

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Allocations' Court Tests May Refreeze Television

TV Producers Now Demanding Top Pic Stars

Facts on Increase; Feeling Grows That Video Can Afford It

HOLLYWOOD, April 19.—Names will be making TV film news henceforth as telecin producers in increasing numbers are seeking top personalities to add to their product's audience appeal. This represents a complete reversal of position on the part of producers who but a few years ago avoided top names to concentrate for the most part on unknown talent.

This week, Monogram's TV film subunit, Interstate, set deals with Edward Arnold, Walter Brennan, Paul Douglas, Arthur Kennedy, David Niven, Diana Lynn and Akim Tamiroff. Ethel Barrymore is already under contract to Interstate for "The Ethel Barrymore Theater," produced by Lee Savin. Some of these were brought into Interstate as a result of new TV film series to be made by it. (Continued on page 5)

Big One Tops \$1 Mil Mark; Sees New High

NEW YORK, April 19.—At the end of the Thursday night (17) show, and only the 13th day of paid performances, the gross of the Ringling Bros. and Barnum & Bailey Circus at Madison Square Garden reportedly had topped the \$1,000,000 mark and was well on its way to a new all-time record at this greatest of money dates. Earnings represent the fees paid by patrons to date, together with an avalanche of advance ticket orders.

With 25 days of show time remaining, there is little doubt that the Big One will have to utilize all of its adding machines to tote up the winnings. The 10-day Easter school-holiday period, ending far many on next Monday (Continued on page 5)

MIDAS AN ALSO-RAN

Godfrey CBS Total \$15 Mil for '52-'53

NEW YORK, April 19.—Arthur Godfrey is expected to bring about \$15,587,800 into the Columbia Broadcasting System's coffers for the season of 1952-53. This figure takes into account time and talent charges without discounts on Godfrey shows on both the radio and TV networks. The newest Godfrey client on TV is Pillsbury, which has bought a morning strip to begin in September when he returns from his vacation.

Next season Godfrey's radio programing will consist of his hour-and-a-half daily morning strip, his half-hour Sunday after-

noon "Digest" and his half-hour "Talent Scouts." On TV, the red head will have a half-hour, four-day-a-week morning show, "Talent Scouts," and the "Godfrey and His Friends" hour. Godfrey will probably also sell another four-day strip sometime during the season because of his impressive TV rating and salesmanship. Godfrey's top sum in CBS time sales is earned by the morning AM strip, which should rack up \$4,838,000 alone for next season. CBS radio sells a quarter hour strip for \$17,000 and Chesterfield pays about \$25,000 weekly for its half-hour across-the-board morning Godfrey program.

The supercharged pitchman's next most impressive figure is earned in TV, where his hour "Godfrey and His Friends" stanza will grab about \$2,377,700 for its 52-station CBS-TV week. Its half-hour morning video, four-day-a-week program will begin to make its money-making weight felt next season, when it should coin \$1,980,000 on a minimum 29-station network.

CBS-TV charges \$1,495 per quarter hour for Godfrey as talent, and \$1,395 per quarter hour on radio. "Talent Scouts" sells to Lipton Tea for about \$16,000 each weekly simulcast. "Godfrey and His Friends" costs \$20,000 per week and the "Digest," which is a condensation of his morning AM program, goes for \$6,000 each week. This means on the talent side of the operation Godfrey's morning AM program is worth \$2,178,200 to CBS and "Godfrey and His Friends" \$1,040,000.

Chicago Mark Set by Kenton

CHICAGO, April 19.—Stan Kenton, who closed his first stand at the Blue Note here Thursday night (17), racked up the heaviest grosses in the history of the bistro. While all figures are not in, management reported that the ropes were up every night during Holy Week, the first week of the engagement; that a continuous line-up from 9 p.m. thru 2 a.m. stood in the ran Saturday (22) waiting to get in, and every night this week was a complete sell-out.

Blue Note has already asked General Artists Corporation for a return two-week booking this summer, and latter is attempting to clear the date.

Columbia Pop-Disk Primacy Apparent in Billboard Charts

By NEV CEHMAN
NEW YORK, April 19.—The extent to which Columbia has outpaced other record companies in producing top-selling popular disk hits is brought to light by an analysis of The Billboard charts.

This analysis shows the relationship between the number of pop sides which the six major diskers have released since the first of the year (totalled in the Music Publishers' Record Scoreboard) and the number of such releases which have appeared in The Bill-

ARCH'S JOKE SO GOOD THAT IT'S SOON UNJOKED

WASHINGTON, April 19.—Switchboards at Griffith Stadium, the Washington Star and Radio Station WWDC here were swamped for half an hour last Saturday after sportscaster Arch McDonald jokingly announced over WWDC that Washington Star baseball writer Burt Hawkins had 400 opening game tickets to sell "between first and third bases." Tickets had been sold out in December. McDonald was broadcasting an exhibition game when he made the announcement. Demand for tickets got so heavy that Edward Eynon, secretary of the Washington Senators, climbed into the WWDC broadcasting booth and induced McDonald to tell his listeners he was only joking.

Library Gets Kreisler Gift

WASHINGTON, April 19.—Fritz Kreisler has presented his Guarneri violin and Tourte bow to the Library of Congress. The violin, acquired by Kreisler in 1928, was made in 1733 by Giuseppe Guarneri del Gesu, a younger contemporary of Stradivari, and Kreisler's violin has been declared the finest specimen of his art. Several years ago Kreisler presented the Library of Congress with the manuscripts of Johannes Brahms' Violin Concerto in D major and Chausson's "Poeme" for violin and orchestra.

First Action In the Works; More to Come?

"Hot Spot" Stakes Pose Possibility of Legal Challenges

By BEN ATLAS
WASHINGTON, April 19.—Preparations are in the making for a court test of part of the Federal Communications Commission's TV allocations plan, it was reliably learned here. Although a single piecemeal court test would not cripple the FCC's allocations plan, some well-informed legalists here believe that any such litigation would touch off an epidemic of similar actions in other areas, blanketing the nation in a new TV freeze.

One reputable D. C. legalist said: "An all-out injunction bringing another crippling TV freeze is not the intent of any sane lawyer or prospective telecaster, but there's no doubt about it." (Continued on page 4)

WOM Offers Patrons Free TV Theater

RICHMOND, Va., April 19.—A television theater will be offered free to patrons of the World of Mirth Shows through this coming season, Frank Bergen, general manager, announced here this week.

A deal has been set with the Philco Corporation, manufacturer of television sets and other major household electrical appliances, for the use and service of equipment at all stands to be played by the shows. It will, it is believed, be the first time any carnival has carried such a unit.

Video receiver will be mounted in a special trailer unit, now being built by the Fruehauf Company here, and located each week so that a large audience can view their favorite programs in comfort. Nearly all of the stands played by the World of Mirth are in television areas. District Philco technicians will adjust the equipment each week so as to assure (Continued on page 63)

Chicago Hails Olsen-Johnson

CHICAGO, April 19.—For the first time in months the Chez Paree has had the ropes up for every show since Olsen and Johnson brought in their package revue April 11.

Ole Olsen and Chick Johnson this month rack up their 38th year as partners in show business.

'MINUTE WALTZ' IN 135 SECONDS

NEW YORK, April 19.—Chopin wrote it, and later it became known as the "Minute Waltz," altho most pianists take more than 60 seconds to play it. The familiar piece has just been released in a multiple-dub diskling by Carmen Cavallero for Decca. He calls it the "Two-Minute Waltz." Oh yes, playing time of the record is 2 minutes, 15 seconds.

Denies Net-TV Ban by AGVA

NEW YORK, April 19.—Jack Irving, administrative head of the American Guild of Variety Artists, emphatically denied having any plans to limit AGVA members from working on network TV, as reported elsewhere.

Irving admitted that while on a Chicago visit, he met with a few (Continued on page 17)

A DOLLAR SALE IN HALF A MINUTE

with the MULTICOMER for ladies. In just 30 seconds they're sold—and you made a dollar—says the Multicomer ad in this week's Billboard classified pages. But this is only a sample. There are hundreds of money-making deals, new bargains and values, new chances to sell your products or services every week in our four BIG classified sections. Check the Market Place classified ads in the outdoor, studio and Coin Machine departments and the biggest-of-every-regular classified columns in the Market Place section. For Opportunities Unlimited, use The Billboard classified section.

WHAT DO YOU WANT TO BUY OR SELL?

(See pages 47, 59, 72, 80)

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Billboard Backstage

By JOE CSIDA

One of the reasons I'm so fond of television is that it gives me, several times a week, what Ring Lardner gave me and a lot of other people in his delightful "You Know Me, Al" tales. TV, however, Lardnerizes not only ballplayers, but all kinds of other athletes, and notably prizefighters. Not too long ago young Billy Martin of the New York Yankees made a guest appearance on a sports show and demonstrated a neat capacity for hitting from either side of an adverb. "Well," said Billy, commenting on Andy Carey, a much-touted young rookie infielder, "he goes to his right exceptional good..." He's got an exceptional fine arm...

Young Martin's performance, however, was far too brief to give the slightest clue to his personality. His discourse fitted the Lardner pattern, only from a language standpoint. Last Wednesday night, however, when Sugar Ray Robinson discouraged Rocky Graziano's middleweight championship ambitions with a very fast, workmanlike and slightly bored seven-minute exhibition of boxing and punching, the Columbia Broadcasting System was caught with its time down, and a series of protracted, delightfully Lardneresque interviews ensued.

Having deposited the Rock on his silk panties for the count after little more than a minute of round 3, Robinson proceeded to the microphone, where in an interview with Steve Ellis, he thanked his mother and all the other fine people whose prayers

had enabled him to conquer his dangerous foe of the evening. In a spirit of true sportsmanship, he made no reference to Graziano's lack of knowledge of the simplest fundamentals of box-fighting (no thanks to anyone), nor of the Rock's inability to take a punch (a large surprise in view of previous batterings the young man absorbed from Tony Zale and others).

He did imply strongly that Graziano had knocked him to his knees earlier in the fight only by resorting to wildly battering the back of his (Sugar's) neck, a slightly illegal form of attack known in the trade as a rabbit punch. Later in a dressing room interview, however, Sugar more than made up for this possible faux pas by stating unqualifiedly that Rocky Graziano was one of the finest young men he had ever known, among thousands he had met in "the fight game."

This could have been prompted by the fact that Graziano, after a decent interval following his failure to regain his feet ere ten had tolled, took to the mike with Ellis and said: "Dis Robinson is da greates' fighter I ever fought. I wasn't knocked out by no creep. I got great respect 'a dis Robinson." An understandable, nevertheless admirable, statement, bearing again the mark of true sportsmanship.

In the aforementioned dressing room interview Robinson submitted gracefully (if with a slight air of wishing they would have done with the business) to questioning

by sportswriter Lester Bromberg. Here again Ray made a series of fine and noble statements concerning his opponent. Only once did he interrupt his interviewer. "Excuse me," he said to Bromberg, snatching the pencil mike from the sportswriter. "Hey, Joe Louis," he yelled into the mike, "I'll meet you at the Archway."

It may be assumed that the Sugar man and the ex-heavyweight champ were planning to attend a prayer meeting.

Delightful and revelatory, too, was the post-fight Mel Allen Sports Spot interview with Jake LaMotta and his attractive, blond wife, Mrs. LaM, as timid as she is lovely, haltingly explained that she and all those close to Jake would much prefer he didn't fight any more. Jake, rather sulkily stated, however, that: "I gotta keep fightin'. Dat's all I know is fightin'. When I'm in I train! I feel good. When I'm not in I train! I git lazy 'n' naggin' allatime. an' I like dat."

Jake also slipped a mite, and tipped off his rather well-known interest in financial considerations when Allen asked him about the possibility of his boxing Randy Turpin in London.

"I don't think so," said Jake. "Dey got dem pounds locked up ovuh dere. Ya can't git none o' dem pounds odda dere."

Certainly TV outrings Lardner when it comes to demonstrating that our athletes are frequently true sportsmen and fine family men, rather than greedy bums, hustling for that big buck.

VEGAS LINKED

First Telecast Of Atom Bomb Set Tuesday

NEW YORK, April 19.—Klaus Landsberg delivered a picture signal across his microwave link between Las Vegas and Los Angeles yesterday (3:30 a.m. Friday) indicating successful completion of relay unit installations for TV coverage of the atomic energy tests next week in Nevada. Landsberg, Paramount TV veepee and head of KTLN, was placed in charge of setting up the link by the Los Angeles seven-station pool, which will jointly produce and carry the pickup and feed it to the major TV nets for national viewing.

It's expected that the largest TV viewing audience to date will witness the first official unveiling of atomic explosions, with Atomic Energy Commission reps to be on hand to provide pertinent explanatory data. Government officials still remain mum on exact time atomic experiments will start. Indications are the first explosion will occur sometime from 7 to 9 p.m. (PST) Tuesday.

Six cameras will be used in the pickup. It's feared that the power of the blast will blow out the cameras even from the 11-mile distance from Frenchman's Flat and the Mount Charleston camera site. Landsberg will risk two TV eyes, each valued at \$1,500, situated atop Charleston.

Each camera will have a filter as a precautionary measure. A (Continued on page 8)

London Dispatch

By LEIGH VANCE

LONDON, April 19.—To placate the growing feeling here that television should be at least partly sponsored, the British Broadcasting Corporation has just announced drastic changes in its TV set-up. Previously the drama and outside broadcast sections of both media have been under joint bosses. Now Sir William Haley, BBC director general, has handed the planning of TV plays to Michael Barry, who was BBC Drama Department Chief Val Gielgud's assistant. Also, TV outside broadcasts now come under Max Muller. To counteract suggestions that television here cannot pay its way without advertising, the BBC claims doubling the \$5.00 license fee would solve all its problems. Sir Haley says studio space is so limited there could not possibly be any increase in the present six-hour televising day until new studios are built. That, he says, would take two years. This hasn't deterred one of the largest advertising agencies here applying to David Gammans, postmaster general in the government and the head of all broadcasting for permission to sponsor programs for five firms.

It is clear something more definite than Sir Haley's pussy-footing will have to be done or nothing can stop sponsored programs here. The BBC simply doesn't have the money to screen the artists and material it would like.

Glyndebourne to Open Shy of Cash...

The Glyndebourne Opera specializing in works which the ordinary theaters rarely produce, last December launched a Glyndebourne Festival Society with a target of \$50,000 a year from season tickets and contributions to keep the opera afloat. Response so far has been good, but not yet closed the gap between profit and loss. The season starts June 18, with Rossini's "Cenerentola," with the gap closed by the man (Continued on page 32)

Washington Once-Over

By BEN ATLAS

WASHINGTON, April 19.—TV and radio stations face growing pressure from Capitol Hill to reserve air time for political candidates this fall without interfering with popular entertainment programs. Idea got significant support from Senate subcommittee members who listened to testimony this week on the question whether the Federal Corrupt Practices Act needs revising to allow for TV-radio spending in campaigns. Sen. A. S. Monroney (D., Okla.) said voters might resent candidates who buy broadcast time replacing popular programs. "Don't get into a tizzy over President Truman's press conference answer this week to question whether White House has authority to seize TV-radio stations and newspapers in an emergency. Mr. Truman's reply that the President has to act for the country's best interests sent visiting newspaper editors into a dither, but they apparently forgot that the President virtually has seizure power now under existing air-aid emergency statute.

FCC Runs Out of TV Application Forms...

Dizziest agency on the Potomac this week was the Federal Com-

munications Commission after it ran out of new TV application forms required by the freeze-lift order. FCC's meager supply of 4,000 new forms was exhausted less than a day after the Commission announced the TV thaw. One D. C. law firm gobbled up 400 of the new forms, and several others quickly followed suit. Glassy-eyed FCC'ers turned to inscribing changes in copies of outmoded forms in order to accommodate Capitol Hill requests which soon reached avalanche proportions. The waiting list for new application blanks is growing wildly as demands continue to pour in from legalists, engineers, congressmen, prospective applicants and just plain crackpots.

FCC isn't being fooled by the unprecedented scramble for applications. Since the new forms will have to replace old ones, legalists and engineering firms are anxious to get an ample stock on hand in readiness for clients. Demand for the forms doesn't provide a clue to the number of TV applicants in the offing. First week of the freeze-lift produced only a normal number of filings. However, a grand rush can be expected in May and June. Some FCC experts are guessing that

there'll be around 1,200 applications on file for new TV stations by the July 1 date for the start of processing grants.

Expect FCC Edict Soon on Multiple TV Ownership...

Look for the FCC to hand down its long-deferred final decision soon on rules limiting the number of TV stations under common ownership. Commission's decision will have a big impact on TV bids already filed and on others being readied for filing. Also, there'll be a resounding effect on the American Broadcasting Company-United Paramount Theaters, Inc. merger proposal now in hearing. Station licenses and renewals sought by UPT, Paramount Pictures Corporation and Allen B. Du Mont Laboratories, Inc., are at stake. The Commission is expected to stek fairly close to its proposed decision limiting the number of TV stations under common ownership to seven, an increase of two above the present ceiling. Edict also is expected to keep in close range other phases of the proposed decision, limiting to 10 the number of TV stations under overlapping minority interests in ownership.

Glasgow Gleanings

By CLIFF HANLEY

(This column will appear once a month)

GLASGOW, April 19.—Television is a threat to Scotland, said architect Robert Hurd at this week's meeting of the Saltire Society. Hurd was in good company. Delegates from Britain, France, Belgium, Holland, Switzerland, Italy and the U. S. were meeting at the same time in Paris to discuss the effect of TV on children.

What Hurd was getting at, however, was the fact that under the British TV set-up, only news and sports shows will emanate from Scotland on television. The Saltire Society, a Scottish Nationalist organization, dreads the swamping of Scottish drama and literature if all artistic British television programs are confined to London.

Scotland's ordinary citizens dissent from this view, on the basis of their experience of Scottish sound broadcasting, which has never set high standards.

The advent of television in Scotland has produced a jolly Gilbertian situation which is already providing joke material for local vaudeville comedians. In the first place, the retail trade reckon that there were close to 30,000 receivers in operation when TV opened here three weeks ago. But according to the post office authorities, fewer than a thousand Scots had paid for TV licenses (all TV receivers must be licensed through the post office at a cost of 2 pounds—about seven dollars—per annum). The Scots were evidently testing the new medium well before they parted with any cash. Latest figures indicate that 12,500 licenses have been taken out, although the total of receivers is at least 30,000.

Scotland has also created an entirely new problem in the matter of television serials. Glasgow Town Council started the ball rolling by forbidding tenants of Council-rented houses to erect aerials on their roofs, lest the installations damage the property. Edinburgh Town Council and others followed Glasgow's lead, and private landlords joined in too.

The joke about this is that on practically any roof in Scotland you will see a fantastic range of (Continued on page 49)

Paris Peek

By ANNE MICHAELS

PARIS, April 19.—UNESCO held pretty much a monopoly on entertainment conferences this week when delegates from all over the world piled in to worry about the problems of television and theater, both in relationship to youth. The three-day international conference on theater and youth brought forth a series of resolutions, including the publication of a thrice-yearly magazine containing lists of new plays, adaptations, technical documents, etc. The conference proposed that a permanent international center handling this problem be set up in co-operation with UNESCO, and that in each country an affiliate group would carry on the domestic work. Marionette theater, international exchange, the overcoming of linguistic difficulties, custom, problems, and theater tie-ins with radio and TV were also discussed. The conference was divided into two groups, that of theater for children under 11 and the other for those from 11 to 18. Besides this, the division of theater by adults, or by the children themselves, came into the question. The U.S. was represented by Leon Miller, executive secretary of the Theatrical Society of Gettysburg; Maria Horch, of the Young People's Theater, New York, and Berkshire Playhouse, and by ANTA's representative, Mrs. Rose Cowen. The report of what was done, a member of the Institute told The Billboard, will be issued within a month and the actual work of putting the conference suggestions into practice will begin at that time.

Growth of American TV 'Frightens' Several...

In another part of UNESCO's corridors television delegations from Great Britain, Switzerland, Belgium, Italy, France and the United States were wor- (Continued on page 52)

Picture Business

By LEE ZHITO

HOLLYWOOD, April 19.—A picture that packs a timely wallop and goes on this reporter's "must see" list is Paramount's soon-to-be-released "My Son John." The studio's publicity blubs will tell you that this is Helen Hayes' first screen appearance in 17 years and to any devotee of her talents that should serve as ample cause to see the picture. And they'll tell you that this film was last made by Robert Walker, whose untimely death came during its production. Anyone who appreciated Walker's acting talents would surely not want to miss his final celluloid offering, and incidentally, one of his best.

Aside from all this, it's the deeply moving story told thru Leo McCarey's deft direction that makes it one of the best films suited for our times. As a rule, I've resented "message pictures," adhering to the philosophy that a medium of entertainment should be used solely for the purpose of entertaining. In the McCarey production, the audience will get their ticket's

worth in laughs and suspense, but will leave the theater mulling over a thought that well deserves anyone's attention in these times.

Story of a Mother And Three Sons...

The story treats a school teacher's (Dean Jagger) middle-class family consisting of a loving mother (Helen Hayes) and three sons. Two of the lads are in the third and eldest son to Korea. The third and eldest son (Robert Walker), thought to be a brilliant and scholarly boy, works for the State in a department. The parents are generally drifting from the family circle by the latter son and the American Legion member father soon suspects that his son has fallen prey to the Reds. Fears are soon realized when the FBI moves in on him after the theft of government secret papers.

As the battle between ideologies unfolds on the screen, the audience is given a memorable insight into the manner by which the Comies can warp the thinking of

their victims to turn their backs on God and country and their own family ties. However, it's the latter that withstands the greatest strain and thru mother love the wayward son is brought back to his senses.

Sudden Death of Walker Brings Script Rewrite...

Originally, the film climax was to show Walker delivering a commencement speech at his alma mater in which he tells all. His sudden death during the last days of the picture's production forced a rewrite of the script to save the film. Enemy agents, aware of Walker's change of heart, liquidate him. A tape recording made of his speech is played before the commencement exercises crowd to give the picture an even more dramatic climax.

Miss Hayes' magnificent portrayal of a mother torn between the love of her son and loyalty to her country is among the top screen performances of the year.

TV May Be Refrozen by Court Tests of Allocations

Continued from page 1

its coming about if a rash of court tests break out.

The first court test on a piecemeal basis is being contemplated in one of nearly a score of major hot spots where vigorous contests for the last remaining VHF frequencies were in the making even before the freeze had been imposed three and a half years ago. Prospect of this eventuality will make first foretold in these columns several months ago. Major "hot spots" in which a limited number of highly lucrative VHF channels are at stake are Philadelphia, Lancaster, Wilmington, Columbus, Pittsburgh, Milwaukee, San Francisco, Atlanta, and Buffalo-Niagara. With a vast number of the battles for VHF frequencies interrelated, the possibility of an epidemic of litigations spreading from a single court test is not considered remote. Solid preparations for the opening piecemeal court test are being made by a D. C. radio-TV law firm, but there is only an outside chance that this challenge will be called off.

FCC Error Charged

It is argued that the FCC erred in re-opening for hearings highly contested cases in which lengthy hearings had already been held, some of them up to the point of proposed findings. The point is being made that contestants in these cases have spent heavy amounts of money for legal and engineering talent in the hearings already held, and therefore the

Commission's edict forcing these contestants to start from scratch against all comers is inequitable and discriminatory. This, according to one legalist, could prove the blow that knocks the props from under the TV allocations plan.

Among other arguments raised are the FCC's formula for station separations, and its ceiling that any court challenge will make capital of Commissioner Robert F. Jones' strong dissenting opinion. FCC legalists are voicing confidence that any court test would be rebuffed and that special priority for speedy court decisions would be given because of the important effect on the nation's economy.

Expectations are that several weeks will elapse before any possible court action is launched. It

is felt that there is no necessity for speedy filing of a suit, because of the FCC's lull until July 1 for processing grants.

CHICAGO, April 19.—A court fight over the Federal Communications Commission allocation plan was seen here today when it was learned that the Zenith Radio Corporation will go into Federal Court probably next week, to file to retain Channel 2. Zenith has had an experimental TV station on Channel 2 since 1939.

Under the FCC plan, Channel 2 would go to WBKB and Channel 4 now occupied by WBKB would go to WTMJ-TV, Milwaukee. Zenith's fight will not attack the entire plan, but only its loss of Channel 2, which it considers its own by squatter's rights.

TV PATENTS PROBE

Paramount-Scophony Tie-Up Eyed by FCC

WASHINGTON, April 19.—A long-standing feud between Paramount Pictures Corporation vice-president Paul Raibourn and former president Arthur Levey of the Scophony Corporation of America flared in testimony yesterday (18) as Federal Communications Commission legalists inquired into Paramount Pictures' former association with Scophony. Raibourn was in his third day of questioning by Arthur Gladstone, assistant to FCC's Broadcast Hearing Bureau Chief Frederick Ford. Gladstone said he was attempting to determine whether Paramount Pictures had made an effort to suppress development in the TV patent field.

The question arose in review of a 1945 anti-trust case involving Paramount Pictures holdings in the Scophony Corporation. Paramount was required to sell its interest in Scophony, and Levey has since formed the Skiatron Corporation, which holds, among others, the patent for a theater TV tube known as the dark trace tube.

