ben terested in the quality of the ma- a night club star pulling book- Maksik, Town and Country, second vice-president; Al Rogers, Paraglide, Heampstead, recording secretary, and Gene Seville, Seville's Franklin Square, Treas-

TROA's executive board will meet here Thursday (5) to make

Sahara Buying

NEW YORK, Feb. 28.-The hiring of Bill Miller to book the Sahara, Las Vegas, Nev., will give Miller buying power that will make him a runner-up to Lou Walters and his Latin Quarter, 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, insiders say, Prell made a sizable investment in Miller's Miami Riviera and in the Fort Lee, N. J. Riviera.

Stanley Erwin, who previously was the official booker for the Sahara, will continue as advertising and publicity director.

Up to this season Miller's chief interest was the Fort Lee Riviera. When he went into Miami and took over the Copa City from They feel it unfair that Ameri- Murray Weinger, his buying powcan booking agents can come into er increased. Unfortunately, most the city and, not operating offices of the names had already been here and paying the charges booked. But with the Sahara. accompanying such operations, added to Miller's buying power, write \$10,000 to \$15,000 worth of he will be in a position to offer acts considerably more playing Under the proposed system, the time, even tho this added playing Americans would be forced to time will be of chief interest to take out licenses under stringent standard acts. Names seldom are to 20 weeks a year.

Communications to 1564 Broadway, New York 36, N. Y.

TV Storm Brews as ASCAP Asks Consent Decree Change

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

Continued from page 1

telecasters study the ASCAP pe- ern District Court first disposes of We thought earnings in television tition and submit opposing points | ASCAP's supplementary motion | would increase rapidly, and we of view. No date has been set for asking for an amendment to the arguments. Attorneys for the tele- | Consent Decree. casters said they would have their opposing arguments ready in sev- the mass of information requested eral weeks.

Consent Change asks that the Consent Decree be Some 40 stations have completed amended in these two ways: (1) the job, and the remaining sta-That the Society should not be tions are well along. Attorneys obliged to offer a per program for these stations are forceful in

gram license, be permitted to tax | will make an issue, not only of the revenue from the sale of spot an- per program license, but also of nouncements adjacent to ASCAP | the blanket license. "Both licenses programs.

The latter point, of course, was regarded as having been the chief cause of the collapse of per program negotiations between ing negotiations was highlighted ASCAP and a committee repre- by execs who forcibly spoke of senting indie telecasters several what they considered the necesyears ago. With regard to the sity for a cut in fees. The current ASCAP and its members, what first-mentioned point, ASCAP has blanket TV rate equals the radio happens in the coming weeks and long held that the Consent Decree rate plus 10 per cent of the radio months is vital to the pocketbook operates to the disadvantage of rate. This totals approximately ASCAP inasmuch as BMI is not 3.025 per cent of the receipts from Society's second greatest source of required to offer its music users a the sale of time. "When we first income and is expected to disper program license. The Society made the deal," a high network place radio as the primary source. promulgated this thesis strongly following the collapse of the per program talks.

Examination

The ASCAP-TV indie picture is further highlighted by the followtelecasters, via their attorneys, on January 12 served notice on ASCAP that TV attorneys would orally examine the Society's offiset and postponed.

Judge Goddard, in granting an ASCAP motion, ruled that the telecasters must supply the Sociing all four seasons of the year. The telecasters claim this was a the telecasters now intend to controversies. glean data relative to ASCAP's operation. But they intend to do a smash hit via a disking by it via oral questioning.

Action Waits that this oral examination will

Capitol to Pay Dime Dividend

NEW YORK, Feb. 28-Captiol Records this week declared a dividend of '0 cents per share on the common stock for the first quarter, which will be payable April 1 to shareholders of record March 15. In 1952, the diskery declared a 121/2 cent dividend in June, and a 30-cent dividend in December. Total dividends for 1951 were 25 cents and 121/2 cents in 1950.

The board of directors of the firm declared a regular quarterly dividend of 65 cents per share this week also on the \$2.60 cumulative convertible preferred stock, payable April 1 to holders of record March 15. The year 1952 was one of the strongest in Capitol's history.

Snow, Long End Contract As Friends

NEW YORK, Feb. 28. - Hillbilly singer Hank Snow and his personal manager, Hubert Long, have mutually decided to part company after a business relationship that has extended over 15 months. Several factors mo-

tivated the decision to terminate in the release are sets featuring ness and was willing to cut in diskery's attorney, Abraham Dosthe contract, which was accom- Chicago and Kansas City jazz artists who recorded his tunes. kow, plans to call only a single

Meanwhile, it was learned that of the stations by ASCAP and okayed by Judge Goddard has The ASCAP motion, in sum, been "substantially" gotten up. license to any stations holding a license to perform Broadcast Music, Inc., music. (2) It is also asked that the Society, in its per proare at stake," one attorney stated. Net Level

> On the network level, the developing hassle over the upcom-

postponed until attorneys for the not get underway until the South- exec stated, "we were groping . . agreed to pay a premium for the music. This premium was the extra 10 per cent. In the new agreement, we would expect a substantial reduction . : . say, the radio rate minus a percentage." This, he indicated would be more in line with TV's earnings and operating costs, and "would not take so much cream off the top."

As the picture shapes up, it is now like a checker board of maneuvers involving all levels of the TV industry from networks and their o&o outlets down to indies. On the indie per program level the courts are in the picture, much bitterness has already been be exempt. engendered among stations. On the blanket network level, a rate cut will be demanded. Thus the TV licensing picture is one of extreme uncertainty, and all sides will bring their highest strategies -inasmuch as TV is already the

Kohlman Wins 15G ing development — heretofore closely guarded. The 55 indie In 'Cry' Arbitration

NEW YORK, Feb. 28. - Perry | formance-fee obligation to Kohlcers. A date of January 26 was \$15,331.24 to Churchill Kohlman, writer of "Cry," in a decision Last year, it will be recalled, handed down this week by the American Arbitration Association. The finding of the arbitraety with detailed data relative to tors, terminating a long legal their billings and operations dur- hassle between Alexander's Mellow Music and Kohlman over very expensive undertaking disputed royalties, is binding which has served little useful upon the publisher and may set a purpose. By way of retaliation, significant precedent for similar

Kohlman's ditty, which became Johnnie Ray, earned substantial performance money for Mellow, a Legal talent is of the opinion Broadcast Music, Inc., affiliate. The writer, who later became a member of the American Society of Composers, Authors and Publishers, laid claim to half of this performance money, but Alexander refused payment, contending his contract with Kohlman voided any such claim.

SPA Pact

The contract used was a standard form printed by the Songwriters' Protective Association. This pact contains a provision exempting the publisher from paying writers any share of money it receives from performing rights societies which also make equal payments to writers. It was upon this provision that Alexander claimed exemption from any per-

Jazz LP Sets Decca Releases

NEW YORK, Feb. 28.-Decca Records' new stress on jazz wax was highlighted this week by the release of five new LP sets in the to Sosebee, is, in effect, a "codicil" genre. The diskery continues its to a personal management paper 3, 4 and 5.

Two of these are 10-inch platters featuring Joe Venuti, Buck Washington, Horace Henderson, Coleman Hawkins, Benny Carter and Fletcher Henderson. A 12incher in the series contains waxings by the Art Hodes, Jimmie Noone and Jimmy McPartland

(Continued on page 51) played by all-star combos.

ated no BMI deal. More than \$4.000 of the amount awarded Kohlman by the arbitrators accounted for half of the BMI payments to Mellow on "Cry" performances thru last June.

The award also included \$4,200 in record royalties withheld by the publisher to plug a subsequent Kohlman ditty, as well as royalties on sheet music and mechanicals held in escrow pending determination of the case.

Kohlman was represented by the legal firm of Freedman & this week to confirm the judgment in New York Supreme Court, as provided for in the Mellow-Kohlman pact.

Intros New Juke Bill in Congress McCarran-Sponsored Legislation Has

Backing of ASCAP, Other Music Segs

(27) introduced the first Juke Box chance to "make a small additional Copyrights Bill of the 83d Con- profit if he makes a hit." The gress. The bill has the strong royalty fee would be determined backing of American Society of by ASCAP. The bill was comers and other groups which sup-ported the Bryson-Kefauver Bill ber of this committee, altho he is which last year failed to be re- not on the subcommittee which ported by the House Judiciary will do the deliberating first. Committee after lengthy hearings The bill amends the copyright by a subcommittee on copyrights, code by striking out the following patents and trademarks. The Mc- provision: "The reproduction of Carran Bill is much less specific musical compositions by or upon than the Bryson-Kefauver Bill and coin-operated machines shall not more nearly corresponds to a bill be deemed a public performance sponsored in the 80th Congress by for profit unless a fee is charged Rep. Hugh D. Scott Jr. (R., Pa.). for admission to the place where The McCarran Bill would amend the Copyright Act of 1909 to impose royalty fees on juke boxes, altho one-machine operators would

Senator McCarran described his bill as similar in intent to the Bryson-Kefauver Bill of the last session except that "it won't hurt the one-man operation—the man who has a little bar and one juke to bear. From the standpoint of box," which he bought himself,

Liberty Okayed

NEW YORK, Feb. 28 .- Times-Columbia, local distributor for termination. Columbia Records, has patched Alexander was ordered to pay man, altho Kohlman had negoti up its feud with the Liberty Music tional prominence in the enter-Shops and resumed shipping disks tainment field last fall on the to the plush four-store chain here. heels of her smash disking of The outlets were cut off a few "Why Don't You Believe Me." weeks ago by the distributor in Since then, she has clicked with apparent retaliation against Lib- every disk release. In commenterty for purchasing Columbia ing on this action, she said that wax outside the sales jurisdiction she was sorry this step had to be of Times-Columbia.

> Leslie Distributors, key Gotham one-stop also cut off by Times-Columbia, is still not receiving Columbia disks from the local wholesaler. In a strongly worded statement recently (The Bill-board, February 21), Lou Boor-Lilienthal, who were assisted in stein, head of Leslie, tagged the the action by SPA accountant stoppage "arbitrary" and "pos-David Blau. The attorneys moved sibly monopolistic," and said he was turning the matter over to his attorney. No further statement has since been issued by either party to the hassle.

BUT IT ISN'T THE \$

Tommy Sosebee Claims 1/3 Pub Profits From 'Waltz'

music business - from the Brill entitled to one-third the publish-Building to Nashville-was titillated this week when it was lage or Home music if he records learned that Tommy Sosebee, such material. Sosebee says Prohillbilly disk artist on the Coral label, intended to claim one-third of the publisher's profits accruing on the tune, "Till I Waltz Again With You," now the No. 1 song in the business and one of the biggest money earners in years.

Sosebee, however, pointed out that money was not important to him. What he was primarily interested in, he said, was breaking a personal management paper tying him to Sid Prosen, chief of Village Music, publisher of "Till I Waltz Again.

The disputed clause, according "Gems of Jazz" series with Vols, dating back to 1947. Prosen, according to Sosebee, has done nothing at all for him as a personal manager. "I am definitely going to do something with that paper, because I really want out on that contract," he said.

One-third Share

Sosebee, harks back to a time back. when Prosen was struggling to The remaining two 12-inch LP's gain a foothold in the music busi- to present, it was indicated. The The paragraph in question states,

NEW YORK, Feb. 28. - The says Sosebee, that he (Sosebee) is er's share in any material in Vil-(Continued on page 51

Cetra Vs. Goody Goes to Trial

NEW YORK, Feb. 28. — The 'IF' TO MUSIC action brought by Cetra-Soria to seek a permanent injunction restraining Sam Goody from selling Cetra vinyl at less than fair trade prices goes to trial Monday (2). The legal proceedings are seen as the first scrimmage in what is expected to be a protracted contest before the issue of fair trade vs. cut-price disks is finally resolved.

The case will be heard before Judge Isidore Wasservogel, a special referee in New York Supreme Court. The jurist is the same who presided over the Co-The codicil, as it is called by lumbia-Goody trial several years

> Cetra's case will not take long (Continued on page 51)

WASHINGTON, Feb. 28.-Sen. and buys records. McCarran said Pat McCarran (D., Nev.) Friday his bill will give the composer a

(Continued on page 51)

James Wants Out on Pact With Rodde

NEW YORK, Feb. 28 .- Thrush Joni James has announced thru her attorney, Stanley Goldstein, that she no longer recognizes LeRoy W. Rodde, Chicago TVappliance 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 the singer's gross and net income. Negotiations have begun to bring the contract to a satisfactory

The singer catapulted to nataken, but that her whole future was at stake.

Rodde could not be reached for

Peak Gross Hit

Continued from page 4

reliably reported, however, that sales during 1952 were slightly ahead of the 1951 period. Dollarwise, the gross volume for the department was approximately \$22,500,000.

Recapping the firm's year in records briefly, 1952 started off strongly with such click pops as "Any Time" (Eddie Fisher), "Slow Poke" (Pee Wee King) and "Tell Me Why" (Eddie Fisher). The Red Seal department also was sparking with such new releases as "The Great Caruso," "La Mer" and "La Traviata." Later in the spring sales dropped off, but the diskery came back strongly in September with a solid fall program which included Extended Play and the low-priced Bluebird LP's. Before the close of the year. it had also shaken loose a big hit in Perry Como's "Don't Let the Stars Get in Your Eyes."

BY HERSCHER

HOLLYWOOD, Feb. 28.— Louis Herscher, ASCAP cleffer, achieved an 11-year-old goal in gaining permission from the Rudyard Kipling estate to convert the famed poem, "If," into a song.

Actual clearances were obtained by Harry G. Atwood. who with Herscher, jointly holds the copyright to the song. Permission was granted for the use of the poem by Mrs. George Bambridge and Doubleday & Company, Inc. Song is published by Bell Song Publishing Company here and is under the ASCAP banner.

NORMAN BROOKS

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.

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 booked into Chubby's, Camden, N. J., starting March 6; the Boulevard, Queens, L. I., starting March 13; the Tic Toc, Milwaukee, March 30; the Vogue Terrace, Pittsburgh, April 13; the Copa, Pittsburgh, April 20; the Latin Casino, Philadelphia, April 29, and the Thunder- the set with the Sam Goldwyn bird, Las Vegas, Nev., July 23 for two weeks. From \$350 during his present engagement at the Latin Quarter in Boston, he jumps to \$1,000 at both Pittsburgh clubs and \$2,000, or whatever the asking price is, at the Thunderbird in Las Vegas.

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, Brooks has been approached by the major labels, but he is set with a three-year pact with Zodiac Records, which covers 20 sides to be released in this peagency is Baum & Newborn.

FOOLS RUSH IN

what with high taxes, the Korean

first of the year, at least 13 differ-

ent songs hyping or discounting

the "fool" have appeared on the scene and snatched at least 20

Ancient Vintage
The word "fool" is not of recent

vintage; most four-letter words

are not. But "fool" has been

dwelt upon and dissected at

length thruout the pages of liter-

ature from the days of antiquity.

Sophocles put it to the fifth cen-

tury B. C. Greeks simply and directly, "He Was a Fool." Rud-

yard Lipling pulled his punch

with a vague "A Fool There Was."

Tin Pan Alley, never one to dodge

reality, gives it the personal

touch via the June Christy and

Bill Bailey waxings of "I Was

Not content with an explana-

tion that simple, 32-bar poets

have recently pulled the stops out

on Chaucer's "ful gret fool."

slowly crescendeed to "Fool," "I

Played the Fool," "I Was a Fool,"
"A Fool Such as I" and "I Was

Such a Fool." Not one to flinch in

the face of such intensified com-

plum in this drive for the "bigger

Times a Fool."

different recordings.

Tunesters Admit They're

Just Crazy, Mixed-Up Kids

NEW YORK, Feb. 28.—Maybe it's the product of a jaded era, pany in "Another Fool in Town."

impasse and juicy scandals; pos-sibly it's as simple as a "me-too" ly described as hit proportions.

attitude among writers. What- This made it first in the hillbilly

ever the reason, the facts point field and more recently has

up that the word "fool" has in- opened up in the pop category.

trigued writers and record com- That only one has been chosen

panies in recent months. "Moon, out of the many that have been

June, spoon" seems to have hit called might simply point up

the discard pile for the moment what Abe Lincoln once said about

CORAL MOTTO: **GET 'EM EARLY**

NEW YORK, Feb. 28. — Catch 'em young and nurse 'em along, is the new motto at Coral Records, which this week purchased two masters cut by eight-year-old thrush Jeanie Dell. Only a week ago the diskery pacted Little Barbara, a six-year-old, whose first waxings are now ready for release.

Kaye Album Is Hot for Decca

this week.

Decca is tying in promotion of office wherever the "Andersen" movie plays. The flicker has so far played in 44 cities, 26 of which were covered in the past two weeks.

Future of AFM's Trust Fund Rests With T-H Act Hearings

Justice Department Interpretation Of Law Gives Union Green Light

· Continued from page 1

work for the pay they receive" cial copyright royalty taxes, was Pat McCarren (D., Nev.) introand that "the public enjoys the deliberated at considerable length duced a new juke box copyright service free."

It was learned that a reexamination of the Department of Justice's original interpretation of the music performance trust NEW YORK, Feb. 28. — Decca Records' best - selling "Hans Jr., but this would not necestarily mean that Brownell would sarily mean that Brownell would shaping as the biggest package issued by the label since the Al Jolson set of several years back. Cumulative sales of the Danny Kaye-Gordon Jenkins diskings in pert to testify on the subject in all speed diskings totaled 211,000 the course of the current heartion and Labor.

by the House Education and Labor bill yesterday (27) (see separate Committee in a bill suggested by Story).

Carroll D. Kearns (R., Pa.). At With the music performance The outcome is likely to have declined to recommend any kind

phasized that "performers must | mercial-use disks subject to spe- | been introduced. Meanwhile Sen.

the wind-up of lengthy hearings, trust fund of the recording indushighlighted by testimony of AFM try and the TV film producers op-President James C. Petrillo, the erating without any hitch, the of the music performance trust fund has been suggested to Attorney General Herbert Brownell Jr., but this would not necessarily mean that Brownell would reverse the previous judgment. On Capitol Hill it is seen possible that Brownell might be invited to testify himself or send an expert to testify on the subject in the course of the current hearings on the Taft-Hartley law by the House Committee on Education and Labor.

Inghighted by testinony of the frequency of the House C. Petrillo, the House committee dropped the subject as "too complicated" and Kearns discarded the idea of drafting the legislation, A similar idea was broached last year at hearings before the House Judiciary Subcommittee on Copyright Patents and Trademarks in the Bryson-Kefauver bill to impose copyright laws on the disks played in juke boxes. The House Judiciary Subcommittee likewise Judiciary Subcommittee likewise Judiciary Subcommittee likewise Judiciary Subcommittee likewise and Trademarks in the Bryson-Kefauver bill to impose copyright laws on the disks played in juke boxes. The House Judiciary Subcommittee likewise Judiciary Subcommittee likewise and Trademarks in the Bryson-Kefauver bill to impose copyright laws on the disks played in juke boxes. The House Judiciary Subcommittee likewise and Trademarks in the Bryson-Kefauver bill to impose copyright laws on the disks played in juke boxes. The House Judiciary Subcommittee likewise and Trademarks in the Bryson-Kefauver bill to impose copyright laws on the disks played in juke boxes. The House Judiciary Subcommittee likewise and Trademarks in the Bryson-Kefauver bill to impose copyright laws on the disks played in juke boxes. The House Judiciary Subcommittee likewise and Trademarks in the Bryson-Kefauver bill to impose copyright laws on the disks played in juke boxes. The House Judiciary Subcommittee likewise and Trademarks in the Bryson-Kefauver bill to impose copyright laws on the disks played in juke boxes. The House Judiciary Subcommittee likewise and Trademarks in the Bryson-Kefauve played in juke boxes. The House profit, of recordings made and Judiciary Subcommittee likewise sold for home entertainment." "Such recordings are used in large some bearing, also on the fate of legislation on the subject. Rep. of juke box copyright legislation. It is recalled that the question of establishing separate labels for extend to recommend any kind quantities by juke boxes, disk jockeys and other commercial users without payment of any fees are drafting a new bill for the for performances," the report home-use and commercial-use phonograph records, with comdeprive members of live employment; the manufacturers are unable to restrict such uses once the records are sold." Record manufacturers were allied last year with other foes of the Bryson-Kefauver juke box bill. Chief pro-ponent of the Bryson-Kefauver legislation is the American Society of Composers, Authors and Publishers.

BIG TREND TO ALBUM SINGLES

Diskeries Find Split Release Helps, Not Hurts, Set Sales

By BOB ROLONTZ

NEW YORK, Feb. 28. - The relatively new practice of the mariod. According to writer Mel Howard of the diskery, "Nobody can buy this boy; there isn't that much money in the world." albums has begun to shape up as Brooks' manager is Roy Cooper standard operating procedure. of Montreal, and his booking Whilst the pop album a few years back was a package to be sold sides from pop album sets, which that they could play or put on the

unbroken, today at least one and | gle disks from albums, the first often two sides from strong pop and most obvious being the sets are released at the same time strength of the artist. However, as the album is placed on the albums have been coming out market, and in many cases one or two more sides are issued within while and it is only since jocks

three months after.

are merchandised and promoted boxes that single album platters thru deejays and juke boxes in started to move into best-selling the same manner as a standard single release, started in the modern sense with Columbia Records via the Johnnie Ray album which was released less than a year ago. More than half of the sides from this eight-sided set were released singly and two of them, "All of Me" and "Walkin' My Baby Back Home," were big hits. At the same time the album sold well too, moving past the 100,000 mark by the fall.

This merchandising technique was also used by Decca on the Four Aces album, with three records in the set already promoted as single platters, and one more to come. Capitol has pushed singles from Les Paul-Mary Ford

ord last year.

Were Only Mine," from his latest collection; Capitol is pushing "Side By Side" from the Kay Starr set and "Little Brown Jug" from the Billy May set. Both the Starr disk and the Cornell disk look like big platters and in the case of Starr her album is already on The Billboard best-selling

There are many and various reasons for the promotion of sin-

and ops have received certain The new trend toward single platters from new album releases

(Continued on page 51) print.

Vox Talks Jap, **Brazil Deals**

NEW YORK, Feb. 28. - Vox Records, which already has affiliate firms pressing its product in Germany, France and England, is currently negotiating a deal to have its LP's manufactured in Japan and Brazil.

In each foreign country where the diskery is active, its records The simultaneous promotion of are released under the Vox im-

\$16 Mil Gross in Year New Record for ASCAP

and Publishers this year hit an all- has many more in its fold than in time high gross of \$16,300,000, the past. ASCAP Prexy Otto Harbach told money distributed among its mem-

HOLLYWOOD, Feb. 28.—Amer- year. This was due to the fact, ican Society of Composers, Authors Harbach said, that ASCAP today

Society's ranks were swelled by members attending the Society's entry of new writers and publisher semi-annual meeting here this members, giving ASCAP a total week. This showed an impressive of 3,600 writers in its fold and 550 sets, and RCA Victor released increase over last year's gross of publishers. With more members two tunes from the Eddie Fisher \$14,000,000. According to the re- sharing in the money collected, Christmas album as a single rec- port, cost of operating the Society amount distributed to individ tal went up to approximately 19 per members does not reflect the in-At the present time, Coral Rec- cent of money collected, amounting crease in revenue. Furthermore, ords is actively promoting Don to \$3,100,000. Altho the Society's cost of operation has gone up due gross showed an increase, actual to general higher costs of living bers varied little over the previous tion necessitated by enlarging of membership.

Members were told that March 7 was set as date for distribution of foreign money collected. Amount of foreign distribution revenue was not disclosed. Deems Taylor told the assembly that revenue resulting from licensing theaters for intermission music is rolling in additional revenue, but did not disclose the amount this source of income

represented. Meeting was closed with the award of a gold plaque to Rudolf Friml. Chuckles were provided by NEW YORK, Feb. 28. — The L. Wolfe Gilbert's vocal satire question of a deejay having an on "Aaaand Then I Wrote," ribbing



while fools rush in. Since the fooling the people. Public to Be Admitted Free At Concerts

To date only "A Fool Such as I"

PHILADELPHIA, Feb. 28. -The Al Fresco musical concerts staged each summer in the cityowned Robin Hood Dell in Fairmount Park this year will lack something that nobody will miss
—the box office. Frederic R. Mann, president of the Dell management and city commissioner of recreation, announced the concert series of 18 performances, will be offered without admission charge, except for 11,500 tickets especially assigned "Friends of the Dell." The Dell's capacity is about 20,000. The sixweek season will start June 22. Starting from the diminutive "Little Fool," the theme has

and the Robin Hood Dell have joined hands in a program truly designed to bring music-good music-to the people, and charge no price for admission," Mann

petition, Amos Milburn takes the said. The no-box office operation, he and better" with his "Three explained, will be financed by \$75,000 city appropriation More Fools matched by a like sum contrib-Others haven't played it as uted by 750 "Friends of the Dell." close to the vest. The Four Aces The "Friends" contributed \$100 simply say, "You Fooled Me," each, and are entitled to two while Johnny Moore's Three seats at each performance. In

London Decca Biz Volume Up 84% in Year

NEW YORK, Feb. 28.-Sparked "The Department of Recreation | by a 50 per cent increase in exports over a year ago, the Decca Record Company, Ltd., of London in its annual financial report for 1952 showed an increase of 84 per 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 1952 was \$3,360,000, with net profits, after dividends, totaling \$740,400. The London Gramaphone Com-

pany, British Decca's U. S. subsidiary, was a major factor in this Blazers note with a trace of bit-terness that "You Played Me for straight symphonic concerts cost rise in LP sales during the year, a Fool." The Blue Belles, on the \$1, while general admissions cost as well as shaking loose a num-(Continued on page 55) ber of pop hits.

Storm Rages in Cincy Over

'exclusive" on new records, long various ASCAP members. a subject of controversy, has built up a real head of steam in Cincinnati recently, but by the end of the week it appeared to have simmered down to a low boil. On January 31, Rex Dale, WCKY deejay, kicked off a Saturday afternoon record show called "Plat-ter Premiere." The program called for all 11 Cincinnati distributors to bring up advance copies of key new releases which were given the first local air play on the show. It is understood that all but two distributors went along with the idea.

Receiving the records on Saturday gave Dale at least a two-day jump according to competitive deejays. This "discrimination" quickly prompted a burn among (Continued on page 51)

other hand, impersonally tell

CAPAC's Right to Fees On Pctg. Basis Upheld

Continued from page 8

the tariff is paid, the income from to approximately \$170,000 from the private broadcasting stations \$152,000. "would increase the income of the plaintiff (CAPAC) from that source by something in excess of 100 per cent over such income for the preceding year."

Had Fixed Fees

Prior to 1952, the Board had fixed the fees on the basis of the number of licensed sets in Canada. The private stations, as a group, paid seven cents a set, and the publicly-owned CBC, an equal amount. The CBC is not party to the dispute, since it has matters as the amount paid for made its own private agreement with CAPAC.

In 1952, private stations were ordered to pay 1.75 per cent of their gross revenues; the CBC 1.75 per cent of commercial revenues, plus 1 per cent per capita of population.

The CAB has estimated the change would increase the fees of the private stations to \$350,000 in 1952, from \$152,000 in 1951. Those of the CBC were boosted

NEW HONORS

L of C Gets Geo. Gershwin **Manuscripts**

WASHINGTON, Feb. 28.—A valuable collection of original manuscripts of the late George cents," Justice Cameron said. Gershwin has been acquired by the Library of Congress here under terms of the will of the composer's mother, Mrs. Rose Gersh-

The scores, described by the Library as "a rich source of information about the methods of work of one of America's most original musical geniuses and one of the great composers of the 20th century," include a pencil manuscript for two pianos of "Rhapsody in Blue"; a pencil draft and an ink full score of the Piano Concerto in F Major, first entitled "New York Concerto"; a piano-vocal score in pencil and an ink full score of "Porgy and Bess" and a full score for orchestra of the "Rhuma," renamed "Cuban Over-

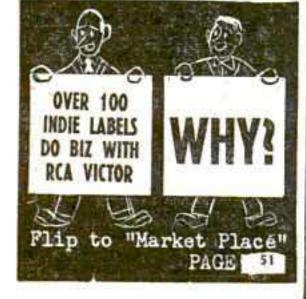
Scholars will "be able to trace changes in the composer's thought from his alterations, excisions and

Mercury Music to Sell For Liturgical Press

NEW YORK, Feb. 28. - Mercury Music has been named sole selling agent for Liturgical Music Press, publishing firm specializing in compositions for organ. Mercury is mulling reviving a subscription deal formerly set by Liturgical which furnished monthly releases of new music to church organists. There are 72 copyrights in the Liturgical cata-

Chance Records Signs **Bumper Talent Crop**

CHICAGO, Feb. 28.—Art Sheridan, Chance prexy, announced the recent signing of a host of artists. Vocalists signed are Bobby Prince: the Flamingos, a five-man vocal group; Chubby Newsome (she formerly was on King); Anita Brown, vocalist formerly on Decca, and Big Boy Spires, a country blues singer formerly with Chess. Also signed was the Al Smith orchestra.



Granted Right

CAPAC was granted the right by the Copyright Appeal Board to examine the books and records of the stations "to such an extent as may be necessary to verify the statements rendered by the li-

A similar provision had appeared in previous approved statements in regard to other categories of licensees "whose license fees were based on such entertainment . . ." points out the judgment. These other categories included cabarets and restaurants.

"It is obvious," the judgment continues, that the new tariff providing for the inspection of the books and records "could not be verified by the plaintiff until such inspection had been made."

Discretion The judgment points out that Parliament gave the Board "the fullest possible discretion to determine the fees, charges or royalties to be charged by societies such as the plaintiff, and that it intended 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 judgment took exception to

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 levies "are stated precisely in dollar amounts."

"I am unable to find that they mean only tolls or rates fixed at a specific amount in dollars and

Col. to Issue raith Niaisks

NEW YORK, Feb. 28. - Co-Faith ork. The series, which was students. conceived by the diskery's kiddle The St the same type of big rhythmic arrangements as the conductor has delivered on his pop waxings. The popularity of "Delicado," sioned the kiddle program.

The first platter to be released store workers said. by Faith will be "Rap-a-Tat-Tat," additions on the manuscripts," the Library pointed out.

by Faith and Stephen Dale, and "The Mosquito's Parade," which was penned by Jimmy Kennedy and Howard Whitney. The disk will be released in the Columbia MJV series as Percy Faith and His Music. Other waxings will follow shortly. The Faith has not been a regular performer on Columbia kidisks, he did the arrangement for the fast-moving "Little White Duck" with Burl Ives a few years back.

Parade Records Joins Move to EP Diskings

NEW YORK, Feb. 28.-Newest classical label to join the swing to Extended Play is low-priced Parade Records. Initial release by the firm is its operatic library series, previously available on LP. Issued as two-record EP sets, there are 11 different opera highlights in the series. Sets will retail for \$1.69, the same as the

ANYTHING FOR A GOOD LAUGH

NEW YORK, Feb. 28. -Want Joe Ryan, deejay on WALL, Middletown, N. Y., to spin your platter, Mr. Publisher? His payola rates are moderate. Ryan wrote this week to a local publisher, offering to spin a waxing of his tune for the next 60 days if the publisher would oblige by paying an enclosed bill of \$10 to a Ryan creditor.

"Co-operation is the key to success," wrote Ryan. "If you go along with this idea, let me know about your othersongs. Always glad to help someone who helps me."

WALLY PHILLIPS IS POP DEEJAY

NEW YORK, Feb. 28. -Wally Phillips, WLW, Cincinnati, deejay, was more than surprised to find that rustic platter spinners have voted him one of their favorite disk jockeys, as reported in The Billboard's annual Disk Jockey Survey (February 28). The editorial commentary under the results of that particular question noted that one or two of the deejays listed were in the pop rather than the hillbilly category, but the pumpkins and bumpkins started arriving at Wally's door nonetheless. So, to those it may concern: Wally Phillips is a pop disk jockey.

COOL SURVEY

Youth Finds Cool Music **Is Still Hot**

ATLANTIC CITY, Feb. 28. — To be cool, or not to be cool, or to 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 such items as "Slaughter on 10th Avenue" fit in the picture.

The question came up here when a national survey showed a trend among teen-agers from iive to classics. Local record stores which normally feel the impact of any music trend could see no change to speak of in musical tastes among high school youth.

One spokesman said the aversuch groovings as Perry Como's platters for tap and ballet schools, the milder side compared to the Exercises" by Alexandra Danilumbia Records will release the old be-bop. But he also said there lova, one of the country's top first in a new series of kid- is no interest in the classics exdie diskings featuring the Percy cept among those who are music

The Standard Radio and Teletopper, Hecky Krasno, will feature vision Company reported college the full Percy Faith ork playing students-but not high school original moppet tunes, stressing youth—are buying more classics. The only change the firm noted is that where six months ago the youngsters thought male vocalists solid values, today they are "that "Funny Fellow" and other Faith way" about female vocalists. But sides with the younger set occa- what the young people like depends on the song itself, record

> Spot Check A spot check of a group of young people, students at Atlantic City High School, showed that in a group of 24, four teen-agers buy classics in preference to cool coatings, 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 —which doesn't hold appeal to young people today, they said. The bunny hop holds more interest for them, they indicated.

You can't scream the words to the classics either—at least that's what the kids said. The teenagers were of the opinion that classics are not popular because the tunes have no words in many cases; or if there are words, they are in a foreign language. But there's nothing that can beat a rhythm and a good beat, the youngsters agreed.

James Myers Adds Standard to Holdings

PHILADELPHIA, Feb. 28. -James E. Myers, head of Myers Music and Jem Publications, local music publishing companies, has added another firm, Standard Songs, to his holdings. In addition to being sole selling agent of Chateau Publications, he also acquired the sole selling rights to Dennis Music, The Music Counter, Wilmac Music Company, Carter Music and Planet Publications.

A TV program book is in preparation, including songs from the various firms that have been recorded and featured on the networks, and a hymn book containing 64 new hymns in the Jem Publications catalog is being readied for early release.

ASCAP Sets Slate For Coming Election

the American Society of Composagreed upon candidates for the board of directors, and ballots are being sent to the membership. Writer members will vote for 12 writer members of the board, and publisher members for 12 pubballots contain 60 names. Of these, 24 (12 writers and 12 publishers) are incumbents and automatically eligible for re-election. In addition to the incumbents, the names, and 24 writer names.

Of the 24 publisher candidates, three will be elected in the standard class and nine in the popproduction class. Pop-production candidates include these incumbents: Louis Bernstein, Saul Bourne, Irving Caesar, Max Dreyfus, Bernard Goodwin, Jack Mills, Abe Olman, J. J. Robbins, Herman Starr. New candidates in the pop-production class are Ben Barton, Joe Davis, Robert Gil-more, Charles Lang, John D. Marks, Carson Robison, Julius Schein, Abner Silver and Nat Tannen.

Three incumbents in the standard publisher category are Frank H. Connor, Donald Grey and Gustave Schirmer. New standard candidates are Joseph A. Fischer, Edwin L. Gunther and Dorothea Schroeder.

Writers

re-nominated (incumbent) board members are Stanley Adams, Fred Ahlert, Gene Buck, Paul

Danilova Instructs On Rainbow Wax

NEW YORK, Feb. 28.-Rainbow Records, indie diskery that age youngster goes all out for has been specializing in dance issue by both locals' memberships. Stars Get in Your Eyes," and are will release waxings this week listening to cool stuff a little on featuring "Intermediate Ballet ballerinas. This waxing, the first of its type for the diskery, is part of a new push by the firm to strengthen its hold in the dance market. The Danilova waxings consist of two disks, giving dance instructions by the ballerina with piano backing.

> Rainbow this week signed Michael Katcharoff to do another disk in the "Ballet Exercise" sets. The disks will be marketed via distributors to terp schools, teachers, students, etc., in addition to its standard line of ballet dance

Hill, Range Sets 'Playing Dominoes'

NEW YORK, Feb. 28.-Hill and Range has acquired the copyright "Playing Dominoes and Shooting Dice" from Richtone Music. The hillbilly rhythm novelty was originally cut on the Richtone label with Red Cook, and soon after by Ramblin' Jimmie Dolan for Capitol. Last week, Decca released a Red Foley version.

In other deals, Hill and Range took over as selling agent for the Coachella Music copyright, "Hot Toddy." Its subsidiary firm, Alamo, also acquired the European rights to "Semper Fidelis" and the "Washington Post March" from Carl Fisher.

STUDENTS FLIP AT DISK DEBUT

NEW YORK, Feb. 28.-A new way to kick off a song was unveiled this week when the Jubilee waxing of "High School" was premiered before an audience of 1,712 students at the Teaneck (N. J.) High School Thursday (26). The fact that the writer of the tune, Moe Jaffe, and one of the members of the group that cut the disk, Chuck Goldstein of Four Chicks and a Chuck, reside in Teaneck, influenced the decision of the principal to allow the unusual premiere. According to reports, all of the students flipped over the preview, tho it was not certain whether this was due to the waxing or the break from

classroom work.

NEW YORK, Feb. 28. — Pub- | Cunningham, Edgar Leslie, lisher and writer committees of George W. Meyer, Oscar Hammerstein II, Otto A. Harbach and ers, Authors and Publishers have Jack Yellin. The 18 additional pop-production names are Walter Bishop, James Cavanaugh, Phillip Charig, Ervin M. Drake, Kim Gannon, Lewis Gensler, Kermit Goell, Al Goodheart, Walter Hirsch, Alex C. Kramer, John D. Marks, lisher members of the board. The Vic Mizzy, Alberta Nichols, Noble Sissle, Al Stillman, Kay Swift, Bee Walker and George Weiss. Standard writer candidates include the three incumbents, John Tasker Howard, A. Walter ballot contains 12 publisher Kramer, Deems Taylor, and the following six new names: Leroy Anderson, Samuel Barber, Philip James, Douglas Moore, Goeffrey O'Hara and Virgil Thomson.

The term for the new board begins April 1, and lasts two years. The board, shortly after its election, meets to elect the president and officers - all of whom are named for one year. On April 7, the ASCAP annual dinner and business meeting is scheduled to be held. At this session, the new president is usually presented to the membership.

Coast Locals Merge April

HOLLYWOOD, Feb. 28.-April 1 was set as merger date of the white and Negro Los Angeles lo-Among the writers, the nine cals of the American Federation of Musicians. Merger will result in combining the 1,600 members of Negro Local 767 with the white local 47's membership numbering approximately 13,500. Since AFM biz is handled on a quarterly basis, merger will become official with the start of the spring quarter.

Merger of the two locals, long a goal of members in both groups, resulted following balloting on the

Les Harris, RCA Artist, Is Dead NEW YORK, Feb. 28. — Les Harris, 33, RCA Victor r.&b. art-

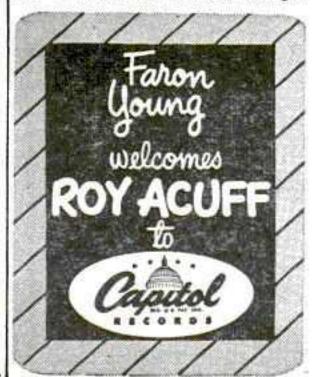
ist, died after a prolonged illness at the City Hospital, Newark, N. J., Wednesday (25). He had entered the hospital several weeks ago with pneumonia, and a week ago complications set in. Harris, who was born in near-by Hackensack, N. J., began his disk career some years ago as the singer with the Ray-O-Vacs. The group's first records were with the Coleman label. Decca soon signed the group where it had such disk successes as "Besame Mucho." Less than a year ago, Harris split from the group to sign a recording contract with RCA Victor. His current disk of "The Bull Walked Around Olay" has stirred considerable territorial action and has been cut by three pop labels.

Harris is survived by his wife, his mother and a sister.

'Sightless Cinema'— Movies for Blind

NEW YORK, Feb. 28. - Blind persons will be able to enjoy movies via a new recording project called "Sightless Cinema." Under the supervision of the National Foundation to Entertain the Blind, film sound tracks are being transfered to disks, with a commentator explaining the action. The platters will be loaned to

blind persons free of charge. RCA Victor is pressing the records and major film companies, and talent unions have permitted use of material without charge.



"45 EXTENDED PLAY"

IN MARCH 16 III -ONLY \$1.40 EACH



EPAT-405



FPA-411



EPA-417



EPA-423



EPA-432



GOODWAN

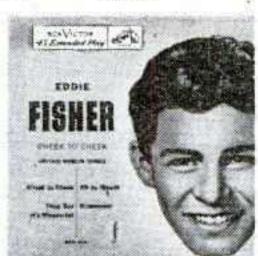
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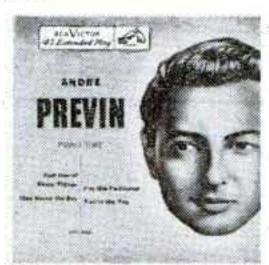
EPA-412



EPA-418



EPA-426



EPA-435



Price does not include Federal Escise Tax. Add local tax.

EPA-443



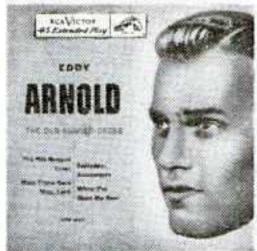
EPAT-407



EPA-413



EPA-419



EPA-427



ORIGINAL CAST

LINEAR BEIRRY

NEW FACES

1952

EOA-433



EPA-440



EOA-438



EPA-400



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"45 Extended Play" albums
already have been sold.





24.4

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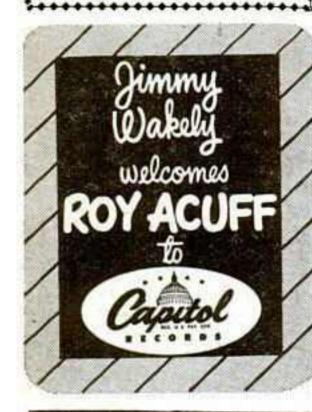
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LOUIS HERSCHER

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"EGGBERT, THE EASTER EGG"

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Beverly Hills, Calif.





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Memphis 2, Tenn.

Billboard classified

FACULTY MAN IS LYRIC WRITER

CHICAGO, Feb. 28. - The president of Roosevelt College here is boiling like a tea kettle. Edward J. Sparling, the prexy, complains, "What do I want with a song writer on my staff?" His assistant, Benedict Meyers, wrote the lyrics to "Gomen Nasai," the Japanese ditty waxed by half a dozen record companies.

Meyers has signed an American Society Composers, Au-thors and Publishers' contract with Fred Raphael, of Walt Disney Music, and he says the song about "my butterfly heart" is now giving him "butterfiles in my stomach."

Mizzy, Curtis to Pen Flick Score

NEW YORK, Feb. 28.-Cleffers Vic Mizzy and Mann Curtis were signed last week to write the score for the forthcoming M-G-M picture with Esther Williams and Tony Martin, "Easy to Love." This is the first picture commitment for Mizzy, the pop cleffer and musicologist, who has penned a number of big pop hits. The song-writer, in addition to his pop ditties, has taught the Schillinger System at New York University and is the arranger for thrush Mary Small, his wife.

Art Valando Joins Tom as Coast Rep

NEW YORK, Feb. 28. - Artie Valando has rejoined his brother, Tommy Valando, to head up the Hollywood branch of the latter's publishing firms. He'll represent Laurel, Sunbeam and Valando Music. Artie has been in the publishing business on his own for the past few years. Before that he was with his brother at Santly-Joy.

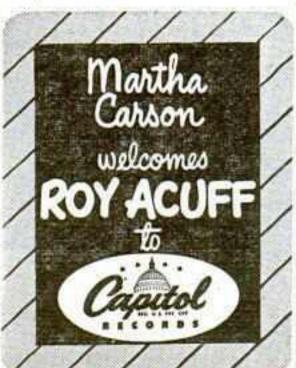
Globe Theater Fire **Guts Vineland Shop**

VINELAND, N. J., Feb. 28.-Fire early Monday (23) morning destroyed the old Globe Theater Building, including two stores, the Vineland Music Center and the Galente Decorators, with their merchandise. The \$35,000 blaze was extinguished by firemen before it could spread to adjoining business places, altho two adjacent stores were damaged. The building, formerly used as a movie house, was condemned shortly after World War I, but was renovated and turned into stores a few years ago. The \$35,-000 loss was estimated by firemen. The building is owned by the Murray Realty Company of Philadelphia. The damages are partially covered by insurance.

Heifetz Gives Dinicu 'Hora' Score to L. C.

WASHINGTON, Feb. 28. - The manuscript score of Dinicu's "Hora Staccato," made famous by Jascha Heifetz, is one of several items in a collection presented by the vio-linist to the Library of Congress and currently on exhibition there.

Among the original manuscript scores are compositions that Heifetz commissioned, including Sir William Walton's Violin Concerto and Louis Gruenberg's Violin Concerto. The first and early editions of musical compositions, including works of Mozart, Hayden, Beethoven and more recent composers are displayed, along with letters commenting upon various Heifetz performances from George Bernard Shaw, Chaliapin, Nellie Melba and Mary Garden.



Music Publishers' Record Scoreboard

Sides in Current Release

PUBLISHERS

Bess

Blazon

Conn

Disney

Famous

Frank

General

-Hill & Range

-Bob Wills

Laurel Group

Ridgeway

Robbins

Russell

Sheldon

-RFD

Tannen

Waldo

Larry Spier

Tannen Group

Ward & Sears

Mack Weiss

. . . for Week Ending February 28

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

Acuff-Rose Group What Will I Do......Roy Acuff, Cap (f) -Acuff-Rose Tied DownRoy Acuff, Cap (f) -Milene The Last Letter......Jimmy Swan, M-G-M (f) That's It Porter Wagoner, RCA (f) Earl Barton I'm Steppin' Out With a Broken Heart Curly Daulton, Col (f) Jim Beck Blue Hearts and Broken Vows......Curly Daulton, Col (f) Baby Don't Do It......Art Mooney, M-G-M (p) There's Poison in Your Heart.....Jilla Webb, M-G-M (p) TarantellaCovent Garden Ork, M-G-M (p) Boosey & Hawkes Bregman, Vocco & Serenade of the Mandolins......Alan Dean, M-G-M (p) The Moon Was Yellow......Alan Dean, M-G-M (p) Unhappy DayHomer and Jethro, RCA (f) Washington and Lee Swing.......Del Wood, Dec (p) Broadcast I Feel Like I'm Gonna Live Forever......Sunny Gale, RCA (p) Chappell Little Old Lady...... Douglas Duke Trio, Mer (r) OhioBing Crosby, Dec (p) A Quiet Girl......Bing Crosby, Dec (p) J. W. Chester Someone to Kiss Your Tears Away......Eddy Howard, Mer (p) Gomen Nasai..... Eddy Howard, Mer (p) You Can Live With a Broken Heart......Bob Manning, Cap (p) Dubonnet Redd Evans Group -Jefferson Fairway Group And the Bull Walked Around, Olay! Stan Kenton Ork, Cap (p) -Malabar The Nearness of You......Bob Manning, Cap (p) Easy Living...... Buddy De Franco, M-G-M (p) I've Got a Letter.....June Christy, Cap (p) Long Gone Baby.......Delta Rhythm Boys, RCA (p) Gypsy Girl.....Bob Manning, Cap (p) Hampstead

Hill & Range Group Let Me Share Your Name......June Christy, Cap (p) I Laughed Until I Cried......Rosemary Clooney, Col (p) The Last Waltz......Webb Pierce, Dec (f) Little Girl, Little Girl......Bob Wills, M-G-M (f) Sittin On Top of the World......Bob Wills, M-G-M (f) I'm Happy to Know You're Happy......Jilla Webb, M-G-M (p)

All Night Long.......Art Mooney, M-G-M (p)
Dancin' With Someone......Delta Rhythm Boys, RCA (p) -Valando Massey Group Goodbye, Charlie, Goodbye............Doreen Davis, M-G-M (p)

-Carnegie Red Light Merrill Moore, Cap (f) Bugle Call Rag.....Bugle Sam, Cap (p) Look Me Over Closely.......Marlene Dietrich, Col (p) Montclare E. H. Morris Group Don't Let the Stars Get in Your Eyeballs..... -Meridian

Music Publishers Holding Group Oh! Lady Be Good......Buddy De Franco, M-G-M (p) -Harms -Remick Jeepers Creepers......Stan Kenton Ork, Cap (p) -Witmark Old Master Songs Shenanigans No. 2......Grady Martin, Dec (f) Peer Int. Has Anybody Seen My Kitty?.....Bugle Sam, Cap (p)

I Bet My Heart......Neal Burris, Col (f) I Wonder, I Wonder, I Wonder......The Four Lads, Col (p) The Eyes of Texas Are Upon You......Del Wood, Dec (p) Hi-Lili, Hi-Lo......Leslie Caron and Mel Ferrer, M-G-M (p) Lili and the Puppets.....Leslie Caron and Mel Ferrer, M-G-M (p) Mambo at Meadowbrook............Douglas Duke Trio, Mer (r) What Would You Do......Rosemary Clooney, Col (p) The Blue Scarecrow......Allan Small, RCA (p) He Who Has Love......The Four Lads, Col (p) Please, Please......Tony Martin, RCA (p)

Don't Play That Song.......Porter Wagoner, RCA (f) Hasty Wedding......Coy McDaniel, M-G-M (f) King-Size Kisses......Coy McDaniel, M-G-M (f) How Could You Sunny Gale, RCA (p) Put That Sawdust Back on the Floor.....Allan Small, RCA (p)

Little Church......Jimmy Swan, M-G-M (f)

Total Sides for Week Released by Each Label

* These totals do not include P. D. Tunes . . . for Week Ending February 28

LABEL	POPULAR	FOLK	& BLUES
COLUMBIA	10 6 6 2	4	····· =
M-G-M	16	6	

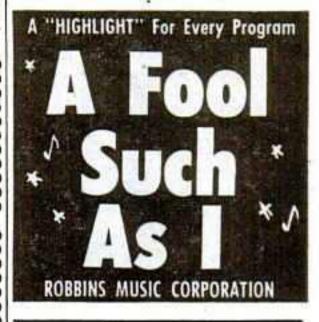
Total Number of Sides Released by Each Label

. . . January 1, 1953, to Date

	LABEL	/# 	POPUL	AR	FOLK	& BLUES
Ì	CAPITOL		8	•	. 44	
н	COLUMBIA		6	0	. 32	
1	DECCA		8.	3	. 34	
н	MERCURY		4		THE RESIDENCE OF A	11
н	M-G-M		8	4	28	24
1	RCA	•••••	7:	5	. 54	29



ARTIST AND LABEL



LEE FIELDS sings . . .

APRON

(Baum—Kaye—Woods)

CRANE MUSIC 129 W. 52nd ST. CO 5.7564, N. Y. C.

Greatest of them ALL! BROKEN HEART"

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"CROWIN" EASTER BUNNY"

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MELLOW Music Pub. Co. 1619 B'way **New York City**



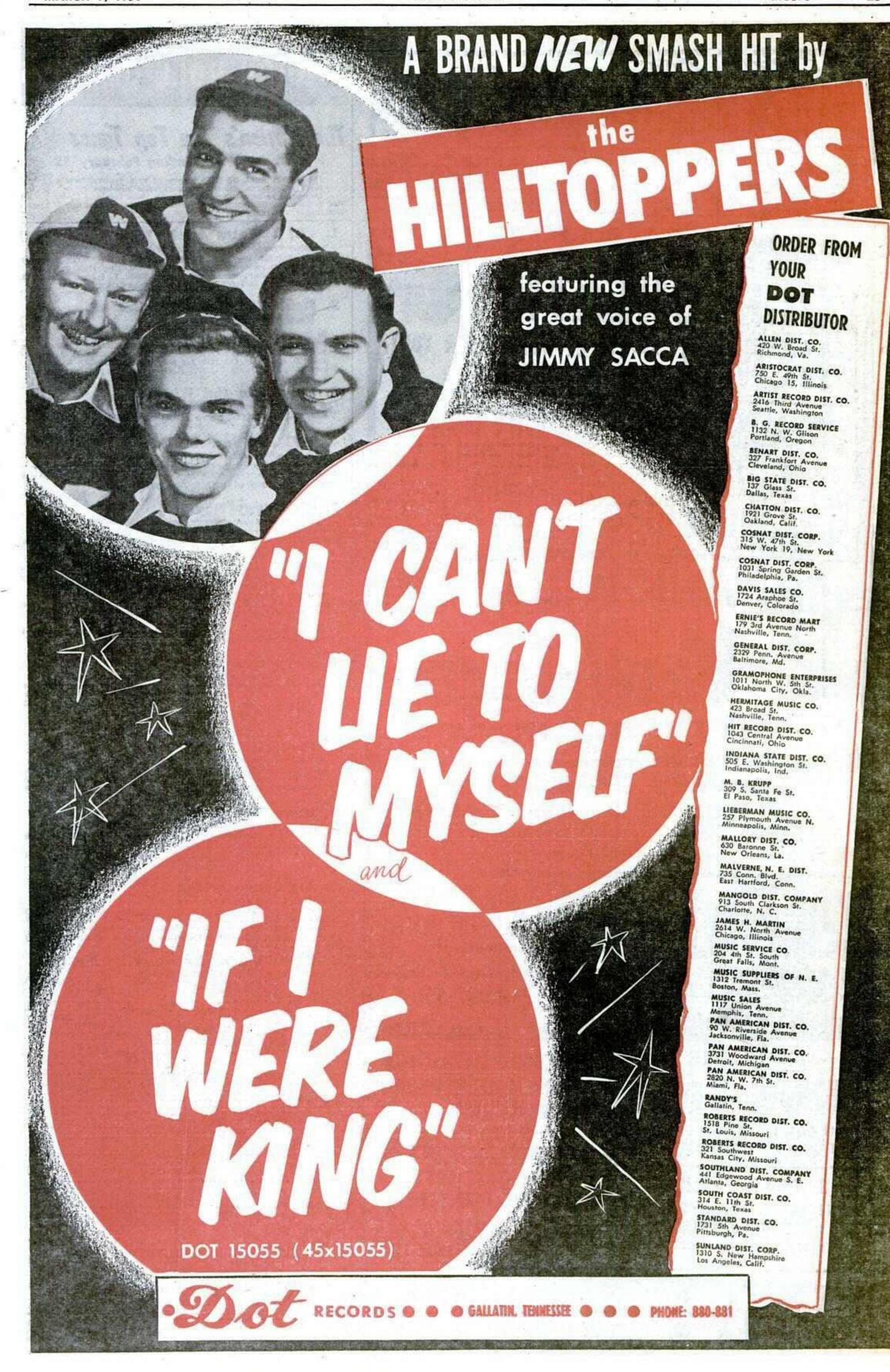
BING CROSBY Sings "OPEN UP YOUR HEART"

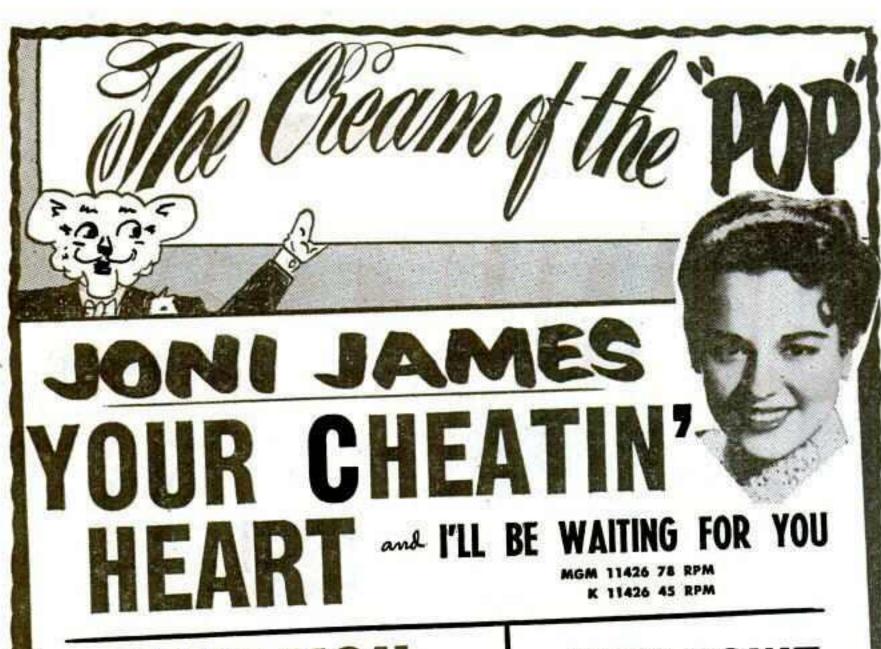
(And Let Me In)

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LONGRIDGE MUSIC, Inc. 1558 N. Vine Hollywood 28 Sole Selling Agent: Keys Music 146 W. 54th, N. Y. C. 19

67,000 read The Billboard classified columns ACTIVE each week. BUYERS





HAVE YOU

PURPLE SHADES K 11333 45 RPM MGM 11333 78 RPM

K 11390 45 RPM



YOUR CHEATIN'

A FOOL SUCH AS

TOMMY EDWARDS I CAN'T LOVE ANOTHER

MGM 11395—K-11395

Ken

HEART IS A KINGDOM K 11419 45 RPM MGM 11419 78 RPM

Ginny Gibson &

WITHOUT TRIAL

BILL FARRELL

Kaw-Liga

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

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

THE CRICKETS YOU'RE MINE MILK AND

MGM 11428—K-11428

M-G-M RECORDS THE GREATEST NAME (IN ENTERTAINMENT

YES! M-G-M Means Mighty Good Music

The Billboard Music Popularity Charts

HUITUR ROLL OF HITS

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 Charts This in this issue. (F) Indicates tune is from a film; (M) indicates tune is Last on Week from a legit musical.

Weeks Week Chart

1. Till I Waltz Again With You

By Sidney Prosen-Published by Village (BMI)

BEST SELLING RECORD: T. Brewer, Coral 60873. OTHER RECORDS: Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebee, Coral 60916; D. Todd, Dec 28506; D. Travis and J. Swanson, Jubilee 6014.

2. Don't Let the Stars Get in Your Eyes

2 14

By Slim Willet-Published by Four Star Sales (BMI) BEST SELLING RECORDS: P. Como, V 20-5064. OTHER RECORDS: L. Ameche, Mercury 70023; 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, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.

3. Doggie in the Window

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; M Carson, Col 39914; R. Morgan, Dec 28569. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus.

5. Oh Happy Day

By Don Howard Kopieow-Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: L. Welk, Coral 60893; D. Howard, Essex 311; Four Knights, Cap 2315. OTHER RECORDS: M. Baker, Savoy 874; K. Griffin, Col 39915; J. J. Johnson. V 20-5097; D Todd, Dec 28506.

6. Why Don't You Believe Me?

By Lew Douglas, King Laney, Roy Roddes-Published by Brandom (ASCAP). BEST SELLING RECORD: J. James, M-G-M 11333. OTHER RECORDS: Five Crowns, Rainbow 202; M. Katz, Cap 2370; H. Lance, Jubilee 5106; G. Lombardo, Dec 28476; J. Otis, Mercury 70038; P. Page, Mercury 70025; Sharkey, Cap 2328; J. Valli, V 20-5017; M. Whiting, Cap 2292. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Henry Jerome, Lang-

Worth; Earl Sheldon, Associated.

7. Keep It a Secret

By Jesse May Robinson-Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: J. Stafford, Col 39891. OTHER RECORDS AVAIL-ABLE: A. Carter, Col 21063; B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169.

TRANSCRIPTIONS AVAILABLE: Henry Jerome, Lang-Worth.

8. Pretend

By Lew Douglas, Parman & Le Vere-Published by Brandom (ASCAP) BEST SELLING RECORDS: Nat (King) Cole. Cap 2346; Ralph Marterie, Mercury 70045; Eileen Barton, Coral 60927. OTHER RECORDS AVAILABLE: D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; H. Rene, V 20-5119

9. Have You Heard?

By Douglas, La Vere, Rodde-Published by Brandom (ASCAP) BEST SELLING RECORD: Joni James, M-G-M 11390. OTHER RECORDS AVAILABLE: R. Morgan, Dec 28569; S. Till, Jubilee 5112. TRANSCRIPTIONS AVAILABLE: Ray Anthony, Lang-Worth; Dolly Dawn

10. Anywhere I Wander

By Frank Loesser-Published by Frank Loesser (ASCAP) (F) BEST SELLING RECORD: Jutius LaRosa, Cadence 1230. OTHER RECORDS AVAILABLE: T. Bennett, Col 39866; D. Kaye, Dec 28379; J. Peerce, 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

By Harry 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

12. SIDE BY SIDE	5
13. WILD HORSES	3
14. YOUR CHEATIN' HEART	2
15. I BELIEVEPublished by Cromwell	1
16. HOT TODDY	. 3
17. FOOL SUCH AS I	4
18. EVEN NOW	7
19. SAY IT WITH YOUR HEART	1
19. BECAUSE YOU'RE MINE	24

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Published by Feist (ASCAP)

Capital BUIVEDOBIECT

TOP SELLERS-POPULAR

. . . Based on Actual Capitol Sales Reports

78	Record No.
1.	PRETEND DON'T LET YOUR EYES GO SHOPPING N. Cole
2.	SIDE BY SIDE NOAH!
3.	MY BABY'S COMING HOME LADY OF SPAIN
4.	IT'S IN THE BOOK, PART II
5.	OH, HAPPY DAY A MILLION TEARS
6.	LITTLE BROWN JUG COCKTAILS FOR TWOB. May
7.	HUSH-A-BYE HARLEM NOCTURNE
8.	MELANCHOLY SERENADE YOU'RE GETTING TO BE A HABIT WITH MEJ. Gleason
9.	I BELIEVE THE GHOST OF A ROSEJ. Froman2332
10.	MY HEART BELONGS TO ONLY YOU I WAS A FOOL
11.	RACHEL ONE LONELY NIGHT
12.	THE OBJECT OF MY AFFECTION WHO HID THE HALIBUT ON THE POOP DECKY. Yorgesson
13.	APRIL IN PORTUGAL SUDDENLY
14.	HOW STRANGE
15.	DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG
16.	BUNNY HOP BLOW, MAN, BLOW!
17.	DOO-WACKY RAG ALOHA OE

LATEST RELEASE

NO. 358

THE SUN IS GETTING READY TO SHINE	
YOU CAN LIVE WITH A BROKEN HEART	Bob Manning2382
THE NEARNESS OF YOU GYPSY GIRL	
LET ME SHARE YOUR NAME I'VE GOT A LETTER	June Christy2384
WHAT WILL I DO TIED DOWN	Roy Acuff2385
RED LIGHT BARTENDER'S BLUES	Merrill' Moore 2386
BUGLE CALL RAG HAS ANYBODY SEEN MY KITTY!	Bugle Sam2387
AND THE BULL WALKED AROUND, OLAY! JEEPERS CREEPERS	POP DI NO ILEVANO

"Mr. Hillbilly's" big first for Capitol—

"WHAT WILL I DO" and "TIED DOWN"

Record No. 2385

ROY ACUFF

and his SMOKY MOUNTAIN BOYS

TOP COUNTRY & HILLBILLY

. . . Based on Actual Capitol Sales Reports

- 67	AT A PARTY PARTY OF THE PARTY O	Record No.
1	. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEWH, Thompson	2376
2.	. PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHESJ. Dolan	2367
3.	. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	2216
4.	BUMMIN' AROUND NEW CARROLL COUNTY BLUES	2357
5.	. I DON'T KNOW SWEET TEMPTATION	2338
6.	. LISTEN TO THE MOCKING BIRD WHEN THE BLOOM IS ON THE SAGE	2362
7.	. THERE'S A HIGHER POWER INSPIRATION FROM ABOVE	2342
8.	LET ME KNOW I'M SORRY TO SAY I'M SORRY	2326
9.	LITTLE OLD RAG DOLL PICKING SWEETHEARTS	2330
10.	. CRYING STEEL GUITAR WALTZ TWICE THE LOVIN'	12358
11.	JUST OUT OF REACH	2299
12.	. BLACKBERRY BOOGIE TENNESSEE LOCAL	2170
13.	. HIGH NOON	2120
14.	. HILLBILLY HULA I'M A POOR LONESOME FELLOW	2345
15.	. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	2269

LES MARY PAUL FORD



and "SLEEP" ON NO. 2400

BEST SELLING POPULAR ALBUMS

_	Alb. No.
1.	THE KAY STARR STYLE Kay Starr
2.	BACCHANALIA! Billy May
3.	MUSIC FOR LOVERS ONLY Jackie Gleason
4.	CAMPUS RUMPUS Ray Anthony
5.	YOURS ALONE Jane Froman
6.	DEAN MARTIN SINGS Dean Martin
7.	THE DESERT SONG Gordon MacRae & Lucille Norman . 351
8.	GARDEN OF WALTZES Jan Garber
9.	BYE BYE BLUES Les Paul & Mary Ford356
10.	WITH A SONG IN MY HEART Jane Froman
11.	PROLOGUE Stan Kenton
12.	THE YOUNG MAN WITH THE HORN Ray Anthony
12	TODAY'S TOD HITS VOLUME VII

Blantiful
Ballada
By
Bayter!

APRIL IN
PORTUGAL
and
SUDDENLY

Les Bayter
with his chosus
and Orchestra
on Roccord No. 2374.



The Billboard's Music Popularity Charts

Favorite Tunes

. . . for Week Ending February 28

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based

Best Selling Sheet Music

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) indi-Weeks Last! on cates tune is from a film; (M) indicates tune is from a legit Week | Chart 1. DON'T LET THE STARS GET IN YOUR EYES (R)-2. TILL I WALTZ AGAIN WITH YOU (R)—Village..... 3. KEEP IT A SECRET (R)—Shapiro-Bernstein...... 4. DOGGIE IN THE WINDOW (R)—Santly-Joy...... 5. OH, HAPPY DAY (R)—Bregman, Vocco & Conn..... 5 6. TELL ME YOU'RE MINE (R)—Capri Music...... 7. PRETEND (R)—Brandom..... 8. WHY DON'T YOU BELIEVE ME? (R)—Brandom..... 9. ANYWHERE I WANDER (R) (F)—Fran't Losser..... 9 10. HOLD ME, THRILL ME, KISS ME (R)-Mills...... 14 13. HAVE YOU HEARD? (R)—Brandom...... 8

Tunes with Greatest Radio and Television Audiences

14. SIDE BY SIDE (R)-Shapiro-Bernstein.....

15. YOUR CHEATIN' HEART (R)-Acuff-Rose..... -

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHA-BETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 in Radio

A Fool Such As I (R)-Robbins-B. Miller-| Lady of Spain (R)-Sam Fox-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)-

Four Star-BMI Even Now (R)-Pickwick-ASCAP Glow Worm (R)-Marks-BMI Golden Years (R)-Paramount-ASCAP Hold Me, Thrill Me, Kiss Me (R)-Mills-

Hot Toddy (R)-Coachella-Alamo-ASCAP How Do You Speak to An Angel? (R)-Chappell—ASCAP

Hush-A-Bye (R)—Remick—ASCAP Confess (R)—Whitmark—ASCAP Love You So (R)-Jerome-ASCAP Keep It a Secret (R)-Shapiro-Bernstein-

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 &

Conn—ASCAP Open Up Your Heart (R)-Longridge-

Say It Isn't So (R)-Berlin-ASCAP Say It With Your Heart (R)-Feist-ASCAP

Side by Side (R)—Shapiro-Bernstein— Song From Moulin Rouge (R) (F)-BMI

Thumbelina (R) (F)-Frank-ASCAP

Till I Waltz Again With You (R)-Village-Why Don't You Believe Me? (R)-Brandom

-ASCAP Wonderful (R) (F)-Frank-ASCAP

Top 10 in Television

Appreciation (R)-Duet-ASCAP Because You're Mine (R)-Feist-ASCAP First Snow of Winter (R)-Duet-ASCAP Give a Cheer (R)-Duet-ASCAP It's Autumn (R)-Duct-ASCAP Keep It a Secret - Shapiro-Bernstein -

ASCAP

Rockaway Beach (R)-Duet-ASCAP Side by Side (R)-Shapiro-Bernstein-

Summer Symphony (R)—Duet—ASCAP Till I Waltz Again With You (R)-Village-

Why Don't You Believe Me? (R)-Bran-

England's Top Twenty

Based on cabled reports from England's top music Jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- 2. Don't Let the Stars Get in Your Eyes-
- Morris (Four Star) 3. Outside of Heaven-Bradbury Wood
- (Bregman, Vocco & Conn)
- 4. Wonderful Copenhagen-Morris (Frank)
- 5. Now-Dash (Ardmore)
- 6. You Belong to Me-Chappell (Ridgeway)
- 7. Because You're Mine-Robbins (Feist)
- 8. That's A-Why-Connell (Santly-Joy) 9. Comes Along A-Love-Kassner (Shapiro-
- Bernstein) 10. Glow Worm-La Fleur (E. B. Marks)
- 1. Broken Wings-John Fields (Shapiro-, 11. I Went to Your Wedding-Victoria (St.
 - 12. Walkin' to Missouri-Dash (Hawthorne)
 - 13. Isle of Innisfree-Peter Maurice (Leeds)
 - 14. She Wears Red Feathers-Dash (Oxford)
 - 15. Takes Two to Tango-Francis (Harman) 16. Why Don't You Believe Me?-Francis
 - Day (Brandom) 17. Make It Soon-Connelly (Santly-Joy)
 - 18. Here in My Heart-Robt. Mellin, Ltd. 19. Faith Can Move Mountains-Dash (Hill
 - & Range) . 20. Settin' the Woods on Fire-New World (Milene)

GRATEFULLY... HUMBLY. SINCERELY . . .



Favorite Bands of the Year

RECORD COMPANY POINTS WINNER PLACE

Question . . .

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

Scoring . . .

Three positions: Three points for first; two for second; one for thir

PLACE by over 250 votes 17.

america's

nalph





disc jockey's choice (The Billboard 1953 Poll)

the

Personal Management

HENDLER

Associate: George Thompson

1650 Broadway

New York 19, N. Y.