The question of Paramount Pictures' actions in connection with Scophony patents arose when

Paramount requested a license renewal for Los Angeles station KTLA-TV, which it owns.

Raibourn testified he did not feel his former associate, Levey, "had competent knowledge to make some of the statements he made about the technical matters on which Scophony was working." Raibourn added he had found Levey "adept at puffing those things he has an interest in." Raibourn said at one time that Levey was making "totally inaccurate" representations which showed a "lack of knowledge" with regards to U. S. electronics development.

Later Raibourn also said he had written a letter saying the recipient could rely on Levey and expressing "complete confidence" in Levey's "representations." He explained that this letter dealt only with a particular matter in which he was sure Levey was well informed. Levey is expected to testify shortly.

Next week, return appearances will be made by United Paramount Theaters president Leonard Goldenson and other United Paramount officials.

NEW APPLICANTS

Three Apply to FCC for Commercial TV Outlets

WASHINGTON, April 19.—First week of the TV thaw brought three more applications to the Federal Communications Commission for commercial TV stations, lifting the total to 529. One of the latest bids is for a UHF channel, bringing the total number of UHF applications to 40.

Applications were filed by Skyland Broadcasting Corporation of Dayton, O., which wants UHF channel 22; KHQ, Inc., Spokane, Wash., VHF channel 6, and TV Colorado, Inc., channel 12 in Colorado Springs, Colo.

At the same time three experimental TV stations were deleted at the request of the applicants. They were Columbia Broadcasting System in the New York area, Philco Corporation in the Philadelphia area, and Federal Telecommunications Laboratories, Inc., also in the New York area.

Meanwhile a land office business was being done by legalists and engineers preparing to file for every last VHF channel and for scores of new allocations for UHF. The scramble which is developing was particularly heavy in communities such as Norfolk, where there are large numbers of channels.

In the D. C. area, WEAM, 5,000-watt in Arlington, Va., was the

second broadcaster in that section of announce preparations to apply for the lone commercial UHF channel made available in the Washington area under the FCC's TV allocations plan. WGMS here had previously announced it will apply.

WEAM intends to emphasize in its application that its TV service will be concentrated heavily in the area it now serves with radio, covering Arlington and Northern Virginia, which, according to WEAM, is not adequately covered by the four VHF video stations in the area.

There are strong possibilities that there will be additional contestants for the UHF channel 29. Among others being mentioned as prospects is station WWDC, but Ben Strouse, vicepres and general manager, said there are presently no plans for applying.

It is expected that at least two years will go by before the FCC resolves the D. C. contest.

Under the Commission's order of priorities, bids for this channel will be among the last to get hearings. Best guess as to initial financing needed for such a station is \$500,000, about three-fifths of which would be for construction cost alone.

FOR OUT-OF-HOMERS

CBS to Stress "Ease" Of Summer Listening

NEW YORK, April 19.—The Columbia Broadcasting System's radio network will launch its most ambitious summer promotion campaign shortly, aimed at increasing the already considerable out-of-home listening audience. Titled "Summertime—When the Listening Is Easy," the massive CBS promotion kit will use for a nucleus live and recorded local and web spot announcements, including special Ray Block jingles and others by its top personalities.

There will be suggestions for exploitation, contests, special display material, program ideas which will include places to go and things to do, posters and displays for retailers, free postal cards, department store tie-ins, etc. These all will consistently plug the

theme, with the emphasis on listening to radio in general, and to CBS in particular.

CBS already has another full-scale promotion campaign under way drum beating the merits of its soap operas. Its sustaining shows are now plugging the drive and the 14 CBS soapers are also using recorded spots made by the network's stars. Charles J. Oppenheim, newly appointed administrative manager of advertising and sales promotion for the web, is directing both campaigns.

TV PRODUCERS

Martin-Lewis Pix Spotlight Fresh Talent

HOLLYWOOD, April 19.—Dean Martin and Jerry Lewis will produce TV films spotlighting new talent. Series, tagged "The Dean Martin and Jerry Lewis Playhouse," will not show the producer pair inasmuch as commitments for their "Colgate Comedy Hour" appearances forbid any other TV appearance.

Firm is tagged Gar-Ron (after Jerry Lewis' youngsters) and its talent will be first cleared by an advisory group composed of Tony Curtis, Janet Leigh and Jeff Chandler, who will also assist in the actual production. Filming has long been Lewis' hobby and pix showing tyro talent had been produced by Lewis heretofore for the enjoyment of his guests.

Goodyear Into ABC Pyramid

NEW YORK, April 19.—Goodyear this week bought into the Pyramid radio sales plan of the American Broadcasting Company. The pact involves participations in "Top Guy," "Defense Attorney" and the AM version of "Stop the Music."

The deal sells out the participations on the first two shows named.

Singer Move To Grey Post Ends Federal

NEW YORK, April 19.—Julius Singer, majority stockholder in the Federal Advertising Agency, this week was reported joining the Grey Advertising Agency as a vicepres and top level executive. His move completed the dissolution of Federal, which last week lost the services of Gordon Hyde, president, Kenneth W. Plumb, vicepres and secretary, and Douglas Boyd, vicepres and art director to the D'Arcy Agency.

Among the accounts they took along with them are Gerber Baby Foods, Stromberg Carlson, American Optical Company Sun Glass Division and the Davol Rubber Company.

Singer will bring a number of important accounts to the Grey rapidly growing agency. They include Doekin Products, several divisions of American Safety Razor, Harriet Hubbard Ayer and several other Navy spending advertisers.

CHAPIN SITS AT HISTORIC DESK

NEW YORK, April 19.—When Slocum "Buzz" Chapin, vicepres of American Broadcasting Company's o.&o. TV stations, moves into his new office next week, he will find an historic message inscribed on the wooden bottom of his middle desk drawer. Chapin is moving into quarters formerly occupied by ABC's AM program department, which shifts up to 66th Street. Dated April 18, the message reads: "Buzz Chapin — This is the impressive list of AM program directors who have sat at this desk. Preserve their signatures as a memorial to radio. Ray."

Signatories, who had inscribed their names over the years in the order in which they held the post, were Adrian Samaha, Bud Barry, Tom Everett, Charles Harrell, I. Donald Wilson and Ray Diaz.

NEWS CAPSULES—COAST TO COAST

Mars Renews "Funny"; GE, Waring; Stations Give Aid to Flood Victims

NEW YORK, April 19.—General Electric this week renewed Fred Waring for a 13-week cycle beginning Sunday, September 28. Waring's renewal in the 9-9:30 slot on the Columbia Broadcasting System's TV web put the damper on rumors that GE would drop him for "Information Please," his summer replacement. Should the warm weather substitute come thru with strong ratings, however, GE will shop for another network time slot for it.

Mars Renews "People" For CBS-AM Fall . . .

NEW YORK—Mars Candy this week renewed "People Are Funny" on the Columbia Broadcasting System's radio web. The program will be sustained by the network thru the summer, during which time the best shows of the past season will be repeated via tape. Mars will pick up the tab beginning Tuesday, September 30.

ABC to Star Valentino, Continental-Type Singer . . .

NEW YORK—Barry Valentino, male vocalist with a romantic Continental delivery, has been signed by the American Broadcasting Company to star in a 25-minute radio strip. The show

goes into the 2:35-3 p.m. slot across the board starting May 2, and replaces the Walter Kieran "Family Circle" series. A show is being built around Valentino, which the web hopes will wow the housewife audience.

Ex-Lax Execs Elated by "Doc's Wife" 4.1 Rate . . .

NEW YORK—Ex-Lax execs this week were elated by the rating scored by their new radio soaper, "Doctor's Wife." On the air in the 5:45-6 p.m. slot via the National Broadcasting Company only since March 3, the series racked up a 4.1 rating. This compares favorably with the 3.3 chalked up by the veteran "Lorenzo Jones" strip, which airs directly before it.

Stations All-Out on Inlo, Aid to Flood Victims . . .

OMAHA—The rampaging Missouri river flood crisis found almost all broadcasters in this area and others doing yeoman work in informing and aiding the public. A prominent example was WOW, Omaha, which maintained 24-hour service. Besides broadcasting flood protection messages around the clock, the station has a 24-hour information center han-

dling telephone calls and giving out flood information. In Cincinnati WKRC used its AM, FM and TV facilities to drum up aid and relief for South Sioux City, Neb., where some 900 homes were inundated. Salvation Army centers in 18 communities near WKRC had trucks collecting food, clothing and furniture for the flood victims.

Motorola, Inc., supplied 55 portable radio "handie-talkie" units to relief workers, to provide constant communication between levee patrols and repair gangs.

Spade Cooley Cuts TV, Radio Auditions . . .

HOLLYWOOD—Spade Cooley this week cut two auditions, one for TV and the other for radio. A kine of Cooley's KTLA "Western Varieties" show was made and forwarded to New York to probe its national sales potential. Cooley also taped a radio audition for the Mutual Broadcasting System in which he is featured as a disk jockey with guest Tex Willard. If the Mutual show goes thru, it will mark one of the rare times a Western personality aired nationally as a deejay. Last time a Western personality tried it on (Continued on page 11)

TV Dominant Item At OSU InSTITUTE

Walker Warns Against Relaxation; National TV Education Plan Urged

COLUMBUS, O., April 19.—The Twenty-second Institute for Education by Radio-Television opened at the Deshler-Wallick Hotel here Thursday (17) with more than 800 educators and broadcasters registered the first day.

The entire Institute was dominated by television, with the radio people hanging on the ropes. In fact, one heard the word radio only sparsely and TV continuously, a vast contrast with even last year's convention.

Because of the new allocations for TV, the FCC was well represented. Paul A. Walker, chairman of FCC; Frieda Hennock, E. M. Webster and the FCC press representative, Earl Minderman, were much in evidence, appearing on many scheduled talks.

The highlight was the much awaited clarification of the allocations scheme by Chairman Walker.

After paying tribute to the late Dr. W. W. Charters, who founded the Institute 22 years ago, Walker laid the issue directly on the educators' doorstep when he said, in closing his lengthy talk:

"There is nothing in the Commission's sixth report and order that gives you the assurance that your channels will be reserved as long as grass grows and water runs, or anything like it. You have won only the first round in this fight. If you relax now, you may find that you have won the battle and lost the war. Already efforts are under way to initiate

an organized campaign for the commercialization of these non-commercial educational assignments."

Theater TV Discussed

One session that attracted great interest was the outline of theater television as it pertains to education. Irvin Paul Sulda, of Paramount Theaters, read a message from Robert H. O'Brien, vice president of Paramount Theaters. The text pointed out that "There are approximately 75 theaters equipped for television in 30 communities. We expect that number to substantially increase in the near future. Teacher training courses, in which we would engage the services of outstanding educators in various fields from many college campuses, are thereby feasible. The classes would be conducted on Saturday mornings in theaters across the country. Teachers could enroll (Continued on page 52)

AM-TV REVENUE UP 2.5%; TV RISES 128% ABOVE 1950

Sound Broadcasting 70% of Total For All Sources; Web Grosses High

WASHINGTON, April 19.—Reflecting radio broadcasting's continued healthy state amid TV's soaring growth, the Federal Communications Commission in a preliminary report on AM-FM-TV revenue this week (18) disclosed that the combined revenue of AM-FM broadcasting rose by 2.5 per cent last year for a record total of \$454.4 million, while TV revenue was leaping from a 1950 total of \$105.9 million to its record-smashing 1951 total of \$239.5 million.

Radio broadcast revenues accounted for nearly five-sevenths of the entire 1951 total of \$694.9 million from all sources. The latter is a 26.4 per cent gain over 1950's \$550.4 million. Radio's broadcasting expenses last year ran to \$393.8 million, a gain of 4.6 per cent over the previous year, as compared with a 70.2 per cent gain for TV which ran up

broadcast expenses of \$195.9 million in 1951.

Broadcast stations in TV-less cities fared better than those in TV markets, with three-fourths of the radio stations in TV-less areas increasing their revenues last year. The Commission's report showed that 1,395 stations in markets without TV competition produced \$170.4 million last year, a gain of over 8 per cent above the previous year's revenue, whereas 439 AM broadcast stations operating in TV cities produced \$188 million last year, a decline of \$1.5 million from the previous year.

TV Sets-in-Homes Factor

Heaviest loss was sustained by 199 AM stations in TV cities with the largest numbers of TV sets in homes. These stations received \$94.3 million last year, a 2.4 per cent drop from the previous year, while 142 broadcast stations in 27 markets where the number of TV sets in homes ranged between 30 per cent and 50 per cent of the total number of homes received broadcast revenue totaling \$42.7 million dollars last year, a decline of only two-tenths of 1 per cent from the previous year. In 16 cities with 98 AM broadcast stations where the number of homes equipped with TV sets was under 30 per cent, broadcast revenues showed a gain of 3 per cent, to reach \$31 million last year.

Biggest gains were shown by AM broadcast stations which had been started prior to the war. These stations accounted for the bulk of all AM station revenue. A total of 800 such stations, representing only 37 per cent of the total stations, received nearly two-thirds of total station revenues and more than four-fifths of total station income (revenue minus expenses). These stations received \$239.8 million in revenue; their income before federal tax was \$44.5 million; while 1,388 stations which had been launched since 1941 received \$122.6 million, out of which \$11 million amounted to income after expenses without deduction for federal income tax.

Financial Gains Wide

Of all AM broadcast stations reporting to the FCC, over 57 per cent showed an improved financial condition last year. Of 732 stations reporting increased prof-

its last year, half of them showed gains of 50 per cent or better. Income for all AM-FM stations after deductions for operating expenses (and before deductions for income tax) showed a drop of nearly 10 per cent, for a total of \$61.8 million. The decline was attributed to substantially reduced income of networks; at the same time, there was a slight increase in income for individual stations. Revenues of four national networks, three regional networks and their owned and operated stations totaled \$104.1 million, a drop of 5.8 per cent below the previous year, while individually owned AM and FM stations received \$351.3 million last year, a gain of 5.2 per cent.

The revenue picture for FM stations was mixed, with FMers without AM interests faring best. Last year, FM stations without AM interests received \$1.3 million in revenue, an amount almost equal to that received by 88 stations of that type the previous year. Of 186 FM-ers operated by AM licensees last year, an estimated \$1.9 million in revenue was received, while in 1950 163 stations of that type produced 1.4 million dollars.

Large Gains for TV

According to the FCC report, the 108 TV stations operating last year received 43.4 per cent of the total gross cash revenues reported by 632 AM, FM and TV stations in the 63 TV markets. The comparable figure for the previous year was 26.2 per cent. For the first time, total TV station revenues surpassed total broadcast station revenues in Columbus, Los Angeles, Philadelphia, New York, Cleveland and Baltimore.

ABC Promotes Jahncke, Ayres And Fairbanks

NEW YORK, April 19.—The American Broadcasting Company made several top level promotions this week in naming Ernest Lee Jahncke Jr. vice-president and assistant to the president of the network, and upping Charles T. Ayres to the post of vice-president for the ABC radio network. Meanwhile, William F. Fairbanks was promoted to Eastern radio sales manager.

Jahncke had been vice-president of the radio network, Ayres was vice-president in charge of radio sales and Fairbanks was promoted from radio account executive. In addition, this week, ABC vice-president Tom Velotta appointed Paul W. White as managing editor of the network's radio and television news staff covering the political conventions in Chicago. White is executive editor of KFMB and KFMB-TV, San Diego, Calif., and program manager of the former.

FEELING NOT MUTUAL

NBC Statistics Take Slap at MBS's "Plus"

NEW YORK, April 19.—Irrked no end by the current "Mr. Plus" campaign of the Mutual Broadcasting System, the sales planning division of the National Broadcasting Company this week leveled a withering blast of statistics at the drive, designed to prove that the MBS "plus" turns out to be a "non-plus" under careful scrutiny. In a bulletin titled "Does Mr. Plus Non-Plus You?" which was distributed to NBC execs and sales personnel, some "accepted figures" comparing the two webs were laid out. NBC's flinger filberts stacked up the two webs against each other in 44 different ways. Results showed that in 43 of the comparisons, NBC had the advantage. This, gloated the NBC men, turned Mutual's "Mr. Plus" into a minus.

Question

The NBC claim is that MBS is lagging, in its drive, that coverage from an affiliate inside a

county is more valuable than coverage from a stronger station berthed in a neighboring county. This, according to NBC, seeks to create advertiser acceptance for the entire MBS network "by the strategy of promoting selected aspects of MBS coverage," which, NBC says, "is the only way Mutual can tackle this problem because they do not measure well on the major yardstick of network values, which is the size and distribution of audiences to advertisers' programs." With MBS promoting "minor coverage details," the NBC study compares such data in 44 ways.

NBC concludes that it has a decided edge in 43 of these comparisons. In the 44th, which it terms a "loaded" instance, "the MBS advantage, it says, "has little if any value." Two tables of comparisons were drawn from the 1949 Broadcast Measurement Bureau survey, while a third (Continued on page 52)

"PRES. TIMBER"

WCAU Sets School TV Of Aspirants

PHILADELPHIA, April 19.—A new concept of educational television will be inaugurated by WCAU-TV when a special kinescope showing of "Presidential Timber" will be beamed for in-school viewing to students of the Greater Philadelphia area. Planned by Charles Vanda, vice-president in charge of television for the WCAU stations, the program will feature the Presidential aspirants presenting their platforms to the public in a series of half-hour talks. It will enable history and social studies students, said Vanda, to investigate at close range the issues which determine the election of the President of the United States.

Actually, the station will carry the program twice each week. The show is slotted for Sundays at 5 p.m. for adult viewers, with the in-school kinescope showing the following Friday morning at 10. The program has been endorsed for schools by the city's leading educational figures.

Pic Producers Set Up Assn.

NEW YORK, April 19.—In a move to promote New York as a source of the best non-theatrical films for TV and commercial motion pictures, 18 non-theatrical film producers here have formed a Film Producer's Association. Members account for about 75 per cent of all non-theatrical films turned out in New York.

Production outfits include: Audio Products, Inc.; Pathscope Company of America, Inc.; Willard Pictures, Inc.; Video Varieties Corporation; Transfilm, Inc.; Leslie Roush Productions; John Bransby; Cammel Films; Sound Masters; Films for Industry; Paul Hance Productions; Murphy-Lillis; Herbert Kerkow; Affiliated Film Producers; William J. Ganz, and Film Graphics. Officers are Peter J. Mooney, presy; David Pincus, vicepres; Edward Lamb, treasurer, and Walter Löwendahl, secretary.

VIDEO CAN AFFORD IT

TV Producers Now Demand Top Hollywood Personalities

Monogram subsid under terms of an arrangement made with Arthur Kennedy's National Repertory Theater.

Interstate concluded a two-way deal with Kennedy whereby it would make two films, "The Victim" co-starring Edward Arnold and Arthur Kennedy which will be used as the first film in the Barrymore series, and "This Is Villa," co-starring Tamiroff and Kennedy. Latter film will be used as the first in the National Repertory Theater series to be distributed by Interstate. This series will be produced by Tony Owen and Donald Hyde with Lee Savin functioning as a supervising exec. Miss Lynn will be used in a forthcoming Repertory TV film.

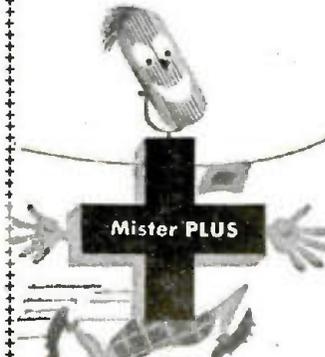
Brennan, Douglas and Niven will be starred in forthcoming films in the Barrymore series. This week, Hal Roach Sr. set deals with Fay Balmer and Brian Aherne to serve as co-producers for his "The Dramatic Hour" series. Roach's "The Children's Hour" series recently acquired Maureen O'Sullivan as femcee.

Also this week, Diffie Films set Robert Alda as star in its own production, "Secret Files, U. S. C." Officially recently moved into the name parade with its "Four Star Theater" TV film series, using Charles Boyer, Rosalind Russell, Joel McCrea and Dick Powell, its "My Hero" series featuring Robert Cummings, and "The Joe E. Brown Show" starring the famed comic. Bing Crosby Enterprises is cur-

rently negotiating for Joan Fontaine to intro its forthcoming "Crown Theater" anthology series. Both Gloria Swanson and George Brent will soon start filming their individual TV film series in Mexico. Adding to TV filmdom's name weight, Irene Dunne recently concluded a deal to present the Intro to the Schiliz TV film series.

Frank Wisbar ("Fireside Theater") is currently negotiating with Sarah Churchill, Angela Landbury and Frances Dee, among others. Loretta Young this week was set for a leading role in Father Patrick Payton's "Family Theater" Mother's Day film produced by (Continued on page 52)

+++++ FOR DETAILS, THE MUTUAL BROADCASTING SYSTEM +++++



Mister PLUS

LOW HURDLE

A race occurs whenever ads
Are set in type or spoken.
The winner (properly in plaids)
Sees low-cost records broken.

If you would win this profit-race,
Watch Mister PLUS in action:
Pay dollar spent, he's in first place
In audience reaction!

— the difference is MUTUAL!

This One



LWD6-9PG-FDWG

ABC's Bid Lands Gulf Pact; NBC Exec Hits Rate Cutting

NEW YORK, April 19.—The Gulf summer radio business plugging Gulfstream this week wound up at the American Broadcasting Company after a hectic battle with the Columbia Broadcasting System. The National Broadcasting Company, which also had been bidding for the business, withdrew from the competition with one top NBC exec saying he was fed up with the rate-cutting situation now extant.

In what traders regard as a sort of reverse auction, in which ABC and CBS were said to have made one offer of a deal after another, ABC finally came up with the deal which was considered best by Gulf, and as a result the sponsor is inking John Daly in a news strip in the 10 to 10:15 p.m. slot starting in mid-May. Young & Rubicam is the agency.

ABC was the initial bidder for the summer business, which broadcasters had sought unsuccessfully for the past few years. Gulfstream last summer used newspapers. ABC's first bid was a place in its Pyramid sales plan. NBC then jumped in with a pitch for one of its upcoming summer stanzas. CBS followed with a presentation on its forthcoming Sunday afternoon music-baseball scores-weather show, which is to run for three hours. Gulf was interested to the extent of two and one-half hours of the show.

As the deadline neared for a decision, the bidding grew hotter and heavier, and NBC bowed out. That web, according to one of its top execs, felt it was suicide for the industry to engage in stupid rate-cutting for a piece of business which never could justify the continued self-destruction of a stable medium.

Grid Anti-Trust Trial Date Set

PHILADELPHIA, April 19.—Judge Allan K. Grim, in U. S. District Court here, set June 16 as trial date for the government's suit against the National Football League for alleged violation of the Sherman Anti-Trust Act thru a radio and television "blackout." The federal judge set the date after granting, with restrictions, the league's request for the names of persons whom the government will produce as witnesses, and access to documents which the Attorney General's office will introduce as evidence.

Judge Grim set May 22 as a date for pre-trial conference with attorneys for the government and the league. Former U. S. Senator Francis J. Myers represented the league.

Official Gets 3 TV Pic Series

HOLLYWOOD, April 19.—Three TV half-hour film series were acquired this week by Mifflin Films with OF Prexy William Goodheart signing for "The Joe E. Brown Show" and "Tales of Robin Hood," and "Female of the Species," narrated by Joan Harrison. Hal Roach Jr. produces the first two and serves as exec producer on the latter.

Your Top TV Sales Opportunity

WIDEL-TV

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

The CBS-ABC battle continued until yesterday (Friday), with CBS making its final pitch on Thursday, and ABC apparently beating its offer Friday with a switch from Pyramid to the Daily news strip. The rate war is considered indicative of the lengths to which the AM webs are going to go to get bankrollers aboard and thus reduce summer sustaining costs.

NBC Official Blister
The NBC exec said that the rate-cutting competition might be considered comical if its overtones were not so tragic for the industry. He said this is a typical example of how prospective sponsors and agencies have found the radio networks rushing to cut their own throats. The seeming lack of a "bottom price" induces lack of confidence in the medium and in

CBS Minimum Basic Web Now 29 Stations

NEW YORK, April 19.—The new rate card No. 7, of the Columbia Broadcasting System's TV web, effective April 15, except for contracts still in force, increases the minimum basic network requirements from 21 to 29 stations. The National Broadcasting Company's minimum basic web is now 40 stations, having jumped this week from 38 outlets.

Included for the first time on the CBS minimum basic hook-up are Minneapolis, Omaha, San Antonio, Dallas, Tulsa, San Diego, San Francisco and Salt Lake City. With the increase in time charges for these stations, this means that clients will have to pay \$9,000 more per hour, \$5,400 more per half hour and \$3,600 per quarter hour for a minimum basic CBS-TV network.

Sponsors however, do not have to take the minimum CBS-TV basic unless it is available live, as is the practice at NBC-TV. Actually most of the current CBS-TV clients are using the minimum basic web or have it on order.

Heavy Spenders Benefit
Heavy spending CBS-TV clients will be getting the benefit

Crosley's New M'dising Plan

CINCINNATI, April 19.—Crosley Broadcasting Corporation has set a new merchandising program with Albers Super Market mid-Western chain of 65 stores. The Crosley television stations in Dayton, Columbus and Dayton will receive three displays each week in the Albers super markets. Other facets of the promotion call for the chain to feature the products on display in their newspaper ads and use a series of daily spots on the three WLW stations.

All of the stations' food advertisers with distribution in the super market chain will have access to the Crosley merchandising promotion. The video outfit currently has similar display deals working with 3,000 independent stores in the area.

the individual seller, he said, with sponsors holding back from signing because "tomorrow I may get a better buy." The result, he said, is that all the webs suffer and that some sponsors are being handed rate cuts to an extent they sometimes never even hoped or tried to get.

This fight for the summer Gulf business is regarded as a portent of what is to come in the fall, with all sponsors involved. Gulf itself is a likely weathervane now, and its moves will be watched closely. NBC is regarded as being in a comparatively safe position for holding the "Counterspy" radio and "We the People" TV business. However, if the rate cutting war continues and NBC again abstains from participating, there is no telling where the billings may go.

for the first time of a new provision which allows two or more contracts of one advertiser to be combined in computing a station hour discount. Alternate week advertisers who use 26 weeks during a 52-week period will also be permitted to get half the annual discount rate, a precedential procedure. And CBS-TV will absorb the extra cable charges to St. Louis and Memphis.

The upping of the minimum basic network requirements at both NBC-TV and CBS-TV is directly contrary to the trend in radio where advertisers are now permitted to choose their networks selectively so that they can, in some cases, by-pass markets in which they have TV coverage.

BAB Opens Sales Clinic

NEW YORK, April 19.—Broadcast Advertising Bureau held the first in a series of 42 sales clinics this week in Hollywood, with the next sessions scheduled for San Francisco on Monday (21), Portland on Wednesday and Seattle on Thursday. Attending each session are BAB vice-president John F. Hardesty, BAB president William B. Ryan will attend the San Francisco clinic.

The Hollywood clinic was attended by 71 broadcasters from 21 stations and two networks. A morning session outlined BAB's plans, while the afternoon meeting was opened to station salesmen and was devoted to explanations of the ways in which BAB sales aids can be used effectively. BAB is about ready to open a Chicago office and to expand its staff here. Date for the debut of a Chicago set-up hinges upon finding a qualified branch manager.

NBC May Put "Opry" on TV

NEW YORK, April 19.—The veteran country-music radio show, "Grand Ole Opry," seems likely to become a TV feature this summer, filling in part of the "Show of Shows" time on the National Broadcasting Company. The latter, which airs 9 to 10:30 p.m. Saturdays, winds up for the season on May 31. "Opry" seems likely to simulcast in its present 9:30-10 p.m. slot, and may be extended to an hour on TV. "Midwestern Hayride," a Cincinnati-originated country feature, will reprise last year's fill-in job in another portion of the 90-minute span.

"Opry" has a club package going into the Astor Roof, New York, this summer. Broadcast version therefore may air either from Nashville or here, with the decision not yet firm.

BIGGEST SHOW SKEDDED

Atom Bomb Telecast Planned for Tuesday

Continued from page 2

third filtered camera will be lo-gees during the actual pickup. Instead company buys time from 10-11 p.m. Monday and 15 minute segs immediately before and after the pickup Tuesday.

Because of the time uncertainty, KLAC-TV's Don Feddersen prevailed upon L. A. Mayor Fletcher Bowron, to permit use of the city's 200 air raid sirens to be sounded 15 minutes before detonation time Tuesday. To alert the public to the meaning of the sirens, the Mayor today proclaimed Tuesday as "It Could Happen Here" Day.

Landsberg intends to keep his relay active for a few days following the blast and will pick up shows from the major Las Vegas hotels.

Ironically, residents of Las Vegas, center of the A-Bomb and TV activity, will not be able to witness the blast via TV. Las Vegas, center of the A-bomb and 300 mile distance for L. A. makes it impossible to pull in a signal.

Union Oil Company will pay a reported \$40,000 for time immediately prior to and during the pickup for the seven-station local pool. Firm which is also bankrolling the L. A. pooled-station coverage of Queen Juliana's L. A.

TV Meet Set By Educators

WASHINGTON, April 19.—Latest step by organized educators to spur use of the 343 TV channels reserved for education under the Federal Communications Commission's TV allocations plan gets under way Monday (21) at a four-day conference at Penn State College. Ninety educational administrators, technical consultants and legal advisers are expected to attend the seminar, which has scheduled addresses by Dr. Allen E. DuMont, president of the DuMont Laboratories, Inc., A. S. Duntun, chairman of the board of governors of the Canadian Broadcasting Corporation, and President Milton S. Eisenhower of Pennsylvania State College.

The Radio Corporation of America is providing mobile television equipment and a number of demonstrations of live TV programs as well as kinescope recordings, are planned.

Young Heads NBC Press

NEW YORK, April 19.—Frank Young this week was named director of the National Broadcasting Company's press department, succeeding Jo Kine, who has become public relations director of Frederic Ziv. Young, who has been NBC's public relations representative since February, 1951, assumed his new duties on Monday (21).

Healy of CPP Agency Veep

NEW YORK, April 19.—Robert Healy, former vicee in charge of advertising for Colgate-Palmolive-Peet, soon will join the McCann-Erickson agency as vicee and treasurer. Healy will function in a top-level policy-making and administrative capacity.

The natural surmise in the trade is that Healy's former tie with Colgate will project McCann-Erickson into a good position to get a slice of the soap company's billings when and if it makes any agency changes.

arrival today, will not air any segs during the actual pickup. Instead company buys time from 10-11 p.m. Monday and 15 minute segs immediately before and after the pickup Tuesday.

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Landsberg intends to keep his relay active for a few days following the blast and will pick up shows from the major Las Vegas hotels.

No Race Bias At RCA, Says Frank Folsom

WASHINGTON, April 19.—Employment policy of Radio Corporation of America emphasizes that there shall be no discrimination based on race, color, creed or national origin, RCA President Frank Folsom told a Senate labor subcommittee this week. He said RCA has a substantial number of employees representing minority groups on its payroll, including Negro technicians and stenographers.

Folsom told the senators that RCA has "long been a leader" in establishing progressive employment practices, as evidenced by the appointment of its board chairman, Brig. Gen. David Sarnoff, to the President's Fair Employment Practices Committee in 1941.

ATS and REC Plan Merger

NEW YORK, April 19.—The American Television Society and the Radio Executives Club of New York are expected to merge into a single organization in June. Members of the two groups are currently being polled, but officers of both organizations are already on record favoring the merger. Membership of the REC is presently over 800, while ATS has 350 members.

PACK SOLVES FANS' MYSTERY

NEW YORK, April 19.—The National Broadcasting Company's flagship, WNBT, here, received more than 200 angry letters this month from mystery fans asking "Who dun it?" Writers protested that the station cut off the last 10 minutes of a film on WNBT's late p.m. "11th Hour Movie Theater" to air President Truman's "I-will-not-run" message. Consequently, viewers never did find out the identity of the killer.

Touched by their plight, WNBT's new program director Dick Paek ("a mystery fan myself") answered each writer personally this week, after screening the film "Meet Simon Cherry" to check on the wind-up. Paek's letter disclosed that the butcher hadn't killed Lisa with the sleeping pills after all. She died of a heart attack.



Spring Tonic

FOR THE BROADCASTER
STATION MANAGERS - PROGRAM DIRECTORS
SALES MANAGERS - PRODUCTION MEN

*For all who seek the answers
 to Better Programming*

BMI PROGRAM CLINICS

APRIL 28 - MAY 12

A concentrated cross-country schedule brings the BMI Program Clinics to you in your own area. Thirty-eight Clinics in 37 States under the auspices of your State Broadcasters Associations. Five additional clinics in Canada complete the itinerary.

Past BMI Program Clinics have been hailed as "the most comprehensive job of spreading info about latest programming techniques and ideas"—(Variety) and "BMI Clinics spark local showmanship"—(Sponsor). This 1952 series will be bigger and better.

CHECK YOUR STATE OR NEARBY STATE AND HAVE YOUR KEY PERSONNEL ATTEND

State	Date	City	Meeting Place
ALABAMA	May 12	Montgomery	Jefferson Davis Hotel
ARKANSAS	May 2	Little Rock	Marion Hotel
ARIZONA	April 28	Phoenix	Jokake Inn
CALIFORNIA	May 9	San Francisco	Clift Hotel
CALIFORNIA (Southern)	April 29	Hollywood	Hollywood-Roosevelt Hotel
COLORADO	May 2	Denver	Cosmopolitan Hotel
FLORIDA	May 8	Gainesville	University of Florida
GEORGIA	May 10	Athens	University of Georgia
IDAHO	May 2	Boise	Boise Hotel
ILLINOIS	May 9	Chicago	Sheraton Hotel
IOWA	May 7	Des Moines	Hotel Savery
KANSAS	May 5	Wichita	Broadview Hotel
KENTUCKY	April 28	Owensboro	Owensboro Hotel
LOUISIANA	May 5	Alexandria	Bentley Hotel
MAINE	May 12	Augusta	Augusta House
MARYLAND	May 5	Baltimore	Sheraton-Belvedere
MASSACHUSETTS	May 9	Boston	Touraine Hotel
MICHIGAN	April 30	Battle Creek	Post Tavern
MINNESOTA	May 7	Minneapolis	Radisson Hotel
MISSISSIPPI	May 3	Jackson	Heidelberg Hotel
MISSOURI	May 6	St. Louis	Hotel Jefferson
MONTANA	April 27	Missoula	Florence Hotel
NEBRASKA	May 1	Omaha	Paxton Hotel
NEW JERSEY	May 6	Atlantic City	Dennis Hotel
NEW YORK	May 8	Syracuse	Onondaga Hotel
NORTH CAROLINA	May 2	Raleigh	Sir Walter Hotel
OHIO	May 2	Columbus	Deshler-Wallick Hotel
OKLAHOMA	May 7	Oklahoma City	Skirvin Hotel
OREGON	May 7	Portland	Benson
SOUTH CAROLINA	May 6	Columbia	Columbia Hotel
SOUTH DAKOTA	April 30	Sioux Falls	Cataract Hotel
TENNESSEE	April 29	Nashville	Andrew Jackson Hotel
TEXAS	May 9	San Antonio	Plaza Hotel
UTAH	May 1	Salt Lake City	Newhouse Hotel
VIRGINIA	May 1	Richmond	John Marshall Hotel
WASHINGTON	May 6	Seattle	Olympic Hotel
WEST VIRGINIA	April 29	Charleston	Daniel Boone
WISCONSIN	May 5	Milwaukee	Plankinton Hotel

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BAKER-NIELSEN MERGE PLAN OFF

Talks Collapse; Trade Now Faces Conflicting Audience Surveys

NEW YORK, April 19.—The confused broadcasting research picture this week became thoroughly scrambled when negotiations for a merger between Kenneth H. Baker's Standard Audit and Measurement Services, Inc. and A. C. Nielsen's Coverage Service finally broke down. Result is that both outfits now are pledged to produce rival audience coverage surveys this year along the lines formerly done by the defunct Broadcast Measurement Bureau.

A week ago, it seemed that the merger deal was dead and a press release to that effect had been prepared. However, a last minute move to salvage the situation brought the principals together again this week. Another deadlock killed all chances for a single industry service, with details for the financial arrangement believed to be the issue on which the sessions were hung.

With the Columbia Broadcasting System now firmly committed to S. A. M. and the National Broadcasting Company lined up strongly behind N. C. S., the industry will be faced with competing and conflicting data when the reports finally are issued. As

before the merger talks got under way, the position of the American Broadcasting Company is deemed vital in deciding which of the two services will get the most industry acceptance. ABC is currently mulling which horse to back.

The same situation will apply to individual stations. S. A. M. already has lined up about 400 station subscribers, while N. C. S. has not yet gone after the outlets, awaiting the result of the merger talks. These talks were largely the outgrowth of a CBS move to bring the two services together for one all-inclusive industry study.

Basic job of both studies will be to measure the audience size and listening area of each radio station, with Nielsen also covering TV. S. A. M. is using mail ballots, while N. C. S. will rely on personal interviews. Nielsen also plans to cover multi-set homes and out-of-home listening.

UPT's Net Off \$1½ Mil in '51

NEW YORK, April 19.—Net earnings of United Paramount Theaters, Inc., dropped \$1,560,989 in the fiscal year ending December 29, it was disclosed this week in the annual report to stockholders from President Leonard H. Goldenson. Net earnings for the year totaled \$10,790,011. In the 1950 fiscal year, UPT earned \$12,351,000. Earnings per share on 3,300,858 shares amounted to \$3.27, of 52 cents below the previous year's earnings.

The report also noted that UPT now controls 887 theaters, owning 100 per cent of 683 of these houses. The corporation still must unload 216 theaters in order to conform with the terms of the Consent Judgment entered into in 1949. Sale of these theaters would provide liquid assets that would measurably improve the financial situation of the American Broadcasting Company if the proposed UPT-ABC merger is approved by the Federal Communications Commission.

WOR "CAPTIVES" ARE FOR REAL

NEW YORK, April 19.—A new concept of a "captive audience" came to light here this week when guards at the Prison Farm, Rahway, N. J., disclosed that prisoners are making their own underground radio sets, tuned to one station only, WOR, New York. The prison is less than a mile from WOR's New Jersey radio transmitter, and its copper-covered dome acts as an antenna for cell reception.

Prisoners hit on make-shift idea when deprived of radios and newspapers recently. Sets are put together with old tooth brushes, cigarette tinfoil, Scotch tape and wires clamped to bed springs. At the writing, 232 of the inmates were staging a hunger strike, in a move to bring about better prison conditions. During this period, prisoners are supposedly following WOR news reports to keep up with their own story.

FCC Promises Attention to Co-Owned TV

WASHINGTON, April 19.—Federal Communications Commission promised Sen. Edwin Johnson (D. Cal.) this week that it will consider the feasibility of radio station operators banding together to operate TV stations in their communities. Johnson raised the problem of co-operative ownership of TV stations in a letter to FCC Chairman Paul Walker, pointing out that there are twice as many applications for licenses to operate television stations in Denver as there are channels allocated to the city.

Walker wrote Johnson that the Commission would have to formulate a policy for the problem, since the financial burden of TV, the scarcity of channels and the desire to avoid hearing delays was sure to make a number of radio operators consider "co-operative ownership." The FCC has not yet considered the plan, since it has been putting most of its time on the recent lifting of the freeze, Walker wrote, adding that he had not even had time to make up his own mind. At the same time, he said there

(Continued on page 52)

C-P-P May Give All Filming to One Firm

NEW YORK, April 19.—Colgate-Palmolive-Peet may shortly become the first major TV advertiser to give all of its film work to a single motion picture company. Leslie Harris, AM-TV chief for Colgate, left yesterday for Hollywood, where he will huddle with some top film outfits on such a deal, with his sessions including Columbia, RKO and Paramount, among the major flickeries. About the only big film firm not yet in the TV business with both feet is Metro-Goldwyn-Mayer, he said.

The Colgate business, involving its heavy film commercial schedule, currently is scattered among a number of production firms. Harris said the sponsor now believes it would be beneficial to place the lot with a single film outfit on a yearly contract basis, with the business placed directly by Colgate and merely supervised by the ad agencies. Among the advantages to accrue from such a deal for Colgate would be a possible saving of costs, guaranteed price and more efficient production and scheduling.

While on the Coast, Harris also will seek to solve the kinescope dilemma facing Colgate, among other sponsors. On the "Comedy

Hour" show, which several weeks ago switched from live airing to hot kine, there is a feeling that a slight increase in rating has ensued from switching from Sunday afternoon live time in Hollywood to an evening slot via hot kine. However, the Coast aversion to kines has the sponsor puzzled as to which is more beneficial, a larger share of the smaller audience available daytime, or a smaller share of the larger evening audience. Meanwhile, Colgate is considering using a hot kine on "Strike It Rich," which currently is airing live on the Coast.

Another project facing Harris will be that of seeking better time slots for Colgate kines now airing on Coast stations. With this in view, he will visit San Diego and San Francisco as well as Hollywood, with a possibility of a trip to Seattle as well. He will be gone about 10 days.

Official Films Ink Alda, 7-Yr. Pack With Reed

HOLLYWOOD, April 19.—Official Films this week signed to produce one TV film series and to distribute another. Firm concluded a deal with Robert Alda to star in "Secret Files, U. S. A.," half-hour series based upon actual stories from OSS files from World War II to the present time. Series will be shot both in New York and here with first film already completed at 20th Century Fox studios in the East. Arthur Dreifuss is producer-director and supervises writing with Henry Miroek set as series scribe.

Firm signed a seven-year pact with Roland Reed Productions for sale and distribution rights to "Rocky Jones, Space Ranger," first space TV show series on film. Half-hour series featuring ex-20th-Century Fox contractee Richard Crane is being produced by Reed on the Roach lot here.

Last week Official acquired distribution to three half-hour series: "Joe E. Brown Show," "Tales of Robin Hood" and "Female of the Species," narrated by Joan Harrison. Hal Roach Jr. produces the Brown and "Robin Hood" series and serves as exec producer on the Harrison film.

'Playhouse' Pic Series to Lesser

HOLLYWOOD, April 19.—Deal was concluded last week whereby K-L-A-C-TV's Don Fedderson turned over distribution rights to Rene Williams' "Invitation Playhouse" TV film series to Sol Lesser. Distribution of "Invitation," series of 26 quarter hour dramatic films featuring an O. Henry twist to the stories, was handled by the K-L-A-C-TV's wholly owned subsidiary, Syndicated TV Productions, Inc., headed by Maury Greson. K-L-A-C-TV's distrib firm will become inactive for the present.

Terms of deal call for Fedderson to sell out distrib rights to the series to Lesser for an undisclosed sum. Lesser and his veepee, Sam Gruden, form the Lesser distrib firm.

THAT MILKMAN WAS NORTON

NEW YORK, April 19.—In the review of Celanese Theater's production of "Street Scene" (The Billboard, April 12), Ronnie Alexander was credited with the role of the milkman lover on information received from the American Broadcasting Company press department. The part was played by Coe Norton. Alexander played a cop. The Billboard is glad to correct the error.

Theater-TV Sked Nipped

CHICAGO, April 21.—A theater-TV program schedule for the past month involving an opera, a Broadway musical, a legit show, championship fight, championship basketball tournaments and other sports events was rendered impractical because of lack of cable and relay facilities. This was reported today by Nathan L. Halpern, president of Theater Network Television, Inc., in an address to the Society of Motion Picture and TV Engineers convention here. Halpern said these events had been scheduled between March 3 and April 13, but were rendered impractical when 73 per cent of the theaters could not be reached due to lack of long lines connections.

Halpern also said that talent and craft unions are facing, for the first time, decisions on theater-TV, and most recognize the employment and compensation potentials of the medium for their members. "Consequently," he noted, "their attitudes are becoming progressively more co-operative."

Nasser Films Okay for TV

HOLLYWOOD, April 19.—The four theatrical films produced by George and James Nasser which recently had been approved for TV release by U. S. Bankruptcy Referee Beano M. Brink were acquired this week for tele distribution by Quality Films. Quality's Charles Weintraub, in turn, sold the films to 40 outlets for \$191,710. Weintraub lined up the sales on the basis of an oral arrangement with the Nassers prior to inking a contract this week.

Deal must first be approved by Brink before sales are valid. Fix involved are the ones Brink ruled free of the musicians union's 5 per cent royalty and rescoring formula.

Sachs Buys WLIB Hour

NEW YORK, April 19.—Sachs Quality Stores, one of the oldest advertisers in local radio, has picked up the 10-11 a.m. Thursday segment on WLIB, local indie, which now broadcasts 4 3/4 hours of Negro programming each week. The purchase by the furniture chain of the "Nipsey Russell Show" includes a special merchandising promotion. The program will be broadcast from an auditorium in one of the Sachs stores and WLIB will make available station personalities for a series of newspaper ads. Ads will give each performer credit for his individual show.

QUICK INFO FOR DENVER

DENVER, April 19.—Twenty eight hours after the TV freeze was officially thawed, KLZ here aired a special half hour public service program interpreting the edict and what it means to potential Colorado TV viewers. The station, oldest AM and FM broadcaster in the city, is one of the applicants for a Denver video license.

The show, which had been in the works for some time, spotlighted comments by Federal Communications Commission Chairman Paul Walker, Senator Ed C. Johnson, ex-FCC chairman Wayne Coy, Jack Van Volkenburg, Columbia Broadcasting System TV Network presy, and editor-publisher Sol Taisboff of "Broadcasting-Teletasting."

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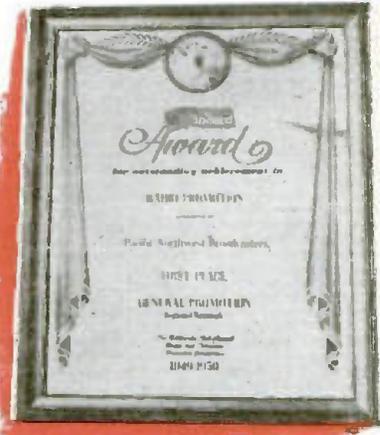
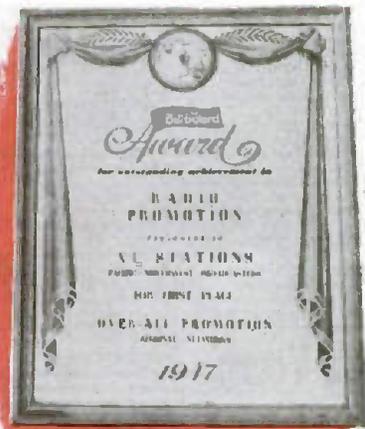
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FOR BETTER PROMOTION OF YOUR PROMOTION
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The **XL** Stations

K XL **K XLY** **K XLF** **K XLL** **K XLJ** **K XLK** **K XLQ**
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The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

Senate Mulls Radio TV Political Dollars

WASHINGTON, April 19.—The Senate Privileges and Elections Subcommittee is preparing legislation to take into consideration the growing role of TV and radio expenditures for political campaigning. After listening to testimony this week on proposed legislation to revise the present federal corrupt practices act, Senate Subcommittee Chairman Guy Gillette (D., Ia.) indicated his group would not take any "extreme" measures. He went on record during the hearing as urging his subcommittee to "guard against violating the free expression of opinion" in writing amendments to the act.

The subcommittee heard several public media spokesmen voicing similar sentiment; among these was Joseph Heffernan, financial vicepres of National Broadcasting Company, who stressed the advantages of extensive TV-radio coverage of political campaigns and asserted: "I feel that you gentlemen who know what television and radio are doing will assure yourselves that any bill you report will recognize the advantages of extensive radio and television coverage of such outstanding events as national and local campaigns and elections."

Heffernan told the subcommittee that the cost of 30-minute telecasts on the NBC web of 52 stations runs from \$14,210 daytime to \$27,920 at night. He said the present corrupt practices act's ceilings of \$25,000 for senatorial campaign expenses and \$5,000 for House candidates do not take into account TV's and radio's rates.

Chairman Gillette declared that it was clearly necessary for the Senate to adopt additional legislation to meet "the abuses continually cropping up in campaigns." He said the committee would look for loopholes in the present law, thru which the spirit of the act was being violated.

At the time of the last national conventions, Heffernan told Senators only 18 stations in 7 cities were hooked up for network serv-

ice, while 60 out of the 63 cities are expected to be in operation by this year's Chicago convention. He said nearly 17 million television receivers are in the hands of the public today, serving four out of every 10 families. NBC will make available a five-minute segment on its "Today" program at \$3,925, Heffernan said, which would provide coverage to about 72 per cent of all television sets, at less than three-tenths of a cent for each person of voting age reached.

Adrian Murphy, president of the Columbia Broadcasting radio division, told the subcommittee CBS has decided to sell time for political broadcasts whenever requested this year, because of the great interest in election primaries. At the same time he emphasized that his network is carrying a number of political programs without charge before the Chicago conventions. Murphy said network rates for station time have not increased since 1944, with costs for an evening half hour standing at around \$14, 100. Murphy expressed the view that, despite a 12.6 per cent reduction in the average CBS nighttime radio listening audience since 1948, radio remains the most economical medium for reaching people.

Crosby Pacts Dick Llewelyn

HOLLYWOOD, April 19.—Richard Llewelyn, whose screen writing credits include "How Green Was My Valley," was signed by Bing Crosby Enterprises to script the first in the Louis Bromfield TV film series, "Up Ferguson's Way." Bernard Girard will produce and direct.

BCE story editor Bud Kay set Mindrot Lord and Francis Cockrell to write original screen plays for the current "Crown" and "Rebound" TV series, with production to be resumed by Crosby Enterprises on the RKO-Pathé lot on May 5.

Gottlieb on CBS Package Sales

NEW YORK, April 19.—The Columbia Broadcasting System's radio network this week put its package programming sales division directly under the authority of Lester Gottlieb, vicepres in charge of AM programming. Alyn Marsh, former manager of package programming sales, returns to the CBS network sales department, where his extensive agency experience is figured to bulwark the web's expanding selling operation.

Gottlieb and his assistant, Norman Frank, will handle the sales of CBS packages which they create. The CBS network sales department also added another staffer this week when William Ensign, former American Broadcasting Company Eastern sales manager, joined the web. Ensign is a radio pioneer and has been in the medium since the early 1920's.