512: 10 1 38 T

FAX: 28"+ " 1951

. . . for Week Ending February 28

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

JIMMY BOYD-FRANKIE LAINE The Little Boy and the Old Man 88

COLUMBIA 39945-Boyd and Laine combine for the first time in a performance that should be heard many times in the next few months. It's a tremendous disk on all counts, and it should rack up hefty sales.

Tell Me a Story 83 Laine plays daddy on this side and

runs into the age old problem of being plagued for a story. Idea is clever, and it is done brightly. This side, too, should rack up coins.

HUGO WINTERHALTER ORK

The Magic Touch84 V 20-5209-The Winterhalter ork is waxed in all its lush glory with the strings section singing out with special appeal. Here is an instrumental platter that could build steadily and spin for many moons.

Will-o'-the-Wisp Romance....77 A chorus joins the ork in this one. There's plenty of listener appeal here, too, the commercial prospects for the

flip appear much stronger.

THE HILLTOPPERS

I Can't Lie to Myself82 DOT 15055-The lovely new tune receives a good vocal rendition from the Hilltoppers, with Jimmy Sacca sparking the platter with a good lead solo. Tune has also been sliced by Ella Fitzgerald. If the song breaks this version will grab a good share of the loot, and this platter could move out quickly.

If I Were King 80

A bouncy new effort is performed in slick rhythmic fashion by the Hilltoppers, over a foot-tapping piano backing. It's a cute performance and it should grab many spins and plays. A good two-sided platter by the group.

PEARL BAILEY

CORAL 60945 - Pearl Bailey, whose "Takes Two to Tango" was one of the brightest waxings last year, has another zingy epic here and she sells it solidly in her own inimitable style. Don Redman's ork lends swingy support to the thrush's delightful chanting. This side could easily crack thru as another big one for Pearl Bailey.

I Always Shake the Tree....76 Pleasant novelty receives an effective performance by Pearl, but she has a much stronger effort on the flip side.

JOHNNIE RAY

Mister Midnight82 COLUMBIA 39939-It's been a while since Ray has had a smash hit, but this waxing could shoot him back to the top. The song is melodic and Ray cries his way thru it strongly as his fans have come to expect. Choral and ork backing is tasteful. If the side gets enough exposure it could turn out to be a real coin grabber.

Oh, What a Sad, Sad Day 76 This title sounds as if it were made for the crying singer, but Johnnie performs it in his "quiet" style, without the same excitement as on the flip.

BILLY ECKSTINE

this one is in his best manner and that's very fine indeed. Sentimental flavor of the tune will appeal to many and the side could pick up loot for the chanter.

Coquette 77 Another fine job by Eckstine, Romantic opus is pretty and the effort should attract spins.

BUDDY MORROW ORK

V 20-5212-Morrow, who has jumped from nowhere via his pop diskings of r.&b. hits, continues on the kick with a tune which is just now breaking big in the r.&b. field. Band sets a solid rhythmical beat and Frankie Lester adds one of his vibrant vocals. I Can't Get Started .. 75

The old Bunny Berigan trade-mark is used to showcase fine upper register work by Morrow on the trombone. Rhythm section again stands out.

ELLA FITZGERALD

I Can't Lie to Myself80 DECCA 28589-A lovely new ditty is handed a first-rate rendition by Ella over an infectious backing by the Jerry Gray ork. It's one of the best pieces of material the thrush has had in a long time and she makes the most of it. With enough exposure this could be a strong platter for Ella.

Don't Wake Me Up 74

Ella does another warm job on this new ballad, but the flip has the

SAMMY KAYE ORK

Lighthouse in the Harbor80 COLUMBIA 39936-A real sweet job by the ork and chorus, with Jeffrey Clay piping the lead warmly. Tune and rendition will give pleasure to (Continued on page 42)

NEW RECORDS TO WATCH

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong over-all potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

Popular

JIMMY BOYD

My Bunny and My Sister Sue

Two Easter Sunday Sweethearts—Columbia 39955-Could be that the freckled youngun will lead the race for seasonal honor once again. Two very cute sides here with the nod going to "Bunny." Could be a big one for Easter in both pop and kiddie fields.

LES PAUL-MARY FORD

I'm Sitting on Top of the World

Sleep - Capitol 2400 - See "This Week's Best Buys."

JO STAFFORD

Smoking My Sad Cigarette-Columbia 39951

-Thrush turns in a first-rate performance on a moody, bluesy tune. Backing by Weston is grand. Flip is "Without My Lover."

PEARL BAILEY

Hug Me a Hug-Coral 60945-The irrepressible Pearl Bailey has a solid hunk of material here and she sings it in wonderful fashion. Tune is bright and peppy, and it could be her strongest wax since "Takes Two to Tango." Flip is "I Always Shake the Tree."

ELLA FITZGERALD

I Can't Lie to Myself — Decca 28589 — A lovely ballad is performed in first-rate fashion by the thrush for a potent wax entry. Jocks can use it and it could catch coins. Flip is "Don't Wake Me Up."

THE HILLTOPPERS

If I Were King-Dot 15055-The Hilltoppers have two good sides here and they sing them strongly, with Jimmy Sacca taking the solo on each. "I Can't Lie to Myself" is a melodic ballad, and "If I Were King" is a peppy novelty.

VINCE FIORING TRIO

LINDA HAYES-RED CALLENDER ORK

HOLLYWOOD 407 - Linda Hayes,

whose "Yes, I Know" broke thru a

short time back, has what looks like

another solid wax effort here. It's a

rocking rhumba blues which the

thrush sells powerfully, reading the

straightforward lyrics in sock style.

The backing drives all the way. This

disk should bust thru quickly and

A melodic little novelty receives a

good reading from the thrush and an

infectious beat from the combo. Side

could pull spins, but the flip appears

to be much stronger for the market.

Misery in My Heart80

SWING TIME 326-Sounds like the

chanter has another strong one here.

The material is familiar enough, but

the Charles chanting style and the

solid orking deliver in full bloom for

More strong chanting and another

CLASS 501-If the "I Don't Know"

tune can take another whirl, this

could get a lot of action. Paul Clif-

ton handles the lyrics pretty dead-

pan but there are enough tricks in

Jumpy instrumental has a good beat

and lots of riffing which builds as the

HOW RATINGS ARE DETERMINED: Each record is

reviewed and rated on the basis of six different categories,

each of which is assigned a maximum point score in accord-

ance with its importance to the commercial success of the

the vocal to make this catch on.

should pull loot.

RAY CHARLES

a fine side.

The Snow Is Falling 78

OSCAR McLOLLIE ORK

The Honey Jump....77

record.

okay hunk of blues material.

What's It to You, Jack 78

Red Canary—Okeh 6947—This one is wacky and zany, and it has enough drive to happen. Tune is sung nicely by a boy-girl duo, but it's the wild backing, filled with flutes, tuba sounds and a pulsating beat that gives it a chance to pull juke loot. Flip is "Tuba Square Dance."

Country & Western

THE PINETOPPERS-MARLIN SISTERS

Seven Lonely Days-Coral 60949-A simply great recording. Stacks up as a wonderful juke item and could easily give the group the punch they need to break out big. Gibbs has recorded this tune in the pop field, but there's even some pop box potential in this rustic version. Flip is "Small World."

WEBB PIERCE

The Last Waltz I Haven't Got the Heart-Decca 28594-Two fine performances by the warbler which his fans should go for in a big way. "Waltz" side appears particularly impressive.

THE CARLISLES

Leave That Liar Alone Mercury 70109— The Carlisles follow up "No Help Wanted" with a snappy reading of a wild up-tempo ditty that could grab juke loot. Flip is "Knot Hole."

Rhythm & Blues

JOHNNY MOORE'S THREE BLAZERS

I Don't Know Yes, I Know-Rhythm and Blues 100-New Modern subsidiary label starts its career with still another one in the "Yes, I Know" kick. This one, as suggested by the title, is a bargain special, wrapping the original and the reprise up together. Flip is "Too Bad."

LINDA HAYES

Atomic Baby—Recorded in Hollywood 407— Thrush, who cracked thru on "Yes, I Know" follows it up with a fine performance of a straightforward lyric over a rhumba back-ing. Flip is "What' It to You, Jack."

B. B. KING

Woke Up This Morning — RPM 380 — King comes up with a first-rate shout blues effort with the ork building the way solidly behind him. Flip is "Don't Have to Cry."

Spiritual

PILGRIM TRAVELERS

A Hard Road to Travel - Specialty 843-Another excellent disk in their growing catalog of spirituals. Flip is "My Old Home."

SOUL-STIRRERS

My Journey to the Sky - Aladdin 2037-Same comment as above. Flip is "Does Jesus

disk progresses. There's an interesting echo set up by the saxes near end. Rhythm & Blues Operators should give this a listen.

PEE WEE CRAYTON-RED CALLANDER SEXTET

Crying and Walking77 HOLLYWOOD 408 - Blues is done without vocal and shapes as a mighty attractive instrumental waxing. Ideal for programing by jocks or jukes. Pappy's Blues....73

Pee Wee wails the blues with feeling to backing featuring a classy piano. Side may garner some coin.

THE FIVE BUDDS Midnight 77

RAMA 1-Label bows in the r.&b. field here as an adjunct of the Tico Latin-American diskery. The bow is an auspicious one as they come up with a strong group in the Budds and a big-beat ork led by Bert Keys. Material is good enough to bear some watching. Group could get going after a few more disk sessions. I Was Such a Fool

(To Fall in Love With You)....72 Pop-like ballad is handed a good runthru by the group. Even if the disk doesn't break big, it could start a little action on the song.

JIMMY WITHERSPOON

FEDERAL 12118 - Mood-evoking, swinging blues with a slow, strong beat. Southern in character, even the piano and horn rather than guitar are used as backing. Jimmy Witherspoon belts out his vocal effectively and in brief snatches, leaving the grooves to considerable instrumental work. The sides are similar in nature. Nice blues disk.

(Continued on page 49)

International

REGINA KUJAWA-BERNIE WYTE ORK Nie Dopuse Gwiazd

DANA 788-This is a Polish version of "Don't Let the Stars Get in Your Eyes." Miss Kujawa handles the lyrics well, adding an English chorus for good measure. Wyte ork follows the styling of the Como disk. Polish market should like this. Gdybys Czulsle Samotny....75

Another pop tune, "If You Ever Feel Lonely" put to Polish lyrics. Wyte and thrush wrap it up nicely.

LESLIE (UGGAMS) CRAYNE

Percy the Pale Faced Polar Bear 78 M-G-M 11437 - Pleasant kiddie tune is sung joyously by Leslie, a new youngster with the label, on her first waxing. Side could get moppet action if merchandized.

Easter Bunny Day 65 This starts the raft of Easter records that will be making their appearance in the next weeks. Orking is on the light side for a tale of a bunny wedding. The young thrush sings it

Spiritual

THE SOUL STIRRERS

My Journey to the Sky79 ALADDIN 2037 - The spiritual is performed with sincerity and warmth by the fine spiritual group. Tune is (Continued on page 49)

RATINGS: 90-100, Tops; 80-89, Excellent: 70-79, Good: 40-59, Satisfactory; 0-39, Poor

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record-

Country & Western

JACK CARDWELL

My Love for You Would Fill

Ten Pots82 KING 1163-A fresh way to say I Love You has been discovered by Cardwell on this bright, breezy platter. Tune is a fast-tempo, melodic effort with brightness and spirit. The infectious tempo makes it appealing. This disk could break thru with exposure, and catch loot.

You Hid Your Cheating Heart 78 An evocative weeper, with a title that is close to Hank Williams' "Your Cheatin' Heart" is sung here with proper dolefulness by Cardwell. Tune is attractive and could create action.

THE CARLISLES

MERCURY 70109-Here's a melodic, bouncy effort, and it's sung by the Carlisles in their own first-rate style, with the lead singer sparking the disk. The lyrics don't make too much sense but the tune is a good one for sight performance and it could create action via the jocks and the boxes. A strong side.

Knot Hole 77 The Carlisles tell what they used to see thru the old knot hole on this happy platter, which shows off their spirited harmony. A good side by

WADE RAY

V 20-5199-Wade reads the pretty ballad with persuasive warmth and charm. A good entry by the chanter that could stir action. Call Me UP....72

Backed in a fast honky-tonk style, Wade awards the pop converts a novelty reading. Could earn some juke play.

CHARLINE ARTHUR

V 20-5207 - Jessie Mae Robinson writer of "Keep It a Secret," has now penned a reply using the same melody as in the recent hit. Ditty makes a mighty attractvie country weeper and Miss Arthur chirps it with sentimental feeling. Side bears watching. Anything Can Happen....74

Thrush handles the bouncy item well with an occasional vocal growl adding a novelty touch. Another good side that should earn jock and juke action.

CHET ATKINS

V 20-5181 - A bright new ragtime tune, penned by Atkins and Boudleaux Bryant, is played rhythmically here by Atkins. Effort is lively and the jocks should hand it many spins. High Rockin' Swing....73

Another nice side by the guitarist tho not with the same impact as the flip. Instrumental ditty is smooth and At-

(Continued on page 46)

Jazz ·

DOUGLAS DUKE TRIO

Little Old Lady....76

MERCURY 70093-New mambo effort, marking the trio's run at the Meadowbrook dance palace, is handed an exciting reading by the combo. The drums, piano and organ create a hefty beat. Side could catch action in the jazz and r.&b. markets.

The Douglas Duke Trio, who just finished a long run at the Meadowbrook Baltroom in New Jersey, do a solid job with the sweet oldie, swinging it on plano and organ. Side is performed slickly for the jazz crowd.

PAUL QUINICHETTE ORK

MERCURY 70086 - Quinichette breaks loose on this platter as he turns in a spirited performance on the jump opus which also stresses good guitar and organ. Side has a powerful beat and swings. Jazz followers will go for this one.

People Will Say We're in Love....75

The poignant Rodgers and Hart tune from "Oklahoma!" receives a warm, rich reading from saxist Quinichette over a tasteful arrangement. Some precise organ work is also featured on this disk.

EDDIE DAVIS ORK

Squattin' 7 PRESTIGE 866 - Bright riff item, reminiscent of a number of Dixieland tunes, receives a strong instrumental reading from the Davis combo, with Davis sending out good tenor work on the jumping opus. Side should appeal strongly to the jazz fans. It goes.

Sweet and Lovely 74 The evergreen is done quietly by the

combo, with Davis standing out on sax. Arrangement is interesting. A good platter.

RED CALLENDER SEXTET the One I Love Belongs to

Someone Else76 HOLLYWOOD 140 - The Irving

(Continued on page 49)

... just out and already a necord classic!



Over 250,000 Sold in It's First Week

FULL OF LAUGHTER AT'S NEVER FAR FROM TEARS ...

presented by two great artists...

Frankie 4.

Jimmy

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

B/W

tell me a story

Copyrighted material

accompanied by Norman Luboff

78 rpm 39945 • 45 rpm 4-39945

(on Children's Records Set MJV-161 • 45 rpm Set MJV 4-161)

COLUMBIA OF RECORDS mbio," "Masterworks," D. G Rep. U. 5. Pat. Off. Marcas Registradas

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

THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

THE LITTLE BOY AND THE OLD MAN TELL ME A STORY-Frankie Laine-Jimmy Boyd-

Columbia 39945 The strongest of this week's selections. The disk was kicked off via a TV performance a week ago and has started fast. Boston, New York, Chicago and Cincinnati all returned strong reports. Side preference is split by area with both sides selling in Chicago. A previous "New Record to Watch."

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 the Esquire Boys (a previous "Best Buy" selection) continues 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 60927

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 to pull additional profits from this. The bulk of course will ride along with just the Cole. Flip of the Barton record is "Too Proud to Cry."

MELANCHOLY SERENADE—Jackie Gleason—Capitol 2361 This record too is recommended solely for dealers at the moment the some one-stops reported a fair amount of success with it. Retail reports, however, are solid in Buffalo, L. 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

SLEEP-Les Paul-Mary Ford-Capitol 2400 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 another top standard, perfectly suited to their style. "Sleep" is another in the series of sparkling multi-dubbed Paul instrumentals.

Rhythm & Blues

WHOOPIN' AND HOLLERIN'—Earl Forest—Duke 108

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 some Southern areas. Judging from the number of reports 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 Buffalo. Key Midwest spots and Southern reports showed good action. Some action on "Hot Toddy" but "Dominoes" shapes up as the side. Some pop dealers and operators, especially, should find this a profitable item. A good version 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 ground when released but now it is charging into the picture. In the last few weeks other labels have come out with their versions. At the present time the Dean record is very strong in Texas and is showing equal strength in L. A., Chicago, Cincinnati and North Carolina. A number of areas reported the record as not being in stock. The ranking second version at the moment is T. Texas Tyler (Decca 28579). Flip of the Dean is "Picking Sweethearts."

NO HELP WANTED

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

Reports on this disk are not sensational but there are good, steady reports coming in with building action noted in several 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 following records have been selected by dealers, disk lockeys and operators as tomorrow's hits, based on early activity Picks are limited to recent records which have not vet appeared on any of The Billboard Music Popularity Charts

The Dealers Pick

Popular

- SEVEN LONELY DAYS Georgia Gibbs—Mercury 70095
- 2. GOMEN NASAI
- Richard Bowers-Columbia 39954 3. THE LITTLE BOY AND THE OLD MAN Frankie Laine-Jimmy Boyd-Columbia 39945
- 4. CARAVAN Ralph Marterie-Mercury 70097
- 5. TELL ME A STORY Frankie Laine-Jimmy Boyd-Columbia 39945
- 6. SALOMEE
- Dinan Shore-RCA Victor 20-5176 7. KAW-LIGA
- Hank Williams-M-G-M 11416
- 8. HOW DO YOU SPEAK TO AN ANGEL? Eddie Fisher-RCA Victor 20-5137
- 9. SHE WEARS RED FEATHERS Guy Mitchell-Columbia 39909

Country & Western

- 1. HONEYMOON ON A ROCKET SHIP Hank Snow-RCA Victor 20-5155
- 2. I DON'T KNOW Tennessee Ernie-Capitol 2338
- 3. THE LIFE OF HANK WILLIAMS Hawkshaw Hawkins-King 1174
- 4. BUMMING AROUND
- Jimmy Dean-4 Star 1613 5. I WILL MISS YOU WHEN YOU GO
- Ernest Tubb—Decca 28550 6. HANK WILLIAMS WILL LIVE
- FOREVER Johnnie and Jack-RCA Victor 20-5164

Skeets McDonald-Capitol 2326 Rhythm & Blues

- 1. CHAWLIN'
- The Clovers-Atlantic 989 2. MY KIND OF WOMAN Emitt Slay Trio-Savoy 886
- 3. YOU'RE MINE

7. LET ME KNOW

- The Crickets-M-G-M 11428 WOKE UP THIS MORNING
- B B King-RPM 380 5. IES. IT'S YOU The Clovers-Atlantic 989

The Disk Jockeys Pick

Popular

- 1. YOU FOOLED ME
- Four Aces-Decca 28560
- 2. SALOMEE
- Dinah Shore-RCA Victor 20-5176
- 3. TWICE AS MUCH
- Mills Brothers-Decca 28586
- 4. 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 Faith Ork-Columbia 39944
- 8. GONE
- Bobby Wayne-Mercury 70074
- 9. YOU CAN NEVER GIVE ME BACK MY HEART

Jerry Vale-Columbia 39929

1. HONEYMOON ON A ROCKET SHIP Hank Snow-RCA Victor 20-5155

Country & Western

- 2. BUMMING AROUND Jimmy Dean-4 Star 1613
- 3. NO HELP WANTED
- Hank Thompson-Capitol 2376 4. PICKING SWEETHEARTS
- Hawkshaw Hawkins-King 1174
- 5. PLAYIN' DOMINOES AND SHOOTIN' DICE

Ramblin' Jimmle Dolan-Capitol 2367

The Operators Pick

Popular

- NEW JUKE BOX SATURDAY NIGHT Modernaires-Coral 60899
- 2. SEVEN LONELY DAYS Georgia 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 Victor 20-5155
- 2. I WILL MISS YOU WHEN YOU GO Ernest Tubb-Decca 28550
- 3. LET ME KNOW
 - Skeets McDonald-Capitol 2326
- 4. PLAYIN' DOMINOES AND SHOOTIN' Ramblin' Jimmie Dolan-Capitol 2367

Rhythm & Blues

- 1. TRAIN, TRAIN, TRAIN Danny Overbea-Checker 768
- 2. WHOOPIN' AND HOLLERIN' Earl Forest--- Duke R-108
- 3. NOBODY LOVES ME Fats Domino-Imperial 5220
- 4. TWENTY FOUR HOURS Eddie Boyd-Chess 1533
- 5. WOKE UP THIS MORNING B. B. King-RPM 380 6. THE RIVER'S INVITATION
- Percy Mayfield-Specialty 451

Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late. field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box Chart.

Popular

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 except St. Louis and North Carolina.

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. Drop in action noted in Cincinnati and Buffalo.

SEVEN LONELY DAYS

Georgia Gibbs-Mercury

Storming up the sales chart. 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. Status remains pretty much the same as reported last week.

SALOMEE

Dinah Shore-RCA Victor 20-5176

Except for Boston and North Carolina, reports are uniformly good with gains noted in Philadelphia and Buffalo.

NEW JUKE BOX SATURDAY NIGHT

Modernaires—Coral 60899 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

THERE WASN'T AN ORGAN

AT OUR WEDDING Hank Snow-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 action on "Organ."

SYMPATHY HOW CAN I TELL

Slim Whitman-Four Star

Reports show good steady activity in all areas checked except New England and the Carolinas. (Continued on page 49)

Rhythm & Blues

TRAIN, TRAIN, TRAIN

Danny Overbea-Chess 768 On the national juke box chart for first time this week. Appears on St. Louis territorial and indicated as being a good 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 reception on the West Coast and the South.

(Continued on page 49)

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RECORD DEALERS-

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes-The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

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 write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

RADIO-TV STATIONS-

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LET THE STARS GET IN YOUR EARS

WITH THESE GREAT MERCURY HITS!



THE GAYLORDS TELL ME YOU'RE MINE MERCURY 70067 * 70067X45



AND HIS DOWN BEAT ORCHESTRA PRETEND

MERCURY 70045 * 70045X45





GEORGIA GIBBS SEVEN LONELY DAYS MERCURY 70095 * 70095X45



RUSTY DRAPER NO HELP WANTED

MERCURY 70077 • 70077X45





RICHARD HAYES THE BULL WALKED AROUND OLAY MERCURY 70103 • 70103X45



BILLY WILLIAMS POUR ME A GLASS OF TEARDROPS MERCURY 70094 . 70094X45



BOBBY WAYNE GONE



MERCURY RECORDS, CHICAGO, ILLINOIS





MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard Music Popularity Charts

. . for Week Ending February 28

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Biliboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

record is also listed.	Last on
Week	Week Chart
1. TILL I WALTZ AGAIN WITH Y T. Brewer Hello Bluebird— Coral(78)60873; (45)9-60873—BMI	00 1′ 13
 DON'T LET THE STARS GET IN EYES—P. Como	YOUR 2 15
3. DOGGIE IN THE WINDOW—P. I My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCA	
Aye, Aye, Aye— Mercury(78)70067; (45)70067-45-BM1	rds 4 12
5. ANYWHERE I WANDER-J. Lal This Is Heaven-Cadence 1230-ASCAP	Rosa 6 5
6. PRETEND—Nat (King) Cole Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP	7 4
7. SIDE BY SIDE—K. Starr Noah—Cap(78)2334; (45)F-2334—ASCAP	9 6
8. HOLD ME, THRILL ME, KISS MI K. Chandler One Dream— Coral(78)60831; (45)9-60831—ASCAP	E— 8 12
9. HAVE YOU HEARD?—J. James Wishing Ring— M-G-M(78)11390; (45)K-11390—ASCAP	5 10
10. I BELIEVE—F. Laine	10. 3
11. WILD HORSES—Perry Como I Confess— V(78)20-5152; (45)47-5152—ASCAP	13 4
12. YOUR CHEATIN' HEART—Joni 131 Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	James.12 3
13. WHY DON'T YOU BELIEVE ME J. James Purple Shades— M-G-M(78)11333; (45)K-11333—ASCAP	11 21
14. HOT TODDY—R. Flanagan Serenade— V(78)20-5095; (45)47-5095—ASCAP	14040
15. OH, HAPPY DAY—L. Welk Your Mother and Mine— Coral(78)60893; (45)9-60893—ASCAP	14 7
16. OH, HAPPY DAY-D, Howard You Went Away-Essex 311-ASCAP	16 14
 NO HELP WANTED—R. Draper Texarkana Baby— Mercury (78) 70077; (45) 70077X45—BMI 	
Once to Every Heart— Col(78)39891; (45)4-39891—ASCAP	15 17
19. OH, HAPPY DAY—Four Knights A Million Tears— Cap(78)2315; (45)F-2315—ASCAP	18 6
20. FOOL SUCH AS I—J. Stafford. Just Because You're You— Col(78) 19930: (45)4-39930—ASCAP	1

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes through the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Last Week Week	Weeks on Chart
1. TILL I WALTZ AGAIN WITH YOU— T. Brewer	
2. DON'T LET THE STARS GET IN YOUR EYES—P. Como	13
3. TELL ME YOU'RE MINE—Gaylords 3 Aye. Aye. Aye. Mercury(78)70067; (45)70067X45—BMI	9
4. DOGGIE IN THE WINDOW—Patti Page.4 My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCAP	5
5. WHY DON'T YOU BELIEVE ME?— J. James	20
6. HAVE YOU HEARD?—J. James 6 Wishing Ring— M-G-M(78)11390; (45)K-11390—ASCAP	10
6. YOUR CHEATIN' HEART—Joni James. 12 1'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	3
8. PRETEND—Nat (King) Cole 8 Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP	3
9. SIDE BY SIDE—K. Starr	5
10. OH, HAPPY DAY-L. Welk	5
11. WILD HORSES—Perry Como10 I Confess— V(78)20-5152; (45)47-5152—ASCAP	3
12. DOWNHEARTED— E. Fisher-H. Winterhalter	2
13. HOLD ME, THRILL ME, KISS ME— K. Chandler	
13. KEEP IT A SECRET—J. Stafford12 Once to Every Heart— Col(78)39891; (45)4-39891—ASCAP	18
15. OH. HAPPY DAY-D. Howard 7 You Went Away-Essex 311-ASCAP	9
16. FOOL SUCH AS I-J. Stafford19 Just Because You're You- Col(78)39930; (45)4-39930—ASCAP	3
17. MY JEALOUS EYES—P. Page Doggie in the Window— Mercury(78)70070; (45)70070X45—ASCAP	1
18. MISTER TAP TOE-Doris Day	5

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows througt the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Last Week Week	Chart
1. TILL I WALTZ AGAIN WITH YOU— T. Brewer	12
2. DON'T LET THE STARS GET IN YOUR EYES—P. Como	14
3. SIDE BY SIDE—K. Starr	
4. DOGGIE IN THE WINDOW-P. Page 6 My Jealous Eyes- Mercury(78)70070; (45)70070X45-ASCAP	4
5. HOLD ME, THRILL ME, KISS ME— K. Chandler	7
6. TELL ME YOU'RE MINE—Gaylords 3 Aye. Aye. Aye— Mercury(78)70067; (45)70067X45—BMI	9
7. WILD HORSES—Perry Como	4
8. PRETEND—Nat (King) Cole	3
9. HOT TODDY—R. Flanagan	. 8
10. YOUR CHEATIN' HEART—J. James14 1'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	2
11. HAVE YOU HEARD?—J. James \$ Wishing Ring— M-G-M(78)11390; (45)K-11390—ASCAP	10
12. DOWNHEARTED— E. Fisher-H. Winterhalter	5
 ANYWHERE I WANDER—J. LaRosa18 This Is Heaven—Cadence 1230—ASCAP 	2
14. WHY DON'T YOU BELIEVE ME?— J. James Purple Shades— M-G-M(78)11333; (45)K-11333—ASCAP	1 19
 EVEN NOW—E. Fisher-H. Winterhalter. 1: If it Were Up to Mc— V(78)20-5106; (45)47-5106—ASCAP 	
16. KEEP IT A SECRET—J. Stafford	15
16. I BELIEVE—Frankic Lane— Your Cheatin' Heart— Col(78)39938; .(45)4-39938—ASCAP	1
18. OH, HAPPY DAY—L. Welk	. 7
19. OH. HAPPY DAY—Four Knights— A Million Tears— Cap(78)2315; (45)F-2315—ASCAP	. 6
20. FOOL SUCH AS I—Jo Stafford	2
20. CONGRATULATIONS TO SOMEONE— T. Bennett	. 1

Best Selling Popular Albums

Col(78)39930; (45)4-39930-ASCAP

Week

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33½ r.p.m. and 45 r.p.m. records.

33⅓ R.P.M.

Last | On Week | Chart

Your Mother and Mine-

If It Were Up to Me-

Col(78)39906; (45)4-39906-BM1

B. Carroll.....

Where-Derby 814-ASCAP

V(78)20-5106; (45)47-5106-ASCAP

19. EVEN NOW-E. Fisher-H. Winterhalter . 14

	10 Tex 20 (100 to 100 t					
1.	HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec DL-5433 1	8				
	STARS AND STRIPES FOREVER-A. NewmanM-G-M E-176 2	8				
	KAY STARR STYLE-Kaye Starr-Cap H-383 6	4				
4.	4. MUSIC FOR LOVERS ONLY-J. Gleason-Cap H-352 4					
5.	SWEETHEARTS-M. Marlowe and F. Parker-Col CL-62419	2				
6.	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2-B. Goodman-Col SL-180 3	15				
7.	The same street I build Food Con U 166					
8.	8. BECAUSE YOU'RE MINE-M. Lanza-V LM-7015					
9.	9. LIBERACE AT THE PIANO-Liberace-Col CL-6217 7					
9.	SOUTH PACIFIC-Mary Martin-Ezio Pinza-Col ML-4180	97				
	45 R.P.M.					
1. 5	STARS AND STRIPES FOREVER (4)-A. Newman and 20th Century-Fox Studio Ork-					
2000	M-G-M K-176 2	9				
	KAY STARR STYLE (4)-Kaye Starr-Cap CBF-363 3	3				
3.	3. HANS CHRISTIAN ANDERSEN (4)-D. Kaye and G. Jenkins-Dec 9-364 1					
4.	PM IN THE MOOD FOR LOVE (4)-Eddie Fisher-V WP-358	20				
5.	SWEETHEARTS (4)—M. Marlowe and Frank Parker—Col B-331	12				
6.	BYE, BYE BLUES (4)-L. Paul-M. Ford-Cap CBF-356	12				

Best Selling Children's Records

Thi	records. 140 distillation is made between vectors special records	n's I	Weeks on Chart
1.	ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap(78)[(45)CBXF-3138		26
2.	BOZO HAS A PARTY (2)-B. May Ork-P. Colvig-Cap(78DBX-3133; (45)CBXF-	31333	26
3.	PETER PAN (2)-B. Driscoll-Original Cast-V(78)VY-4001; (45)WY-4001	9	2
4.	PETER AND THE WOLF (2)-Sterling Holloway-V(78)Y-386; (45)WY-386		89
5.	TWEET, TWEET, TWEETY (1)-M. Blanc-B. May-Cap(78)CAS-3118; (45)CASF	-3118 6	24
5.	TWEETY PIE (1)-M. Blanc-B. May-Cap(78)CAS-3074; (45)CASF-3074	9	109
7.	TRAIN TO THE ZOO (1)-M. Rose-Children's Guild (78)1001; 4(5)1001-45		16
8.	NOISY EATER (I)-J. Lewis-Cap(78)CAS-3120; (45)CASF-3120	9	22
9.	CINDERELLA (2)-I. Woods and Others-V(78)Y-399; (45)WY-399	4	159
9.	HANS CHRISTIAN ANDERSEN (4)-D. Kaye-Decca(78)A-919; (45)9-364; (33)1	DL-543312	2
11.	WINNIE THE POOH & THE HEFFALUMP-WINNIE THE POOH & THE TIG J. Stewart—V(78)Y-438; (45)WY-438		5 .9
12.	LITTLE ENGINE THAT COULD (2)-V(78)Y-384; (45)WY-384		95
13.	ME AND MY TEDDY BEAR (1)-F. Luther-Decca(78)K-3; (45)4-120		2
13.	ALICE IN WONDERLAND (1)-K. BeaumontE. Wynn-V(78)Y-437; (45)WY-43	7; (33)LY-1	- 65
15.	BOZO AND THE BIRDS (2)—P. Colvig-B. May—Cap(78)DBX3033; (45)CBXF-3 (33)HX-3064	033;	63
15.	TWEET AND TOOT (1)-M. Blanc-Cap(78)CAS-3155; (45)CASF-3155		

Col(78)39910; (45)4-39910-ASCAP

SIX TO

from RCA Victor

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 ROMANCE

20/47-5209

Buddy Morrow TRAIN, TRAIN, TRAIN I CAN'T GET STARTED WITH YOU

20/47-5784

Lily Ann Carol MORE LUCK THAN MONEY ARE YOU TIRED OF ME?

HANK WILLIAMS WILL LIVE FOREVER JUST FOR TONIGHT

Johnnie & Jack20-5164 (47-5164)*

RHYTHM AND BLUES

Jo Jo Johnson/TNT Tribble 20-5097 (47-5097)*

e45 rpm cat. nos.

I'LL NEVER LET YOU GO/YOU PLAYED ON MY PIANO

AND THE BULL WALKED ROUND, OLAY/MARGIE

OH HAPPY DAY/MR. VON

20/47-5212

SPRINGFIELD MOUNTAIN 20/47-5210 Henri Rene THE DEVIL'S SERENADE SYMPATHY

June Valli

SOMEONE

LOVE AND HATE

GOMEN NASAL

(Forgive Me)

Harry Belafonte

CONGRATULATIONS TO

20/47-5188

78 | 45

20/47-5177

New Releases RCA VICTOR'S BEST SELLERS This week's release #53-10 ships Based on actual sales reports for week ending Coast to Coast March 6 DON'T LET THE STARS GET IN YOUR EYES/LIES **POPULAR** PLEASE, PLEASE WILD HORSES/I CONFESS THE GOLDEN YEARS (from the Paramount film "Houdini") Tony Martin with Frank De Vol's HOT TODDY/SERENADE Orch. and Chorus......20-5208 (47-5208)* I FEEL LIKE I'M GONNA LIVE FOREVER GOMEN NASAI (Forgive Me)/SPRINGFIELD MOUNTAIN HOW COULD YOU (from the musical prod "Hazel Flagg) Harry Belafonte20-5210 (47-5210)* HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED DANCIN' WITH SOMEONE (Longin' for You) LONG GONE BABY Delta Rhythm Boys20-5217 (47-5217)* SALOMEE/LET ME KNOW PUT THAT SAWDUST BACK ON THE FLOOR THE BLUE SCARECROW Allan Small and his Orch....20-5198 (47-5198)* BLUE VIOLINS/FANDANGO Hugo Winterhalter20-4997 (47-4997)* SACRED THE MAGIC TOUCH/WILL-O'-THE-WISP ROMANCE JUST WHISPER Hugo Winterhalter20-5209 (47-5209)* JUST FOR TODAY (Note: Listed as a Single From Album P-3111) HEY MRS. JONES/I DON'T KNOW The Golden Chorus20-5213 (47-5213)* BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING COUNTRY-WESTERN DON'T LET THE STARS GET IN YOUR EYEBALLS TRAIN, TRAIN, TRAIN/I CAN'T GET STARTED WITH YOU UNHAPPY DAY Buddy Morrow20-5212 (47-5212)* Homer and Jethro20-5214 47-(5214)* MORE LUCK THAN MONEY/ARE YOU TIRED OF ME! THAT'S IT DON'T PLAY THAT SONG Lily Ann Carol20-5184 (47-5184)* Porter Wagoner20-5215 (47-5215)* DEVIL'S SERENADE/(All That I'm Asking Is) SYMPATHY SEVEN LONELY DAYS (Story of a) TRIFLIN' GAL Don Meehan20-5219 (47-5219)* LADY OF SPAIN/OUTSIDE OF HEAVEN COLLECTOR'S TEARDROPS ON MY PILLOW/STOLEN WALTZ PISTOL PACKIN' PAPA JIMMIE'S MEAN MAMA BLUES Jimmie Rodgers420-0027 (447-0027)* COUNTRY-WESTERN YOU AND MY OLD GUITAR PRAIRIE LULLABY THERE WASN'T AN ORGAN AT OUR WEDDING/HONEY-Jimmie Rodgers420-0028 (447-0028)* MOON ON A ROCKET SHIP OLD PAL OF MY HEART Hank Snow20-5155 (47-5155)* MY LITTLE LADY Jimmy Rodgers420-0029 (447-0029)* A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN' Hank Snow20-5034 (47-5034)* CHILDREN'S

PETER COTTONTAIL

TOP POPS—Vol. 1

TOP POPS-Vol. II

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

45 331/4 78

(EPA-454)*

ALBUMS

ChorusLOC-1009 (WOC-1009)*

The Three SunsLPM-3130** (EPA-460)*

\$45 rpm cat. nos. \$6331/2 cat. nos.

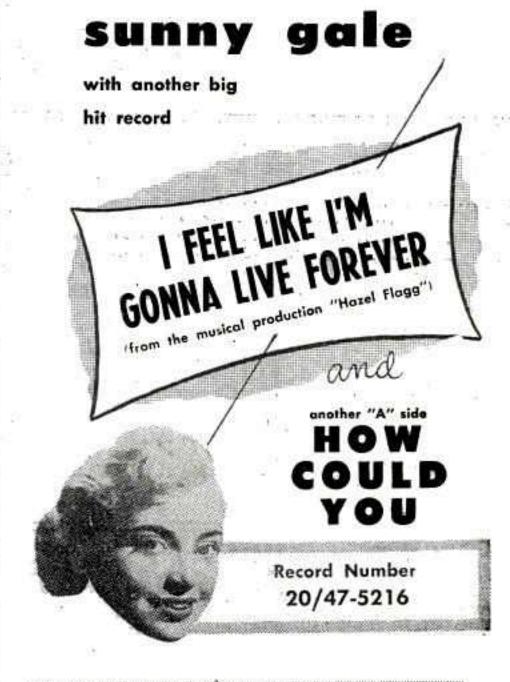
SONG HITS FROM "TWO'S COMPANY"

Milton Rosenstock Orch. &

The Three Suns

Bette Davis & the Entire Company

GOOD NEWS!



APRIL IN PORTUGAL IN MASSACHUSETTS

From The Eastern Company, our record distributor in Massachusetts, comes word that they have been getting an unusually fine reaction - correction, BIG SALES! - 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 isalready a best seller. Boston began it - let's make it all over!

it happened in

boston!!!



freddy martin's



Record Number 20/47-5052





Best Sellers

STEVE LAWRENCE

TO SHINE?

CHARLEY SPIVAK

BLOOD SHOT EYES

SAM'S A LIAR TAKES TWO TO TENGO

WAITING

LEE TULLY

JACK CARDWELL

WILLIAMS

THE LIFE OF

TO ARMS

THE DEATH OF HANK

HAWKSHAW HAWKINS

HANK WILLIAMS

HARLEY GORE &

RUBY WRIGHT

WITH YOU

YORK BROS.

BOUNCE

VAYNE RANEY

ANNISTEEN ALLEN

TINY BRADSHAW

DDIE "CLEANHEAD"

LONESOME TRAIN
PERSON TO PERSON
4582 and 45-4582

TRAVLIN' MAN HURRY, HURRY, BABY 4602 and 45-4602

4595 and 45-4595

ederal

12114 and 45-12114

12115 and 45-12115

DISTRIBUTED BY

ITTLE WILLIE LITTLEFIELD

K. C. LOVIN' PLEADING AT MIDNIGHT 12110 and 45-12110

SOFT

VINSON

LOY BROWN

LAST NIGHT

CHLOE

SUNNY THOMPSON

BILLY WARD AND HIS

PEDAL PUSHIN' PAPA

DOMINOES

THE BELLS

LITTLE ESTHER

TURN THE LAMPS

HOLLERIN' AND

SCREAMIN'

RECORDS

SO FULL OF LOVE

TIL I WALTZ AGAIN

WHEN I GAVE YOU MY

BABY, I'M LOST WITH-

T. JOSEPH HIGH SCHOOL

MARSHALL BLUES

O ONE ... BUT ME OWERFUL LOVE 1160 and 45-1160

Rhythm/Blues

3ABY, I'M DOIN' IT YES. I KNOW 4608 and 45-4608

4577 and 45-4577

PICKING SWEETHEARTS

1174 and 45-1174

1169 and 45-1169

1156 and 45-1156

1173 and 45-1173

1172 and 45-1172

TANGO OF ROSES HOW MANY STARS HAVE

15208 and 45-15208

15219 and 45-15219

15220 and 45-15220

THE SILL NOARD

Free Mina

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Philadelphia . . . SEVEN LONELY DAYS

Chicago

G. Gibbs—Mercury 70095

Detroit . . . CARAVAN

Boston . . . I BELIEVE

R. Marterie-Mercury 70097

Cincinnati . . . LITTLE BOY AND THE OLD MAN F. Laine and J. Boyd-Columbia 39945

Seattle . . . SWEDISH RHAPSODY

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 in each of the markets listed.

New York

- 1. Don't Let the Stars Get in Your Eyes P. Como, Victor
- 2. Till I Waltz Again With You T. Brewer, Coral
- 3. Doggie in the Window P. Page, Mercury
- 4. Why Don't You Believe Me? J. James, M-G-M
- 5. Oh, Happy Day D. Howard, Essex
- 6. Tell Me You're Mine Gaylords, Mercury
- 7. Wild Horses P. Como, Victor
- 8. Have You Heard? J. James, M-G-M
- 9. How Do You Speak to an E. Fisher-H. Winterhalter,
- Victor 10. Anywhere I Wander
- J. LaRosa, Cadence

Chicago

- Doggie in the Window P. Page, Mercury
- 2. Till I Waltz Again With You T. Brewer, Coral
- 3. Don't Let the Stars Get in Your Eyes P. Como, Victor
- 4. I Believe
- F. Laine, Columbia Pretend
- Nat (King) Cole, Capitol
- 6. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
- 7. Caravan R. Marterie, Mercury
- 8. Anywhere I Wander
- J. LaRosa, Cadence
- 9. Hot Toddy
- R. Flanagan, Victor
- 10. Your Cheatin' Heart J. James, M-G-M

Los Angeles

- 1. Till I Waltz Again With You T. Brewer, Coral
- 2. Don't Let the Stars Get in Your Eyes P. Como, Victor
- Oh, Happy Day
- L. Welk, Coral Why Don't You Believe Me?
 J. James, M-G-M
- 5. Gomen Nasai Tokyo Ork, R. Bowers, 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
- R. Flanagan, Victor
- INC. Side by Side K. Starr, Capitol

Philadelphia

- Doggie in the Window P. Page, Mercury
- 2. Don't Let the Stars Get in Your Eyes P. Como, Victor
- 3. Oh, Happy Day D. Howard, Essex
- 4. Till I Waltz Again With You T. Brewer, Coral
- 5. Have You Heard? J. James, M-G-M
- 6. Tell Me You're Mine Gaylords, Mercury
- 7. Glow Worm Mills Bros., Decca
- 8. Seven Lonely Days
- G. Gibbs, Mercury 9. Wild Horses
- P. Como, Victor
- Downhearted E. Fisher, Victor

Denver

- 1. Till I Waltz Again With You T. Brewer, Coral
- 2. Doggie in the Window
- P. Page, Mercury
- 3. Tell Me You're Mine Gaylords, Mercury
- 4. Don't Let the Stars Get in
- Your Eves P. Como, Victor 5. Why Don't You Believe Me?
- J. James, M-G-M
- 6. Oh, Happy Day L. Welk, Coral
- 7. Hot Toddy
- R. Flanagan, Victor

Detroit

- 1. Doggie in the Window P. Page, Mercury
 2. Don't Let the Stars Get in
- Your Eyes
- P. Como, Victor 3. Anywhere I Wander
- J. LaRosa, Cadence
- 4. No Help Wanted
- R. Draper, Mercury
- Till I Waltz Again With You
- T. Brewer, Coral
- 6. I Believe
- F. Laine, Columbia
 7. Say It With Your Heart
- B. Carroll, Derby 8. Pretend
- N. (King) Cole, Capitol
- 9. Caravan R. Marterie, Mercury
- 10. Gomen Nasai
- R. Bowers, Tokyo Ork, Columbia

Dallas-Ft. Worth

- 1. Till I Waltz Again With You T. Brewer, Coral
- 2. Don't Let the Stars Get in Your Eyes
- P. Como, Victor 3. Have You Heard?
- J. James, M-G-M 4. Side by Side
- K. Starr, Capitol
 Why Don't You Believe Me?
 J. James, M-G-M
- 6. Your Cheatin' Heart
- J. James, M-G-M
- 7. 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. Fell Me You're Mine Gaylords, Mercury
- 5. Don't Let the Stars Get in Your Eyes
- P. Como, 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 J. LaRosa, Cadence
- 10. 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 F. Laine, Columbia
- 4. Don't Let the Stars Get in
- Your Eyes P. Como, Victor
- 5. Side by Side K. Starr, Capitol
- 6. Tell Me You're Mine Gaylords, Mercury
- 7. I Believe J. Froman, Capitol
- 8. Wild Horses
- P. Como, Victor 9. Your Cheatin' Heart
- F. Laine, Columbia 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
- Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
- 4. Don't Let the Stars Get in Your Eyes
- P. Como, Victor 5. Tell Me You're Mine
- Gaylords, Mercury
- 6. Hot Toddy R. Flanagan, Victor 7. Pretend
- N. (King) Cole, Capitol 8. Side by Side
- K. Starr, Capitol 9. Anywhere I Wander
- J. LaRosa, Cadence 10. Picking Sweethearts
- McGuire Sisters, Coral

Pittsburgh

- 1. Anywhere I Wander J. LaRosa, Cadence
- 2. Don't Let the Stars Get in Your Eyes P. Como, Victor
- Wild Horses P. Como, Victor
- 4. Pretend Nat (King) Cole, Capitol 5. No Help Wanted
- R. Draper, Mercury 6. Doggie in the Window P. Page, Mercury
- 7. I Believe F. Laine, Columbia
- 8. You Fooled Me Four Aces, Decca
- 9. Till I Waltz Again With You T. Brewer, Coral
- 10. Your Cheatin' Heart J. James, M-G-M

St. Louis

- 1. Pretend
- N. (King) Cole, Capitol
- 2. Doggie in the Window P. Page, Mercury
- 3. Side by Side
- K. Starr, Capitol
- 4. Your Cheatin' Heart F. Laine, Columbia
- 5. Wild Horses P. Como, Victor
- 6. I Believe F. Laine, Columbia
- 7. Anywhere I Wander J. LaRosa, Cadence
- 8. Hot Toddy Ralph Flanagan, Victor
- 9. Till I Waltz Again With You T. Brewer, Coral 10. Your Cheatin' Heart

New Orleans

1. Doggie in the Window P. Page, Mercury

J. James, M-G-M

- 2. Pretend N. (King) Cole, Capitol
- 3. Side by Side K. Starr, Capitol 4. Your Cheatin' Heart

J. James, M-G-M

T. Brewer, Coral

5. Have You Heard? J. James, M-G-M

6. Till I Waltz Again With You

Atlanta

1. Till I Waltz Again With You

3. Don't Let the Stars Get in

2. Pretend N. (King) Cole, Capitol

T. Brewer, Coral

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

Seattle

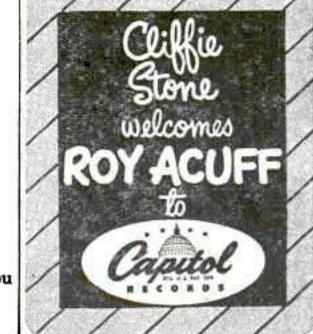
- 1. Till I Waltz Again With You
- T. Brewe , Coral 2. Don't Let the Stars Get in Your Eyes
- 3. Tell Me You're Mine Gaylords, Mercury 4. Keep It a Secret

P. Como, Victor

5. Tell Me You're Mine M. Carson, Victor 6. Gomen Nasai R. Bowers-Tokyo Ork.

Jo Stafford, Columbia

Columbia 7. Swedish Rhapsody P. Faith, Columbia





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become one of the top lemma.

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HEART

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(If You Were in My Place)

with PAUL WESTON and his Orchestra

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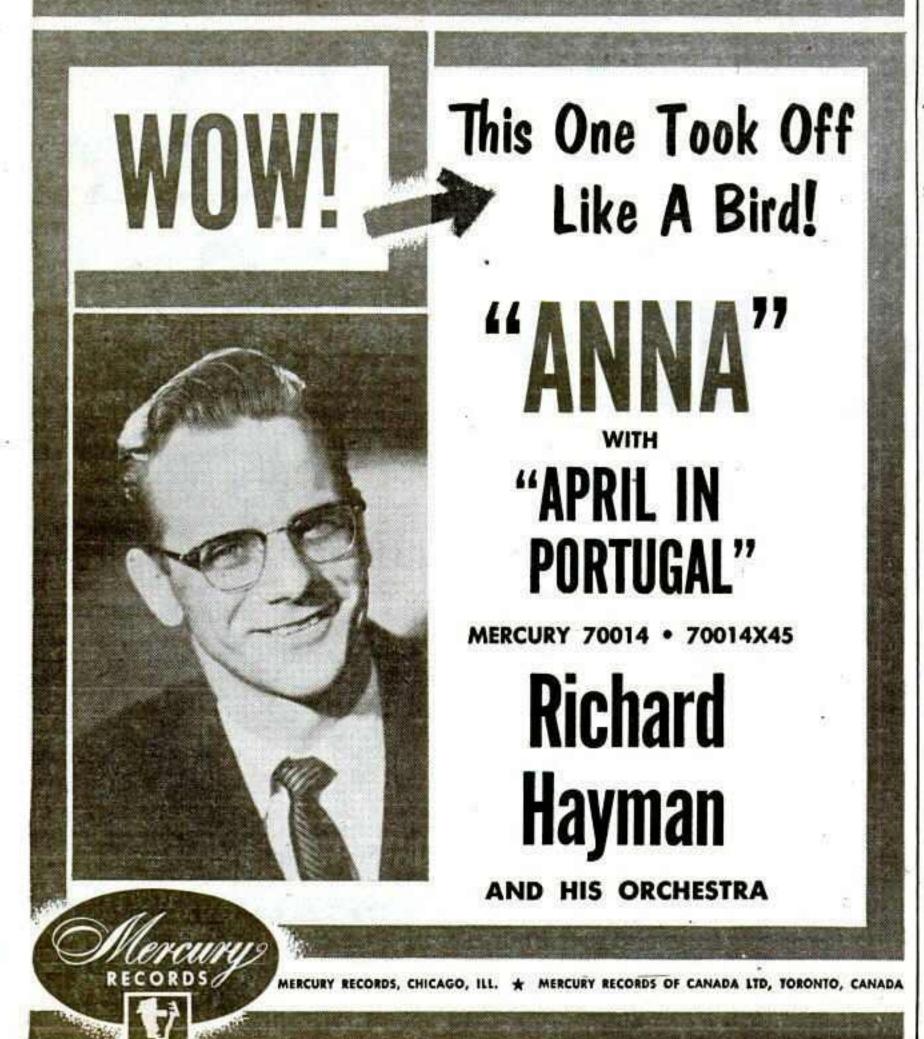
with PERCY FAITH and his Orchestra

78 rpm 39931

45 rpm 4-39931

BIA @ RECORDS





VOX JOX

By GENE PLOTNIK

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 host of "Life Begins at Midnightat the Palm Cafe" via WOV, New York. Evelyn Robinson will be hostess on the same show from now on.... Jockey Jack's "Jockey Club" is now being beamed five hours daily from WMBM, Miami Beach.... Fred Hall is no longer with KDB, Santa Barbara, Calif., having taken a job with KVAN, in Ventura, Calif. Ed Mundy has taken over the "Surprise Party" on KDB. . . . Ted Kirby, former WZOB, Fort Payne, Ala., disk jockey, has moved with his Bullet Recording band over to WFPA in the same 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. I've Heard That Song Before
- 2. I Had the Craziest Dream
- 3. There Are Such Things 4. Brazil
- 5. You'd Be So Nice to Come Home to
- Why Don't You Do Right? 7. 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 Four-
- Leaf Clover 3. Manana
- 4. Beg Your Pardon 5. Ballerina
- Golden Earrings
- Serenade of the Bells 8. I'll Dance at Your Wedding
- 9. But Beautiful

10. How Soon

WCBT, Roanoke Rapids, N. C. . . Dick Ellis is the newest addition to the staff of KWSD, 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

Two of this department's

"Timekeeper" and "Melody Lane" shows from Miami Beach this week. . . . Joe Sallay has left WATH, Athens, O., to join WRFD, Worthington, O. Sal Rezza 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., has been extended an additional 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 hours of music weekly via 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, WCRA, Effingham, Ill., has started a 9 a.m. show for housewives entitled "For Members Only."

Remarks and Comments

LeRoy Woodward, WVJS, Owensboro, Ky., says the pictures Okeh is sending of Sandy Stewart 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 jox to watch that song from "Moulin Rouge." . . . Bob Wat-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 a strong preference for 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 teenagers, 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 Corsby's "Hushabye," Peggy Lee's "I Hear the Music Now" and Richard Hayes' "Once in a Lifetime" are all the same and taken from a classic.

DEALER DOINGS

By BOB FRANCIS

Shoptalk

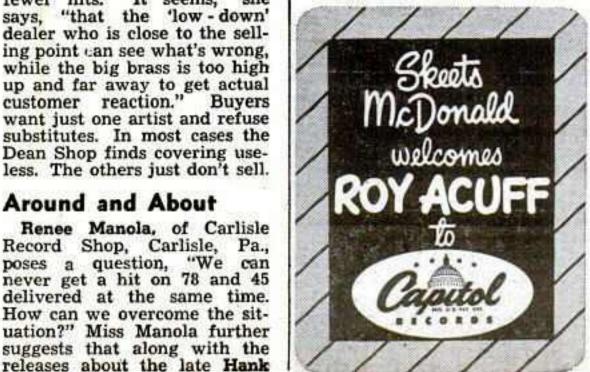
faithful correspondents take up the chant for fewer releases. Writes Manny Silver, of Grove Hall Record Shop, Roxbury, Mass.: "Again the dealer finds himself with the dilemma of too many releases. The great proportion of them are good, but the customer just doesn't have the money to buy them. However, 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 belief confirmed by other dealers 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 the 'low-down' dealer who 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-

Around and About

Renee Manola, of Carlisle Record Shop, Carlisle, Pa., poses a question, "We can never get a hit on 78 and 45 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 the Williams compositions.... Further on the subject of Williams, C. C. Wood, of Canton Radio Shop, Canton, N. C., writes: "King No. 1174, "The Life of Hank Williams'— Hawkshaw Hawkins, should be a top number. Haven't yet received stock on /Williams' four last numbers. I expect them to go like hot cakes." . . . Al Meyer, of Town and Country Music Shop, Westwood, N. J., would like a little trade help. "Has any dealer," he asks, "got the answer to the problem of the answer to the problem of the parent who doesn't care what his children do in the store? Last week a woman brought in two children. The

(Continued on page 49)



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BOB MANNING

Capital introduces

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on 4 big releases:

The Nearness of You'
"Gypsy Girl"
No. 2383

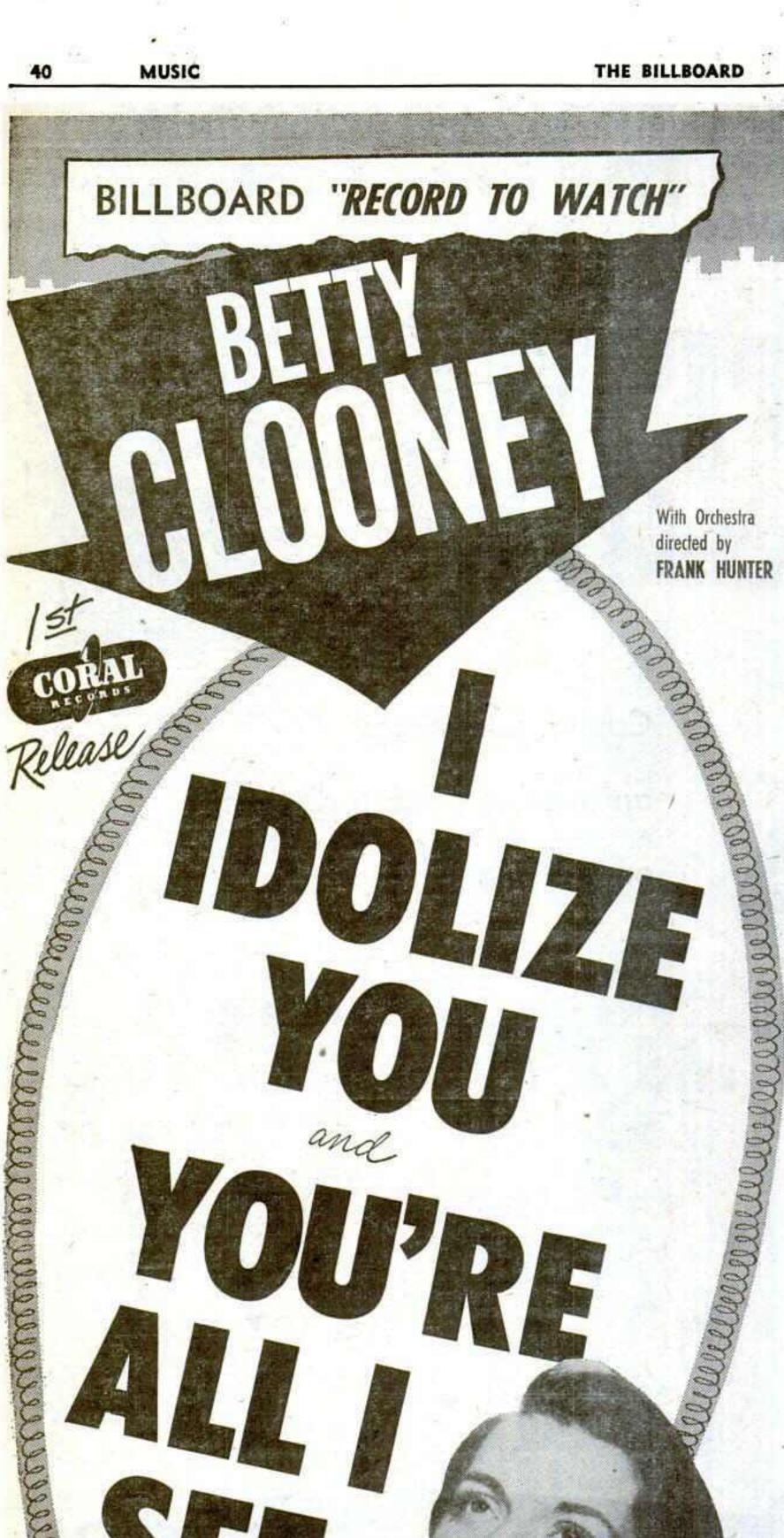
AND

"The Sun Is Getting Ready To Shine"
"You Can Live With A Broken Heart"

No. 2382



Weeks



CORAL RECORDS

Coral 60930 (78 rpm)

and 9-60930 (45 rpm)

America's Fastest Growing Record Company

(A reduction of DECCA RECORDS, Dr.)

The Billboard's Music Popularity Charts

Classical Records

. . . for Week Ending February 28

Best Selling Classicals

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

	This Week	33⅓ R.P.M.	Last Week	Chart
	A STATE OF	man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Synphony Ork., A. Toscanini, conductorV(33)LM-600	1-	21
	2. A	NNA RUSSELL SINGS—A. Rusell, H. Dworkin, piano). 2	9
	CAND CENTS	NO. 2—A. Rubinstein, piano; NBC Symphony Ork., Colschmann	V.	10
		HAW: DON JUAN IN HELL—Sir Cedric Hardwick Charles Laughton, Agnes Moorehead, Charles Boye Col(33)SL-16	er	22
19		cisco Symphony Ork., P. Monteux, conductor	1	19
		45 R.P.M.		
	1. M	USIC OF JOHANN STRAUSS—Minneapolis Symphon Ork, E. Ormandy, conductorV(45)WDM-26		30
	2. TO	conductor Philadelphia OrkV(45)WDM-102		4
		ACHMANINOFF: CONCERTO FOR PIANO NO. 2- A. Rubinstein, NBC Symphony OrkV(45)WDM-107		12
	1000	MSKY-KORSAKOV: SCHEHERAZADE—San Francisco Symphony Ork, P. Monteux, conductor	.	8
	5. R	phony Ork, A. Toscanini, conductorV(45)WDM-60	1- 4	26

Reviews of the Current Classical Releases

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 popular overtures ever written, played by one of the best and most famous symphonic orchestras—and the disk is part of the label's low-priced AAL series.

The two Mozart concertos coupled so appropriately here were staple albums for years on shellac in recordings by the same 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 popular D Minor opus. In both he leads the ork from his seat 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.

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 fashion by the New York Quartet for an album that chamber music enthusiasts will find hard to resist.

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 remains open to question. As catalog merchandise, on the other hand, the present entry should remain moderately active over a long period.

Despite its title, this album does offer some fairly substantial piano fare. One side contains the famous Handel "Passacaglia in G Minor," certainly no musical tidbit, the rarely heard "Consolation" by Dussek, and a "Capriccio" by Wilhelm F. Bach. Flip, however, fulfills the title description. It holds 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 attempt. Perhaps among this group lies the main sales potential. Miss Jonas brings to all her readings a careful musicianship.

(Continued on page 43)

Gopyrighted materia

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor. HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.



REPUBLIC

REP. 7036

% PICKIN AND GRINNIN'

OTHER DEL WOOD FAVORITES

- 815 EASTER PARADE PETER COTTONTAIL
- 833 SHANTY TOWN NOBODY'S SWEETHEART NOW
- 845 WAITIN' FOR THE ROBERT E. LEE LISTEN TO THAT BAND
- 800 RAGTIME MELODY RAINBOW
- 814 GIVE MY REGARDS TO BROADWAY BEER BARREL POLKA
- 775 DOWN YONDER DREAMY EYES
- 763 PLEASE DON'T TALK ABOUT ME WABASH BLUES
- RAGTIME FAVORITES, VOL. 1 45 & Long Play

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Sidney Ascher

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Popular Record Reviews

Continued from page 28

many and the platter side could become a dealer staple.

An Angel Made of Ice....74

A Latin beat paces Jeffrey Clay as he does his best with a too pretentious ballad,

FRANK MURPHY

Let's Live for Love....76
Another fine warble by Murphy that
also has excellent commercial poten-

ART MOONEY ORK

Don't Do 1t....76

Another instance of an r.&b. hit jumping over into the pop field. It's patterened pretty closely to the Five Royale's original waxing. Cathy Ryan gets a lot of heart into her vocal.

GORDON JENKINS ORK

The Ties That Bind....76

Tune from forthcoming flick, "She's Back on Broadway" is handled in good style here by Lavere, the chorus and ork. Ditty is appealing and side looks headed for spins.

TONY MARTIN

The Golden Years....70

Tune is from the forthcoming film "Houdini." It's a showy bit of material, 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.

I Feel Like I'm

Gonna Live Forever....70

Another new tune from the Broadway show, "Hazel Flagg." Raiph Burns sets an interesting backing, but thrush fails to register as strongly as on flip.

SILVANO MANGANO

I 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.

AL MORGAN

If I Had a Penny 76

This tender ballad is sold with a lot of feeling by the warbler, and the ork supports him in lovely fashion. Tune has created some action via the Rosie 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 getting a little action via an r.&b. disking on another label. Connors gal and the vocal group handle the lyric while the Kenton crew turns in a slick reading.

Jeepers Creepers....75

Kenton has another good band chirp in Chris Connors as she delivers the lyrics on the oldie. Disk, as usual, should call for action among all the many Kenton fans. The bop trumpet solo (Maynard Ferguson) is first-rate.

VINCE FIORINO TRIO

vocal by Millie Coury and Lon Saxon. This disk could grab loot in the boxes and will probably pull heaps of jock

130 - 2006 47

Tuba Square Dance....69

As if to prove that record can have two 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

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 much. The wild choral

(Continued on page 46)



Watch for ... THE TENNESSEE CHURCHBELLS

(McWain • Hahn)
Published by

Goday Music Corporation
1619 Broadway N. Y. 19, N. Y.



Reviews of the Current Classical Releases

Continued from page 40

THE PHILADELPHIA ORCHESTRA: FIRST CHAIR-Eugene Ormandy, Cond. (1-12") 70 Columbia (33) ML 4629

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 chairs in the trumpet, flute, oboe, bassoon, cello, French horn, 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 I - Menahem Pressler, Pianist (1-12") 68 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

Casino-Oscar McLollie Ork (Rain) Class

Let's Go Bowling-Rosalind Paige-The Satisfiers-Buddy Rocco Trio (Pocatello Polka, The) Maestro 4001 Pocatello Polka, The-Rosalind Paige-The

Satisfiers-Buddy Rocco Trio (Let's Go Bowling) Maestro 4001 Rain-Oscar McLollie Ork (Casino) Class

So Did 1-Del Courtney Ork (What Would

You Say About That?) Cavalier (45) 821

Country & Western

1 Could Cry-Jim Reeves (Mexican Joe) Abbott 116 Mexican Joe-Jim Reeves (I Could Cry) Abbott 116

Rhythm & Blues

Atomic Love-Little Ceasar (You Can't Bring Me Down) Hollywood 239 What Would You Say About That?-Del You Can't Bring Me Down-Little Ceasar Courtney Ork (So Did I) Cavalier (45) 821 (Atomic Love) Hollywood 239

Album and LP Reviews

Popular

AN EVENING WITH

DANNY THOMAS75 Carmen Dragon Ork (1-10") M-G-M (33) E 201

Just about all eight sides on this long playing disk have previously been issued as singles by the diskery. Thomas, by the way, is now on another label. In any event, the man's growing popularity via his film roles should make this a fairly strong standard disk for M-G-M. Of course, the people who've seen Thomas work in clubs will be more apt to want this package of some of his standard special material songs. Included are such favorites as "Anyone With a Million Dollars Can Be a Millionaire," "Calypso Joe," "Toledo Dan," "Finish the Fineesh," and "'At's a Greata Country, Ameriga."

ROMANTIC CUBAN SONGS:58

Mercury (33) MG 20043 Twelve Cuban ditties are offered here in transfers from authentic Cuban waxings. The tuneful and rhythmic, they're indifferently recorded and the sales outlook, except in a restricted market, seems slight.

Jazz

JAM SESSION NO. 1 JAM SESSION NO. 274

(2-12")Mercury (33) MGC 601, 602

Norman Granz, who is always coming up with new ideas in jazz waxings, has released two 12-inch LP disks, called "Jam Session." The four sides feature some of the top jazz men around today, including Parker, Hodges and Carter on alto, Webster. and Phillips on tenor, Shavers on trumpet, and a rhythm section consisting of Peterson on piano, Ray Brown on bass, J. C. Heard on drums and Barney Kessel on guitar. With a



great line-up like this it is to be expected that there would be some worthwhile music on the four LP sides, and there is. The first side on set one is a wild "Jam Blues." a good side. The flip is the best of the lot, a "Ballad Medley," with each of the horn men playing one chorus of favorite standards, plus choruses by Peterson, Brown and Kessel. This side includes nine great standards and it is lovely enough to be released separately on one 10-inch disk. Set No. 2 contains "What Is This Thing Called Love," played in wild fashion by the boys and the flip is "Funky Blues," a slow drag effort, that shows off relaxed, listenable jazz. This latter side should get a lot of attention. On each of the sides, except the "Ballad Medley," the horn men blow against each other, giving each musician a chance to show his wares. On the four sides each artist comes off with glory, tho Peterson, Heard, Hodges, Phillips and Webster have an edge for their work on the sets. There is little doubt that this release will be of great interest to all jazz fans. The covers are strikingly illustrated by David Stone Martin

NEW FACES-NEW SOUNDS......70 Horace Silver Trio (1-10") Blue Note (33) LP 5018

Horace Silver, a new young planist on the modern jazz scene, shows off a powerful and facile style on this collection of tunes, which features Silver, Curley Russell and Gene Ramey on bass and Art Blakely on drums. Six of the selections were composed by Silver, including "Safari," "Ecaroh," "Quicksilver" and "Horoscope," The Ellington "Prelude to a Kiss" and the Rodgers-Hart "Thou Swell" are the two added items. Silver's driving piano on all the selections plus his feeling for the tunes, should interest jazz followers in this set, and will serve to introduce the planist to many new fans.

Sacred

PRAISE YE THE LORD77 The Voices of Walter Schumann (1-10")

Capitol (33) L382

This is a fine album for the sacred field and one that should rack up good sales during the forthcoming Easter Season and move steadily thruout the year. The Walter Schumann choral group, one of the best of the professional choruses around today, perform each selection with much feeling and real sincerity. And the recording is first-rate. Selections include the Easter Hymns, "Christ the Lord Is Risen Today," and the lovely "The Palms," as well as Albert Hays Malotte's "The Lord's Prayer," "Alleluja" by Mozart, "Onward Christian Soldiers," "Ave Maria," "Psalm 150" and "The Apostle's Creed," set to music by Walter Schumann. These moving performances should interest many.



Weeks

Last | on Week Chart

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 week on any of the city charts. These are spotlighted for the convenience of dealers and operators in other markets.