CIO SPONSORS LABOR'S FIRST TV FILM SEG

WASHINGTON, April 19.—First labor organization to sponsor a TV film series on a country-wide basis, the Congress of Industrial Organizations launched "Issues of the Day" this week, a series of 13 films designed to explain labor attitudes on national topics. Series is being made available to CIO groups for sponsorship on local stations. CIO President Philip Murray said the new program was initiated because "television is becoming an increasingly important factor on the American scene."

Radio-Equipped N. Y. C. Autos Put at 852,400

NEW YORK, April 19.—There are 852,400 automobiles equipped with radios in New York City alone, and over one third of the families here have three or more radios in their home, according to a special Pulse survey conducted for Joseph Jacobs Advertising and Merchandising, Inc. during January, 1952. Radios were found in all but 1.8 per cent of the 1570 homes checked and more than four out of five cars had radios.

Study showed that 42.3 per cent of New York City families owned a car—an 11 per cent increase over last year, and a gain of 46 per cent since January, 1950. Home radio survey figures broke down as follows: one set, 35.4 per cent; 2 sets, 27.7 per cent; three sets, 20.1 per cent; four sets, 8.3 per cent; five sets, 4.2 per cent; more than five, 2.5 per cent.

Pulse director Dr. Sidney Roslow emphasized that these figures are limited only to the city proper, where car and multi set ownership is at a lower level than in the suburbs. In line with results, Roslow contended that the presence of more than one set in the homes makes it essential that radio measurement techniques cover all listening on all sets.

General Foods Buys "Miss Brooks" TV-er

NEW YORK, April 19.—General Foods this week purchased the TV version of "Our Miss Brooks" from the Columbia Broadcasting System. The costly situation-comedy—\$32,000 for talent alone—will go into Monday nights 9:30-10 replacing "Claudia," which is to be moved to Friday evenings at the same time. It's "News to Me," currently in the Friday period on CBS-TV, will probably be dropped by General Foods.

The slotting of "Our Miss Brooks," which features Eve Arden, on Monday nights will provide a strong hype to the already powerful Monday night CBS-TV line-up. The situation-comedy

will follow Arthur Godfrey's talent Scouts' and "I Love Lucy," and will precede "Studio One." General Foods is realigning its agencies for "Our Miss Brooks" and "Claudia." The latter show, which was handled by Young & Rubicam will now be the property of Benton & Bowles. Y. & R. however, is to handle "Our Miss Brooks."

Colgate, which sponsors "Our Miss Brooks" on the radio over the CBS radio web, had an option on the TV version of the program, but dropped it. This probably means, according to trade sources, that Colgate intends to stay with its "Comedy Hour" next season on video.

ABC's MAJOR COUP

All-Candidate TV Forum Is Snared

NEW YORK, April 19.—The American Broadcasting Company pulled a coup this week when it snared the all-candidate TV presidential debate away from the National Broadcasting Company, which had been in on the plan virtually from its inception. The appearance of most of the vote-chasers on a single platform, (first time in American politics the stunt has been pulled), will take place May 1, at the national convention of the League of Women Voters. ABC-TV will air the free-for-all between 8 and 9 p.m.

F. Lorillard will pay for the time on behalf of Old Gold cigarettes, while Life magazine will pay for the program, which it will produce jointly with ABC-TV. Definite commitments to appear have been received already from Estes Kefauver, Robert Kerr, Harold Stassen, and Earl Warren. Henry Cabot Lodge is expected to represent General Eisenhower. Senators Robert Taft and Richard Russell have not yet forwarded their acceptances, but it is hoped these may yet be received. It is also deemed possible that W. Averill Harriman, now mentioned as a Democratic prospect, may attend.

The capture of the show by ABC-TV is particularly significant in that it is regarded as a double vote of confidence in the web by

Old Gold, which only last week renewed its weekly half-hour TV time period on the web after protracted negotiations. It also marked the first major decision by Bob Ganger in his initial day in office as Lorillard president after moving up from his executive vicepres' post. Deal was signed late Thursday (17). Old Gold agency is Lenen & Mitchell. Show is being originated from Cincinnati by WLWT.

WNBT Readies Two-Way Food M'dising Bally

NEW YORK, April 19.—WNBT, here, is readying two new promotions to hype its merchandising program for markets and food manufacturers. The station will air daily reports on wholesale food prices on its 8:25-8:30 a.m. "Today in New York" spot on the Garraway show. "Best Buys" designed to help housewives determine daily shopping lists will be gathered by the Department of Markets, which makes 3 a.m. check-ups of wholesale prices every day.

Second promotion, newest phase of "Operation Chain Lightning," involves three TV remotes from East Paterson, N. J., to help community launch a new shopping center, April 30. Remotes will include the Josephine McCarthy show (11-11:30 a.m.), Jim Falkenburg McCrary's "New York Close-Up" (8:30-6:45 p.m.) and a special hour-long Herb Sheldon program (1-2 p.m.), with Moryc Amsterdam and Francey Lane as special guests. East Paterson's mayor has declared April 30 "WNBC-WNBT Day."

Loretta Young Set for Jerry Fairbanks Pic

HOLLYWOOD, April 19.—Loretta Young will be starred in a Mother's Day Biblical film produced by Jerry Fairbanks for Father Patrick Payton's "Family Theater." Ethel Barrymore was also set for the half-hour religious film, but at press time arrangement for her services had not been confirmed. Film, the fifth holiday Biblical production to be made for the "Family Theater," will be titled "The Greatest Mother of All" and will also feature Gene Lockhart, who had previously appeared in the same group's "Hill No. One" film.

As in the case of the previous "Family Theater" TV productions, film will be made available free of charge to all stations wanting it. In the past, these films have enjoyed 100 per cent coverage on the nation's tele stations.

This film shows highlights in the life of the Blessed Mother. Scenes of the annunciation, nativity, crucifixion and resurrection will be portrayed. Arthur Pierson, who directed two previous Biblical presentations, has been signed to direct. Screen play now is being completed by Fred Niblo Jr.

A 32-voice choir will be used in recording an original background score. While consisting mostly of new footage, some scenes filmed previously for "Hill No. One," "That I May See," "The Triumphant Hour" and "The Joyful Hour" will be used.

Lamb Opens N. Y. Offices

NEW YORK, April 19.—With TV and radio properties in Ohio and Florida, Edward Lamb Enterprises, Inc., has opened a branch office here at the Barclay Hotel. Bernard H. Pelzer Jr., is manager and sales-co-ordinator for the new office. He was formerly associated with the National Broadcasting Company and the Katz Agency as TV account exec.

Lamb properties include TV stations WICU, Erie, Pa., and WTVN, Columbus, O., and radio stations WTOB and its FM affiliate WTRT, Toledo; WHOQ, Orlando, Fla., and WIKK, Erie. Latter station was purchased recently subject to Federal Communication Commission approval. Pelzer will also represent the Lamb-owned newspaper, "The Erie Dispatch."

Indies Plot Coverage of Conventions

NEW YORK, April 19.—The local indies, WOR-TV here and radio station WHDH, Boston, are reading "firsts" via coverage of the forthcoming political conventions in Chicago this summer. Another TV station, WAAM, Baltimore, has sold sponsorship of its Maryland primaries coverage to the American Oil Company.

As the only New York indie to schedule event, WOR-TV will pick up the Chicago pool coverage, starting with first day of the meetings, July 7. Special series will be presented as a public service feature.

Boston broadcasters have signed the New York, New Haven and Hartford Railroad to sponsor its political coverage—believed to be first of its kind in Boston radio history. Station is sending an engineering staff and newsmen Hal Clancy and John Day to Chicago, where (on a direct line) they will air a minimum of five 15 minute shows a day, with reporting geared to special New England interests. New Haven line will also sponsor WHDH coverage of the Massachusetts primaries April 23 and the presidential election in November. Agency is Chambers and Wiswell, Inc., Boston.

Baltimore's WAAM will cover the May 5 primaries from 7:15 p.m. until after midnight, with news editor Ted Jaffee and Johns Hopkins professor of political science Malcolm Moos heading station's election crew. Coverage will include 20 miles from election headquarters and tabulation centers, and special state-wide reports by means of a TV-radio pool. Results will be phoned to Jaffee by radio station reporters from WFMD, Frederick; WCUM, Cumberland; WBCC, Salisbury; WGAY, Silver Spring; and WNAV, Annapolis.

GREENER FIELDS



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Wherever Mister PLUS sows seeds
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His sponsors' crops are minus weeds;
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Just where ye want to reap!"
Flexibility? Heck, yes!
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NEWS CAPSULES

Stations Give Help To Victims of Flood

Continued from page 4

a transcontinental basis was Jimmy Wakely's stunt for ADC last year.

150 to Air Oxford's free

Highest Book-Talk ET's . . .

NEW YORK—A 13-week transcribed radio series discussing books has been offered free to broadcasters, and thus far about 150 have signed to air it. The series, featuring Gilbert Highest, had been getting a successful airing via FM outlet WAFB, New York, over which it was produced and sponsored by Oxford University Press of New York. The latter firm is making the ET's available.

P&G to Replace "Morton"

With "Talk About" . . .

CHICAGO—Procter & Gamble this week bought "Something to Talk About" TV replacement for "Life of Cliff Norton" series, which has aired via WNBQ here. The product is American Family Flakes. The new show is a TV adaptation of the Feature Productions radio series of the same name which has been on the air since 1934. It will feature Chuck Acree, commentator, and still films based on little stories in the news. Set thru H. W. Kastor Agency, the series tees off Monday (21), 5:45-5:50 p.m.

"Down You Go" in Cuba

is "Usted Va Abajo" . . .

HAVANA—Cuban TV aficionados this week got a look at a local version of a popular U. S. series when a Spanish adaptation of "Down You Go" premiered here. Titled "Usted Va Abajo," the series is based on the Du Mont web show, and is produced by Conill & Company in conjunction with Louis G. Cowan, who produces the original. Havana version has its own Spanish-speaking cast.

Western Electric Strike

Dims Texas Net TV . . .

SAN ANTONIO—According to Southwestern Bell Telephone reps, this city's hopes for early debut of live network video have been dimmed somewhat by the Western Electric strike. Division Manager W. L. Lindholm points out that the delay has only been four days thus far. The micro-wave relay system, however, has been completed to a point between Dallas and Austin. Lines between Austin and here are already completed.

Professors to Work in

Broadcast Newsrooms . . .

WASHINGTON—Ten journalism professors from American universities have agreed to work in radio and TV broadcasting station newsrooms under grants made to the Council on Radio-TV Journalism, Inc. by station operators. The National Association of Radio and Television Broadcasters, which announced the 1952 radio-TV Internship program, said it was set up to give teachers practical experience, so that they will be better qualified to prepare students. The list is open to still more applicants.

Metro Uses TV Spots

To Plug "Rain" in Dust . . .

DETROIT—Metro-Goldwyn-Mayer is using a complete schedule of television spots as an advance campaign to exploit the film "Singing in the Rain." This marks the first time that the motion picture company has used video locally. The campaign calls for seven spots on WJBK-TV, six on WXYZ-TV and 13 on WWJ-TV.

WHOM-FM Adds Turk

Program to Sked . . .

NEW YORK—The first Turkish radio program ever aired in this area will debut, April 22, on WHOM-FM. The station estimates there are 90,000 Turkish-speaking people in this market. The show will include Turkish music, as well as special features and news in that language. The station now has programs in Chinese, Swiss-German, Ukrainian and Russian.

WOV Chalks Up Highest

Month in History . . .

NEW YORK—Multi-lingual radio indie WOV here chalked up the most lucrative sales month in its history for March, topping the station's previous all-time monthly high of last November. March ended a quarter for WOV in which each single week topped the corresponding week a year ago. Totals for the entire first quarter this year were 21 per cent higher than those of 1951.

Davis' Coney Sale Makes

17 Beer-Jingle Act's . . .

NEW YORK—Phil Davis Musical Enterprises this week sold its musical commercial for the Coney

Island Company, Cincinnati, outright thru the Chester Moreland Agency of that city. The firm also signed two renewals on four Davis jingles for Genesee Beer and Carling Black Label Beer's "Hey Mable, Black Label" signature. Davis now handles 17 beer-jingle accounts.

Restless People

And the Revolving Door . . .

The Billboard's music researchist Elizabeth Reed joins WNBT, New York, this week as a production assistant. . . . WOR, New York, promotion director Joseph Creamer resigns that post, May 1, to set up his own business. No replacement has been announced yet. . . . Neil Abramson, Entertainment Bureau head of WOR-TV, New York, is producing and directing the "1952 Broadway Revue," which will be presented in Constitution Hall, Washington, April 25. The benefit is staged annually by Women's Army and Navy League. . . . Jack Frazier has joined the TV merchandising department of Crosley Broadcasting Corporation, Cincinnati. Ar-

(Continued on page 52)

KINE BICYCLING IN CUBA

Mestre's 5 TV Outlets Join NBC Video Web

NEW YORK, April 19.—The first full-scale international TV affiliation deal was set this week when Gouar Mestre signed to have his five Cuban TV stations become affiliates of the National Broadcasting Company. The pact will have NBC video kinescopes bicycled among the Cuban outlets, and a drive will get under way shortly to sell bankrollers on adding these stations to their schedules.

The move foreshadows an international affiliation race among the TV webs. It is expected that Ed Chester, who has left the Columbia Broadcasting System to head up Mestre's rival, the Cadena Azul network in Cuba, is likely to swing these outlets into the CBS-TV orbit. Cadena Azul will have five TV outlets on the

air some time next year. In addition, it is known that NBC-TV is mapping a drive to line up the numerous video stations mushrooming thruout Latin America, and CBS is likely to get into the act soon too.

The deal with Mestre provides that Spanish dialog will be dubbed onto the kines in Cuba prior to airing. Should additional Latin-American TV outlets join the web as planned, these prints then could be bicycled all thru the Spanish-speaking territory. The dubbing situation places a premium on shows with a minimum of talk, and such musical stanzas as "Your Hit Parade" are considered sure-fire bets at the start. Dramatic and comedy stanzas that rely on gags and word-

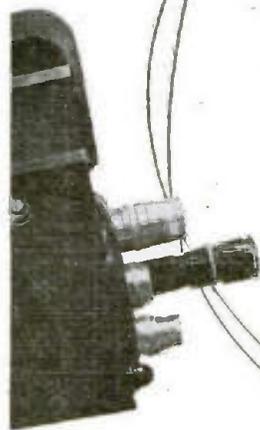
(Continued on page 49)

WWJ-TV grabs the sport-light again . . .

For the sixth consecutive year, WWJ-TV will do the exclusive televising of Detroit Tiger ball-games . . . with 35 games on the 1952 TV schedule.

To those who know the magic of the words "Play Ball" in Tiger Town, it means that about 30% of Detroit's 550,000 TV sets (and about 90% of the total P.M. audience) will be focused on Channel 4, from the first pitch to the last out.

Grabbing the sport-light is a habit with WWJ-TV . . . whether it's the sport of pitches or punches, pucks or pigskins. But that's not all. Teamed with NBC, WWJ-TV has 7 of Detroit's 10 top-rated shows! It's little wonder WWJ-TV is doing such a rewarding job for its advertisers in this 4-billion dollar market.



FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS

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ASSOCIATE AM-FM STATION WWJ

NBC Television Network

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in ST. LOUIS

(382,000 ears* Panel size 250)

... According to Videodex Reports

KSD-TV, St. Louis Post-Dispatch, ABC, CBS, Du M, NBC. Videodex reports monthly on each of 20 major television markets...

NATIONAL BROADCASTING COMPANY'S shows continued to get the top ratings in St. Louis the first week in March...

SIGN ON TO SIGN OFF

Table with columns: Rank, Show Name, Network, Time, Rating, and other metrics for Sunday.

Table with columns: Rank, Show Name, Network, Time, Rating, and other metrics for Monday.

Table with columns: Rank, Show Name, Network, Time, Rating, and other metrics for Tuesday.

Table with columns: Rank, Show Name, Network, Time, Rating, and other metrics for Wednesday.

Table with columns: Rank, Show Name, Network, Time, Rating, and other metrics for Thursday.

Table with columns: Rank, Show Name, Network, Time, Rating, and other metrics for Friday.

Table with columns: Rank, Show Name, Network, Time, Rating, and other metrics for Saturday.

*NBC estimate for March, 1952.

Share of Total Audience Radio vs. TV ST. LOUIS

... According to Pulse Reports

January-February, 1952

7 P.M. to Midnight

Table showing share of total audience for radio vs. TV from 7 P.M. to midnight.

Table showing share of total audience for radio vs. TV from 6 A.M. to 6 P.M.

Table showing share of total audience for radio vs. TV for the entire week.

NEXT WEEK

Videodex and Pulse Studies of BUFFALO

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors...

For full details of the Pulse reports write to THE PULSE, INC., 15 West 46th Street, New York.

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

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

Bottlers to Get Coke Adv. Cash

NEW YORK, April 19.—Coca-Cola this week moved to make funds available to local bottlers for use in co-operative advertising via local radio.

Details of the co-op ad drive now are being mapped between Coca-Cola and the individual bottlers. The O'Arcy agency is assisting in terminating the project.

Top 5 Radio Shows Each Day of the Week in ST. LOUIS

(497,200 Families*)

... According to Pulse Reports

Table listing top 5 radio shows in St. Louis with station call letters and ratings.

Pulse radio surveys are conducted monthly in 30 markets, and reports are issued bi-monthly for New York, which is monthly. Information is obtained by the personal interview method...

COLUMBIA BROADCASTING SYSTEM'S daytime lineup increased in rating strength in St. Louis in January and February, 1952, as compared to last fall...

7 P.M. to MIDNIGHT

Table showing top 5 radio shows from 7 P.M. to midnight.

Table showing top 5 radio shows for Monday.

Table showing top 5 radio shows for Tuesday.

Table showing top 5 radio shows for Wednesday.

Table showing top 5 radio shows for Thursday.

Table showing top 5 radio shows for Friday.

Table showing top 5 radio shows for Saturday.

Table showing top 5 radio shows for Sunday.

Table showing top 5 radio shows for Monday.

*Sales Management Estimate for 1951

Inside Our Schools

TELEVISION — Reviewed Thursday (3), 9-11 a.m. EST. Sustaining via WNBT, New York. Produced by Dick Krolik for Life magazine and Leonard Safir for WNBT. Moderator, Ben Grauer. Cast: Florence Beaumont, teachers and children.

The second NBC-Life magazine two-hour visit to one of New York City's schools was a better reportorial job than the visit to Public School 33 two weeks ago. This was so simply because the television talent and facilities made themselves less obtrusive this time. In the P.S. 33 coverage, Jack Barry went around interviewing children and John Kieran took charge of classes when the fancy struck him to give the benefit of his broad knowledge. But this time, Barry and Kieran did not go along.

In the coverage of P.S. 168 this week, Ben Grauer handled the proceedings himself in his quiet, amiable manner. For a good part of the time, he simply let the camera take in the classroom activities, while he put in a few sotto voce comments from off camera. These were the most interesting and informative parts of the program.

Ben Makes the Rounds
At other times, however, Grauer got back to the routine of going around and asking the kids their names and of discussing educational techniques with the teacher while the class was in session. But this was not nearly as disturbing as the many occasions on the shorter "Inside Our Schools" programs over the past two weeks when Grauer discussed and commented on the kids right in their presence, much in the way Marlin Perkins discusses the animals on "Zoo Parade."

At the best moments in the coverage of P.S. 168 this week, when the TV facilities were quite inconspicuous and all attention was on what was happening to the kids in the classroom, TV's shortcomings for this kind of coverage were evident. It was often difficult for the home audience to see and hear what was going on. Of course, a school built some 57 years ago is not geared for instantaneous conversion into a TV studio. But one wishes that NBC's directors and technicians could have summoned up the ingenuity to improve the reception so that the viewer could have seen what the teacher was writing on the blackboard and what certain book pages looked like and could have heard the answers the little boys in the front row were giving. One wonders, for instance, why hidden mikes could not have been used to greater advantage.

East Harlem Locale
The two-hour program this week covering P.S. 168, which is located in Manhattan's East Harlem district, started out with the beginning of the school day in a fourth grade class. It had a visit to a special "night conservation" class, in which a small group of children with poor eyes are given special consideration. There was a session in the school library, where a class was using the reference material for a project on Pan-Americanism. And there was a visit with a sixth grade class where, as an example of the "core curriculum" method, a discussion of an exchange of letters with school children in Japan brought in knowledge of all the subjects that in the old days were departmentalized.

A film clip was used at the outset to picture the neighborhood in which the school is located. A film was also integrated showing a teacher visiting a boy with muscular dystrophy as part of the home teaching program for pupils who cannot attend school.

A kind of parts of the coverage of P.S. 33 of two weeks back also was worked in. This vividly brought out the difference between the old and the new. Whereas P.S. 33 was opened only last fall, P.S. 168 has been going since about 1895. There were shots of peeling paint and cracks in the plaster. It was pointed out that P.S. 168 is not extraordinarily old as far as New York schools go; there are some buildings over 100 years old.

School Efficiency Apparent
New York viewers were assured that, whatever the condition of the school building, the pupils are receiving the benefit of modern educational techniques, developmental psychology. This was brought out most articulately

Television—Radio Reviews

Goodyear Playhouse

TELEVISION — Reviewed Sunday (13), 9-10 p.m. EST. Sponsored by the Goodyear Rubber Company, thru Young & Rubicam, via National Broadcasting Company TV. Producer, Fred Coe. Director, Delbert Mann. Writer, William Kendall Clarke. Cast: Stella Andrew, Harry Andrews, Edgar Stehli, Alfred Ryder, Noel Leslie, William Smithers, Katherine Blank, David Greene, Edmond Purdon, Ronald Adam, Jack Bittner and others.

A reporter can only surmise that the content of "Goodyear Playhouse's" Sunday (13) offering was inspired by recent interest in the British "Cleopatra" importations. There seems no good reason, other than for selecting a rather dull bit of historical drama dealing with the daughter of the Egyptian siren and her man Antony. In addition, it was given some touches of religious overtones for an Easter Sunday presentation, which didn't seem from this viewer's chair to be particularly significant.

Interest Wane
At any rate, a reporter feels that there is no burning public interest as to whether the gal became the ward of Octavius Caesar, was married off to a Nubian named Juba, whether an aging Apollodorus attempted to lure her back to Egypt as its hereditary queen, and whether she, in consequence, poisoned Octavius in the end. Presumably scripter William Kendall Clarke went to considerable lengths in historical research for "The Medea Cup," and all his facts may be authentic. But "Cup" got so involved that a viewer frankly lost interest and didn't care a damn whether Juba got converted to Christianity or got well again after his attempted suicide. Moreover, a reporter has been under the impression that a Roman emperor and his guests reclined at the dining table. Delbert Mann's staging has them sitting bolt upright in straight chair — a small matter, but an annoying one to an admirer of "Quo Vadis," et al.

Cast Good
"Cup" called for a big cast, and there were some good contributions from its players. Stella Andrew and Harry Andrews comported themselves competently as Seleus, out of Cleopatra by Antony, and her husband Juba. Edgar Stehli gave one of his usual fine characterizations as the aged Apollodorus, and Noel Leslie and Alfred Ryder were incisive as Octavius and his son Tiberius.

Commercials covered the standard plugs for Goodyear tires. This was hardly one of the program's best segs. **Bob Francis.**

In the wind-up interview of Florence Beaumont, assistant superintendent for teacher training and curriculum of the New York Board of Education. These methods have been in effect for about the past 10 years. Most parents have not had the opportunity to learn anything about them.

The endeavor of Life and NBC in the past few weeks to bring this important phase of the community's life under the scrutiny of the television public is so worthy it hardly warrants discussion. At first it appeared that the producers did not quite know how to go about their task. The problem called for new methods, but they were resorting to the personalities and techniques that were already in stock. In some instances a "candid camera" gimmick might have been interesting. What would happen if the kids came to school one morning and, without warning, found a pair of TV cameras in the classroom? As it was, spontaneity on the part of teacher and student was as scarce as it always was during Open School Week.

The P.S. 168 coverage was superior to many of the previous segments of the series. But the trend really has not been up to radio in the realm of the social documentary, either in effort or technique. But it is in this realm that TV can become a social force rather than merely a means of diversion. Let us pray. **Gene Plotnik.**

CAPSULE COMMENT

Poetry Festival (Radio). WNEW, New York, Sunday (6), 5-5:30 p.m. EST.

Still on a Sunday culture kick, local indie WNEW aired the 23rd annual intercollegiate poetry reading festival Sunday (6), in co-operation with Long Island University's speech-theater department. A radio poetry series can easily turn into a dirge audience-wise, but, as a public service one-shot, this show undoubtedly pleased the special listening group it was aimed at. It also shaped up as an ideal upper-brow good-will builder for WNEW. (See full review this issue.)

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

Last Sunday's play, "Legend of Liz," was a topical comedy with a sprightly pace, light-hearted taping and delightfully tongue-in-cheek scripting by Harold Callen. Although necessarily limited by its low-budget, no-scenery format, producer Albert McCleery captured the hustle-bustle atmosphere of post-war Washington to a surprising degree.