New Orleans . . . DEAR JUDGE

Memphis . . . LIFE OF HANK WILLIAMS

Dallas-Fort Worth . . . HOW CAN TELL

Nashville . . . SO LONG

E. Tubb—Decca 28550

H. Hawkins-King 1174

S. Whitman—Imperial 412

M. Mullican—King 1164

Territorial Best Sellers

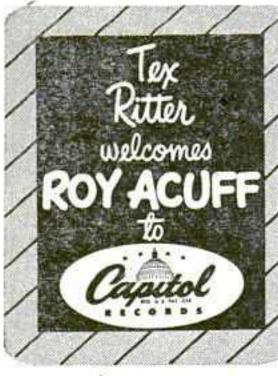
Cincinnati

- 1. Kaw-Liga
- H. Williams, M-G-M 2. Payin' for That Back Street
- Affair K. Wells, Decca
- 3. Death of Hank Williams
- J. Cardwell, King 4. Eddy's Song
- E. Arnol', Victor 5. No Help Wanted
- Carlisles, Mercury
- 6. I'll Go On Alone
- W. Pierce, Decca
- 7. Keep It a Secret S. Whitman, Imperial
- 8. Playin' Dominoes and Shootin' Dice
- J. Dolan, Capitol
- 9. Your Cheatin' Heart H. Williams, M-G-M
- 10. Let Me Know S. McDonald, Capitol

Houston

- Kaw-Liga
- H. Williams, M-G-M
- 2. Bumming Around J. Dean, Four Star
- 3. Your Cheatin' Heart H. Williams, M-G-M





WATCH IT CLIMB "CRYING STEEL GUITAR WALTZ"

Tannen Music Co.. 16 W. 54th St., New York 19, N. Y.

- 4. No Help Wanted Carlisles, Mercury
- 5. Eddy's Song
- E. Arnold, Victor 6. Let Me Know
- S. Willet, Four Star
- Your Eyes S. Willet, Four Star
- 8. Divided by Two
- K. Wells, Decca
- 9. I'll Never Get Out of This World Alive
- H. Williams, M-G-M

7. Don't Let the Stars Get in

- 10. I Could Never Be Ashamed of You
 - H. Williams, M-G-M

New Orleans

- 1. Kaw-Liga
- H. Williams, M-G-M 2. Your Cheatin' Heart
- H. Williams, M-G-M
- 3. Paying for That Back Street Affair
- K. Wells, Decca
- 4. Dear Judge
- E. Tubb, Decca 5. Bayou Baby
- M. Travis, Capitol
- 6. Goin' Steady F. Young, Capitol
- 7. Death of Hank Williams
- J. Cardwell, King
- 8. Fool Such as I H. Snow, Victor
- 9. Don't Let the Stars Get in
- Your Eyes S. Willet, Four Star
- 10. Let Me Know Capitol, S. McDonald

Dallas-Ft. Worth

- 1. Kaw-Liga
- H. Williams, M-G-M
- No Help Wanted Carlisles, Mercury
- 3. Your Cheatin' Heart
- H. Williams, M-G-M
- 4. I'll Go on Alone M. Robbins, Columbia
- 5. Fool Such as I H. Snow, Victor 6. Payin' for That Back Street
- Affair
- K. Wells, Decca
- 7. That's Me Without You S. James, Capitol
- 8. Bumming Around J. Dean, Four Star
- 9. How Can I Tell
- S. Whitman, Imperial
- 10. I Don't Know Tennessee Ernie, Capitol

Nashville

- 1. Kaw-Liga H. Williams, M-G-M

 2. Payin' for That Back Street
 Affair
- K. Wells, Decca
- Your Cheatin' Heart
- H. Williams, M-G-M
- 4. No Help Wanted Carlisles, Mercury
- 5. Lovers' Quarrel
- G. Morgan, Columbia
- 6. Fool Such as I
- H. Snow, Victor
 7. Death of Hank Williams
- J. Cardwell, King
- 8. I'll Go On Alone
- M. Robbins, Columbia
- 9. That's Me Without You W. Pierce, Decca
- 10. So Long

 - M. Mullican, King (Continued on page 46)

FOLK TALENT AND TUNES

Artists' Activities

The Carlisles (Mercury) continue to build with their KWKH. Shreveport, La., air time and current novelty "No Help Wanted."
This popularity gave them the all-time record at the Dallas "Big D Jamboree," February 21, with 6,200 paid admissiona and the group was booked to headline the March 14 Columbia Broadcasting 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 Franks, Shreveport.

The difficulty between Del Wood, "The Down Yonder Girl," and Tennessee Records, Nashville, 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. . . . Joe Rumore, WVOK, Birmingham, 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.
. . . Ted Daffan was out of the hospital after a serious auto accident. . . . Mrs. Bob Miller, wife of the New York pubber, was in the hospital. . . . Redd Harper had a new radio show, featuring Eddie Kirk, Herman the Hermit and Billy Leibert. . . . The Sunshine Girls (Mary Ford, Les Paul's wife, and her sister, Coleen) were finishing a tour with Texas Jim Lewis. ... Jimmy Wakely got out of the hospital after an appen-dectomy. . . Eddie Dean switched from Majestic Records to Crystal label. . . . Smokey Smith was getting a build-up from Republic Pictures and was going with Crystal. . . . Kenny Roberts moved from KMOX, St. Louis. . . . Patsy Montana returned to WLS, Chicago, after an Eastern tour. . . . Charlie Mon-roe was working at WVOK.

complete release from the label and a settlement of \$5,000 in back royalties. Following the settlement, Miss Wood signed with Republic Records, a Nashville firm, for recording, and Acuffher original songs. Nashville attorney, Ward Hudgins, represented Miss Wood in all cases.

The Carroll County Boys,

Birmingham.

Broome Brothers and Roy Harris 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. . . . Don Law, Columbia, recorded 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., did his first sides for RCA Victor in Nashville last week. . . . Porter Waggoner of KWTO, Springfield, Mo., is in Nashville with his manager, E. E. Siman Jr., for his second RCA Victor session. . Decca's Paul Cohen and Capitol's Ken Nelson are due in Nashville

this week for country sessions. Lulu Belle and Scotty (Mercury) recently teamed with Captain 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

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout ,the country with a high volume of sales in country and western records.

Week The reverse side of each record is also listed. 1. KAW-LIGA-Hank Williams..... Your Cheatin' Heart-M-G-M(78)11416; (45)K-11416-ASCAP

Kaw-Liga-M-G-M(78)11416; (45)K-11416-BMI 3. NO HELP WANTED—Carlisles.....
That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI

2. YOUR CHEATIN' HEART—H. Williams.....

I'LL NEVER GET OUT OF THIS WORLD ALIVE— Hank Williams..... 7
I Could Never Be Ashamed of You—

M-G-M(78)11366; (45)K-11366--ASCAP PAYING FOR THAT BACK STREET AFFAIR— K. Wells..... Crying Steel Guitar Waltz-Dec(78)28578; (45)9-28578-BMI

9. THAT'S ME WITHOUT YOU-W. Pierce..... I'll Go On Alone-Dec(78)28534; (45)4-28534-BMI 10. GOIN' STEADY—Faron Young.....

Most Played by Jockeys

Just Out of Reach-Cap(78)2299; (45)F-2299-BMI

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western Week Week Chart 1. KAW-LIGA-Hank Williams. M-G-M(78)11416; (45)K-11416-ASCAP 2. NO HELP WANTED—Carlisles...... 1 Mercury(78)70028; (45)70028X45-BMI 3. FOOL SUCH AS I—H. Snow..... V(78)20-5034; (45)47-5034-ASCAP 5. EDDY'S SONG—Eddy Arnold..... V(78)20-5108; (45)47-5108-BMI 6. DEATH OF HANK WILLIAMS-J. Cardwell...... 10 King(78)1172; (45)45-1172-BMI 7. THAT'S ME WITHOUT YOU-W. Pierce..... 4 Dec(78)28534; (45)9-28534-BMI 7. GOIN' STEADY—F. Young...... 6
Cap(78)2299; (45)F-2299—BMI 9. BACK STREET AFFAIR—W. Pierce...... 5 Dec(78)28369; (45)9-28369-BMI

firm, for recording, and Acuff-Rose Publications for handling of Most Played in Juke Boxes

Four Star 1613-BMI

10. BUMMING AROUND—J. Dean....

Records are ranked in order of the greatest number of plays on juke boxes thruout the country. Results are based on The Weeks Billboard's weekly survey among operators thruout the country Last using a high proportion of country and western records. Week | Chart Week 3. NO HELP WANTED—Carlisles...... 6 Mercury(78)70028; (45)70028X45-BMI 4. I'LL GO ON ALONE—W. Pierce..... -Dec(78)28534; (45)9-28534--BMI 5. EDDY'S SONG—E. Arnold...... 3 V(78)20-5108; (45)47-5108—BM1 5. I'LL NEVER GET OUT OF THIS WORLD ALIVE-

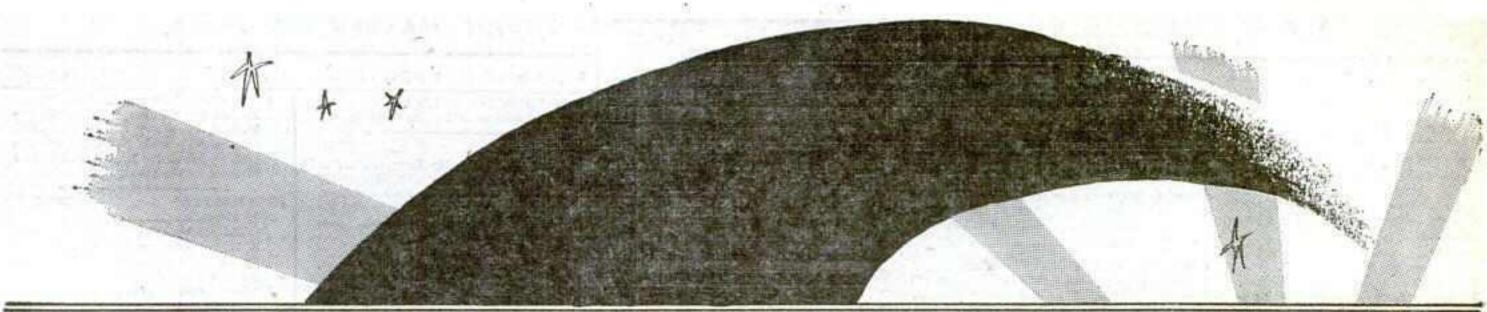
5. DEATH OF HANK WILLIAMS—J. Cardwell..... — King(78)1172; (45)45-1172-BMI 5. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald..... —

Cap(78)2216; (45)F-2216-BMI 9. PAYING FOR THAT BACK STREET AFFAIR-Kitty Wells..... – Dec(78)28578; (45)9-28578—BMI

10. BACK STREET AFFAIR—W. Pierce...... 8 Dec(78)28369; (45)9-28369-BM!

10. GAL WHO INVENTED KISSING-H. Snow...... 9 V(78)20-5034; (45)47-5034-ASCAP

Snow (RCA Victor) and Lew Col(78)21070; (45)4-21070—BMI



THE NATION'S NEWEST COUNTRY SENSATION

AAART AABHAS singing...

I COULDN'T KEEP
COULDN'T KEEP
CRYING
EROM CRYING

AFTER YOU LEAVE

Columbia 21075 • 4-21075

STILL RIDING THE
POP CHARTS...
Marty Robbins
"I'LL GO

Columbia 21022

COLUMBIA QUE RECORDS

100

C& W Territorial

Best Sellers

Continued from page 44

C & W Record Reviews

Continued from page 28

kins shows off an interesting arrange-

THE DAVIS SISTERS

ers a powerful-style vocal on a strong country ballad. This one bears some watching.

ROY HALL

Going Down the Road Feeling Bad 70

Hall is a honky-tonk planist in the best country school. Tune is familiar.

CARL BUTLER

You Can't Insure a House of Dreams .. 74 OKEH 18003 - Attractive lyric idea gives added interest to a good reading from Butler on a country ballad of some stature.

Just for Fooling Around 72 Butler injects much feeling into an attractive country weeper which should do business.

FREDDIE FRANK

ABBOTT 125-A dramatic story ballad about the last big stampede of the Texas longhorns is sung with spirit here by Frank. Ork backing sometimes overpowers the singer. Side does not maintain excitement thruout.

Off to Parts Unknown....72 Frank does an effective job on this woeful ballad, explaining that he must leave town rather than fall in love with his friend's wife. Tear-jerker could have had more impact with

CLIFFIE STONE

quieter backing.

Listen to the Mocking Bird73 CAPITOL 2362-Cliffie works up a vocal trio in a hokey reading of the familiar ditty. The performance, of course, includes bird whistles, etc.

When the Bloom Is on the Sage 71 The Hometown Hepcats give the standard an instrumental run thru for a good rag-time reading.

BILL BAILEY

MERCURY 70080-Folk-style ballad about the legendary John Henry, penned by Bailey, is delivered with spirit and warmth. A good effort by the chanter.

I Was a Fool 69

Bailey does nicely on the bouncy

DECCA 28592-The material here is stronger than that usually handed to Inman, and as a result this is one of his better sides. He delivers nicely for a listenable waxing.

I'll Miss My Heart ... 69

Inman delivers an attractive country ballad with his usual feeling. Should match the sales of his previous diskings, but doesn't figure to break big.

JULIAN DASH

Fire Water73 MERCURY 70087-The men in the combo show considerable style as they dash thru the brisk instrumental.

Deacon Dash....69 Medium-beat opus is well played by the ork. A listenable side.



Billboard

CHIST CHOTH CACALINA

LULU BELLE AND SCOTTY

That's Only Half of It72 MERCURY 70092 - The twosome combine prettily on a melodious romantic item. Deejays should twirl some.

Walk Me By the River 69 Lulu Belle and Scotty harmonize closely for another pleasant effort.

JIM ATKINS-THE PINETOPPERS

CORAL 64147 - Cut from all-toofamiliar cloth this is a country blues item which could appeal to the terp set in, as the title suggests, juke joints, Atkins is okay and the Pinetoppers cut the backing smartly.

I'm d Ding Dong Daddy 70 The chanter tackles the familiar standard item for another liestnable

side. Nothing special happens here.

SAMMY BARNHART

Wedding Bell Waltz71 OKEH 18002 - An attractive waltz ballad gets a tenor-voiced reading from Barnhart which could stimulate

Get Off My Telephone....68 Okay reading by Barnhart of a ditty he penned,

CURTIS GORDON

If You Tell Me One More Lie70 V 20-5182-Okay rendition of a new weeper by Gordon. The warbler sings it nicely but he doesn't have enough emotion on this cutting.

What's a Little Pride 68

A pleasant effort about foolish pride versus true love is sung well by Gordon over routine backing.

LINK DAVIS

Pretty Little Dedon......70 OKEH 18001-Link does a good job with a Cajun ditty with enough English in the lyric to attract a fairly wide audience. However, market for this disk will be around New Orleans.

Big Mamou....67 Sounds like the market for this is strictly limited. It's sung in Cajun French by the warbler, over a semihillbilly backing.

NORMAN PERRY -

M-G-M 11438 - Real sad country weeper is warbled persuasively by Perry. Should earn some spins.

I Don't Want Love 65

The love the chanter doesn't want is the second-hand kind. His reading of the lyrics is too hurried for maximum effect. However, beat is attractive.

(BIG BILL) LISTER

In the Shadow of the Pine6 CAPITOL 2366-Ditty is the traditional folk song. Lister hands it an okay reading.

Blowing the Suds Off My Beer....68 Bass voiced Lister delivers in his usual style. Ditty should do well enough in beer joint locations and might get a few laughs on deejay

JIM AND JESSE-

THE VIRGINIA BOYS

I Will Always Be Waiting for You 69 CAPITOL 2365-The boy-girl team work as duet here on an okay ballad

Purple Heart 67

Jim, Jesse and Curley Seckler make up a trio for this weeper based on the current war situation in Korea. Such tunes haven't made too much of a dent in the past year or so-and this one doesn't figure to be the exception.

JIMMY SMITH

Those Sparkling Eyes of Yours69 V 20-5200-Cute ditty about the inspirational nature of the gal's eyes is given a listenable reading by Smith. Don't Apologize 67

Weeper is warbled easily by Smith to pleasant string backing.

RAYMOND RORK ORK

My Little Golden Haired Boy20 RORK 003-Sentimental waltz sounds as if it was waxed in the back room. An amateur effort.

Tennessee Moon....15 Same comment.

". . . on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker Barker Music Center McLellan's Store Tucson, Arizona

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Zone__ State__ Occupation_

1. Lovers' Quarrel G. Morgan, Columbia 2. Honeymoon on a Rocket H. Snow, Victor

Memphis

3. Death of Hank Williams

J. Cardwell, King 4. Life of Hank Williams H. Hawkins, King

5. Kaw-Liga H. Williams, M-G-M 6. I Don't Know

Tennessee Ernie, Capitol 7. Goin' Steady F. Young, Capitol

8. Your Cheatin' Heart R. Price, Columbia 9. Payin' for That Back Street Affair

K. Wells, Decca You're Under Arrest R. Price, Columbia

FOLK TALENT AND TUNES

Continued from page 44

Childre (Mercury) leave Nashville March 1 for a Korean tour, which will take up the entire 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, as the group will be split into small units for appearances.

A 12-act WSM "Grand Ole Opry" group played a benefit at Louisville's National Guard Armory Sunday, February 22, for Bill Monroe (Decca), who is confined to Nashville's General Hospital following an auto accident weeks back. The show played to two packed houses, with a reported \$10,000 gate. Monroe continues to improve; however, he's set for a long stay for recupera-

Disk Jockey Doings

Shorty Long of WPAX, Pottstown, Pa., is featuring "Battle Music" with hillbilly vieing with 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 promoted the Mac Wiseman appearance at the local armory earlier this month. . . . Tex Clark and Glen Campbell have teamed up for a disk jockey show on WDOK, 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 took over the deejay assignments of Del Morton and Jerry Davis.

John Calhoun is now on WFLO in Farmville, Va. He writes that the Shenandoah Val-ley sweethearts, Bill and Mary Reid, have added another quarter hour to their daily radio schedule. They are now heard in this new segment Monday thru Friday, 1:30 to 1:45 p.m.

From Owensboro, Ky., comes news from LeRoy Woodward at WVJS that "Boyd Bennett's first King release broke wide open here. Bennett's personal appearance in local record shops in conjunction with the disk were smash successes."

Johnny (T from Tennessee) Talley dropped his chores at WYVE, Wytheville, Va., to help out on a two-hour Boy Scout Jamboree to raise funds for members of that group on the occasion of its 43rd 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 Nashville, where he taped interviews with Opry talent. He is looking over recording contracts. Dan Ross, WATL, Atlanta, is

kept busy working shows and dances in that area with his allgirl hillbilly band. Ross is searching for an outstanding fiddler to add to his aggregation. . . . Art Barrett, WSAP, Portsmouth, 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 to Hank's estate. And it is the 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...........76 M-G-M 11442-The musical plea by Miss Lord should be hard to resist. Tune is simple and retentive and it's projected with sincere feeling. Side bears watching.

Let's Fall In Love....73 The beautiful evergreen is read stylishly by the thrush over a strong beat. Okay program wax.

BING CROSBY

A Quiet Girl75 DECCA 28610 - Gentle ballad from "Wonderful Town," new Broadway musical is chanted tenderly by Crosby. Ditty has much quiet charm and could stir action with enough exposure.

Ohio....74 Nostalgic opus about the State, also from the same Broadway show. Crosby warbles his way thru the sentimental ditty in his warmest manner. His fans will welcome the platter.

DEE GARY

DERBY 819 - The Crosby autobiography appearing currently in the Saturday Evening Post under the above title gave rise to this quickly penned tune. 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, The Wilcox ork delivers a fine reading with a strong beat. The material is ordinary, tho.

GEORGIE HORMEL

CORAL 60943 - Hormel is the talented and monied young man who made a name for himself on the West Coast and another label via some yockful, yet musicianly multi-dubbed diskings. This one is a gimmicked piano on piano reading of the oldie. Sounds like a natural for ops.

Twenty-Five Chickens, Thirty-Five Cows....72

Ditty here was around on wax just a few years ago and created a minor stir. Hormel's piano and voice are both multi-dubbed here for another good side.

LITA ROZA

LONDON 1295-The thrush gives a warm, full-voiced reading to this pretty waltz. Tasteful accompaniment by Johnny Douglas. Tune was out previously with Dinah Shore. Take Care of Yourself 69

Ballad gets an adequate vocal.

THE HARRY GROVE TRIO

Pagan in the Parlour......74 LONDON 1293 - Combo comes up with a bright and pleasing melody with the oboe adding an eerie note. Good programing material.

Father's Doing Fine....72 Tempo picks up on this side. Result is more pleasant combo styling.

THE JOHNSTON BROTHERS

The Fishermaid of Bodensee74 LONDON 1286 - Attractive side chanted by the Johnston Brothers. Tune has a folk quality and in rhythmic structure is similar to a polka. Lyric has freshness and charm. Bright sound.

Juliet, Juliet 72

Ditty is a waltz fashioned around the Romeo and Juliet story. The Johnston Brothers vocal chanting has a Viennese flavor on this side.

BETTY COX

Until Today74 M-G-M 11440 - Miss Cox warbles sweetly and she's backed by a lush ork accompaniment. Deejays might spin some. I'm In Love 71

Bouncy Waltz ditty is sung with a happy lilt by Miss Cox for a stage production.

DUKE ELLINGTON ORK Rock-Skippin' at the Blue Note74

COLUMBIA 39942 - A swingy new instrumental effort, penned by Billy Strayhorn, is played in the modern style by the Ellington crew. Material is not up to what is expected from the Ellington ork, but it will interest his fans.

The Vulture Song....70

Chanter Jimmy Grissom tackles this strange, doleful ballad and comes off surprisingly well on it. Backing by the Ellington ork is appropriately weird, as is the tune. It may catch spins from adventurous jocks. Someday soon perhaps, the Duke will wax some material that will show off the band better than these sides.

THE STARGAZERS

Any Old Time73 London 1291-The tune gets an unusual and outstanding arrangement on this side. Stargazers' okay chanting is backed by interesting rhythm and percussion work by The Calviolines.

My Pretty One 73 Tasteful vocal by The Stargazers is backed by unusual accompaniment by The Claviolines.

RUSS MORGAN ORK

The Golden Years73 DECCA 28590 - Classical rewrite from the flick "Houdini" is based on the "Poet and Peasant Overture." It's an attractive ditty and the Morgan crew delivers it in smooth waltz fashion via some soft chanting by Clyde Rogers and vocal group,

I'll Be Hangin' Around 73 Al Jennings handles the yocal for the Morgan crew on a cute ricky-tick ditty which should please the Morgan fans - Jennings even sounds like Morgan on the vocal.

TONI HARPER

is read with appealing sentiment by the songstress. Should win some deejay twirls and could earn juke coin.

I'll Never Forget You....71 Miss Harper's husky piping of the torchy ballad is backed smoothly by the Weston ork. A listenable side.

JAMES WILLIAMSON TRIO

Homesick 73 CHANCE 1131 - Mournful blues is shouted strongly by Williamson to deep Southern backing by piano and steel guitar. Might earn some regional attention.

The Woman I Love....70 Williamson chants about his gal while the combo backs him rhythmically,

TEDDY PHILLIPS ORK

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, Momma....70 Ditty, a bluesy effort in folk idiom, has its cute moments. Lynn Hoyt does nicely on the lyrics.



FREDDIE CHAPMAN

HILLBILLY HULA





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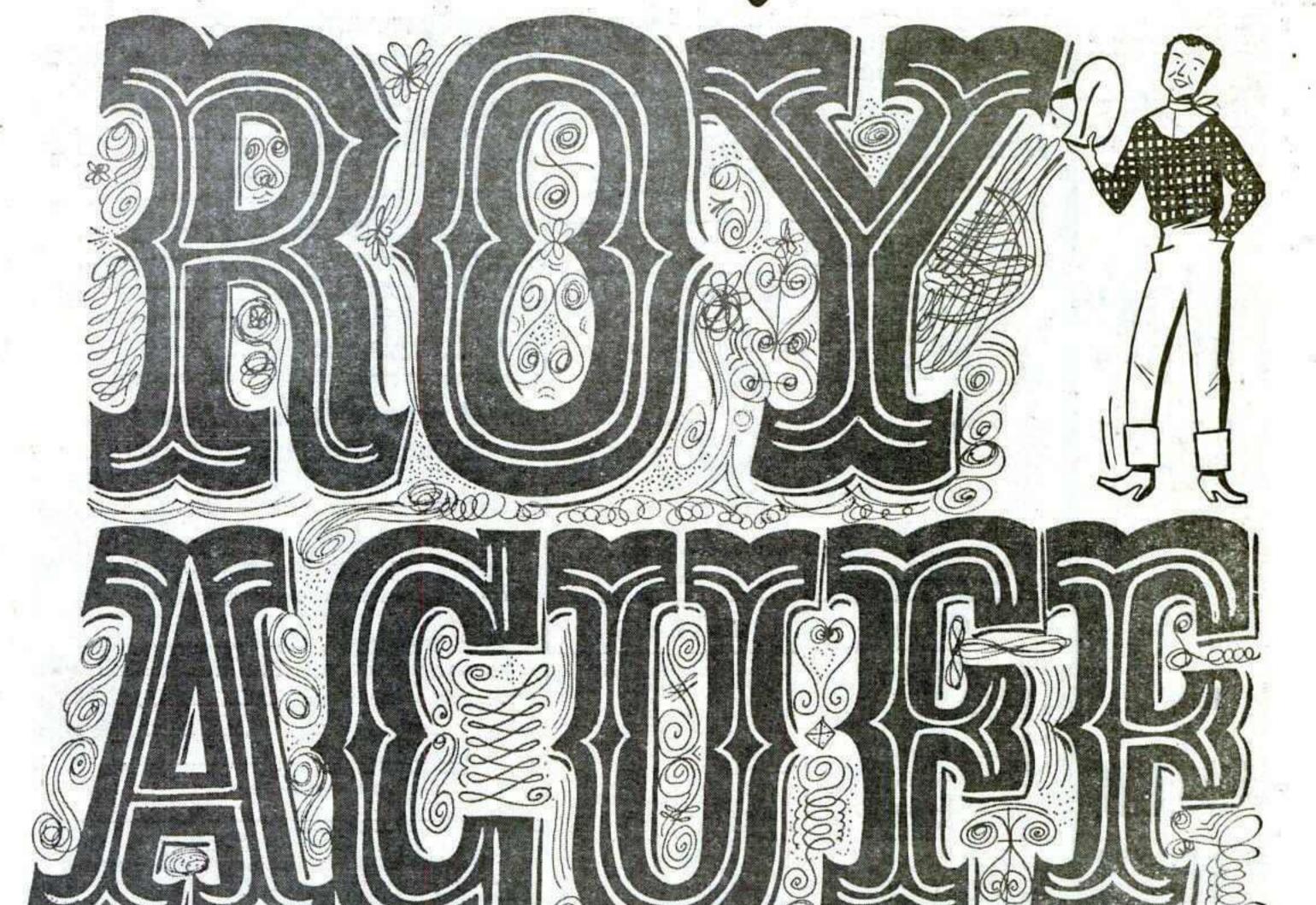
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. . . for Week Ending February 28

The Billboard's Music Popularity Charts

TOP RHYTHM & BLUES RECORDS

THIS ONE! This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Detroit . . . IT MOVES ME

L. Glenn—Swingtime 324

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed

New York

(Mama) He Treats Your Daughter Mean R. Brown, Atlantic

2. Baby, Don't Do It Five Royales, Apollo 3. I Don't Know

W. Mabon, Chess 4. Yes, I Know L. Hayes, Recorded in

5. You're Mine Crickets, M-G-M

Hollywood

6. Bells

Dominoes, Federal Pretend Nat (King) Cole, Capitol

T. Bradshaw, King 9. Strange Nat (King) Cole, Capitol

10. My Kind of Woman E. Slay Trio, Savoy

1. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic

Chicago

2. Baby, Don't Do It Five Royales, Apollo

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 Nat (King) Cole, Capitol 8. My Kind of Woman

E. Slay, Savoy 9. Don't Tell Mama W. Johnson, Savoy

10. I Don't Know W. Mabon, Chess

Los Angeles

1. Yes, I Know L. Hayes, Recorded in Hollywood

2. Cross My Heart J. Ace, Duke

3. Baby, Don't Do It Five Royales, Apollo 4. (Mama) He Treats Your

Daughter Mean

R. Brown, Atlantic 5. I Don't Know W. Mabon, Chess

6. Let Me Go Home Whiskey A. Milburn, Aladdin

7. Ain't It a Shame L. Price, Specialty 8. I Believe

E. James, Meteor 9. I'm Gone

Shirley & Lee, Aladdin 10. Baby, Baby J. Witherspoon, Modern

Detroit

1. Baby, Don't Do It Tive Royales, Apollo

2. Yes, I Know L. Hayes, Recorded in Hollywood

3. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic

Dominoes, Federal 5. Baby, I'm Doing It

A. Allen, King 6. I Don't Know W. Mabon, Chess

7. Dream Girl Jesse & Marvin, Specialty

8. It Moves Me

L. Glenn, Swingtime

10. Cross My Heart J. Ace, Duke

9. My Kind of Woman E. Slav Trio, Savoy

Cincinnati

1. I Don't Know W. Mabon, Chess

5. Bells

2. Cross My Heart J. Ace, Duke 3. Baby, I'm Doing It

A. Allen, King 4. Baby, Don't Do It Five Royales, Apollo

Dominoes, Federal 6. Dream Girl

Jesse & Marvin, Specialty 7. Gabbin' Blues Big Maybelle, Okeh 8. My Kind of Woman

E. Slay Trio, Savoy 9. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic

10. Crawlin' Clovers, Atlantic

Philadelphia

1. (Mama) He Treats Your Daughter Mean

R. Brown, Atlantic 2. Baby, Don't Do It Five Royales, Apollo

Dominoes, Federal 4. Dream Girl

Jesse & Marvin, Specialty 5. Let Me Go Home Whiskey A. Milburn, Aladdin

6. I Don't Know W. Mabon, Chess 7. Yes, I Know

L. Hayes, Recorded in Hollywood

8. Cross My Heart J. Ace. Duke

9. You're Mine Crickets, M-G-M 10. Dear Ruth

Buccaneers, Southerr.

· St. Louis

1. Baby, Don't Do It

Five Royales, Apollo 2. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic

3. I Don't Know W. Mabon, Chess

4. Dream Girl Jesse & Marvin, Specialty

5. Cross My Heart J. Ace, Duke 6. Yes, I Know L. Hayes, Recorded in

Hollywood 7. Train, Train, Train

D. Overbea, Checker

8. I'm Gone Shirley & Lee, Aladdin

Dominoes, Federal 10. Woke Up This Morning

B. B. King, RPM

Atlanta

1. (Mama) He Treats Your Daughter Mean

R. Brown, Atlantic 2. Baby, Don't Do It Five Royales, Apollo

3. I Don't Know W. Mabon, Chess

4. Let Me Go Home Whiskey A. Milburn, Aladdin

5. I Believe

E. James, Meteor 6. Cross My Heart J. Ace, Duke

7. Mean Old World Little Walter, Checker 8. Ain't It a Shame

L. Price, Specialty 9. Crawlin'

Clovers, Atlantic 10. Woke Up This Morning B. B. King, RPM

National Best Sellers

importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with Weeks a high volume of sales in rhythm and blues records. The Last | on Week Chart reverse side of each record is also listed. 1. (MAMA) HE TREATS YOUR DAUGHTER MEAN— Ruth Brown.... R. B. Blues-Atlantic 986-BMI 2. BABY, DON'T DO IT-Five Royales..... Take All of Me-Apollo 443-BMI 3. I DON'T KNOW—W. Mabon..... Worry Blues-Chess 1531-BMI 4. YES, I KNOW—Linda Hayes......
Sister Anne—Recorded in Hollywood 244—BMI 5. CROSS MY HEART—J. Ace..... Angel-Duke 107-BM1 6. LET ME GO HOME WHISKEY—A. Milburn..... Three Times a Fool-Aladdin 3164-BM1 7. SOFT—Tiny Bradshaw..... Strange-King(78)4577; (45)45-4577-BMI 8. DREAM GIRL—Jesse & Marvin..... Daddy Loves Baby-Specialty 447-BM1 9. BABY, I'M DOING IT—A. Allen..... Yes, 1 Know-King(78)4608; (45)45-4608-BMI 10. I'M GONE—Shirley & Lee..... Sweethearts-Aladdin(78)3153; (45)45-3153-BMI

Records are ranked in order of their current national selling

Most Played in Juke Boxes

	Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators through the country using a week nigh proportion of rhythm and blues records.	Last	Weeks on Chart
1	1. BABY, DON'T DO IT—Five Royales		7
١	2. YES, I KNOW—Linda Hayes		
	2. I DON'T KNOW—W. Mabon	. 3	13
	4. MAMA, HE TREATS YOUR DAUGHTER MEAN— R. Brown Atlantic 986—BMI	. 7	3
	5. SOFT—Tiny Bradshaw		9
١	6. CROSS MY HEART—J. Ace		
١	6. SAD HOURS—Little Walter	. 9	8
١	8. DREAM GIRL—Jesse & Marvin	. 6	7
1	9. THE BELLS—Dominoes	. 7	7
	9. TRAIN, TRAIN, TRAIN—D. Overbea		1
1	The second secon		

New Orleans

1. (Mama) He Treats Your Daughter Mean

R. Brown, Atlantic 2. Baby, Don't Do It Five Royales, Apollo

3. Cross My Heart J. Ace, Duke 4. Dream Girl

Jesse & Marvin, Specialty 5. 24 Hours

E. Boyd, Chess 6. Yes, Know L. Hayes, Recorded in Hollywood -

7. I Don't Know W. Mabon, Chess 8. Crawlin'

Clovers, Atlantic 9. Ain't It a Shame L. Price, Specialty 10. Tell Me, Pretty Baby

L. Price, Specialty

Charlotte

1. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic

2. Let Me Go Home Whiskey A. Milburn, Aladdin 3. Baby. Don't Do It

Five Royales, Apollo 4. Yes, I Know L. Hayes, Recorded in Hollywood

5. I Don't Know W. Mabon, Chess 6. Cross My Heart J. Ace, Duke

7. Ain't It a Shame L. Price, Specialty T. Bradshaw, King

9. Hey, Miss Fannie Clovers, Atlantic 10. My Song J. Ace, Duke

Washington—Baltimore

1. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic

2. Baby, Don't Do It

Five Royales, Apollo 3. Dream Girl Jesse & Marvin, Specialty 4. Cross My Heart

J. Ace, Duke Let Me Go Home Whiskey

A. Milburn, Aladdin 6. I Don't Know

W. Mabon, Chess 7. Bells

Dominoes, Federal 8. Yes, I Know L. Hayes, Recorded in Hollywood

9. Crawlin' Clovers, Atlantic

10. Soft T. Bradshaw, King

RHYTHM AND BLUES NOTES -By BOB ROLONTZ-

The Billy Eckstine - Ruth Brown - Count Basie ork onenighter tour, which kicked off Friday (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 thesix week trek: Columbia, S. C., February 28; Charleston, S. C., 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 10; Jacksonville, Fla., 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 Eckstine-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 of March 's Shaw Artists, the 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 three New York one-nighters, including two nights at the Stuy-

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vesant Casino, April 3 and 5, and one night at Town Hall, April 4.

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TOP R & B RECORDS

Record Reviews

Spiritual

Continued from page 28

SPIR SPIR SPIR SPIR SPIR LVL... attractive and disk should get atten-

Does Jesus Care?....77 Good a cappella singing. Lead singer has range and flexibility. Another good side by the group.

THE ZION TRAVELERS

ALADDIN 2036 - Change of pace from the flip. This side is swingy, lighter in spirit, with entire group

Late Reports on Recent 'Best Buys'

Continued from page 30

Country & Western

PAYING FOR THAT BACK STREET AFFAIR Kitty Wells-Decca 28578

Record took off this week and hit retail and juke tox charts, also represented on five of the territorials.

A LOVER'S QUARREL George Morgan-Columbia

After moving slowly for several weeks, disk hit the national juke box chart. Showing on the Memphis and Nashville territorials and reported good in the Carolinas, as well as Chicago and Cincinnati. Both East and West Coast reports indicate weaker sales.

Rhythm & Blues

CRAWLIN'

Clovers-Atlantic 989

Has moved very quickly to the fore, crowding itsway onto 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 national best-seller list. Also among Cincinnati, Chicago and Detroit's top 10 — and coming up nicely elsewhere with few exceptions.

letting themselves go. Plenty of rhythm for a strong gospel side. Need You, Lord 74

Moving performance of this lovely slow-tempo spiritual by the lead singer. His impassioned delivery is highlighted by the restrained support of the group.

THE TRUMPETEERS

Run On74 SCORE 5033-Contrasting voices take the lead, one from the other, on this rapid-tempo spiritual. The singing is more effective than the flip.

Live the Life I Sing About 72 From - the - heart rendition by The Trumpeteers of this slow-paced spirit-

THE SIMMONS-AKERS TRIO Open Up the Pearly Gates74

SCORE 5018 - Good sound on this side. Simmons-Akers Trio's chanting is lively and is backed by facile organ work.

I Want a Double Portion of God's Love....68 Routine warbling of the spiritual.

SILVERETTE GOSPEL SINGERS

HI-LO 1417-Sister Eva Daniels impresses as a fine lead singer here as she and the group deliver a fervent reading of a religioso song.

Jesus Is Mine....70 Another okay reading.

REV. WM. MORRIS O'NEIL

Stand By Me68 HI-LO 1418-The group comes thru better on this side.

My Expectations....66 The Reverend O'Neil's church group essays a slow gospel item for a good spiritual reading.

Jazz

· Continued from page 28

Berlin oldie is handed a tasteful instrumental interpretation by the Callender crew. Audience cheers detract from the platter, but it will grab jock

C Jam Blues 76

Here's a wild instrumental version of the swingy Duke Ellington oldie. The sextet really goes to town on this one and it moves. Audience cheers (which sound dubbed in) add excitement.

PRESTIGE 804-An infectious riff opus with a good beat is pounded out skillfully by Svensson. Backing is

The Song Is Ended 74

Wtih the slicing by Mary Lou Williams of this ditty now getting action, this cutting will interest jazz fans too. Willie Mae Thornton REINHOLD SVENSSON QUINTET

strong. A good disk.

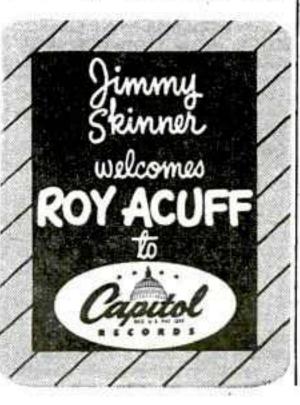
Svensson shows off some first-rate 88-ing on the Berlin oldie, supported well by the rhythm. His fans will

DEALER DOINGS

Continued from page 38

off a stand, tore sheet music, and wound up pushing over a record display. The fond par-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. "Teresa Brewer's 'Till I Waltz Again With You' would have been

pair proceeded to knock a uke



our No. 1 seller for the past two or three weeks, if we could get any. Have had it on order since January 5." Outlet has had quite a call for old Decca pressing of "As Time 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 "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 Como's "Wild Horses," based on "Wild Horsemen" from Robert Shumann's "Scenes of Childhood." Andy Anderson, of the Center, says the only available recording of the latter is included in Victor album E78. . . . Bill Railey, of Railey's Record Shop, Richmond, Va., advises that he promoted another "Grand Old Opry" show early this month, featuring Carl Smith, Minnie Pearl, Lonzo and Oscar and Moon Mullins. Show drew 4,778 customers at the local Mosque

Rhythm & Blues

Continued from page 28

SWING TIME 324-The Glenn ork, has a swingy riff here, somewhat like a rhumba blues, and the ork plays it with a good beat. Side moves and it could grab plays.

Night Time 74

smooth piano featured.

LITTLE CEASAR

HOLLYWOOD 238-Low-down blues is sung expressively and projects a real lonely mood on this etching.

Your Money Ain't Long Enough 73 doesn't carry much impact.

EARL BOSTIC ORK

Steamwhistle Jump74 integrated arrangement.

The oldie receives a modern, fairly cool treatment on this disk, featuring Earl Bostic on the alto sax. For jazz buyers. Will get some jazz deejay

MAURICE SIMON'S ORK

HOLLYWOOD 404-The sentimental standard is tootled stylishly as a tenor sax solo, supported mainly by organ. Deejays can use, sas well as juke spots needing mood wax.

Instrumental featuring the Simon sax has a good beat. Change of pace from flip makes for good coupling.

SWING TIME 325 - Fulson should get some action with his new twist on

LLOYD GLENN

A moody after-hours blues receives a good instrumental performance from the ork with effective sax work and

Scene is set by a realistic phone confab and then the chanter takes off. Little Ceasar shouts well but the side

KING 4603-Bostic's alto sax work on this side is relaxed and technically good. The group performs a nicely-The Sheik of Araby 73

Big Apple Hop....71

Let Me Ride

the same old blues idea. His chanting

LOWELL FULSON

Your Little Automobile73

chanting from Fulson.

attention. Upstairs....68 Fairly routine material gets a routine

is planned to give the lyrics all the

STUMP AND STUMPY

M-G-M 11444-The material is only fair and the boys suffer from itexcept when they inject some bits they've been using in the vaudeville act for so many years.

Two-Thirds Dead 70 More so-so material elicits the same kind of performance.

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He Treats Your Daughter Mean #986

the Clovers

b/w YES, IT'S YOU #989

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Music as Written

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 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 Selwyn Theater.

BOB PRINCE JOINS GOLD LABEL ...

Bob Prince has joined Decca's Gold Label division as a.&r. 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 . . . Bob Manning, new warbler recently pacted by Capitol Records, starts out on a 15-city tour next week to visit deejays about his new cuttings. The diskery has issued two records featuring Manning 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 re-activating his two publishing companies. First new tune for the Jewel catalog is "I'm Happy to Know You're Happy," which was penned by Al Hoffman, Mann Curtis and Paul Siegal. The tune the sales of the Ray Anthony ork 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-

PROMOTERS

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auditoriums and arenas. We can refer in-quiries from your territory to you.

—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsi-ble underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, III.

tile Institute, Lowell, Mass. . . . Chicago distributor Jimmy Martin is in town.... M-G-M has set one-record deals with options with Doreen Davis and Betty Cox. Their disks are set for early release.... Toni Arden opens March 5 for two weeks at Ciro's. Miami Beach.... Lily Ann Carol is set to visit deejays in Philadelphia to push her RCA Victor waxing of "More Luck Than Money." The thrush has been set for four weeks at the Waikaki Lau Yee Chai Club, Honolulu, starting in September ... The Delta Rhythm Boys start an engagement in Tokyo on April 3.... Barbara Nelson, former canary with the Buddy Morrow ork, has

joined the Honeydreamers. . . Ginny Gibson is now on the road with her manager, Joan Javitts, to plug her M-G-M waxing of "Kiss".... The Art Mooney ork returned this week to General artists Corporation. . . . Dick Bowers will sing "Gomen Nasai"

in the forthcoming Columbia Pic-

ture flick "Mission Over Korea." Jackie Gale, of Gale and Gayle Music, will be in this city next week. He left the Coast this week and will visit deejays along the route East. He will hit Chicago on Tuesday for a three-day stay and arrive here, Friday.... Peter Munvies is the new assistant merchandising manager for

the Masterworks Division of Columbia Records.... The cover of

Capitol to Promote Bunny Hop' Tilts

NEW YORK, Feb. 28.-Capitol Records has arranged a nationwide tie-up with the Fred Astaire Studios thruout the country to stage "Bunny Hop" contests to find the best "bunnyhopper in the country. "The contests, which incidentally are expected to help waxing of the "Bunny Hop," will he held in 15 cities, those where 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 'bunnyhoppers.'

The cities where the dance tests will be held include Cleveland, Cincinnati, St. Louis, Buffalo, Philadelphia, Bridgeport, Conn., Louisville and Indianapolis. The winner, as selected by Capitol Records, will receive a trip to Hollywood to attend the opening of the Anthony ork at Ciro's, Hollywood, and local winners will be awarded prizes. The diskery will send out window streamers to dealers and other promo-

Newsweek magazine this week spotlighted maestro Eugene Ormandy of the Philadelphia ork. The weekly carried a story on the ork's work, under Ormandy's reign, and its Columbia diskings.

... Wally Brady, of American Music, is here from the Coast on business. He will be in town about a week.... Alan Dean opened at La Vie en Rose here Wednesday (25).... King Records has pacted warbler Tommy Prisco and will release wax on the singer next week.

Phil Rose, Brunswick a.&r. staffer, leaves tomorrow on a two-week Midwest junket, plugging the label's recent waxing of "Gone Are the Days" by Gayle Brown and Sarah McLawler. . . . Karen Chandler will be in town next week to cut some sides for Coral's Milt Gabler. . . . Local disk promotion men representing all major labels held a luncheon here yesterday to welcome Bud Kafzel, recently transferred by Decca from Chicago to New York. . . .

Tony Morelli is visiting deejays to promote his first M-G-M disking of "I Confess."... Warbler Pat Terry opens at the Club Schaquire, Camden, N. J., March 6.... Prestige Records has signed Billy Valentine to an exclusive disk pact.... Len Wolf, disk plugger for Dorothy Collins, has arranged a tie - in promotion whereby Decca will send reprints of a feature story on the thrush in the current Cosmopolitan to its full deejay list. Miss Collins' latest waxing is "Small World."

Herbert Liebeck, who does promòtional work for Decca, has just returned to Cincinnati after a deejay tour thru Kentucky and Tennessee.... Julie Stearns, head of Broadcast Music, has returned from a West Coast trip.... Buddy De Franco opens for a week at the Hi Hat Club, Boston, Monday (2). March 9 he goes to Toronto's Colonial Inn for a week.... Bill Farrell opens March 9 at the

Flacks to Hold Ballyhoo Ball

NEW YORK, Feb. 28. - The Publicists Guild, an organization of flacks in the amusement industry, will sponsor its first big event, the Ballyhoo Ball, a costume dance Wednesday, April 22, at the Hotel Astor here. This will be a charity affair with proceeds donated to worthy students who want to type out a career in journalism, and to the Publicists Guild Welfare Fund.

The clambake will feature enrence ork supplying the music thruout the evening. A Ballyhoo tional aids to hype the contests. Queen and Belle will be selected.

Beaver Cafe, Montreal.... Vinnie De Campo opens Thursday (5) at the Vogue Room in Cleveland's Hollenden Hotel. He's in for a week with options ... Billy Eckstine opened five - week onenighter tour yesterday (27), which carries him thru the South and Midwest. He's due back in (Continued on page 55)







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ST LOUIS, MO

BROWN PACKS ROSELAND; JAMES OK AT BANDBOX

NEW YORK, Feb. 28.—There | ful, plays with spirit, and always was a lot of excitement for band followers here this week, with the Les Brown ork blowing into town for a whirlwind one-night stand at the Roseland Ballroom Friday (27), and the Harry James ork opening a two-week engagement at the new jazz nightery, the Bandbox, the same evening.

Tradesters, dancers and just plain listeners turned out enthusiastically for the opening of the two orks, with the Les Brown crew drawing what can only be on his short engagement at the huge dance hall.

That the many followers of the Les Brown crew have been awaiting his visit to town was plainly evident by the crowds in the massive terpery from the opening set to the wee hours. It was as tho 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 sit down.

Mellow and Swingy

But in a sense this was not surprising. The Les Brown crew evident. The ork sounds wonder- less than sensational.

remembers to play for the guys and gals on the dance floor. And the ork breaks up its sets brightly. mixing the smooth stuff with the rhythm tunes with elan. That the ork style and the ork sound pays off was obvious by the crowd in attendance Friday. Harry James' appearance at the

Bandbox is the first New York showing of the ork in a long time. It's a good band, with a warm sound, and the aggregation can described as sensational business swing when the occasion calls for it. Harry is blowing fine trumpet again, sticking closely to the swing and blues efforts that have become associated with his orks over the years. There is no really outstanding soloist in the ork besides James himself, but when called upon, the men give out with good and occasionally imaginative solos.

On the opening night, the James ork was playing too much for dancing and not enough for fistening. Since the Bandbox is for the latter, it would seem wise for orks to concertize rather than play their standard ballroom arplayed for dancing, in its own rangements. The ork's work was mellow and swingy style, the not helped by poor presentation style that has kept it up on top and the long stage wait between ever since the war. The musicians, the Buddy Rich Quartet and the in their bright red tartan jackets, opening strains of the band. added a sort of festive air, and Opening night business was fairly the enjoyment of the dancers was good at the jazz bistro, tho much

New Juke Bill in Congress

Continued from page 16

curs." The bill would insert instead the following: "Reproduction or rendition of musical composition by or upon coin-operated machine shall be deemed a public performowns, operates or services such machine, or the establishment wherein such reproduction or rendition 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 than that of providing entertainment and to which no fee or admission is charged, shall not be deemed to have infringed upon the exclusive right of public performance for profit, as a result of the rendition or reproduction of the musical composition by means 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 of juke box playing." He voiced 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 Corporation, and its subsidiary, Soria Sales.

Goody's defense may be more extensive. The cut-rater's attorney. Abraham Lowenthal, is expected to challenge the broad constitutional basis of fair trade. 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-

Lowenthal is also expected to plead a special defense in the current hassle, due to the transfer 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 Bill Fowler, Capitol vicepresident, to appear at the trial and will seek to establish that Cetra and Capitol have arranged to maintain prices on the opera

disks. 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.

Meanwhile, until a determination is reached by the court, the temporary order restraining Goody from selling or advertising artist management field and is ter firm still holds the Coral dis-Cetra LP's at below the fair trade negotiating with a key country tributing franchise in New Orlist remains in force.

such reproduction or rendition oc- Copyright Act, which exempts coin-operated phonographs from royalty payment, so that the public playing of a composition on a juke box would be deemed a pubance for profit by the person who lic 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 penny a week for each composition on a record, in other words 2 cents would have required owners or platter. operators of juke boxes to furnish the amount of royalties due and succeeding month.

Isn't the \$

Continued from page 16

sen probably did not mean this "But I intend to make use of the 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 disputed paragraph or codicil, he said, reads that in the event Sosebee makes the original record on new tune. Under any circuma tune, and it is this record which stances the new merchandising profit. "Also," he added, "We by. (Prosen) are supposed to get 10 per cent of his earnings from his singing on the basis of the personal management pact. We have yet to collect any 10 per cent money. Where is that 10 per cent? And as for that Sosebee record-that was about the 15th disk and didn't make the tune."

Meanwhile, "Till I Waltz Again" is No. 1 on The Billboard's Honor Roll of Hits and is riding full tilt, record and sheetwise. Prosen is writer and publisher and is collecting accordingly. Sosebee claims he has what he says he 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 effecting a saving to himself. The RCA Victor artist also has pared his personal appearances to a minimum in recent months. While serving as his own manager, the bulk of Snow's bookings will con-tinue to come thru WSM Artists' Bureau with which he is associated as a featured star on "Grand Ole Opry."

Snow leaves tomorrow for San Francisco where he will depart singer.

Album Singles

Continued from page 17

an album and a single disk from the set indicates a strong reversal in diskery thinking over the past years. At one time it was considered silly to release a single from a pop album, since the release, according to this thinking, detracted from the sale of the set. Even when the diskeries officially stated that all disks in albums were available as singles there was natural dealer reluctance to a record weekly. Their bill also break up a set and sell a single

Now, however, the majors have once a month to the owner of the found that the release of a single copyrighted song a report detailing from an album does not hurt the set but can help to hype the set. paying this amount within the next 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 cases it is the dealers and ops 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'll Never Know" released at the insistence of the deejays.

All of the majors use different techniques for releasing single platters from the albums, some releasing the single with both sides from the set, others recoupling an album side with a makes the hit, then he is entitled practice seems to be firmly rooted to a portion of the publisher's and could increase as time goes

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 organizing 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. According 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 policy that frowns on "exclu-sives" and specifically forbids his deejays from accepting and playing new records brought to them by 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 for a Korean tour the following in Houston. The label was forday. Meanwhile, Long has stated merly handled in both cities by an intention to remain in the Gramophone Enterprises. The latleans and Oklahoma City.

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Distributors! Few territories still available for our label distribution; send information and territory today to Pelican Record Co., Inc., 3319 Plank Rd., Baton Rouge, La.

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78's and 45's to list at 49¢; LP's to list at 79¢; late releases, classical, etc.; write for wholesale catalogue; state whether operator, dealer, agent. Calgano, #BB50, 4142 W. Armitage, Chicago 39.

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Hocus-Pocus

By BILL SACHS

ville Theater there. Other commit- April 1. ments have delayed Miss Brandon's appearance in Miami until HERMAN L. WEBER, who April this year. . . Bob Nelson, toured for many years with of the Nelson Enterprises, Columhis spooker in theaters for Anton Scibilia, of the Frank Sennes of- February 23. He was the author as against a seven-day week curhas just concluded his first two dates for RKO at the Palace, Columbus, and Keith's, Dayton, O. Business at both stands is reported award in 1934 for his outstanding a seven-day week was \$110. Singshow takes. Nelson, who also remonths and leaves for a Florida returning from a cruise on the Hilderra has signed with Circus subject of a feature story in the Edyson, of Edmonton, Alta., to present his novelty, "The Clown in the Conjuror's Shop," as part of the regular circus performance. If writer by Harry Neigher, night-life writer, included several The 20-week trek begins May 24. sketches from Ripley's "Believe While in Watsonville, Calif., re- It or Not." . . . Lady Frances cently, Hilderra visited with Cass (Frances R. Francis) is set on club Boxley, who was there magicking dates in the East until March 11, and emseeing with an Interna- after which she is slated to hit tional Harvester unit. . . . Lucille out for the Midwest for several and Eddie Roberts began a twoweeker Thursday (26) at the Radio Club, Fort Lauderdale, Fla. They been very quiet around the Big are set for a convention date in Atlantic City March 17. . . . Jack

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> Be a Booster for MILTON SCHUSTER

People in all lines for Theaters and Clubs Jack Montgomery, Mgr. Club Dept. 127 N. Dearborn St. Chicago 2, Ili

OAN BRANDON, after a brief Herbert says that asking an agent layover in New York to be for your regular salary is just like mugged for new photos and to taking candy from a baby-he Roxy staff (skaters and singers), pick up new gowns, resumed with her one-woman show in Pennsyl-vania last week. From there she'll several years' retirement from terms last week on a new twowork her way northward thru magic, is prepping a new Hindu year contract which gave the cast New York State en route to Mont- mystery show to tour the West real for a week's stand at the Se- and Southwest beginning around

his own mystery unit, billed as bus, O., who has been presenting the Great Namreh, died suddenly at his home in Allentown, Pa., about 60 people, a six-day week of several books on magic and rently in effect. his version of the Linking Rings has been adopted by many magicians. Herman received the Sphinx The previous starting salary for performance with the rings. . . .

Amadeo Vacca, veteran trixster cently played the State Theater, and former assistant to Houdini, Youngstown, O., is putting the is vacationing at the home of his chiller on the shelf for several sister in Bridgeport, Conn., after vacation March 13. . . . Charles Italian liner Doria. Vacca was the dates now in the making. Fran reports that things magically have Town since the holidays. . . Earl Monte, some 35 pounds

heavier after a year's layoff, is back 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 Pittsburgh, they visited recently with Dr. Milo and Ona, hypnoticmental team; Max Noff, hypnotist; Marty Lynn, young magus, and several other local mystics. . . . Steiner and Kershaw, hyp-

notic team, held over a second week at the Top Hat Club, Montreal, while the Great Morton, hyp, began a return stand at the Seville Theater, that city, Thursday (26).
... Max Knoph, billed as "Helly-wood's hypnotist," opened the same day at the Plaza Lounge in the Canadian metropolis.

Empire, Chicago

Continued from page 14

"Alexander's Ragtime Band." Enhancing effects are Maxwell's patter and personality. His thankyou finale is a little heavy on sentiment, however.

John and June Belmont, dance team, offer a number of spectacular steps and lifts. His part shows up unusually well and she accomisms at times.

The Merriel Abbott Dancers of a bargain sale. They also appear in the "Bacarolle" adaptation. Latter wins good reception. Emil Coleman and his orchestra continue to play the show and for Tom Parkinson. dancing.







Ink New 2-Year Pact for Roxy

NEW YORK, Feb. 28. - The a six-day week, 26 shows weekly her feature spot-booked tour and added rehearsal pay.

The contract between the Roxy management and AGVA was formalized by a memo, but details toured for many years with are now being ironed out between the parties involved. Part of the agreement will give the cast,

> Starting salary for skaters on the six-day basis will be \$102. ers will get \$87 to start, and \$97 after working six months. The seven-day scale for singers was \$80 and \$90.

> Under the old agreement, the Roxy cast was called upon to do 30 shows weekly at pro rata pay 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 \$2 an hour over 25 hours. The old rate was \$1.50.

When the contract is signed it will be retroactive to February 1.

Paris House Back to Stars

PARIS, Feb. 28.—The Alhamhalls of Paris, will revert to big-Sugar Ray Robinson.

In its heyday, prior to 1938, the Alhambra was operated by an English group headed by George Black and presented top vaude Mayfair, Dayton, O. shows in which many big-time American acts were featured. Re-illustrated stationery that bills as a pic house with modest stage

Extra Added

New York

War is developing between top agencies over the London market. ... Darvas and Julia out of the Palace show for a week. He sprained his back.... Palace also now has RKO sign outside reading R-KAYE-O for the obvious reason.

first cafe date a few months ago owed him for services. for less than \$100. He's now getting \$600. Started on M-G-M March 4, 1947, contracted to run plishes the complicated twists and label when he plugged a song for until January 7, 1948, allegedly Famous. Diskery liked his plug for \$25,000. He claims only \$5,500 well enough to ask him to wax it. was ever paid. He named as deopen with a dance interpretation the next Versailles show. . . .

Colby will do two weeks at the Marston and Hyman Faine. Mapes, Reno, starting March 13 and then follow with the Jefferson Hotel, St. Louis.

Jackie Bright will get the Latin Quarter November 15 for four weeks and five four-week options. ... Compagnons de los Chansons start a five-weeker at the Thunderbird, Las Vegas, March 11 for Beach, for a third week at \$7,800. Miller got her husband, Jacques Peal set at the Biltmore for \$1,000. If he hadn't, Miller would've been responsible for his salary.... Joe Louis, ex-heavyweight champ, will get \$1,500 for three days, working a sports show.

Philadelphia

Latin Casino will have Jackie Miles and Dorothy Dandridge for the week of April 2, with Joni James and Jack 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 fem line.

Here and There

Calypso Carnival, five-person song, dance and music aggregation, opens at the Blue Angel March 12. Latest show, including Arbogast and Pete and Marilyn Lovell, closed Saturday (28), to be followed by comic Hal White, who comes in for one week with an option. Jack Russell booked the

Burlesque Bits

takes her to the Empire, Newark, Connie Nash, together with Ro-N. J., March 13; B. & B. Club, zell, both former Hudson, Union Pittsburgh, April 3; Club Samoa, to Union City, May 10. Nitery dates are thru Dave Cohn. concessionaire at the Roxy, were married recently. . . at the Casino, Pittsburgh, is a new straight man with the Harry Conley-Lew Brown-Peggy Bond unit on the Hirst circuit. . . . Burlesque and musical comedy personnel mixed socially in Los An-"Oklahoma!" playing the Biltmore, and the stock principals at the New Follies attended a party in honor of Mary Marlo, "Oklahoma!" member, arranged by Sports Club were, for "Oklahoma!" Victor Griffin, Ruth Hunter, Dick Amort, Patrick Neamy, Icay Renard, Glenn bra, most modern of the music Forbes and Charles Scott and for the New Follies, Nona Carver, time vaudeville some time Marlana, Melodee Lane, Johnny around May 8, with a program of Maloney, Shirley Stanley, Bob international acts headed by Biggs Sr., Maurie Rosen, Marcia Edington, Ginger O'Dare and Shelly Simpson. . . Francine started a featured booking of the Kane Circuit February 13 at the Rita Ravell, with her new novel her as "The Latin Temptress,"

House, Culver City, Calif. . . . Cowan Files Suit

Vs. 4A's Officers

opened February 20 at the Star,

Portland, Ore. . . . Karen Lee

moved from the Big Barn to the

Jungle Club, Miami. . . . Marie Voe is now featured at the Toddle

NEW YORK, Feb. 28. - Arthur W. Cowan, one-time Philadelphia counsel for the American Guild of Variety Artists, yesterday filed suit against several officers of the Danny Winchell (no relation to Associated Actors and Artistes of either Walter or Paul) got his America for \$19,000 allegedly

Cowan commenced his services ... Georgie White may produce fendants Paul Dulzell, George Heller, Ruth Richmond, Dewey Blackburn Twins and Marion Barto, Rueben Guskin, Florence

> Tokyo Latin Quarter Opens as Plush Spot

TOKYO, Feb. 28. - Tokyo's plushiest night club, the Latin Quarter finally opened after a long delay due to construction problems. The money behind the \$5,000.... Edith Piaf stays on at club is reported to have come Bill Miller's Riviera, Miami from the Philippines and the United States from the big interests holding the Riviera Syndicate in Manila.

Winnie Garrett, newly equipped | Ann Arbor's headline tour after with a stunning \$1,000 rhinestone- the Casino, Boston, during the dotted strip gown, wound up a week of February 21 includes the big week at the Hudson, Union Rialto, Chicago, March 5; Gayety, City, N. J., February 21 and left Detroit, March 12, and Frank's for the Palace, Buffalo, where she Casanova Club, Buffalo, April 4 opened March 5. The balance of for four weeks, thru Dave Cohn. . . . Connie Sheridan, daughter of

Providence, March 23; Casino, City, N. J., chorines, are new strip specialists at Ernie's, Green-New York, April 10; three weeks wich Village, New York. . . . Gayety, Norfolk, May 3, and back Debra Dante is playing a return date at the Roxy, Montreal. Other principals are Syd Nadell, Eddie Shelley Wayne is in her third Lloyd, Harry White, The Dario month at the Red Barn, Miami, Sisters, Ti-Zeph, Bob Roberts, where Charzan, fire dancer, is Margaret Watkins, Ruth Swank also held over. . . . Mike Green, and Maude Marly. . . . Loreli (formerly Icel) is new at the New Cleveland, and Dawn Arden, strip Follies, Los Angeles, where principal in the Roxy's stock, Frenchie LaVonne opened February 20. . . . Patty Palmer, acro Tommy Lane, former singer dancer, started a boat cruise engagement to Havana February 27 thru Oscar Lloyd, whose other recent bookings include Al Perry. comedy - emsee, Valley Stream Park Inn, L. I., May 5 for four weeks; the six Kay Gorham dancgeles last week when the cast of ers, Sunrise Village, Bellaire, L. I., March 1 for two weeks; Bill Mahoney, emsee, same spot, April 14, four weeks, and the DeSandros, European dance team, same spot, March 1, four weeks. . . . Suey Welch, co-owner of the New Zorita and Honey Lee Walker Follies, who, at one time, was continue at the Gaiety, Miami.... agent for Miss Marlo. Present at Yvonne and Pete DeCenzie are the affair held in Welch's own having trouble with their recently purchased home in Oakland, Calif., found to be eaten away by termites. . . . Eunice Jason is overjoyed at the return, after a day's absence, of her tiny Chihuahua, George, to her Brooklyn home.

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Reg. \$2.50only "Try one on my say so. Send \$1.50 and name your color."-Hal Sorry, no C.O.D.'s

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City..... State..... Zone.... State.....

NEWS NUGGETS

Nebraska Okays Bonds To Finance New Arena

Coliseum at the State Fair Saturday (21). The "Moondog" buildings, will play its first outgray on ds. Structure is to seat from 8,000 to 10,000. Plans call for construction to start this fall Freed of Content Dark Memorial Stadium here, March day on Ice Inc. to tour Furning Sonja Henie has signed a two-buildings, will play its first outgray of the year exclusive contract with Mortal Stadium here, March day on Ice Inc. to tour Furning Sonja Henie has signed a two-buildings, will play its first outgray of the year exclusive contract with Mortal Stadium here, March day on Ice Inc. to tour Furning Sonja Henie has signed a two-buildings, will play its first outgray of the year exclusive contract with Mortal Stadium here, March day on Ice Inc. to tour Furning Sonja Henie has signed a two-buildings, will play its first outgray of the year exclusive contract with Mortal Stadium here, March day on Ice Inc. to tour Furning Sonja Henie has signed a two-buildings, will play its first outgray of Chalfen's third overseas unit. For the year exclusive contract with Mortal Stadium here, March day on Ice Inc. to tour Furning Sonja Henie has signed a two-buildings, will play its first outgray of Chalfen's third overseas unit. For the year exclusive contract with Mortal Stadium here, March day on Ice Inc. to tour Furning Stadium here.

SHARKEY SEAL ACT SET FOR MINNEAPOLIS EXPO . . .

MINNEAPOLIS - Sharkey the HOLIDAY ON ICE IS Seal will head the talent line-up at the Northwest Sports, Travel and Boat Show in Minneapolis Auditorium, April 3-12, it was announced this week by Nick Kahler, general manager. Max Kurnow, assistant manager, said emphasis is being placed on the boat section of the expo.

ST. LOUIS SCHEDULES MARCH SPORTS SHOW . . .

ST. LOUIS - Home Show of St. Louis closes at Kiel Auditorium March 1, and it is to be followed by the St. Louis Sports, Travel and Boat Show, March 7-15. Fred Waring show is booked for March 18, and Ballet Theater is set for March 21-22.

KANSAS CITY AGENT BOOKING EXPO TALENT . .

KANSAS CITY — Talent for food shows at St. Joseph, Mo., April 6-11, and Springfield, Mo., March 16-21, and an auto show at Casper, Wyo., March 25-31, will be booked by Tom Drake, of Kansas City.

MOONGLOWS-BASIE UNIT PLAYS OHIO BUILDINGS . . .

AKRON-Count Basie and His Orchestra plus Danny Overbea noon to 11 p.m., February 28and the Moonglows drew 2,468 March 8.

LINCOLN, Neb., Feb. 28. — at the Akron Armory Friday State Legislature has authorized (20). Same package followed issuance of \$400,000 in bonds to with a 2,244 draw at Stanbaugh for construction to start this fall. Freed of Canton. Package is planning a tour of several Mid-Western and Ontario arenas and auditoriums.

FORUM SMASH . . .

COPENHAGEN, Denmark, Feb. 28 .- "Holiday on Ice" is packing them in at the Forum, and mailorder reservations from out of town are providing a major headache as most of them call for week-end ducats, which have been sold out well in advance. Out-of-town newspaper space is being used to announce sell-outs and advise people to make reservations thru ticket agencies in their vicinity.

Local papers have gone all out in lauding the show as the biggest and most elaborate show ever seen here. Despite an extra matinee Sunday (22), all week-end performances, including Monday (23), were sold out three days in advance, and demand for ducats continues heavy.

NATIONAL AUTORAMA OPENS AT HARTFORD . . .

HARTFORD, Conn.-Some 130 special cars will be displayed at the nine-day National Autorama, opening February 28 at the Hartford State Armory. Motion pictures of past races will be featured in the Autorama Theater. The exposition will be open from

'Opry' Benefit Gross Tops 16G at Louisville Armory

LOUISVILLE, Feb. 28. — A Wee King, Jimmie Osborne, Carl line-up said to be the largest Shook, Jimmie Logsdon and Bob array of hillbilly talent ever assembled on a single stage gave two shows at the Armory here as the "Grand Ole Opry" produced a hillbilly benefit for Bill Monroe, country artist hospitalized in Nashville for injuries received in an auto accident recently.

Herman J. Penn, manager of the Armory, said the event packed the building for both shows and grossed \$16,514.75. This figure topped the record set for the building by Ernest Tubb with three performances in 1946.

Those appearing in this show included Tubb, Red Foley, Roy Acuff, the Duke of Paducah, Minnie Pearl, Carl Smith, Hank Snow, Moon Mullican and Grandpa Jones, as well as others. Pee

Gov't Holds Up

Continued from page 1

will "not go in for hillbilly and jazz band orchestras."

some of them costing in the neighthe commercialization of the out-door theater tooth-and-nail. Thru Guys and Dolls: (Memorial Aud.) Louistheir 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 Paris '90, With Cornella Otis Skinner who want to put on commercial productions locally "can go to Constitution Hall, the National The-

Guard Armory or the Sylvan The-The government, which intends to urge producers to aim for an 11 p.m. curtain, and has paved the parking area to eliminate dust, hopes this will minimize objec-

ater, Uline Arena, the National

PROMOTERS

Get on our Mailing List.

Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.

—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible with the proposition of the past. Specify whether or not you were financially responsible or secured responsible with the proposition of the past. Specify whether or not you were financially responsible or secured respon ble underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, III.

Reid shared emsee chores.

Show was produced by James Denny, while local publicity and promotion was handled by Francis A. McDonogh Jr. Radio and newspaper coverage extended thru Kentucky and Southern

Dramatic & Musical Routes

Affairs of State: (Orpheum) Kansas City, Mo., 4-7. Ballet Theater; San Prancisco 3-8; Oakland, Calif. (mat) 8; San Jose 9; Berkeley 10; Richmond 11; Sacramento 12;

Sait Lake City 14; Colorado Springs, Colo., 16; Wichita, Kan., 17. Bell, Book and Candle: (Nixon) Pittsburgh. Call Me Madam: (Shubert) Chicago, Camino Real: (Forrest) Philadelphia. Constant Wife, With Katharine Cornell:

(Biltmore) Los Angeles. Country Girl: (Erlanger) Buffalo 3-5; (Aud.) Rochester 6-7. Dial "M" for Murder: (Harris) Chicago. Fasten Your Belts: (Shubert) Boston.

But owners of near-by homes, Farfel Follies: (Selwyn) Syracuse. Pourposter: (Her Majesty's) Montreal. Gigi: (Wilbur) Philadelphia.

> I Am a Camera: (Shubert) Washington. I Found April: (Plymouth) Philadelphia. Maid of the Ozarks: (Shubert) New Haven

> Mrs. McThing, With Helen Hayes: (Na-tional) Washington, My Three Angels: (Walnut Street) Phila-

Oklahoma: (Civic) New Orleans. (Blackstone) Chicago. Point of No Return: (American) St. Louis, Shrike, The: (Erlanger) Chicago. South Pacific: (Mosque) Richmond, Va.