Story concerned a naive young civil service clerk from Bottleneck, Mo., who threw the entire Federal Bureau of Investigation into a panic when she tried to pay a neighborly call on Mrs. Truman and daughter Margaret in the White House. The Trumans had stopped in at Bottleneck during one of their cross-country treks, and she thought she should return the visit. Political references were in good taste throughout, and the FBI came in for some good natured spoofing when they confiscated Liz's home-made sugar buns (a gift for the First Lady) and dunked them in water as a safety measure. The Civil Service was also ribbed, via Liz's rapid promotion from clerk to consultant, once her superiors suspected she was related to the White House. Best scene: a satirical assembly-line take-off on C.S. clerk's stamping mail and typing dats robot style.

Youth Wants To Know (TV), NBC-TV, Saturday (12), 5-5:30 p.m. EST.

Possible dark-horse candidate for the Democratic nomination, Sen. Paul Douglas, faced a battery of youthful questioners who flubbed their opportunity by not asking him anything about his Presidential intentions. He did give a pretty clear indication of his thinking on some major issues, however, stressing economy in government and flashing a pleasing, if not over-colorful personality. (See full review this issue.)

Lights Out (TV), NBC-TV, Monday (14), 9-9:30 p.m. EST.

Parson Pharmacal has taken over sponsorship to plug Ennds and Eye-Gen. Once one of the top-rated TV mysteries, the show now suffers from keep time-slot competition, and so has only about half its previous rating strength. It is, however, still a slick production job and a good attraction for staunch mystery fans. Commercials are fast moving and hard hitting. (See full review this issue.)

TV Auction Club (TV), WOR-TV, New York, Wednesday (16), 7:30-8 p.m. EST.

A new attempt to sell a format which has been tried several times and found wanting, "TV Auction Club" still lacks sufficient entertainment to get more than a small segment of the viewing audience. The merchandise auction program is throttled by the mass in instructions repeated constantly thru it. Johnny Olson does a fair enough job as emcee. The production, however, was sloppy. (See full review this issue.)

Royal Playhouse

TELEVISION — Reviewed Thursday (17), 9-9:30 p.m. EST. Sustaining via DuMont-TV. Producer, Bing Crosby Enterprises Inc.—Television Unit. Producer-director, Frank Wisbar. Adapted from an original story by George Zuckerman, by Brewster Morgan and Jane Gunn. Cast: Gertrude Michael, John Warburton, Virginia Farmer and Dabbs Greer.

DuMont's new fortnightly sustainer utilizes repeats on films formerly programed on NBC's "Fireside Theater." Thursday (17) night's seg featured a TV adaptation of an original yarn by George Zuckerman, called "The Celebrated Mrs. Rowland."

As is so often the trouble with half-hour drama offerings, so much time had to be devoted to build-up that what should have been the smashing climax seemed hurried and slightly muddled. Also, its treatment was woefully lacking in suspense. Story line concerned a boarding-house keeper whose husband supposedly has been murdered by one of the boarders. The latter was due to be executed but received a 24-hour reprieve. The lady was in a fine state of nerves, wanted to get everybody out of the house, and get away from it all. However, a new roomer turned up, and for reasons best known to herself, she took him in. It developed that he was the prison chaplain, and didn't believe the condemned man was guilty. Naturally, at the last minute, she confessed to the crime herself. Plotwise, the yarn was serviceable enough, but its motivations were far from clear, and it had to be wrapped up in a hell of a hurry.

The film was competently played by Gertrude Michael, as the widow, and John Warburton as her gentle Nemesis, Virginia Farmer and Dabbs Greer contributed stock character bits as couple of gossiping boarders. In the slots which would normally be reserved for sponsor's plugs, the program pitched for Defense Bond buying and women enlistment in the armed forces. If this sample can be taken as criterion of DuMont's repeat selections, the fortnightly seg is not apt to attract sponsorship. It is mediocre. **Bob Francis.**

Poetry Festival

RADIO—Reviewed Sunday (6), 5-5:30 p.m. EST. Sustaining via WNEW, New York. Producer-director, Milton Slater. Cast: Marianne Moore, Elizabeth Butler and others.

Still on a Sunday culture kick, local indie WNEW aired the 23rd annual intercollegiate poetry reading festival Sunday (6), in cooperation with Long Island University's speech-theater department—1952 host for the annual event. The program featured Eastern colleges, with selections ranging from Thomas Wolfe and W. H. Auden to original works.

Special guest Marianne Moore, winner of the 1951 Bolligen Prize in poetry, read a few lines of her own verse. Unfortunately, Miss Moore's delivery (vague and mumble-toned) was not on a par with her poetry.

Co-ed Stand-out

On the credit side, the young fem students were clear-voiced and eager, altho, for the most part, their vocal equipment

The Battle for the Schools

RADIO — Reviewed Monday (31), 9:30-10 p.m. EST. Sustaining via WMCA, New York. Producer-director, Mrs. Nathan Straus. Commentator, Mrs. Dorothy Dunbar Bromley.

This special series of five half-hour programs is a commendable local public service feature, designed to "arouse the citizens in each community to an awareness of the urgent need for information and organization in defense of their schools." The campaign against our schools, according to Mrs. Nathan Straus, WMCA's director of education and public service, is conducted under the guise of "anti-Communism." Initial show (31) concentrated on presenting a picture of the national educational scene under siege, via taped interviews with educators, writers and key citizens in near-by areas where schools have faced such attacks.

Journalist Mrs. Dorothy Dunbar Bromley conducted the interviews and filled in listeners on circumstances surrounding each case, with special emphasis on the most successful attack a year ago, when Pasadena, Calif., citizens were sold an hysterical bill of goods by a "small number of super-Americans," charging that their public school, text books and teachers were "subversive." Already such attacks have occurred in Englewood, N. J., said Mrs. Bromley, "and there have also been incidents in Port Washington, L. I., and in Scarsdale."

In support of her stand, Mrs. Bromley interviewed Dr. Richard B. Kennan, secretary, National Commission of Democracy Thru Education, of the National Educational Association; Arthur Morse, author of the McCall's magazine article, "Who's Trying to Run Our Schools?" (September, 1951) and other prominent educators.

All concerned were most courageous in naming those they deemed responsible for the attacks, and probing into the dubious qualifications and backgrounds of the self-styled educational experts. Most telling blow was struck by Morse, who lambasted Allen Zoll's "National Council for American Education" in his McCall article. Morse warned listeners not to confuse the organization with "legitimate" educational groups of similar titles (inferring that the similarity was no accident), and traced Zoll back to the early '30's when he allegedly hob-nobbed with pro-Nazi factions.

Mrs. Bromley was slightly stiff on her straight commentary, but warmed up considerably in the taped interview sessions. If series maintains the frank, straightforward pattern established on the opening show, it should accomplish what it set out to do. Local station WMCA deserves plenty of credit for airing this campaign, since its detractors will only label it as another attempt to whitewash the title "Red" school house. **June Bundy.**

lacked the depth of feeling necessary to sell poetry on radio. The stand-out exception was Connecticut College co-ed Elizabeth Butler, whose reading of "Leaving Barra" by Louis MacNeice was both technically excellent and warmly sincere.

A radio poetry series, of course, can easily turn into a dirge audience-wise, but, as a public service one-shot, this show undoubtedly pleased the special listening group it was aimed at. It also shaped up as an ideal upper-brow good will builder for WNEW. **June Bundy.**

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VOTE CHASERS—9

"Youth" Learn Plenty But Flub Main Issue

By SAM CHASE

Mentioned as a possible dark-horse candidate for the Democratic Presidential nomination, Sen. Paul Douglas, of Illinois, faced a battery of teen-age questioners on the "Youth Wants to Know" video forum show. Unfortunately, although the queries touched on many aspects of Douglas' thinking, the moppets flubbed the opportunity to ask the Senator a direct question as to his Presidential intentions.

Douglas was asked whether he thought Illinois' Governor Adlai Stevenson might get the nomination. Douglas said that Stevenson had declared he had no such ambitions, but he believed that if the governor wanted the nomination, he'd have a good chance to get it. He responded to other questions by saying that a President has much power in choosing a successor, through control of patronage and contracts, and that although Truman's influence has declined, he still is very powerful. Douglas declared in favor of universal primaries to give voters a chance to select as well as elect candidates. Now, he says, two-thirds of the convention delegates are chosen by party bosses, with only 12 States holding preferential primaries.

On other issues he said he favored compulsory FEPC if there were no voluntary action or State laws passed. He strongly urged economy in government, stating that close to \$6,000,000,000 could be lopped off the budget in personnel reductions which would not affect the hard core of neces-

sary military and civilian works. He said the Taft-Hartley Law was unduly severe in its restrictions on labor, something that would become obvious if and when times became tough.

He was most charming when he recapitulated some of his war experiences, telling how he joined the marines as a private at the age of 50 and worked his way up to lieutenant-colonel. He also told an anecdote about why he left his native Maine, where he said one could make a living if he is bright, or if he is dumb and a Republican, but the combination of being dumb and a Democrat was just too tough a hurdle.

Senator Douglas flashed a pleasing, if not over-colorful, personality on this show. The stanza itself may be described the same way. The youthful questioners, selected by the Washington American Legion, asked intelligent questions, for the most part, and Ted Granik is competent as ever in the emcee's role.

TELEVISION—Reviewed Saturday (12), 5:53-9 p.m., EST. Sustaining via National Broadcasting Company-TV. Producer, Theodore Granik. Director, Joe Browne. Moderator, Theodore Granik. Guest, Sen. Paul Douglas (D., Ill.).

TV Auction Club

TELEVISION—Reviewed Wednesday (16), 7:30-8 p.m., EST. Sustaining via WOR-TV, New York. Producer, Charles King Productions. Director, Jerry Freedman. Emcee, Johnny Olson. Guests: Johnny Thompson, Dick Todd and Eileen Woods.

A new attempt to sell a format which has been tried several times and found wanting, "TV Auction Club" still lacks sufficient entertainment to get more than a small segment of the viewing audience. The program gives viewers a chance to bid for merchandise via "TV Bucks" they can get from neighborhood stores participating in the stanza. The entertainment load was carried by a trio of singers—Johnny Thompson, Dick Todd and Eileen Woods.

The trouble with the show is that it carries so much dull exposition—instructions on how to bid, where to get the "TV Bucks," the presents and their donors, repeated twice and even three times—that a viewer finds little reason to watch. That is unless he or she is panting to win a prize. And the fact is that to win the big prizes participants must have from 500 "Bucks" upward. This, of course, limits the playing audience even more, unless they can spend enough to earn the "Bucks."

Singing Routine

Neither the singing nor the presentation of the singers was more than routine. The top solo was Dick Todd's "Daddy's Little Girl." But neither Eileen Woods nor Johnny Thompson were effective in "Goody, Goody" and "Tenderly," respectively. There was no effort at production. The camera work was second-rate. With one of the singers standing against a backdrop of trees, the camera picked up the floor first. And the combo playing the music had a tired, dreary sound.

The key to this program's success is to build solid entertainment values and to work the auctioneering into the stanza subtly. This, the program does not do. Many of the instructions could have been given in a sheet at the stores where the "Bucks" are bought.

The program might also be more suspenseful were bidding to be handled during the 30 minutes of its time with bids being flashed on some sort of blackboard. They are now given to emcee Johnny Olson on slips of paper. Olson is a fair enough emcee, but at times is too glib.

Leon Morse.

CAPSULE COMMENT

Goodyear Playhouse (TV), NBC-TV, Sunday (13), 9:10 p.m., EST. Historical yarn about the daughter of Antony and Cleopatra with Easter religious overtones didn't ring any Sunday carillon. Script was involved and direction spotty. Definitely not one of Goodyear's best segs. (See full review this issue.)

A Day With the Giants (TV), WPIX-TV, New York, Wednesday (16), 8:05-8:25 p.m., EST. Laraine Day is in her stride now with this pre-baseball TV show, and her handling of it is adept enough to win the most hardened Dodger fan over to the Giants. Guests Leo Durocher (Miss Day's better-half) and Fred Fitzsimmons helped things along, too. (See full review this issue.)

Chamber Music Society of Lower Basin Street, National Broadcasting Company, New York, Saturday (12), 10:30-11 p.m., EST.

This Dixieland music, (one of the first network radio shows to utilize a satirical format) clicked big when it debuted back in 1940. Judging by Saturday's (12) show, the new series may prove equally successful. Current version features canary Martha Lou Harp, Harry (Hot Lips) Levine and his band, and a promising new and young comic, Orson Bean. Latter replaced show's long-time emcee Gene Hamilton. A satirical series either stands or falls on the quality of its script and delivery-skill of its emcee. Consequently, writer Welbourne Kelly and "Dr." Bean deserve most of the credit for the success of last Saturday's show. Fred Allen and Frau Portland Hoffa guested on initial airer. (See full review this issue.)

Today (TV), NBC-TV, Monday (13), 9:30-10 p.m., EST.

The one-shot abbreviated edition of "Today" undoubtedly achieved its limited purpose by introducing the program to many night viewers who, as yet, are unacquainted with it. The program presented practically all its major features—news flashes, a news disk, a human interest interview, direct reports from field correspondents, etc.—and should have created a great deal of viewing interest for its morning presentation. Dave Garroway, as usual, was his relaxed low-key self, a welcome change from the many personalities who accent a high pressure approach. His aides, James Fleming and Jack Lescolle, were highly competent. The commercials for Time magazine were good. (See full review this issue.)

Medicine USA (Radio), NBC, Saturday (23), 7:30-8 p.m., EST.

The script, an excellent presentation of the social and psychological problems involved in alcoholism, dramatically depicted the career of a typical alcoholic. The cast headed by Will Hare gave it a trenchant reading without overacting. Charles Laughton carried off the narration with his usual aplomb. The series is an admirable public service effort. (See full review this issue.)

Royal Playhouse (TV), DuMont-TV, Thursday (17), 9:30 p.m., EST.

Format calls for repeat of half-hour drama, news previously featured on NBC's "Wire Side Theater" presented fortnightly. Current sample, "The Celebrated Mrs. Rowland," rings no chimes, and if it is to be taken as a criterion of future selection, the new sustaining seg is not likely to attract sponsorship. (See full review in this issue.)

Your Musical Workshop (TV), WPIX, New York, Saturday (12), 2:30-3 p.m., EST.

On trial as a one-shotter, "Your Musical Workshop" showed potential of developing into a pleasant interlude for jazz enthusiasts. The show is built somewhat along the lines of the "Society of Lower Basin Street" radio program. (See full review this issue.)

Lights Out

TELEVISION—Reviewed Monday (14), 9:30 p.m., EST. Sponsored by Pearson Pharmaceutical Company thru Harry B. Cohen. Advertising via National Broadcasting Company. Producer-director, Lawrence Schwab Jr. Writer, Harry Muhehn. Cast: Harry Bellaver, Harry Landers, William Fred Henry, Bernard, Robert Hull and Bill Kemp.

Pearson Pharmacal this month assumed sponsorship of "Lights Out" for Ennds and Eye-Gene. The show had been sponsored by Adnural for about two and a half years. Last spring it was one of the top-rated mysteries on the cable. Today, however, with the appearance of the high-rated "I Love Lucy" on another web at the same time, "Lights" only has about half the rating strength it had a year ago.

The show maintains the supernatural theme set in its radio days, and it is still good for a chill on a hot Monday night. Under Larry Schwab's guidance, it is still a slick production job, written, acted, lighted and shot for high tension and ultimate shock. In all, it still has the stuff to attract mystery fans, if it only didn't face such murderous competition.

This week's play, "The Men on the Mountain," was about a squad of soldiers stranded on a hill on one of the Pacific isles during the last war. The youngest of them is terror struck until the ghost of his brother, killed in the Philippines, comes to his side during his watch and helps him save the others.

The play had the added charm of an interesting assortment of well delineated characters, including a nonchalant, wise-cracking Texan, a bitter soldier from New Jersey, a flustered correspondent and a hard working sergeant.

The sponsor put into the show three hard hitting commercials for Ennds, the chlorophyll deodorant, and a hitch-hiker for Eye-Gene. They consisted mainly of the firm off-camera voice accompanying flashing pictures of the product's name, the package, persons taking Ennds and the onion test. The end commercial used a nurse's testimonial, and the mid-commercial opened with a wistful young couple, the girl repulsing the boy because he'd become careless about his odor.

Gene Plotnik.

Today

TELEVISION—Reviewed Monday (13), 9:30 p.m., EST. Sponsored by Time magazine thru Young & Rubicam via National Broadcasting Company TV network. Supervising producer, A. A. Schechter. Producer, Mort Werner. Associate producers, Charles Speer and Joe Thompson. Directors, Mike Zeamer and Jack Hein. Featured personality, Dave Garroway. News editor, James Fleming. Human interest, Jack Lescolle.

The one-shot abbreviated edition of "Today" undoubtedly achieved its limited purpose by introducing the program to many night viewers who, as yet, are unacquainted with it. Because of its comprehensive well-handled treatment of the major features of the morning show, the one-shot presentation also is likely to increase the early bird audience from among the late viewers who can muster sufficient energy to turn on the morning show.

The program began with a feast for the eyes: Unusual night shots of a brilliantly lighted Times Square taken with a long-range camera from atop Radio City. Featured news personality, Dave Garroway, enumerated the varied and complicated tools that the NBC-TV news department uses to bring in dispatches from the far corners of the world. Following this James Fleming, news editor, took over. Phone contact was made with W. W. Chaplin, in Milwaukee, and Ray Clark, in Omaha, for reports on the respective primaries in Wisconsin and Nebraska.

Throught the program news flashes were given. They suffered, however, from being repetitive. The repetitive technique is necessary on the morning show, which has a transient audience, but was ill-advised in the evening. Jack Lescolle handled human-interest. In an outstanding bit with hat designer Peg Fisher, they talked about why females go for zany headwear. According to

Broadway TV Theater

TELEVISION—Reviewed Tuesday (15) 7:30-9 p.m., EST. Co-sponsored by General Tire and R. J. Reynolds (Cavalier Cigarettes), via WOR-TV, New York. Producer, Warren Wade. Directors: Robert Bolger, Richard Lukin. Writer, Bayard Veiller. Cast: Ann Dvorak, Richard Derr, Vinton Hayworth, Lola Montez, Jack MacGregor, Childs Jordan, Donald McKee, Phil Turex, Katherine Barrett, John Mariotti, Franklin Pulaski, Douglas Rutherford, Therese Quadri, Gene O'Donnell, Thomas Heaphy, Lynn Saltbury.

Continued from page 3

series' sales-potential, WOR-TV chalked up a co-sponsorship sale to Cavalier Cigarettes and a flock of adjacencies before the show even went on the air, with all concerned enthusiastic about the program's "unduplicated audience" angle.

In view of the stakes involved, it's difficult to understand why WOR-TV and Wade didn't use a flashier vehicle for their initial fling into big-time video programming. Granted that Bayard Veiller's courtroom melodrama was a top legit attraction back in 1927, but so were raccoon coats and silent pictures and it's doubtful that any Broadway producer would take a chance on the show today without a drastic editing job. Wade might have gotten away with it if he'd presented it as a period-piece (circa 1927), but a Broadway courtroom drama the script had a false ring.

From the viewer's angle, staging and camera work were also faulty. In that the heroine Mary Dugan (Ann Dvorak) was out of camera range thruout most of the first act. This was certainly a reversal of Wade's intent to present a legit-styled show, since, in the original version, Ann Harding drew raw notices for her silent reaction-emoting to testimony. Miss Dvorak was severely handicapped by her invisible status, which robbed her of chance to build audience sympathy for the girl from the beginning.

Back in 1927, theater audiences were particularly intrigued with the play's staging, which integrated audience with stage action by addressing them as a giant jury-box. Illusion was strengthened by having the cast file off stage when they adjourned for each act. Curtain remained up for the complete performance. Wade could have achieved an even more striking effect on TV, via trick camera work and the same adjournment procedure between acts. Some attempt was made to make the camera the jury, but the actors' eye-level, pantomime was inconsistent and the results were generally unconvincing.

Plot revolved around the title situation, ex-chorus girl with Mary Dugan accused of murdering her married benefactor. The girl's brother (Richard Derr) showed up at the end of the first act to defend her, with subsequent testimony bringing out that she had followed the primrose path to send her brother thru school. This was hot stuff in 1927, but seems quite tame now, in comparison to TV's regular programming of harrowing Freudian crime histories.

Miss Dvorak, a fine actress and one of the better Hollywood imports, was miscast. Vocally she conveyed the feeling of a helpless young girl, but visually she was never convincing as a weak sister. Top acting honors went to Lola Montez as the victim's scheming wife, and Vinton Hayworth for his expert district attorney interpretation.

Commercials for General Tire and Cavalier Cigarettes were slickly presented, although they might have been more effective if copy had taken advantage of play's ideal sitting-in-judgment theme.

Miss Fisher, it's all a matter of triangles, which is cold scientific comfort to the guy who's paying the bills.

Garroway also brought in two events from Philadelphia—a demonstration of old and new fire fighting equipment used at Convention Hall and a piece of a speech made by Clement Atlee to the English Speaking Union. Garroway also pitched the virtues of Time magazine which sponsored the one-shot. His commercial was in his usual relaxed low-pressure key, which is a welcome change in this high pressure day and age.

Leon Morse.

Your Musical Workshop

TELEVISION—Reviewed Saturday (12), 2:30-3 p.m., EST. Sustaining via WPIX New York. Producer, Francis Arensen. Director, Al Hartigan. Emcee, Allen Abel.

On trial as a one-shotter, "Your Musical Workshop" showed possibilities of developing into an interesting session for jazz enthusiasts. Built somewhat along the lines of the "Society of Lower Basin Street" radio seg, the show featured drummer Allen Abel in the emcee role, deadpanning his way thru a series of gags which introed each number. While basically corny (and intended so), some of this chatter came off okay.

The music was provided by an above-average quintet of piano, clarinet, harp, bass and drums. Clarinetist Paul Francis and Ivory Mitchell, flashing an imaginative keyboard style, soloed effectively. Material used was standard fare—"Laura," "Tea for Two," "Hora Staccato" and "Estrellita." The last named was vocalized by Lydia Ibarando, New York City Center thrush. Abel's attempt to caricature the facial expressions of drummers didn't quite happen, but the camera didn't help by lensing the drum most of the time. The finale, tho, was a sock dust jam session on the skins with Abel and the quintet's drummer.

If a half hour between ball-games and flicks can be found and if a cafe atmosphere can be provided, this could shape up as a pleasant interlude.

Neu Gehman.

Glossy Professional 8x10 PHOTOS. Free mail glossy. Can. Low prices. 500+ and post paid. Rush 10c. Rush 15c. Rush 20c. Rush 25c. Rush 30c. Rush 35c. Rush 40c. Rush 45c. Rush 50c. Rush 55c. Rush 60c. Rush 65c. Rush 70c. Rush 75c. Rush 80c. Rush 85c. Rush 90c. Rush 95c. Rush 1.00. Rush 1.05. Rush 1.10. Rush 1.15. Rush 1.20. Rush 1.25. Rush 1.30. Rush 1.35. Rush 1.40. Rush 1.45. Rush 1.50. Rush 1.55. Rush 1.60. Rush 1.65. Rush 1.70. Rush 1.75. Rush 1.80. Rush 1.85. Rush 1.90. Rush 1.95. Rush 2.00. Rush 2.05. Rush 2.10. Rush 2.15. Rush 2.20. Rush 2.25. Rush 2.30. Rush 2.35. Rush 2.40. Rush 2.45. Rush 2.50. Rush 2.55. Rush 2.60. Rush 2.65. Rush 2.70. Rush 2.75. Rush 2.80. Rush 2.85. Rush 2.90. Rush 2.95. Rush 3.00. Rush 3.05. Rush 3.10. Rush 3.15. Rush 3.20. Rush 3.25. Rush 3.30. Rush 3.35. Rush 3.40. Rush 3.45. Rush 3.50. Rush 3.55. Rush 3.60. Rush 3.65. Rush 3.70. Rush 3.75. Rush 3.80. Rush 3.85. Rush 3.90. Rush 3.95. Rush 4.00. Rush 4.05. Rush 4.10. Rush 4.15. Rush 4.20. Rush 4.25. 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Chamber Music Society Of Lower Basin Street

RADIO - Reviewed Saturday (12), 10:30-11 p.m., EST. Sponsored by U. S. Army Reserve, via National Broadcasting Company, New York. Producer-director, Robert K. Adams. Writer, Welbourne Kelley. Emcee, Orson Bean. Cast: Martha Lou Harp, Henry (Hot Lips) Levine and his orchestra. Guests: Dinah Shore, Fred Allen, Portland Hoffa.

"Chamber Music Society of Lower Basin Street" was one of the first network radio shows to utilize a satirical format (e.g. lampooning the pedantic speech affections of long-hair musical commentators). The program checked big when it debuted back in 1949 and, judging by Saturday's (12) show, the new series may prove equally successful.

Dinah Shore, who first hit the big time via "Basin Street," was on hand Saturday to give series a gracious send-off (taped) at the opening. Current canary chores are handled by newcomer Martha Lou Harp, with music by Harry (Hot Lips) Levine and commentary by a promising young comic with the improbable name of Orson Bean, replacing show's long-time emcee, Dr. Gene (Gino) Hamilton.