Stalag 17; (Colonial) Boston. Top Banana: (Paramount) Toledo 3-4; (Murat) Indianapolis 5-7. White Cargo: (Royal Alexandra) Toronto

(Grand) London, Ont., 5; Buffalo

Skating Shows

Ice Cycles of 1953; Rochester, Minn., 3; Sault Ste. Marie, Ont., 5-7; Sudbury 11-14; St. John's, N. B., 17-21, Ice Follies: Providence, R. I., 3-8; Buf-falo 10-17.

On Outdoor Trek

MOBILE, Ala., Feb. 28. — "Holiday on Ice", now touring 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 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's annual Azalea Trail Festival.

Producer George Tyson announced recently that both "Holiwould play summer routes which will include dates at fairs.

Plan to Lease N. Y. Palace

NEW YORK, Feb. 28.—The federal government has dropped its plan to lease Grand Central Palace, this city's major exposition headof Internal Revenue.

and Sportsmen's shows, which have long utilized the building.

The planned Coliseum at Columbus Circle, which is expected to be ready for occupancy by 1955, will contain modern exposition quarters. In view of this forthcoming competition, it is not known if the Palace management will set its sights on turning the entire structure into an office building.

Several shows scheduled for the exposition floors.

Palace were switched to Kingsbridge Armory in the Bronx when it was first announced that the government was taking over the

Mobile Festival Henie, Chalfen Sign Starts 'Holiday' For European Tour

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

persons.

The show will move then to Empress Hall, London, for a run starting June 19, and on August 1, it is scheduled to open at Dortdates are to be arranged.

until January 1, 1955. This will opposition to established dates of day" and "Vogues" had been equipped to play outdoor as well as indoor dates and that they At present, it was understood, Canada and the present trek, no appearance of her show has which started in Texas.

MINNEAPOLIS, Feb. 28. - | been set in her native Norway. Memorial Stadium here, March 10-14. The engagement will follow those in Miami and Tampa. Now playing the Cow Palace, many parts of the world, includ-San Francisco, the skater will ing Europe, South America and open her European route at the Asia. Contacts set up with Palais des Sport, Paris, May 19 these shows will pave the way with a full company of about 200 for booking foreign buildings with the Henie opera.

The new set-up comes on the heels of a stormy two years for the Henic show. After ending her 1, it is scheduled to open at Dort-mund, Germany. Additional Miss Henie started her own show, Her contract with Chalfen runs year. This season it played in be the first time Miss Henie has other icers in each stand until it

Hope Tops Name Bill At Oakland Expo

OAKLAND, Calif., Feb. 28.— | ule has Hope booked for Sunday, Bob Hope, Kay Starr, Tony Mar- | March 15, only. Kay Starr will quarters, as offices for the Bureau during the auto show March 13-22. It will be the city's first such Bovero's orchestra.

reau and promoters of major in- Building, said the expo will come March 20-22. Automobiles will door events, such as the Motorboat as part of a highly successful season for the buildings. A sevenstarted the year. Just completed and motors will be staged in the was a six-day run of the fourth | Exposition Building, March 17-19. by the big California International Home Show, March 7-15.

The building has reserved five weeks for preparation in advance of the California Spring Garden Show, April 30-May 8. June 12-21 will see the Grandfather's Auto Show in the Exposition Building.

The upcoming auto show sched-

tin and Frances Langford head be in for Friday and Saturday up the talent booked for appear- (13-14) with a company that inances at the Oakland Auditorium cludes Joy Lane, the Donzas, during the auto show March 13- Keaton and Armfield, and Phil

The decision, which became known this week, was greeted with relief by the city's Convention Bu- of the Auditorium and Exposition

France Langford will hold top spot on the bill March 16-19, and Tony Martin takes over for be exhibited in the Auditorium. Following the close of the home week midget auto race session show, an exposition of trucks annual National Roadster Show. Chairman of the show is Morris A chinchilla association show is J. Landy, of the auto dealers asin this week and will be followed sociation. The Oakland Tribune is co-operating in promotion of

Henie Revue Inked For Date in Paris

PARIS, Feb. 28.-Announcement was made that Sonja Henie and her ice revue 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, beginning June 9, and Dortmund, Germany, August 1.

manager. Malcolm (Bud) Laing has succeeded Stone as business manager of the TV sales department, and George Smith was upped to Laing's former post of manager of TV station clearances.

... David H. Hedley was appointed manager of sales p esentations in the NBC advertising and promotion department. . . .

William Jayme has been appointed copy chief of the sales premotion and advertising department of the CBS radio network. . . . Harry Feeney, CBS network trade flack is on jury duty all during this week.

Appointment of Lila Lambert to head promotion and publicity at WKRC, Cincinnati, was announced by the station last week following the resignation of William Haines. Formerly with the WKRC's promotion department for three years, Miss Lambert returned to the station in November after a year with the promotion department of Frederic Ziv Company.

AVAILABLE APRIL THRU NOVEMBER-1953 Outdoor Amphitheatro

3000 seats-44'x28' Main Stage. For details write CHAMBER OF COMMERCE Lake Wales, Florida

Over 67,000 ACTIVE BUYERS read

NEWS CAPSULES

Delmar Back to AM; Jergens to TV Web

Continued from page 8

vote effort conducted by a national joined WPEN, Philadelphia, as organization."

Almost 1,300 stations reporting to NARTB at the conclusion of the campaign reported use of 402,314 announcements and 22,526 programs. The 261 communities represented in the report show an increased vote of 25,698,000 in 1952 increases noted in individual communities ranged from 40 per cent to 176 per cent. Total across-thenation average increase in registration was approximately 15 per

ENGEL, BERG BID FOR GUAM RADIO OUTLET . . .

HOLLYWOOD. - Island of Guam may get its first commercial radio station, according to an application filed with Federal Communications Commission this week by Harry Engel and Phil Berg. Engel is owner-manager of Ventura's (Calif.) KVEN. According to Engel, Guam, territorial possession of the U.S., and the other islands in the Marianas group, boast a populace of more than 100.000, while Guam itself is said to be thriving with thousands of Americans, both civilian and military.

RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Tex., 6; Grange 7; Galveston 8; Victoria staffer and prior to that TV col-9; San Marcos 10; Temple 11; San umnist for Radio Daily, has services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department as business | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffer and prior to that TV col-services department | Staffe

www.americanradiohistory.com

local sales manager.... George Gould has returned to CBS-TV as a staff director after a tv-o-year absence from the web. He will handle the "Rod Brown-Rocket Ranger" series for the network. Gould directed "Tom Corbett Space Cadet" while away, and, as against 20,029,000 in 1948. Vote during that time, helped develop the Gismo, a matting amplifier device. . . . Herbert J. Teison, fermerly with Schwerin Research, was appointed to Du Mont's research department... Lewis R. Tower, ex-Mutual staffer, was named a union relations coordinator for NBC, effective March 16.... Fritz Snyder, CBS-TV, has resigned as first veepee of the Radio and TV Executives Society.... Marion Harper Jr., McCann - Erickson, Inc., prexy, was elected veepee to the board of directors of the Advertising Research Foundation. . . . Peter Nicholas was upped to associate director of research at Benton & Bowles, Inc. . . . WNBT, New York, Producer Barbara Walters is vacationing in Miami. . . . Raymond E. Jones, formerly with CBS-TV network sales service, has joined Gulf Television Company (KGUL - TV) Galveston, Tex., as assistant to the president. ... A personnel shift at American Erwin Rosner, ex - Du Mont Broadcast Company this week Communications to 2160 Patterson St., Cincinnati 22, O.

然为这种理论会。 斯达 網頭 机系统系统

NEW WRINKLE

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

ST. PAUL, Feb. 28.—Coliseum sion as sponsor. Thus, in addition Roller Rink here is co-operating to proceeds from pop and popcorn with the St. Paul Parks and Play- sales, Mrs. Junterman will take grounds Department in a program in \$800 in sponsor fees for the 16 which can't do anything but build nights. In return she furnishes the patrons for the rink.

session from 6:30 to 8:30 p.m. every Thursday, with the youngsters admitted free. Not only that, they get use of shoe skates and checkof soft drinks and popcorn is halved for them.

The project, in operation eight 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 kids give her no trouble at all.

Harold Mordh, chairman of the teen-age committee of the Parks and Playgrounds Department, who fathered the idea to give youngsters "somewhere to go, something to do," has lined up four business firms to pay \$50 per ses-

WE BUY and SELL



NEW and USED RINK

largest exclusive skate distributor in the country ROLLER SKATES

lowest prices By buying and selling— repairing and renovat-ing—we pay the highest —sell for less. Write for quotations. One Day Service.

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WE BUY AND SELL all kinds of secondhand Roller Skates

MADAME RENEE'S BONNY SKATING TIGHTS, \$11.00 doz. SPECIAL

LADIES' CLOSED-TOE SHOES WITH WOOD WHEELS, \$10.50 a pair While they last! All merchandise guaranteed. Write

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Complete Portable Skating Rink Size 40x100, hardwood floor, approx. 150 pair rink skates, skate benches, Webster record player and all sound equipment, etc. Tent is like new, Write or see.

IRWIN CASSABY Shelbyville, Indiana

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in clearliness and traction.

PERRY B. CILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself

place; the work of her 25 employ-The project is a tan-age skating ees, including organist; light, heat and clean-up.

a few of these youngsters who show, "Winter Carnival of 1953," come in on teen-age night are was an outstanding success, acroom without charge, and the price showing up on our regular nights. too," she said. "It's bound to build A. Tenace. The benefit show, customers for our place in the years ahead."

In addition to Coliseum personnel on teen-age nights, three city playground directors and several members of the probation office 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 distribution to youngsters. The 14 private agencies in St. Paul get a like number, while the probation office gets 60 for its neediest kids and the suburban communities of West St. Paul and South St. Paul 100 each. The Coliseum keeps 40 tickets for youngsters who show up without ducats and want in.

During intermission periods the better skaters put on fancy skating exhibitions. Men on the floor help youngsters who are on skates for the first time.

Sponsors thus far have been Pepsi-Cola, Gold Medal Beverage and Minnesota Mining & Manufacturing Company, with Sta-Vis Oil Company signed for the final three-week session. Several others are considering taking it on. A season longer than 16 weeks is planned for next year.

Lexington Holding Queen Competition

PITTSBURGH, Feb. 28 .- A contest 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 champion- Roller Rink here, operated by

for the queen contest. Each Tuesto compete in grand finals of the queen competition March 21. Winners of the finals will represent Lexington at the Pennsylvania championships-queen contest at York in April.

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

San Antonio Holds RSROA Test Center

SAN ANTONIO, Feb. 28.-A State-wide roller skating test center was held here recently at the Midtown Roller Drome.

The event brought 400 skaters to take tests in speed, dance, figure and free-style skating. During the tests, a dance contest was held to decide the best dance teams in the State.

C. H. Treadwell, owner-operator of Midtown, was host. The event was sponsored by the Roller Skating Rink Operators of America.

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There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO. 4427 W. Lake St. Chicago, III.

Highway Arena **Polio Benefit** Realizes \$450

PETERSBURG, Va., Feb. 28.-With the co-operation of the local press, radio and TV, Highway "But already I've noticed that Arena's first annual polio fund cording to Arena Operator Louis staged February 4, drew capacity attendance and realized \$450 for the charity.

"Skate-So Others May Walk" was the theme of the show, presented by local talent with a big assist from skaters of Mercury for the occasion. Skaters prepared their own costumes for the show, which carried a \$1 admission 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, Mercury pro, who directed the cast in many rehearsals in preparation for the showing.

In the cast were D'Este Poole, Pat Vaiden, Butch Redford, Lois Ann Smith, Robert Granger, Pa-Bobby Chandler, Milton Berkley, Gilliland, Dale Adams, Virginia Martin, Marcia Jones, Pat Parrish, Joan Barrett, Claude Whitehurst, Anne Hundley, Betty Carrel, Jackie Hatch, Buddy Holland, Kenenth Cole and Cary Creasy.

Mercury Polio **Revue Draws**

NORFOLK, Feb. 28.-Mercury Hank Mason and Dick Scott, Each night during dance elimi-nations, February 5-March 21, one of Dimes benefit show February to Oklahoma City, the Slouts or two skaters are being selected 1 and 2, the production playing caught Tilton's Comedians in one to s.r.o. crowds both nights, ac- of their circle stock presentations. day two girls are being chosen cording to Sam Simmons, of the They also visited Greg Rouleau \$87,219 was announced last week local musicians' association.

The show opened with Linda Wagner, age 7, a polio victim, skating around the rink in braces and the entire company following with a banner reading, "We Skate That Others May Walk."

The show was staged with a circus theme, involving a background 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, chairman of the "Dimes" fund, for their assistance in the drive.

Featured skaters included Claude Whitehurst, Joan Barrett, Buddy Point, Allen Turner, Ruby Goldman, Anne Perry, Ed Burns, Oley Jacobson, Vickey Coulter, Suzie Vislocky, Richard Biggs, Wyman Bailey, Fred Boelio, Fred Rambow, Judy Hubbard, Marcis Jones, Nellie and Clarence Doughty, Pat Garbett, Betty Edwards, Duane Lee and Pat

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S. SCHAFFER

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Roadshow Rep

tion pictures and on the stage. . . . presenting their audience participopular in small Eastern towns." Nuts," at the Eagles Club, Ke-Skating Rink, Norfolk, imported nosha, Wis., to packed houses each during the shows. Dot is mourndue to William Edwards, Arena ing the death of her father, who they were never fully advertised

> Oklahoma City handling the pro-Jimmie Reynolds, last year with these days." Brunk's Comedians, has been signed for the 1953 tour. Dixie and Goober's vaude act has been contracted. Bill Slout, currently in New York, will return to handle the leads and help with the management of the show. Norman Sparks, of last year's crew, and family at Fort Madison, Ia., where Rouleau is manager and Rosenfield is president of Favorite part owner of Station KXGI. He's Theaters, which owns the Post, a former leading man with the

> DDIE LANE and his wife, Lois, former rep and vaude performers, have located permanently in Oklahoma City where Eddie | constructed on a 15-acre site beis a salesman for Station KMOA. tween Vidor and Beaumont, Tex. Ossie Johnson, also a former rep performer, is an announcer on the same station. . . "The recent section with a 350-seat capacity. items about Billy Lincoln's Tom R. C. Sweeny, Fort Worth, has Show struck right in my yard,"

'Revels' Wins Publicity For Merryland Skatery

GLASGOW, Del., Feb. 28.-Merryland Roller Rink's recent "Roller Revels of 1953" gave the rink a lot of publicity and drew more than 1,500 people.

The "Dutch Treat" number by Merryland's juniors featured Kitty Kuchenbacker, who also was prominent in "Right Dress," featuring the Precisionettes. Clara Robinson was ballerina in the "Ballet of Color" number. Another feature presented majorettes in "Red, White and Blue." Because of the "Revels," success, plans are under way to repeat the performance.

Hold Hartford Party

HARTFORD, Conn., Feb. 28 .-Irving Richland, of Hartford Skating Palace, ran his annual Valentine skating party Friday (13), with games and contests on the schedule. Richland distributed 50 boxes of chocolates to winning participants. Organist Jimmy Morgan provided the music.

EONARD P. DAVIS, who died pens M. G. McLean from Ottawa, at his home in Fort Smith, Ont. "I knew Lincoln and Ark., recently following a heart George (Punch) Irving, who made attack, was widely known and his home in Haverhill, Mass. He highly respected among rep and was widely known as a good feltent-showfolk. He was 61. His low and good showman. Joe show business career spanned Hall, of Lowell, Mass., had a Tom over 30 years when he retired in Show, which for its size was as 1941. He owned the Davis & good as any I can remember. One Brunk Comedians which played of the performers on Hall's show circuits in Northeast Arkansas was R. L. Milligan, who spent his and Southwest Missouri. His later days in Harriston, Ont. In company was known as the train- his time he played most of the ing ground for many performers Tom characters as he was with who later attained success in mo- Stetson's Tom Show and with Tom Finn. He also took out Tom Doug and Dot Fleming, tab, rep shows of his own. He also had and burlesque performers, are an Uncle Joshua Show that was

G. FREELEY, of the Free-

G- ley Family Show, advises Friday night. They report that that the unit has been laying off the club plans to hold them over in Billings, Mont., because of infor four Friday nights in March. clement weather and a flu epi-The Flemings have a tie-in with demic. "I was pleased to read Kenosha merchants for prizes and the news of the colored tent show merchandise which is given away since I once owned one," Freeley writes. "I always thought that passed away in Kenosha recently. in the cities they played and they never spent much for special VERNE SLOUT and his wife, shows or music. Whatever someowner-operators of the Slout one with the show had for Players Show, are currently in sketches and other entertainment was used no matter how ancient Norment, Hartwell Norment, Jo motion and management of the it was. I hope they get into a Oklahoma Antique Show and better show groove. Dramatic tricia Garbett, Nancy Douglas, House Beautiful Exposition. From tent shows are passe. The early Oklahoma City, the Slouts go to ones that came out of vaude and Margaret Boss, Al Turner, Rudy Dearborn and Lansing, Mich., for 10-20-30 days are out of the busi-Goldmann, Joyce Gunn, Lorraine either antique or hobby shows or ness and radio and television is both. Following the wind-up of too much for them. Small units their winter shows, they will go which can do something and are to Waterloo, Ill., where they have not afraid to travel will do busitheir tent show stored. Their sea- ness. All the stroller-type shows son is scheduled to get under way that I have met are prosperous. May 1. Klink and Francis Lem- This type of show has taken over mon will return to the show, the old-time med show. Gas and marking their eighth season with salaries are too much for anythe org. Klink has charge of the thing over a three or four-person music and handles banners on the show in the smaller spots. Livside. Frances has the concessions. ing on the road is very expensive

Drivin' Round The Drive-Ins

SALE of the East Sprague Drive-In Theater to Favorite Theaters Co., Inc., Salt Lake City, for by Joseph Rosenfield, owner. Granada and Liberty theaters in Spokane. The outdoor theater opens its third season March 4.

. . . H. H. Houseman has announced plans for the construction of a 450-car drive-in to be Work will start March 1. The drive-in will have an enclosed

sold his Pelican Drive-In Theater at Jennings. La., to Joseph Marcantel.

WANTED IMMEDIATELY Enlarging Bill Bailey's All Star All White Minstrels.

Singing or Dancing End Men, must be fast, also able to work in afterpiece. the only men doing black are the end men. Notice: We do not parade. Can place Male Singers (Bass, Baritone, Tenor, Top Tenor), Cirl Dancers for chorus line work, Musicians (all instru-ments), strong Novelty Musical Acts, Novelty Acts of all kinds. Address all correspondence with photos to

Happy Kellems, Producer c/o Bill Bailey's Minstrels as per route. P.S.: Possum Gill, contact Happy.

AT LOW COST New and guaranteed rebuilt equipment from

\$1595 Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8" 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY TORP. Dept. L. 607 W. 52 St., New York 19.

WANTED

Colored Medicine Performers all lines, Medicine Shows under canvas, CHARLIE HUDSON

HUDSON MEDICINE CO.

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SUGAR FOOT GREEN MINSTRELS AND THE FAMOUS GEORGIA MINSTRELS

Want one Boss Canvasman, must be sober and reliable; 2 Electricians; 16 young, flashy Chorus Giris; 4 Exotic Dancers, 2 Blues Singers, 8 Comedians, 2 Straight Men, 2 Drummers, 6 Tenor Sax, 4 Alto Sax, 4 Trumpets, 4 Trombones and 2 Pianists, 1 Stage Manager and 1 Stage Captain. All Musicians must read music. All employed must double if necessary. Long season, good pay. All must send photos and state what you can do. We are the only organization with two Minstrel Shows on the road today. We also have the latest and best equipment on the road. If interested in joining the South's largest Minstrel Shows, answer at once. Wine heads, agitators and trouble makers need not apply. makers need not apply.

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Presents Sensational New Models
at the
National Mobile Homes Show

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March 7 and 8

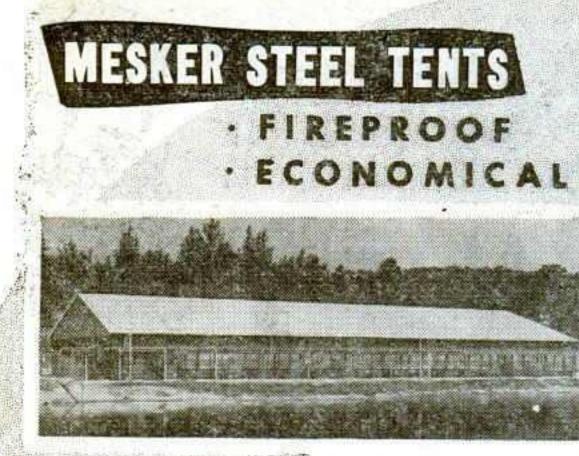
Sponsored by the Trailer Coach Manufacturers Association, this showing of beautiful new mobile homes is the largest ever held. Approximately 200 1953 models, made by the leading manufacturers, will be displayed. All types... all sizes — in all price brackets...will be there, for your inspection.

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

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

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

Rollohome Corporation
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EASY TO ERECT

Suitable for SKATING RINKS, FAIR ASSOCIATION BUILD-

INGS, USED CAR LOTS, PAVILIONS, AMUSEMENT BUILDING, CARNIVAL AND MIDWAY, Etc.

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

Available in widths of 40-50-60 feet only; any lengths in multiples of 10 feet. Now that NPA restrictions have been removed, we expect to begin making deliveries beginning in May.

GEO. L. MESKER STEEL CORP.

Fabricators — Evansville, Indiana — Engineers

FLOSS MACHINES—BEST ON THE MARKET



Watch Concession's Weekly Ad WE'LL PROVE IT! Reason SIX of a DOZEN!

Only 9,000 R.P.M. High-Speed Motors are used on the Concession 120 Floss Machine. The motor is guaranteed for 6 months and has prelubricated sealed bearings that require no lubrication during ordinary life. Combination of the motor and Concession's specially designed heat and motor control rheostats allows us to guarantee that the Model 120 will outproduce any other standard machine on the market

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Low-Cost Floor or Coun-ter Model Has Big 12-

CORPORATION

Tests by independent 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

nearest Authorized CRETORS Service Dealer

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Popcorn Building, Nashville, Tenn.

CRETORS Popcorn Machines Have Been Built in Chicago, III. by Skilled Craftsmen Since 1885

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Mfrs. of Show Equipment of All Kinds. Performers' Rigging, Props, Supplies, Wire Rope Splicing, Traps, Rings, Swivels, Seamless Covered Spanish Webs, etc. Concession Equipment built and repaired. Cotton Candy Machines, new. All makes rebuilt. Phone calls nights, Sat. and Sun.: Ringling 2-8511

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THE SHOWMEN'S MOST RELIABLE DEALER Specializing in Low Cost Transportation. Ask Us About Our Special Showmen's Finance Plan.

Wire, Phone, Write GEORGE BRICKELL Weber Chevrolet Co.

4035 Lindell Blvd. St. Louis, Mo. (Phone: Newstead 2500) Wherever this Emblem is displayed



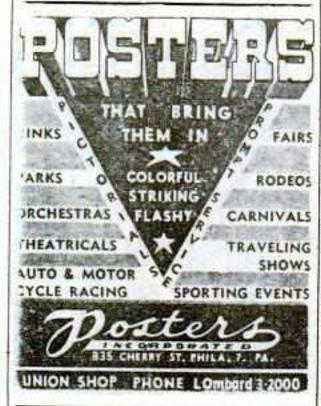
you will find QUALITY EQUIPMENT

Patronize members of AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION

Talent Topics

Sharkey the Seal is busy making outdoor shows these days. Act is currently at the Chicago outdoor expo at the International Amphitheater and will also play the Minneapolis event for Nick Kahler.

Al Marriott of Los Aeros, pens from Port Richey, Fla., that he recently broke into his fishing long enough to visit the Largo, Fla., fair where, among others, he chatted with Jerry Martin, high performer, Allen and Lee. hand balancing act, and Great Curran, high act. Along on the trip to the fair were Helen Golden, owner of the Port Richey trailer park, and Al Cook. Mary (Continued on page 72)



ILLINOIS FIREWORKS WORLD'S LARGEST MANUFACTURERS AND EXHIBITORS "Known from Coast to Coast" Catalogue mailed upon request. O. Box 792, Danville, III. Ph. 1716

Manufacturing Company, Rock Island, Ill., was a Chicago visitor Monday (23).

Recent visitors at the Port Richey (Fla.) Trailer Park were Col. Lew Alters, Ruby Neal and Caroline Strickland, reports Al Cook. Billy Dick, Bob Meyers and Billy Barton have left to join the Prell show. Capt. Al Marriott, (Continued on page 72)

Under the Marquee

Claude Elder, Missoula, Mont., member of CFA, aided in obtaining revision of the State circus license law. The new law provides 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. . . . Clyde Beatty Tent of Circus Saints and Sinners, Miami, tossed a party (Continued on page 72)

SPECIAL DISCOUNT For the Month of March

Write Today BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE We also handle Snow Supplies, P. O. Box 7803, Fair Park, Dallas, Texas

Multiplex Faucet Co. Serving the Trade 48 Years

31¢ Profit on a 5¢ Sale! with a Multiplex

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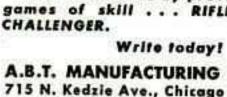
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Jimmy Crews is leaving the bill-posting field after 28 years to join the Surety Bonding Company, reports George J. Gallo, of the 20th lentury Shows. Crews, who ested for the Joey Chitwood will show in the past, will cover Tampa-St. Petersburg area in new connection. P. Eichelsdom

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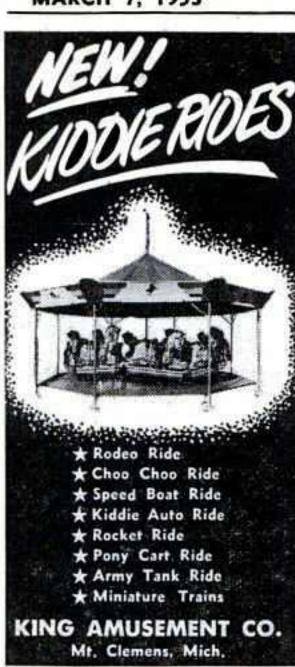
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Big Plans Mapped For Los Banos May **Day Celebration**

LOS BANOS, Calif., Feb. 28 .-Plans for the annual Los Banos May Day celebration, April 29-May 3, are well advanced, with the festival to be staged simul-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 dedicate the new \$100,000 all-purpose exhibition building built by the fair board in co-operation with the State Department of Fairs Expositions. Other events will include parades on May 2 and 3, a rodeo, chuck wagon dinner, dancing, a Fiesta Lane, livestock show and a Girl of the Golden West contest that will get under way at an early date.

Sam Spina, who has been parade director the past 10 years, heads the board of directors, with City Councilman Elge Mastrangelo as secretary and banker Joe Carlucci 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 secretary. Frank J. Arburua, cattleman, is president of the fair board, with Mayor John Erreca, vicepresident; Judge D. Oliver Germino, secretary, and Charles Bates, manager.

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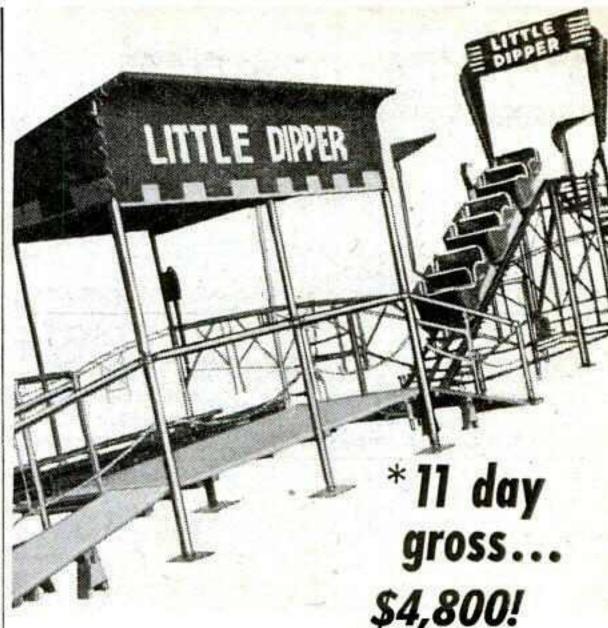
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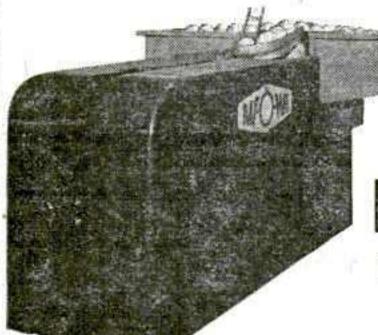
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- 1953 Fair Dates complete, authentic list of more than 2,000 1953 Fairs in the United
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and more than a dozen practical, timely special feature articles.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

All Fair: Houston. American Midway: (Fair) Mercedes, Tex.; (Fair) Cuero 17-21. Big State: Seguin, Tex. Borderland: Mathis, Tex. Brown & Wallace: Savannah 19-28.

Crafts Exposition: Blythe, Calif. Dumont: Augusta, Ga. Franklin, Don: San Angelo, Tex. Gentsch, J. A.: (Fair) Forest, Miss. Glades Amusement Co.: (Fair) Homestead,

Great Southern Expo: Zapata, Tex. Great Southern Expo: Zapata, Tex.
Joilytime: Waycross, Ga.: Blackshear 9-14.
Keystone Exposition: Saluda, S. C., 14-21.
Moore's Modern: Hebbronville, Tex., 7-14.
Page Bros.: Columbia, S. C.
Page, Mighty: Hinesville, Ga.
Prell's Broadway: Fort Lauderdale, Fla.
Raley Bros. Expo: Bluffton, S. C.
Rocky Mountain Empire: Odessa, Tex. 9-14.
Royal Crown: (Fair) West Palm Beach,
Fla. 6-14.

Royal Exposition: (Pair) Pahokee, Fla. -Southern Valley: (Fair) Delhi, La. Stephens, C. A.: (Pair) Gainesville, Fla.; (Fair) Daytona Beach 9-14. Tidwell, T. J.: Big Springs, Tex. Vivena Bros.: Augusta, Ga.

Circus Routes

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Circus Enterprises, Inc.: Howey in the Hills, Fla., 3; Belleview 4; Dunnellon 5; Cross City 6; Trenton 7; Gainesville 9. Davenport, Orrin: St. Paul 9-14.

Gran Circo Americano Loyal Repensky: Contramaestre, Provincia Santiago, Cuba, 3; Palma Soriano 4; Santiago De Cuba 5-12; San Luis 13; C. Almeida 14; Ermita 15; Guantanamo 16; Caimanera 17. Hamid-Morton: Kansas City, Mo., 3-8;

Wichita, Kan., 9-15. Polack Bros, Eastern: (Armory) Wilkes-Barre, Pa., 4-7; (Armory) Flushing, N. Y. 10-13; (Armory) Olean, N. Y. 16-17. Polack Bros. Western: Chicago 3-15; (Armory) Decatur, Ill., 18-21.

HOHENWALD, Tenn., Feb. 28.

Lewis County Fair, which normally operates four days during Labor Day week, has canceled its 1953 run. Plans, according to execut utives, are to resume operations next year.

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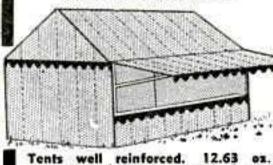


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Communications to 188 W. Randolph St., Chicago 1, III.

Mills Opens April 18; Polack Eastern Flying Harolds Sign

its 14th season here Saturday, shows, directed by Paul Nelson, April 18, appearing under police continue to draw top turnouts. auspice for the third straight which attended last year.

Greenville Chamber of Commerce and officials are planning Cleveland Saturday (22). Mr. and several send-off events tied in with the show.

The Flying Harolds, fourpeople flying return act headed by Harold Voise, has been added to the show's line-up. They also will do a comedy aerial bar act. It will be Voise's first season with Mills.

week visited quarters here to that he would be general agent ready the concession equipment. for a new truck show which is Charles Brady's crew has com- scheduled to go out of here about pleted work on a new chair truck April 1. He said 10 of the proand quarter poles. All but seven posed 15 trucks had been actrucks now have been thru the paint shop. George Churchill is Quarters' cookhouse is feeding about 40 persons.

Burma, show's queen elephant, paraded downtown Thursday (26)

WANTED Promotional Managers

With Crews, for Circus deal, 30 weeks' work, with good auspices. Lushies and lambsters need not apply. Contact:

C. C. Groscurth, Mgr. Box 621, Owensboro, Ky. (Phone: 3-5321)

Hagan-Wallace Circus

All personnel contracted for HAGAN-WALLACE CIRCUS, season of 1953, report to winter quarters not later than March 10 at De Land, Florida. Season opens March 13.

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Capable Circus Boss Electrician. Also one more Contracting Agent who can book sponsors solid. Can always put in action capable Phone Men and Phone Managers. Address all communications to

Frank J. Martin, Pres. Box 787, De Land, Fla.

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Ground and Aerial Acts (no tourist), Clowns, Colored Musicians, Calliope Player, Up-Town Bally, Billposters, Lithographers, Manager for "Pie" Car. Party to manage all Concessions. Concert People. Working Men in all departments. Cookhouse now open, come on. Long season, pay every day. Capable Circus People, contact,

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BOX D-3, The Billboard, Cincinnati, 22, O.

GREENVILLE, O., Feb. 28.— as part of a polio fund campaign.

Mills Bros.' Circus will launch At quarters, the free week-end

Jack and Jake Mills and their year. Show's annual opening-day wives are scheduled to be back press and fans banquet will be in Cleveland Tuesday (3) after in the high school gym following their trips to Florida and New the first 1953 matinee. Arrange- York. Prior to the junkets, they ments are being made for an entertained 150 local and State attendance more than the 800 Grotto representatives and personnel from the Grotto Circus at the Auditorium Hotel in Mrs. Felix Adler, George Hannaford, Jimmy Armstrong, Frank Saluto and Grotto Circus chairman George Hoffman were among circus reps. A number of high Grotto officers attended.

New Show Planned

AUGUSTA, Ga., Feb. 28. -Harry Mills and family this W. K. Walker said here this week quired and that other property has been prepared. Show-owned weeks, he said.

Lists Talent, 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, horse act; Janet's Dogs and Ponies; Ivanoffs, horizontal bars; Sheridan Brothers, wire; the Whirlwinds, skating; Theron Fam-ily, cycles; Meltita and Wicons, perch and aerial; Ladoffs, comedy acro, and clowns Gene Randow, and the Snell Brothers.

Staff includes Nate Lewis, equestrian director; Henry Kyes, band; Edythe and Whitey Boyd, organ and drums; Fred Proper and George Cutshall, concessions; Ruby Cutshall and R. Harrison, painting and lettering the units. stock is to arrive in a couple of novelties, and Bobby Harrison, blue top is being purchased and

King-Cristiani Opener Set; Equipment Added

MACON, Ga., Feb. 28.—King circus to play here under police menagerie. Macon police department for the more than 12 years. latter to sponsor the show's King; Paul Conaway, show's plane, and the advance is to be opening stand, April 4.

and with Co-Owner Floyd King and okayed the contract. Advance stated. back in action after a siege with sale will start at once, with adding parade units and more seats. More menage horses have been bought and all will make the parade.

A tent has been erected to provide more rehearsal space, and Co-Owner Lucio Cristiani is in charge of all practise sessions. He has been active here all

Rooks, Thorn Join

Harry Rooks has come on as chief horse trainer and is routining two troupes of Liberty 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 against the department sponsoring events. This will be the first

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PHONEMEN

Book UPC, Tickets, Banners. Phones in ready to go. CHAIRMAN, NOTRE DAME COUNCIL Knights of Columbus Circus Office, Park Plaza Hotel, Baltimore, Md. Vernon 0271.

P.S.: Sam McClure, come on.

3—PHONEMEN—3 Office opens Wednesday, March 4th, for SUSQUEHANNA F.O. POLICE HAGAN-WALLACE CIRCUS

Phonemen for Sunbury. Crew Managers for six other towns. Same police auspices. Apply EDDIE DE BOLD Phone: 1609 Sunbury, Pa.

Bros. & Cristiani Circus closed a auspices and the first event of contract this week with the any kind with police backing in

attorney; Gen. Ben T. Watkins of stepped up to post more paper, Meanwhile, with the opening the police department, city coun- including several new special little more than a month away climen and the mayor negotiated varieties, the general manager will help finance a trip to Wash-

1953 EDITION

By TOM PARKINSON

season unfolds a big package of

circus talent that includes several

acts new to the road. With

good balance between newcomers

and old hands, the show comes

off with a good score for beating

Pat Anthony's lion act, which

garnered national publication

when a cat escaped in Memphis,

and the Coronas, five-people high

wire turn, head up the roster of

Roland Tiebor's seals, Johnny

Welde's bears, the Poodles Han-

neford riders, Rudy Rudynoff's

horses and the Flying Hartzells are among the familiar head-

liners. Rasini's Rocket Car is re-

peated. Natal the Monkey Man

is with it, and Linon, pantomime

Dog Acts Open

Opening display has Rudy Docky's Basketball Dogs at one

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

Long season's work. Program, tickets

and banners.

PATTERSON BROS.' CIRCUS

PHONE MEN & DIRECTORS & NATIONAL

ACCOUNT ADVERTISING SALESMAN

Steady work for good men for the only

National Police Home Publication in the U.S.A. To raise money for the home. Send qualifications if interested and where you would like to work.

POLICE HOME NEWS

the bugaboo of sameness.

new acts.

wire act, is back.

Fairview Hotel

Hamid - Morton Circus this

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

New Acts Hired for Performance, Kid Show; Cages Go to Menagerie

Miller, general manager of Al motion picture work, but they said this week that all acts for show's April opening. the new season had been booked and that several changes were set for the 1953 campaign.

Major shuffles will be in the menagerie and Side Show departments. Miller said that animals which heretofore have been in the Side Show would be displayed in an enlarged menagerie tent. That canvas will be producing; Harold Conn, Al a 70 with seven 22-foot middle Ackerman, Jack Klippel, Toto pieces, two more than last year. Cage animals, eight camels, other lead stock and the horses and elephants will be in the menagerie, he said.

Side Show this time also will be comprised nearly entirely of standard Side Show acts. New the banner line also will be new. Top will be fitted with blue and white sidewalls. New cookhouse 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 retained for the big top and

Plane, More Paper

Promotion of the show again will include an advertising air-

Basic changes in the performthe flu, work in quarters is Elmer Yates heading up the ance are to be made, he said, moving at full speed. Most of King-Cristiani office at police with several new acts among the activity so far has been in headquarters. Auspices' proceeds those booked. Horse and pony routines have been changed and ington by youngsters in the school Freddie Logan has added new elephant tricks. Six elephants

arena in a comic novelty. Eleanas

has four of the big dogs, two

small ones and a champ in stand-

ard routines that are set apart

by the use of Great Danes. It

gets away from the high degree

of standardization that marks too

second spot. He uses a dozen

big lionesses in a vigorous act

that first has the animals in a

side platform formation. Two

cats 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-

Anthony's cage act is in the

many dog numbers.

Cat and Wire Acts

Mark H-M's Show

HUGO, Okla., Feb. 28.—Obert | are being sent to Hollywood for G. Kelly & Miller Bros.' Circus, are to be back in time for the

> Miller said that several new animals are being added to the show's line-up. As reported recently, three baby elephants are being imported thru Louis Goebel's farm. The six-horse hitch will be used again, and elephants will continue their noon-time trips to the business district of each town. Strong

> Wild West department is planned. Trucks and other equipment now are being painted in quarters here. Two new trucks will be included in K-M convoys this

MIDGETS WANTED IMMEDIATELY

FOR RINGLING BROS & BARNUM & BAILEY CIRCUS SIDE SHOW Write, wire or phone

DICK SLAYTON

Side Show Manager Sarasota, Fla. Phone: Ringling 6-6951

26 Years Old

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> GEO. L. CARLIN USN, Retired

Finance Building, Phila., Pa. Phone LO 4-4380

PYTHONS-KING COBRAS COBRAS

For delivery between March 15th and April 15th, Also Gibbon Apes, Hornbills, Fairy Blue Birds, India Hill Mynahs, Japanese Tumblers, Parrakeets, Canaries, White Doves,

BIRD WONDERLAND P. O. Box 90, Van Nuys, Calif.

TWO PHONEMEN

Station WLW sponsored Wrestling Championship-also Police and Fire deal to follow. Top commissions.

ED HAVERSTICK Dayton, Ohio Hemlock 7391 A. J. W. Collins, promotion

Wanted—Wanted—Wanted—Wanted CIRCUS ENTERPRISES, INC.

show to back you up with.

(Continued on page 63)

PROMOTERS AND PHONEMEN, must be CAN PLACE IMMEDIATELY UNION self-financing, sober and clean workers.
U.P.C. and Banners, long season and clean now Bandleader on this show.

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Address all communications to

LEONARD R. SIMONS, Jen. Mgr., Per Route or P. O. Box 869, Fort Myers, Florida P.S.: Can also place all-around Female Aerialist.

PHONEMEN—SEASON'S WORK

Nashville, Tenn., office open, Phone 6-3800 Chattanooga, Tenn., office open, Phone 6-1814 Knoxville, Tenn., office open March 8 Mostly Brown & Wallace Show deels.

Phone 6-3800, Nashville, Tenn. TERRELL AND TERRELL If we know you, phone collect. Tickets if needed.

PHONEMEN WANTED

LEE SOBLE'S WESTERN JAMBOREE

Long season—steady work—best California cities—strong Masonic and Police auspices

109 Syndicate Bldg., 337 Tenth St., Richmond, Calif. Telephone: BEacon 5-2220

Richmond, Va.

Mansfield, Ohio

CUSTOMERS GROW UP

Miami Kiddieland Looks To Junior-Class Rides

birthday party package sales at includes use of park benches and Fairyland Park are bringing tables, a clown who passes out youngsters back year after year free balloons, and a gift bank and creating demand for junior- for the birthday youngster. Kidclass rides, owner E. J. Reicher dieland handles a full stock of said here this week.

His organization has built a supplies for sale. Flying Saucer ride, he stated, which carries 42 children or 28

Kiddieland at Key West. It will \$2.50. be built this winter, he said.

12 Rides Used

At the Miami spot, Reicher has 12 rides on the compact, two-acre rides again were placed on the layout. The Miniature Train loops the area on a route which includes a 60-foot tunnel. Other rides are Merry-Go-Round, Junior Roller Coaster, Ferris Wheel, Water Boats, Jet Planes, Jeepsters, Fire Engine, Tug Boats, and Space rides.

To be added are a Toonerville Trolley, at least one more Space ride and a kiddie zoo with a new treatment, Reicher said. All are expected to be installed by next season.

Birthday Pioneer

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

New Parking Rules For Rockaways

parking rules, which will affect an estimated 2,000-3,000 cars on good days, will be enforced at the Rockaways in Queens this season. Vehicles which now have to hurdle

claimed that the parkers -con- in May and one in September. sittuted a threat to safety, morals and other aspects of community life. An estimated 12,000 persons are carried by the vehicles which are parked in the vacant lots on Saturdays, Sundays and holidays.

Import Bull for Kansas City Zoo

NEW YORK, Feb. 28 .- A threeyear-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 Ararat Shrine Temple in Kansas

The Shriners reportedly paid \$4,000 for the animal to the Trefflich Bird & Animal Company which imported it from Bangkok, Thailand.

A. C. Centennial Officers Re-Elected

officers of the Atlantic City Cen- would be leased to private opertennial and Diamond Jubilee of ators, at Lake Inks State Park, Light were re-elected recently. Eisenhower State Park and They are Joseph Altman, hon-orary president; Ezra C. Bell, president: J. Howard Buzby, Charles Kline, Albert A. Marks Jr. and Arthur R. Yon, vice-presidents; James J. Tynan, secretary, and William Schoppy, treasurer.

Plans for the 1954 event were reported virtually completed.

Illinois Spot Adds Four Kiddie Rides

LOMBARD, Ill., Feb. 28 .- Earl J. Weimer, owner-operator of Kiddie Dude Ranch here, will double his ride line-up this season by the addition of four more kid rides. They have been leased from Tommy Sacco, Chicago booker and ride operator.

Additions include a Hobby Horse, Jeeps, Tractors and Elephants. Weimer already has a Miniature Train, Airplanes, a Ferris Wheel and ponies.

MIAMI, Feb. 28.-Repeats on ages 60 events per month. Deal birthday party novelties and

Reicher said that the park makes no demand on what party adults at a speed which holds buyers are to spend and permits interest of kids who have them to choose which supplies partially outgrown standard kid- they will buy and which they die rides. A 130-ride deal, Success of Fairyland has which otherwise would sell for prompted Reicher to draw up \$10, goes for \$7.50. A family plans for a similar but smaller book of 40 rides is priced at

> Spot is five years old, and business has been good. For a 28-day period prior to Christmas, roof of a major department store, and Reicher reported 130,000 tickets were handled.

TWO FIESTAS

Houston Spot Aims Pitch At Latin Trade

HOUSTON, Feb. 28.-Preparaoperation early in the spring are dwarfs from fairy tale classics: being formulated by Stafford Oaks Fiestas here. The spot, NEW YORK, Feb. 28. - New catering to Latin-American trade, is open on week-ends during winter months.

It was started in 1949 by Leon Broughton, former carnival operator. Two festivals observed a curb to park on vacant lots will by Latins are biggest events in the spot's annual schedule. These Proponents of the new ordinance run for six days each, with one

> The park is located seven miles south of Houston and is served by two regular bus lines, plus 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. Permanent booths to house concessions sponsored by churches and organizations are being built for the coming season.

Broughton's layout has 1,800 feet of highway frontage, with the midway on high ground parallel to the road.

Texans Debate Building State-Owned Resorts

AUSTIN, Tex., Feb. 28.—State legislators here have been debating a proposal for State construction of three \$1,000,000 resort hotels on State Park land. A bill has been introduced to limit the State's activities in the hotel field. The State Park board has ATLANTIC CITY, Feb. 28.-All planned resort hotels, which

Rocks' Spot Ups Week-End **Hours Sked**

NEW YORK, Feb. 28.-Rockaways' Playland will expand its week-end schedule to include full operation of all rides and attractions, A. Joseph Geist, president, announced this week. Beginning Saturday (7), all major and kiddie units, including the Roller Coaster, will be open full-time on week-ends. -

As a result of reported record business well in advance of the warmer weather, the funspot will open at 1 p.m. on Saturdays and at 10:30 a.m. on Sundays. The kiddie section will open at 10:30 a.m. on both days.

Geist said that additiona! features planned for the kiddie section will include the story of Hiawatha, rendered by Herman Huesby, art director, in a setting 40 feet long and 15 feet high, and containing life-like, life-size figures dressed in ceremonial cos-

M-G-R Repainted

A huge sugar-coated candy house, standing 26 feet high and measuring more than six feet wide, has been erected in the kiddie section. The Merry-Go-Round has been colored in snow white with pink trimmings, and the Funhouse features a threedimensional movie screen upon which will be projected onrushing

herds of cattle, gorillas and bears. All the light poles have been tables is progressing. redesigned into giant red and

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

Amusement Park here have lar events would be booked, he named Mike Fitzgerald to be said. 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 presi-

dent of the park company. Fitzgerald is former manager of the Quad-City Speedway and Blackhawks basketball team.

He announced name bands would be brought into the Star-Lite ballroom at the park. New equipment is to be added to the midway. Picnic grounds, 5,000seat grandstand, auto race track and other facilities are being counted in plans for the season,

St. Paul Site Readied; Rides Due in March

ST. PAUL, Feb. 28.-Activity is in full swing at Harriet Island Amusement Park, near downtown St. Paul, with Rocco Schiavone 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 fireplaces, water fountains, lighting equipment, arches, and picnic

white-striped candy canes. The March. Considerable equipment tions for switching to daily painted with the faces of elfs and was used on the road show, according to Schiavone.

Twelve rides will be set up in

white light globes have been has been added to that which

29 Major Fair Reps in Chi

Continued from page 56

Fairall, of the Iowa State Fair, | phis; Virginia Davis, DuQuoin Des Moines, led one panel, which State Fair, DuQuoin, Ill.; Mauincluded Hank Rosso, New York rice E. Fager, Kansas Free Fair, State Fair, Syracuse; Don Davis, Indiana State Fair, Indianapolis, and Bert Powell, Canadian National Exhibition, Toronto.

Pete Walch, press chief at the Wisconsin State Fair, Milwaukee, moderated a second panel group which was made up of L. Doc Cassidy, Kentucky State Fair, Louisville; Bo Belcher, Oklahoma State Fair, Oklahoma City, and Ray Winans, Eastern States Exposition, Springfield, 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 advertising, parades, kids' days, fem interest, good will promotions, mailing pieces and house organs. Herb Dotten, outdoor editor of The Billboard, handled the introduction of speakers.

Displays

In addition to the talks, discussions and question sessions. the program also featured displays of outstanding newspaper advertisements, mailing pieces, fair's advance campaign.

In addition to those named, listeners, most of whom were participants, included Don Crittenden. Mid-South Fair, Mem- County Fair, LaPorte, Ind.

Topeka; Dick Frederick, Michigan State Fair, Detroit; Victor Geisel, Wausau Valley Fair, Wausau, Wis.; L. E. Griffin, Tennessee State Fair, Nashville; Carl Kane, All - Iowa Fair, Cedar Rapids; Clarence Harnden, Saginaw Fair, Saginaw, Mich.; Harry Hoffman, Mississippi Valley Fair & Exposition, Davenport, Ia., and J. Hugh King, Central Washington Fair, Yakima.

Also Frank Kingman, Brockton Fair, Brockton, Mass.; Ray La-Porte, Upper Peninsula Fair, Escanaba, Mich.; R. S. (Bob) Latta, Central Wyoming Fair, Casper; John S. Livermore, Martin County Free Fair, Fairmont, Minn.; Early Maxwell, Mid-South Fair, Memphis; Virgil C. Miller, Kan-sas State Fair, Hutchinson; Bob Morse, LaPorte County Fair, La-Porte, Ind.; Jack Parker, Saginaw Fair, Saginaw, Mich.; Virgil Pierson, Alabama State Fair, Birmingham; Edwin Schultz, Nebraska State Fair, Lincoln; James E. Tays, Illinois State Fair, Springfield; W. A. (Tiny) Uthmeier, Central Wisconsin Fair, Marshadvertisements, mailing pieces, field; Max Wales, Kansas State newspaper - radio releases and other material tying in with a Mid-South Fair, Memphis; Willard (Bill) Masterson, Wisconsin State Fair, Milwaukee; Charles Vance, Illinois State Fair, Springfield, and Bob Topping, LaPorte

DAVENPORT, Ia., Feb. 28. — Fitzgerald stated. It is prob-Owners of the Mississippi Valley able that races, rodeos and simi-

General improvement of the park grounds and buildings is scheduled to get underway early in the spring, it was reported.

Ad Forum To Highlight N. E. Confab

BOSTON, Feb. 28.—An advertising panel will highlight the 27th annual convention of the New England Association of Amusement Parks, Pools & Beaches scheduled for the Parker House here, April 7, Fred L. Markey, secretary, announced this week.

Harry Storin, publicist of Riverside Park, Agawam, Mass., will act as chairman. Scheduled speakers are Arthur G. Glavin, director, New England Newspapers Advertising Bureau, newspaper advertising; Bruce Patterson, public relations director, WBZ-TV, Boston, television advertising; Roy Whisnant, WCOP, Boston, radio advertising; R. Atwater, public relations director, Donnelly Advertising Company, billboard advertising, and Frank J. McNally, Transportation Displays, Inc., transit advertising.

Henry Bowen, Whalom Park, Fitchburg, Mass., will be moderator of an open forum at which it is hoped new activities will be discussed by the various mem-bers. Edward J. Carroll, Riverside Park, Agawam, Mass., past president of the NAPP&B, is also scheduled to speak.

Larry Stone, Paragon Park, Boston, is program chairman.

Concessionaire **Buys Maple Grove** At Lancaster, Pa.

LANCASTER, Pa., Feb. 28.— 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 the largest in the Lancaster area.

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, Sedalia.

The new organization is set up to handle advertising, public 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 wrestling has been lined up for the stadium, Preston said. National Speedways, Inc., (Al Sweeney-Gaylord White) will present a weekly program of stock, big car or motorcycle races each Friday night. Swenson Thriftcade and Tournament of Thrills are in for two shows each, and the Clay County Bitt and Spur Club will stage a horse show during the summer. Contest rodeo and wrestling matches are also planned.

The stadium, which is undergoing an overhaul, seats 7,000, according to Preston, Admission price policy will probably be \$1.25 for adults and 75 cents for children, including tax. Parking will be 25 cents.

Converghted material

SPECIAL RING

THE BILLBOARD

coming in the April 11th issue

featuring . . .

- 1953 Fair Dates complete, authentic list of more than 2,000 1953 Fairs in the United States and Canada.
- 1953 Amusement Park Directory.

\$12. X25. X62

SE 1000

- Rodeo Dates.
- Dog Show Dates.
- Complete list of Celebrations and Special Events of all kinds.

and more than a dozen practical, timely special teature articles.

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America's Favorite Skill Game

PARKS - RESORTS & ARCADES

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New STUNTS for your DARK RIDE & FUN HOUSE

PHILADELPHIA TOBOGGAN CO. 130 E. DUVAL ST., PHILA. 44, PA. Amusement Devices Since 1904

ADULT RIDES

for 1953

Permanent Park

LEONARD RIDER

Box 306, Mansfield, Ohio

USED KIDDIE RIDES

WANTED FOR PARK Train, Swing, Ferris Wheel and Car Ride

Will pay cash. A. D. THOMPSON Greensboro, Ca.

WANTED

Experienced Arcade Mechanic, Inter-ested party must have references. Contact

IDLEWILD MANAGEMENT COMPANY Ligonier, Penna.

GOLF-IN-A-PACKAGE

A new Holmes Cook creation for 15,000 sq. ft. area. Low cost includes all pre-cut lumber for basic 18 holes, supervision, staking out and leveling, water hole bridge, plans for future development ook ahead Inquire now

HOLMES COOK MINIATURE GOLF CO. Box 1463, New London, Conn.

FOR SALE SKEE BALL ALLEYS

All mechanical. Reasonable. Call Buckminister 7-5434 or write JULIUS M. SEIDEL 741 E. 42nd St. Brooklyn, N. Y.

WANT—RIDES—WANT For Celoron Park, Celoron, N. Y.

On Lake Chautauqua Want to lease Major Rides and Kiddle Rides that are not conflicting for 1953

E. -M. SWANK, Gen. Mgr.

WANT LOCATION

Park or Beach for Major and Kiddle Rides. Have good equipment. Want to be set and open by Decoration Day.

BOX D-5

c/o The Billboard Cincinnati 22, O.

FOR SALE

2 MINIATURE R.R. TRAIN 1/5 scale, all steel streamliner—3 engines, 9 cars, 102 adult capacity—3400 ft. track. (6800 ft. of rall) 18 in. 12 lb. with switches and equipment, including buildings. Sell all or part for cash. Best J. KISSANE

1123 Grant Ave. Venice, Calif. Phone: EXbrook 9-4387

WANTED

Experienced Popcorn Manager. Must be versed in all phases of the business and have references. Contact

IDLEWILD MANAGEMENT COMPANY Ligonier, Pa.

FOR SALE KIDDIE FERRIS WHEEL FIRE ENGINE

Phone: Rogers Pk. 4-2119 Chicago, III.

23500 W. 7 Mile

WANTED—SHOWS OF ANY KIND

EDGEWATER PARK

Building 25' wide by 60' deep available for any good attractions.

H M's Cat and Wire Acts

Continued from page 61

the arena, one cat does a rollover. In all but the last bit, the trainer works with a chair and noisy whip and keeps the lionesses snarling to good effect. The wind-up is without whip or chair. Anthony has come from the trainer colony at Thousand Oaks, Calif., and puts on a good

The Aerial Winters (2) come 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 more in the high thrill line.

Three Skating Duos

spots. This display was to use strobe lighting, but that was omitted in Milwaukee.

himself, shows plenty of neat seal | Swiss bells boxing satire, which business. It's billed as the same still clicks as a novelty. routine he used in the Ringling-Paramount movie, and it includes the ladder climb, horns, and much flipper and balancing work that sells solidly. Centered during the 10-girl

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 the side rings while Rick Roy does well with a toe swing, onefoot stand, knee catch and other single trap routines. Working alone after an announcement, 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 end of the rope.

Linon performs about the same novel business that he has done with Hamid-Morton and Polack earlier. The European tramp faces the tight wire. There are laughs, as he beats the fear and walks the strand. Act has been shortened since it was caught a couple of seasons ago.

and Margo Dekoe, Jimmie Davi- show's upcoming date there. son, Dime Wilson, Connie Wilson, Ray (Be) Cosmo, Joe Saplanti, the Georgetti Brothers, Slim Collins 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 bar between carry a girl to the center, where she does a split; again the cycles are dropped and the people walk on. Finale is a somersault over three persons and continued somersaults along the wire. The unicycle twist does much for this act, and the shoulder bar turn in particular looks difficult on the one - wheelers.

Poodles Hanneford is still riding, still clowning, still handling an active act. He opens with a Roman standing ride. Three girls follow with simultaneous principal work. One jumps rope on horseback and the three make several leaps to 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 perambulations thru the crowd went over here despite some handicap because of the oversize building. His grabbing the woman's hat brings laughs and the

Detroit 19, Mich.

gether. With the others out of | toe climb on a rope continues as a good wind-up.

Bobby Whaling and Yvette work their comedy bike number alone. The fall apart bike and comedy on the high cycles clicks okay.

Rudynoff Horses In

Back on a circus after some time on the horse show and sports show circuits, Rudy Rudynoff displays three horses with the aid of his wife and son. The beautiful stock performs well and capably fills an otherwise vacant department in the show, since there is no Liberty number this season.

Ricardy Amandis Troupe is a An arena full of skating has newcomer in the teeterboard line. Chambers and Blair showing They are a neat looking group speed and acrobatics in the center using a hand-to-hand flip and spot while the Olympics and featuring twisters and somer-Cecil and Shirley have the side saults to understanders for two and three highs.

Clowns come in with some preliminaries and the Georgetti Roland Tiebor, working the act Brothers move quickly to their

The three Hamid-Morton elephants, now grown beyond the 'baby" class, perform adequately under new direction. The smallest bull gives the impression of a ham who's eager to do his stuff. Trainers, who only recently have taken over the act, are Alfred and Joyce Vidbil.

Hartzells, Rasini Finale

The Flying Hartzells, repeat-ing, feature their passing leap, with one flyer stopping over at a stationary bar and dropping to the trap as the second flyer goes to the catcher.

Finale for the performance is Rasini's Rocket Car. Since a year ago, when he was debuting in this country, Rasini has curtailed the opening inspection and checkup business. While that may have been overdone, the present routine doesn't build suspense to the same degree. Despite this, Rasini makes a dramatic ride down the chute in a car that does a reverse somersault and flops into a catching rig. It's a thriller with a rough close that's apparent to those in the tiers, and it's a strong finale.

With director Bob Morton handicapped by train wreck inclown pantomimes cleverly as he juries, Charles Basile is handling almost all of the announcing and whistle-blowing role. Joe Basile directs the band for good background. Omer Kenyon continues as the general representative for Hamid - Morton clowns make Milwaukee. Howard Y. Bary is few appearances. They are Gaby readying Kansas City for the

LUSSE WATER RIDE, LUSSE SKOOTER RIDE, 25 cars and

Long established in large Eastern Coast Amusement Park. Rides can continue to operate at same location, where they have been continuous money-makers for years. Due to other interests that make it impossible for owners to operate these rides, will sell outright or half interest, cash or terms. For full details and attractive price, write BOX D-1, The Billboard, Cincinnati 22, Ohio.

George Kavanaugh, contact me at once. Want Carousel for adults, chil-dren; Kid Train, Auto or other Rides for Kiddieland on Cape Cod. Excel-lent location, long season. Book percentage or lease.

Charles J. Meyer P. O. Box 57 Centerville, Cape Cod, Mass.

andrew manners BOAT RIDE TANKS—ALL STEEL

All Sizes-Portable. May Be Seen on Display.

John H. West Co. 551 So. Columbus Ave. Mount Vernon, N. Y.

WANTED SKOOTER OPERATOR Savin Rock Location

Must be capable of making all repairs on cars. Permanent position for reliable,

TIERNAN REALTY CO. 445 Beach St. West Haven, Conn. Phone: WE 3-8044

ATTENTION, CONCESSIONAIRES!!! For Lease

32 by 40 Building in bona fide Amusement Park. Sultable for Fascination, Arcade, Derby Racer, Skee Ball or

Amusement . Enterprises P. O. Box 234, Rochester 1, New York

GIVE TO THE. RUNYON CANCER FUND

AMUSEMENT PARK FOR SALE

Wichita Falls, Texas

Population 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; Tilt-a-Whirl, 1952 model; Steam Train, 4 coaches, 1800 ft. track; 5 Kiddie Rides, Ferris Wheel, Merry-Go-Round, Bingo Games, 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

PHONE: 2-2986

WICHITA FALLS, TEXAS

WANTED

ADULT MERRY-GO-ROUND

for outstanding permanent location near Rochester, N. Y. Rental, percentage basis or will buy. State full particulars.

BOX D-2

Care The Billboard

227 RADIO BLDG.

Cincinnati 22, O.

ELECTRICAL **GROUP GAMES** LOCATIONS WANTED

Either percentage or option to buy. Capable of grossing \$200 per hour. FASCINATION, THE RACES, ETC.

If you have the location we will do the rest. Any reasonable offer accepted.

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High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free W. F. MANGELS CO., Coney Island 24, N. Y.

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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. **

FOR SALE WHIP

Park-size 12-car Streamlined Whip, used four seasons at Savin Rock, in perfect Phones: WE 3-8044---WE 4-2088

THE BEACH FRONT AMUSEMENT COMPANY 445 BEACH STREET WEST HAVEN, CONN.

RIDES WANTED

WESTERN NEW YORK'S most popular Amusement Park, now booking non-conflicting CARL ROTHFUSS, Secy.

706 LA FAYETTE BUILDING
P.S.: WANTED—RIDE SUPERINTENDENT AND RIDE HELP. Write as above. BUFFALO 2, N. Y.

WANT RIDE FOREMAN

For Roller Coaster Ride. Must be experienced and furnish good references. Booxers,

save your stamps.

MARION BRANCATO FAIRYLAND PARK, 7501 PROSPECT, KANSAS CITY, MO.

FOR SALE

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, Fla.; Auburndale, Fla., March 9-14; Williston, Fla., March 15-21.

> J. P. Bolt c/o ROYAL EXPOSITION SHOWS

For Amusement Parks, Pools, Beaches and Arcades

RIFLE SPORT and the CHALLENGER will increase your profits through the entire season.

Write today! A.B.T. MANUFACTURING CORP. 715 N. Kedzie Ave., Chicago 12, III.

Ways to Increase Attendance Aired By Press Chiefs

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

by which fairs' advertising- publication of a series of these publicity campaigns might be stories had a powerful cumulative made more effective were advanced at the Publicity-Advertising-Promotion Clinic for Fairs at the Hotel Sherman here Monday and Tuesday (23-24) with topflight press-radio chiefs of fairs tossing out suggestions freely 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 results that can accrue to them by co-operating with fairs.

2. Newspapers will show a greater disposition to use advance material providing they are supplied with well-written features and photos built around exhibitors, contestants, etc., of their area.

3. Feature material supplied newspapers should be upgraded, with emphasis placed upon better writing and an improved quality of photographs.

4. Greater use should be made of photographs, not only for newspapers, magazines and trade journals, but also for TV. Video outlets have shown keen interest in using such pictures on news-

5. Some fairs already have demonstrated the improved re- recounted that the Dallas fair sults obtained since they have used animated film last year to had radio news writers prepare help sell some of the leading releases for radio, rather than relying upon releases written for newspapers as material for radio.

6. A number of fairs report less inclination to continue campaigns of window carding on the same scale as hereto, reporting that they have found it difficult to obtain good and lasting locations for such cards.

7. Budgets generally are broken down 60 per cent for newspapers and other publications, 25 per cent for radio and TV, and the remaining 15 per cent for other advertising.

8. Twenty-four sheet boards and boards of smaller size

continue in favor.

9. Fairs are swinging to the use of taped interviews with exhibitors, contestants, etc., for use on radio in advance of their the campaign a few weeks before

10. Fairs might well consider having their own tape recording facilities available during their run for use by out-of-town stations, thus making it possible and also easier for some stations to come in and make tape recordings.

11. Use of boiler plate (or plastic) is becoming outmoded. Most fairs already have or will turn this year to mats, instead of boiler plate, for the rural press.

12. Fairs and TV can work together effectively for mutual advantage but fairs should instre against telecasting of any of their events that carry admission charges.

Ray Speer, veteran press chief of the Minnesota State Fair and a clinic speaker, pointed up the trend by various mediums to cooperate with fairs.

Detailing his operation, he cited the success obtained by providing 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 dig out good newspaper material. And, he added, since the stories were newsworthy, well-written and accompanied by good photographs, newspapers had found their use well warranted.

As a result, the Minnesota State Fair has built up its public reworking arrangement with the newspapers of its areas.

no attempt was made to inject

CHICAGO, Feb. 28.-Methods strong publicity. However, the effect on better public relations and increasing attendance.

Staff Build-Up

Ray Beall, head of the Ray Beall Advertising Agency, Dallas, which has serviced the State Fair of Texas account for the past three years, detailed the operation of the Dallas publicity staff headed by Thad Ricks. He reported that at peak of operations the Dallas staff consists of 14 persons, with specialists assigned to reporting on livestock, woman, and various other activities.

Beall maintained that the prime function of a fair's newspaper advertising campaign was to sell the attractions. Illustra-ting this, he pointed to Dallas fair advertisements in livestock journals, showing that even advertisements in such publications placed emphasis upon selling the attractions.

Co-operative or sponsored type advertisements are given the Dallas fair by top banks, utility companies, department stores, etc., in Dallas, and Beall indicated that perhaps other fairs might get similar support from business in their own cities.

TV Cartoons

Touching on TV, Beall attractions at the big Texas expo. He indicated that the fair would continue, perhaps expand, the use of animated cartoons on TV.

The Dallas campaign is put into high gear from two to three weeks before the opening and is sustained at a high pitch from that point to the close of the run.

The consensus generally was that a fair's campaign should not go 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 pointed out, the campaign should be started much earlier, and even in the home base city there should be some publicity on the fair leading up to the step-up of the opening.

Reilly Entertains

Col. Jack Reilly, an expert in the field of special events, delighted the press chiefs with his experiences, and urged them to use special events as part of their

"The only thing better than one special event is 30 of them," 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 on the grounds.

"They make for good publicity and good pictures. And lodges, veterans groups, civic organizations, and nationality groups will co-operate. So, too, will business firms," he said.

Panel discussions, held Tuesday (24), brought out many suggestions and observations. L. R. Fairall, of the Des Moines advertising agency bearing his Iowa State Fair account for many panels. Other members were secretary, announced. Bert Powell, Canadian National Exhibition, Toronto; Henry Rosso, New York State Fair, Syracuse, and Don Davis, Indiana moppets daily. State Fair, Indianapolis.

Surveys Papers

Fairall reported on a recent survey he had made to determine whether the use of boilerplate



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



W. A. UTHMEIR, Central Wisconsin Fair; Max Wales, Kansas State Fair; Bob Topping, La Porte (Ind.) 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 G. W. Wynne.

Winter Fairs

Copyright 1953 The Billboard Pub. Co

California Imperial-California Mid-Winter Pair, Feb. 28-March 8. D. V. Stewart.

Florida Eustis-Lake Co. Fair, March 16-21, Karl Lehmann, Courthouse, Tavares, Pia, Fort Lauderdale—Broward Co. Fair, March 3-7. B. E Lawton, Sanford—Seminole Co. Fair, March 9-14. West Palm Beach-Palm Beach Co. Expo. March 6-14 Lamar Allen.

Montana Bozeman-Montana Winter Fair March 21-27. George T. Sime

Texas Mercedes-Rio Grande Valley Livestock Show March 5-9, Carl A. Blasig

St. Paul Inks Kid Theater

ST. PAUL, Feb. 28. - M. D. (Doc) Howe, of Fanchon & Marco, New York, has contracted to put name, which has serviced the his children's theater presentation Harris, and Freddy Martin. Howinto the Minnesota State Fair ever, which attraction will apyears, headed up one of the this year. Doug Baldwin, fair pear will not be known for a

The theater will be located in the Agriculture Building and will present four free shows for

Theater seats 500.

Petoskey Elects Bare

PETOSKEY, Mich., Feb. 28.lations and developed a sound (or plastic) had become out- Kenneth Bare, Resort Township, dated. He said that the rural was named president of the Empapers of Iowa responded almost mett Fair in its reorganization. The stories, he stressed, were 50-50 for boiler plate but that, Lew White, this city, is treasurer. productions. written factually and, he added, inasmuch as those papers were Tentative dates for this year's Associated Booking Corpor- and offered a cash bid of \$17,300 (Continued on page 65) are August 24-28.

CALIFORNIA LETS '53 ATTRACTIONS

MCA Closes for Grandstand Show; **Babcock High Bidder for Midway**

California State Fair contracts for the night show, carnival, novelties and other concessions were let by the board of directors, Music Corporation of America will again produce the grandstand attraction, Frank W. Babcock's United Shows play the midway, Freedman Novelties supply souvenirs and John Duggan will handle - snow cones, candy floss and popcorn.