A satirical series either stands or falls on the quality of its script and delivery skill of its emcee. Consequently, writer Welbourne Kelley and "Dr." Bean deserve most of the credit for the success of last Saturday's show. Bean has fared reasonably well in niteries of late, altho his obvious youth and good looks are somewhat at odds with a delightfully pompous comedy technique (a la late W. C. Fields). On the other hand, Bean's voice and style are perfect on radio, which should afford him a lucrative employment haven until the years catch up with his style. His unctuous air of seedy elegance made the most of Saturday's pun-dotted script (e.g. "If She's Gotta Rize 'n' Ter," and "Is Sax Necessary?").

Musically, Levine supplied his usual superior brand of Dixieland ("Muskrat Ramble" and "High Society"), while Miss Harp scored with an intriguing vocal quality, rich and clear, yet underscored with throaty tones. Fred Allen and frau Portland Hoffa were special guests. Portland warbled "Sweet Marie" (accompanied by Allen on the banjo). A few always at his best on a television-check style airtel, was in top form.

Commercials for U. S. Army Reserves were played straight with "dignity" the key-word copy-wise. June Bundy.

Medicine USA

RADIO - Reviewed Saturday (29), 7:30-8 p.m., EST. Sustaining via National Broadcasting Company. Producers, Budd Fiesel for Marshall-Hester Productions and Wade Arnold for NBC. Director, John Becker. Writer, Peter Lyon. Music, George Lessner. Narrator, Charles Laughton. Announcer, Ray Barrett. Cast: Bill Hare, Julie Stephens, Keith Murdoch, Judith Parrish, Humphrey Davis, Peg Stanley, William Quinn.

NBC, in co-operation with American Medical Association and various county medical societies, began a series of six documentaries last week to update the public on several health problems. Needless to say, it is a worthy project, and the next five shows are as effective as the first, the series should be of great assistance to listeners in their endeavors to keep well.

The first program dealt with alcoholism. The script dramatically depicted the problems of a typical alcoholic, an ordinary fellow named Joe Clark. It carried him thru successive stages of addiction, it had him turning to his family physician and Alcoholics Anonymous for remedy and showed the difficulties he experienced in keeping on the wagon. The cast, headed by Will Hare, gave the story a trenchant reading without a moment's overacting.

Charles Laughton carried off the narration with his usual aplomb. He tied the story together and gave out some data on the different types of alcoholism. In brief talk at the end, Dr. W. W. Bauer, director of the AMA's Bureau of Health Education, emphasized that alcoholism is a disease and not a matter of moral depravity.

The script was an excellent presentation of the social and psychological problems involved. (Continued on page 49)

A Day With the Giants

TELEVISION - Reviewed Wednesday (16), 8:05 to 8:25 p.m., EST. Sponsored by Metropolitan New York Dodge Dealers, Inc., via WPIX, New York, thru Ruth Ruskoff & Ryan. Producer, Arthur Susskind Jr. Director, Jack Murray. Emcee, supervisor, Joe Cole. Cast: Laraine Day and Joe Bolton. Guests this show, Leo Durocher and Fred Fitzsimmons.

If all the quondam followers of the Brooklyn Dodgers switch allegiance to their arch-rivals, the New York Giants, it will be for one reason only. Not last year's dying swan finish in the National League race, nor even any shreds of affection left for Leo Durocher, who shifted from piloting the Polo Grounds' master-minding the Polo Grounds. No, it will be directly attributable to Mrs. Durocher (Laraine Day), who is just about the most convincing recruiter this side of the draft board.

Miss Day really is in stride now, as evidenced by her opening show of the new season. For one thing, she's got a championship team to talk about now, in her warm-up stanza before the Giant home games. Last year's miserable start killed off a lot of potential audience until the season was in its dying days. But with a winner to get ecstatic about, something she can do very charmingly, Miss Day should get and hold a Giant-sized audience.

It would seem that there's practically nobody she can offend; not even the above-mentioned Dodgers. She's intelligent and feminine and not aggressive about her baseball knowledge; so hardened male addicts are not apt to resent her as a female handling a sports show. Most important, the show is Miss Day, but still good in its own right.

The tee-off stanza, for example, had manager Leo Durocher and coach Freddie Fitzsimmons as guests. The loquacious Durocher flashed his new personality - all charm and no bite - in describing the 1952 edition of the Giants. He was so good that off his performance he would have no difficulty in commanding a good price as a sportscaster if ever he gets weary of managing, an unlikely prospect.

Durocher told an anecdote of how a fan had sent a letter in the latter stages of last year's race, predicting that a Bobby Thomson homer would win the pennant in a play-off game, and how he reminded Thomson of the letter just before the historic four-bagger. Fitzsimmons stressed that the club's morale was still high despite the injury to Monte Irvin. It was moving to see the genuine friendship of the trio in offering their best wishes to Irvin, who was watching the show via TV.

Commercials for the Metropolitan Dodge dealers featured a new model for that car, with Miss Day hovering about its outside and seating herself inside and saying just about the right things at the right time. About the only negative aspect of the entire show was the fact that Joe Bolton, who is supposed to share honors with Miss Day, got in scarcely a word during the entire performance. But with Laraine around, he was missed about as much as Leo misses Happy Chandler. A few more assignments like this and the reviewer will move, family and all, from Flatbush to Harlem. Sam Chase.

The American Forum of the Air

TELEVISION - Reviewed Sunday (13), 2:30-3 p.m., EST. Sponsored by Bohn Aluminum and Brass Corporation via the National Broadcasting Company. Panel members, Clark Griffith, Howie Pollett, Tim Cohane, Shirley Povich, Guest moderator, Sen. Edwin Johnson. Moderator, Ted Granick. Director, Joe Browne. Producer, Ted Granick.

The American Forum, showcasing "Baseball Forecasts for 1952," bobbles the ball. Lacking organization, and with little direction, the program simply rambled along. Crystal-gazing next September's outcome of the American pastime were Clark Griffith, owner of the Washington Senators; Howie Pollett, Pittsburgh pitcher; Tim Cohane, sports editor for Look magazine, and Washington Post sports editor Shirley Povich. Colorado Senator Johnson is also present of the Western League, pitched the questions as guest moderator.

Rambling Comment Possibly because he was the most vocal, the rambling gener-

CAPSULE COMMENT

The Harry James Show (TV), Sunday (23), 9:30-10 p.m., PST, KNBH, Hollywood. Station KNBH, birthplace of "The Continental" (now Coast-to-Coast via Columbia Broadcasting System) has another strong entry for the net sweepstakes in "The Harry James Show." In the 10 weeks show has aired, it has become a highly polished seg that packs entertainment wallop. High pace is maintained by avoiding run-of-the-mill bandstand show technique in favor of devices used on the "Hit Parade" television. James has developed into a spotlight TV personality. In addition to his ace horn handling, he carries on easy patter like a vet emcee. This, coupled with the James name, gives the half-hour net potential.

The Battle for the Schools (Radio), WMCA, New York, Monday (31), 9:30-10 p.m., EST.

This special series of five half-hour programs is a commendable local public service feature designed "to arouse the citizens in each community to an awareness of the urgent need for information and organization in defense of our schools." The campaign, according to this series, is conducted under guise of "anti-communism." WMCA deserves plenty of credit for airing the show, since its detractors will only label it as another attempt to whitewash the little "Red" school house. See full review this issue.

American Forum of the Air (Simulcast), NBC-AM-TV, Sunday (30), 4-4:30 p.m., EST.

It seems as tho no forum series is complete this season without an edition on TV of Congress of committees. Sen. Charles Tobey took the affirmative on this show, while Rep. Celler handled the negative. Very little new came out of the stanza, but there certainly were plenty of laughs, sparked by Tobey's droll New England wit.

American Inventory (TV), NBC-TV, Sunday (13), 1:30-2 p.m., EST.

Program spotlighted career of George Washington Carver, Negro botanical genius. Scripting had a somewhat muddled approach, but Canada Lee managed a tellingly restrained performance as the slave who made dreams turn into practical realities to become one of the country's foremost scientists. (See full review this issue.)

American Forum of the Air (TV), NBC-TV, Sunday (13), 2:30-3 p.m., EST.

Timed with the opening of the major league season, the "American Forum" showcased "Baseball Predictions For 1952." The panel unfortunately failed to capitalize on this and came up with a lackluster discussion. Apparent lack of organization resulted in an over-all rambling performance. (See full review this issue.)

Broadway TV Theater (TV), WOR-TV, N. Y., Tuesday (15), 7:30-9 p.m., EST.

In view of the stakes involved, it's difficult to understand why WOR-TV didn't pick a flashier vehicle than the 1927 "Trial of Mary Dugan" for its initial fling into big-time video programming. The drama was dated and slow-moving, and staging was faulty in its title role. Ann Dvorak, a fine actress, was miscast as a helpless young girl on trial for the murder of her married benefactor. WOR-TV still has a good case for a success story on series, if follow-up productions pick up the pace, but based on its first exhibit the jury is still out. (See full review on Page 3, this issue.)

ally revolved around Cohane's recently published predictions for the final standings in the two major leagues. What these actually were unfortunately was never completely disclosed. After the first run-around during which the panel failed to name first (Continued on page 49)

VOTE CHASERS-10

Hot Jersey Primary Given Big NBC Play

By BOB ROLONTZ

The National Broadcasting Company's news staff gave intelligent and thorough coverage to the important New Jersey primary elections last week, the last primary in which Eisenhower and Taft had a chance to compete against each other. Making good use of tape recorded interviews with high officials and the "man on the street," the NBC staff presented the issues and the viewpoints of the party officials clearly and straightforwardly. Anyone who listened to the interviews, talks and opinions presented over the two half-hour NBC primary programs could have come away with a good political education.

Tee-off show for the New Jersey voting took place Monday night (14) from 10:30 to 11:30 p.m., EST. This primary preview featured NBC's W. W. Chaplain, Frank Bourgholtzer, Ed Gough, Lockwood Doty and George Taylor. Chaplain presented a summary of the knockdown, no holds barred fight between the pro-Taft and pro-Eisenhower forces to date, while the correspondents interviewed Robert Adams, chairman of the Taft forces, and Eisenhower's backer, New Jersey's Governor Driscoll. Neither leader was too anxious to make certain predictions of victory, with the Governor saying that 51 per cent of the vote would be a victory for Ike, and Adams stating that 100,000 votes for Taft would be a "moral victory." As it turned out both men can now claim victory for their candidates.

American Inventory

TELEVISION - Reviewed Sunday (13), 1:30-2 p.m., EST. Sustaining, via National Broadcasting Company TV in co-operation with the Alfred P. Sloan Foundation. Producer, William Hodapp. Director, Charles Christensen. Writer, John Matthews. Cast: Canada Lee, Geoffrey Bryant, Powell Lindsay, Alonzo Basan, Canada Lee Jr., Milroy Ingram and others.

"Biography Book," saga of an American Negro genius who turned his dreams into practical realities, was the Sunday (13) choice for NBC's "American Inventory." It gave actor Canada Lee an opportunity to create a fine portrait of George Washington Carver, the slave who became one of the country's greatest scientists. Presumably, most people are more or less familiar with his accomplishments, his research into the peanut, the sweet potato and the soy bean, items which made millions for others in which he had no desire to share.

Lee put across the human side of the man, his indomitable drive to surmount racial prejudice in his quest for education, his tolerance in the face of rebuffs from dreamer's disinterest in money and over-all, his intense spiritual faith. Lee played him quietly, sometimes with gentle humor. It was a noteworthy performance, making Carver the man an object lesson in amiable gentility.

Not All Tops

Production-wise, however "Biography Book" left considerably to be desired. The script seemed choppy and occasionally hard to follow. The device of having a narrator (ably played by Geoffrey Bryant) actually taking part in the story was novel and a material help, but the jumping back and forth to incidents in the good doctor's career did little to sustain continuity. It seemed to this reporter an unnecessarily muddled script approach.

However, it did serve the purpose to which it was obviously dedicated - to highlight an American - a hero of outstanding achievement, and Lee managed to pull it together thru restrained and vivid character building. He got good support also from Powell Lindsay, as Booker T. Washington; Canada Lee Jr. and Milroy Ingram, as a couple of his Tuskegee Institute students, and from Alonzo Basan, as an ancient handy-nian around the college. Bob Francis

A light touch was added to the interviews when Lockwood Doty questioned Henry Kreduski, unofficial candidate for president and New Jersey tavern owner and pig farmer, concerning his policies. The tavern owner told Doty that he was running because he wanted to "do something for the poor man, the laborer and the farmer." His platform was to bring the boys back from Korea, give everyone a vote at 18, free milk to all school kids, and to reduce the price of pork chops.

The taped interviews with New Jerseyites brought a liveliness and brightness to the program because of their naturalness and sincerity. Most of the people interviewed favored Ike, by a three-to-one ratio over Taft, tho there were scattered votes for MacArthur and Stassen. On the Democratic side most voters said they liked Keating, who ran unopposed, while a few still wanted Truman. While the desire for a change or a clean-up in government was an exceptionally strong reason why voters favored Ike, with foreign policy running a fair second.

Primary Day

During primary day Tuesday (15) NBC comments on the voting were included in regular news broadcasts, with mention of the bad weather in the State and effects on the balloting. Due to the slowness of the counting, scattered returns meant little in the early part of the evening, with both Republican candidates running neck and neck. However, on the special election results program late that night (12:30-1 a.m., EST), the NBC staff was able to present figures that showed Eisenhower the winner, tho the margin of victory was still in doubt.

Object of the "New Jersey Primary Returns" stanza was not only to give figures but also to interpret the voting pattern, as well as to analyze the importance of the vote in reference to the forthcoming conventions. Here, of course, the correspondents were presenting their own opinions, which, tho thoughtful, did not carry much weight because of the fact that one-third of the vote was still uncounted. One correspondent felt that the election results would have little effect on the convention, while another did not think Eisenhower would win by 125,000 votes as his supporters predicted. Today's results show that Ike beat that figure. Chaplain and the others did explain how the bitter primary fight placed Driscoll in an odd and uncomfortable spot with the Taft wing of the Republican party.

The fact that this State primary was participated in by more than half the voters of New Jersey, in spite of the fact that both Republican candidates were "invisible men" as far as physical appearance is concerned, shows the seriousness with which voters view the coming presidential elections. NBC's fine coverage of this primary indicates an awareness on the part of the able commentators and others connected with these programs that the voters should be well informed.

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Marine Dining Room, Edgewater Beach Hotel, Chicago

(Wednesday, April 16)

Capacity, 500. Price policy, cover charge, 75-cents-\$1. Shows at 8:30 and 11 Monday thru Friday; 8:30 and 12 Saturday. Producer, Dorothy Hild. Publicity, Margery Winston. Booking policy, non-exclusive. Estimated budget this show, \$4,000.

For the 22d consecutive year, this room is featuring its Spring Blossom Festival, with the room decor one of the prettiest sights in the otherwise flower-barren Windy City. The show itself, a Dorothy Hild revue called "El Sombbrero," is a pleasant 45 minutes of music, all on the Mexican and South American kick, in for a four-week stand.

Revue topser is Tito Guizar, who has worked just about every major room and theater here. His routines are well known to the customers, who apparently don't mind the repetition in his song selections, and show their enthusiasm via lusty applause. Elaborately costumed, Guizar works on a stand set in the middle of the floor, and flows smoothly from one Mexican number to another, with some pleasing gab in between. His best songs are still "Granada," "Cielito Lindo" and "Rancho Grande," which the ringsiders kept calling for until he obliged.

Martez and Lucia, novelty acro-terpers, have some good routines which they do to a rumba beat. Lucia, good-looking blonde, makes a good foil for her dark-complexioned partner. Turn pulled a good hand.

Miss Hild has two production numbers in the revue, both featuring her excellent line, and Gwen Parke, singer with Don Red's band. As usual, the Hild dancers go thru their paces with skill and Miss Parke does an excellent job on her lyrics, one a calypso written by Miss Hild.

Reid, making his first stand here, did an especially good job of cutting the show and playing the dance sets.

Norman Weiser.

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Night Club-Vaude Reviews

La Vie En Rose, New York

(Monday, April 14)

Capacity, 120. Price policy, \$4-\$5 minimum. Shows at 8:30, 12:15 and 2:30. Operator, Monte Proser. Booking, non-exclusive. Publicity, Virginia Wicks. Estimated talent budget this show, \$1,350.

The new show, Jane Morgan and Bobby Lucas, blows hot and cold. The former providing the heat; the latter, the chill. On the add-to-the-plus department the trios of Van Smith and Eddie South contributed heavily with listenable and dance music.

Jane Morgan came in with an act that seemed tailored for the room. The opener had her poking her head out of the wings with the curtain closed. Her blonde head, picked up by a fixed spot, with her warm voice filling the room made an immediate impression. The rest of her act was a mixture of French and American numbers, including some novelties. Among the latter, her "New Hat from Paris" was quite entrancing, with her version of American pops as done in Paris a runner-up. The gal was exquisitely gowned and worked with warmth and fidelity to receptive hands.

Lucas Disappoints

Bobby Lucas showed some vocal flashes but scarcely lived up to his advance notices. His interpretation of standards and pops were dull and unimaginative. Lucas will have to learn a great deal about selling before he's ready for bigger things. He needs to acquire graciousness and some kind of humility to overcome a cocky brashness that doesn't become one of his years of experience. His best song was a rousing "Joshua," which indicated that perhaps spirituals or numbers with similar beats are better suited to his style than the pops and standards that now make up his routine. As the latter stands today it is meaningless.

Bill Smith.

Empire Room, Waldorf- Astoria, New York

(Wednesday, April 16)

Capacity, 400. Price policy, \$1-\$2 cover. Shows at 9:30 and 12:15. Owners, Hilton Chain. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated talent budget, \$3,000.

Dorothy Shay, the only act on the current bill, had a comfortable following opening show, to judge from the yelled requests for "Uncle Fud" and "Feudin'." Basically, however, the gal has slipped back. Each song dealing with a similar subject but one, sounded like the preceding song. If there was any attempt at pacing, it was not evident. Perhaps Miss Shay is so familiar with her routine that the lyrics no longer mean anything, or perhaps she was just tired. Miss Shay, who has been playing class rooms all over the country for some time, obviously knows her way around showbiz. By the same token she must have learned that standing still is almost certain death.

Just as a comedian acquires new material when he comes back to a top New York spot, so must a singer, particularly a singer with such specialized songs as Miss Shay's, come in with numbers that are new, or at least sound new. The gal did about eight songs of which only one was new. This, plus the fact that the routine was so dull, meant it never built for any climax for an apathetic reaction.

The Nat Brandwynne ork did a tip-top job of musical backing. Mischa Borr's outfit did its customary polished relief chore.

Bill Smith.

Chez Paree, Chicago

(Friday, April 11)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Booking policy, Non-exclusive. Estimated budget this show, \$12,000. Estimated budget last show, \$8,500.

It's been a long, dry winter, but the drought ended for the Chez Paree when Olsen and Johnson moved in lock stock and full of "Hollzapoppin'" for a four-week stand.

Olsen and Johnson have wrapped up a 90-minute package which is spicy, moves so fast it's almost impossible to follow all the by-play, and ends up as about the wildest thing to hit a nitery in years.

This booking marks the second time in the past year the team has played a club, and the first time in a Chicago cafe in several decades.

Team uses Leonard Sues to front an augmented Chez Paree house band of 15 sidemen, and has spotted some top acts thruout the normal horseplay which is expected from the O&J gag factory. Included are the Miller Dancers, who set a wild pace early in the show and then come back twice to earn tremendous mits. The Three Pitchmen, Martha King, a top chirp; Nina Varella, who has gained a healthy rep via recent TV spots, and Bob and Marion Konyot, an excellent acro-terp team who suffer somewhat from the physical make-up of the room, are interspersed thru the production so as to maintain the terrific pace. O&J regulars who are featured are Marty May with some of his old standards, including the singing impressions; Charlie Senna, June Johnson and a host of others—all going thru their gyros without a miss. There are the usual midgets and midget cars, a "gorilla" who climbs the pillars, then swings around the stage by his arms while grasping the molding, and the 101 off-stage gimmicks which have become standard with the act.

One thing is certain—what Olsen and Johnson do in a nitery is practically sure fire. The stuff which has been hit and miss on television, plus the spicy routines which the night owls love make up one of the best packages ever seen in a local club.

Norman Weiser.

Chicago, Chicago

(Friday, April 18)

Capacity, 4,200. Price policy, 46 to 98 cents daily. House booker, Harry Lewis. Shows played by Louis Basil's house band.

Danny Thomas always means box-office in Chicago. He's in here for seven days and the Balaban & Katz flagship used heavy slack for several weeks to promote the date. He came in four months ago for a day at the house, and a short stand at Chez Paree and he is using the same material. But it is so sharp and well done, that customers can't seem to get enough of it. His songs, "Take It Easy," "Amateur Competition Blues" and "I'll See You in My Dreams" are augmented by the usual Thomas stories. All are good for prolonged applause.

Riding the crest of a fast-growing Mercury hit, Georgia Gibbs, is a strong addition to the Thomas package. Chirp is a stagewise performer. After her "Live 'Til I Die" opener, she swung into "Cry" and hit pay dirt with "Kiss of Fire," which is a top-selling disk here this week. Her closer, "Ballin' the Jack" earned a sock bend-off. She has been on a whirlwind tour of disk jockey programs since her arrival and between shows at the theater and has done a good job of promoting theater business.

Opener, featuring Billie and Gene Lambert, acrobats, got the show off to a fast start. Lad does most of the turns, but when the blonde does manipulate she's excellent.

On second are the Rio Brothers, who offer a hodge-podge which includes gags, satires on crime stories, a "Cisco Kid," take-off and an eccentric dance, which proves the best part of the act. Pic, "Just This Once."

Norman Weiser.

Persian Room, Hotel Plaza, New York

(Thursday, April 17)

Capacity, 280. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriell Abbott. Publicity, Ed Seay. Estimated talent budget current show, \$3,200.

In her first date here Mimi Benzell, who parlayed a Met job into profitable lush hotel-room stands, gave a showmanlike performance. She relieved the concertish effect of her long-hair humpers with a routine that included light comedy, ringside flirtation bits and at least one show tune. Her clear coloratura was showcased on her opening tune "Granada," followed by "Sempre Libre," from Verdi's "La Traviata." But it was the pace-changing "St. Catherine, Please Send Me a Husband" that made the greatest impact. A Victor Herbert medley with ork doing glee club effects made for added warmth. Gal's poise, in-between-number chatter and singing all added up to a fine performance.

Dance team of Alan and Blanche Lund are in keeping with previous Abbott choices of solid, commercial ballroomologists. Oddly enough the fem doesn't look like a dancer, she's on the Junesque side, she's graceful and willow. Overall impact of dance team was good, with its square dance routine a highspot. Boy is lithe and personable. A minor drawback is gal's overmugging.

Since last caught, Miss Benzell has acquired Leon Leonardi, a conductor-pianist, and Margaret Ross, harpist. Leonardi did a masterful job of leading the Dick LaSalle band, which, incidentally, was superb on its own. Mark Monte's Continentals did the relief sessions.

Bill Smith.

Boulevard Room, Hotel Jefferson, St. Louis

(Wednesday, April 2)

Capacity, 475. Price Policy, \$1.00-\$1.50. Shows at 8:30 and 11:30. Booking, Merriell Abbott. Publicity, Gene Risen. Manager, Joe Harper. Estimated budget this show, \$3,500.

This stacks up as the finest offering since the Conrad Hilton interests took over. Shows are now on a monthly basis, and the current bill is set until April 25.

The headliner is Clark Dennis, still one of showbiz' most ingratiating people. His warm smile and likeable style, plus his voice, make him a sure hit. Dennis started off with "If," followed by "Wonderful," four more songs plus the inevitable "Peg O' My Heart," winding up with a couple of Irish tunes to a beg off.

Tippy and Cobina, the two monkeyes handled by the Vieras, who scored on several TV guest shots, panicked the crowd with their unpredictable antics. They're a sock act all the way.

Abbott Line

The Merriell Abbott line of eight girls opened and closed proceedings, one number to a medley from Irving Berlin's "Miss Liberty," the other a calypso routine. Both numbers were well-costumed and well-routined, up to the high Merriell Abbott standard.

Ork leader Danny Ferguson, who emceed the show, did a nice job on some difficult show music, also playing capably for dancing. The vocalist with the crew was blonde Sherri Rogers.

Abie L. Morris.

La Rue Lounge, Lorraine Hotel, Toledo

(Thursday, April 17)

Capacity, 125. Price policy, no cover, no minimum. Shows at 9:30, 10:30, 11:30, 1:00, 1:30, Monday thru Saturday. Booker, Ted Stevens. Estimated talent budget, \$250.

Occasionally in the hinterlands there comes up a novelty—one that might do better than fair in a more widely known spot. Such is Kirna Moor, Turkish contralto from Istanbul by way of Boston, New Orleans and Atlantic City. Playing to a dull house before an exceptionally unhelp audience, this dark-haired, well-stacked, well-wardrobed and well-mater-

Lookout House, Covington, Ky.