Don Mulford, of the San Francisco office of MCA, told the board that three shows were capita, which was higher than available - Spike Jones, Phil few weeks. Last year Mulford 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 to be eliminated. He estimated that the grandstand show for the stands to pay \$117,328. 11 nights would run close to \$90,000, the cost of the 1952

ation in Hollywood offered to

SACRAMENTO, Feb. 28. - stage the show for a flat \$75,000. which would include all costs except the public address systems. Talent offered included Grand Ole Opry, Lionel Hampton co-Starring with Louis Jordan and Sugar Ray Robinson. ABC was 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 per those submitted by Crafts 20 Big Shows of North Hollywood, and West Coast Shows of San Francisco. 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-year

contract. On the basis of 1952 attendance, a peak 778,256, Babcock

Freedman Wins

Alex Freedman represented his company, Freedman Concessions, (Continued on page 65)

Press Chiefs Talk Biz Hypos

Continued from page 64

and eliminate boiler plate.

Bert Powell said that the CNE merely to have the press-radio provides tape recording facilities and TV people see what the fair for out-of-town radio stations and was doing to its physical plant. that it had found this makes it The event, he said, had grown to easier and in some cases possible such proportions that it might for some stations to make tape become necessary to limit the recordings during the exhibition. number of those invited.

By providing the recording equipment, the remote stations State Fair, Milwaukee, headed did not have to send in a crew, nor equipment, Powell pointed out. Moreover, by making the equipment available, it was possible to reduce the number of light trucks previously used by such stations on the grounds, Powell observed.

Indiana Radio

Don Davis, reporting on the Radio Center at the Indiana State Fair, said that the 14-studio building had enabled as many as 30 stations to use its facilities. The Hoosier fair uses a radio coordinator, who not only schedules the use of the studios but establishes contacts at stations' requests with exhibitors, officials, etc., they wish to interview.

Henry Rosso related how New York State Fair met with little resistance in upping its admission price last year from 60 cents, including tax, to \$1 by pushing its advance sale in connection with the use of a queen contest.

In 1951, Rosso recounted, the fair sold 196,000 tickets in adpriced 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 ticket dark room. As a result, he said, outlets, such as utility company the fair obtained good breaks in offices, banks, etc. A chain of newspapers and was able to spot gasoline stations also tied in with many of the pictures on TV. the advance sale, Rosso reported, and the chain did much promotion, giving away detailed programs of the fair for free.

Press Preview Rosso also touched on the New

Calgary Ups Wagon Purse

CALGARY, Alta., Feb. 28.-Canada's richest horse race this 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 purse which will bring it up to \$11,250.

The board also approved a recommendation that will provide for final monies for each of the 16 wagon outfits competing in the final race on the last night of the stampede, instead of the 12 final monies as formerly.

The final monies will be paid in addition to the 12 day monies which will also be paid on the last day of the stampede. As in former years, the 16 wagons with the best aggregate time for the first five days of the week will compete in the finals on Saturday.

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 silver belt buckles will be awarded to the outriders of the champion outfit.

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Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone CONTINENTAL

Phone R-4913 or 1351

CARNIVAL WANTED

FULTON COUNTY FAIR McConnellsburg, Pa., Sept. 2, 3, 4 and 5. WILLIS MELLOTT or H. HOWARD PECK

McConnellsburg, Pa.

WANT CARNIVAL

With Rides and Concessions for BOONE COUNTY FAIR

August 14, 15 and 16. Contact A. V. DEMOSEY, Belvidere, III.

equipped to handle mats, he York State Fair's preview, pointplanned to use the latter entirely ing out that the event, held as a clambake, was presented annual-Telling of his experiences at ly without any open pitch at the the Canadian National Exhibition, event to do a selling job but

> Pete Walch, of the Wisconsin up a panel, on which Bo Belcher, Oklahoma State Fair; L. (Doc) Cassidy, Kentucky State Fair, Louisville, and Ray Winans, East-ern States Exposition, West Springfield, Mass., served.

Taking a novel approach, Winans cited some things to avoid, naming a snapshot contest during a fair. Walch, Speer and Belcher reported that similar contests had proved blanks.

Cassidy reported on the success he had obtained with a fiddler's contest and told how it had grown from an area into a State and finally into an international contest.

People Prizes

"We give prizes to animals. Why not give prizes to peopleto hobbyists?" Cassidy asked in urging special events.

Winans reported that the Eastern States Exposition had met with substantial success in building children's attendance by enlisting the support of school ended on Sunday. superintendents in the area it vance of the fair, with the ducats serves and by distributing folders exceeded that of 1952. However, on the educational phases of the on the following days the atexposition thru the schools.

Belcher told of his intensive reporting that last year 1,100 negatives were run thru the fair's

To Get New 400G Coliseum

LINCOLN, Neb., Feb. 28.—The atrical Agency, Hollywood.
Nebraska Legislature has unani- Charlotte and Bob Maxwell issuance of \$400,000 in revenue the event. bonds to finance construction of a new coliseum at the Nebraska State Fair.

The structure, which is expected to seat 8,000 to 10,000, will be 220 by 100 feet. Of modern construction, it will be equipped with both heating and cooling

In addition to its use during fair week, the coliseum also will be utilized for livestock shows, band concerts, ice shows and conventions. Current plans are after the fair, September 6-11.

Hastings, Mich., Switches Dates

HASTINGS, Mich., Feb. 28.— Barry County Free Fair will operate a week later than usual this year, August 3-8. Annual realized profits of \$1,454 last year on receipts of \$18,600 and were re-elected to the board.

Croswell, Mich., Rings Up \$1,194 Net

CROSWELL, Mich., Feb. 28.— Croswell Agricultural Society wound up its '52 operations with receipts of \$11,174 and disbursements of \$9,980 for a net profit of \$1,194. New officers are Charles Coburn, president; Parry Baer Jr., secretary; Elmer Woodruff. vice-president, and George Westbrook, re-elected treasurer.

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 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, secretary.

Eastern Massachusetts, Agricultural Fairs Association, Weymouth Grange Hall, South Wewmouth, April 29. Mrs. Augusta Kay, 605 Bedford St eet, Whitman, secre-

Wind, Cold Slashes Gate At Indio Fete

INDIO, Calif., Feb. 28. — The Riverside County Fair and National Date Festival ended its annual six-day run here Monday (23) with attendance 28,273 behind 1952. High winds at the opening, cold weather during the run and rain on the final day were blamed for a drop in attendance to 127,369 from 155,642 a year ago.

The fair opened this year on a Wednesday and ran thru Monday, taking advantage of the partial holiday allowed for Washington's Birthday. Last year the event started on Tuesday and

Opening day of this year's run tendance dropped below its comparative with one exception. photo service at Oklahoma City, 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

horse show events were booked by Jo and Newton (Carolina) Brunson of the Hollywood The-

mously passed a bill authorizing again handled the publicity for

Calif. Attractions

· Continued from page 64

for the novelty concessions. M. (Whitey) Monette of San Francisco offered a bid of \$15,777.50.

John Duggan, of Santa Monica, was awarded the contract for snow cones and candy floss on a per capita bid of .00619 and ice break ground immediately 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 discussed with further negotiatexpenditures of \$17,244. Norman
Barry has been added to the board of directors and Plake board of directors and Blake 72.5 per cent gross on the second Allerding and Howard Smith 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

The Edmonton Exhibition Association is budgeting for a \$256,315 profit on its 1953 operations. The sum includes an anticipated \$175,728 surplus on the summer

While the budgeted surplus for this year's fair is \$13,563 greater than the actual profit realized on the 1952 fair, it could be \$50,000 to \$60,000 more if the exhibition board adopts a proposal to increase gate admission from 25 to 50 cents, directors were informed.

The proposal was introduced by James Paul, managing director, and referred to the executives for study.

In urging higher admission tures \$300 greater.

rates, Paul pointed to the need also was told that most of the centers, charge 50 cents.

One director suggested a 25cent rate for children 6 to 12 and 50 cents admission for those over 12.

50G Prizes

will be \$55,800 in horse racing be the exhibition org's portion of pari-mutuel play. Racing revenue last year was \$91,363.

Grandstand receipts are expected to be \$118,000, almost \$6,000 greater than the actual receipts for 1952, while grandstand attractions and bands will cost an estimated \$34,000, compared with \$30,875 last year.

The association's share of midway revenue is budgeted at

Next to the summer fair, the concessions at the Edmonton Gardens are expected to net the 1952. Eating stand operators on exhibition association the largest the independent midway report- sum. Budgeted is a surplus of ed grosses down, explaining that \$26,715, to be derived from anpatrons did not remain on the ticipated revenue of \$75,000 from fairgrounds long enough to buy the sale of hot dogs, soft drinks and other confections during Acts. presented between the hockey games and other attractions in the arena.

Gardens' Net

Use of the Gardens during the 1952-53 season is expected to leave the association a surplus of \$25,910 from revenues totaling \$114,160 derived from professional hockey, junior and juvenile hockey, ice rentals, "Ice Cycles," pu'ic skating, the sale of programs and miscellaneous events.

The expo's share of the professional hockey take is estimated at \$60,000, while it received \$15,900 from "Ice Cycles" and

EDMONTON, Alta., Feb. 28.- expects revenue of \$15,000 on the

junior hockey season.

The rodeo, a money-maker since it was moved inside the Gardens, is expected to show a surplus of \$8,425 this year, \$5,700 more than last year. Revenue is expected to be up from \$38,091 to \$41,300, while expenditures will be cut from \$35,387 to \$32,-875. Main decrease in spending will be a \$2,292 cut in the amount for advertising.

The hot dog and soft drink trade in the sales pavilion is expected to result in an \$8,185 surplus, a \$1,300 decrease from that for last year. Revenue is expected to be \$1,000 less and expendi-

Rentals of the sales pavilion of additional buildings at the for wrestling (\$10,000), boxing exhibition grounds. The meeting (\$2,000), celebrity concerts (\$5,000) and miscellaneous events B Class fairs, in smaller Alberta (\$6,000) will provide an estimated surplus of \$6,390.

The second year of harness racing is expected to draw a revenue of \$24,964, compared with \$11,410 last year, and put \$4,467 in the surplus account, Largest summer fair expense compared with \$2,104 in 1952. The association's share of pariprizes, compared with \$47,865 in mutue! betting is expected to in-1952. Anticipated race revenue crease by more than \$6,000 from is \$103,985, of which \$102,000 will last year's \$3,786, while gate receipts are expected to reach \$13,689, compared with \$6,844 last year.

Budget for the 1953 spring cattle shov. anticipates revenue of \$14,865 in grants and donations and \$14,370 in expenditures, topped by \$5,000 in prize money.

> ATTENTION MR.

FAIR SECRETARY!

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THE BILLBOARD

RING SPECIAL

coming in the April 11th issue

featuring . . .

- 1953 Fair Dates complete, authentic list of more than 2,000 1953 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.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Eastern Preem Pattern Shapes Up With Many Orgs Set to Start in April

middle of April the Eastern car- intent upon benefiting from an nesswise, the Bergen forces can nival season will be well under Army camp or defense job pay make a better date out of the stand way, according to the announce- roll. ment of openings now being made. Many operators feel that the weather. By the week of April 13, at least gamble this year is strictly with 20 traveling organizations will be the weather. Most have predicted gambling with the weather. While a good season. Incomes are high gambling with the weather. While a good season. Incomes are high with the usual routing pattern. most are scheduled for openings and a looser approach toward The O. C. Buck-Model Shows, a in the Deep South, a few will try spending is expected. An imto get in some early licks in the

Included among the early openers are a number of organizations noted for their quick getaways. Several others apparently are

Bill Collins **Sets Routes** For Two Units

MINNEAPOLIS, Feb. 28. William T. Collins, owner-manager of the shows bearing his name, announced here this week that routes for his two-unit operation 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.

Fairs closed for the first unit includes the North Dakota circuit of Crosby, Bottineau, Cando, Rugby and Fessenden. This will be followed with Minnesota fairs at Thief River Falls, Fairmount, Worthington, Jackson and Bird 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 includes Minnesota fairs at La-Centre, Howard Lake, Waconia, Blue Earth and Windom. Other Minnesota dates signed include the Winona DVA Celebration, Mankato Legion Celebration, St. Peter Centennial, Boyd Good Time Days, Granite Falls Water Carnival, Springfield Sauer Kraut Days, Sleepy Eye Jubilee (Continued on page 68)

Southern Valley Launches Tour At Delhi, La.

MONROE, La., Feb. 28. -Southern Valley Shows, with home base here, toss off their winters wraps Sunday (1), opening the season at the Northeast Louisiana District Stock Show,

Besides the touring unit, the show, which is owned and managed by Eddie Moran, will put some kiddie rides into operation at a park here. The latter will start operating during March under the direction of Bobbie

Traveling unit is set to play Southern Louisiana in its early dates, according to Carl S. Anstead, general agent. Other personnel will include Dutch Wilson, concession manager; John Martin, office wagon; Mrs. Eddie Moran, concessions, and Mulligan Spriggins, electrician, with Lonnie Bush, Frank McGee, Don Donivan and Bobbie Donivan as ride foreman.

I. T. Buys Fabick Power Plant Units

NEW YORK, Feb. 28 .- Phil Isser general manager of the I. T. Shows, this week reported that his organization had purchased two Caterpillar power plant units from the Fabick concern, St. Louis. It had previously been reported that plants of another make had been bought.

Isser and his associates, I. Tretwo units open on city lots here the first week in April.

NEW YORK, Feb. 28.—By the squeezing in an extra week or so, allowed in granting licenses. Busi-

provement over last year's early in April, and a Washington date season weather is expected since, may be in line for this one if it they reason, the rains can't come can be worked out satisfactorily as frequently this year on the all- in terms of time. important Fridays and Saturdays.

Strates Bows April 9 Shows, which has long signified ters city, Petersburg, Va. While full-scale activity in the East, is the railroad show agents and man-timed for April 9 in Washington. agers have not yet revealed enough Strates has the first ticket for the of their still date routes for an D. C. engagement, with all other over-all picture to be formed, organizations wishing to play the there are likely to be occasions Miami, reports that Evert Filling-District having to follow of neces- this year when some of the biggies ham has contracted to take over sity. The opener is usually big for find themselves breathing down the operation of the Motor Drome. Strates, with or without good each others' necks. weather, since the sale of real esof early season operations.

Shows will follow Strates into combination also will need railroad days, the minimum lapse of time

if they get the breaks in the

Other units will very likely take a shot at the capital, in keeping new railroader this year, opens late

C&W Sets Petersburg

Cetlin & Wilson Shows will The opening of James E. Strates bow, as usual, in its winter quar-

tate adds up to one of the biggest gation, Metropolitan Shows will be for several seasons, will have the new to rails this year and the Sam | Side Show. Frank Bergen's World of Mirth and Shirley Levy-R. C. McCarter Washington, probably after 10 spots to lay it down after opening (Continued on page 68

ACTION BY JUNE 1

NSA Home-Purchase **Effort Gains Impetus**

NEW YORK, Feb. 28. - Attempts on the part of the National Showmen's Association to acquire a new home, either leased quarters or a building of its own, gained impetus here Thursday (26) when the board of governors voted to force action by June 1. is rented and the store on the

It was agreed that a building located on Eighth Avenue, between 47th and 48th Streets, and within a block of Madison Square Garden, will be purchased on or about June 1, assuming that it is still available, if suitable rental quarters have not been obtained by that time. The four-story structure, held for a reported \$96,-000, appraised at \$78,500 and assessed for \$65,000, can be bought 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 ago. Hamid pointed out that moving to any new location would entail considerable expense. A rental quarters would probably require considerable work on partitioning, 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 at the 89er's annual celebration at Guthrie, Okla. The Guymon (Okla.) Pioneer Day Celebration and the McPherson (Kan.) All-Schools Festival will follow.

L. M. Schrader, generalmanager, says the unit has been routed thru Oklahoma, Kansas, Colorado, Nebraska and Texas Besides a strong line-up of cele-brations, the show will play a number of fairs, including the Kansas State Fair, Hutchinson, and the Colorado State Fair,

Show and concession personnel will include Mr. and Mrs. Andrew 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 Mrs. Clifford Knox, Mr. and Mrs. Howard Kumulae, Mr. and Mrs. Roy Fuerstenberger and Mr. and Mrs. Earl Melton.

Ride foremen already in winter Fred Brodbeck, co-owner, and California.

There is one serious question a 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 ground floor would also be rented. It is believed that an assembly rating of about 200 would be needed for each of the club floors for the building to be sat-

The Ladies' Auxiliary, it was reported, will move into any new quarters secured by the association on a rental basis. In the past, the women have contributed a solely by the women.

Buck-Model Starts Major Overhaul Job

Show Ops Now Contracted Point to Well Populated Back End for April Preem

way at O. C. Buck-Model Shows winter quarters here. About 25 men are employed at the airport site where the equipment is stored.

O, C. Buck Shows equipment which has been retained for incorporation in the new railroad unit is en route from Troy, N. Y., where it was stored. Many of the units can be adapted for rail transportation, it is said.

Oscar C. Buck, who is still in Miami, reports that Evert Filling-A new front is being built for the In addition to the Buck aggre- unit. Whitey Sutton, with Buck

Finklestein Signed

Harry Finklestein will operate the Follies Revue and posing show. Buck reports that an effort is being made to secure a strong feature with box office promise for the major girl unit. Doc Hardwick will present three back end attractions, including the Snake

The shows will kick off early in April in the North, Buck said. On the basis of the restrictions imposed by its fair route and the experiences of Buck and David B. Endy, it is logical to assume that the still date routing will incorporate many of the towns played by the Buck and Model units before, they were joined.

Bill Cowan, who will head the concession department, is building many new units in Miami. Sid Goodwalt, who is also in the

Tivoli Inks 2 Illinois Dates

JOPLIN, Mo., Feb. 28.-H. V. Peterson, manager of the Tivoli Exposition Shows, announced this sum of money annually to the week from headquarters here the parent organization. The sum, re- signing of two more events on the garded as insufficient by many of show's 1953 route, the Creve the NSA members, was decided Coeur (III.) Indian Festival and the Centennial Celebration, Gille-

(Continued on page 68) spie, Ill., a June date. Weather Hurts Babcock At Indio, Calif., Bow

INDIO, Calif., Feb. 28.-Frank | Octopus, Johnny Branson; Penny W. Babcock United Shows made Arcade, George Bryant, and their 1953 debut here Wednesday | Monkey Motordrome, Jenny and (18) on the midway of the Bob Perry. Riverside County Fair and National Date Festival for its annual six-day run. While here, the show signed a contract for the midway attraction at the Cali-

The event was hampered by high winds the first two days with cold and rain following. Attendance for the run was 127,369, against 155,642 in 1952. Babcock reported midway business satisfactory despite a high privilege.

Larry Ferris, manager, said the show would remain on the fairgrounds, where it winters until late April. Starting its road run then, dates signed include the San Diego County Fair in

The Babcock unit, well lighted with 40 feet fluorescent towers. offered 19 rides, 4 shows, and about 60 concessions. This year Jerry O'Brien, grab; Jerry for the first time a Kiddieland Mackey, two derbies, six cat; was separate from the main Warner Austin, derby; Sis Dyer, carnival. The moppet section was 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.

New Skooter

Mrs. Brodbeck arrived this week. Shows on the lot included balloon dart.

Personnel of the organization

includes in addition Howard Coffelt, secretary; John Dietrich, Los Angeles office; Gene Gosslin, lot and ride superintendent; Tom fornia State Fair in Sacramento Collins, electrician, and Florence in September. and C. Grimmie, head cashiers.

Foreman and second men on rides are Dick Ware, Ferris Wheel; Carson Gill, V. V. Eller, Octopus; William Hovery, Ralph Schueler, Fly - o - Plane; Patches Parker, John Renfrow, Skooter; Homer Fox, Lee Pierce, Merry-Go-Round; John Mies, Rolloplane; Willie Bartley, Kenneth Pack, Tilt-a-Whirl; Cecil Bruce, Coaster, 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. Concessionaires included Peggy and Rex Boyd, candy floss; Jo and Jimmy Lynch, cookhouse; Zola Wise, astrology; Steve Vaughn and John Daur, six cat, long range, balloon darts; Isabel and Al (Red) Cohn, two pan games; Mr. and Mrs. Butch Cohen add-a-dart; Cecchini & Levaggi, nine games; Sam Dolman, ball game; Wally O'Connor, jewelry; The show debuted a Skooter John Lorman Jr., jewelry; Herbought during the winter in man Appelman, age and weight;

WALTERBORO, S. C., Feb. 28. | Florida city, has built new glass -The big job of combining rail pitches and refurbished his popand truck show features is under corn trailer. A special office is being constructed for the concession department.

> Danny Dorso has his bingo in shape for opening. Joe Myselevy again will operate Mrs. David B. Endy's custard.

> Bill Beldock has been named ride superintendent. Nick Stepp will be secretary. Richard Tolman will assist him.

Quinn Sings With Reid; Full **Route Carded**

NEW YORK, Feb. 28.-James Quinn this week announced that he has signed with the King Reid Shows as general representative and assistant manger. Quinn, who has been signing dates for Reid for the past several months, reported that the Vermont show's route was booked solid for 1953.

Before joining Reid, Quinn general agented the O. C. Buck Shows for about 15 years. Prior to that, he was associated with the Art Lewis Shows and other carnivals. Quinn ended his tenure with Buck when that show switched to rails and became the O. C. Buck-Model

Quinn, who has just returned from a booking tour in Canada, reported that the Reid unit would play about 10 weeks in the Dominion, including a Coronation week date beginning June 1 in Fredericton, N. B.

30G RAISED

MSA Home Construction Seen Near

MIAMI, Feb. 28.—Construction of a new home for the Miami Showmen's Association is expected to get under way within the next few weeks, it was announced to the membership at the regular meeting here Tuesday (24).

It was also announced that a loan was being floated in the form of \$50 debentures to raise money for cost of the structure. Approximately \$30,000 has been raised to

Applications approved for membership included: Vincent Cestaro, Irving Glasberg, Otto Jacob Mais, Jack Hornfield, Walter M. Clevenger, John J. Cousins, George Griffith, Paul R. Smith, Earl D. Backer, John F. Miller, Jack A. Purcell, Leslie Prime, Morris Schmidt, Julius (Pete) Scheckner, Alfonso Eugene Tucci, Frank M. Bolger, Larry R. Burns, Ralph E. Duitch, Ralph H. Clark, LeRoy W. Fenner, Irving Kolker, Frank Thomas Cottrell, Mickey Miller and Hyman Mintz.

Brown-Wallace Bows March 19

SAVANNAH, Ga., Feb. 28. -Brown & Wallace Shows will open their '53 season here March 19 for a 10-day stand. Two school children days are scheduled and upwards of 50,000 kid tickets are being distributed thruout the city's classrooms.

Shows' route is shaping up, according to Co-Owner Al Wallace. Many fair dates will be repeats of last year with several new bish and Al Howard, this week prepared to open their Long Island Forest Whelan, Charles Nahalea, Winter quarters. The organization's Loren Henson and Donald Skeers. Tampa to direct the loading and transporting of the equipment to range; Eddie Butler, add-a-dart Still date trek promises to be one and short range, and Vic Thomas, of the best in recent years, Wallace said.

Midway Confab

Albert Martin, o-owner of the Bunny Venus visited with many 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. Parts of the plane were found but Gulf waters were so rough that it was impossible to continue the search. E. D. McCrary, 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.

To 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 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 visiting Madeline McCoy, who is lining up talent for their girl 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 business to Red Horwitz and, following a vacation, plans to go into the

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As of Friday (27) the body of trailer business this summer... Tampa, including Anata Hays, Grace MacDaniels and W. Page. Venus also recently cut up jackies with Jimmy Boker, Billie Dirk, Frances Zabalosky, Jimmy Helman and Mr. and Mrs. Sam Holman.

> W. A. White reports novelty concession operators at the New Orleans Mardi Gras did okay and most plan to be back there next year. While at New Orleans, White renewed acquaintance with a number of showfolk including A. Hymes.

> J. C. Admire, veteran show agent, pens that he is no longer with the Tennessee Valley Shows. ... Mr. and Mrs. Ray Oakes of the Brookfield, Ill., game firm, arrived home from their Florida jaunt recently both decked out in Top Banana hats and adorned in coconuts. While in Tampa, Ray joined the Greater Tampa Showmen's Association.

> Charles Walpert is recuperating from an illness. He was stricken at the Riverside County Fair and National Date Festival, Indio, where he had a concession... Madame Zola (Wice) and Prince Anthony played the Riverside County Fair and National Date Festival in Indio, Calif. They were on the Frank W. Babcock United Shows midway. Their next date is the National Orange Show in San Bernardino, Calif. . . Warren McManus was on the independent midway at the Riverside County Fair and National Date Festival in Indio, Calif., with his eating

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 Showmen's Association membership committee, report 59 new members signed so far this year. Beside the chairmen, Paul Prell, Max Sharp and Rennie Glasss are setting their sights on gold life membership cards in return for signing 50 or more members. . . . With the Prell's Broadway Shows playing close by, many members from that organization have visited the Miami clubrooms, including Owner Sam Prell, Patty Finnerty, John Hoffman, Jack Ressell, Johnny Miller and Mac

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 Shows. . . . J. Mercer and C. R. Joyce, of the King Reid Shows, were New York visitors last week.

Prell.

. . Louis Russell is recovering from his recent heart attack, altho still confined to a hospital 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 New York booker's boat.

Anna Louise Daniels (The Girl With the Green Hair) and Barbara LeMay have joined the C. A. Stephens Shows, currently playing Florida fairs.

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

Earl Purtle is getting ready for another season with his Motor Drome at Palisades (N. J.) Amusement Park beginning April 4. Earl, who has been in Tampa 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 behave. The Purtles also have units, including the Motor Drome, on Cetlin & Wilson Shows.



WANT-UNIT NO. 1-WANT

14 OUTSTANDING FAIRS, INCLUDING NEBRASKA STATE FAIR

SHOWS-Want Manager for Side Show. Have first class equipment, including banners. Capable 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. RIDES-Little Dipper, Dark Ride and Spitfire. CONCESSIONS-Hanky Panks of all kinds, especially Long Range Shooting Gallery. No Mitt

HELP-Ride Foremen and Second Men for all rides, Wheel, Jenny, Tilt, Fly-O-Plane, Cat, Oc-

topus, 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, Funhouse or any worthwhile attraction.

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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 and Mr. and Mrs. Nick DeFelice. ALL REPLIES TO-

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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.

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Will book or buy Octopus, Dark

Ride, Scooter and other Rides not

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All legitimate Concessions and

Operators for Snake Show, Glass SHOWS House, Fun House, Unborn and Motordrome, Wild Life, Mechanical City, Wild West, Illusion, Circus Side Show (have complete outfit for right party), Cirl Show and Posing Show.

Jimmy and Helen Watts, contact immediately. Scotty from Scotty's Highland Broadcasters, contact. Wire or phone Winterquarters.

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PICNIC IN THE PARK

2,000 Attend Miami Group Annual Outing

MIAMI, Feb. 28.—Judged by Mrs. Mickey Gallo, Abe Stein, the number attending, estimated Harry Newfield, Mr. and Mrs. Les every State represented.

man, was assisted by Ernie Buz-Glass, director of children's Wesely. games. Johnny Lash, Johnny Applebaum and Bill Moore were greeters. General assistants included Eddie Horwitz, Willie Bryant, Nate Cutler, Irving Sher-Libak, Jackie Fields, Shep Blum- man, Mr. and Mrs. Orey Jannssen, berg and Phil Cook.

baseball games. The old-timers Mrs. Claude Sechrest, Sam Soloand youngsters wound up in a tie mon. Jack Rose, Sam Taylor, Mr. as did the teams representing the and Mrs. Sid Goodwalt, Mr. and North and South. The thin ladies Mrs. Sol Geffen, Mr. and Mrs. proved too fast for the fat men, winning 15 to 1. A number of Daniel Festa, Mr. and Mrs. Klein, contests, ranging from balloon blowing to peanut rolling, were arranged for the kiddies with prizes for everyone.

Phil Cook, executive secretary, many of those in attendance. Noted were: Mr. and Mrs. William Moore, Mr. and Mrs. Harry Shrieber, Mr. and Mrs. Irving Goldberg, John Kirwin, Nan Rankin, Mr. and Mrs. Charles Roth, Amos Saltus, Mr. and Mrs. Jackie Fields, Leona Harris, Mr. and Mrs. Tommy Carson, Mr. and Mrs. Martin M. Weiss, William Curtis, Mr. and Mrs. Alfred Ridings, Mark Layton, Johnny Lash, Chaire Sopenar, Mr. and Mrs. Syd Daniels, Max Nelson, Fred W. Hotzman, Mr. and Mrs. Conrad Weiss, Fred Conti, Harry Nelson, Sid Markham, Bob Hunter, Mr. and Mrs. Ernie Buzzella, Krowell Family, Mr. and Mrs. Eddie Owens, Mr. and Mrs. Paul Sprague, Mr. and Mrs. Harry Mike Ruff, Al Carsky, Mr. and Meyers.

Mrs. Johnny Applebaum, Mr. and Glasberg, Mr. and Mrs. Shep Blumberg, Mr. and Mrs. Jack Davis Levine, Mr. and Mrs. Willie Wolper, Raymond Gravely, Mr. at . Mrs. George Hartley, Sam E. Prell, Sparky Nissenbaum, Mr. and Mrs. John Daniels, Mr. and Mrs. Edward Holman, Lou Leonard, Mr. and Mrs. Frank Vogt, Mr. and Mrs. Ben Dratman, Mrs. Elsie Cornell, Joseph Aarons, George Raner, Mr. and Mrs. Mark Graham, Mr. and Mrs. Ray Sigler, Mr. and Mrs. Ep Glosser, Aaron Katzen, Mr. and Mrs. Michael Carter, Mr. and Mrs. Monroe Eule, Mr. and Mrs. Pearl Schultz.

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at more than 2,000, the Miami Prime, Abe Zuckerman, Mr. and Showmen's Association scored a Mrs. Jack Greenspoon, Mr. and red one at its annual picnic Sun- Mrs. Mel G. Dodson, Mr. and day (22) at Crandon Park. The Mrs. Earl Cohen, Mr. and Mrs. showfolk and their guests came Andy Kasin, Max Packman, Mr. from far and wide with nearly and Mrs. Fred Elias, Mr. and Mrs. Lois Hanson, Mr. and Mrs. Doc Eddie Edwards, picnic chair- Britton, Mrs. Lois Ranson, Mr. and Mrs. Willie Lish, Mr. and Mrs. zella, in charge of the coffee; Sid Haney, Mr. and Mrs. Joe Good-Markham and Syd Daniels, it man, Mr. and Mrs. Norman charge of soft drinks; Bennie Shapiro, Mr. and Mrs. Kate

Morris and Jake Shapiro, Mr. and Mrs. Lew Lange, Regina Mc-Linden, Mr. and Mrs. W. C. Al Turdeau, Edmund Burke, Issy Activities included a number of Cetlin, Fitzie Brown, Mr. and Larry Marcassio, Mr. and Mrs. Charles Zucker, George Storti, Simon Krause, Mr. and Mrs. Ben Cohn, A. R. DeCoste, Peter Glynn, Mr. and Mrs. Berny Renn, Bagels Grosbarth, Mr. and Mrs. W. wore out his pencil recording Schneider, Mr. and Mrs. Lyman Truesdale, Whitey Herzon, Mr. and Mrs. Abe Rabinovic, Mr. and Mrs. Leonard Lampell, Mr. and Mrs. David B. Endy, Mr. and Mrs. Harry Katz.

Oscar C. Buck and son, Mr. and Mrs. Harry Model, Mr. and Mrs. Russell Seidell, Mr. and Mrs. Joe Seidel and son, Mr. and Mrs. George Lewis, Mr. and Mrs. Andy Markham, Mr. and Mrs. J. C. Weir, Mr. and Mrs. Jack Markham, Mr. and Mrs. James Stabile, Harry Foreman, Mr. and Mrs. Sol Geffen, Ed Lawson, Mr. and Mrs. Max Goodman, Mr. and Mrs. Felix Solomon, Joe Gelb, Frank Starr, Hattie Wagner, Ann Dernoga, Leona Plas, Mr. and Mrs. Alton Pierson, Mr. and Mrs. Jack Purcell, Mrs. Bernie Mendelson, Ida Mr. and Mrs. Bill Holt, Mr. and Cohen, Mr. and Mrs. L. I. Thomas, Mr. and Mrs. Max Tubis, Mr. and Mrs. William Tara, Mr. and Mrs. Mrs. John Canole, Mr. and Mrs. Charles Wright, Bobby Allen, Ben Happy Hawkins, Mr. and Mrs. Jack Wilson, Eddie Horwitz, Joe Ross, Joe Green, Mr. and Mrs.

John Barfield, Nathan Hyman. Cecil Speers, Mr. and Mrs. James Leahy, Minnie Simmonds, Mr. and Mrs. Buster Westbrook, Mrs. B. E. Sanderson, Jules Lazures, Mat Golden, Mildred Lazures and daughter, Mr. and Mrs. George F. Whiteshead, Mr. and Mrs. Frankie Hamilton, Mr. and Mrs. Mark Reilly, Tommy Allen and daughter, Mrs. Mae Schwartz, Charles Allen, Fred Waddell, James Burgdon, Al Paltiz, Mr. Rem, Mr. and Mrs. William and Mrs. Harold Fellman, Mr. and Cowan, Mr. and Mrs. R. C. Mc- Mrs. Isidore Biscow, Abe Miller, Al Rossman, Mr. and Mrs. Jerry Gerard, Joe Shaw, Mr. and Mrs. Walter Silverberg, Mr. and Mrs. Markell, Mr. and Mrs. Ben Paul, Shirley Lyons, Mr. and Mrs. Johnny Miller, Mr. and Mrs. Paul R. Smith Jr., Mr. and Mrs. Chet Dunn, Mr. and Mrs. James O'Connor, Sidney Refkin, Mr. and Mrs. Thomas Ely.

Mr. and Mrs. Ben Levine, Mary Ellen O'Rear, Mr. and Mrs. Joe Paul Prell, Mr. and Mrs. Irving Zolum, Mr. and Mrs. Leo Hirsch and daughter, Mrs. Isadore Castle, Mr. and Mrs. John Cousins, Mr. and Mrs. Charles Baldwin, Joe Shaw, Leatha Fleeman and son, Mr. and Mrs. Al C. Beck, Meyer Meyerson, Alex Maskin, Mr. and Mrs. Harry Sussman, Joe Bellinger, Matolla Brothers, David Fineman, Mr. and Mrs. Cliff Horne, Jack Martin, Mr. and Mrs. Ross Manning, Joe Calvin, Mr. and Mrs. E. J. Doll, Mr. and Mrs.

J. C. McCaffrey, W. L. Miller, Mr. and Mrs. Harry Hennies, Mr. and Mrs. Morris Bedlin, Frank Miller, L. Ed Roth, Art Lewis, I.fr. and Mrs. Fred Howey, Bob Parker, Frank Glynn, Philip Duskin, John Pavletti, Mrs. Isabell Brantman, J. Iacavella, E. Legan, George Griffith, Mr. and Mrs. Feasy Hoffman, Joe Hoffman, Mr. and Mrs. Jimmy Zingo, Nate Farber, Mr. and Mrs. Nick Thomas, Edna Lockhart, Mr. and Mrs. Willie Glick, Mr. and Mrs. John jority. Canole, Ed (Tobey) Turbin, Mr. and Mrs. Barney Tassell, Jackie Owens, Mr. and Mrs. Sol Nuger, Mr. and Mrs. William Luncan, Frances Deemer, Mr. and Mrs. Sonny Broeffle, Mr. and Mrs. Is-Sonny Broeffle, Mr. and Mrs. Is-sie Beck, Jack Fisher, Frank interest in the project and would family.

Eastern Preeming Shapes Up

Continued from page 66

in April. If they were all to decide Riley's Dumont Shows and Vivona ably declare an extra dividend.

ment Company, scheduled to open March 29 in South Carolina, will be battling for first honors and probably a case of frostbite. I. T. the next few weeks hoping for weather akin to the balmy atmosphere that has prevailed here the past few days.

Prell to Fayetteville

add up to money in the bank under favorable circumstance. Prell's Broadway Shows will start ville, N. C., a kick-off spot for that this spot pretty much of a surefire proposition.

Ross Manning has found his early openings in the South during the past couple of years lucrative. His shows get under way April 4 between High Point and Thomasville, N. C., good country, well laden with industrial pay rolls.

The ice-breaker in the North likely will be King Reid Shows, which get under way in their native Vermont toward the end of April and long before the ski tows stop operating. Art Lewis will be back in action as a No. 1 guy heading up John H. Marks Shows, which preem about the same time. The opening dates, perhaps a series of three, will be in Richmond, Va., org's home town. John H. Marks long ago found the key to prosperity in Richmond and the chances are he'll pass on the secret of regional success to Lewis.

Augusta Focal Point Augusta, Ga., which won fame because of its proximity to the hydrogen bomb plant site and, in show circles, because last year it set some kind of a record in harboring 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 Staff for the No. 2 show has been augmented by the addition of Floyd Stockdale Jr., as assistant manager to Gus Pappas, who heads the org. Ed Bussey is agent and Bessie Pappas secretary-treasurer.

E. W. (Slim) Collins, general agent and assistant manager of the No. 1 org, is expected to arrive here in winter quarters March 1, following a Florida vacation. Micky Collins will be secretary-treasurer of the first. unit: Work will get under way March 15. George Gasink, James Jackson and Charleston Winters 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 the Owatonna, Minn., annual; Mr. and Mrs. Stanley Warwick, Wolf Shows, and Bill Dobson, coowner of Dobson's United Shows.

Action by June 1

Continued from page 66

The building, 25 by 100 feet, is only a block from the heart of Times Square. It would be simple matter for the club to carry it, Hamid said, pointing to the revenue earning possibilities of the top floor and store. He said he saw no risk at all in the invest-

The search will continue for a more suitable structure, but if one is not found by June 1, and the board of governors cannot agree on quarters available for rental, then the Eighth Avenue building will be bought.

Altho opposition to purchasing a building has grown since the proposed plan to buy the Sharon Hotel fell thru, many of the opposing group yesterday said they would go along with the ma-

The sale of home fund bonds, currently figured to total about \$28,000, slackened off when the Sharon Hotel deal fell thru. Stanley W. Wathon, the biggest Hooper and Whitey Byus and ask that his certificates be re-

to come up the Eastern Shore, the Bros.' Shows in there next week. Pennsylvania Railroad could prob- Patrons can have a choice. Last year, according to all reports, own-Right now it looks as the hardy ers could count hands in polling Ben Wolfe and his Wolfe Amuse- their patrons. The big bomb center added up to something like a medium size bust.

Bill Page's Mighty Page Shows get under way at Hinesville, Ga., Shows, scheduled to open on New next week to catch a Camp York City lots April 3, can spend Stewart pay roll. Morris Hannum will kick off near Philadelphia about April 1 and be among the first to seek shekels in that metropolitan area.

F. E. (Bernie) Spain has the Some of the perennial openings Page Amusement Company under way in Columbia, S. C., and George Clyde Smith is set to go the latter part of April in Maryland. Frank their regular season at Fayette- Harrison's Harrison Greater Shows get started the end of this month, organization for many years. Army, and Rocco Massuci's Virginia pay rolls and first-in status make Greater Shows will preem in Suffolk, Va., about April 1.

FOR SALE

Cleverly constructed Bingo Center, size 16x40, seats 78; add one wing for 26x40, seats 130; add other wing for 36x40, seats 182. Operate according to the spot. Used on the Gold Medal Shows last year. Canvas used only 3 months. Guaranteed like new. Individual seats, top, awnings, curtains, flash stand, velvet flash cloth, light stringers and awning rods. Cost over \$3,000.00 to frame. Bargain for \$1,500.00, 14x14 Center Outfit Glass Pitch with top and awnings, rods and glass racks. Top alone cost \$300.00. Take \$150.00 for all. Two Age and Weight Racks, signs, lights, etc., cost over \$150.00 each to build; \$75.00 each or \$125.00 for both. One Toledo Platform Scale, \$125.00; one 10x14 Top and Frame, mildew proof and flameproof, canvas with back flash rack and stringer with lead-in. Suitable for Slum Store. Complete \$100.00. These two at Knoxville, Tenn., others here. This equipment is not junk. Reason for selling, building new 200 seat Corn Game, operating nothing else, This is the low dollar. First come, first served. One-half deposit will hold. Ask anyone who has seen these concessions. NORMAN ANDERSON, % Gold Medal Shows, Napier Field, Dothan, Ala. P.S.: Farmer Delanshaw, call me at 9038 soon as possible. Important.

FOR SALE

Screw Ball ride, 1949 model. Ride is in top condition. We are not forced to sell. This ride is a top money maker.

WANT RIDES Tilt, Octopus, Flyoplane, Merry-Go-Round, Full season work in and around

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Two for Ferris Wheels, Merry-Go-Round, Kiddie Rides. Best of working conditions

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Stock Concessions, except Bingo, Photos, Popcorn and Candy Floss. Can place Fun House, Wild Life or any show of merit. Book one Major Ride and Kiddie Rides except Autos. Want good Wheel Man, also Rolloplane and other Ride Help. Contact

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For Six Cats. Buckets, Huckly Buck, Balloons, Fish Pond, Basket Ball, Hitand-Miss Ball Cames. All Agents who have worked for me, please contact.

FOR SALE - Calumet Popcorn Trailer, \$750.00 if taken at once. Address: BOX 665, JOPLIN, MO.

FOR SALE

Tiny Tim, perfectly formed sound midget horse, five years old, 32½ inches tall; four beautiful Big Dog and Little Horse Banners—8x10, six 3x5 ft. blow up, taken from actual photographs of Big Dog and Little Horse, all new, only used six weeks. Two 20x30 flameproof Tops, side wall, poles, etc., double guys, 80 ft. banner line front, ticket box, bally platform inside pit. Headless Illusion for platform inside pit, Headless Illusion for bally. All above priced right for quick sale. J. ROBERT (DOC) WARD, P. O. Box 1415, Laredo, Texas.

WANT DROME RIDERS

Bobby from Cavalcade, answer. Best equipped Drome in America. Contact:

F. E. EGBERT Care Cetlin & Wilson Shows, Petersburg, Va.

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FOR SALE

G-12 Miniature Streamline Train, perfect condition, made by Miniature Train Co. Capacity 20 children, 600 feet of track.

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Winter Quarters

Eastern Amusement

FARMINGTON, Me., Reb. 28. -The recently purchased winter quarters are a busy place these days. The new base is a large building on the main highway between Lewiston and Portland, Coaster, which the factory is ex-Me., and is the scene of much pected to deliver about March 14. painting, repairing and rebuild- Also purchased last week was a ing of ticket boxes and con- Ferris Wheel. Show will carry cessions.

M. S. Earl and C. R. Ross, org's the ride line-up to 14. co-owners, have purchased one Bob and Ruth Young recently new ride, two more trucks, a entertained the following at their large new beano top and are en- home: Mr. and Mrs. Bob Hamlarging the cookhouse. All trucks mond; Mabel, Gloria and Gene are undergoing a complete over- Hammond; Jim Snecht, Mr. and

haul job. Houlton, Me., July 4 celebration Mrs. Eddie Clark, Mr. and Mrs. and the Union Fair, both repeat Glenn Hyder, Jack and Virginia engagements. Earl and Ross re-cently returned here from a Chi-Roy Grey. Buffet dinner was cago trip. En route home they served. stopped off at the Allan Herschell The 1 Company plant in North Tona-wanda, N. Y., where they made Lots of new canvas has been Henderson. Mrs. Earl also made return as concessions manager. vised the operations.

Current plans, in addition to a trek of the Maine area, call for an invasion of Canada. Mr. and Happy and Marie Taylor, Harry Mrs. E. Perry are frequent visit-ors here and will again manage Violet, Bob Stevens, Ralph Miller, Alex and Lee Downing, Mr. and the cookhouse this season. Bren- Mrs. Jimmy Beyers, Mr. and Mrs. da Perry will also join following Adis Cannon, Mr. and Mrs. the close of school.-HELENA ROSS.

Tennessee Valley

door painting and repairing, and and Mrs. R. L. Barnes attended work is progressing on schedule. The Ferris Wheel is getting a complete overhaul and paint job, including installation of new cables, reupholstering of seats and a new motor crankshaft. Work on the Chairplane and Kiddie Auto has been completed. Paul Cross, Fer-ris Wheel foreman, is in charge of quarters. Show colors this year will be orange and blue.

Manager Meadows purchased an Imperial Sparton trailer and presented it to his wife, Una, as a birthday gift. The 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 returned recently from a booking trip on which he inked five fairs and a July 4 spot. Show opens in Clarksville, Tenn., April 11.— UNA MEADOWS.

G. & B. Rides

PARKERSBURG, W. Va., Feb. the April 3 opening in Mason ples. Tony will be starting his City, Ia. The ride boys have ninth season. John T. Rea visited 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 is readying his string of conces-

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. -BTULAH BROAS.

Tivoli Exposition

JOPLIN, Mo., Feb. 28.-Several of the regulars are back at work and the building and repairing of equipment is under way. The Tilt-a-Whirl is being brought back from the factory at Faribault, Minn., where it was overhauled. A new truck has been purchased to haul the transformer wagon. General Manager H. V. Petersen reported that he has contracted with W. H. Kennedy to produce the 10-in-1 and a girl revue.

Axel Bendixen, former owner of the show, writes from Europe 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 manager, is on the road, finishing up some spring booking details for the show. The show will play Kansas defense territory and military installations until celebrations start the middle of June.

WILL PAY CASH

ELI WHEEL TWO KIDDIE RIDES F. HOLLINGSWORTH Hawkinsville, Ga. Phone: 480-J-1

Bob Hammond

HOUSTON, Feb. 28 .- With all equipment repaired and repainted, the show is ready for its March 6 opening here. Owner Hammond has purchased a twin wheels this year, bringing

Mrs. Whitey Rumley, Mr. and Show has again signed the Mrs. Curley Reynolds, Mr. and

The 1953 route carries the show a tour of the factory with Dick purchased. Jimmy Carsen will the trip while Mrs. Ross remained Loretta and Whitey Fowler had here and with James West supercent Fat Stock Show date.

> Frenchie Bouillan and Mr. and Mrs. Whitey Fowler.

The sick list has included Mabel and Gloria Hammond, Vir-NASHVILLE, Feb. 28.— ginia Barnes, Alice Snecht and Weather has been ideal for out- Mr. and Mrs. Jimmie Carlsen. Mr. the Mardi Gras in New Orleans. —MRS. V. BARNES.

Virginia Greater

SUFFOLK, Va., Feb. 28.—Tony Angelo recently joined as scenic artist. Frank Harrison, operator 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 into a van. Bill Penny is still under a doctor's care as the result of a stroke suffered before Christmas. Newcomers to concession row this year will include operators of a Bill Jones bingo, Arthur Christian, who will have a duck pond. pitch-til-you-win and dart balloons, and J. C. Weber with photos and cotton candy.

Tony Buzzella reports he will arrive in plenty of time for open-28.-Things are shaping up for ing with popcorn and candy apquarters and booked his Unborn Show and grab joint. Word from H. W. (Hap) Arnold, The Billboard and mail agent, is that he sions at his Tampa home. Charles (Hi-Striker) Drake pens from his Jersey home that he will arrive here about March 15. Mrs. Rocco Masucci, accompanied by Mr. and Mrs. Philip Minella, spent a few days in quarters before journeying to Greensboro, N. C., to visit Mr. and Mrs. Minu Masucci.

Rogers Bros.

PELICAN RAPIDS, Minn., Feb. 28.—Earl and D. C. Rogers recently returned from an extended booking trip and reported that a fine route has been lined up. The show will play 14 fairs in Minnesota and two in North Dakota. Also set is the Water Carnival and July Fourth celebration at Bemidji, Minn., four June cele-brations in North Dakota and the Round-Up Days at Cambridge,

Winter quarters activity is expected to get under way next week. The show will carry five light towers this year.

James H. Drew

DUNBAR, W. Va., Feb. 28.-Preparations for the new season are in full swing at quarters under 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 his 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 five celebrations.—EULA DREW.

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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. Also Boss Canvasman.

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.

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- 1953 Fair Dates complete, authentic list of more than 2,000 1953 Fairs in the United States and Canada.
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Rt. 5, Box 239, Hot Springs, Ark.

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American Legion, Merrill, Wis., July 2-5 Acts and Fireworks are contracted. Write or call P. O. Box 1, Waukesha, Wis. Dial 9269 or 6763

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Missouri Show Women's Club

415 Chestnut St., St. Louis

ST. LOUIS, Feb. 28.-Thirtyone officers and members played bingo and canasta Thursday evening (19) at a social in the clubrooms. Joan Lipsky, secretary, baked a birthday cake for Mary Russo and Sally Prevost, and all sang "Happy Birthday." Ida McCoy reports Verna

Schantz and Daisy Davis are ill. Faye Davis donated a check for \$100 to the club. Other donations received from Jane Bunting, Lotis Francis, Estelle Regan, Verna Schantz, Ida McCoy, Nora Gdynia, Clara Campbell, Sally Prevost, Elsie Wear, Florence Cobb, Norma Lang, Gertie Lang, Betty Hutchinson, Babe Weinstein, Gertrude Donnelly, Margaret Lohmar, Helen Tremain, Faye Henze, Peggy Grimm, Louise Howe, Minnie Quillan, Virginia VonBrehren, Rose Brown, Josephine Scordias, Elsie Mackey, Lela Graber, Nora Hopfinger, Edith Myers, Bee Dawson, June Scordias, Jeanette Hart and Arlene Sidenberg.

funeral of Bob Seery, who died February 15. He was the husband of Pat Seery. Letters were received from the Miami Club and Madaline Regan.



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Canole Buick Monessen, Pa. Phone 2500. Altoona, Pa. Phone 9347.

FLEA CIRCUS WANTED

For Indoor Carnival on afternoon and night of May 9th, Women's Committee, Toronto Symphony Orchestra. Please

Mrs. Kenneth Carter 11 Dunice Road Toronto, Canada Telephone: Mohawk 0564

Club Activities

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Feb. 28 - Louis H. (Doc) Firestone, president, was in 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 Ginsburg, Sam Maltin, Harry B. Letzer, Jack Dickstein, Herbert Pence, Ben Miller and Lloyd Westerman.

Communications read from Ned Torti and Mike Tisser. Chairman of the sick committee, Jake Kotzen, reported that B. Geritz has been released from the hospital and is in Columbus, O. Larry Fallon is ill in Akron, and The club sent flowers to the William Zakoor reported that George Kane has the flu.

Ben Miller announced that tickets for the St. Patrick's Day party are going good, and he expects a big crowd on the evening of March 14. Sam (Pork Chops) Ginsburg is handling the penny parade.

The president appointed Harry Letzer and Bob Reynolds to a new committee, to be known as the special activities committee.

L. Maltin is back after several 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 decided that the club would again sponsor a baseball team. Brother Waldron, who handled the team Tinder, Helen Reese, Out of Town Directast year which won the State tors—Hattle Mae Macfarlin, Evelyn Tidchampionship, was again appointed Ruth Martone, June Reynolds, Annabelle manager. Among new members Patchet. taken in were Guy C. Dodson and Charles Levine, both here for the baths and races.

memorial would be erected in Showmen's Rest by April 10. Attendance at recent weekly meetings has shown sharp gains. Chairman Fonoflio, of the house committee, has been working on several social functions. A large number of members attended the recent Elks Charity Circus at the Boys' Club. The show was produced by Brother Stoltz. The membership was shocked at news of the death of Brother Albert Martin in the plane accident over the Gulf of Mexico.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 28. - Ned Torti, second vice-president, presided at the opening of the February 26 meeting, then vacated the chair and William Carsky, treasurer, assumed the gavel.

A moment of silence was observed in memory of members Robert Seery, Irving Grossman and Albert Martin.

Joseph Shapiro was reported as discharged from the hospital and improving. Billy C. Williams and Frank Daniels were reported still confined.

Stephen N. Mac Eachern and Joseph Godin were elected to membership, with the members credited to Pat Marco and Patty Conklin.

In attendance after extended absences were Jack Duffield, Sam Beyers, Sam Solomon, William Townsend, Lefty Ohren and Harry J. Taylor.

Members sang "Happy Birthday" in honor of Walter F. Driver, treasurer emeritus, on his 82d birthday.

A St. Patrick's party will be held in the League room March 17, with a committee consisting of Elmer Byrnes, Harry Duncan, Mel Harris, Harry Taylor and Sam Solomon in charge.

Ladies' Auxiliary Hotel Sherman

Mrs. Mae G. Taylor, president, presided at the Thursday (19) meeting. Other officers present lief, has fully recovered from a were Mrs. Frances Berger, second broken toe. Rose H. Page, Los Miller, secretary. Mrs. Margaret virus infection.

Lone Star Show Women's Pacific Coast Showmen's Club of Texas

DALLAS, Feb. 28. - Vice-President Edna Hacker called the Monday (23) meeting to order in Hudspeth, who was in San-Antonio at a stock show. Minutes were read by Corine Greer, since Secretary Grace Tinder is still on vacation.

Reports showed a capacity attendance at the February 19 dinner. The meal was prepared by Martha Moss, Corine Greer, Betty Harris, Edna Hacker, Francis Palmer, and Billie Wyatt. Hostesses included Gonny Allard, Juel Conners, Renee Gordon, Francis Palmer, and Billie Wyatt.

Madeline Chambers is back at Baylor Hospital. Vernon (Pop) Smith is also there. George Smith is ill again, and Marjorie Maxville has been confined to her home for several days.

St. Patrick's Day open house and dance will be at Fair Park Pavilion March 14. Red Kearns is negotiating for a band. Plan-ning decorations and refreshments is the entertainment committee: Betty Harris, Renee Gordon, Erma Meek, Millie Cepak and Alyne Morency.

New members are Edna and William Ball, B. M. and Ada Bishop, Jewel Bunch, Jack and Evelyn Kane, M. G. Dillin, Cornelia and Earnest Reeves.

Officers and committee members for the year include:
Officers Millie Hudspeth, president;
Edna Hacker, first vice-president; Bernice
Fain, second vice-president; Inez Carroll, third vice-president; Grace Tinder, secretary; Pearl Vaught, treasurer; Corine Greer, parliamentarian; Martha Moss, chaplain, and Sally Murphy, sergeant at

Board of Directors—Marie Obluck, Alyne Morency, Margaret Pugh, Sally Murphy, Mabel Welchmanjames, Mary Ellen Liber-man, Millie Cepak, Millie Hudspeth, Grace

Cemetery Committee-Katle Little, Pearl Margaret Pugh, Beth Anderson, Ketta Lindsay. Sunshine and Sick Committee-Martha Moss, Alyne Morency, Lois Chairman Goss, of the monu- Cragle, Pearl Vaught, Louise Mandrell, ment committee, reported that the Entertainment Committee: Alyne Mornecy, Renee Gordon, Millie Cepak, Betty Harris, Bonny Allard, Juel Conners, Montine Wilder and Natalle Ross, House Committee-Francis Palmer, Mildred Taylor, Billie Wyatt, Ida Smith.

Membership Committee-Officers of the club and entire membership. Publicity Directors-Kathy Kearns, assisted by Rence Gordon, News and Views-Martha Moss, editor. Telephone Committee—K at h y Kearns, Bonny Allard, Juel Conners, Renee Gordon, Edna Hacker,

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAII FRANCISCO, Feb. 28:-Altho Monday (23) was a holiday, Jinks, reports ticket sales are far treasurer. above any previous year and

The 14 who attended the board of directors meeting voted unani- Butts, Winter Quarters, first mously to have the chairman of the cemetery committee take up Round, second prize; Doris Stolze, the option on the additional 300 Elephant Act, third; Margaret graves that Show Folks of Amer- Farmer, April Showers, fourth; ica has been holding for five Josephine Lynch, Horn of Plenty, years. President Jack Christen- fifth; Marie Frost, Valentine's sen, one of five showmen to Day, sixth. Nina Rogers was aucpledge \$100 for the new plot in tioneer and Sammy Dolman saw Showfolks. Rest, presented his to it that each box purchased had check to Harry G. Seber, chair- the correct partner. man of the cemetery committee.

One of the visitors at the club meeting was Harry Golub, general agent for the Clyde Beatty Circus. John Provenzale, chairman of the house committee, and his assistant, Sam Landesman, announced that next Monday night is Spanish Night, when Mexican dishes will be featured.

Filograsso gave the invocation. Following the meeting, a number of the ladies attended the 40th anniversary celebration of the Showmen's League.

Correspondence was received from Lillian Woods, who is visiting her sister, Nan Rankine, in Florida, and from Viola Moore, first vice-president, also in Florida. Greetings were received from Evelyn and Margaret Hock, Grace Goss, and from Louise Donohue, in Honolulu. Ida Chase is planning a trip to California.

Ann Sleyster, chairman of re-

Association

1235 South Hope Street, Los Angeles 15, Calif.

LOS ANGELES, Feb. 28. - M. the absence of President Millie H. (Moe) Levine, president, conducted the regular Monday night (16) meeting with Al Weber, treasurer, on the rostrum along with Al Flint, executive secretary, who was substituting for Dave Friedenheim, regular secretary.

Two new members, Nathaniel Guthrie and Edmond Bisson, were voted into membership.

annual Showmen's Day at the National Orange Show in San Bernardino would be March 24. Orville N. Crafts will be host to the group. A show-within-ashow will be held with the proceeds going to the club.

Doc McCullough was reported recuperating following a serious illness. Morris Shaw is on the mend at the City of Hope in Duarte. Clyde Gooding is resting following a leg amputation at Behrin's Memorial Hospital in Glendale. Visitors are allowed on Wednesday.

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' house in the clubrooms. party recently included Lucille ber, Peggy Forstall, Blanche Henderson, Opal Manly, Norma Burke, Rose Rossard, Esther Carley, Jetta Clancy, Marie Tait, Doris Stoltz, Ruth Wolf Woods, Trudi DiSanti, Charlotte Cohen, Julia Smith, Elsie Zuker, June Hargis, Mary Taylor and Ruth Shafro. Leona Cook handled the photography for the day. Ninetyeight guests were on hand.

Bingo and canasta were played following dinner and 56 prizes were awarded. Among winners were Ann Doolan, Opal Manly, Jessie Loomis, Ruth Wolf Woods, Grace Merkel, Doris Stoltz, Leona Cook, Esther Carley, Hazel Moss, Marie Frost, Lee Strum, Gladys Mackey, Edith Walpert, Ruby Kirkendall and Rose Rosard.

In charge of bingo were Charlotte Cohen, Marie Tait, Peggy Forstall, Julia Smith and Mary Taylor. Door prizes went to Ann Doolan, Trudi Di Santi and Norma Burke. Bank night was won by Faye Prosser, Leona Cook and Edith Walpert's guest.

The box social, with Nina Rogers as chairman for the auxiliary, and Sammy Dolman for the PCSA, proved a big success. On Nina's committee were Margaret Farmer, Clara Mortensen, 78 attended the meeting. Whitey Pearl Archer, Lucille Dolman and Monette, chairman of the Hi- Leona Cook. Edith Walpert was

Judges were Harry LeMac, Dan members are donating many Dix and Harry Steffen. Six prizes were awarded. Winners and their themes were Mamie prize; Leona Cook, Merry-Go-

Decorating the tables were Grace Merkel, Margaret Farmer, Leona Cook, Marie Frost and Perle Archer. Bob Young's ork played for dancing: Clara Mortensen won the balloon breaking game; Anna Metcalf, featherblowing; Peggy Steinberg and Ona LaMarr, blindfold contest. Miss Jacobs, a guest, was the winner of the musical chairs con-

Miami Showmen's Association 233 W. Flagler St., Miami

Ladies' Auxiliary

Instead of the regular meeting, a social was held in the clubrooms. Entertainment was planned by Dora Pierson, assisted by Mae Ross, prizes were raffled during the eveassisted by Dorothy Karst, co- tary, to insure their receipt of bulchairman; Rosetta Casey, Lois letins. Get-together sessions are vice-president; Mrs. Carmelita Angeles, and Etta Henderson, Weiss, Ceasara Buzzella and Nan scheduled for all Wednesdays Horan, treasurer, and Mrs. Elsie Paris, Tex., are down with a Rankin. Mr. and Mrs. Trivisonno other than those designated for were the caterers.

Greater Tampa Showman's Association Tampa, Fla.

TAMPA, Feb. 28 .- After opening the meeting, Nat D. Rodgers turned the gavel over to Phil Cook, executive secretary of the Miami Showmen's Association, who installed the new officers. Conducting the new officers to the rostrum were Harry Rubin, C. J. Sedlmayr Jr., Ned Torti, Kinky Wolfe, Bernie Mendelson and Dave Swartz. Officers installed were Lloyd Serfass, president; C. J. Sedlmayr Sr., first vice-president; O. J. Weiss, second vice-president; Sam Gordon, third vice-president; Vernon Korhn, secretary, and Harry B. Julius, treasurer. Installed as the board of governors were Pete Burkhardt, Wilfred Clain, Gene Filardo, Harry Gaughn, Hal Hall, H. D. (Doc) Hartwick, Edw. M. Hunter, Harry It was announced that the Hauck, Van L. Jeter, Johnnie L. Johnson, Earl Maddox, Ray Myers, William Perrot, Glenn Porter, Henry Rubin, George Ringlin, George Rheinhardt, Joe San Fratello, Paul Sprague, Dave Schwartz, J. L. Tommy Thomas, Jack Young, Pat McGee, Tommy Arger and Sam Delaney.

George Ringlin, chaplain, reported that Tommy Gough, Charles Sheppard and John Dolan are hospitalized. Ringlin just recovered from pneumonia.

The club raised \$4,000 for the cemetery fund by the jamboree held during Gasparilla week at the Florida State Fair. An award of merit was presented to the GTSA from 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 president, Dolman, Faye Prosser, Olga Web- gave an inaugural speech telling his aims for the coming year. He also named committees and, as his first act, presented Nat D. Rodgers, outgoing president, with a television set on behalf of the members of the club.

> Ladies Auxiliary President Betty Rodgers called the meeting to order. Other officers present were Virginia McGee, first vice-president; Hazel Maddox, second vicepresident; May Serfass, third vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer. A moment of silent prayer was held for Ella Stophel. chaplain, who is ill.

> Newly elected members of the board of trustees are Mrs. C. J. Sedlmayr Sr., Mrs. Gertie Weiss, Mildred Gordon, May Serfass, Kittie Berkhardt, Lois Sedlmayr, Evelyn Kleider, Betty Rodgers, Dolly Young.

A letter was read from the Tampa chapter of the March of Dimes, thanking the Auxiliary for the work and money raised. 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, announced that members were invited 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 Hospital with a minstrel show. The cast included Esther Young, Leona Plas, Minnie Yasvack. Mickie Wenzik, Pat Hos, Ura Marshall, Ann Denoga, Monica Baress, Ida Rovitz, Jean Davis, Pat Harrison, Gertie Weiss and Winnie Edwards.

Leona Plas presented the names of new members as follows: Leona Miller, Katherine Slaughter, Sylvia Thomas, Irene Denton, Dorothy Hill and Thelma Backer. The club now has 516 members.

Margaret Porter, head of the library committee, donated another photograph album. Neva Warbritton won the bag donated by Babe Pizarra for the Madeline Daniels Fund. Helen Julius won the dark horse. Vera Hauck and Monica Baress served refresh-

National Showmen's Association 1564 Broadway, New York Ladies' Auxiliary

The social meeting Thursday (26) was well attended with President Dolly McCormick presiding. A card party and supper is scheduled for March 8 at the True Sister Building, 150 West 85th Street, Ann Tara and Kitty Brown. Many from 2 p.m. until midnight. Door prizes and games are included. ning. Hot turkey supper was Members should send their correct served by Pearl Schultz, chairman, addresses to Lillian Elkins, secreregular meetings.

7-11 1-15 to 11

Opening Season in Kentucky May 9, 1953

CONCESSIONS—We need a few 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-Go-Round Foreman, complete Tilt Crew, one Chairplane Foreman. Have 17 trucks to get over road, you must drive short moves.

Address LOUIS T. RILEY

P. O. BOX #392, MIAMI 38, FLA., UNTIL APRIL 1.

P.S.: For Sale-Complete big Hog Show, truck, show top, banners. Coleman, let me hear from you.

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Manufacturing Show Canvas for Over Fifty Years. Underwriters' Approved Flame Resistant Materials Available. 5 DAYS' SHIPMENT ON MOST SIZES.

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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 Agents 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

OPENING IN MOBILE, ALABAMA, MARCH 9TH, CLOSE DECEMBER 6

Will book one of each kind of Hanky Panks until Fair time. No gate-play right in town. CONCESSIONS WANTED: Addem Darts, Coke Bottles, Short Range. Pitch-To-Win. Novelties, Scales, etc. Will book neat Cookhouse and Photos that can stand prosperity. After May 15 can place good flashy Bingo. Want Agents for Fish Pond, Cork Gallery, Ball Cames and Balloon Darts. RIDE HELP WANTED: Superintendents for Rolloplane, Wheel, Merry-Go-Round, Octopus, Chairplane and Kiddie Train. Must drive. If you drink, save your time and ours by not applying (James Short, contact.) WANT: Truck Mechanic and Electrician, Must have tools and references. Reason for the above is that we never lose Monday nights. Write

F. W. PEPPERS, P.O. Box 337, Mobile, Alabama

CAVALCADE OF AMUSEMENTS

Want Side Show with own equipment. (Milo Anthony, contact me.) Can place capable Operator for Glass House and Fun House. (Johnny Fone, contact me.) Will furnish complete Snake Show with banner line to reliable operator. Can place capable Train Master. Also Foreman for Octopus. Have openings for a few more Hanky Pank Concessions. Want Man to handle Jig Show Front.

> FOR SALE—High Ball, good condition. Stored at Mobile, Ala. Address AL WAGNER, Mgr. BOX 66, MOBILE, ALA. (Phone: 6-9553)

GREAT SUTTON SHOWS

OUR 50TH ANNIVERSARY—ALL NEW BUT THE NAME

CAN PLACE legitimate Concessions of all kinds. Will sell exclusive on Bingo, Custard and Glass Pitch. SHOWS: Will give good proposition to parties with own equipment Can place Girl Show (Harold Wetherbee, contact us), Snake Show (Joe and Betty Richardson, write). Can place Circus Side Show with or without equipment (Jack Korie, contact us). We have a strong route of spring still dates, followed by one of the longest Fair routes of any show our size.

F. M. SUTTON SR. P. O. Box 790, Care Great Sutton Shows, Harrison, Ark.

Opening in April In Toccoa, Ga. GEORGIA AMUSEMENT CO.

Will book Concessions of all kind that work strictly stock. Sell ex on Bingo, Photos, small Cookhouse or Sit Down Grab, Snow Balls, Cotton Candy, Apples, Popcorn, Mitt Camp, Custard, Glass Pitch, Penny Pitch. Pan Game. Ride Help wanted—Foreman and Second Man for Jenny, salary \$50.00 and \$40.00 if you drive; Ferris Wheel Foreman and Second Man, \$50.00 and \$40.00; Chairoplane Foreman and Second Man, \$40.00 and \$30.00; Train Ride Foreman, \$30.00; Kiddie Auto and Swing Foreman, \$30.00. But all must drive. Winter quarters is now open. Feather beds and home cooking, plenty of hot biscuits, come on. H. H. SCOTT, Toccoa, Ga., Route #4—7 Miles S.W. of Toccoa, Highway 123. We have no phone.

P.S.: Will pay cash for late model Octopus. No junk wanted.

SICKEL'S UNITED SHOWS

Berlin, Ga., March 7-14

Want Hanky Panks of all kinds. Will sell "X" on Long and Short Range Galleries. Need small Cookhouse. Must be neat and cater to show folks. Can place Bingo Caller and General Concession Help, office owned. Popcorn open. Will place few Flat Stores with Hanky Panks that will work as instructed. Want Shows with own outfits. Good proposition for Mechanical City. General Ride Help, contact. Wires and mail to Berlin, Ga.

RIDES-SHOW FRONTS FOR SALE

Girl Show Front, 54' spread on late model Trailer; one Panel Girl Show Front, one Snake Show Front, Tops, one Main Gate Entrance and Marquee with Double Wings, one 20x40 Bingo Frame and Top. Cable, Switch and Junction Boxes; other useful

PERCELL'S AMUSEMENT PARK

WILLIAMSPORT, PA.

TENNESSEE VALLEY AMUSEMENT

Opening April 11th, Clarksville, Tenn., American Legion Spring Festival. Followed Booking Hanky Panks, Lead Gallery, Ball Games, Bingo, 6 Cats, Buckets, Grind Stores, Mitt Camp. John Scott, Grocery Wheel, contact, Help—Foremen for Chairplane and Kiddy Auto. Neat Lady to work front of Flash Photo Studio and assist Mrs. Meadows in office. Shows with own outfits, Girl Show. Monkey, Big Snake, Mechanical. Mack Hoge wants capable Man and Wife or someone to take charge of neat Grab. Humpy Ethridge, Henry Born, Gasden Blackie, Raymond Harris, Johnny Howard, Hank Ross, Bobbie Bloom, contact. Write, Wire or Phone 2-9226.

Theodore Meadows, Mgr. Mack Hoge, Bus. Mgr. CONCESSIONS WANTED

Edinboro Fire Department Carnival JULY 1-2-3-4

THE BILLBOARD

Edinboro Agricultural Free Fair

SEPT. 10-11-12

No grifts-No gypsies Rides signed Write

> AL ADAMS Edinboro, Penna.

GIRLS

FOR GIRL SHOW AND POSING SHOW

Top salary. Also want top Stripper to feature. Salary guaranteed. Can use Three Bally Girls, no experience necessary. Want Girl Show Talker, Ticket Seller and Canvas Man. Show opens March 14 with Calvacade of Amusement, Mobile, Ala. Write or F. W. MILLER

Tropical Tourist Court, New Orlean., La. P.S.: Have Small Girl Show

and Banner Line for sale.

WANTED TO BUY USED FLAG STOCI

In good condition, fast colors, red-white and blue. Sizes 3x5'. 4x6' & 5x8', flat pieces, also Flags of All Nations in sizes 3x5'. Contact.

SOUTHWESTERN DECORATORS 6225 St. Augustine.