(Monday, April 14)

Capacity, 600. Price policy, \$3.50 minimum. Shows at 8 and 12:30. Operator, Lookout House, Inc. Manager, Ben W. Brink. Assistant Manager, Lou Clarke. Booking policy, non-exclusive. Publicity, Joe W. Johnston. Estimated budget this show, \$3,000. Estimated budget last show, \$4,000.

With the zany Redheads, instrumental comedy trio, leading the way, spot has put together a solid show. Boasting excellent musicianship and vocal ability plus exceptionally smart material from the pen of Edwin Gale, Saul Striks, piano; Bob (Red) Robinson, guitar and banjo, and Major Short, bass fiddle, rip the place apart with their masterful projection of impressionistic and satirical lines. They ring the bell with their various and original bits and keep it clanging with a post-pourri of humorous situations. Their Lil' Abrer-Daisy Mae take-off earned loud and long palm-pounding, as did their ace mimicry of Johnnie Ray, Mel Torme, Phil Harris and Frankie Laine.

The Carltons, father-and-son hand balancers, click soundly with their tricky and difficult push-ups and backbends. The nine-year-old Tommy endears himself to patrons with his outstanding muscle work. Duo polishes off its turn with a cute bit of business wherein the lad attempts the understander role.

Evce Lynn, brunet Viennese import fruitfully endowed with the best of Mother Nature's gifts, held diners from her entrance. Her interpretative "Ballerino Moderne" is executed in feathery footed excellence and gets patron approval.

The Lindsay Lovelies (8), garbed in eye-arresting wardrobe, pack plenty of appeal with their comports to "Holiday for Strings," "A Study in Gold" and "Black and Tan Fantasy."

Bob Snyder's ork continues its outstanding show and dance music job. Norm Dygon and "Mr. Chips," 88-ers are still featured in the club's Wond'ar Bar.

Bob Doepker.

aled gal did a fine job. At current spot, Miss Moor is the only act. At show caught, she came on with a specially written parody on "I Get Ideas" that got healthy yocks from the sparsely populated room.

Her magnificent voice range gave patrons a solid sample ranging from semi-classics to bop. Her parodies, types that are badly overworked by most acts, seem exceedingly well done in her case. Thruout her act, the gal accents the Turkish theme—a fine gimmick but definitely not for the room she is currently working. Wardrobe is superb; gal is stunning. She projects well, but until she's booked in a class spot, she will be lost. Act could still use some polish, especially in delivery of lyrics.

Jack Ellis.

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Parisian Op Leases Site Of Horseshoe

Martini Schedules Casino de Paris To Open June 6

NEW YORK, April 19.—Billy Rose's Diamond Horseshoe, shuttered for a long time, will reopen as a French-type cafe, June 6, as the Casino de Paris.

The site has been rented by Nachot Martini, owner of three Parisian clubs, the Pigalle, the Sphinx and the Eve, all three said to be highly successful. The show will be produced by Mme. Martini, the owner's wife, and will carry over 45 people. The entire show is being cast in Paris, where rehearsals are now going on. It is planned to have some American acts, but the chorus and the majority will be foreign or French performers. The cast will arrive here about 10 days ahead of the June 6 preem for final rehearsals. Two bands will be handled by Vincent Travers.

Martini has taken a five-year lease on the room with a five-year option. The deal and money was handled for Martini by the New York law firm of Frederick R. Coudert Jr.

Rose will have no interest in the new club. All the equipment furniture, dishes, etc. are owned by the Paramount Hotel where the club is located. The room will be completely redecorated.

Easter Holidays Up Combo B.O.

NEW YORK, April 19.—Stern combo houses zoomed out of their long box office rut with Easter week school-less days accounting for solid takes in practically all theaters.

Radio City Music Hall (5,945 seats; average \$103,250) drew \$178,500 for its third week of the annual Easter show, Bela Kreomo, Andrea Dancers and "Singin' in the Rain." Second week's figure was \$134,000 against a preem of \$145,500.

Roxy (5,880 seats; average \$71,000) came in with a walling \$145,000 for its second week against an opening frame of \$90,000. Featured are Bill Hayes, Clifford Guest, Divena and "Song in My Heart."

Paramount (3,054 seats; average \$52,000) collected \$83,000 for its initial week with Billy Eckstine, Fran Warren, Bobby Sargent, Will Bradley and "Bend in the River."

Warner (2,756 seats) went up to \$35,000 for its second inning against a preem frame of \$27,000. Bill has Gene Nelson, Louis Jordan, Harvey Stone, Ella Mae Morse and "Jack and the Beanstalk."

Palace (1,650 seats) expects to do about \$62,000 (week ends Saturday) for Betty Hutton, Herb Shriner, Minevitch Rascales and others for its first full week of its two-a-day vaudeur.

Old Headliner Timberg Dies

NEW YORK, April 19.—Herman Timberg, died Wednesday (16) in Memorial Hospital after a long illness. He was 60 years old. Timberg was a headliner in the old Palace days. In recent years, before his illness, he did special material.

He wrote Billy Rose's "Crazy Quilt," which headlined the late Fanny Brice and George Jessel. In 1922 he had his own "Timberg's Frolics." Prior to that, he was in the Shubert's "Passing Show of 1921."

He is survived by two sons, one of whom is Tim Herbert, now doing a double act with Don Saxton. Mrs. Herman Timberg, his widow, is the former Hazel Rosewood, an ex-Ziegfeld girl.

NO SUCH PLAN

Irving Denies Limit of Acts' Net TV Work

Continued from page 1
board members who complained that local performers were getting the freeze on local tele shows because web telecasts were taking the play away.

"But if there's anything to be done in getting more of our people on television, no plan has come up that makes any sense," said Irving.
In an effort to get business back into clubs and vaude houses, some suggestion was made by one board member said Irving, to bar television guest shots. "I'd like to know how anybody can ask performers not to do guest shots because they would be hurting themselves. A guy knows he's got to eat. If he can make a buck on television, he'd be a sucker to turn it down, waiting for a theater or a night club job that may fall thru."

"Sure television has hurt our people. But barring anybody from going on it, unless for a union objective, isn't going to stop progress. We have some plans that we'll bring up at the convention but none of them will call for boycotting television or any other field where our people can work."

Chi Paree, Ray Trouble Settled

CHICAGO, April 19.—The controversial Johnnie Ray - Chez Paree booking, wherein the singer vetoed the cafe in favor of a two-week stand at the Oriental Theater in May has been straightened out with Pat Lombard, head of the General Artists Corporation office here, setting Ray for the nitery starting September 5.

Previously submitted for the date immediately following the current Olsen and Johnson package Ray decided to play the Oriental, which has been on a straight policy with "Quo Vadis," when a live policy returns starting May 2. The singer gave as his reason the fact that his fans were all kids who couldn't afford to go to an expensive nitery.

Drink Sales Up 7%

WASHINGTON, April 19.—Sales from drinking places rose 10 per cent this February, over the same month of last year, according to the Commerce Department. February sales were 6 per cent under the January total, however, a comparison of retail sales from drinking places during the first two months of this year, with the first two months of 1951, shows this year's total 7 per cent higher.

AGVA to Reclassify Split Week Niteries

Continued from page 3
\$250 for a full seven-day week, and who, under the pro rata basis gets \$35.71, will now get one and a half times his pro rata salary or \$53.56 per night. For a week-end this figure would be multiplied by the number of days. On this basis a three-day week-end job will cost an op \$150.68.

AGVA's position is that cafes will find it just as practical to stay open all week and thereby will give performers full-week stands.

Orders Prepared
Orders to all AGVA field reps are now being prepared and will be mailed to branch offices all over the country in the next week or so.

AGVA admitted it expects some resistance by ops, but it be-

Hillbilly Nitery Makes Bow in Chicago July 1

CHICAGO, April 19.—The greatest single effort ever attempted in the hillbilly field in a metropolitan area will break here about July 1 when Ben Orloff, local nitery operator, and Ray Singer open the Hayloft, an all-Western and country night club in the heart of the Loop.

Orloff and Singer have taken over the Bandbox and Brass Rail niteries, both of which lost their leases effective May 1, and will spend over \$100,000 to rebuild the Bandbox into a hillbilly club. The Brass Rail, located above the Bandbox, will feature novelty and comedy acts.

The Hayloft will produce live hillbilly shows six nights weekly. Bill Bailey, Cactus Jim on the National Broadcasting Company's TV series of that name, and emcee of the "Old American Barn Dance," also seen in 28 markets via TV, will produce and emcee. A regular cast, including the Candy Mountain Girls, who recently toured with the Gene

Autry package, a hillbilly combo, a Western trio, and square dance instructors, will be maintained, to be augmented by production numbers featuring semi-famous in the Western and country field who will work on two-week bookings. Acts will, in the main, come from the Midwest.

Radio-TV Coverage
Arrangements are already under way to bring in remote wires to the location for nightly coverage, and a proposal has been made to do a weekly TV show, on the barn dance seg of the entertainment, direct from the location.

Over-all entertainment will be billed as "Bill Bailey's Barn Dance," with feature billing for the acts to be brought in. Latter will be, in the main, country singles and sight acts.

Only other comparable venture in this field is the Village Barn, New York. However, local location is planning a tremendous promotion program to draw in the heavy tourist trade which hits Chicago every year from the Western and hillbilly country. Spot also will open in time to snare a good portion of the visitors who will be here for both the Republican and Democratic conventions.

Jane Froman Cancels Out Riviera Date

Emotional Strain of Husband's Crash Postpones Booking

NEW YORK, April 19.—Jane Froman cancelled out of Bill Miller's Riviera, set to open Tuesday (22), stating that the emotional strain caused by her husband's accident prevented her filling the contract.

John Burn, Miss Froman's husband, was the pilot of the DC-4 that crashed last week off San Juan, Puerto Rico, with the loss of more than 50 lives. Burn escaped with minor injuries.

During the forthcoming investigation of the crack-up, Miss Froman said her place was at her husband's side. She said she would play the Riviera some time in the future, but the opening date was out.

Other Acts

Miller's bill was to have headlined Miss Froman. Also on the show are Phil Foster, the Faunido Rivero Quintet, the Cabots, an Arden-Fletcher line, Pupi Compad and the Walter Nye ork.

Up to press time Miller said he hadn't been able to come up with a replacement. His contract with Miss Froman is a play or pay, but Miller said he had no intention of forcing the issue. He admitted that this last-minute cancellation put him in a hole. One or two bad weeks of his comparatively bad season and the whole outlook could be bleak.

Faye Sued by Davies, Agent

NEW YORK, April 19.—Frank Faye is being sued by his agent, Jack Davies, for \$24,000. A summons, returnable April 28 in New York Supreme Court, was served on Faye last week just before he went on the Texaco TV show.

I. Robert Broder, Davies' lawyer, charged that Faye made over \$500,000 out of "Harvey" in a deal set by Davies. Under Equity rule, if an agent obtains more than 10 consecutive weeks for a client he is entitled to 10 per cent. Davies also set cafe dates and arranged for Faye's subbing for Milton Berle on the Texaco show.

In addition to the commissions that Davies claims, he also charged that Faye had borrowed varying sums which he had never repaid.

Caught Again

VILLAGE VANGUARD, NEW YORK: With the addition of Canada Lee, plus a well-calculated tightening of the show and added confidence on the part of the hold-over acts, the Vanguard has come up with a solid bill.

Continuing in the recent pattern of dramatic readings set by the club, Lee, in his call debut, socked across four Othello soliloquies from the Shakespearean tragedy. Quoting the Bard from memory, Lee was particularly impressive as he portrayed the Moor contemplating the murder of his wife, Desdemona, and again in his own suicide scene. This was top drama, effectively projected.

Oscar Brand, the folk balladeer, has come a long way in his two weeks at the cafe. Showing greater care in the selection of his material and a more assured delivery, he registered well with "Anne Boleyn" and then got top mits for his raucous drunken rendition of "Eric Canal." On both, Brand had fine assists from his sideman, Phil Raiguel. Pert Gloria Warner, who now opens the show, handled her repertoire of standards capably with her best effort being a "Showboat" tune. Switching the order of Miss Warner and

Hayloft will feature a country atmosphere from the doorman thru the over-all interior. Work on rebuilding of the Bandbox, from the entrance thru the interior, starts as soon as the Orloff-Singer combo takes over May 1.

A special concession will be made available, it was learned, which will be a Western and Country Music Record Corral (shop) to be located in the foyer. At present there is no such exclusively country and Western record outlet in the Loop. The one in the Hayloft will feature all disks making the top 10 lists.

BILLY DANIELS COPA SUB FOR MARTIN-LEWIS

To Play Four Weeks For \$7,000; Ray Finishes April 30

NEW YORK, April 19.—Billy Daniels will be the replacement at the Copacabana starting May 1 in a date that was originally to be filled by Martin and Lewis. Boys fell out when a picture shooting schedule came up. Their tentative Copa date now is around Christmas.

Daniels will go in for four weeks at \$7,000 with options calling for \$7,500. Bill Miller of the Riviera had the first refusal on Daniels but turned him down when the price went up.

Bobby Sargent, currently at the Paramount, and the dance team of Harbors and Dale also will be on the Daniels show.

Johnnie Ray, who winds up at the Copa April 30th, is doing a phenomenal business. With Ray in for \$1,750 (option pick-up next season is for \$5,000), the rest of the show, including Ray, costs the Copa about \$10,000, costumes excluded. With spot at capacity for all three shows, it is currently doing about \$75,000 a week. Net profit on the Ray date is therefore figured at around \$20,000.

Brand has helped the pace of the show tremendously.

Clarence Williams continues to emcee the acts ably and with his trio provides pleasant instrumental interludes. —New Gehman.

CLUB HOLLYWOOD, CHICAGO: Steve Harris has two new acts here which are being showcased for talent buyers in his first spring offering since completing his lush new room. Both acts have been well received in their short time at the spot.

Larry Thompson, young Chicagoan, is making his first important cafe date with this booking. Thompson works on roller skates, but the skating routines are dressed up by well done juggling, trick work with a tennis racket and tennis balls, and stick-juggling. All highly effective. Act is well-suited for TV and would go strong in a show like "Skating Vanities."

Also now here are Maurice and Minnette, a young, good looking adagio team, which has developed a fast series of gyros, head-to-head stunts and twirls that are most effective. Act works high enough to be seen in almost any room.

Remainder of the show is made up of Frankie Scott, comic-emcee who did well with his trumpet impressions; Cy Manning, a baritone, and Gloria Allen, a well-stacked chip who has strengthened her act with a better selection of tunes. —Norman Weiser.

Night Club-Vaude Reviews appear on preceding page.
More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appear on page 50. Radio-Television Reviews on pages 14 and 15.

Copyright Act and Finances Subjects at Meeting of SPA

Revision of Federal Statute Urged; Plan to Up Writer Income Mapped

NEW YORK, April 19.—Revision of two provisions of the Copyright Act and the clarification of important facets of writer-publisher financial relations were projected as chief current aims of the Songwriters' Protective Association at the organization's annual meeting yesterday.

In a long-range program to increase writer income, SPA mapped the following steps on the legislative front: (1) Elimination of the compulsory licensing provision from the Copyright Act. (2) A step-up in efforts to strike out juke box exemption from royalty payments. The meeting, described as the best attended in SPA history, also reported progress on the publisher audit controversy.

Implications of the SPA goal with regard to evasion of the compulsory licensing provision, are far reaching. Perhaps most important in the view of observers, would be the return of control of the music business from the diskery to the copyright holder.

Williams Paid For "Triste" After 3 Years

NEW YORK, April 19.—Climaxing nearly three years of legal negotiations involving a special arrangement of public domain material, a pre-trial settlement has just been effected with Columbia Records and Furgie Music agreeing to pay arranger George Williams a sum "in the four figure class."

The suit, filed by Attorney Philip F. Barbanell in the Southern District Court (The Billboard, July 18, 1949), asked declaratory action against Columbia and the publisher for failure to pay royalties to Williams for his jazz arrangement of "Valse Triste," a p.d. Sibelius work. The tune was published by Furgie and recorded by the diskery with Gene Krupa.

Columbia Adds Heft in S. A.

HOLLYWOOD, April 19.—Columbia Records has considerably strengthened itself in the South American market, following Prexy Jim Conkling's combination business and pleasure visit to Brazil, where Columbia maintains a company-owned subsidiary. Conkling set up a publishing subsidiary in Brazil, whereby the firm, under Brazilian copyright law, can now get exclusive coverage on a tune without having to worry about any competitor in that country cutting the ditty.

Brazilian copyright law specifies that a publisher has the right to designate what record company may do the tune and may exclusively give the tune to any specific company. It's understood that the Columbia publisher tie-up will have important Latin impact, for its pressing facilities there make it one of the biggest South American release centers already.

Arena Stars Gets Lindley

HOLLYWOOD, April 19.—Arena Stars, Inc., the Ralph Wonders-Spike Jones management office, this week added an American Society of Composers, Authors and Publishers firm, Lindley Music, to its properties. Jones previously headed up a Broadcast Music, Inc. firm, Oakhurst Music. Both firms will now be directed by Nat Wingeroff, ASI's music wing chief. First plug for Lindley will be "It Never Rains in Sunny California," Jones' current release on Victor.

With regard to juke royalties, SPA plans to continue the fight despite recent setbacks to proposed Copyright Act revisions sponsored by the American Society of Composers, Authors and Publishers.

On both hoped-for revisions of the Copyright Act, no early action is anticipated. The fight is expected to be long and hard, but SPA has gone definitely on record as backing the projects. Charles Tobias, SPA prexy, has tagged these aims as an integral part of the association program.

On the audit situation, songwriters were told that meetings this week with a committee of the Music Publishers' Protective

Association resulted in substantial agreement on hitherto controversial issues. Committeemen will report soon to the SPA and MPPA councils and early resolution of the hassle is expected.

Annual Audit Urged

SPA concern with the audit situation was underlined emphatically by Tobias. Stressing that most publishers co-operate willingly in the audit provisions of the basic contract, he stated that recalcitrant ones "will find out that we mean business." Eventually, he said, SPA hopes to set up machinery for the automatic audit of all publisher books on an annual basis.

Mail voting for 10 open council posts is about concluded, with the ballots to be counted some time next week. Shortly after the results are disclosed the newly-constituted council will meet to elect new SPA officers. The naming of Tobias to the president's post is considered almost a certainty. He has been acting prexy since the death of Sigmund Romberg.

Speakers at the meeting, in addition to Tobias, included Otto Harbach, Abel Baer, Joe Meyer and William Klein. Baer, SPA treasurer, said the association is "in healthy financial shape."

"BOING" RATE

Boomerang Sound Effect Cost Varies

NEW YORK, April 19.—In this day of echo chambers and engineering gimmicks, an arranger man has to be more than a music man. Take the case of Dewey Bergman, recording chief for King. He wanted to add the "boing" sound of a boomerang to the tune of the same name he was waxing. Hasty division showed that it would cost him \$27.50 a "boing" if he hired a sound effects man at the going \$55 rate. About to give it all up, Bergman ran across a drum shop which carries the "Ken," a cross between a musical saw and a New Year's Eve noise-maker. Price, \$1. The dealer refused to sell it but agreed to rent it for 50 cents a day. Carried away with his find, Bergman included five instead of the planned two "boings," at a pro rata cost of 10 cents each. But the price has gone up because Bergman's secretary has forgotten to return the gadget.

Pub Rights For "Shuffle" To Robbins

NEW YORK, April 19.—The publishing rights to the score of the new all-Negro musical "Shuffle Along" have been acquired by J. J. Robbins and Sons, Inc. The music was written by Joe Meyer and Floyd Huttleston. Show opens in New Haven on Tuesday (22). This marks the first show score the firm has added since the hit "Gentlemen Prefer Blondes."

RECORDERS WOULD WEEP

WNEW May Forfeit Mention of Disk Label

NEW YORK, April 19.—Local indie WNEW, outstanding disk jockey station, is seriously considering banning all record label mentions. Edict would effect all WNEW spinners, including Martin Block and Art Ford. Proposal has caused some furor among record flocks, who fear that move would set a precedent for de-jays across the country. Other stations have established similar bans in the past, but this would be the first such move by a major music station, and flocks are afraid other indie broadcasters would follow the example of their "ideal" station, operation.

WNEW sales director Ira Herbert sees such a ban as a step toward putting record company plugs on a paid basis. The disk firms, he pointed out, have extensive advertising budgets for other media, and they should pay for commercials in radio too.

Label Ban
At the present time WNEW doesn't carry any record company advertising, but Herbert hopes to remedy this situation. However station has a large contract with Bruno, Radio Corporation of America's New York distributor, and some of Bruno's copy includes mention of RCA Victor releases. It is believed WNEW's long-time sales association with Bruno would probably result in time buys by Victor as well, if and when label ban goes into effect.

BB Charts Reveal Col's Pop Primacy

of release has little bearing on quality.
The totals reveal that Columbia has released 108 sides since January 1, of which 13 have already appeared as best-sellers. This gives the diskery a hit percentage rating of 12.03. Mercury ranks second with a rating of 6.25 per cent, derived from seven of their 112 sides showing up on the best selling chart. Next comes Capitol which has also placed seven sides on the chart, but has released 223 since the first of the year. This gives Capitol a rating of 3.15 per cent. In fourth spot is RCA Victor, hitting with five out of 180 sides for a 2.78 per cent rating. Decca's hit index of 1.24 per cent comes from three chart entries out of 242 sides released. MGM, in last place, has landed only one of its 149 sides on the charts for a .67 percentage showing.

This analysis is solely quantitative in scope in that it makes no attempt to differentiate between a side which has reached the best-selling chart for only a single week and one that may have appeared regularly for the past few months. It also does not include public domain tunes which the diskeries may have released.

Pubs Get ASCAP's Availability Ratings For 1st Quarter, '52

Raises to 15; Southern Listing 250; Appeals Board Continues Talks

NEW YORK, April 19.—Board of Appeals of the American Society of Composers, Authors and Publishers continued to hold sessions this week, indicating that as of this date the traditional method of computing availability was still in force. Meanwhile, the availability ratings for the first quarter of 1952 reached the publishers. The revised listing showed a number of changes, as follows:

Fifteen firms received raises. Jerry Vogel Music Co. jumped from 800 to 1,000; Antobal Music went from 20 to 30. Three firms, Cromwell, Walt Disney and Lombardo Music, were hiked from minimum to 20. Ten firms went from minimum to 10. These firms include: Herbert Music Co., Inc., Sanson Music, George Paxton, Bulls-Eye Music, Al Gallico Music, Hollybrook Music, Melomusic Publications, Supreme Music Corp., Mark Warnow Music, Sam Weiss.

One firm, Warock Music Inc., was reduced from 150 to 100. Eight new publisher members of the Society were given minimum classifications. These publishers are Box & Cox Publications, Brull Music, Carlyle Music, Frank Hennigs Music Publishing Co., Manners Music, Nationwide Songs, Inc., Paul Taubmar Music Corp., and Top Tunes Company.

Eight Transferred
Eight publishers were transferred from non-participating to active membership by the board of directors, and classified in the

minimum group. These publishers are Caravan Music Corp., Dorian Music Publishers, Grimes Music Publishers, Guild Publications of California, Inc., Hometown Music Company, Jem Publications, Roxbury Music Co. and TV Music Co.

The firm of Southern Music, Ralph Peer's chief ASCAP catalog, is listed at 250. It's understood, however, that beginning with the second quarter of 1952, the rating will be 450. Latter rating was the finding of the arbitration panel which handled the Southern Music case.

Victor Brass Visit Distribbs

NEW YORK, April 19.—Headed by Larry Kanaga, general sales manager, Howard Letts, controller and George Marek, a.s.r. director, 12 RCA Victor execs, will tour the country in a series of one-day meetings with the diskery's distributors. The purpose of the meetings which begin on April 28 is to follow up on the program currently underway, as well as to distribute complete plans for the company's late spring and summer pop campaign.

With the exception of one team of two, the diskery brass will travel individually. The schedule calls for coverage of 47 of the 49 distributors by May 2, with El Paso and Miami due to be picked up the following Monday.

In addition to Kanaga, Letts and Marek, the following execs are slated for the trek: Dave Finn, Jack Burgess, Bill Bullock, Carl Glander, Bob McCluskey, Ed Dodelin, Al Miller, Jim Lennon and Frank Amaru.

Dorsey Sets Memphis Mark

HOLLYWOOD, April 19.—Tommy Dorsey's successful date Holy Week at the Claridge Hotel, Memphis, went over so well that Charley Levy, veteran op of the hostelry, is shopping for better name orks. Report this week on the April 3-11 stand of TD indicated that, despite the handicap of the final Lenten week, the trombone-playing Dorsey brother had gone into percentage by the fourth day of his stand. The Claridge, which once played top names but has dropped to lesser-name seven to 10-piece orks, is now seeking another TD date and seeking other orks.

Jack Leonard, vocalist with Dorsey in the early '40s has rejoined TD as advance man, doing mostly d.j. contract work. Leonard is the second vocalist to turn back. Gene Howard left Stan Kenton about four years ago, starting as Kenton advance and ultimately winding up with his own office here doing general lackery.