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Texas

United Exposition Shows

Now booking Concessions. Shows and Rides. What have you? Good proposition for Cookhouse Will book little Train Want Ride Help of all kinds who drive Winterquarters opening March 1 at Paragould, Ark, Write, wire or phone 2-7279 'pay your own'

C. A. VERNON, Mgr. Bryan, Texas, until Feb. 28: Hurry P.S Reward for Big Bob Perry's address

WANTED

Merry-Go-Round-will book or lease for season.

AMERICAN AMUSEMENT CO. 1035 N. Gay Street Baltimore 5, Md. James Short, get in touch.

WANTED

Bingo and Popcorn for season.

DUMONT SHOWS

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ences. Can handle all detail work, too; have car tor billing. Go any place; join on wire or letter. Address: BOX D-7, Care The Billboard Cincinnati 22, Ohio

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61/2 by 12 ft., all metal, neon trim, all glass enclosed, metal awnings, \$700.00 cash. No. deals. Ready to go. Plenty of storage space. W. E. WONNER 1131 East Ave. A Hutchin Hutchinson, Kansas

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46 to 60 Kw. for night lights. Must be in first class operating condition. Advise lowest cash price and where same can be seen.
C. C. GROSCURTH
Blue Grass Shows, P. O. Box 621.
Owensboro, Ky. (Phone: 3-5321)

BINGO MANAGER

Want Bingo Manager experienced in taking full charge. Very liberal finan-cial set-up. Long season, Also want Counter Men. Write giving details to

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GALLERY "L"-8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.

GALLERY "E"-10 ft, high, 12 ft, wide. One

of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and belt!

OPENING THURSDAY, APRIL 16, OWENSBORO, KY.

CONCESSIONS: Want Hanky Panks (prize every time) of all descriptions, Glass 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. P. O. BOX 621 OWENSBORO, KY. (PHONE: 3-5321)

P.S.: Winterquarters open. Plenty of parking space for trailers; lights and water. Room for painting and repairing.

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CONCESSIONS open-Glass Pitch, Age and Scales, Hi-Striker, Hoop-La and any new type games. SHOWS-Have Side Show, Motordrome and Snakes. Want any other types of Shows for good show territory. HELP-Want Wheel, Little Dipper, Kiddie Ride FOREMEN-Top wages to reliable men. Must drive. Second Men who can drive for all Rides. Operators for FRENCH FRIES, FLOSS and APPLES. OUR CELE-BRATION ROUTE STARTING APRIL 30 WITH PARADES, FIREWORKS AND SPECIAL EVENTS IS THE BEST IN 20 YEARS. FAIRS START SECOND WEEK IN AUGUST. SHOW HAS 12 RIDES-FREE GATE AT CELEBRATIONS. WRITE or WIRE

M. A. BEAM or STEVE DECKER, Windber, Pa.

WANTED ● FREAKS ● TALKERS

For Coney Island, New York

20 weeks' work at one spot—no jumps.

Excellent salary to competent, experienced Talkers and outstanding Side Show Attractions. Also like to hear from Bally Attractions such as Runts or other suitable Performers. Ticket Sellers needed, too.

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NOW CONTRACTING FOR 1953 WANT

For Houlton, Me., our 4th of July stand, preceded and followed by best route in Maine. SHOWS—Fun House, Pit. Monkey, Wild Life, Snake, Mechanical, Midget, Athletic, what is it?, or anything unusual, Low percentage. CONCESSIONS—Photo, Bumper, Spindle, Jewelry, Devil's Bowling Alley, Cigarette Gallery, Candy Wheel, String Game, Glass Pitch, Duck or Fish Pond, Ice Cream, Country Store or any other Hanky Pank not conflicting Will sell X on some CONCESSION AGENTS—Male and Female for Hi Striker, Scales, Ball Game, Cat Rack, Coke Bottle, Dart Game, Novelties, Popcorn and Candy Floss, WANT Man and Wife who can handle Beano. Very good deal for right party. RIDE FOREMEN for Ferris Wheel, Merry-Go-Round, Octopus, Ridee-O, Chairplane and Kiddie Rides. Good wages, Must be semi drivers, sober and willing to work. Contact M. S. EARL OR C. R. ROSS, R.F.D., NEW GLOUCESTER, MAINE.

LOOK! PARKER DOES IT AGAIN

We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 30 FOOT TEEN ACER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Lands. Time sales arranged. We trade. Prices start at \$5.750.00. For particulars phone, wire

C. W. PARKER AMUSEMENT CO. Leavenworth, Kansas, U. S. A.

Want-G&B Rides & Shows-Want

Concessions-Photos, Scales, Jewelry, Ball Games, Six Cats, Coke Bottles, Pitch Till You Win, Hi Striker, Sium Spindle, Watch-La, Shooting Gallery, Balloon Dart; percentage if you have concession.

Ride Help-On all rides; need Chairplane Foreman. All help must drive trucks; be sober and reliable. Rex and Ernie, come on in. All replies to 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. high. 2 moving rows with 43 targets, 2 pull up rows with 46 targets, 3 rows spinning targets, revolving bells 11 bull's-eyes 500 metal loading tubes. Tube making device. 1/3 HP motor. Ready for use in truck or building, sale price, \$1125.00.

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St. Louis, Mo.

From the Lots

Bohn & Sons United

ARANSAS PASS, Tex., Feb. 28. -The 1953 debut was made February 23 here, (the shows' winter quarters city, with the line-up including W. C. Johnston, cookhouse. and Kiddle Coaster; Hagensack, ball game, Kiddie Auto, Train ride and Rolo Whirl; Al Baird and Jack Riley, a concession and show: McWilliams, two shows; Dave Kelley, 6 concessions; Johnnie Graves, 3; John Tasker, 1; Wilson, 1: Billy Dixon, 1: Mickey Goldberg, 1: Mrs. Whitie Dixon, 1; Sam Evans, 1; Tom Evans, 1; Bud Decker, 1, and Mr. and Mrs. Winn, photos, age, Bazooka and floss.

Show-owned rides are: Airplane. Ferris Wheel, Merry-Go-Round and Octopus. Management took delivery on a new Reo Speed Wagon on opening day. Show will tour thru West Texas. Colorado. Wyoming and South Dakota. A few more concessions will be added in another week, as the location here could not accommodate all. Jim Moran has been added to the staff and will assist in some late bookings. Show is operated by Carl Bohn and M. L. (Whitie) Dixon. All equipment has been overhauled. Everything is painted white and trimmed in blue.—LOUISE COWERT.

WANTED FOR COMING SEASON BILLPOSTER

work. State salary wanted. WANT TO BUY-Goo'l used 20x80 ft, or 20x100 ft Side Show Top, complete with Side Wall WRITE OR WIRE

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SPECHT'S FROZEN CUSTARD OUTFIT

For Sale at a Sacrifice Custard King Freezer. Lynn Concession Truck, Electric Water Heater. All equip-ment and truck in excellent condition

KELLEY E. SPECHT 2227 Cusseta Road Columbus, Ga

For more info and price contact

Under the Marquee

• Continued from page 58

Monday (23). Guest acts included Will Hill, who brought one of his elephants. Hill also was the subject of a feature story in the Miami Daily News.

Eva May Lewis, still in Highland Hospital, Detroit for treatment of broken ankles received in a fall from aerial rigging, writes that she has received cards from many friends.

. . Mount Pleasant, W. Va., paper carried a story about stiltwalker 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 together frequently. Hartigan hopes .o have his beauty contest show back on the road soon.

Gene Christian, of Bradenton, Fla., has been operating a net of movie units again this winter. He'll be back as general agent Houston. In Gonzales, he talked for the Beers-Barnes Circus again this summer.... Lockwood Lewis will be leader of the Side Show band on King-Cristiani this Miller, general manager of the season. Grover O'Day, com-edy cycle, closed at Hot Springs Walters of Cole & Walters. He Cincinnati for Cole Bros. and then join Tom Packs.

Two newspapers in Dallas carried pictures and stories recently about circus activity at Gainesville, Tex., mentioning Gil Gray, Bailey Bros. and Gainesshowed the L. F. O'Neal family performers

ed the Slim Girads at Tampa and the Dave Nimmos at Sulphur used ar business in Paterson,

Bill Garrison, trick roper, visit-

the fifth operation resulting from expresses thanks to friends who a 28-foot fall from rigging there sent flowers and cards. in 1937. He's looking forward to hearing from friends.

Bill Armond, interlocuter on the Bill Bailey Minstrel Show, gave his 38th pint of blood at the Red Cross center in Birmingham recently, qualifying for the center's Gallon Club. Event scored a picture and article in the **3irmingham** Post-Herald while the show was there. John Lawrence advises that Armond also is director of the show.

Ed Hiler and Charlie Campbell are contracting agents for Circus Enterprises.

Paul Van Pool, Joplin, Mo., fan, has returned from a trek thru Texas. He visited Butch Cohn, Jean Allen and Red Rumble at with Ben Davenport and Tony Diano. Hopping to Hugo, Okla., Van Pool looked in on Obert 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 12ville Community Circus. Pictures day cruise from Tampa to Boston. The ship detoured to search for of Gainesville Community survivors from the plane which crashed in the Gulf.

Voitech Truoka and his mixed group of lions and tigers head the new bill which opened at the Springs. He also chatted with Cirque Medrano Paris, Friday Johnny Garber, Wibb Hestrand, (27). Other acts are Wenzel Koss-Leon Snyder, Bert Pettus, Red mayer with his 12 Viennese Simpson and Ralph Clark during horses, E. W. Douglas Kossmayer, a Florida vacation. He's got a high-school rider, the Two Valors, acro; Arthur Klein Family, bike act; Oliveras Trio, Spanish bar act, and Paul Kaska and Company, wirewalkers. The Rose Gold aerial trio has been featured at the Cirque d'Hiver.

> Tony Diane and Buck Maughman visited with Orrin Davenport and Clyde Beatty when the Davenport show played Cleveland under Grotto auspices.

> Jo Jo Lewis, clown cop on the Orrin Davenport indoor circus, opens the outdoor season April 4 at Macon, Ga., with King Bros.-Cristiani Circus. Lewis reports that Eva May Lewis, who fell February I from her trapeze at the Detroit Shrine show, is still in General Hospital, Highland Park, Mich. She expects to be released

Winter Quarters

Cross Road Amusement

NUNICA, Mich., Feb. 28 .-Owners Donald and Thelma have been keeping busy down Branam report the 1953 route Florida way. Following a stint ters work begins March 10, with Orville Rector, mechanic, arriving to work on trucks and the scheduled for the West Palm booked.

Mr. and Mrs. Buck Alsup, Gibsonton, Fla., and Mr. and Mrs. Eddie Herman, Ruskin, Fla., are expected to arrive soon to ready their concessions for the new season. Mr. and Mrs. James Friets, Detroit, have been recent visitors. (Mich.) Maple Syrup Festival— GERTRUDE PROUSE.

Georgia Amusement

of five men, under E. H. (Bama) do, February 16-22, and the Gilliam, acting foreman, has al- Tampa Power and Light Show, ready remodeled the Merry-Go- February 23-27, have been booked Round. The show has added two to play a return engagement at rides, bringing the total to seven. the Miami Manufacturers' Show, Most of the concessionaires mak- March 14-22. ing the 1952 tour will be with playing the February 16-21 Winthe show this year. Hank Stul- ter Haven (Fla.) Fair were ken, back for his fifth year as George Emond, roly boly, assisted electrician, and Pat Sulken will by Naida Roberta; Rex and Betty

Johnny Drabble is back in within a week and will recuperate Mercy Hospital, Canton, O., for at her home in Peru, Ind. She

> Herman Joseph, retired clown, has contributed a clown statue San Antonio. Joseph began like to hear from friends. trouping in 1907 with Norris & Rowe and was with Barnum & Bailey and Floto before retiring about 15 years ago.... Mrs. famous clown, Spader Johnson, of Johnson.

C. E. Duble, former trouper with show bands, has been suffering with a leg ailment for several weeks.... Emmett Kelly clowned the Gasparilla celebration at Tampa. He's expected in Chicago in the next few days.... Jack LaPearl has been visiting his son in Oak Park, Ill., and will be back with the Mills show next

The house that Tom Thumb built in Bridgeport, Conn., and to which he brought his bride, for Lloyd Stoltz, He'll make also talked with Dick Scatterday Lavinia Warren, is going to be torn down to make room for a died in 1882, is buried in Mountain Grove Cemetery, Bridgeport, directly opposite his benefactor, P. T. Barnum.

Talent Topics

Continued from page 58

Herman, of the Los Aeros troupe, is also getting her share of denizens of the deep on the fishing

he spent some time with Bobo tioning in Florida. Barnet and Irah and Buddy Watkins. Lemke, who recently vacationed for five weeks in Miami, broken back and is in Cooper infos that he has good bookings up to the time he joins Tom Packs' circus for the outdoor season. Marvin Varner has replaced Bob Gibson in the act, with the latter joining the Wallenda act.

Lew Christie, clown and high performer, was a Friday (27) visitor in Chicago. Christie is set to play the Cincinnati Shrine Circus for Cole Bros.' Circus and will also play the Chicago Stadium date for that organization.

Beach, Fla., where he reports he's St. Paul, to play fairs from July doing some night club work. 3 to September 19. 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, nearly completed. Winter quar- at the Tampa Fair, the trio playpainting of rides. Lon Bishop, Beach Exposition March 6-14 and general agent, reports several new the Eustis fair, March 16-21. Act will play fairs for Boyle Woolfolk Agency this summer and

Marsha Hunt, youngest daughter of circus manager Harry Hunt, will appear on the CBS Big Top The show will carry seven rides TV show March 7. Other acts will and 25 concessions this year, open- include the Six Boginos, foot juging in April at the Vermontville glers; the Roulettes, roller skaters, and Eva Walker, Spanish web and trapeze.

McConnel and Moore, jugglers, who recently played Florida State TOCCOA, Ga., Feb. 28 .- A crew Fair, Tampa; the Sho Bar, Orlan-. . . Among acts

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 underwent an operation on his legs in Veterans Administration to the Hertzberg circus library, Hospital, New Orleans, would

Lee Eyerly of the Eyerly Aircraft Corporation, Salem, Ore., visited Larry Ferris, manager of Minnie Johnson, widow of the the Frank W. Babcock United Shows on the midway at the and Fred Pitzer, circus fan, are Riverside County Fair and planning to publish a biography National Date Festival in Indio, Calif.

> Mr. and Mrs. Charles Zemater, Jack Zemater, Bill Rosenthal and Pat Kruse, of Chicago, were visitors to the Hamid-Morton Circus 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 towns.

Art Hoard, veteran thrill show announcer with Jack Kochman's Hell Drivers for the past six years, reports he has completed new business block and parking bookings for his 16th season as area. The famous midget, who a sports show announcer. The dates include Detroit, March 7-15; Cleveland, March 20-29, and Rochester, N. Y., April 4-12. From Rochester Hoard goes into Koch-man's office in Paterson, N. J., where he will handle advance publicity, promotion and advertising schedules for 1953. After completing his winter booking activities for Kochman, Hoard journeyed to Riviera Beach, Fla., where he has been dividing his time between fishing and basking in the sunshine.

Charles Kyle, head of Kyle Productions, stopped off in New Joe Lemke, professor in Lem- York recently for a short stay ke's College of Chimps, was a while en route to his home in visitor at the Tampa fair where New Haven, Conn., after vaca-

> Hospital, Camden, N. J., reports Jim Hinckle. Babbs had recently been discharged from a hospital where he had been treated for injuries suffered in a fall while setting up his equipment for a "Big Top" TV show. Babbs expects to be back on the road before long and is accepting summer and fall bookings. In the meantime, he would like to hear from friends, especially Flo Diacoff and Herbie Weber.

Ben Victor and Pat King cur-Jack Andrews, is currently rently in burlesque, have signed sunning himself in West Palm with the Williams & Lee office. with the Williams & Lee office,

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Speedy Babbs, veteran Globe of Salina and Maxwell, two, and A. C. Phillips, two, Show will open April 13 in Toccoa. The route will be about same as last year's.—H. HENRY.

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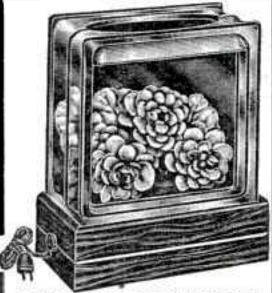
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(Continued on page 74)

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Continued from page 73

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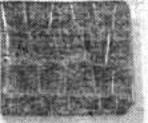
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Greenville, Miss. for men 1000 BUSINESS CARDS, \$2.95 PREPAID; simulated engraved, \$3.50, seven lines. Samples free. Normandie Business Service, 406 S. Spring, Los Angeles 13.

SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, wait-resses, doctors, nurses, others, in white and colors. Exclusive styles. Top quality Low priced. Exceptional income. Real fu-ture, Equipment free, Write fully Hoover, Dept. K-109, New York 11, N. Y. mh28 IS \$210 A WEEK WORTH A POSTCARD TO you? Then rush card with name and address for special free trial plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis. D-Frost-O-Matic Corp., Dept. W-106, 173 W. Madison, Chicago 2, Ill. MONEY WITH FAST-SELLING Bostonian Shirts, Blouses, too. Spare time, full time. Sales Kit free. Bostonian, 89 Bickford, Dept. U-77, Boston 30, Mass. np

SELL BLADEMASTER-DOUBLE EDGE Razor Blade Sharpener. Up to 30 perfect shaves with one blade. No competition. Re-tail price, \$2.95; profit, \$1; sample, \$2. Be convinced. Triangle Sales, Box 746. Scran-ton, Pa. ton, Pa.

\$50 A DAY! HANDLING STAR DUST!
Amazing Atomic Powder! Cleans, waxes,
polishes sautomobiles, Quickly! Easily! Big
bonanza plan free! Sample, \$1. Star Dust,
Dept. B-1, 405 Madison St. Fort Wayne.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen. 120 W. 83rd St., Los Angeles 3. apl1 BEST TATTOO MACHINES—JET BLACK ink; designs; bright colors; tattoo sup-plies. West and Sutton, 412 S. Main St. Los Angeles 13, Calif. mh7

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25e Zeis Studio, 728 Lesley, Rockford, Ill au15

SCENERY & BANNERS

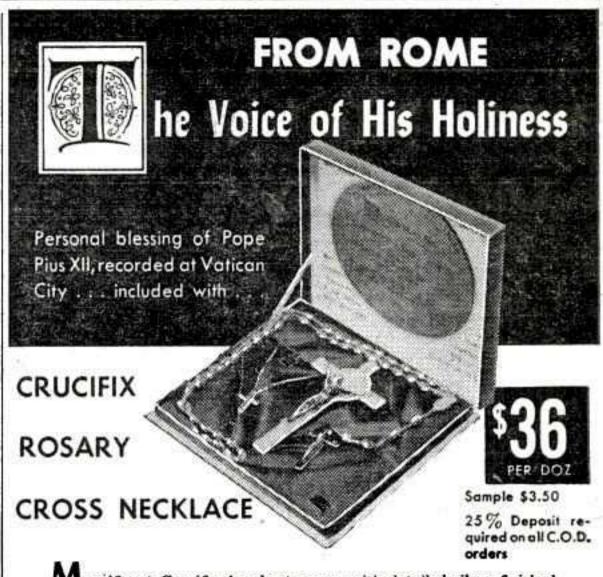
NIEMAN CARNIVAL, CIRCUS BANNERS The best, not the cheapest; no disappointments. Nieman Studios, 1236 S Halsted St., Chicago. CA 6-2544 mh14

WANTED TO BUY

CANDY APPLE, POPCORN, CANDY FLOSS joint complete. Consider others. Give de-tails, price, net profits season, etc. Howard Stone, Lakewood, N. Y.

WANTED—SET ORGAN CHIMES OR metal Chimes. Send photo. Frank Kelly, 2035 Osgood St., Pittsburgh 14, Pa. WANTED TO BUY — TWO MERRY-GO-Rounds. Condition unimportant if priced right for cash. State all in first letter. Ira Burdick, 1503 N. Fifth St., Temple, Tex.





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

ORDER NOW FOR IMMEDIATE DELIVERY!

KRAVITZ & ROTHBARD

720 E. Baltimore Street Baltimore 2, Md.

SPECIAL PURCHASE MEN'S & LADIES' RINGS set with 1/2 Ct. TITANIA GEMS

Saratoga 5817

More Brilliant Than

Men's New Imported

JEWELED WATCHES

tiffany mounting \$14.95 Men's 14h peld \$18.95

ELGIN • BENRUS • GRUEN Murry ... limited quantity of complete rings. Loose gems only, ct. \$8.25 WATCHES \$0.95

Yellow Exp. Band, 954. SPECIAL \$50 DEAL 6 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model watches, case and dials. Recon-

like new. Wholesale Catalog25¢

Wholesale only—\$1 addi

tional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

"The Watch and

Diamond House"

with radium dial and removable lugs. \$2.95 Complete with leather strap. Gross lets Doz. lots, es. \$3.55. Lots of 6, ea. \$3.95. ditioned and guaranteed

CLOSEOUT! MEN'S RINGS

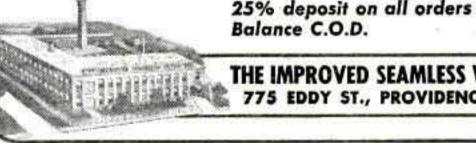
Massive looking gold finish rings. Dozen in a handy display tray-case. (Sample doz. \$6.95.) 3 doz. or more JOSEPH BROS.

5 S. Wabash Ave. Dept. B-3, Chicago 10, III.

WIRE ARTISTS:

buy from Rhode Island's Largest Manufacturer of ROLLED GOLD PLATE

Compare our price. Write for prices and deliveries.



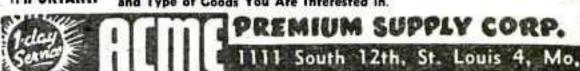
THE IMPROVED SEAMLESS WIRE CO. 775 EDDY ST., PROVIDENCE 5, R. I.

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES



Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready-Write for Copy Today MPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



GIVE TO DAMON RUNYON CANCER FUND

America's No. 1 Religious 'Package'

1: THE VOICE OF

Actual voice of Pope Pius XII pro-nouncing Apostolic Blessing with beautiful bells of St. Peter's Record playable on any standard phono-

2: SNOW-WHITE CRUCIFIX Bright gold-colored Corpus, beautiful plastic.

3: FILIGREE ROSARY Double-capped, finest quality.

4: CROSS NECKLACE Dainty, real GOLD-FILLED chain.

5: SATIN-LINED BOX

Maroon and gold grained pkge. A Wonderful value, natural sight-seller! Quality throughout,

Doz. \$36.00 **SAMPLE \$3.50**



Features nationally advertised "NAME-BRAND" Merchandise: BENRUS, RON-SON, ELGIN, G. E., PARKER, SESSIONS, WM. ROGERS; also Housewares, Jewelry, Toys, Gifts. Confidential wholesale price

GREENGLASS SALES CO.

29-22 Northern Blvd. Long Island City 1, N. Y.

Branch: G & G Distrib. Co. 817 5th Ave., Pittsburgh, Pa.

Selling? Premiums? Prizes? Gifts?

NAME BRANDS open the door to faster and easier NAME BRANDS are your good will ambassadors in promotional selling.

NAME BRANDS for exciting premiums, prixes and business gifts.

NEW! 1953 CATALOGUE NOW AVAILABLE

More than 500 NAME BRAND Items beautifully illustrated. Cover has blank space for dealer to imprint his own name and address. Send for your copy of catalog and con-

Enclose 25¢ in stamps. (To be credited to your first order)

fidential dealer's price list NOW!

CONTINUOUS SUPPLY All orders shipped within 24 hours WHOLESALE ONLY

Wm. Rogers • National Silver American Limoges Oneida • Ekco • Flint Wearever . Buckeye . Arvin Dormeyer • Silex • Casco West Bend • Fryryte • Proctor Juice King • Effanbee Sessions • Telechron Detecto • DeWald Swing-A-Way Met-L-Top . Ocean City Pepperell • Oster Hickok • Sivad • Elgin American Remington Rand Eversharp • Parker Richelieu • Zippo ASR . Jacques Kreisler Volupte . Benrus

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H. B. DAVIS CO.

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New York 1, N. Y.

AL 5-6666

Free Parking

ATTENTION, CONCESSIONAIRES, ATTENTION MR. MORRIS HORROW

(Formerly of Horrow Novelty Co.)

Is now in business under the firm name of

HORROW SALES CO.

My new address is 20 N. 6th St., Philadelphia 6, Pa. Will carry a complete line of concession and premium items for your needs. For information, write or call

HORROW SALES CO.

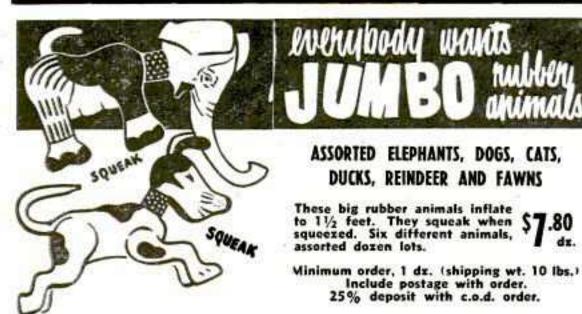
20 N. 6TH ST.

PHILADELPHIA, PA.

Walnut 2-1523

Walnut 2-3928

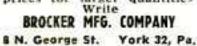
When in Philadelphia visit my new showroom.

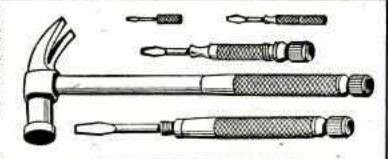


Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

SELLS ON SIGHT! Home owners, car owners.

mechanics pay you \$1 and un for handy 6-in-1 hammer-screwdriver set. Malleable steel and solid brass. Money back guarantee. 24-hour ship ments, Postpaid sample, 73r Dozen: \$6.50 postpaid, Lower prices for larger quantities Write





when answering ads . . SAY YOU SAW IT IN THE BILLBOARD!

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line-Minimum \$6.

Forms Close Thursday for the Following Week's Issue

ACCORDION TEACHERS—MEN OR WOM-en. Salary and commission; unlimited earnings! Teach beginners and advanced students; leading music stores and studios; excellent opportunity; choice of N. and S. Dakota, Minn., Wyoming, Montana, Idaho, other States, Contact Lester Belfield, 1021 Michigan St., Emporia, Kan.

CIRCUS HELP WANTED—WILD ANIMAL trainers and cage men. Permanent all year work; sober, reliable men only. World Jungle Compound, Thousand Oaks, Calif.

EXPERIENCED MUSICIANS — ALL Instruments; well established traveling orchestra; guaranteed salary; no hotel bills; live in ultra-modern land cruiser. Verne Byers Orchestra, 4551 S. Logan, Denver, Cole.

GIRL HAMMOND ORGANIST — SINGLE; age between 25-33, for roller rink; part-nership for right person. Send snapshots and full particulars in first letter to owner. Jerry Meixner, Owatonna, Minn.

GIRL TRUMPET PLAYER, ALSO GIRL drummer to complete four piece Dixieland and commercial combo. If satisfactory, two months' engagement guaranteed. Wire Jimmy Bedgood, Selma, Ala. GIRL TO WORK WITH A LARGE, SAFE

not experienced. Salary and expenses. Tour starts March. Send photograph and par-ticulars. P. O. Box 62, Atlanta, Ga. mh14 GIRLS WANTED FOR POSING AND Dancing Girl Shows. Experience unnecessary; finest of treatment; beautiful costumes furnished; top salary, good at-

tractive bonus and wonderful opportunity is that will interest you. Write Leslie won Klester, Hotel Nuville, Rochester, Minn. Ky.

PARADE FLOAT BUILDER AND DE-signer for Villa Louis Celebration, May 22-23-24. Write Box 334, Prairie du Chien.

PIANO, LEAD TRUMPET, STRING BASS, alto, trombone. Established commercial band. State experience. Wire, phone Leader, 1019 Schroeder Hotel, Milwaukee,

ROLLER RINK PROFESSIONAL—MALE or female; part or full time; new rink, Roller Dome Club Rink, 730 Gostlin St., Hammond, Ind.

> This type of ad will HELP YOU

a great deal to locate the people you need

DISPLAY-CLASSIFIED Advertising

TRUMPET—READ WELL, CUT SHOWS; society-commercial c o m b o; locations; minimum \$85. Chuck George, Kickapoo Plaza Courts, Bossier City, La.

WANTED GIRLS-WESTERN AND HILL billy entertainers, dancers, musicians, singers and specialty acts. Send photo and background details to 3 L Agency, 2992 W. McMicken Ave., Cincinnati 25, Ohio. mh7 snake in act in theaters. Experienced or WANTED-MIDDLE AGE LADY TO HELP manage large cook house; must be sober and honest. Box 4264, West Monroe, La. ist. Send photo and experience. Steady work, Leader, 675 Emerson Dr., Lexington,

AT LIBERTY—ADVERTISEMENTS

5c a Word

Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

ACENTS & MANAGERS

AT LIBERTY — PERSONAL MANAGER.
Can also advance your unit if desired;
can help your act. Get results; any fair
deal will be considered. Write Box C-267,
e/o Billboard, Cincinnati 22, Ohio. mh7

CIRCUS & CARNIVAL

MAN-36. TO BREAK INTO CARNIVAL. 10-1, show, etc. Sober, single, reliable, willing. What have you? Box C-258, c/o Billboard, Cincinnati 22, Ohio mh?

MUSICIANS

ACCORDION PLAYER—WANTS WORK with Western or hillbilly band. Would prefer work on radio station but will travel. Have costumes, also belong to union. Five years' experience on radio and stage. Contact John Herrington, 624 White Ave., Greenville, Ill. Telephone 324-J.

AT LIBERTY SOON—PIANIST; UNION; plenty experience; shows, read, fake, any key, etc. P. O. Box 591 or Ph. 5-6985, Jax-ville Beach, Fla.

AT LIBERTY-TENOR SAX, CLARINET, some flute or fiddle. Read and transpose. Good 2nd or 3rd man for tenor or com-mercial style hotel bands. Reliable, single, free to go anywhere for decent location. Write Box C-271, care Billboard, Cincinnati.

BASS PLAYER, VOCALIST AND SQUARE dance caller. Ideal for hillbilly band. Walter Urouski, 127 Guernsey St., Brook-lyn 22, N. Y. GUITAR-ELECTRIC LEAD OR RHYTHM

read or fake; sing solo or parts. John E Meyer, General Delivery, Mobile, Ala.

P D Q-World's Greatest PHOTO BOOTH CAMERAS



efficient Makes DIRECT POSITIVE pic tures in 3 min utes. Cameras in 21 styles for any size photo Booths are at tractive, easy transpor and quickly as sembled. Simple instruc tions. Fully guaranteed.

Also portable cameras. Write for details P D Q CAMERA CO. 1165 N. Cleveland Ave., Chicago 10, III.

Sell Ultra-Blue \$7 BRINGS BACK \$55



100 Signs, 7"x11", \$7 (Cash With Order)

COMEDY, GENERAL, RELIGIOUS SLOGANS Marvelous full or spare time money-maker OR SEND ONLY \$1 FOR 15 SIGN\$ THAT SELL FOR 50¢ EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00 15 Samples Ultra-Blue Relig's Signs, 7x11 1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 1.00 Above Samples Mailed Postpaid. 812 Broadway, Dept. 724 New York 3, N. Y. L. LOWY

ATTENTION JOBBERS AND WAGON MEN

Hosiery manufacturer has drastically reduced all prices on ladies' fullfashioned nylon hosiery. Our promo-tional number, which is a run of the mill, is priced at \$3.75 per dozen. Fall shades—each pair is individually wrapped in beautiful cellophane en-velopes. JEANETTE HOSIERY MILLS, Chattanooga, Tennessee.

EXPERIENCED DRUMMER — JOIN IMMEdiately; any proposition considered; dance or show; new equipment, plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. HAMMOND ORGANIST — EXPERIENCED all lines, smooth style, reliable; rink or lounge; will travel. Organist, 17 Grandview Terrace, Albany, N. Y.

ORGANIST—WITH OR WITHOUT HAM-mond. Available short notice. Well ex-perienced hotel, lounge, shows, etc. Large repertoire, good appearance; go anywhere. Address Post Office Box 693, Lansing, Mich.

TENOR SAX AND CLARINET MAN-Neat appearance; read or fake; any type combo. Wire or write Musician, 106 E. Forrest Ave., Rome, Ga.

TENOR-SIGHT TRANSPOSITION, TONE double bass, clarinet,bongos; experienced; good appearance; arranger; prefer hotel; cut or else. Musician, 1268 Piedmont N.E., Apt. 4A, Atlanta, Ga. Phone Emerson 6318.

TENOR, ALTO CLARINET, FLUTE, Vo-cals; desire commercial, hotel or combo. Neat, dependable. Musician, 3222 West St., Ames, Iowa. Phone 2221-W.

TRUMPETER - VOCALIST: GOOD COMmercial, jazz: read, fake; available March 9; prefer Southern locations, Rick Shorey, Tamiami Trailer Park, Sarasota, Fla. mhl4

PARKS & FAIRS

ATTENTION—FIREMEN'S FAIRS, PARKS and fair committees; book your attraction early and secure the 3 Fearless Stars. world's highest contortion trapeze act. For open time contact Jerry D. Martin, c/o Billboard office. Cincinnati 22, Ohio. mh28 BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison. Indian-

OLD TIME BALLOON ASCENSION—1907 Airship display: 1910 Flying Machine, A J Hartman, 2127 Summer St., Burlington,

PARACHUTE JUMPER FOR FAIRS, CELE brations, thrill shows, etc. Jump from airplane, helicopter, or blimp. Rates reasonable John Fitzpatrick, Emmetsburg, Ia mh7

SENSATIONAL HIGH AERIAL ACTS— Available for carnivals, parks, celebra-tions, fairs, Lee Slade, 2646 Park Aye., Detroit, Mich. Phone Woodward 1-7710. mh7 TOM OSBORNE-MAGICIAN, AVAILABLE for banquets, fairs, parks, stage, television, etc. Agents welcome 5223 Cedar Ave. Philadelphia. Pa. mh14



RED HOT!

NEW moving art photo key chains that everyone buys! Real photos of dancing girls that "come to life" when moved slightly. When you show the dancing girl start to MOVE you get a

the dancing girl start to MOVE... you got a sale! Heavy clear plastic with strong metal chain. Restaurants, bars, filling stations all buy QUICK! Sample card of 24 only \$3.00, Retail from 25¢ to 35¢ each. BIG PROFIT! Complete price list sent with sample order, Other designs available. Get in on this NEW and DIFFERENT moneymaking novelty NOW!

DIAMOND MOTTO ASSOCIATES, Inc. 922-33 Manchester St. Lexington, Ky

10 WATCHES, \$18.00

10 High-Grade Swiss Ladies' and Gents' Wrist Watches, needing

Holland Bldg. St. Louis 1, Mo.

MAKE \$2 HR SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid, 110 signs, \$6.00 postpaid, Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, III.

BEAUTIFUL CROSS the farmer was not in marry DOOR COUNT FOR WHAL BE DOOR OF MIRACLE CROSS When you place the center to your you can see

LORD'S PRAYER clearly and dis-tinctly.

RETAILS UP TO \$6.95 EACH OUR PRICES TALK!!! #999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish.

\$4.25

\$48.00 Gross

#999-G. Same as above, Chain and Cross, in beautiful gold finish. \$66.00 Gross



Fire! Brilliancy \$3.85 doz.

Full

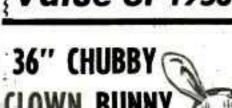
of Life!

Gold finish. White brilliant \$45.00 center, Red sides,

Deposit with all C.O.D. orders. Please state your business. PROVIDENCE RING COMPANY

49 Westminster St., Providence, R. I.

The Promotional Value of 1953..



NOW

Immediate

Delivery Large Life-Like
 Plastic Mask Face

· Satin-Lined Wired Ears Oodles of Silk Ribbon Bows

 Multi-Colored Silk-Taffeta · All Cotton Filled

 Bedecked With Wide Net Collar Pompon Buttons Really a sensation with that "take me home" appeal.

All you have to do is display this low priced big value for quick turnover. \$28.00 per dozen. Sample prepaid, \$3.00 18 to carton. Weight app. 40 lbs. to a

25% Deposit. Balance C.O.D.

GEM NOVELTY SALES

Racine, Wis.

1410 Buchanan St.



7 & 10 Color Specials 4-5-6 & 7 ups Midgets 3.000 series-7 colors Paper & Plastic Markers Wire & Rubberized Cages Pencils—Crayons—Clips 5 x 7 Heavyweight Cards Electric Blowers & Flashboards Lapboards made to order

JOHN A. ROBERTS 817 Broadway, Newark, N. J.

\$400 MOVING SIGN

atop passenger car or station wagon attracts street crowds whether moving or parked. Lights up at night. Mingles with crowds at sports events, parades, conventions. Terrific trade attractor for retailer, theatre, mfr. Copy changed daily, even hourly. Be first to introduce in your area. Contact

COMIC ARTS DIGEST

ENGLAND BROS.

911 Hennepin

eas, trib to dr

'The Magazine of the Comic Art Profession." Subscription, one year, \$3.75.

COMIC ARTS DIGEST 6711 Sunset Blvd. Hollywood 28, Calif.

"Copy norted material

Minneapolis 3, Minn.

NEW, COMPLETELY AUTOMATIC REFRIGERATOR DEFROSTING UNIT

DEFROST-MASTER

tories approved.



Yes, all that and more . . . the tie that STANDS OUT! A hand-painted, enchanting Hollywood redhead wearing a simulated Angora sweater to her best advantage.

The THIRD DIMEN-SION of this tie is really tantalizing.

Comes in assorted colors on fine quality rayon, sand crepe and satin.

\$12.00 Doz. Postpaid

Sample \$2.00 PP 25% deposit, bal-ance C.O.D. Jobbers, write.

HARBUD CO. Dept. A, 1150 B'way, New York 1, N. Y.

YOU CAN'T BEAT THIS ONE

GENUINE CHINA overall TABLE LAMPS Hand - painted 24K gold deco-rations; mar-bellized lustre finish; in asst, of styles, colors,



2000 Rejects— Marbie Table, Lamps & Shades. \$2.25 ea, Gold Boudoir Lamps & Shades. \$1.00 ea.

Terms: 25% dep. bal. C.O.D., F.O.B Chicago. TOLPIN PRODUCTS MFG. CO. 7240-44 N. Western Chicago 45, III. WE MANUFACTURE CHINA NOVEL-TIES & LAMP BASES. WRITE FOR

REAL MONEY



RETRACTABLE

Bankers Approved Ink Dries Instantly Won't Smear, Won't

 Beautifully Designed
 With Gilt Finish Top
 Refills Available Your message imprinted up to four lines. Write now for quotations.

AMAZING VALUE! A REAL DIAMOND ABSOLUTELY GENUINE \$0.00



DOZ. (Sample of \$1.50 ea.) 14K gold finish cross on chain necklace has tiny diamond in center. Individual Gift

25% Deposit, Balance C.O.D. (Add \$1 for Parcel Post)

Write for new catalog

IMPERIAL MDSE. CO. 893 Broadway New York, N. Y.

NEW-FAST SELLERS for Men & Women-BIG Profit Everyone wants these beautiful copies. Set your own HUGE Profits.



WRITE TODAY FREE CATALOG

and details, Mdse. Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond

TITANIA GEM We sell only best quality best mtd. DES MOINES RING CO. Des Moines 11, Iowa



210-BB Fifth Ave. New York 10, N. Y.

Pipes for Pitchmen

By BILL BAKER

EDDIE GOULD . . . is in Savannah, Ga., convalescing from an emergency operation he underwent late in December. He will return to St. Joseph's Hospital 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 Planter mag to good returns. Lockey says he met a number of old friends recently, including Prairie May and the Chief, with med; Billy Beam and wife and Chief Thundercloud.

GEORGE LUNSFORD . . . who is making his headquarters around Albany, Ga., says that he'd like to see some pipes here from Dr. Elder.

BOB POSEY . .

pitcheroo in a coon's age. haven't even seen Count Seldom Scoff or Doc Lushwell," Bob pens. "What has become of James Osborne, Randy Carrouthers and Tom Kennedy?"

CHIEF WHITE EAGLE . who has been wintering in Luling, Tex., is reported to be working that sector with med.

DAVID L. DUNLAP . pipes from Charlotte, N. C., that Heavy Forkner and B. V. (Spud) Mangum are kicking the leaf around North Carolina and Virginia, working county courts and stock sales to good returns. Dun-lap says that Mangum has recovered from a recent operation and has regained his old speed as a top-notch collector on the Southern Planter. Spud is making his home in a new house trailer in Greensboro, N. C. Heavy took delivery on a new car recently. Dunlap says that he, Forkner and Mangum would like to read pipes who is still working sales days in here from Al Harvey, Marshall Arkansas, Oklahoma and Texas, Lockey, E. C. Pardee, George 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 enclose self-addressed envelope.

Los Angeles

C. & N. Sales will move soon to 114 West Third Street. However, in the meantime, the firm is carrying on in its West Pico headquarters. . . . Jack Rudy, of California 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 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 Sno-Master ice shavers, is extending its selling area to include the entire country. Sno-Master ice shavers have been well received by drug and confectionery stores, drive-ins, theaters, carnivals, 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 specifica-tions. In addition to being ideal for icing fountain drinks, the firm says that by using its machine

There Are Big Profits in Decals when you deal direct with manufacturer! COMIC DECALS, GIRLIE DECALS, TWO-SIDED DECALS, TOURIST DE-CALS, SOUVENIR DECALS, GAG DECALS, DECAL SIGNS. Send 25c today for generous assortment of samples IMPRINT ART PRODUCTS, Inc.

611 Manhattan Ave., Brooklyn 22, N. Y.

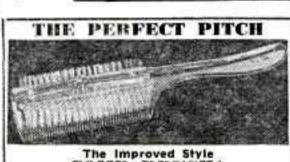
2,500 ITEMS

Spot the Spot, Choose Your Game, Jig-saw Puzzle, Specks, Tops, Watch Faces, Whistles, Age Cards, Mirrors, Jar Covers, Flag Flaps—all for \$6.25. Don't buy a Pig in the Poke. Send 25¢ for samples, prepaid. B. PALMER SALES CO.

1433 Second Avenue

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





COMB BRUSH*



Big Profits business stamping key chains, name plates, social security plates. Sample with name and address, 25¢. Bart Mfg. Co. 303 Degraw St. Brooklyn 2, N. Y.

WE ARE MANUFACTURERS All Kinds-PULL TICKET GAMES TIP BOOKS Direct From Manufacturers at Very, Very Reasonable Prices. —Columbia Sales Co.— 302 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340

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TOP NOTCH WORKERS

Dallas, Texas

WANTED FOR

Hair-Med-Gadgets-Horoscopes, etc.

Also looking for New Concessions for the biggest and best Fairs, also Virgin Spots.

> Contact Al Hassman, Midway 1215 or write

Lee Harris, 243 College, Toronto, Canada

No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

> phoney Action Hi-ball. Greatest Bar Gadget ever invented. Send \$1 for sample

doz. \$6.50-Gross \$78 WHAT P.P. Prepaid HOLLYWOOD HOUSE, Mfg.

2262 Norwic Pl. Altadena, Calif.

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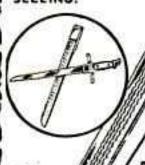
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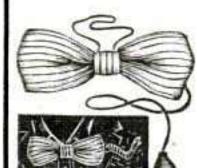
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Riley, Arthur Riley, Katherine Robertson, Wallace Savitz, John Shank, Laura Shank, Laura
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Smith, Buzz
Smith, Joe
Stanley, Charles
Stanley, Frank
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Donovan, Forest
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Duncan Jr., Douglas O'Donnell, Patrick
Duncan Jr., Douglas Ogilvie, L. B.
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Fick, Henry W.
Finan, Raymond

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Perrot, O. J.
Pierson, O. L.
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Richardson, Joseph
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WATCH with 2 Push Buttons. Sweep hand stops while watch runs. \$3.18 Gross

Lots Lofs of 12...\$3.45 ea. Lots of 6.... 3.55 ea.

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Ohio, Indiana, Illinois and Michigan to place on location the latest Elec-tric Wiener Roaster. HENRY G. KLERMUND Oberlin, Ohio

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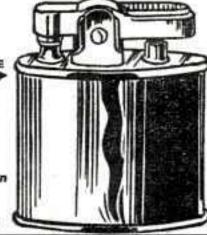
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when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

the previous year's record dollar

volume by an estimated \$2,500,-

Commerce Department indicate.

Commerce this week released

were shipped out of the States.

In the 11 months of 1952 which

was the second largest export

period, topped only by October

Walker Hailed

'Man of Year'

By Dade Group

Calendar for Coinmen

March 5-Milwaukee Phonograph Operators' Association, monthly meeting, Deutsch's Cafe, Milwaukee. March 7, 8-Nebraska Music Guild, quarterly meeting, Cornhusker Hotel, Omaha.

March 10 - Automatic Phonograph Owners' Association monthly meeting, Hotel Sheraton Gibson, Cincinnati. 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.

March 16-20—National Association of Tobacco Distributors, annual convention, Convention Hall, Atlantic City, N. J.

11 Coin Groups **Show Machines** At Trade Show

Spare Parts Shown First Time; Variety Keynote of Displays

1,000 registrants attended the 9th was a high quality coin counting Amusement Trades Exhibition unit in conjunction with the held in London recently with 11 Acral machine. The counter is a coin machine companies showing complete unit, with built-in moeverything from wall boxes and tor, gearbox and switch, handling spare parts to juke boxes and all denominations of coins as doughnut makers.

Prior to the government order, number has been counted. special licenses were required to buy, sell and operate new machines.

The companies and their products follow:

R.A.L., LTD.

International Coin Counting Ma-

LONDON, Feb. 28.-More than chine Company, Ltd. Shown, well as tokens. The counting, on The exhibition took on added tests, reached as high as 1,500 significance this year, since the per minute, it was announced government had issued an order The automatic mechanism stops decontrolling coin machines. the machine when a pre-selected

T. S. Skillman & Company, (Pty.) Ltd.

6, York Buildings, Adelphi, W.C.2 This company exhibited automatic vending machines. Featured was a machine called 41 Furnival St., Holburn, E.C. 4 Elmer, an automatic vender of R.A.L. is a subsidiary of the packaged articles in a variety of (Continued on page 96)

MIAMI, Feb. 28. — Eddie Petrocine, North Dade Amusement Company, made the headpresenting a plaque to Dr. duty on finished products. William Walker.

Walker had been chosen by as the "Man of the Year." as the president of the club.

Walker, a past president of the Miami Chamber of Commerce, received the award in recognition of his efforts in behalf of the proposed Inter-American Cultural and Trade Center. This is a project to promote trade between the United States and the Latin American countries, the funds for which are now awaiting approval by the Reconstruction Finance Corporation. Site of the gigantic center will be in North Petrocine's stops are located.

Coin Machine Exports Hit

Record High of \$7 Million

Late Official Figure Indicates

'52 Exports Reached \$7,500,000

\$6,986,723, compared with \$5,121,-806 sold during the entire previous unit and dollar volume figures year.

\$7,500,000 Year

covering November, 1952, which showed a total of 6,662 pieces of equipment valued at \$799,090, If December exports equaled only the average of the 11 months, total volume of coin machine exports during 1952 reached Commerce reported, November \$7,500,000.

As they have for many months now, Canada and Venezuela were the largest buyers of U. S.-built coin machines during November, and Canada's volume exceeded Venezuela by nearly three to one, \$312,853 compared with \$110,660.

It is significant, however, that Venezuela's imports of juke boxes ment Trades Association, anwere twice the dollar value of nounced recently the dropping phonographs shipped into Cana- of controls on coin-operated da, \$100,108 to \$58,801, and machines by the British Belgium—a strong importer thrugovernment. out 1952 - took approximately \$10,000 more juke boxes than did Canada.

Foreign Assemblies

lines when the Miami Daily graphs assembled in Canada, as restricted. News printed a picture of him in Mexico, to escape the high

since most of that country's pho- to start production.

CHICAGO, Feb. 28. — Coin which included 9,066 pieces, nographs are assembled by Mexi-Machine exports for 1952 will top valued at \$918,174. can distributors for U. S. manu-For the first 11 months of last facturers. The distributors have year, coin machine exports their own cabinets, built to U. S. 000, latest reports from the reached the impressive total of designers' specifications, and (Continued on page 95)

Britain Lifts Coin-Operated

LONDON, Feb. 28. - Gerald Gibbon, chairman of the Amuse-

Prior to this action, it was impossible to buy, sell, or operate coin machines except by special license of the Board of An unknown factor here, how- Trade. Manufacture of these maever, are the number of phono- chines, however, was never

With the lifting of the ban, all red tape was swept away, and Mexico, for example, is credited anyone can make, buy, sell, or with having purchased \$41,742 operate coin machines. It was the North Dade Democratic Club worth of phonographs in Novem- speculated, however, that in view ber, but there is no way of telling of the prices of materials and Petrocine made the presentation how many new juke boxes went taxes, that it would be some time on location south of the border before manufacturers are tempted

Drop Copper Controls; Price Up 4c Per Pound

sweeping decontrol action story vending section) including Wednesday (25), the Office of copper and aluminum. Coin maof the American Shuffleboard The company also has a factory Dade County where many of Price Stabilization removed price chine manufacturers are expected ceilings on a variety of raw and

WASHINGTON, Feb. 28.—In a process materials (see separate to benefit thru a better supply of copper as a result.

Immediately following the OPS move, the two leading copper producers increased prices. The nation's largest producer, Kennecott Copper Corporation, New York, raised its price on domestic copper 3 cents a pound to 271/2 cents; the second largest York, increased the per pound cost 4 cents to 281/2 cents.

In the custom smelter field, refined copper jumped from 111/2 cents a pound to 36 cents, the same level at which smelters had 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. Clifton Young (R., Nev.) this week introduced a bill to reduce the annual federal excise tax on coinsperated gaming devices from \$250 a machine to \$10. The bill 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 to its author, whose constituency includes Reno, is to "protect all 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

for State levy." Rep. John D. Dingell earlier proposed outright termination of the \$10 a machine tax on coinoperated amusement machines, but contemplated no reduction in the steep excise tax on gaming devices.

Copyrighted materia

American Shuffleboard **Predicts Banner Year**

UNION CITY, N. J., Feb. 28.— block-square plant here, has more Sales Manager Nicholas Melone, than 35,000 square feet of space. Company here, this week pre- branch in Omaha. dicted that the shuffleboard industry will experience a boom in 1953 comparable to the lush years of 1948 and 1949.

Melone, who has been con-nected with American for 18 years, based his prediction on the sudden upsurge of orders in shuf-fleboards and supplies since No-vember, 1952, and says the boom

will get under way this spring.
"These things run in cycles,"
he explained. "Interest in new. shuffleboard equipment was only moderate until a few years ago. Then all of a sudden we are shipping to operators and distributors with whom we haven't done business in several years."

American will have been in business 25 years next fall. Dur-ing the 1940's the firm patented several devices to help popular-ize the game. General Manager Paul Cusana is credited with inventing climatic adjusters, a device which prevents warpage of the shuffleboard playing surface. Another Cusano invention is the 12-foot American Bank-Shot, introduced in 1951.

The firm, located in a modern

Chicago Coin Brings Back Slide Chute

CHICAGO, Feb. 28.-In a recent survey conducted by Chicago Coin, more than 95 per cent of operators expressed themselves emphatically in favor of a switch back to the slide chute.

Chicago Coin used government 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 announced it was discontinuing the drop chute and returning to the slide receptacle.

Coin Machine Exports November, 1952

Country	Value \$312,853 110,660 88,585 52,151 43,888 41,582 36,219 33,659 18,768 12,696 10,322
Venezuela 138 100,108 18 2,597 28 7,955 184 Belgium 205 68,497 514 7,408 140 12,680 859 Switzerland 9 4,630 285 47,521 294 Mexico 135 41,742 62 1,346 8 800 205 Cuba 91 41,582 91 91 91 91 91 91 91 91 91 91 91 91 91 91 91 91 91 91 91 92 92 92 92 92 92 92 92 93 33,819 93 93 93,819 94 95 96	110,660 88,585 52,151 43,888 41,582 36,219 33,659 18,768 12,696
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Belgium 205 68,497 514 7,408 140 12,680 859 Switzerland 9 4,630 285 47,521 294 Mexico 135 41,742 62 1,346 8 800 205 Cuba 91 41,582 91	88,585 52,151 43,888 41,582 36,219 33,659 18,768 12,696
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Mexico 135 41,742 62 1,346 8 800 205 Cuba 91 41,582 91 France 5 630 100 1,770 390 33,819 495 Netherlands 83 22,981 213 10,678 296 Japan 2 400 60 18,368 62 Salvador 19 12,696 19 Peru 28 9,225 11 1,097 39 26 5,200 26 Colombia 9 4,840 25 4,375 34 U. So. Africa 26 5,200 26 Honduras 7 2,835 4 840 11	43,888 41,582 36,219 33,659 18,768 12,696
Cuba 91 41,582	41,582 36,219 33,659 18,768 12,696
France 5 630 100 1,770 390 33,819 495 Netherlands 83 22,981 213 10,678 296 Japan 2 400 60 18,368 62 Salvador 19 12,696 19 Peru 28 9,225 11 1,097 39 Colombia 9 4,840 25 4,375 34 U. So. Africa 26 5,200 26 Honduras 7 2,835 4 840 11 Dominican Rep. 11 3,485 17 103 28 Canal Zone 16 3,530 16 Guatemala 4 3,001 4	36,219 33,659 18,768 12,696
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TOTALS 902 \$382,379 3,732 \$144,899 1,978 \$271,812 6,662	\$799,090

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Read and re-

read by over

5,500 coinmen

in more than

55 countries-

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SPRING EXPORT QUARTERLY

The Billboard Coin Machine

... With full facts and up-to-the-minute news coverage

on the complete worldwide

coin machine market!



Number of Variety Stores

In 209 Major Cities*

Over 5,465 chain stores include those of Woolworth, Kresge, Grant, Newberry and Neisner Bros.

DESCRIPTION OF THE PROPERTY OF	
Birmingham	
Mobile, Ala	
Montgomery, Ala	
Phoenix	
Tucson	
Fort Smith, Ark	
Little Rock	
Alameda Calif	
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Denver	
Pueblo, Colo	
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Hartford, Conn	
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Springfield, Ill	
Evanaville, Ill	

STREET CONTROL
Fort Wayne, Ind
Gary, Ind. Indianapolis Muncie, Ind. South Bend, Ind.
Indianapolis
Muncie. Ind
South Bend, Ind
Terre Haute, Ind
Cedar Rapids, Ia
Davenport, Ia
Des Moines
Stoux City. Ia.
Waterloo, Ia.
Waterloo, Ia. Kansas City, Kan. Topeka, Kan.
Topeka, Kan,
Wichita, Kan
Covington Ky
Lexington
Louisville
Lexington Louisville Baton Rouge, La.
New Orleans Shreveport, La.
Shreveport, La
Lewiston, Me
Portland, Me.
Baltimore
Boston
Brockton, Mass
Pall River, Mass, Haverhill, Mass,
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Holyoke, Mass.
Lawrence, Mass
Lowell, Mass.
Malden, Mass. Medford, Mass.
New Bedford, Mass
Pittsfield, Mass
Quincy, Mass
Springfield, Mass 1
Worcester, Mass
Battle Creek, Mich
Bay City, Mich.
Battle Creek, Mich,
Plint, Mich.
Grand Rapids, Mich 2
Jackson, Mich.
Kalamazoo, Mich.
Lansing, Mich 1
Muskegon, Mich
Pontiac, Mich
Duluth, Minn 1
Minneapolis
St. Paul, Minn
Jackson, Miss.
*Compiled form

Kansas City, Mo	
St. Louis	
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Butte, Mont.	
Great Falls, Mont	
Lincoln, Neb	
Omaha	
Reno, Nev.	
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	Milwaukee	W
	Racine, Wis	
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*Compiled from Chain Store Age Report.

5,465 TOP LOCATIONS

Nation's Variety Stores Kiddie Ride 'Naturals

stores, major and sectional chain as a kiddle ride location. The items as the core of its business, type and independent, are rapid- fact that these stores serve all its merchandising expansion in ly increasing in importance as principal cities (see separate the last decade has raised it to one of the major types of kiddie table) means that an operator ride locations on a national scale. can often make a series of similar Several basic factors, including installations in all major business the number of such stores over areas of a single city. the country (5,465-plus) and the high, steady traffic of pre-school and primary grade youngsters (accompanied by adults who usu-(accompanied by adults who usu-ally supply nickels and dimes for 319,000 for all chains in 1949. multiple rides) combine to make Accounting for the bulk of this the 5-and-10 stores top volume

A recent survey by Chain \$1,913,319,000. Store Age serves to point up the

Don Stewart Meteor Distrib

BROOKLYN, Feb. 28 .- Al Blendow, sales manager of the Meteor Machine Corporation here, 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 Meteor kiddie ride line in Utah, Idaho, Montana, Arizona, Nevada, Wyoming, Colorado, South Da-kota, New Mexico and Southern California.

CHICAGO, Feb. 28. - Variety importance of the variety store ues to feature nickel and dime

The high potential ride volume volume were the 11 leading variety chain's, which grossed

According to the Chain Store Age report, the 11 major chains were broke down in the manner shown in the accompany table.

Family Trade While the variety store contin-

the role of a family shopping center. Many, especially those in new suburban centers, incorporate visual store fronts ideal for placement of kiddle rides. Such an installation, for example, was made in the Park Forest, Ill., Kresge store. Here, two dimeoperated rides (horse and rocket) grossed approximately \$245 during one recent week.

Who does the operator contact to solicit placement of his rides in the variety chains? Usually, as in the case of the Kresge chain, the individual store manager has the final say. While this is left up to the store manager's

(Continued on page 94)

Variety, Dept. Store Campaign

CHICAGO, Feb. 28.—Exhibit Supply Company is conducting a 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 details of the firm's rides, including 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.

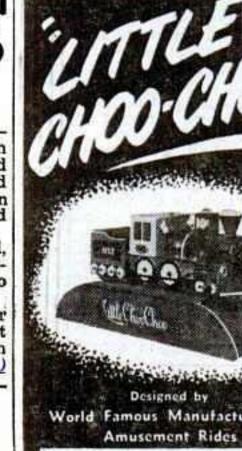
Canadian Food Chain Gets 36 Kiddie Rides

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 stores in the Loblaw food 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 brother Frank, has long been dominant in midway operations in Eastern (Continued on page 94)

Exhibit Conducts



World Famous Manufacturer of Sensational new coin-operated Kiddie Ride for Dime Store and

goes thru all of the motions of a ter- information.

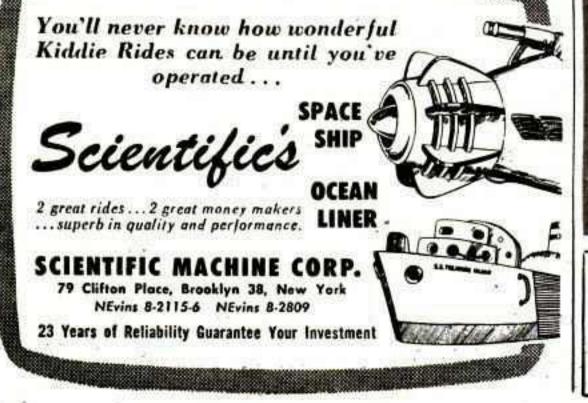
IN BALTIMORE and the South it's KIDDIE-RIDES

MAJOR VARIETY CHAINS

	NOV DAY		
Chain		of Stores	1949 Sales
F. W. Woolworth Co		1,921	\$615,632,900
S. S. Kresge Co		700	288,967,120
W. T. Grant Co		479	233,830,360
S. H. Kress & Co		256	163,923,420
G. C. Murphy Co.		215	141,310,500
J. J. Newberry Co		483	136,780,780
H. L. Green Co		144	99,091,190
McCrory Stores Corp		205	95,754,900
McLellan Stores		122 231	The second secon
Butler Bros. (Scott-Burr)		160	54,670,130
Totals include Canadian sales	of	U. S. chain	25,572,670 s.



when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!



Drop Copper Controls; Up **Price 4 Cents** Continued from page 79

levels. David P. Reynolds, vicepresident of Reynolds Metals Company, indicated the stand taken by this industry with the statement that his firm "expects to continue the current policy of keeping prices down and concentrating on the development of larger markets for aluminum."

Decontrol of primary copper and aluminum this week left only steel, iron, nickel, manganese 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 of metal.

(Continued on page 94)



Smooth, Quiet
Operation
Precision-Built
Throughout
All Metal Construction
Solid Cast Aluminum Horse
National Coin
Rejector from floor to saddle seat 38" All electrical parts and wire UL approved Unconditionally Guaranteed

Retractable

Easy to Mount Overall height

Manufacturer

707 E. Greenleaf Compton, Calif. NEW 1-0808; NEV 6-1976

Super Market locations, Train

real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established nerators. Write today for com-

KING AMUSEMENT CO. Mt. Clemens, Mich.

4413 Park Heights Ave. Baltimore 15, Md.

Communications to 188 W. Randolph St., Chicago 1, III.

OIL AND WATER PARALLEL

Limit Diversification To One-Stop Products?

diversify their routes, Long in this category. Island's Tri-Vendco partners believe there is a danger of diversification 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 Factory Sales Outlets

First Six Branches Reported Start of National Coverage

CHICAGO, Feb. 25 .- With the opening Monday (2) of six warehouse branches in as many cities, four-year-old Ball-Gum, Inc., in-stitutes a new type of regional fast-service, low-c o s t supply source for bulk operators.

Sterling Douglas, Ball-Gum official, stated that the original half dozen centers will be expanded 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 up wholesale deliveries from a son, to same-day service.

new distribution method following the success of its Chatham, Ont., subsidiary, Ball Gum of Canada, which was set up last

Factory Outlets

The first six factory outlets are: Greeley General Warehouse, 1505 Broadway, Cleveland; Pitt-Penn Terminal Company, 1320 chandise Warehouses, 7-19 W not been formulated, Williams (Continued on page 86) indicated.

NEW YORK, Feb. 28.-While | maintains that, in most cases, an most operators are attempting to operator can only diversify with-

> He included cigarettes, candy, soft drinks, biscuits and other food products under one classification, with ice cream and milk as the other two.

Service Problem

of the three categories.

Most operators, he explained, will have several cigarette, candy and soft drink locations, with a some major cities, this demand limited number of installations in peaks at 45 per cent of all coffee which ice cream or milk venders may be placed. If the operator wanted to diversify, he could buy milk or ice cream venders for (Continued on page 83)

10c CHECK-UP

Spot 12 Blood- Creditors Ask Arctic Pressure Mchs. Vendor Liquidation On Chi Route

CHICAGO, Feb. 28. — Tech learned this week. Action fol- for distribution to creditors on a Equipment Company, formed lowed non-materialization of a pro-rata basis until all claims nine years ago as a manufacturer suggested stand-by agreement on were paid. Prior to and after the of coin-operated blood-pressure the part of the ice cream vender suggestion, the firm had been machines, has evolved into an firm's creditors last September and continued inactive due to the operator of this equipment. which would protect their in- lack of capital. "weeks" to a "days" basis, and Bradley Williams, who headed terest and keep the company in the initial firm with his father, business. now has about 12 machines on and one in the Allerton Hotel. All operate at a dime.

Tech Equipment produced 200 blood-pressure machines during the time it was active. It has retained a number of the original production units in stock, in addition to the machines now on location. Currently, plans for resumption of manufacture, or Penn Avenue, Pittsburgh; Mer- expansion of the operation, have

Bow New Cole Model In Chi; Cite Features

CHICAGO, Feb. 28 .- Doubled to offer greater carbonation in capacity, new carbonation, refrig- the cup which lasts from three to eration units and structural four times as long as in previous improvements are the major models. The carbonation rate is features of the new Cole Products Corporation Magniflo 1200 soft drink vender to be introduced at the Ambassador East Hotel here Tuesday (3). The first of three special showings of the new cup machine, it will take place from 12:30 to 9 p.m.

Richard Cole, vice-president, said the second showing, Monday (9) at the Biltmore Hotel, New York City, also 12:30 to 9 p.m., will be followed by the final event in Los Angeles March 23. It will be held in the Roger Young Auditorium, 4 to 9 p.m.

Cole announced this week that the new model remains a threeflavor unit, but cup capacity has been increased to 1,200. A new method of delivering carbonation, called Duotonic Tap, is said

Macke Buys 400 **Unit Cig Route**

WASHINGTON, Feb. 28. Aaron Goldman, president of the the increase (where a 20-cent Missouri, Alabama, North Caro-G. B. Macke Corporation, announced the purchase of Joe hike was thought detrimental to District of Columbia. McDonald Enterprises, Inc., a volume) or institute pennying cigarette, cigar and gum vender and impose a 22 cent price; ab- pennying and 30-cent coin mechoperation.

The firm, latest of a number of new Macke acquisitions, operated 30-cent coin deposits with added ton, Montana, Idaho, North Daapproximately 400 cigarette machines in addition to its other cents, or (the simplest solution) kansas, Mississippi, Tennessee,

adjustable for colas, root beer, fruit-flavored beverage.

New Refrigeration

The new refrigeration system, called Microthermic, -is built around a smaller hermetic unit, M-12, designed to produce greater (Continued on page 86)

Concentrate Progress Aiding Coffee Vender Acceptance

Taste, Aroma Key Improvements; Public Acceptance on Increase

By FRED AMANN

CHICAGO, Feb. 28. — Steady gains in production, installation and patronage of coffee venders during the past two years have been accompanied by like prog-Weinstein's reasoning is this: ress in the coffee concentrate ice cream and cigarettes can not field. Better flavor, aroma and be serviced from the same truck, availability of concentrates, plus neither can ice cream and milk consumer promotion, resulted in nor can any combination of two the present record showing of instant coffee products which now account for 18 per cent of total coffee volume in the U.S. And in

> Next week, current production, price and availability facts in the coffee vender field will be reported.

trate makers' interest in and bid types). In some instances, powcups (1953 Census of the Industry by Vend, sister publication of The Billboard).

Vend's Census showed that 1950's 4,005,000 cup weekly coffee volume had increased to 13,828,-500 cups per week last year.

Supply Pic

At least 10 manufacturers are currently supplying the coffee operator. Of these firms, six offer powder and five liquid Sharpening the coffee concen- concentrates (several offer both

for the vending market is the der concentrate must be convertnear doubling of its volume for ed to liquid prior to vending, and two successive years. In 1951, in others, powder can be used 9,100 coffee venders sold 340,704 as is or liquified. Liquid type million cups compared with 1950's coffee equipment, in addition to 4,450 machine volume of 208,260 a water heating unit, must inmillion cups; in 1952, 16,270 corporate refrigeration for the venders moved 719,082 million concentrate. The first volume producers of

coffee concentrate for venders was Rudd-Melikian early in 1946, followed by The Harrison Company in 1948. Most of the present suppliers entered the vender field

(Continued on page 83)

Dunhill Adds Cork-Tips to **King-Size Line**

NEW YORK, Feb. 28.-Dunhill king-size cigarettes will be introduced in a cork-tip version in California, Texas, Massachusetts and Ohio, March 16, with national distribution slated for April 13.

Philip Morris & Company, Ltd., Inc., manufacturer of the 85-mm. brand, has been boosting Dunhills in television, radio and newspaper advertising campaigns and company officials say the brand has made a sales gain of over 600 per cent in 1952 over 1951.

However Dunhills have made little dent in the vending market, altho some operators do stock the brand. It is believed that the new cork-tip version will gain wider acceptance in the machines.

Dunhill king-size cigarettes were introduced in the East in September, 1952, after they had been distributed in the Midwest and on the West Coast.

Company officials said the Dunhill brand in both styles will be backed by a major merchandising and advertising effort. The plain and cork-tip Dunhills will sell for the same prices as regular-size

CLUB TIE-IN Arctic Vendor Sales was formed in May, 1948, with Gor-WINS BULK OP don Haase, president, Lloyd

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 local service organization, the Hillyard Booster Club.

NEW LOCATIONS

Osier worked out an agreement with the club that gives its members an incentive fo obtain vender locations. It works this way: The club annually sends four outstanding youth leaders of the suburban community to the Rose Bowl football game. Under the tie-up with Osier, Hillyard members receive points for 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.

APPLETON, Wis., Feb. 28. — would have supervisory powers Creditors of Arctic Vendor Sales and control of all Arctic receipts Company, Inc., have filed an in- and disbursements, upon apvoluntary petition in bankruptcy proval of all creditors. Net inagainst the corporation, it was come was to be placed in trust learned this week. Action fol- for distribution to creditors on a

The Arctic venders were produced in a Menasha, Wis., plant, At that time, a creditors' com- while offices were maintained at Ball-Gum decided upon the location. Most are in drug stores mittee was proposed which various times in that city and in Appleton.

History

Merkl, vice-president, and Guy Williamson, secretary. Haase and Theodore Utschig were the principal stockholders. In October, 1951, Haase bought out Merkl and Merle Zuehlke (who had succeeded Williamson as secretary) (Continued on page 86) popular brands.

NATD Confab to Discuss **New Federal Legislation**

legislative proposals affecting the will be the following seniors: distribution system will be the Bruce McConnell, Hamilton, Harsubject of an address to be given ris & Company, Indianapolis: by Allan C. Davis, Canada Dry Alvin Linker, Linker Cigar Comand Tru-Ade, Inc., Baltimore, at pany, Louisville; Edward Costelthe March 19 session of the lo, Costello Brothers, Inc., National Association of Tobacco Providence; Abe Goldbloom, Distributors. The organization Federal-Rice Drug Company, holds its annual meet at Conven- Pittsburgh, and Samuel Forman, tion Hall, Atlantic City, March Starkman Cigar and Tobacco 15-20.

On the participating panel of

NEW YORK, Feb. 28 .- Federal | the Senior-Junior Symposium Company, Atlantic City.

Juniors will be Geoffrey Oelsner, Rothenberg & Schloss Cigar Company, Kansas City, Mo.; Henry Gunst Jr., Cliff Weill, Inc., Richmond, Va.; Paul K. Leven, L&L Tobacco & Candy Company, Grand Rapids, Mich.; J. Renz Edwards Jr., F. S. Edwards Tobacco Company, Kansas City., (Continued on page 86)

NEW PRICE PATTERN

Cig Ops Faced With Varying Solutions to Penny Raise

popular brand packs going up a cent areas. penny following OPS decontrol of cigarettes Wednesday (25), States as determined by the preoperators faced varying price de- vailing vended price.

cisions in all parts of the U.S. Depending upon the vended the increase was the problem pack price in their area prior to faced by operators in these States, the removal of price ceilings, they where the average vended price moved this week to follow one was 20-cents: Oregon, California, of three possible courses: absorb Colorado, Arizona, South Dakota, price was charged and a 2 cent lina, Virginia, Maryland and the sorb the increase where 25-cents anisms was the decision to be was already charged or move to made by operators in Washingpennying costs and charge 27 kota, Texas, New Mexico, Ar-

Here is a break down of the operators' pricing problems by

To start pennying or absorb

Absorb the increase or go to 22 and 23 cent areas and elimi- 25 cents is the average charge. cent change.

CHICAGO, Feb. 28.-With nate pennying entirely in 24, In the following 24-cent price States, operators have only to eliminate pennying and go to straight quarter operation: Oklahoma, South Carolina, Georgia, Vermont, West Virginia, Pennsylvania and New York.

In the remaining States, where odd-cent prices are already in effect, a penny increase will be achieved by dropping one cent in the pennying process: 22-cent States are Ohio, Wyoming, Utah, Kansas, Delaware, Kentucky and New Hampshire; 23 cent packs in Nevada, Nebraska, Minnesota, Wisconsin, Illinois, Michigan, Indiana, Maine, New Jersey and Connecticut.

Portland Ops To Dust Off Penny Pushers

PORTLAND, Ore., Feb. 28. -Cigarette operators here are dusting off pennying equipment which has been idle nearly two years. Action followed OPS removal of cigarette price ceilings and the immediate penny-a-pack hike by tobacco companies.

Most Portland venders had been at 20-cents, but with the increase, prices in the main went to 22 cents. Some operators, fearing In Louisiana, where 28 cents to jump 2 cents a pack, say they is average, and in some 23-cent | will absorb the additional penny areas, operators may choose to and remain at the 20-cent level. types in the Washington Metro- return one cent less change in Florida, and Massachusetts where up 2 cents rather than penny- One chain store route moved up 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.

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OUR PROPOSITION:

We will sell you one scale only as a sample. Then if you want to really sell them, we will sell you scales in lots of 5 or 10 crated f.o.b., Soperton, Georgia. If you sell them then at our advertised price, you will have a nice profit. Now get busy if you want to sell scales.

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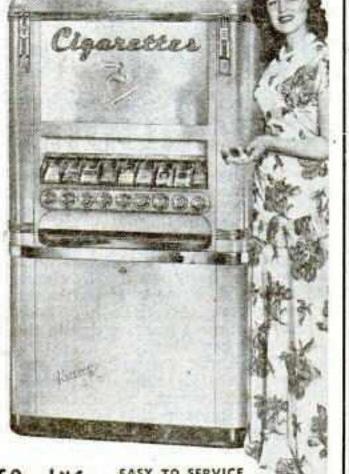
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- 432 pack capacity in double columns dispensed alter-nately.
- * Super Change Maker, op-tional, handles nickels, dimes and quarters. Returns a nickel on 20¢ sale for a quarter. Returns a nickel on





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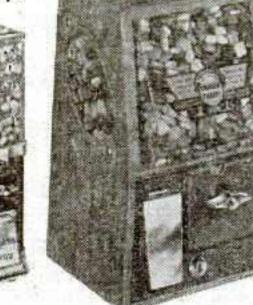
EASY TO SERVICE IT'S FASTI

VICTOR . . . Tops in Bulk Vending Baby Grand DeLuxe

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style





The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

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N. Y. Cig Ops Hold 25-Cent Price Line Despite Decontrol

1c Retail Boost Aid to Venders; 2c Increase Would Spell Trouble

rette vending machine operators in the New York area will prob-ably 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 (26-27) several major manufacturers announced wholesale price boosts averaging somewhat less than a half-cent a pack. This means that location will give up the extra the retail, over-the-counter prices will jump a cent a pack, with many king-sizes being increased by 2 cents a pack.

Tomorrow

This is the situation as of today, and as of today it won't hurt the operators. It's tomorrow they're worried about.

they're worried about.

For example, one of the major operating firms in the area plans to continue vending cigarettes for a straight quarter. It's a safe bet that most of the others will follow suit.

Indicate the straight will be will wending machines, under those conditions, only if there is no other way for them to get a pack.

So far, the American Tobacco Company has raised the price of Luckies 38 cents for 1,00° cigarettes and Herbert Torrestons. 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 the average 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 Weinstein, who head three operating firms headquartered in the same office at Uniondale, and who are partners in a fourth-Tri-Vendco.

Sloan said that such an organization could possibly work within the framework of the National Automatic Merchandising Association. He explained that New York industry, expanding on Long Island, had experienced a tremendous growth in Nassau County, and that this probably would continue for the next decade or so.

Currently, said Sloan, many operators are installing equipment on locations with no contract, 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 standard contract form, with the commission to be decided between the operator and the location.

Nassau County operators are often reluctant to suggest contracts because of the competitive situation, believing that mention of contract might scare off the location, Sloan said.

He added that a local operators' association would give the venders increased stature as businessmen 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 the U.S.

Bureau of the Budget.

NEW YORK, Feb. 28.—Ciga- isn't going to be much worse off insofar as the profit margin is concerned.

Sales Jump

The increase in sales he is likely to experience will more than compensate for the fact that he may be operating on a slightly smaller margin than his acrossthe-counter competitor.

However, if the wholesale price jumps by as much as 2 cents over the pre-decontrol price, he will be seriously hurt.

An operator might be able to

absorb as much as a cent's loss in his profit margin and still make money, but he can't afford a 2-cent loss. It is doubtful if the cent, either.

30-Cent Vend

That leaves one alternative-to require 30 cents in silver and return a pennied pack. At this point most ops feels that the con-sumer will balk. They feel that most consumers will buy from

rettes, and Herbert Tarrytons and Pall Malls, 43 cents. The R. J. Reynolds Tobacco Company, manufacturer of Camels and Cavaliers, said prices will be increased immediately but didn't disclose the new wholesale price. It probably won't differ too much from the increases announced by American.

Philip Morris regular-size, Dunhill king-size and Mentholated Spuds have been increased from \$8.56 to \$9 a thousand; Philip Morris king-size has been boosted from \$9.10 to \$9.35 a thousand, while Marlboros have been upped from \$10.31 to \$10.60 a thousand. P. Lorillard said that Old Gold and Embassy cigarettes will sell for \$9 a thousand.

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VICTOR'S Topper DeLuxe Globe Style

VICTOR'S Topper Deluxe Ralf-Cabinet Style



24 to 47 @ 14.00 Ea. 48 to 99 @ 13.75 Ea. 100 or more@ 13.20 Ea.

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From the Complete

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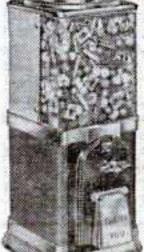
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Half of Standard Brand Prices

All sizes Ball and Vending Gum. Chlorophyll Gum, Chicle & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sixes -520, 300 & 240 pieces per tb. Priced 36c lb. Chicle type 31c lb. Bub-L type.

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VICTOR'S Topper DeLuxe Half-Cabinet Style



Machines will buy themselves with my time payment

Better write today for price and terms on the number of machines you can use

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VICTOR'S Topper DeLuxe Globe Style to 23.... @ \$14.20 ea. 24 to 47 . . . @ \$14.00 ea. 48 to 99 . . . @ \$13.75 ea.

VICTOR'S Half-Cabinet Style

to 23 . . . @ \$14.20 ea. 24 to 47 . . . @ \$14.00 ea. 48 to 99... @ \$13.75 ea. 100 or more @ \$13.20 ea. All machines packed and sold 4 to the



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VICTOR'S

Baby Grand Deluxe

NON-TOXIC.

540 Second Ave., N.

Concentrate Aids Venders

Continued from page 81

most did not enter the new field hit-or-miss; an example is The Nestle Company, which did so its concentrate in the new market medium.

Lending impetus and stability to the coffee vending field during 1951, in addition to the rapid advance of machine design, was the featuring of established brand names in conjunction with vender-sold products. American Home Foods, Inc., began that year to permit use of its G. Washington Coffee trade-mark in both vender advertising and on the machine itself; General Foods Corporation approved special electric signs for venders calling attention to its Maxwell House label.

Prices

Pricewise, concentrates fluctuate with the green coffee bean market. Currently, liquids and powders are about on the same level as two years ago: liquids range from about \$7.70 to \$8.50 per gallon, while powders from \$1.71 per pound (for the 50 per cent coffee, 50 per cent carbohydrate type) to \$3.08 or so for the 100 per cent coffee type.

Increases in concentrate sales to vender operators were marked in 1952 over 1951. These ranged from a reported 40 per cent by Schroeder Products Company, Inc., Woburn, Mass., to 176 per cent by The Nestle Company, White Plains, N. Y. Rudd-Melikian, Inc., Philadelphia, announced a 100 per cent increase in concentrate sales to vender outlets from 1951 to

While these percentage increases appear high, it must be borne in mind that the rise in machine placement over 1951 (7,170 units), and the increase in weekly sales volume (2,547 million more cups) for an ultimate 132,444 million cup gain for the year, bear out the suppliers' statements.

More Flavor

groundwork for additional sales either Sloan, Brecher or Weinstimulant this year. H. B. Burrows, Nestle's sales executive, announced his firm's new Alpine Red Label Instant Coffee powder last week featuring 100 per cent soluble coffee and improved flavor for the vending trade. The new label, supplementing the firm's original Alpine blended concentrate, has been on location test since November, 1952, according to Burrows.

ments incorporated into firm's selling the consumer. concentrates since 1951 included

vended product. also apply to vended coffee. daily sales jumped to \$9. "Concentrates have been greatly improved over the past five years and every manufacturer is working toward an even better product," he stated.

A number of concentrate makers are taking the initiative in arming operators with product facts. American Home Foods, Inc., is currently distributing a

The Topper DeLuxe, Globe Style. and the Topper DeLuxe, Half-

VICTOR'S

Topper Deluxe

Half-Cabinet Style

VICTOR'S

Topper Deluxe

Globe Style

For Beauty and Durability—It's Victor

Cabinet Style, for ball gum and charms, are now equipped with

BIRMINGHAM VENDING CO.

a year later in 1949. However, | booklet called "Soluble Coffee for Vending Machines" which describes how the product is made. One of the facts pointed out in only after 18 months of testing the 8-page booklet is that the average adult per capita consumption is 770 cups per year.

Oil and Water

• Continued from page 81

those locations. But he would be headed for trouble. Weinstein said.

The cost of refrigeration equipment would only be warranted by a large operation. If he had either an ice cream vender or milk vender on the same location as candy, cigarette and soft drink venders, he would need two trucks, and two calls, to service the location. There are few operations in which this could be justified economically.

Vice Versa

By the same token, Weinstein believes that an operator of ice cream or milk vending equipment would be apt to run into trouble if he attempted to branch out into cigarettes, candy or soft drinks-unless, of course, he had a large enough operation to justify the expense of two service calls for each location.

Tri-Vendco's set-up is a bit unusual, but it illustrates the point. Elisan Sales, owned by partner Mike Brecher, operates drink, candy and cigarette machines, as does Merian Dispensers, owned by the third partner, Lou Sloan, while Weinstein's Robob operation has the ice cream units. Tri-Vendco, which was organized in November, 1952, is owned by the three and operates cigarette, candy, gum and soft drink machines at Mitchel Field and in Long Island industrial locations.

Robob is the only one of the four firms to operate ice cream venders. None of the four firms Flavorwise, 1952 gains laid the operates a milk vender. When stein run across an opening for a milk vender on one of their locations, they notify a Manhattan operating firm which specializes in milk machines. They like to expect the same treatment when the roles are reversed, Weinstein stated.

Brand Names

Weinstein's operation averages \$22 per machine a week on a year-round basis. He is a firm K. C. Melikian, Rudd-Melikian believer in brand names-both vice-president, stated improve- in selling the location and in

The ice cream used by Robob the ability to instill aroma in the is Borden's. Weinstein fells that a brand name like Borden's C. R. Duke, product sales man- opens doors for him. On one loager, Vending Machine Coffee cation-the Hempstead Bus Ter-Division, General Foods Corpor- minal-a vender had no sticker ation, said the general public is or decal to tell the purchaser now accepting coffee concentrate what brand ice cream he was for home use at a steadily in- buying. It averaged a respectcreasing rate, and we have every | able \$6 a day. After a Borden's reason to believe this rate will decal was placed on the vender



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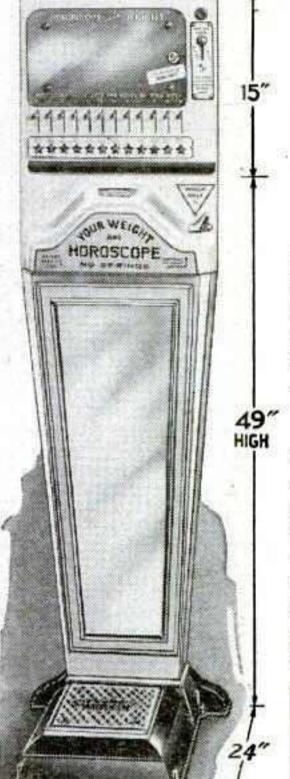
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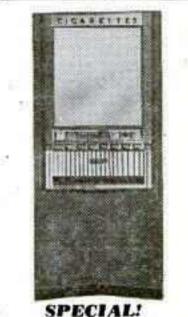
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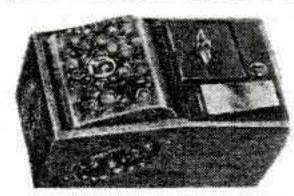
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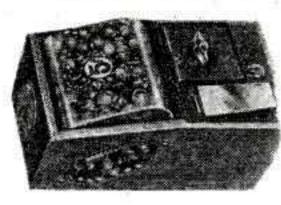
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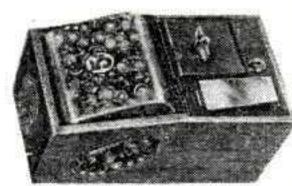
□ 1 year at \$4. □ 2 years at \$6. □ 3 years at \$7.50. Foreign rate, one year, \$6. Address City..... State..... Zone.... State..... Occupation

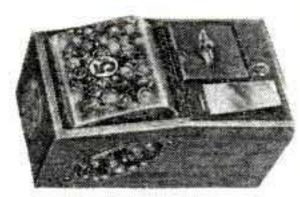
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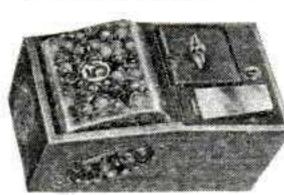
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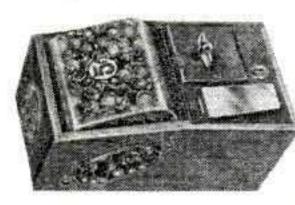


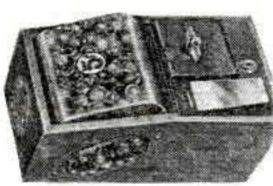


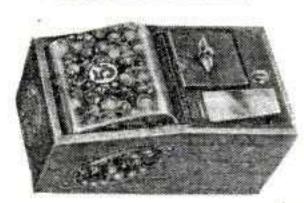












DIME BAR MERCHANDISING

NCWA Retail Store Test Features Separate Racks

CHICAGO, Feb. 28.— Special dime candy promotion got underway this month under the direction of the National Candy Wholesalers' Association.

The test, being conducted on a national scale in retail stores, seeks to determine whether dime bars would sell better if displayed separately from nickel items.

Ernest Prince, McKeesport Candy Company, McKeesport, Pa., chairman of NCWA's Confectionery Industry Foundation, tated that about 500 special acks are being used in the test. They will establish a 10-cent andy department in the various etail outlets participating in the

program. Prince declared that the Founation initiated the studies in an effort to provide a factual answer o the question: "What is needed o merchandise candy effectively?"

P-M Official Cites Cig Profit Picture

PEORIA, Ill., Feb. 28.-Ray ones, vice-president in charge of sales for Philip Morris & Company, Ltd., Inc., Friday (20) Chicago Associations of Tobacco Distributors here that cigarettes are a "dependable, week-in, week-out volume product delivering profits on a steady basis."

Speaking at the second annual convention sponsored jointly by both groups, he said that the cigarette business was in good shape, with the market four times greater than it was 20 years ago. He said that tobacco purchases "represent 4 per cent of all nondurable or consumption goods bought in the United States."

Jones predicted that the rate of business increase will be greatly accelerated in the next

Chunk-E-Nut Appoints

PITTSBUR GH, Feb. 28 .-Robert DeRoy and Clement Conlon have been placed in charge Macpherson. of the Chunk-E-Nut Products Company plant. E. H. Verg, executive vice-president, said the appointment is part of a complete reorganization in the firm's executive line-up.

The present dime bar rack being used, a forerunner of a larger case planned for future use, provides space for displays of six different dime bars.

"The studies we are now making have been designed not only to include the effect of a separate department on dime size bar sales, but also to determine what effect if any this method of merchandising has on the sale of nickel size bars," Prince said.

Sales records for the test are being kept by wholesaler salesmen. The program will involve a total of two months of recordkeeping, followed by a detailed analysis of the results.

PO Employees Retain Vender Sales Benefits

BRIDGEPORT, Conn. Feb. 28 -Post office workers will continue to benefit two ways from venders. Postmaster Russell Neary announced this week the comptroller general had issued an interim ruling permitting the told members of the Illinois and continued use of proceeds derived by employee groups from the operation of venders when used for employee general welfare activities.

The original ruling of the comptroller (order B-111086) would require the transfer of all profits from vending machines to make a cup of coffee. He said United States.

In the interim, the comptroller will seek clarifying legislation from the Congress.

Cummings Resigns Cadbury Presidency

NEW YORK, Feb. 28.—Harold H. Cummings resigned last week as president and director of Cadbury-Fry (America), Inc. He is succeeded by William B.

Following his resignation, Cummings turned over his exclusive contract for the sale of Cadbury and Fry chocolate and candy in the U.S. to the American

VICTOR . . . For Profitable Trouble-Free Operation . .

Topper DeLuxe Globe Style

Topper Deluxe Half-Cabinet Style



A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to



VICTOR'S

Baby Grand DeLuxe

CONFECTION SALES CO.

10008 St. Clair Cleveland 8, Ohio



MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry-

Enter a Money-Saving Subscription Now! Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes 🗌 Please send me The Billboard for one year at \$10. Foreign rate, one year, \$20.

City..... State..... Zone.... State..... Occupation

Heyman Soluble Coffee Set on License Basis

NEW YORK, Feb. 28 .- Dr. Wilbert A. Heyman, president of Heyman Process Corporation here, this week disclosed that his new coffee concentrate, patented in December, 1952, is available to manufacturers 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 requires no refrigeration and will not spoil in the vender.

The process consists of brewing the coffee in a sealed container, which is used in the vending machine. The coffee is placed in the container, oxygen free water is added, then the oxygen above the coffee is removed. The container is closed and then subjected to a sterilization processing so that the cofee will retain its

Whole Beans

Dr. Heyman's process 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

It is his contention that the vending industry is now handicapped, insofar as coffee is concerned, by the flavor and aroma loss of the current solubles, and by the need for refrigeration.

According to Dr. Heyman, a teaspoon of the concentrate will the General Treasury of the that the cost of canning machinery required to make his concentrate принципиний принципи 's small, and that many roasting firms already have canning machinery which can be used for the nanufacture of the product.

> Dr. Heyman did his first coffee research as chemist for the Arbuckle Coffee Company, Brooklyn, when that firm was preparing a plant 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 equipment to a subsidiary of the Hygrade Food Products Corporaion, where he remained as manager of the New York division for

wo years.

Cole Holds 3d **Annual Meet**

CHICAGO, Feb. 28. - Cole Products Corporation is holding its third annual company convention Sunday (1) thru Tuesday (3), Richard Cole, vice-president, announced this week. To take place both at the firm's headquarters, 39 S. La Salle Street, and at the Belden-Stratford Hotel, where a banquet will be held Sunday, the meeting will be climaxed with the introduction of the new Cole Magniflo model Tuesday.

Divisional and district managers will attend two full days of business sessions Sunday and Monday at Cole headquarters. Prizes will be awarded sales representatives for best sales

NEW! DIFFERENT! LOW-COST, HIGH PROFIT VENDING MACHINE

SWAMI FORTUNE TELLING MACHINE and NAPKIN DISPENSER



PAYS FOR ITSELF IN 3 MONTHS! Every restaurant, drug store and ice cream QUANTITY parlor a prospect. Sensational SWAMI gives them a napkin dispenser Free . . . makes them more than enough to pay for napkins. Operators make back small investment in 3 months. FOB N. Y.

HERE ARE VERIFIED FACTS: Location At - 1-month test, 8 Machines:

YOUR NET PROFIT \$48.75 DON'T WAIT! WRITE, WIRE, PHONE FOR DETAILS TODAY-

Name and location on request. CURTIS DISTRIBUTING CO. 152 West 42nd Street



you ought to know . . . Our New LUMINOUS BULBS



is excellent for machines. Our CUS-TOMERS TELL US—and we Tell You.

Jamaica, N. Y.
Or: AT YOUR DISTRIBUTOR
Orders are being shipped in order of
receipt. If you have not yet mailed
your order in, you ought to. Ask ANYBODY and EVERY. BODY-Who has the

Hot-Gimmicks? & Co., Inc. 91-15 144th Place

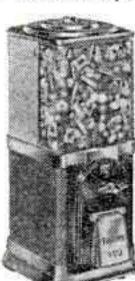
MINIATURE PLAYING CARDS with metar \$3.25 per 1000



CHAMPION VENDORS SUPPLY 119 E. Houston SAN ANTONIO

VICTOR . . The Choice of Operators . . . Baby Grand DeLuxe

VICTOR'S Topper Deluxe Half-Cabinet Style







VICTOR'S

Topper Deluxe

Globe Style

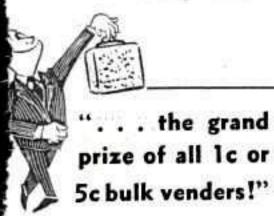
The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

ELLINGSWORTH SUPPLY CO.

659 Adams St., N. E.

onor Pepsi President

NEW YORK, Feb. 28.—Alfred Steele, president of Pepsi-Cola ompany, was honored at the nnual banquet of the New York epsi-Cola Distributors' Associaon Sunday (22) at the Ambasdor Hotel. He received a aque for co-operation and servto the association and his part the over-all Pepsi-Cola Comny program during the past ree years.



Just received 25 of your Model 19s with latest improvements. Say now, that machine is tops with me. I consider it the grand prize of all 1c or 5c venders." L. M. S., Missouri.



THE NORTHWESTERN CORPORATION 2333 East Armstrong St. Morris, Illinois

OLD AND SERVICED BY AUTHORIZED

DISTRIBUTORS

Badger Novelty Company 2546 North 30th Street Milwaukee 10, Wisconsin Badger Sales Company 2251 West Pico Blvd. Los Angeles 6, California Fisher Brown

2218 South Harwood, Dallas, Texas King & Company 2700 West Lake Street, Chicago 12, Illinois Maddox Sales & Service

8814 Kensington Parkway Chevy Chase 15. Maryland Northwestern Sales & Service 440 West 42nd Street New York 18, New York

Northwestern Sales & Service 1198 Tremont Street Boston 20, Massachusetts Parkway Machine Corporation 715 Ensor St., Baltimore 12, Maryland

Peanut Products Company 801 Second Avenue, Des Moines, Iowa Peanut Products Company 1123 West 21st Street Indianapolis, Indiana

Peanut Products Company 910 Harney Street, Omaha, Nebraska Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23, Pa.

J. Rosenfeld Company 3218 Olive Street, St. Louis, Mo Viking Specialty Company 530 Golden Gate Avenue San Francisco, California Vend-All Company 816 West 36th Street Minneapolis 8, Minnesota

MADE TO ORDER FOR VENDERS

COPENHAGEN, Denmark, Feb. 28.—The Wittenborg firm is currently making rather novel installations of its coinoperated merchandise venders for the Irma chain food store establishments. Recently constructed 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 installed one of its standard 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 presentation, saves space and provides a certain amount of protection for the machines. The venders dispense packaged coffee.

Charter New Calif. Vending Companies

SACRAMENTO, Feb. 28. -Robric Corporation has been ture be asked "for equitable regranted a State charter to sell, lief from the limitations under rent and lease vending machines in Los Angeles County. Authorvalue. Directors are August E.

Everly Enterprises, Inc., was the ad valorem tax. formed to sell and operate vending machines of all kinds in Los Angeles County. Authorized capital is \$10,000. Directors are George T. Altman, Sherman Oaks; 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 incorporators.

MANDELL GUARANTEED **USED MACHINES**

N.W. DeLuxe It & St Comb	
N.W #39 1¢ Porc	7.95
N.W. #33 1¢ Porc. B.G	
Master It Bulk Porc	7.45
Master 5¢ Bulk Porc	7.45
Master 1¢ & 5c Bulk Porc	7.95
Columbus 1¢ Bulk	7.45
Silver King le B.G. or Mdse	7.45
Silver King Sc	7.45
Exhibit Post Card (Metal)	15.00
Advance #D te B.G.	7.45
Advance =11 Mdse	5.95

MERCHANDISE & SUPPLIES

	Pistachio Nuts, Jumbo Queenss	80
ı	Pistachio Nuts, Vendors' Mix	.71
ı	Pistachio Nuts, 4 Star	80
ı	Cashew Whole	67
1	Cashew Buffs	60
п	Peanuts Jumbo	38
Н	Peanurs Jumbo	
П	Spanish	.28
п	Mixed Nuts	55
п	Almonds 480 ct 5 lbs. Vac. pk	85
п	Italian Chick Peas	.25
П	Dainbary Description	30
Н	Rainbow Peanuts	
Н	Boston Baked Beans	30
н	Hobby Mix	30
П	Jelly Beans	28
н	Licorice Lozenges	.25
Н	ricolice rosendes	40
Н	M & M	.40
и		-
Ш	Ball Gum, all sizes, 200 lbs. min.	
П	dan dom, all sizes, 200 lbs. min.	
П	Prepaid, per lb\$	- 20
П	Adams Gum, all flavors, 100 ct	.42

Wrigley's Gum, all flavors, 100 ct Suchard Chocolate, 200 ct Hershey's Chocolate, 200 ct. Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for 1/3 Deposit, Balance C O.D.

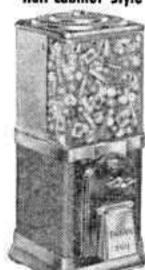
SALES AND SERVICE CO. MOE MANDELL

440-442 W. 42nd St., New York 36; N.Y. LOngagre 4-6467

VICTOR . For Trouble-Free Operation VICTOR'S Baby Grand Deluxe



VICTOR'S Topper Deluxe Half-Cabinet Style



A VICTOR product means your

security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR-we want you to have the best!

J. ROSENFELD CO.

3218 Olive Street

St. Louis 3, Mo.

Dairy Group to Hold NY Confab

NEW YORK, Feb. 28.-Members of the Dairy Industries Supply Association will meet Thursday (5) and Friday (6) at The Commodore Hotel to discuss dairy product imitations, mil': production, pricing methods and problems, customer preference trends and profit expectations.

The Rowe Manufacturing Corporation, manufacturer of a quart milk machine and a newlyannounced ice cream vender, will be represented at the meeting by Charles Brinkman, vice-president.

Fla. Cities Ask Change In State Cig Tax Rule

JACKSONVILLE, Fla., Feb. 28. -The Florida League of Municipalities legislative committee has recommended that cities of the State be freed of some of the property tax limitations imposed by the State's cigarette tax law, which allocates part of the tax collections to cities.

The committee, on motion of Mayor Van H. Priest of Madison, recommended that the Legisla-Section 210.21 of the cigarette tax law." This provision requires ized capital is 2,500 shares, no par that one-half of the increase in cigarette tax money received by Henning, Mary F. Henning and a municipality over the previous Richard E. Henning, Los Angeles. year must be applied to reduce

Hires' Sales Increase 13% in Last Quarter

PHILADELPHIA, Feb. 28.— Charles E. Hires Company sales for the quarter ended December 31 were 13 per cent ahead of the like 1951 period, Edward W. David, president, announced.

Sales of \$1,310,256 and a net loss of \$112,964 was recorded during the first quarter of the 1951 fiscal year. However, David said operations were "in the black" for the two months ended last November 30, with a net about \$47,000 above that of the like 1951 period.

For the year ended last September 30, Hires earned \$310,-636 on sales of \$8,841,979 The firm does 75 per cent of its total annual business during the spring and summer quarters.

LARGER PROFITS WITH TROUBLE FREE LOW COST "SILVER-KINGS"

OPERATORS' CHOICE



Ball Gum Vendor, Today's Sensation Vends 210 "Charm King"-Ball um & Charms (fime-tested and proved). 5¢ Pistachio r Mixed Nut The busiest snatcher). le "Super Vendor"— King-Size Ball Gum To wake up locations).

ked Beans Vendor Fine companion for ball gum machines

Sc Silver-King "Hot Nut" (For that "extra-special" spot) 'Hunter' Action Ball Gum Vendor The kids stampede it)

le or 5¢ Silver-King Nut Vendors Best bet for bars) Vendors for All Foreign Coins Immediate Delivery at Best

Dealers Everywhere SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, III.

VICTOR'S TOPPER DE LUXE GLASS GLOBE STYLE



Cases of four order)

100 or more Also available cabinet

style. Write for lowest prices on gum and

charms H. B. Hutchinson Jr. 860 North Ave., N. E. Atlanta 6, Ga Tel.: Emerson 4300

NOV. VENDER EXPORT: \$144,899

CHICAGO, Feb. 28. -Exports of automatic merchandising equipment during November, 1952, amounted to \$144,899 according to the commerce department.

Largest importer of U. S .made venders was Canada with a total of 3,070 machines 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

P-M Names Keith To Sales Promotion

NEW YORK, Feb. 28.-Michael Keith this week was named sales promotion manager of Philip Morris & Company Ltd., Inc. He will report to Robert Larkin, director of sales promotion.

Keith was formerly manager of national retail accounts for Pepsi-Cola. 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 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 elements must stop dead at predetermined points. Model AV weighs 1½ pounds, is 2 by 4 by 51/4 inches.

CHARMS New JET SERIES

120 ASSORTED CHARMS Includes crosses, skulls, animals, etc. This is the largest assortment in the

Plastic\$2.15 M Copper 3.60 M Silver 3.70 M



 WHISTLES
 SIRENS, ETC. COMPLETE LINE OF CHARMS FOR FREE PRICE LIST!

PAUL A. PRICE CO. 55 Leonard St., New York 13

VICTOR'S

Topper Deluxe Half-Cabinet Style



Also Available VICTOR'S Topper Deluxe Globe Style

· VICTOR'S Baby Grand DeLuxe

Immediate Deliv-ery on all Victor Models. Time Payment Plan Available.Trade-ins Accepted. \$14.25

\$13.25 ... 100 or more All machines packed and sole 4 to the case.

CHARACTER

READIRES

YOUR

FUTURE

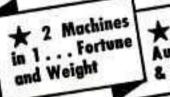
Write for our complete charm and mer-chandise list. Prices subject to change without notice. Pioneer Vending Service

590 Albany Avenue Brooklyn 3, N. Y. Phone: President 4-5358



PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



No Knobs, Fully No Handles, Automatic No Trouble & Patented



DEPOSIT

Mail coupon today for immediate delivery or further

details, monthly

terms as low as \$10.

AMERICAN SCALE MFG. Co. 3206 Grace St., N. W., Washington 7, D. C.

Check one of the following: Attached find check for \$25 payment on one model 403 scale. Ship at once.

Please send further details immediately. NAME

VICTOR . . . The Operator's Choice for Better Vending . .

> VICTOR'S Baby Grand Deluxe



Topper Deluxe Globe Style

Topper Deluxe Half-Cabinet Style



A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a

bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR -we want you to have the best!

STANDARD SPECIALTY COMPANY 5115 E. 14th Oakland 1, Calif.

7.45

14.50 15.00

95.00

89.50

7.95

7.45

7.45

29.50

19.50

130.00

145.00

13.95(2)

69.50

7.95

69.00

79.50

82.50

95.00

18.00

18.50

50.00

18.50

80.00

80.00

80.00

95.00

75.00

90.00

195.00

49.50

11.50

95.00 135.00

45.00

NATD Discusses Legislation

155.00

95.00 130.00

95.00 140.00

85.00

Vending Machines

62.50

15.00

95.00

7.95

7.45

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130.00

145.00

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18.50

125.00

80.00

80.00

80.00

95.00

90.00

195.00

11.00

160.00

95.00 135.00 75.00

45.00 49.50

155.00

95.00 130.00

95.00 140.00

95.00

135.00

Advance No. 11.....

Ajax Hot Nut, 5c.....

Almond Vendors, 5c.....

Asco Hot Nut. 5c.....

Atlas Ace Nut Vendor....

Atlas Bantam, Sc.....

Bantam, 5c.....

Columbus, Ic.....

Columbus, Sc.....

DuGrenier Candyman.....

Eastern Electric C-8.....

Exhibit Card Vendor, 1c....

Foot Ease (Exhibit).....

Jewel King, 5c.....

Marion Scale.....

Master 1c & 5c.....

Master, 1c.....

Master Sc....

Mills Adams Gum Vendor...

Minit Pop Up.....

Model V 1c Cabinet.....

Model V 1c Globe

Mutoscope Card Vendor....

National Candy King.....

National 750....

National 930

National 950

National Candy 918.....

N. Y. Stamp, 1c & 3c....

Northwestern 33 Ball Gum..

le and 5c.....

Northwestern Model 39, 1c..

Northwestern Stamp.....

Pop Corn Sez

Rowe Candy (8 col.).....

Rowe Electric 25c.....

Rowe Imperial (8 col.)....

Rowe President (10 col.)....

Rowe Royal (6 col.).....

Rowe Royal (B col.).....

Rowe Royal (10 col.).....

Sanitary Napkins, 10c.....

Silver King 1c Ball Gum...

Silver King 5c.....

Silver King, 1c or 5c.....

Silver King Hot Nut, 5c

Silver King Hunter....

Siros Brush-Up

Stamp Vendor (4 col.)....

Stick Gum Vendor.....

Uneeda Electric (9 col.)....

Uneeda Model E (B col.)....

Uneeda Model E (9 col.)..

Uneeda, Model E (12 col.).

Uneeda Model, 500 (7 :ol.).

Uneeda Model, 500 (9 col.).

Uneeda Monarch (6 col.)....

Uneeda Monarch (B col.)....

U-Pop-It

Victor Baby Grand..... Victor Cabinet.....

Watling 200 Scale......

Continued from page 81

......

U-Select-It

N. Y.

Shipman 3-Way Stamp

Northwestern Deluxe

Kirk Astrology Scale

Atlas Deluxe Nut Vendor



VENDING MACHINES

Smokeshop corp (AUTOMATIC PRODUCTS CO.)

50 West 57th Street, New York 19, N.

IN STOCK VICTOR'S



VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

The word to the "wise" is . . .

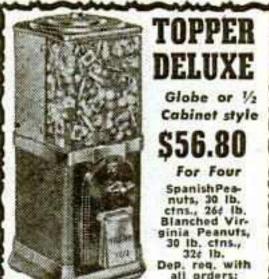
GUGGENHF

CHARMS

SEND FOR PRICE LIST

uggenheim

33 UNION SQUARE N. Y. C. 3; N. Y. . AL. 5-8393



F.O.B. Boston. Everything for the Operator at Lowest Market Prices! CHAMPION NUT CO.

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

Candy Company, Gloversville,

Farner to Report

Kan., and Leon Finkle, Finkle a discussion from the floor will

A business meeting of the NATD Women's Division will be held at the ballroom of the Ritz-Carlton Hotel in the morning and Joseph Kolodny will address the convention at Convention Hall in the afternoon. Afternoon's business 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 in Convention Hall.

The NATD junior executives hold their annual business meeting 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 Metropolitan Tobacco Company, New York, will be chairman of the morning session, while Charles S. Dearstyne, Dearstyne Brothers Tobacco Company, Albany, N. Y., will be chairman 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 1932 as an apprentice in the tobacco division. In 1942 he became head of the Connecticut leaf department, and in 1947 was named head of the firm's farming division.

M&M Announces THE BILLBOARD Index **New 10-Cent Bar** of Advertised Used **Machine Prices**

Issue of

Feb. 7

7.45

39.50

15.00

10.00

8.00

8.50

9.50

8.95

29,50

12.50

15.00

69.00

85.00

155.00

95.00

80.00

80.00

95.00

49.50

95.00 135.00

195.00 250.00

45.00

95.00 130.00

89.50 130.00

89.50 145.00

7.50(2) 7.95

8.50 13.95

7.95

\$6.00

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18.00 22.50

8.50 13.95

7.95

8.50

NEWARK, N. J., Feb. 28 .-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 and will come in 120-count only. It will sell at \$6.66 per 120.

Creditors Ask

Continued from page 81

and gained control of 90 per cent of the company's common stock; in July that year, Zuehlke had purchased a large interest in Arctic from Utschig. Haase then purchased Utschig's remaining interest.

During 1951, Arctic Vendor agreed to manufacture its ice cream machine for Belvend Manufacturing Company, Chicago, to be marketed by the latter firm under its own trade name, Jolly Boy. Meanwhile, Arctic also continued 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 authorized capital stock of \$100,000, consisting of 1,000 shares of par value \$100 common stock with a \$20,000 minimum holding.

Ball-Gum Opens

Continued from page 81

Front Street, Cincinnati; Merchandise Warehouse Company, 350-70 W. Broad Street, Columbus, ; St. Louis Terminal Warehouse Company, 826 Clark Avenue, St. Louis, and Dallas Trans-fer & Terminal Warehouse Company, Santa Fe Building, Dallas.

Mail orders to all factory outlets may be handled on a C.O.D. basis, the same as formerly on direct to Chicago factory orders. Personal pickup at the warehouses will be on a cash basis, Douglas stated.

Arrangements have been made with each outlet for space to 19.50 stock ample supplies of Ball-Gum products to permit filling of any size order. Stocks will be maintained at a high level to enable uninterrupted service, Douglas declared.

New Cole Model

 Continued from page 81 water cooling capacity.

The firm's 600-cup Cole-Spa model, to be retained in production, will not include the new carbonation and refrigeration systems.

The cabinet of the Magniflo model, in addition to having built-in casters, features an allwelded chassis. Both cup and delivery mechanisms are mounted on the interior framework, not on the door, Cole stated. Simplified operation is achieved thru use of fewer relays.

The Magniflow cabinet retains the same dimensions as the model it supersedes: 26 inches wide, 24 inches deep and 67 inches high. Chrome trim is also featured.

COMPLETELY RECONDITIONED AND REFINISHED:

ASCO 5c HOT **NUT VENDORS** WHILE THEY LAST

\$7.50 Ea. Orig. \$49.50 New.

COUNTER AMUSE. MACHINES Hit-A-Homer, 1¢\$19.50

- * NEW AND RECONDITIONED
 VENDORS
 * PARTS, SUPPLIES, ACCESSORIES
 * BALL GUM, CHARMS, NUTS
 * EVERYTHING FOR THE
 OPERATOR
- Send for Your Free Copy of Our
- New 1953 Catalog! 1/3 Dep. Req. With All Orders. RAKE COIN MACHINE EXCHANGE 609 Spring Carden St., Phila. 22, Pa. Lombard 3-2676

VICTOR Ic—BABY GRAND—5e

\$13.00 each 4 to case \$12.00 each 100 or more \$15.95 each Sample filled with gum



Treets Chicle for 1¢. Large Chloro 2 for 5¢ WRITE Lowest prices on Bulk and all merchan dise for vending

How Stocked In Kansas City Victor Topper Deluxe Half

Bernard K. Bitterman 4709 E. 27, Kansas City 1, Mo.

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper DeLuxe Half-Cabinet Style



13.75 Ea. 13.20 Ea. 100 or more@

PARKWAY MACHINE CORPORATION 715 Ensor St. Baltimore 2, Md.

MINIATURE PLAYING CARDS with metal clips per 1000

CHAMPION VENDORS SUPPLY 1119 E. Houston SAN ANTONIO TEXAS

Buy VICTOR for Better Bulk Vending VICTOR'S Topper Deluxe Globe Style





Baby Grand DeLuxe



VICTOR'S



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

Louisville, Kentucky

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most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR-we want you

DEVICES NOVELTY SALES CO.

1624 N. California

Chicago 47, Ill.

Communications to 188 W. Randolph St., Chicago 1, Ill.

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 time. MOA established a precedent for spring conventions, 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—will hold next week's executive session, open to all members desiring to attend.

No matter what urgent matters come up for discussion at 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 organization is limping along on a budget too small for effective

How to raise money to carry on MOA and broaden its activities is of utmost concern to every progressive national 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 association of associations, getting the bulk of its strength from 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 memberships-encouraging the thousands of operators, who have no local association, to join.

Seeburg to Bow Line

Console, Library, Custom Units

any doors or in a cabinet of light TV and radio sets or public ad-

Play 200 Selections; All 45's

Of Home Phonographs

AMI Starting to Ship 80-Selection Wall Box

28.—Shipments of AMI's new from the housing by loosening 80-selection wall box were sched- four screws. uled 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.

80-selection phonograph, the wall ever, the wall box uses a double box mechanism is housed in a solid die cast cabinet, chrome finished top, sides and bottom. It has a tamper-proof, full hinge cover. A matching bar grip, rubber mounted, is also available.

When the hinged cover of the wall box is opened, the entire strips and when operators or table groups via the use of jukes.)

(Continued on page 91)

A program that would keep

Continued from page 1

have on their floors:

selections."

being able to say we have more

Here's a brief description of

each of the three new units See-

burg distributors will shortly

Console Model

housed in a red mahogany cabi-

net with matched crotch mahog-

Korina wood finish. Like the

other units, the console plays 200

selections, is fully selective and

handles both standard 45 r.p.m.

and the E.P. 8-minute disk, thus

offering as much as 27 hours of

All controls on the console, as

The console has a high-fidelity

pre-amplifier, 20 watt high fidelity power amplifier and a dual

high-fidelity speaker. The con-sole in 38¼ inches high, 39½ inches wide and 20 1-4 inches

deep and will carry a suggested

Library Model

high-fidelity pre-amplifier suit-

able for working with any type of

power amplifier, radio, TV set or

public address system. The li-

brary unit has its own volume,

bass, treble, scan and reject con-

trols. Like the console, all con-

Model 200 LU-1 is a library unit, with 200 selections and a

well as the selector panel and magazine, are housed behind

music without repetition.

sliding plate glass doors.

retail list price of \$895.

GRAND RAPIDS, Mich., Feb. The mechanism can be removed

Titles are displayed on flip pages and the wall box - like the firm's phonograph — uses a single button selector. Instead of sented at the meeting. National the single title strips which have legislation and a national public Designed for use with AMI's been used on the juke box, howstrip, 2 3-8 by 1 inch.

"We are standardizing on the 2 3-8 by 1 inch strip," said Bill FitzGerald, AMI's sales promotion manager. "It is much organizations in the phonograph easier to handle when changing industry to contribute to chari-

lations, either in a cabinet or re-

cessed in a wall. The mechanism

is mounted on a double sliding

Model 200 C-1 is a console oused in a red mahogany cabi-

most types of power amplifiers,

NEW YORK JUKES SOUND, CONSERVATIVE BUSINESS

No Immediate Hike to Dime Play; More Route Buyers Than Sellers

By IS HOROWITZ

(This is the fourth in a series of articles presenting a brief, current roundup of the juke box business of the nation's major market areas.)

NEW YORK, Feb. 28. . The

seasoned route owner.

basis, at \$11 to \$12 a week is operation of juke boxes in New comfortably above the national

changes in recent years, has de- service costs. This relative prosveloped into a sound and con- perity has conditioned the typical servative enterprise for the Gotham operator to resist any move to upset the status quo and The local operator is not one to he will probably be among the experiment hastily. His average last in the country to join with income per machine, on an area his fellow-operators in converting to dime play.

Still, certain industry trends York City, which has progressed average and so far has been are making themselves felt here, solidly and without dramatic sufficient to accommodate rising as they are in other parts of the country. Eventually, these may lead to a change in operator thinking. Already, support for dime play is becoming more vocal, altho this view is at present held by a proportionately small group of operators. But if operators here can be shown how to overcome special local conditions and given concrete data on the 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 overlapping of route influence. Major machine 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 important that all operators co-operate on an integrated conversion program. 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 parlor and other 'teen-age locations which dot the All officers and members of the city are unsuitable for the dime

(Continued on page 91)

MOA to Discuss Plans for Future At Chicago Meet

Public Relations Top Topic; Manufacturers and Ops Invited

OAKLAND, Calif., Feb. 28.— MOA permanently 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 member in attendance will have Congress Hotel in Chicago March | much to say about this particular

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 prerelations program with a view to co-operating with various charitable organizations will be considered. (This is in line with A program that would keep

Members of the manufacturers' association will be invited to meet with MOA to discuss problems of a mutual nature, and the two-day session should be an interesting one. Members of the press also will be invited to

executive board have signified peg. Kids, the inveterate phonotheir intentions of attending. All graph players, might balk at payother music operators who are ing a dime for music, they members of MOA are invited. believe. And their present feeling Permanent committees for vari- is that it is not practicable to ous activities for MOA will be operate one type of location appointed at the meeting.

Wurlitzer Readies 48-Selection 45 RPM Phonograph

Showing Will Be Late in March; 1400 and 1500 Series to Continue

Wurlitzer distributors, executives | March. and engineers, numbering more than 100, got their first look this week-end at a new addition to metal track so that it can be pulled forward for changing ing a high-fidelity power amplitubes or replacing the styluses. In addition, Seeburg is producting a high-fidelity power amplitudes or replacing the styluses. In addition, Seeburg is producting a high-fidelity presented by the standard equipment in the constant and all but available as an 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 distributors will now have three models to offer to the trade two 48-selection models and the 104-selection. One of the 48-selection models is a 45 and the other tive, each record is controlled by 000 cps, control for adjusting in- a 78 while the 104-selection plays

a lever which has three playing put level and an adjustable out-and an off position. By moving put to take care of 8 ohm, 16 the lever, the Select - O - Matic ohm or constant voltage speakers. will be revealed later, and show-

NEW ORLEANS, Feb. 28.- ings held the latter part of

This meeting is a yearly event and is a departure from customary procedure because of its being held away from the phonograph department headquarters, located at North Tonawanda, N.Y. The meeting was held in the Roosevelt Hotel.

Witnessing 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 distributors and their wives, in addition to approximately 40 Wurlitzer personnel and their wives.

VENEZUELA TOP

JUKE IMPORTER

CHICAGO, Feb. 28. — Exports of juke boxes during

November, 1952, amounted to \$382,379, late figures from

the Department of Commerce

revealed. Top customer was

Venezuela, which took 138 boxes with a total value of

\$100,108. Second largest juke

Exports of phonographs amounted to slightly less

than half the total dollar vol-

ume in coin machine exports

box buyer was Canada.

for November.

COMING...IN APRIL

Power Amplifier

accessory for use with either the

custom or the library unit. The

power output of 20 watts, a fre-

STPORT QUARTERL

Model 200 CU-1 is a custom | "brain" plays either the "A" side

desired.

unit designed for built-in instal- or the "B" side or both sides as

dress systems. The custom unit amplifier has an undistorted

To make the mechanism selec- quency range from 10 cps to 30,-

SPRING EXPORT QUARTERLY

The Billboard Coin Machine

up-to-the-minute news coverage

coin machine market!

will retail for \$540.

read by over 5,500 coinmen in more than 55 countries in addition to The Billboard's 52,403 U. S. readers.

Read and re-



... With full facts and

on the complete worldwide

(For complete details turn to the first page of the Coin Machine section.)

trols are behind sliding plate glass doors. The library unit will retail for \$595.

Ops to Reactivate Oregon Association

MUSIC MACHINES

PORTLAND, Ore., Feb. 28.—will be made also to expand Juke box operators in the State, the scope of the association to concerned over the new problems include operators in Washington. confronting the industry, this week moved to reactivate the a few club locations, has con-Oregon Music Association. A tinued on nickel play, but several meeting was called for the night local coin men have expressed of March 11 at the Multnomah a desire to explore the possibili-Hotel to discuss action.

High on the agenda will be the election of new officers, the president and secretary having left the music field. Decision to call the meeting, the first since last summer, was taken by a group of board members Wednesday (25) at the office of Budge Wright of Western Distributors.

the sharp loss of revenue stem- the meeting and turn over the ming from advent of television gavel to a successor to be in Portland last fall. A move elected.

Portland, with the exception of ties of dime play. Another concern is the renewed threat of copyright owners to cut into juke box revenue. Members have received letters from George Miller, president of Music Operators of America, of which the Oregon association is an affiliate, concerning dime play in California.

Lee Jones of Portland, OMA Foremost among problems is president, is expected to conduct

MILLER OFF ON FIVE-CITY SPEECH TOUR

OAKLAND, Calif., Feb. 28 -George A. Miller, president of the Music Operators of America, will embark shortly on a 15-day speaking tour to five major cities.

His first stop will be Cleveland, where he will address the 14th annual convention of the Ohio State Phonograph Owners' Associaation March 5 at the Hollenden 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 Elster, chairman of the legislative committee.

Buying Public to Pick April Hit for Ohio

"Hit Tune Party" under the joint juke boxes thruout the State. 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 Hotel in Cleveland 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 free to the hall to listen, select, and vote for the unreleased record they believe has the best possibility of becoming a hit. This tune will be titled "Hit Tune" for the month of April and

Canada Tops

Disk Listing

On Imports

CHICAGO, Feb. 28.-A total of

\$691,918 worth of phonograph

records were exported during

November by American manu-facturers to 11 countries, accord-

ing to the U.S. Department of

Following are the importing countries and their total dollar

Canada\$140,942

Columbia 79,768

................

......

......

Other Countries 108,506

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 im-

ports for November, didn't im-

Rock-Ola School

CHICAGO, Feb. 28.-Frank

Schultz, Rock-Ola service special-

ist, starts a series of Rock-Ola

workshops this week scheduled

West, the South and the South-

considerable experience instruct-

ing phonograph servicemen, is conducting the sessions to ac-

quaint them with the mechanism

The showrooms of the Central

Columbus, O., will be the location

of the school session March 2 and

servicemen from the Air City

O., have been invited to

Service, Charleston, W. Va., and

Sales, Nashville, and Coin Auto-

matic Music Company, Johnson

City, Tenn., will be the guests.

the showrooms of the Franco

Distributing Company, Mont-gomery, Ala., March 5. The final

meeting of the series will be at

the Lynn Farr Music Company,

Texarkana, Ark., March 6. Per-

The next session will be at

phonograph.

participate.

have been invited.

port a single American disk.

Goes on Road

Particularly significant was the number of records shipped to

73,862

69,826

69,032

46,981

41,447

13,480

10,677

Commerce census report.

Brazil

Mexico

Venezuela

N. Antilles

Switzerland

Salvador

Italy

Peru

CLEVELAND, Feb. 28. - A placed in the No. 1 spot on all

In previous years this party has met with much success due 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. All 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 disk in the spotlight each month. 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 provide the music to round out 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 10 unreleased disks on a large juke box. Attendance is expected to reach 3,000 for the

balloting. Music Company In Third Year

Of Polio Drive COLUMBUS, O., Feb. 28. -Gerald D. Ferguson, head of Ferguson & Grace Music Company, recently received a letter of thanks from Sid R. Phillips, chairman of the Franklin County Chapter of the National Foundation for Infantile Paralysis, for

his aid in the March of Dimes. Ferguson has donated receipts 10.536 from a juke box in the Deshler Hotel here for the past three years. The machine, a Seeburg 100-Select-o-Matic, was placed in the 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 read "Help fight polio and hear your favorite selection on this player ... Your contribution goes 100 per cent to Infantile Paraly-

sis Fund." A check by the Franklin chapter revealed a donation of \$158.35 which included 189 quarters, 516 dimes and 1,190 nickels for a 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."

CHICAGO, Feb. 28. - Ray Ohio Coin Machine Exchange, Cunliffe, president of the Recorded Music Service and vicepresident of the Music Operators of America, will speak at the Novelty Company, Dayton, 14th annual convention of the Ohio State Phonograph Owners' Association at the Hollenden On March 3 the school will

Cunliffe's subject will be on

A luncheon and a banquet is also scheduled. The banquet will

Copyrighted material

Another EVANS QUALITY Feature! COIN ACCUMULATOR

Permits more than I 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 dependable profit accumulator!

ON DISPLAY AT YOUR **EVANS DISTRIBUTORS**

100-SELECTION CENTURY

50 RECORDS

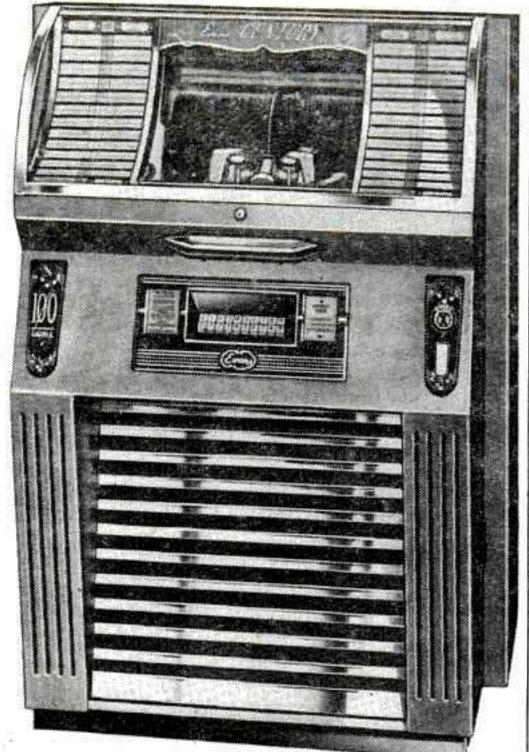
40-SELECTION JUBILEE

20 RECORDS

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. 1556 W. Carroll Ave.

How Was Your Timing on . . .

"SAY IT WITH YOUR HEART"

BOB CARROLL Derby 814

Chicago 7. Illinois

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year aroundl

Yermie Stern, 2 E. 45th St., New York 17 Date_ __ title strip Please start sending me___ cards of Billboard's "Best Buys" to cost for 3 full months, Payment is enclosed. Address

Spotted as a Billboard BEST BUY

JANUARY 20

Title Strips Ready for Top **Juke Profits**

JANUARY 20

There are 20 title strips on each card-10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records -20 cards) delivered weekly for a period of 3 months,

Cards (per week)	(for 3 months)	Cards (per week)		ment C Fort W pany, F
	strips) 9.00	70 (1400	strips)29.00	tributing
	strips)13.00 strips)17.00	80 (1600	strips)33.00	Miss.; Amarillo
	strips)21.00	90 (1800	strips)36.00	Amusem
60 (1200	strips)25.00		strips)39.00	

CONVENIENT ORDER FORM

Cost (for 3	Cards Cost	sonnel from the Unite Amuse- ment Company, San Antonio; Fort Worth Amusement Com-
months)	week) months)	pany, Fort Worth; Capitol Dis-
9.00	70 (1400 strips) 29.00	tributing Company, Jackson,
)13.00	80 (1600 strips)33.00	Miss.; Rutherford Enterprises, Amarillo, Tex. and Frontier
)21.00	90 (1800 strips)36.00	Amusement, El Paso, have been
35 00	100 (2000 states) 40 00	invited

Ray Cunliffe to cover locations in the Middle west. Schultz, who has had Talks in Ohio On Dime Play and the operating features of the Rock-Ola Fireball 120-selection

Hotel in Cleveland March 5.

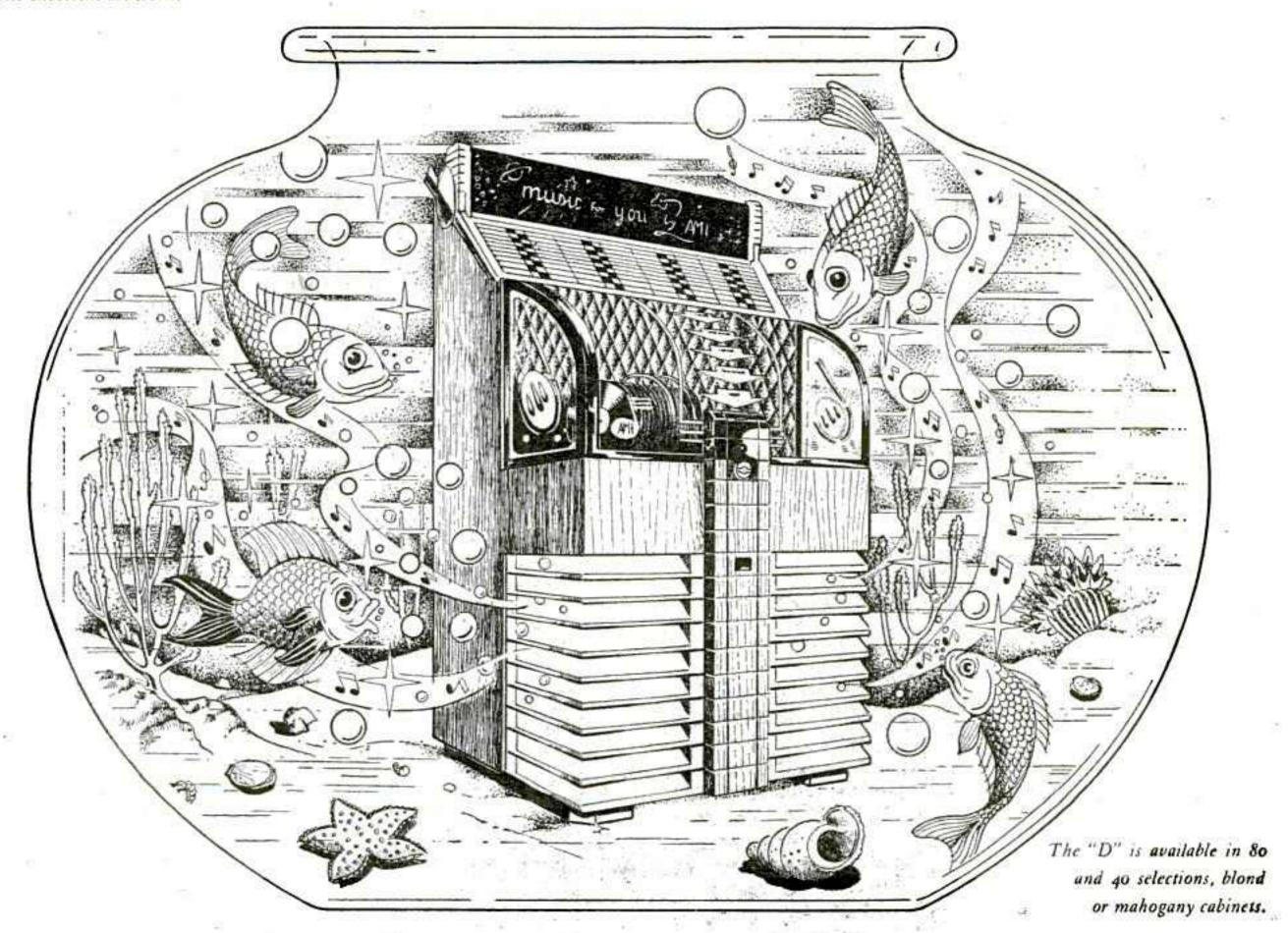
be held at the Coin Machine experiences of dime play in the Chicago area. His talk will be servicemen of local operators part of a general discussion of The Southern Music Corporadime play, the feature topic on tion, Charlotte, N. C., will be the host on March 4 and the the convention agenda.

personnel from Frank Swartz feature a floor show of top recording artists, and a special program honoring Carl Lampl, Cleveland songwriter, for his contribution to the record industry. Dancing to Tex Benecke's orchestra will follow.

> Opens Record Shop SPOKANE, Feb. 28.—Emery's

Music Company has opened a record shop at its W247 Riverside headquarters. Both new and used ributing Company, Jackson, 78 and 45 r.p.m. records are hiss.; Rutherford Enterprises, handled, according to E. E. marillo, Tex. and Frontier Emery, owner. Mrs. Eleanor S. musement, El Paso, have been | Emery is in charge of the record 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.

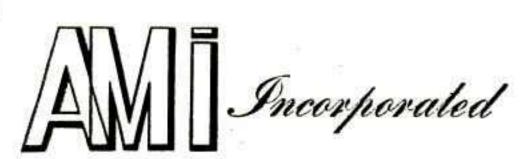


Living in a Goldfish Bowl

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.



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



World's lop Phonograph

PLAYING

104 SELECTIONS

FROM

45 AND 78 RPM RECORDS INTERMIXED

Copyrighted maeria

THE

WURLITZER FIFTEEN HUNDRED

PUTS

THE WURLITZER OPERATOR

in the same enviable position



Para Big & Big Ex plate to a gar to B. E. a. a. a. a. a. a. a. a. a. t. a. d. a. d. a. b. b. d. a. a. a. a. a.

COIN CATCHING WALL BOX SHOWS 104 TUNE TITLES ON ROTATING PAGES INGLE BUTTON SELECTION

The Rudolph Wurlitzer Company . North Tonawanda, N. Y.

.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AIRE		Issue of Feb. 28	Issue of Feb. 21	Issue of Feb. 14	Issue of Feb. 7
Corone Fiesta		\$75.00 75.00	\$75.00 75.00	\$75.00 75.00	
IMA				**	
Model	*Characteristics	260.00 279.50	249.50 260.00	249.50 260.00	\$260.00 295.00
Hooes	***************************************	295.00 325.00	274.50 295.00 325.00	295.00 325.00	325.00
Model	B	395.00 425.00	349.50	349.50	425.00(2)
Aodel	C	399.00 445.00	425.00(2) 425.00 429.00	425.00(2) 425.00 429.00	450.00 425.00 450.00
		450.00(2)	450.00(2)	450.00(2) 475.00	460.00 475.00
VAN	NS .				
	liation	275.00 395.00	275.00	275.00	395.00
		273,300	<i>300000</i>	375.00	(7),771,773
MILL	5				
Conste	ellation	145.00 149.50	109.50	109.50	
ACK	CARD				
	ttan 76	79.50 129.50	79.50	79.50	79.50
	7	79.50			
7.00	K-OLA	ir desaraen	Value (See	202207	(0)201020
tocket	50-51	395.00	439.50	439.50 499.50	439.50
52-50	29 (1) (1) (2)	295.00		479.50	
	Blonde,	79.50 89.00	79.50 89.00	89.00 94.00	69.50 89.00
422		94.00 99.50 125.00	94.00 125.00	125.00(2)	94.00 94.50 125.00
424	Hideaway			*** ** ***	99.50
426		99.50 119.00 150.00	109.50 119.00	119.00 150.00	109.50 129.50
muvatë i	I WOOD INCOMES CONTROL OF THE PARTY OF THE P	275.00	275.00	275.00	250.00 275.00
428		395.00(2)	395.00 419.00	395.00 419.00	395.00 419.00
90000	Walland	419.00 499.00	529.00	529.00	529.00
434		499.00	327.00	327.00	329.00
EEB	URG	3/22/00/00	102000	92700	1710007013
146	Hideaway	89.00 75.00	89.00	89.00 75.00	89.00
-146		115 00	75.00 115.00	115.00	75.00
H-147	M Hideaway	199.00	139.50 199.00	199.00	199.00
	O BL	795.00	875.00	875.00	POSICIONA
A-100	B 45 RPM	775.00	100 00 110	400 FD 445 FF	775.00
A-100	-A 78 RPM	595.00(2) 649.00(2)	629.50 649.00 650.00 675.00	629.50 649.00 650.00(2)	629.50 649.00 650.00 675.00
100-0		675.00 150.00	99.50 150.00	675.00 150.00	129.50 150.00
46		150.00	150.00	150.00	150.00
	Ildeaway	125.00 129.00	125.00 129.00	125.00 129.00	100.00 125.00
		125 00 120 00	125 00 120 00	125.00 129.00	129.00
300	i	125.00 129.00	125.00 129.00	125.00 129.00	129.00
47 .		175.00	175.00	175.00	- 169C 175.00
47 M		140.00 149.00	140.00 149.00	140.00 149.00	140.00 149.00
		140.00 195.00	- 140.00 195.00	140.00 195.00	125.00 140.00 195.00
	lande	250.00	250.00	275.00	209.30 275.00
48 M		225.00 239.00	240.00	239.00 240.00	240.00
48	S Blonde				200.00
	L	219.00	219.00 49.00	219.00	219.00
941	Hideaway	47.00	89.50	47.00	77.00
947		129.50	429000000000000000000000000000000000000	(5/(5006199)	15-230-00
947	M	169.50	165.00	165.00	165.00
	Hideaway	225.00	250.00	250.00	250.00 250.00
	EXCEPTE ENGLASTICATION		45795467	HERSEL SE	TENTAL
	LITZER	- 49.50			×0
	•••••••	69.50		75.00	
50 E					55.00 75.00
	E	139.00 160.00	119.50 125.00	135.00 139.00	129.50 139.00
		165.00 169.50	139.00 165.00 175.00	175.00(2)	175.00(2)
017	Higeaway	115.00	115.00	115.00	99.50 115.00
080		125.00 140.00	125.00 140.00	105.00 125.00 150.00	119.50 125.00 150.00
100		275.00	269.50	289.00(2)	269.50 289.00
		289.00(2)	275.00(2)	295.00 325.00	295.00 329.50
		295.00(2) 299.00	289.00 295.00 329.00	329.00	
250		389.00	389.00	389.00 395.00	395.00 399.00
-		395.00(3)	395.00(2)	399.50 425.00	425.00 450.00
	10	399.00	425.00 429.00	429.00	

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

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 department).

NEW-TYPE PROMOTION. The practice of major diskeries of promotion single disks from pop albums is shaping up as standard operating procedure (Music department).

And many other informative news stories as well as the

Honor Roll of Hits and pop charts.

North . . . south . . . east . . . west . . . everywhere RIFLE SPORT and the CHALLENGER attracting customers, old and young, therefore making more profits . . . write for details today! A.B.T. MANUFACTURING CORP. Location 715 N. Kedzie Ave., Chicago 12, III.

New York Jukes

Continued from page 87

at one price and another at a different level.

Modernization Ups Take

New York City, which early started placing high-capacity equipment, now has 60 jukes offering 80 or more selections to every 40 carrying a lesser number. While this route modernization has upped the book value of routes, it has also had its effect 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. The guarantees are still 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.

latter plan.

Minimum Take Varies

Operators with medium or under new management.

income producers here, there has been a gentle trend toward eateries, especially of the all-night kind, as favored stops. The trend will not probably become as did not anticipate when the do 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 permit 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 labels are ordered, do more frequent delays occur.

Indicative of healthy operating conditions here is the fact that only 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 25 to 35 times the weekly take. And it is not rare for the price to go above 40 times weekly revenue, before the market value of the equipment is thrown in.

AMI Wall Box

· Continued from page 87

their servicemen are typing in

The title strip retainer on the new box can be removed with one hand by tripping a gravity

The W-80 also has a "Make Selection" light as well as a lighted coin drop and removable price-of-play insert.

For ease of service, the unit has been so designed that when the cover is removed the base of 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

ton's 2,800 juke box installations have already been converted to dime operation. Thus far, operators here have maintained the switchover pace they set for themselves when the conversion program was launched (The been returned to a nickel. Opera-Billboard, January 31).

There also have been some From here on, however, the variations of the guarantee pat- rate of change is expected to tern which have been tried slow down. Most of the machines successfully. One operator, for still at a nickel are older units instance, finds it easier to sell that require more work to set locations on giving him the first for dime play. A slight bottle-\$7 of weekly income and splitting neck has also developed in the the remainder evenly, rather availability of parts necessary to than asking for the first \$20 and convert the many wall boxes of earmarking the next \$20 for the early vintage that still dot the location. In certain cases, this area. It is estimated that the operator reports he makes out total conversion program will not much better than if he used the be completed before the end of April.

Meanwhile, those phonographs which have been set for 10-cent small-side routes feel they can- play are continuing to return revnot carry any locations which enues substantially higher than returns them less than \$6 weekly, they did at a nickel. Increases Larger operators, however, who range from 25 to 50 per cent, are able to spread their costs operators report, with the averover a broader base carry \$5 age hike around 39 per cent. stops and, in some cases, will Where equipment is still operhold on to \$3 locations, if they ated at 5 cents, on the other hand, feel the latter may soon change grosses have declined in recent hands and possibly revitalize weeks. Operators have not yet been able to agree on a reason While taverns are still the best for the latter phenomenon.

Kids Balk at Dime

did not anticipate when the decision to go to a dime was made.

All types of locations were included in the original plans. But

More, \$1.25 ea. SAVE—SAVE—SAVE. See your playing pour ploying local contents and con

WASHINGTON, Feb. 28. - serious resistance to the higher About 70 per cent of Washing- price has been experienced in non - beer establishments that cater largely to teen-age patrons. The kids have balked at the hiked price and the few such locations, where conversion had been accomplished, have since tors, tho, feel resistance to dime play in teen-age spots will disappear as the new price becomes firmly established in other locations, and that eventually successful conversion can be undertaken generally.

JUKE BOX USED ON TV SHOW

CHICAGO, Feb. 28.-A Seeburg juke box was featured on Patti Page's TV last week.

The juke was used as an 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.

SSS MUSIC OPERATORS-INCREASE YOUR INCOME SSS



148SL

SEEBURG 147M 146M or Hideaways H148M\$199.00 H146M 75.00

ROCK-OLA 1432 (50 selections)\$395.00 ROCK-OLA 1426 119.00 ROCK-OLA 1422 79.00 WURLITZER 1015 . . 119.00 WURLITZER 1100 .. 269.00 WURLITZER 1250 .. 389.00

149.00
5 129.00
Wall Boxes
3W7-L56\$34.50 (5-10-25¢ 3-wire)
3W2-L56 12.50
W1-L56 5.00
W6-L56 29.50
Packard Chrome Wall
Boxes 5.00
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BOX (like new) 44.50
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See Your SEEBURG DISTRIBUTOR

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For full details and rates on STAR'S new Title Strip service based on Billboard's "THIS WEEK'S **BEST BUYS."**

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DAYTON MUSIC SALES 815 St. Paul Ave., Dayton 10, Ohio

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"The Industry's Greatest Phonograph Achievement" ROCK-OLA MANUFACTURING CORPORATION

THE BILLBOARD Index of Advertised Used **Machine Prices**

Amusement Games

BC (United)	Issue of Feb. 28 \$99.50 125.00 145.00	Feb. 21 \$99.50 139.50 145.00(2)	Issue of Feb. 14 \$139.50 145.00(2)	Feb. \$139.50 145.0
77	150.00(3) 175.00	149.50 150.00(2)	149.50 150.00 165.00 175.00	165.00 175.0
dvance Roll (Genco)	35.00	175.00 35.00	35.00	35.0
III Baba (Gottlieb)	34.50 49.50	44.50 49.50	34.50 49.50	34.50 49.5
Nice in Wonderland (Gottlieb)	49.50 39.50 79.50	49.50 39.50 79.50	49.50 39.50 79.50	39.50 79.5
rizona (United)	99.50	79.50 99.50	99.50	99.5
Itlantic City (Bally)	379.50 399.50 410.00 415.00	379.50 395.00 399.50 410.00	400.00(2) 425.00(4)	394.5 425.000
	420.00	415.00 420.00 425.00(3)	435.00	435.000
laby Face (United)	49.50 34.50	19.50 34.50	49.50 25.00 34.50	34.5
lasketball (Gottlieb)	89.50	89.50	89.50	89.50 120.0
(Chicago Coin)	225.00 250.00 185.00	225.00 250.00 185.00	195.00 225.00 250.00 185.00	195.00 225.0 250.0 185.0
latting Practice	69.50 89.50	69.50 89.50	69.50 89.50	69.50 89.5
e Bop (Exhibit)	94.50 169.50	94.50 160.00 169.50	94.50 160.00 195.00	160.00 195.0
ig Top (Genco)	64.50	64.50	64.50	64.5
ingo (Robbins)	125.00	125.00	22.50 125.00	125.0
lingo Rolls	49.50 65.00	65.00	65.00	65.0
Black Gold (Genco)	59.50 215.00 225.00	59.50 215 00 245 00	59.50 215 00 249.50	316 00 349
were toment	245.00	249.50	250.00(3)	215.00 249.5 250.000
Inches (MIIII)	250.00(2) 89.50	250.00(2)	00.50	
loston (Williams)	50.00 64.00	50.00 74.50	89.50 35.00 50.00	89.5 74.5
	74.50	EUSHS CONSTRUE	64.00 74.50	
right Lights (Bally)	174.50 184.50 210.00 215.00	174.50 194.50 210.00(2)	210.00 235.00 265.00	209.50 210.0 225.00 235.0
	265.00(2)	215.00 225.00		265.0
Fright Spot (Bally)	264.50 299.50	265.00 299.50 315.00	325.00(2)	294.
	315.00(2)	325.00(2)	339.00 350.00	325.000
roadway (Bally)	325.00 349.50 350.00	339.00 350.00		339.00 350.0 189.5
uccaneer (Gottlieb)	34.50 59.50	34.50 59.50	25.00 34.50 59.50	34.50 59.5
Suffalo Bill (Gottlieb) Juttons & Bows (Gottlieb)	74.50 69.50	74.50 79.50 69.50	74.50 74.50	74.5 69.5
ampus (Exhibit)anasta (Genco)	94.50 89.50	94.50 69.50 89.50	94.50 75.00 89.50	75.00 69.5
aravan	52040.604		195.00	195.
arnival (Bally)	34.50 49.50 35.00 89.50	35.00 39.50	34.00 49.50 39.50 49.50	49.500 39.50 59.5
nampion (Chicago Coin)	64.00 69.50	89.50 69.50	89.50 64.00 69.50	89.1 69.1
inderella (Gottlieb)	29.50	29.50	29.50	29.5
Station (Bally)oflege Daze (Gottlieb)	30.00 79.50 59.50 89.50	32.50 59.50 89.50	32.50 79.50 35.00 59.50	32.50 79.5 59.50 89.5
Averti i avaren 1900 kalinterreseni 104	STATES CHARACTER	2000 BAND DESCRIPTION	89.50	
oney Island (Williams)	259.50 315.00(2)	259.50 315.00 325.00 335.00	315.00 325.00(2)	294.50 315.0 325.000
	335.00 350.00	350.00	335.00 350.00	335.00 350.0
contro towe Williams)	119.50	119.50 239.50	110.00 119.50	110.00 119.5
county Fair (United)	95.00 99.50	99.50		160.00 165.0
ross Roads	160.00		180.00	
rüsader Horse	345.00 139.50	139.50	139.50	139
Oaltas (Williams)		44.50 74.50	44.50 74.50	44.50 74.
e-Icer (Williams)	99.50	79.50 99.50	89.50 99.50	89.50 99.
(Williams) Dew-Wa-Ditty (Williams)	275.00 34.50	34.50	275.00 34.50	195.00 275.0 34.5
Jouble Action	75.00	75.00	75.00	15.
Couble Action	99.50	99.50 49.50 69.50	89.50 49.50 69.50	49.50 69.5
quote anuitte (asteries)	95.00	95.00	47.30 64.50	95.
reamy (Williams)	79.50 84.00 99.50	79.50 99.50	80.00 84.00 89.50 99.50	89.50 99.
-Ball	139.50 39.50	39.50	39.50	39 5
	-357755	69.50	2351705 05131	5000
ighting Irish (Chicago Coin).	69.50 95.00	69.50 95.00	69.50 95.00	69.50 95
Toating Power (Genco)	125.00(2) 44.50	125.00(2) 44.50	125.00(2) 44.50	125 000
ontball (Chicago Coin)		79.50	79.50	79.5
100 (Genco)	245.00 249.50 250.00	245.00(2) 150.00 255.00	245.00 250.00(2)	245.00 250.0 255.00 265.0
			255.00 265.00	
00 5c (Genco)	249.50 249.50	249.50 249.50	249.50 249.50	249.50 250. 249.50 275.
00 25c (Gen:n)	(22)(2)(2)			295.
our Corners (Williams)	235.00 89.50 139.50	235.00 139.50	90.00 100.00	110.00 139.
	STANKS STANKS		139.50	
our Stars (Gottlieb)	225.00 74.00	225.00	125.00 225.00 60.00 74.00	185.00 225.0
rolic (Bally)	415.00 424.50	395.00 425.00	400.00 +25.00	435.00 449.5
The second secon	435.00 445.00	435.00(2) 445.00	435.00 440.00 445.00 449.50	450.0 465.000
	450.00 475.00	449.50(2)	465.00 475.00	465.000
998		450.00 475.00 249.50 265.00	250.00 265.00	265.00 269.5
turity (Ballia)	100 EA 20E SA	244 JU 265 UU		
turity (Bally)	199.50 285.00	285.00	285.00	275.00 285.
orgia (Williams)	199,50 285.00			275.00 285.0 110.0
Martin Ma	STANDERS MARINE	285.00	285.00 175.00 24.50 59.50	CONTRACTORS

MARCH 7, 195	53 at 198	ş ⁹	AT		THE BILLBO	DARD 441	- N		co
			######################################		Handicap	1ssue of Feb. 28 \$275.00 139.50 165.00	Issue of Feb. 21 \$275.00 139.50 165.00	Issue of Feb. 14 \$295.00 165.00	Issue of Feb. 7 \$295.00 165.00
THE BIL				CH11	Harvest Time (Genco) Hayburner (Williams)	109.50 150.00(3) 165.00	79.50 109.50 150.00(2) 165.00(2)	89.50 109.50 149.50 150.00 155.00 165.00 175.00	89.50 109.50 149.50 150.00 165.00(3) 175.00
of Ad	veri	ised	ı U	sed	Hits and Runs (Genco)	22.50 69.50	22.50(2) 69.50	19.50 22.50(2) 24.50	19.50 22.50(2) 24.56 69.50
STORY NO. STREET			All and the second		Hit 'N' Run (Gottlieb) Hit Parade (Gottlieb)	29.50	150.00 29.50	169.50 29.50	169.00 29.50
Mad	chin	e P	rice	S	Holiday (Keeney)	215.00 225.00 159.50 99.50	215.00 225.00 159.50 65.00 99.50	250.00 225.00(2) 169.50 99.50	250.00 225.00(2) 169.50 65.00 99.50
					Hy-Roll (Bally)	45.00	45.00	45.00	45.00
 Amuse. 	ment	Game	S		Jalopy (Williams)	150.00(2) 180.00 54.50	159.50 180.00 195.00 54.50	159.50 175.00 180.00 54.50 110.00	159.50 195.00(2) 54.50
Equipment and prices list				(2) [전경 (1) 1 시간 1 전경 (1) 1 (Judy (Exhibit)	99.50 69.50	99.50 69.50	99.50 69.50	99.50 69.50
ndicated below. All advertise dvertised the same equipmendicated in parentheses. Who may the single machine price	ent at the same ere quantity disco Is listed. Any pri	price, frequency unis are advertise ce obviously deper	with which the p d, as in the case	price occurred is of bulk venders,	King Arthur (Gottlieb) K. C. Jones (Gottlieb) King Pin (Chicago Coin) Knock Out (Gottlieb)	99.50 129.50 69.50 79.50 99.50	99.50 129.50 60.00 69.50 79.50 99.50	99.50 129.50 99.50 129.50 60.00 69.50 79.50 99.50	95.00 99.50 129.50 129.50 60.00 69.50 79.50 85.00 99.50
ge, time on location, terrifo	DELETERATION	1400000000000	**********	•	Leader (United)	275.00(2) 295.00(2) 300.00 335.00	275.00 295.00 300.00 325.00 335.00	295.00 325.00 335.00	295.00 300.00 325.00 335.00
BC (United)	Feb. 28 \$99.50 125.00 145.00	Issue of Feb. 21 \$99.50 139.50 145.00(2)	Issue of Feb. 14 \$139.50 145.00(2)	Issue of Feb. 7 \$139.50 145.00 149.50 150.00	Lite-a-Line (Keeney) Long Beach (Williams) Lucky Inning (Williams)	79.50 225.00 275.00 84.50	79.50 84.50	395.00 84.50	275.00 395.00 84.50
en gewonent ve	150.00(3) 175.00	149.50 150.00(2) 175.00	149.50 150.00 165.00 175.00	165.00 175.00	Madison Square Garden (Gottlieb) Magic (Exhibit)	99.50 49.50	49.50	99.50 49.50	99.50 49.50
Advance Roll (Genco) All Baba (Gottlieb) Alice in Wonderland (Gottlieb)	35.00 34.50 49.50 49.50	35.00 44.50 49.50 49.50	35.00 34.50 49.50 49.50	35.00 34.50 49.50 49.50	Majors (Chicago Coin) Majorette	74.50 165.00	74.50 165.00	74.50 165.00	74.50
quacade (United)	39.50 79.50 99.50	39.50 79.50 79.50 99.50	39.50 79.50 99.50	39.50 79.50 99.50	Mardi Gras	29.50 49.50 84.50 29.50	29.50 49.50 84.50 29.50	29.50 49.50 84.50 29.50	29.50 49.50 84.50
Atlantic City (Bally)	379.50 399.50 410.00 415.00 420.00	379.50 395.00 399.50 410.00 415.00 420.00	400.00(2) 425.00(4) 435.00	394.50 425.00(3) 435.00(2)	Minstrel Man (Gottlieb) Nifty (Williams)	159.50	159.50	159.50	159.50
tahy Fara /Iluitadh	425.00(2)	425.00(3)	49.50	555575	Oklahoma (United)	49.50 69.50	89.50 94.50 64.50 69.50	94.50 99.50 64.50 74.50	94.50 99.50 64.50 74.50
Baby Face (United) Barnacle Bill (Gottlieb) Basketball (Gottlieb)	49.50 34.50 89.50	19.50 34.50 89.50	25.00 34.50 89.50	34.50 89.50 120.00	Old Faithful (Gottlieb)	74.50 129.50	74.50 129.50	129.50 150.00	110.00 129.50
Basketball Champ (Chicago Coin)	225.00 250.00	225.00 250.00	195.00 225.00 250.00	195.00 225.00 250.00	Olympics (Williams)	169.50 175.00	169.50 175.00	170.00 175.00 180.00	180.00
at-a-Score (Evans)	185.00 69.50 89.50	185.00 69.50 89.50	185.00 69.50 89.50	185.00 69.50 89.50	One, Two, Three (Genco) Palm Beach (Bally)	34,50 49,50 449,50 465,00	34.50 49.50 449.50 465.00	34.50 49.50 450.00 475.00	34.50 469.50 475.00
e Bop (Exhibit)	94.50 169.50 64.50	94.50 160.00 169.50 64.50	94.50 160.00 195.00 64.50	94.50 160.00 195.00 64.50	Paratrooper (Williams)	475.00 485.00 490.00	485.00 490.00	490.70	495.00
lingo (Robbins)	125.00	125.00	22.50 125.00	22.50 125.00	Photo Finish (Universal) Pinky (Williams)	39.00 40.00 79.50 99.50	185 00 40.00 99.50	195.00 225.00 89.50 99.50	195.00 235.00 40.00 89.50 99.50
Singo Rolls	49.50 65.00 59.50 215.00 225.00	65.00 59.50 215 00 245 00	65.00 59.50 215 00 249.50	65.00 59.50 215.00 249.50	Play Ball	74.50 89.50	89.50 104.50	74.00 89.50 104.50	89.50 104.50
	245.00 250.00(2)	249.50 250.00(2)	250.00(3)	250.00(3)	Playtime (Exhibit)	104.50	0.500.05.955	19.50	74.5t
Sowling Champ (Gottlieb)	50.00 64.00 74.50	50.00 74.50	89.50 35.00 50.00 64.00 74.50	89.50 74.50	Pro-Score (Ponser) Pudidn' Head (Genco) Punchy (Chicago Coin)	45.00 39.50	45.00 39.50	39.50	39.50
right Lights (Bally)	174.50 184.50 210.00 215.00 265.00(2)	174.50 194.50 210.00(2) 215.00 225.00	210.00 235.00 265.00	209.50 210.00 225.00 235.00 265.00	Quarterback (Williams)	75.00 85.00 89.50	75.00 69.50 85.00 89.50	75.00 79.50 85.00 89.50	75.00 79.50 85.00 89.51
Gright Spot (Bally)	264.50 299.50 315.00(2) 325.00 349.50	265.00 299.50 315.00 325.00(2) 339.00 350.00	325.00(2) 339.00 350.00	294.50 325.00(2) 339.00 350.00	Quartette (Gottlie') Rag Mop (Williams) Red Shoes (United)	185.00 75.00	185.00 89.50 75.00	99.50 75.00	99 50 110 00 75.00
roadway (Bally)	350.00		Assessment of the second	189.50	Rockette Rondeevoo (United)	49.50	49.50	49.50	125.00
uccaneer (Gottlieb)	34.50 59.50 74.50	34.50 59.50 74.50 79.50	25.00 34.50 59.50 74.50	34.50 59.50 74.50	St. Louis (Williams)	139.50 44.50 69.50	139.50 44.50 69.50(2)	125.00 139.50 44.50 69.50	139.50 44.50 69.50
Suttans & Bows (Gottlieb)	69.50	69.50	74.50	69.50	Saratoga Screwball (Genco) Sea Jockeys (Williams)	39.50 34.50 150.00 175.00	39.50 34.50 175.00	25.00 39.50 34.50 175.00	39.50 34.50 175.00
ampus (Exhibit)	94.50 89.50	69.50 89.50	75.00 89.50 195.00	75.00 89.50 195.00	Select-a-Card (Gottlieb) Serenade (United)	79.50 34.50 54.50	79.50 34.50 54.50	79.50 34.50 54.50	79.50 34.50 54.50
Carnival (Bally)	34.50 49.50 35.00 89.50	49.50 35.90 39.50 89.50	34.00 49.50 39.50 49.50 89.50	49.50(2- 49.50 59.50 89.50	Shantytown (Exhibit) Sharpshooters (Gottlieb) Shoot the Moon	89.50 49.50 79.50 159.50	89.50 49.50 79.50 159.50	89.50 49.50 79.50 159.50	89.50 49.50 79.50 159.50
nampion (Chicago Coin)	64.00 69.50 29.50	69.50 29.50	64.00 69.50 29.50	69.50 29.50	Shoo Shoo (Williams)	90.00 119.50	90.00 119.50	89.50 90.00 119.50	119.50
Station (Bally)	30.00 79.50 59.50 89.50 259.50	32.50 59.50 89.50 259.50 315.00	32.50 79.50 35.00 59.50 89.50 315.00	32.50 79.50 59.50 89.50 294.50 315.00	Skill Pool (Gottlieb)	225.00 139.50 165.00	225.00 80.00 139.50 165.00	225.00 80.00 125.00 150.00 165.00 195.00	80 00 150.00 165.00
Control town Williams)	315.00(2) 335.00 350.00 119.50	325.00 335.00 350.00 119.50	325.00(2) 335.00 350.00 110.00 119.50	325.00(2) 335.00 350.00 110.00 119.50	South Pacific (Genco) Spark Plug (Williams)	79.50 175.00 189.50	69.50 79.50 175.00 189.50	79.50(2) 165.00 189.50	79.50(2) 165 00 189.50 195.00
Coronation (Gottlieb)	95.00 99.50 160.00	239.50 99.50		160.00 165.00	Sportsman (Williams) Spot Bowler (Gottlieb)	49.50 110.00	49.50 110.00	49.50 115.00 115.00	49.50 115.00
ross Roads	345.00	0	180.00	-	Spet-Lite (Bally)	249.50 259.50 325.00(3)	249.50 259.50 325.00(3)	300.00 335.00(3)	299.50 325.00 335.00(2
Oxione (Gottlieb)		139.50 44.50 74.50	139.50 44.50 74.50	- 139 °C 44.50 74.50		335.00(2) 345.00 350.00	335.00 345.00(2) 349.50 350.00	345.00(2) 349.50 350.00	345 00(2 350 00
e-Icer (Williams) DeLuxe World Series (Williams)	99.50 275.00	79.50 99.50	89.50 99.50 275.00	89.50 99.50 195.00 275.00	Springtime (Genco) Stars (United)	295.00 299.50 325.00 349.50	299.50 325.00	49.50 325.00	
(Williams) Dew-Wa-Ditty (Williams) Double Action	34.50 75.00	34.50 75.00	34.50 75.00	34.50		. 395.00 199.50	199.50		345.00
Souble Feature	99.50 49.50 69.50 95.00	99.50 49.50 69.50 95.00	89.50 49.50 69.50	49.50 69.5t 95.00	Stop and Go (Genco) Summer Time (Gottlieb) Sunshine Park (Bally)	89.50 34.50 375.00	89.50 34.50 325.00	89.50 34.50 375.00(2)	89.50 34.50 395.00
reamy (Williams)	79.50 84.00 99.50	79.50 99.50	80.00 84.00 89.50 99.50	89.50 99.50	Super Hockey	59.50	375.00(2) 59.50	395.00(2) 59.50	59.50
-Ball	139.50 39.50	39.50	39.50	39 5r	Super World Series (Williams)	195.00	195.00 250.00	195.00 200.00 250.00	195.00 225.00
ighting Irish (Chicage Coin). ive Star (Universal)	69.50 95.00	69.50 69.50 95.00	69.50 95.00	69.50 95 01	Sweetheart (Williams)	79.50 99.50	79.50 99.50	89.50 99.50	85.00 89.50 99.50
Toating Power (Genco)	125.00(2) 44.50	125.00(2) 44.50 79.50	125.00(2) 44.50 79.50	125.00(2	Tampico (United)	64.50 79.50	64.50 79.50 69.50	64.50 79.50	64.50 79.50
100 (Genco)	245.00 249.50 250.00	245.00(2) 150.00 255.00	245.00 250.00(2)	245.00 250.00 255.00 265.00	Telecard (Gottlieb)	44.00 29.50	29.50	40.00 44.00 29.50	29.50
00 5c (Genco)	249.50 249.50	249.50 249.50	255.00 265.00 249.50 249.50	249.50 250.00 249.50 275.00	Texas Leaguer (Keeney) Thing (Chicago Coin) Three Feathers (Genco)	49.50 50.00 99.50 64.50	50.00 99.50 64.50	50.00 99.50 64.50	50.00 99.50 64.50
00 25c (Genan)	235.00	235.00	235.00	295.00 235.00	Three Musketeers (Gottlieb)	89.50 135.00	89.50 29.50 49.50	89.50 29.50 49.50	89.50 110.00
our Horsemen (Gottlieb) pur Stars (Gottlieb)	89.50 139.50 225.00	139.50 225.00	90.00 100.00 139.50 125.00 225.00	110.00 139.50 185.00 225.00	Thrill (Chicago Coin) Touchdown (United)	29.50 49.50 95.00 160.00 165.00	165.00 195.00	165.00	29.50 49.50 160.00 165.00 195.00
reshie (Williams)	74.00 415.00 424.50 435.00 445.00	395.00 425.00 435.00(2)	60.00 74.00 400.00 425.00 435.00 440.00	435.00 449.50 450.00	The state of the s	29.50 49.50 99.50	29.50 49.50 99.50 49.50	29.50 99.50 49.50	29.50 99.50 49.50
	435.00 445.00 450.00 475.00	445.00 449.50(2)	445.00 449.50 465.00 475.00	455.00(3 475.00	Triplets (Gottlieb)	89:50 94.50 89:50	94.50 69.50 89.50	94.50 89.50	94.50 85.00 99.50
turity (Bally)	199.50 285.00	450.00 475.00 249.50 265.00 285.00	250.00 265.00 285.00	265.00 269.50 275.00 285.00	Tumbleweed (Exhibit)	75.00 84.50 90.00	75.00 79.50 95.00(3)	75.00 80.00 95.00(3)	75.00 95.00 79.50 95.00(2
orgia (Williams)	110.00	110.00		110.00	Tucson (Williams)	95.00 145.00 149.50 44.50	145.00 149.50 44.50	99.50 125.00 145.00 149.50 44.50	145.00 149.50
bbe Trotter Id Cup (Bally) Iden Gloves (Chicago Coin)	24.50 59.50 69.50 75.00	24.50 59.50 69.50 75.00	175.00 24.50 59.50 69.50 75.00	175.00 24.50 59.50 69.50 75.00	Utah (United)	84.50	69.50 84.50	84.50	84.50
	80.00	80.00		95.00	Watch My Line (Gottlieb) Whiz Kids (Chicago Coin)	99.50	99.50 139.50	99.50 139.50 175.00	99.50 139.50 175.00
every conceivable					Wild West (Gottlieb) Winner (Universal Industries)	165.00 195.00 45.00 65.00	165.00 195.00 45.00 99.50	225.00 45.00 99.50	225.00 45.00 49.50
EQUIPME	NT, SUPP		SERVICE sold in The	Stranger and the second	Wisconsin (United)	99.50 34.50	34.50	34.50	99.50 34.50
HAT DO YOU HAVE TO	SELLY Wes	te Box 666, 216			Wizard	49.50 179.50	49.50 179.50	49.50	49.50

everything

Perfect—Can't Tell From New

Refund Within 10 **Days If Not Satisfied**

MUSIC

6	Wurlitzer 1015\$169 50
8	Wurlitzer 1100 295.00
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2	Rock-Ola 1422 99 50
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WALL BOXES

***************************************	60
143 Wurlitzer 3020	\$27.50
18 Seeburg Wireless, post- war, can't tell from new.	7.95
110 Packard Post-War	
1/3 With Order, Bal. C.	O.D.

ORDER TODAY!

AVID ROSEN Exclusive A M-I Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903

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AMI Model A \$225.00 AMI Model C 415.00 Aireon Coronet 400 70.00 Aireon Fiesta 70.00 Rock-Ola Model 1422 90.00 Rock-Ola Model 1428 250.00 Seeburg Model 146 Hideaway 75.00 Seeburg Model 146 Hideaway 75.00 Seeburg Model 147 110.00 Seeburg Model 148 Blonde 200.00 Wurlitzer Model 1015 115.00 BINGO GAMES Bally Spot-Lite \$250.00 Bally Spot-Lite \$250.00 Bally Frolics 400.00 ONE BALLS & ARCADE Bally Turf King \$85.00 Exhibit Dale Six-Shooter 155.00 Exhibit Dale Six-Shooter 155.00 All of the above machines have been reconditioned and are ready for location. 1/3 deposit with all orders. H. M. BRANSON DISTRIBUTING CO.
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Seeburg Model 146 Hideaway, 75.00
Seeburg Model 146 100.00
Seeburg Model 147 110.00
Seeburg Model 148 Blonde 200.00
Wurlitzer Model 1015 115.00
こうまだ 東京は4年前の1947年1月1日 日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日
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Bally Spot-Life\$250.00
Bally Atlantic City 375.00
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	FIREBALL 120 PHONO- IN CENTRAL OHIO.
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10TH FRAME STAR SHUF, ALLEY 10TH FRAME SUPER SHUF, ALLEY PROMPT DELIVERY. UNITED SHOWBOAT, New .. WRITE

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Frolics						\$399.50
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WANTED

10 Wilcox Recorders Voice-O-Graph Games & Skillos

Pokerinos

RESORT Attractions

5641/2 Main St. Winnipeg, Canada

LETTERS

Not 'Bell' **But Games** In Alberta

To the Editor: We refer you to an item in the February 7 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 between ourselves 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 Shuffle Alleys, coin-operated guns, Hockey 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 being a score) may be termed a 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.

Meanwhile, we would respectfully ask that you take some steps to correct the wrong impressions which have been gathered from your article as

Copper Controls

• Continued from page 80

OPS officials stated the agency was compelled to lift copper price ceilings because scrap copper had not moved into the market as expected, following decontrol of scrap copper February 12.

Robert P. Page, president of Phelps Dodge, declared "the order (terminating copper controls) will do much toward improving the supply of copper available to this country."

"Meanwhile several other metals still under price control were on a 4-week South American tour allowed price increases by OPS this week. These included nickel lets for coin machine equipment. and chromium. Cobalt, while not under price ceilings, has remained definite scarcity of coin equipindirectly so. Most of the products ment in Brazil. He said he saw in which cobalt is used (as in slug only one juke box and that it was rejectors, radio and television only used in case the band didn't sets) are still controlled.

prices 30 cents for each pound of cobalt contained in their products. Manufacturers and sellers are allowed to increase prices approximately 2 to 3 per cent to cover nickel and chromium used in the metal. A 3 to 4 cents per pound increase granted in chromium prices excludes that used in stainless steel.

above mentioned.

M. Gray Alberta Vending Machines,

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 the coin machine industry can expect to grow in

GOOD POTENTIAL

Perkins Eyes **Brazil Coin Possibilities**

RIO DE JANEIRO, Feb. 28. -Herb Perkins, of Purveyor in Chicago, made his first stop here looking for additional export out-

Perkins reported there was a show up or in between shows. He "Cobalt users may now raise also noted only two Arcades, both of which were located on Sugar Loaf mountain. The equipment in these Arcades, he said, was old and some of doubtful origin.

Untapped Market

"There certainly is a great amount of room in these parts for coin machines," said Perkins. "This is very much the type of people who could be extremely reason that not many coin ma- prominent display.

Top Locations

Continued from page 80

discretion, Kresge top level man agement has approved installation of kiddie rides in its 700 outlets as a company policy.

If top management must be sold on ride advantages, the operator would be wise to contact such individuals as the president, vice-president or merchandise manager before taking an individual store manager's possible "no" as the final word. Pre-sold top executives, as in the Kresge 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 his own, Conklin is distributor essential for import. I was talk- for Bally Manufacturing Coming to an Arcade owner, C. A. pany. Recently he sold three Vieina, in Petropolis, Brazil. His Space Ships to Bill Marks, grandoutfit runs about thirteen machines and six of them are old Another recent sale was to F. M. and I mean really old. He told Hawley of Belleville, Ont., who me he was interested in more purchased four horses and one machines if the barriers were Space Ship. released."

here have never seen amusement would put coin-operated kiddie machines." However, Perkins re- devices on location in a major ported that every Esso gasoline chain that has outlets in almost fascinated by the machines. The station has a drink vender in every sizable community in

Canadian Chain

MARCH 7, 1953

Continued from page 80

Canada. For years the Conklins have operated the midway at the Canadian National Exhibition Toronto, which annually draws more than 2,000,000 persons. Ir addition they operate midways at other leading Canadian expositions and at several major Canadian amusement parks.

When coin - operated kiddie rides were introduced, Patty was among 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 results fired his enthusiasm, and has greatly expanded his operations in the field.

Besides putting the rides in on stand concessionaire of Winnipeg.

Conklin disclosed he is in the Perkins added, "Many people midst of negotiations which

THE MARKET PLACE COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

Canada.

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the national market; it is a natural for your type of business. Our beautiful, sturdy

stainless steel Automatic Ice Cuber is essen-

tial to and easily placed in taverns, restaurants, hotels, motels, resorts or in any

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Plastics—Any pre-war Wurlitzer or Seeburg Plastic, \$3 PPD. Music Parts Co., 2929 Main St., Ocean Park, Calif.

Stamp Folders, direct from manufacturer;

unlimited quantities, immediate delivery;

Write for free list on Bulk Vendors, Counter Games, Stamp Machines, Merchandise. Arrow Vending Machine Co., 102-17 Roosevelt Ave., Queens 68, N. Y.

USED 14-5¢ CANDY, NUT, BALL GUM, TAB GUM VENDORS. BOUGHT-SOLD.

TUBULAR COIN WRAPS - 1¢ to 50¢.

ALUMINUM COIN COUNTERS - 1¢ or

Tab Gum, Wrigley — 47¢; American Chicle, 42¢; Clark's Teaberry, 42¢. Chlorophyll Tab, Chicle Tabs, 300 ct., \$12.15 per case (27 lbs.); Chloro-Tabs, 300 ct., \$14.04 per case (27 lbs.). Ball Gum—210, 170, 140, \$6.50 per case (25 lbs.); Chloro Ball Gum, 210, 170, 140, \$11.25 per case (25 lbs.). Small Panned Candies, write for prices. Deluxe Charm Asst. (275 count). \$2.50: Charm

Charm Asst. (275 count), \$2.50; Charm

Asst. (400 count), \$2.25. Cast Iron Stands, \$4.25 each; 6 or more, \$4.00 each. Top Plates for two and three venders. All prices F.O.B. Chicago.

1/3 deposit, balance C.O.D. KING & CO.

Distributors of all Northwestern Venders

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Chicago 12, III.

5¢, \$1.45 each prepaid.

85¢ per 1,000; 80¢ per 1,000 in 10,000 lots.

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Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

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72 Units - PANTAGES-MAESTRO Music

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Complete with Studio Equipment-Like New WRITE for Details and Price

Phonographs listed in left column are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per

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148 ML	1772
148 M	
147 M or S	140
146 M or S	125
H 147 HIDEAWAY	115
H 146 HIDEAWAY	89
1941 HIDEAWAY	49
WURLITZER	

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AMI\$260 C 399 **ROCK-OLA**

1434, 50 RECORD \$499 1432, 50 RECORD 395 1426 119 1422 94

14 Station Solotone Unit with 12 Boxes....Write



SEEBURG M-100 A with DAVIS Guarantee

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Looks and Operates Like New

-CHECK THESE FEATURES-

√ Mechanism overhauled

√ Electric selector checked √ Solenoid Unit disassembled and

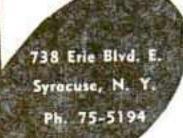
∨ New pick-up cartridge √ Amplifier tested

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Wurlitzer 3031, Reconditioned 9.95 Wurlitzer 219 Stepper 22.50 Packard Play-Mor 4.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE



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Booming Las Vegas—No snow: Music and Slots; 40 spots; \$27,000; \$15,000 down. Box 606, The Billboard, Chicago 1, III.

Rio Grande Valley, Texas: Route 60 Phono-

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, III.

AMI Model A, \$274.50; Wurlitzer 800, \$60; Wurlitzer 600, \$35; Exhibit Pony Express, \$199; Williams Super World Series, \$195. Send for bargain list and save. Olshein Distributing Co., 1100 Broadway, Albany 4,

Bert Mills Coffee Bars-Model 202 cold cup type, limited quantity; some hot cup conversions available. In reply state best offer. Box 604, The Billboard, Chicago 1, Ill.

Bulk Vending Machines, used, in excellent condition: Acorns, \$8.50; Victor Model V. \$7.50; Silver Kings (ball gum, candy and nut), \$4.50; Ball Gum, Chlorophyll, Chicle Treets and Charms at lowest prices. Southern Sales, 1104 Kings Ave., Jacksonville 7 Fla., authorized Victor distributor.

Cigarette Machine, King Sixe Conversions 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Phila-delphia 4, Pa. EV 6-4244 and BA 2-8710. write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

Cigarette Machines, quarter operation; Uneeda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Five One-Cent Grafaphones, one of the first coin operated machines made; stamp ad-dressed envelope for description and price. Brown Novelty Rides, 5720 Este Ave., Cincinnati 15, O.

Five 5¢ Bar Hershey Automatic Vending Machines; 35 Silver Queens (1¢, 5 column); practically new, made by Lawrence Mfg. Co. in 1950. Write R. B. Herier, 246 Tecumseh Rd., Springfield, O. Phone 6-6624.

For Sale-3 United 5-Player Shuffle Alleys, \$200 each. John Pipes, Big Spring, Tex.

For Quick Sale-20 Candy Machines, 100bar capacity, like new, \$300. Harold LaFarr, 19 Lower Main St., Hudson Falls, N. Y.

Panoram, bargain, \$200; good condition, recently refinished; send 25% deposit. V. M. Scott, East St., Talladega, Ala. Seeburg 200 selection commercial Record

Changer, 78 RPM, like new, \$250. Wired Program, Woolworth Bldg., Watertown, N. Y.

Statler Cigarette and Cookie Machines, \$49.50 each. Supreme Distributors, 3700 N. E. 2nd Ave., Miami, Fla.

Tradio and Coradio Coin Operated Radios; make offer. Sam Warshaw, 80 Decatur St.

Two Photomatics, chemicals, jugs, extra

lens, parts; two Warner Recorders, blanks, parts; two 6' Skeeballs, two Chicken Sams, Air Raider, Rapid Fire, Wurlitzer 61, \$1095 lot. La Barre, 12683 Terry, Detroit 27, Mich.

Will trade Chicago Coin Basketball Champ for Jet Gun; Evans Bat-a-Score for Exhibit

Victor V's Ball Gum and Charm with round hole vending wheel or merchandise wheel all steel cabinet, plastic fronts, keyed alike clean, \$7.50 ea. Raleigh, 3322 Nicholas Indianapolis 18, Ind.

Will trade 10 thoroughly reconditioned "Pop Corn Sez" Vending Machines for 16 Gum or Charm Venders, Stamp Machines, of what have you, or sell outright, \$49.50 each C & W Music Co., Inc., 62 Biltmore Ave. Asheville, N. C.

7 Bowl-O-Machines, 18 foot, for sale excellent condition; \$350 each. Calvin Erickson, 7324 Amboy Rd., Staten Islam 7, N. Y.

10 or 15 Hot Nut Silver Kings, like ner 520 each. Peter Albrecht, Mandan, N.

20 National 2-Column Hot Nut Vende with console bases; excellent condition; cor \$89.50 each new; make an offer, cash of trade. Arthur Thompson, Box 117, Flush

20 four-column bulk Belvends in cartor can't be told from new, \$15 ea.; 15 fiv cent Silver King Hot Nut Venders, slight used, \$10 ea.; 1/3 dep., bal. C.O.D., F.O. Chicago. King & Co., 2700 Lake, Chica

25 Arcade Machines, Viewograph, Streng Testers, Punching Bag, etc.; stamp a dressed envelope for list. Brown Nove Rides, 5720 Este Ave., Cincinnati 15, O

25 Sugar Bowl 3-Compartment One-C Vendors, clean, ready for location, \$17, each. Woodard, 7531 Division Ave., 8 mingham 6, Ala.

75 Model 1400 National Slug Rejec Meters with coin insert chute and c return chute, \$2 each set; 50 Bradley Co Radios, \$35 each. R. J. F., 3800 Poe At Cleveland 9, O.

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Consoles, Baker's Races, Evans, Keer

extra Classes; Arcade Machines all ty especially Mutoscope Punching Bags. price and condition air mail. CONEY ISLAND Apartado 5000 Este, Caracas, Venez

Large Cigarette Machine Route in any of the country; all correspondence of dential; have highest trade references. 607, The Billboard, Chicago 1, III.

PASS THE WORD Must have 100 Chicago Coin Bowling /

with blue cabinets; will pay \$20 each. or call Streamliner Coin, 663 N. Chicago 10, Randolph 6-0879.

Tennessee operator will pay cash for used 1¢ and 5¢ Vending Machines. 608, The Billboard, Chicago 1, III.

Wanted-Hershey Bar, Handkerchief, C Stationery or similar machines; photo and details. Irvington Co., 612 B St., Newark 8, N. J.

Want Northwestern Model 33 Peanut Deluxe, Silver King 1¢ and 5¢ Bulk Charm King, Victor Model V, Univ graphs, 30 Bowlers, Cuns, etc.; mechanic available; operators take over \$25,000 yearly; price \$32,000. 1/2 cash. Box 601, The Billboard, Chicago 1, Ill.

for Jet Gun; Evans Bat-a-Score for Exhibit Toppers, Acorn and other Bulk and Ball Vendors; send list and lowest prices. Rt. 9, Roanoke, Va.

www.americanradiohistory.com

2700 W. Lake St.

Decontrol Move May Spur New Standby Law

WASHINGTON, Feb. 28.—Decontrol of prices on cigarettes, confectionary products, edible nuts, aluminum, copper, coffee, 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 acthe coin-machine industry still to be decontrolled by OPS.

Homer Capehart (R., Ind.), for stand-by controls appears to have a good chance to come out of the Senate Bank Committee, and may 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 to invoke such a freeze any time he decides it to be "necessary in the interest of national security or economic stability." Even under such a law it would be unlikely that Mr. Eisenhower would restore controls unless prices go extremely out of line. Under present law, which is effective until June 30, the President has similar authority.

Donan Named **Bally Distributor**

CHICAGO, Feb. 28. - Bally Manufacturing Company appointed Donan Distributing Company this week as distributor of its full line of products in 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 service department is headed by Norbert Pascon.

Export Record Continued from page 79

some of them now boast model

production lines. Significant, too, has been the

increase in exports of both amusement games and vending machines during 1952. In previous years, sales of automatic phonographs completely dominated the coin machine export

During November, shipments of venders amounted to \$144,899, while games exports totaled \$271,812. Most of the vending machine shipments went to Canada where the automatic merchandising industry is building rapidly. Canada likewise topped all other purchases of games, with Switzerland the second most active market.

BINGO GAMES -

Ready	for L	.00	at	io	n	į	ıt	ı	.0	w	est Prices.
Spot-Li	tes				٠	٠			ু		\$269.50
Frolics						: :	*	ı.	•	•	424.50
Coney	Isla	nd	5		٠						269.50
United	Sta										299.50

United Circus—Write

Marmer Dist. Co. 300 W. Court St., Cincinnati 2, Ohio

CLOSE-OUT

Scientific Q-Balls (n 3 Mills Panorams (c	new in crate)	\$175.00
and refinished)		175 M
Scientific Q-Balls (u	rsed) @	50.00
months—perfect)	(used 2	1 205 00
Shoot the Bear Foot Ease Weight Lifter Silver Gloves (Muto Kirk Astrology Scal		149.50
Foot Ease		50.00
Weight Lifter		50.00
silver Gloves (Muto	scope)	125,00
Kirk Astrology Scal	0	75.00

B. W. LANGFORD

811 Capitol Ave. Houston, Texas

PANORAM FILMS

have a wide variety of these Films. All Films are guaranteed. New. SIX Lovely and Different GIRLS on each 600 ft. loop—20 new Films produced each week. Write today for particulars.

FILM DISTRIBUTORS

7320 Irvine Ave., North Hollywood, Calif.

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as coinmen preceded their meeting indicated below. All advertised used machines and prices are listed. Where more than one firm tion left no major item affecting advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders. only the single machine price is listed. Any price obviously depends on condition of the equipment, Legislation proposed by Sen. age, time on location, territory and other related factors.

Ace Bomber (Mutoscope)	Issue of Feb. 28	Issue of Feb. 21 \$150.00	Issue of Feb. 14 \$150.00	Issue o Feb. 7 \$150.00
All Stars (Williams)	\$119.00	119.00 65.00	119.00 65.00	119.00
Astroscope 10c	125.00 155.00	125.00 125.00	125.00	125.0
Bank Shots (American) Bank Shuffle (American)	285.00	200.00	200.00	
Big Inning (Bally)	149.50 165.00 95.00	149.50 165.00 95.00	149.50 165.00 95.00	149.50 165.0 95.0
Bomber	65.00 45.00 59.50	65.00 45.00	65.00 45.00	65.0 45.0
Challenger (ABT)	20.00 29.50	19.50 20.00 29.00 29.50	19.50 20.00 29.00 29.50	19.50 20.00 29.00 29.50
Chicken Sam (Seeburg)	150.00	34.50 105.00(2) 110.00 150.00		105.00(2 150.0
Counter Grip (Mercury) Dale Gun (Exhibit)	34.50 45.00 50.00	34.50 50.00 65.00(3)	34.50 49.50 50.00	34.50 50.00 65.00(3
Defender (Bally)	65.00(3) 75.00 94.50	75.00 94.50 100.00 125.00	65.00(3) 75.00 94.50 125.00	75.00 94.50 125.00
Deluxe Athletic Scale (Mercury)	79.50	79.50	79.50	79.5
Oerby, 4 Player (Chicago Coin)	145.00 185.00 195.00 295.00	195.00 295.00	195.0. 295.00	145.00 195.00(2
Fla:h Hockey (Colnex) Flying Saucer (Mutoscope)	75.00 150.00	75.00	75.00	75.00
231 25	85.00 115.00	150.00 85.00 95.00	150.00 85.00 95.00	150.00 85.00 95.00
Gun Patrol (Exhibit)	119.50 125.00	119.50 125.00 175.00 195.00	119.50 125.00 175.00 195.00	119.50 125.00 175.00 195.00
Heavy Hitter (Bally)	49.50 65.00 69.50	49.50 65.00 69.50	49.50 65.00 69.50	49.50 65.00 69.50
Hi-Ball (Exhibit) Hockey (Chicage Coin)	49.50 65.00 75.00	49.50 65.00 75.00	45.00 49.50 65.00 75.00	49.50 65.00 75.00
irish Poker		85.00	95.00	85.00
rack Rabbit (Amusement Corp.)	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jet Gun (Exhibit)	195.00 225.00(2)	195.00 225.00 275.00	195.00 225.00	195.00 225.00
Jungle Joe	18.50	195.00 18.50 19.50	18.50 19.50	18.50 19.50
Lite League	99.50	99.50	22.50 99.50	22.50 99.50
Love Meter (Exhibit)	39.50 325.00 375.00	39.50 275.00 325.00	39.50 275.00 325.00	39.50 275.00 325.00
Midget Movies Midget Ski Ball (Chi Coin)	195.00 125.00 175.00 195.00 199.50	195.00 125.00 195.00 199.50	195.00 125.00 199.50	195.00 125.00 199.50
Model F (ABT)	20.00	20.00	20.00	20.00
Panorams Periscope Photomatic (Mutoscope)	275.00 295.00 95.00 250.00	275.00	275.00	275.00
imprescope	250.00 250.00(early) 625.00(late)	250.00 250.00(early) 625.00(late)	250.00 250.00(early) 625.00(late)	250.00 250.00(early 625.00(late)
Pistol Pete (Chicago Coin).	650.00(late) 75.00 90.00 129.50	650.00(late) 69.50 75.00 90.00 125.00	650.00(late) 75.00 90.00 129.50	650.00(late 75.00 90.00 129.50
Pitch 'Em & Bat 'Em (Scientific)	185.00	129.50	1.020476344	776 0000
(Scientific) Pokerino (Scientific)	99.50 125.00 245.00	185.00 99.50 125.00 195.00 245.00	99.50 125.00 95.00	99.50 125.00
Pool Table (Edelco) Punch-A-Ball (Genco)	75.00 15.00	75.00 15.00	250.00 75.00 15.00	224.50 250.00 75.00 15.00
Quizzer	95.00(2)	95.00(2)	95.00(2)	95.00(2)
Recordio (Wilcox-Gay) Recordio Blonde	125.00 125.00	110.00 125.00 125.00 149.50	125.00 125.00 149.50	125.00 125.00 149.50
(Wilcox-Gay)	105.00	174.50 105.00	295.00 105.00	105.00
Shipman Art Show	49.50 59.50	49.50 59.50	49.50 59.50	49.50 59.56
Shocker (Acme) Shoot the Bear (Seeburg)	24.50 245.00 249.50 269.50(2) 275.00	24.50 245.00 249.00 269.50(2) 275.00(2)	24.50 249.00 265.00 269.50(2) 275.00	24.50 225.00 249.00 265.00 269.50
Shoot-a-Line Shoot the Chutes (Seeburg).		275.00 64.50	273.00	275.00 295.00
liver Bullet (Exhibit)	125.00 165.00 175.00	125.00	- 125.00	125.00 165.00
ikee Ball (Wurlitzer)	150.00 125.00	150.00 125.00	150.00 125.00	150.00 125.00
Skill Gun (ABT) Skill Test (Groetchen) Sky Fighter (Mutoscope)	39.50 125.00	39.50 125.00(2)	_ 39.50 125.00	39.50 59.50
colar Horoscope	160.00 85.00 100.00	85.00 89.50	85.00 87.50	125.00 65.00 85.00
ub Gun (Keeney)	139.50 125.00(2)	125.00(2)	89.50 100.00 139.50 125.00(2)	89.50 100.00 139.50 125.00(2)
arger Skill (Genco)	100.00	125.00	125.00	125.00
eam Hockey (United)	125.00 169.50	95.00 125.00 169.50	95.00 125.00 9 169.50	100.00 95.00 125.00(2 39.00 169.50
en Strike (Evans) 13-Way Grip & Lift Scale.	75.00	75.00	75.00	75.00 169.50
(Mercury) -Way Gripper (Gottlieb) orpedo (Bally)	69.50 85.00	69.50 95.00 110.00 125.00	69.50 125.00	69.50 24.00 125.00
Indersea Raider (Bally)	95.00 115.00 125.00 425.00 450.00	95.00 145.00	95.00	95.00
/estern Baseball	525.00 85.00	425.00 525.00 85.00	425.00 525.00 85.00	425.00 525.00 85.00
ESTERNIE DESCRIPTION			1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	

over 67,000 ACTIVE BUYERS read

The Billboard Classified columns each week

Dime Play Try In Top Spots

MILWAUKEE, Feb. 28.-Twenty-five Beer City juke box operators attended the regular monthly gathering of the Milwaukee Phono Operators' Association, Thursday evening, February 19th, at Joe Deutsch's eatery. The 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 confab centered around the group's plan to encourage dime play. Operators with downtown locations okayed an agreement to start the price hike on their machines within the next few weeks. With the results of the change to dime price tag on downtown equipment as a gauge, the trade organization hopes to be able to persuade balance of local ops to follow suit.

Chain Stores Sell Sheet Music, Disks

CHICAGO, Feb. 28 .- In a recent survey conducted by Chain Store Age, it was revealed that the sales of records and sheet music represented only one-half of 1 per cent but still amounted to a dollar volume of \$11,691,590. annually.

Milwaukee Sets TV Again Nips Juke Box Play

SPOKANE, Feb. 28.-Advent of television in Spokane is hitting the pocketbooks of juke box operators who have tavern and cocktail lounge locations. One big operator reports his net off onethird.

The situation is expected to get worse before it gets better. A second local TV station has gone on the air and is broadcasting from 3 p.m. to midnight. The first station, which went into operation last month, provided competition for the jukes only in the evenings.

The music boxes have been virtually silenced for the time being. But the operators are counting on making a comeback when the novelty of TV wears off and the tavern-lounge proprietors wake up to what is not going into their cash registers. The phono operators claim customers drink less when watching TV than when listening to music and shooting the breeze.

WANT MECHANIC

For Bingo and One Ball Machines. Long hours not necessary. Give reference and salary expected.

> BOX D-6, c/o The Billboard Cincinnati 22, O.



COIN MACHINE SALESMAN

Chicago 22, Illinois

\$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.

BOX D-8

c/o The Billboard

Cincinnati 22, Ohio

Copyrighted material

Joe Kline & Wally Finke

COIN MACHINES

in better quality buys

Extra Special! SEEBURG M-100-A 78 RPM-100 Selections Only \$595.00

• MECHANISM—Cleaned, Rebuilt, Checked

CABINET—Refinished

● ELECTRIC SELECTOR—Cleaned and Adjusted ● NEW PICK-UP CARTRIDGE

SOLENOID ASSEMBLY—Cleaned and rebuilt.

WUKLIIZEK												
100					•	٠					.\$269.	į
											110	C

WILDI ITTED

3020 (24 Sel.) WOM. . 17.50

POS	TWAR
HIDEAV	VAY and
WALL	BOXES
11 4 40 M	6430

H-148-M\$139.50 Seeburg 1946 89.50 Seeburg 5c, 3 Wire ... 14.50 Seeburg 5/10/25 24.50 Wireless

3020 (48 Sel.) WOM.

\$109.50

Terms: 25% Deposit, Balance C.O.D.

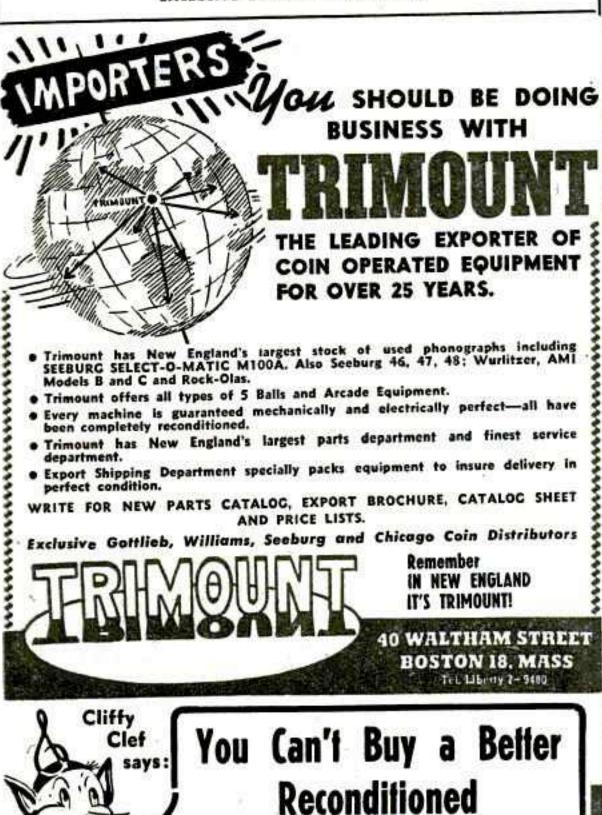
Write for Illustrated Catalog of Late Model Phonographs

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EXCLUSIVE SEEBURG DISTRIBUTORS



Phonograph Anywhere!

AMI "A" 295.00

AMI "C" 450.00

\$38.50 straps included

distributing company

INdependence 3-2210

Coven Cart—Sled

write for circular

Chicago 18,111.

MONEY BACK GUARANTEE

Wurlitzer 1015 (refinished) ...\$160.00 | Evans Constellation\$275.00

Wurlitzer 1250 (refinished) ... 399.00 | Seeburg M100A 595.00

3181 Elston

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

Wurlitzer 1100 (refinished) ... 299.00

Exchange Special

1015 and 1100 color cylinders. \$3

per pair. Must have your old frames

prepaid to us.

*

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	00 24270200	Issue of Feb. 28	Issue of Feb. 21	Issue of Feb. 14	Issue of Feb. 7	SI
	Baseball (Bally) Big League Bower (Keeney). Bowlette (Gottlieb)	\$95.00 185.00 39.50	\$185.00	\$185.00	\$59.00 185.00	
	Bowling Alley, 6 player (Chicago Coin) Bowling Champ (Keeney) Bowling Champ, 2 player	265.00 295.00	295.00	295.00	50.00 89.50	th
	(Keeney)	59.50 89.50	59.50 65.00 89.50	50.00 59.50 89.50	59.50 69.50 89.50	ar D m
ı	Bowling League (Genco)	25.90	25.00	25.00	25.00	A
l	De Luxe League Bowler (Keeney)	265.00 295.00	265.00 295.00	265.00 295.00	245.00 265.00 295.00	ch
I	Deluxe Bowler (Williams) Deluxe 6 player	125.00	31	39.00	39.00	p
I	(Chicago Coin) Deluxe Twin Bowler	375.00				9.0
	(Universal) Double Bowler (Keeney)	125.00 79.50	79.50	79.50	59.00 79.50 89.00 99.50	i
۱	Double Bowler, 2 player	99.50	99.50	99.50	67.50 77.50	m
۱	Double Header (Bally) Double Header (Williams)	49.50	59.50 49.50	59.50 45.00 49.50	59.50 45.00(2) 49.50 59.00	cl m
	Double Shuffle Alley Express Rebound (United)	139.50	139.50	139.50	139.50	cl p S
I	B Player (Genco) B Player Rebound (Genco)	125.00 125.00	125.00	125.00	125.00	A
	Five Player Shuffle Alley (United)	195.00 200.00	200.00	200.00	200.00	8
	WAYSHERSHIY AND WAS THE SOCIOODER!	200.00w/p 204.50w/p	220.00w/p 225.00	220.00w/p 225.00w/p	200.00w/p 220.00	a
ı		225.00w/p 245.00	225.00w/p 245.00	225.00 245.00	220.00w/p 225.00w/p	th
	Four Player (Keeney)	225.00	225.00	195.00 225.00	225.00 245.00 195.00 225.00(2)	
	Four Player Shuffle Alley (United)	174.50w/p 220.00	220.00	220.00	175.00w/p 195.00(2) 220.00	n 6
١	Hook Bowler (Bally)	105.00 149.50	105.00 149.50	105.00 149.50		e
-1	King Pin (Keeney)	35.00	35.00	35.00		B
	League Bowler (Keeney)	125.00 135.00(2) 139.50	125.00 135.00 139.50	125.00 135.00 139.50	99.00 125.0(02) 135.00 139.50	B
,	League Bowler, 4 player (Keeney)	125.00 159.50	65.00 69.50 159.50	69.50 159.50	69.50(2) 145.00 159.50	
	(Keeney)		295.00	295.00	275.00	S
8	Official Shuffle Alley (United)				349.50	e
a l	Shuffle Alley (United) Shuffle Alley DeLuxe	-	10		29.00	F
ş	6 player (United)	250.00 269.50 295.00 325.00	265.00w/p 295.00 325.00	295.00 325.00 350.00	295.00 325.00	2
Š	Shuffle Alley Express (United)	350.00 35.00 49.00	350.00 35.00 49.00	35.00 49.00		1
Š	Shuffle Alley, 2 player	79.50		770-78	49.00	la
ş	(Keeney)		49.50	49.50		5 n
ş	(United)	2500 5105	60.00	60.00	20040034000440041000	1
******************	2 player (United) Shuffle Alley, 6 player		139.50 250.00	139.50	59.00 139.50	
ŝ	(Keeney)	215.00w/p		240.00	225.00w/p	i
ş	tonnea/	235.00 239.50w/p	245.00w/p	245.00w/p 245.00	240.00	C
		240.00 265.00w/p	325.00w/p	265.00wp(2) 265.00w/p(2) 325.00w/p	245.00w/p 265.00w/p	C
3	Shuffle Baseball (Chicago Coin)			2	45.00	
********	Shuffle Cade (United) Shuffle Champ (Bally) Shuffle Horseshoe				and the second second	
ş	(Chicago Coin)	75.00 129.50	75.00 129.50	75.00 129.50	75.00 129.50 29.00	
Í	Shuffle Line (Bally)	105.00	105.00	95.00 105.00		0
	Shuffle Slugger (United) Shuffle Target (Genco)	95.00	65.00 95.00	65.00 95.00	59.00 65.00(2)	1
-	Shuffle Ten Strike Single Shuffle Alley	99.50	1000000	2000		5
	Rebound (United) Skee Alley (United)	50.00 89.50 79.00	50.00 89.50 79.00	50.00 89.50 79.00	59.00 79.00	
	Speed Bowler (Bally) Star Bowler, 2 player	50.00 350.00	350.00	350.00	39.00 350.00	
	Super Six Shuffle Alley (United)	319.50	325.00	350.00(2)		1
	Super Twin Bowler	350.00(2)	350.00(2)		375.00	1

SOMEWHERE IN THE WORLD

59.50 69.00

59.50 99.50

49.00 69.50

395.00

69.50

165.00

150.00

59.50 69.00

59.50 99.50

49.00

395.00

165.00

150.00

There's a buyer for your talents-servicesor merchandise.

(Universal)

Trophy Bowl (Chicago Coin) ..

Twin Bowler (Chicago Coin).

Twin Bowler (Universal)....

Twin Rotation (Exhibit).... Twin Shuffle (Williams)....

Twin Shuffle Alley Rebound

Twin Shuffle-Cade (United) ...

(United)

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week.
And finding him this milek, easy way BOARD classified columns every week.

And finding him this quick, easy way

can cost as little as \$3 — 1

59.50 69.00 59.50 69.00(2)

59.50 89.5L

99.50

59.50 99.50

32.50

49.00

395.00

165.00

150.00

11 Coin Groups

• Continued from page 79

prices. The machine will handle up to 25 different kinds of articles at the same time. Also shown was the Mamie, a twin column chocolate and cigarette machine as well as a wide choice of venders and machines with automatic counting and invoicing.

Ruffler & Walker 33-37, St. John's Hill, Clapham Junction, London, S.W. 11

The feature machine here was the Grand National, a two-player game involving two horses racing over a track and taking hurdles. A new type bumper table, fitted 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 punting a ball to build up pay-off. pare parts hitherto unobtainable vere also on display.

Chicago Automatic Supply Co. 11, 13 & 15, St. George's Road, London, S.E. 1

Machines displayed here were he Spider and the Fly, Charlie nd Mabel in the Park, Dickory Dickory Dock, The Mad Fishernan, and The Gambler's Dream. also shown were a variety of uke boxes and pay out mahines. Also featured was a omplete line of Chicago spare arts.

The Amusement Machine Mart 23, Vine Road, East Molesey, Surrey

This firm showed a selection of nachines from current stocks uitable for Arcades, fairgrounds, lubs, etc. These included wall nachines, multiple pay out mahines, fruits, floor machines, cicture boxes, and punchballs. Spare parts were also shown. Amusement Caterer's Association

Gloucester House, 19, Charing Cross Road, London, W.C. 2 This is a protective association and it occupied a stand for

he purpose of enlisting new nembers. Bryans Works Kegworth, Derby.

On exhibition were three wall machines which pay out 2, 4 and coins on wins. The company exhibited the different machines which it could convert to utilize Bryan equipment. The entire Bryan line (some in manufacture for 30 years) was displayed.

Oliver Whales Fun City, Esplanade, Redcar, Yorks.

Featured here were a large selection of wall machines, venders, and picture boxes. Included were the Win a Choc, Win a Prize, Win a Gift, Allwin De-Luxe, Playball, Chad, 10 Cups, 24 Cups, Dual Win, Players Please, Elephant Treasure Caves (2 models), Screen Stars, Brooklands Totes Greyhound Stables, and Sportsman's Corner. In all 50 machines, four of which were

Amusement Trades Association 46a, Cricklewood Lane,

Cricklewood, London, N.W. 2. This association defends the interests of the automatic machine manufacturers, distributors and operators. It offers special concessions for juke box

operators. Philip Shefras Ltd. Holly Bush Place, Bethnal Green Road, London, E. 2

Apart from the usual run of wall and console machines, Shefras showed a drink vender capable of delivering hot and icecold drinks, and an adaptation of the juke box to enable full play of favorite records.

Samson Novelty Company, Ltd. 246-7, Tottenham Court Road, London, W. 1.

Shown here were pay out machines, personal scales, juke boxes, billiard tables, Snookerette, 22-man football, mutoscopes, 2-player machines, picture boxes, distorted mirrors, Automatic doughnut making machines, and metal typers.

Keeney to Stay In TV Set Field

165.00 150.00 CHICAGO, Feb. 28. - Ray Guilfoyle, executive vicepresident of J. H. Keeney & Company, Inc., emphatically denied recent published reports that the firm was going out of the television manufacturing field.

"That is a definite error on the part of someone, and I wish to state that production of TV sets will continue," said Guilfoyle. He stated that the distribution setup would remain the same.



Get these REDD-HOT MONEY MAKERS!

CLOSEOUTS

SPOT LITES\$325.00 COUNTY FAIR 95.00

KIDDIE RIDES—GUARANTEED

EXHIBIT BIG BRONCOS ATOMIC JET SPACE SHIPS BOAT RIDES, HORSES LATE MIDGET MOVIES

METEOR SPACE SHIPS **AUTOMOBILE RIDES**

Get Our New KIDDIE RIDE Folder & Price List WRITE, WIRE OR CALL COLLECT!

WANTED-Will Pay Cash for Wurlitzer 1015-1100-1250-1400-1450 and Metaltypers

DISTRIBUTING CO., INC.

298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for

better buys buy McGinnis YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Triplets ... \$94.50 Pinky 99.50 Nifty 94.50 Shuffle ... \$69.50 Shoo-Shoo 90.00 Hits & Runs 69.50 United 75.00 Basketball 89.50 Knockout Nifty Champion Leaders .300.00 Tumbleweed 75.00 Red Shoes .. 75.00 Knockouts .. 69.50 Bowling College Date 59.50 Champ We Shall Be Pleased To Demonstrate This New Equipment

Keeney Electric Cigarette Vendor—Keeney Television— Keeney Team Bowler—Bally Beach Club McGINNIS

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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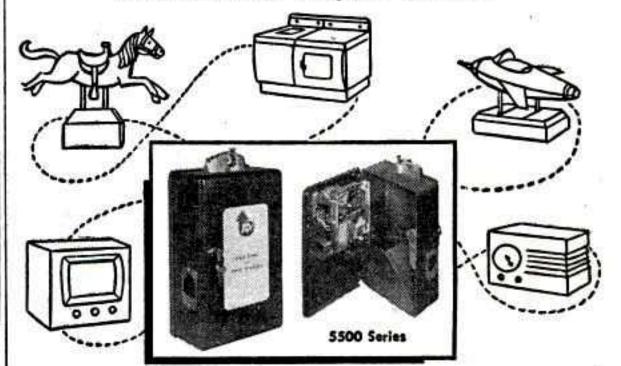
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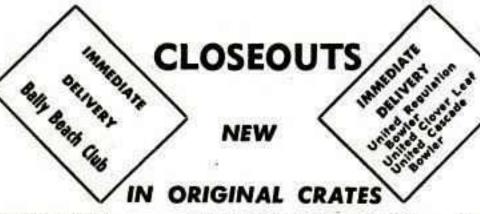
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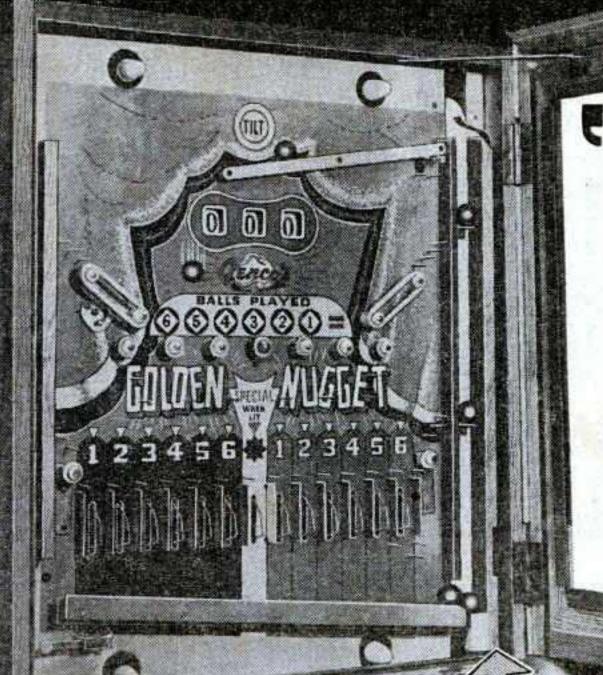
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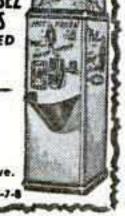
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Attractive ADVANCING SCORES · IN-LINE and CORNER Scores
3-in-line on SUPER CARD Scores 4-in-line score
Improved SELECT-A-SPOT feature · New EXTRA-TIME feature
TRIPLE-SPOTS Roll-over feature · Up to 3 EXTRA BALLS per game

7-CHOICE
SELECT-A-SPOT
FEATURE

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)

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Bally SPACE-SHIP

new exclusive DIVE-DIP_ROLL-SWING action captures biggest play, insures biggest profit

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 SPACE-SHIP . . . why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember . . . you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

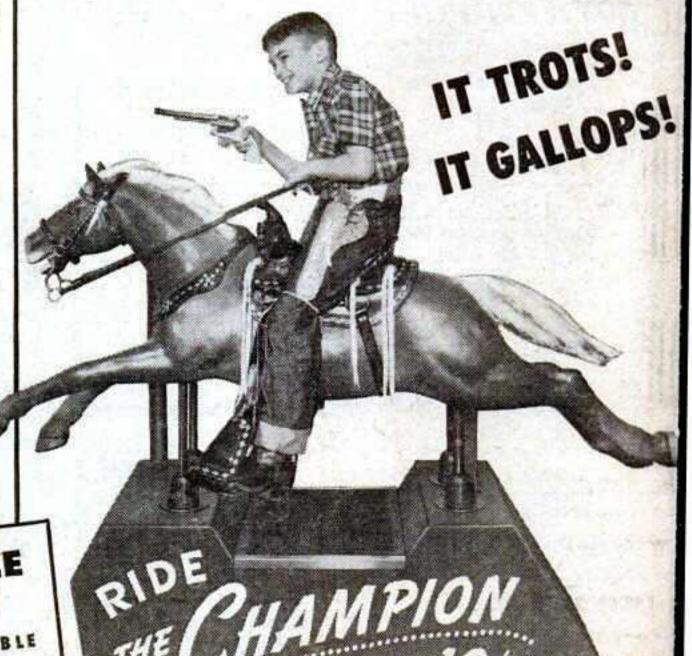
- * Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- * Airblast blows from blower
- * Safe, sturdy construction
- * Simple mechanism
- * National Rejector

Ride THE POON TO BIGGEST PROFITS

IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-

horse field. Why be satisfied with so-so earnings when you can



easily be in THE CHAMPION class?

Ride SPACE-SHIP

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NOW AVAILABLE
THROUGH
BALLY DISTRIBUTORS

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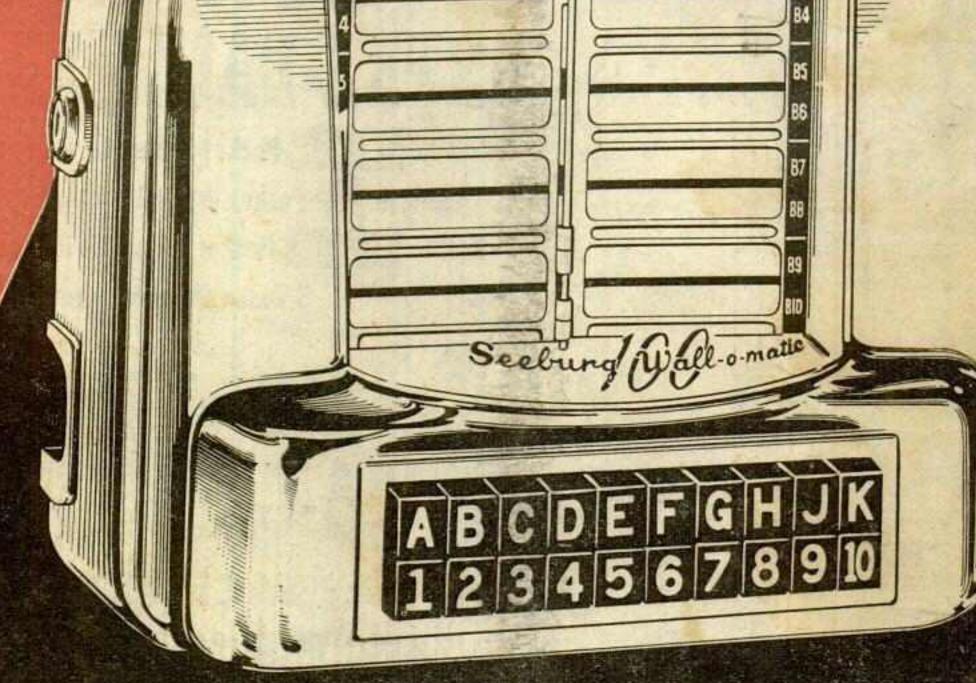
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100 Selections anywhere in the location



THE Wall-o-matic

CHAMPION

MUSIC SALESMAN

OF THE WORLD 100 Selection

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DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION

100 Selections
at the phonograph