London Highlights Artist a Month

NEW YORK, April 19.—Opening with a month-long promotion on the Mantovani ork during May, London Records is laying the groundwork for a month-by-month concentration on top artists on the label. Highlighted by the ork's new album, "Selection of Favorite Waltzes," the push during "Mantovani Month" will include all of the ork's 39 disks in the catalog. The new album, issued as a 12-inch LP, will also be available in two-volume form in the other speeds.

In order to achieve top sales potential from the drive, London plans heavy promotion for the Mantovani items. Window displays, counter cards and streamers have been prepared for retailers. Eight sides from the Mantovani album are being sent to 2,000 disk jockeys. One hundred of the jockeys will receive the complete Mantovani catalog of 39 records.

NEEDLE, PLAYER, 2 LP'S FOR \$13

NEW YORK, April 19.—In a month-long promotion set to begin next week, Sam Goody will offer customers two LP's, a sapphire needle and a three-speed player attachment in a package sale at \$13.40. Patrons must select the records from six pre-packaged sets of two each. Participating labels are Vee, Concert, Hall, Biblestone, Folkways, Lyricord and Period.

Trust Fund Weighs Mil for Last of '52

Concert Dough Up 200G Over First Half Of Year; Allotment Raises General

NEW YORK, April 19.—The music performance trust fund is expected to allocate \$1,000,000 for the second half of 1952, according to reliable estimates. This represents an increase of \$200,000 over the allocation of \$800,000 for the first half of 1952. The total of \$1,800,000 for the year compares with a total of \$1,600,000 for 1951. The half-yearly allocations have been generally increasing. The first half of 1951 amounted to \$700,000. The second half of 1951 was \$900,000.

The funds, derived primarily from money accruing from the record industry (a small amount of the total derives from the transcription industry), are allocated among 654 geographical areas in accordance with the percentages fixed in the trust agreement. These areas cover the United States, Canada, Alaska and Hawaii.

Two Categories

The performances provided by the fund are free to the public and generally cover two over-all categories: Civic activities, and entertainment and therapy. Under civic are included band concerts, cultural performances, civic celebrations and charity drives. Under the second category are included performances in connection with veterans' and service organizations, civilian institutions and

dances for youths and other groups.

An idea as to the extent of the performances made available by the allocations is indicated by the figures for the last half of 1951. During this period, 5,838 projects used a total of 98,400 instrumental performers in 10,486 performances. The allocations for the second half of 1952 are expected to result in an even greater number of projects and performances.

Metopera Sets Disked by Col. Gross \$2 Mil

Comprise Albums Of Six Top Works; "Cosi" to Be Waxed

NEW YORK, April 19.—Gross sales of the six Metropolitan Opera sets waxed by Columbia Records since 1947 have passed the \$2,000,000 mark. This covers the sales of the following Metopera albums: "La Boheme," "Madame Butterfly," "Faust," "Hansel and Gretel," "Fledermaus" and "Pagliacci," which have been released by the diskery over the last five years under its exclusive recording pact with the opera association. The \$2,000,000 gross sales figure is the equivalent of a full season's box office receipts by the Met.

According to Goddard Lieberson, Columbia executive vicepres, the large sales total racked up by the firm on these sets indicate the expanding market for opera recordings, mainly due to the LP disk. Lieberson stated that in some cases sales of Columbia opera waxings on LP were four times the sales of the shellac sets.

Best-selling Columbia Metopera waxings of the six released to date has been "La Boheme."

The diskery intends to issue "Cosi Fan Tutte" in the fall, featuring Eleanor Steber and Richard Tucker.

Mellow Files Damage Suit To Stop "Try"

NEW YORK, April 19.—A suit was filed in U. S. District Court, Southern District of New York Friday (18) by Perry Alexander, of Mellow Music, alleging that the tune "Try" is an infringement on his ditty "Cry" and asking for an injunction and damages from the publisher of the parody, and other parties. Defendants in the complaint are Central Songs, Clif Stone, Columbia Broadcasting System, National Broadcasting Company, Mutual Broadcasting System, WNEW, Broadcast Music, Inc., The Billboard and Star Freberg.

The complaint alleges that the defendants, Central Songs and Clif Stone caused to be published and distributed a song called "Try," lyrics and music of which are said to be similar to the plaintiff's song "Cry," and by reason thereof the defendants have and continue to infringe and violate plaintiff's copyright and privileges on the song "Cry."

The complaint further states that the record of the tune "Try" issued by Capitol Records states on the label that the ditty had been licensed by BMI. BMI denies that clearance and license had been given for such a song. According to the attorney for Perry Alexander, he has received a letter from BMI stating this.

Music City in KLAC Tie-Up

HOLLYWOOD, April 19.—Clyde Wallichs, brother of Glenn Wallichs, proxy of Capitol, and operator of Music City, one of the leading traffic record stores in Los Angeles, has sewed up a d.j. correlation that could set a pattern in the retail side of the disk business. Wallichs has worked out a tie-up with execs of KLAC, Holly-

(Continued on page 36)

Parade Offering 12 Symphonies on LP

NEW YORK, April 19.—Parade Records has waxed 12 popular symphonies for release on 12-inch vinyl LP's to sell at "less than \$2 each," according to Wally Wolke, head of the diskery. Recordings were made in Germany, France and Austria and comprise readings of the familiar concert warhorses, he said.

American Musicians Facing AFM Ban If Disking Abroad

NEW YORK, April 19.—The clampdown by the American Federation of Musicians on recording abroad by American conductors and musicians was tightened again last week when a guest conductor of the New York Philharmonic Orchestra was refused permission to make diskings overseas. This follows the recent wire to Andre Kostelanetz stopping him from making LP's with the London Philharmonic, and the recent stoppage of recordings in Europe by Artur Rodzinski.

The ban on waxings abroad has always been on the AFM books, it is only within recent months that the union has enforced the regulation so intently. Now, conductors are coming to the union first to attempt to get permission to wax abroad, before making any commitments. (This happened with the guest conductor mentioned above.)

Reason behind the AFM enforcement of no European waxings in the classical field, is that the AFM believes that in the majority of cases the only reason any native diskery wishes to re-

cord overseas is to save money, since scale is lower abroad. According to union spokesmen, not only do American musicians lose the money they would earn if the recordings were made here, but the European waxings sold over here compete with platters made in the States. The AFM is concerned about the high unemployment rate among American musicians.

American Names Valuable

There is little, of course, that the AFM can do about the importation of European waxings by European orks and conductors, which now comprise more than half of the classical waxings now on the market. However, there is no doubt that the name value of a waxing of a European ork with an American conductor has more sales strength than those with all but a few European leaders.

The AFM is cognizant of the fact that there have been many recordings made in Europe with American conductors and side men during past years, and past months. At this time the AFM,

it is understood, is willing to let bygones be bygones. The new policy is to warn leaders beforehand, and then if regulations are disobeyed the union will take action.

Specific Case Cited

One of the cases of American conductor recording overseas was brought to the attention of the AFM thru the misguided promotion efforts of the diskery that made the waxings. The outfit sent an order blank to the union asking them to purchase records, all of which were waxed in Europe, some of them under an American conductor. The union does not intend to charge the conductor, but he will receive a note suggesting that he not record abroad again.

Some sidemen who had made waxings in Europe came to Local (Continued on page 36)

Bookers Reshuffle As Floods Strike

CHICAGO, April 19.—While most bookers here were not hit too hard by the floods thru the Dakotas, Iowa and Nebraska this week, both Music Corporation of America and General Artists Corporation were forced to cancel several band bookings, and all offices did some fast reshuffling of dates and routes in order to keep their properties working.

Floods, as bad as they were, however, were not the only misfortunes hitting the offices. The telephone strike, especially to the north and west, put a serious crimp in one-night bookings, which are now at a peak for the summer, and the Western Union strike further complicated matters as offices were forced to work on verbal orders, then rely on the slowed-down mails for verifications, contracts, etc.

Most trade facets agreed that had the flood struck a few weeks later than it did, the end result might have been complete chaos, but many of the locations which

will use their bands in the affected territory do not begin full-scale operations until after Easter and the flood warnings were up in ample time to straighten out most of the early bookings.

More serious than the booking situation, however, was the potential damage to cafes, hotels and ballrooms in the flooded areas. One example was Tom Archer's ballroom in Sioux City, Ia., where water was already well into the lobby before the crest was reached, and there was definite danger of it hitting the dance floor.

Archer had booked Hal McIntyre for the Sioux City ballroom for Easter night, but was forced to cancel "as the flood waters moved into the city. McIntyre, who was booked for a prom at Creighton University April 18, was able, thru GAC, to shift the date to April 22.

Just as the band schedules were being juggled so as to avoid the flooded areas, so acts were being rerouted in order to miss the rising waters. Enough warning was given in most cases to cancel out practically all club dates, while locations and theater bookings were also being changed to conform with conditions.

JAZZMAN SOLD

All Jazzman Masters Sold To Good Time

HOLLYWOOD, April 19.—The purchase of the complete catalog of masters owned by the Jazzman label has just been negotiated by Phil Koenig, topper of the Good Time Jazz label. Altho the purchase price was not disclosed, the deal involved several hundred masters including sides by Kid Ory, Bunk Johnson, Pete Dole, Turk Edwards, Lou Waters and last cuttings of Jelly Roll Morton. The Jazzman label, started in 1943, was owned by Nesuhi Ertegun.

As a part of Koenig's expansion plans for his label, Ertegun has been asked to supervise the diskery's advertising and sales promotion. In addition to these new duties, the latter will continue the operation of his local Jazzman Record Shop.

Selvin Off April 23 On Trip to Europe

NEW YORK, April 19.—Ben Selvin, general manager of Southern Music, sails Wednesday (23) for a European tour of six weeks. Selvin will visit the offices of the Pecc-International publishing empire in England, France, Germany and other countries. Mrs. Selvin will accompany him.

ASCAP Feels the Need For Strong Leadership

NEW YORK, April 19.—American Society of Composers, Authors and Publishers holds its elections Thursday (24). The occasion is more than ordinarily significant in that the Society is hard-pressed on several fronts and members are keeping their fingers crossed in the hope that a strong man will emerge from the crop of writer members on the board.

It's an historical theory that during times of stress a man generally comes forward. The Society would now seem to be at such an historical juncture. It would seem that a strong man must come forward by election or one may be named.

What this means is this: In the traditional manner a writer member of the board will be returned to the ASCAP presidency. Should he show sufficient potential as a man of enough capacity to solve outstanding ASCAP problems—well and good. If he does not, then the way seems increasingly ripe for a general manager. Chief problems currently are television licensing, Broadcast Music, Inc. competition in the completion of film licensing deals, merchandising of the ASCAP catalog, etc.

General Manager Urged

This week, one of the pillars of the ASCAP board openly expressed himself as in favor of the appointment of a general manager. He stated "ASCAP does not make proper use of all its contacts. The late John Payne (the last general manager), made a magnificent impression. I took

pleasure in knowing he was there."

This philosophy will be stepped only if one of the writer-members elected to the presidency quickly develops outstanding leadership qualities and shows promise of guiding the Society "out of the woods." Names considered currently available for the presidency are Stanley Adams, Paul Cunningham, John Tasker Howard, Jack Yellen, George Meyer, Walter Kramer and Deems Taylor. Such highly regarded men as Edgar Leslie and Oscar Hammerstein are not available. It is considered the current president, Otto Harbach, is unavailable. There is some sentiment to keep him in office, but this would be difficult in view of the required two-thirds vote necessary to rescind a resolution which prevents re-election to a third term.

Savoy Speeds Up Albums Schedule

NEW YORK, April 19.—Savoy Records are stepping up their album release schedule with the issuance over the next two months of two Dixieland albums, four Charlie Parker waxings, one jazz set, 12 classical sets on the Regent label and three cuttings of gypsy airs. The popular sets will be issued on all three speeds, while the classical albums, including 10 famous overtures by full symphony orks, will be released on LP only. The violinist on the gypsy albums is Gabor Radics.

New Interest In Danceries At S.M. Beach

HOLLYWOOD, April 19.—The Santa Monica Beach play area, which includes Spade Cooley's ballroom, the Aragon and Casino Gardens, may get an additional hypo soon. It's understood that Tommy Dorsey, who opens at the Palladium in May, is hoping to sell out his lease on Casino Gardens during his stay here. Jimmy Tyson, manager of Dorsey's Tom-Dor Enterprises, said that there "have been offers." The TD-owned dancery has been making sporadic efforts to get back into operation during the past year, but all have been short lived. The nitery is owned by the Grover A. Jones estate.

The Aragon Ballroom, which has been doing terrific business with Lawrence Welk, who recently inked a one-year contract there (The Billboard, March 5), is planning another \$30,000 interior renovation job within the next two months. The spot, which has taken on new life since Welk started there, completed a \$20,000 exterior face-lifting about a year ago.

It's understood that Catalina Island execs are shopping for an operator for the island's ballroom for the summer period. Attorney William Jarnigan is interested in operating the spot and has been contacting band agencies here for submissions. The dancery was operated by Herman Hover, Ciro's op. in 1951, who used a steady stream of names at the spot.

Allegro Moves To Reorganize

NEW YORK, April 19.—A creditors' committee was formed yesterday (18) to sit in with Allegro management as the indie LP diskery attempts reorganization under Chapter 11 of the Bankruptcy Act. Company whose debts are said to total about \$120,000, according to Edwin M. Slose, Allegro attorney, owes \$50,468 in federal and State taxes and some \$68,000 in trade credits.

Referee Irwin Kurtz signed a court order Thursday designating Allegro "debtor in possession" of the enterprise. Firm also distributes phonographs and provides recording services.

Louis Jordan Dates Booked Thru Nov.

NEW YORK, April 19.—Louis Jordan, currently at the Warner Theater here, has been set for a series of one-nighters and location dates thruout the country that will keep the singer working thru November, after he closes at the theater on April 22. Jordan will tour with the Tympany Five and two girls.

Bookings for Jordan over the next six months include theater dates in Washington, Philadelphia and New York, also club engagements in San Francisco, Sacramento and Los Angeles. He will appear on the "Songs for Sale" TV show on May 24, and is also set for a week in Honolulu in June. Jordan is booked by General Artists Corporation.



DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS

FLASH!
BREAKING BIG!
LONELY WINE
by Bill Darnel
27994*

TO BUILD SALES

Vol II

Published in the Interests of Decca Dealers and Music Operators

No 17

TO BUILD PROFITS

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

21	WONDERING NEW SILVER BELLS	46364* Webb Pierce
44	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573* Red Foley
15	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	46389* Ernest Tubb
19	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY	46387* Ernest Tubb and Red Foley
7	MILK BUCKET BOOGIE SALT OOG RAG	27981* Red Foley
→	**SOMEBODY'S STOLEN MY HONEY MT MOTHER MUST HAVE BEEN A GIRL LIKE YOU	28062* Ernest Tubb
51	JUST A CLOSER WALK WITH THEE STEAL AWAY	14505* Red Foley
14	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY	46385* Webb Pierce
2	AN ANGEL IN DISGUISE I'M OLD KENTUCKY BOUND	46406* Charlie Monroe
24	IT IS NO SECRET He Bought My Soul At Calvary	14566* Andrews Sisters and Red Foley

SEPIA

8	PEACE IN THE VALLEY NEAR THE CROSS	48279* Sister Rosetta Tharpe with Anita Kerf Singers
12	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT	27871* Arthur Prysock
3	HONEST AND TRULY I FOUND A NEW LOVE	48284* Little Donna Highower
→	**AT LAST ROOT MAN BLUES	27998* Buddy Johnson
2	SIT DOWN SERVANT DOES JESUS CARE	48285* Marie Knight

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

BEST BETS

... the coming hits as indicated by actual sales.
Stock these fast-moving Decca Records now.

POSITION THIS WEEK

POPULAR

1.	JEANNINE (I Dream Of Lila Time)	Louis Armstrong and Gordon Jenkins	28076*
2.	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28055*
3.	LONELY WINE Alone and Forsaken	Bill Darnell	27994*
4.	THE BOOM SONG LITTLE TRAIN A-CHUGGIN' IN MY HEART	Jane Turzy	28062*
5.	I DON'T MIND I NEVER LOVED ANOTHER BUT YOU	Trudy Richards with George Barnes Trudy Richards	28084*
6.	ROSALEEN DON'T EVER BE AFRAID TO GO HOME	Bing Crosby with The King's Men Bing Crosby with The King's Men and Perry Botkin's String Band	28061*
7.	THERE'S A CLOUD IN MY VALLEY OF SUNSHINE THE NIGHTINGALE REMEMBERS	Russ Morgan	28063*
8.	THERE ARE SUCH THINGS WHAT IS TIME?	Tommy Dorsey with Gordon Jenkins	28035*
9.	THE PENNY-WHISTLE SONG HORSE AND BUGGY	Leroy Anderson	28037*
10.	TROUBLE IN MIND THE DIRTY DOZENS	Tommy Dorsey	28064*
11.	I WILL NEVER CHANGE The Sweetheart Waltz	Music by Camarata and Dan Cherry	27755*
12.	GOODY GOODY Air Mail Special	Ella Fitzgerald	28126*
13.	THAT EVER LOVIN' RAG WHY WORRY?	Andrews Sisters	28042*
14.	HAMBONE COME WHAT MAY	Tommy Dorsey	28057*
15.	BE ANYTHING (But Be Mine) Sincere	Buddy Stark	28039*

COUNTRY

1.	THE FIRST WHIPPOORWILL I'M ON MY WAY TO THE OLD HOME	Bill Monroe	28045*
2.	MUSIC MAKIN' MAMA SECOND HAND LET OLD MOTHER NATURE HAVE HER WAY #2	Lonzo and Oscar	28060*
3.	LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	Autry Inman	46407*
4.	DON'T STAY AWAY (TH Love Grows Cold) GET UP AND GIVE	Grady Martin	28074*
5.	WORDS CALL OF THE MOUNTAIN	Eddie Zack	28082*
6.	I'M GOING BACK TO BIRMINGHAM DON'T TRADE YOUR LOVE FOR GOLD	Orval Prophet	46404*

SEPIA

1.	BLOW-TOP BLUES MIDNIGHT SUN	Lionel Hampton with Dinah Washington Lionel Hampton	28059*
2.	LET'S TALK ABOUT JESUS COME UNTO ME	Sister Rosetta Tharpe with The South Wind Singers Sister Rosetta Tharpe	28075*
3.	I NEVER LOVED ANYONE BUT YOU WORRIED OVER YOU	Joe Medlin	48283*
4.	WISHIN' TRUST IN ME	Coleman Hawkins	28056*
5.	OLD FOLKS I'LL WALK ALONE	Gene Ammons	28094*

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

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

13	BLUE TANGO Belle Of The Ball	27875* Leroy Anderson
8	PERFIDIA YOU BROUGHT ME LOVE	27987* Four Aces
11	WIMWEN Old Paint	27928* The Weavers and Gordon Jenkins
2	MT HERO SPRING IS A WONDERFUL THING	28073* Four Aces
14	BE MY LIFE'S COMPANION Love Lies	27889* Mills Brothers with Sy Oliver
6	BLUE TANGO AT LAST, AT LAST	28031* Guy Lombardo
4	HONEST AND TRULY One Little Word	27995* Guy Lombardo
6	TULIPS AND HEATHER You'll Never Walk Alone	27964* Fred Waring
2	I'LL WALK ALONE THAT'S THE CHANCE YOU TAKE	28038* Patty Andrews
32	A KISS TO BUILD A DREAM ON I Got Ideas	27720* Louis Armstrong
20	TELL ME WHY A GARDEN IN THE RAIN	27860* Four Aces
2	THE GANDY DANCERS' BALL AROUND THE CORNER (Beneath The Berry Tree)	28054* The Weavers and Gordon Jenkins
→	**A GUY IS A GUY That Old Feeling	28049* Elin Fitzgerald
4	HONEST AND TRULY All My Life	27996* Ink Spots
12	WHISPERING SHADOWS Crazy Heart	27888* Guy Lombardo

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

NEW RELEASES

SINGLES

Be Anything (But Be Mine)
Peggy Lee and Gordon Jenkins
28142*

Forgive Me
28142*

Come Back (Revelent)
More Than Love
Guy Lombardo
28132*

(There's A Pawn Shop On A Corner In)
Pittsburgh, Pennsylvania
Somewhere Along The Way
Jerry Gray
28141*

Slow Down
Never Trust A Woman
Louis Jordan
28088*

Heart You
Stars And Stripes Medley
(Stars And Stripes Forever—The Girl I Left Behind Me—American Patrol—Yankee Doodle—Dixie)
Francis Craig
28089*

The Happy Whistler
1. Jazz Legato 2. Jazz Pizzicato
Florian Zabach
28090*

So Used To Loving You
That Heart Belongs To Me
Webb Pierce
28091*

Night Train
Bag Pipe Boogie
The Madcaps
28139*

NOW AVAILABLE IN 45 RPM

Danny Boy
Dear Little Boy Of Mine
Bing Crosby
25415*

Be Mine
Tenderly
Vic Schoen with June Hutton
28918*

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



NOW ON DECCA!

The one and only
PEGGY LEE with
GORDON JENKINS
Sings
His Orchestra and Chorus

BE ANYTHING
and
FORGIVE ME

(BUT
BE
MINE)

Decca 28142 (78 RPM) and Decca 9-28142 (45 RPM)



Music as Written

Mills Music Hires Krenz As Academy Composer . . .
 Bill Krenz, featured pianist on the "Breakfast Club," American Broadcasting Company airer out of Chicago, has been signed by Mills Music's American Academy of Music pubbery as a composer. Sid Mills set the deal, which is for two years, with options. Mills has turned over a number of Krenz sides to MGM, with the diskery planning to release Krenz' first disks, May 23.

Santly-Joy to Publish "New Faces" Score . . .
 NEW YORK, April 19. — The score for Leonard Sillman's musical "New Faces of 1952" will be published by Santly-Joy, Inc. Firm is setting recordings on two of the ditties: "Love Is a Simple Thing" and "Fenny Candy Show" is set to open in Philadelphia in May, before coming to New York.

Record Pak to Peddle Thru Retail Outlets . . .
 Record Pak Distributors, packagers of a four-record, 16-tune unit which is sold via radio, newspaper and magazine advertising at a \$2.98 list, will, thru distributors, make the package available to the public thru retail record stores at the same price. Move into this phase of merchandising has already started in New York, New Jersey and Pennsylvania, and will be expanded as quickly as possible across the country.

"Like Ike" Plastic Disks Beat General's Photo . . .
 The latest example of a plastic disk which includes a full-face photo is the "I Like Ike" platter being pressed by Pictureplus Products, a new outfit headed by industrial designer Robert Zeidman. Thus far, the single-sided, 78 r.p.m. record is the solitary item in the firm's disk catalog. Flip side of the record carries the lyrics of the ditty penned by Irving Berlin for the Eisenhower campaign. Pressed on a clear, transparent plastic, the seven-inch record is being retailed for

59 cents in a package which acts as a self-mailing envelope. Thus far Woolworth and Doubleday stores are handling the item.

Martin, Lewis Inspire "Wake-Up Music" . . .
 Given the idea by Dean Martin and Jerry Lewis on their Cardiac Teletone, Dewey Bergman, King pop a.&r. chief, has re-written an Elliot Lawrence instrumental and called it "A Little Wake-Up Music." The Lawrence ork has waxed the tune.

Highbrow Readings Offered on LP's . . .
 Caedmon Publishers, a new diskery specializing in spoken-voice in records, has issued its first two LP's and is readying another for early release. Firm has started shipping an LP of readings by poet Dylan Thomas and Laurence Olivier in an address on the recent death of King George. Next release will be a reading of selected works of Thomas Mann, done by the author. Caedmon is marketing its records thru bookstores as well as record dealers.

MGM Diskery Options Talent . . .
 MGM Records has picked up the options on contracts with Danny Davis and the Frank Petty Trio for another year. The diskery has also signed Eddie Heywood, selected works of Thomas Mann, done by the author. Caedmon is marketing its records thru bookstores as well as record dealers.

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New York Lee Eastman left Wednesday (16) for an European tour. He will visit England, France, and Scandinavia before returning to this country at the end of May. Jackie Davis Trio has been signed by RCA Victor. . . . Kukka, Fran and Ollie on the RCA Victor label, arrive in town April 21 for a two-week stay.

Marvin Fisher, of Marvin Music, leaves this week (18) for an extensive promotion tour on the new Billy Eckstine waxing of "Never Like This" . . . Herb Dexter, former deejay, has joined Milton Kellum music as professional manager. . . . Duke Niles, of the Ardmore pubbery, leaves next week for the Middle West on a promotion tour for the Freddy Martin waxing of "If You Don't Hug'er by Nine o'Clock" . . . Ben Selvin, general manager of Southern Music, is temporarily bedded with a slight case of virus. . . . Bill Fowler, Capitol Records veepee, left for the Coast. . . . The first Billy May ork album release, called "Big Band Bash," will be shipped by Capitol next week. Jerry Grant, formerly with GAC radio-TV department, has joined the Miami office of Mercury Records. . . . Deejays Bill Randall, of Cleveland, and California's Bob McLaughlin were in town for the Johnnie Ray opening at the Copa.

Eddie Heller, Rainboe Records prexy, goes to Boston next week to visit deejays and distributors. . . . Kay Arden returns here Monday (21) after five weeks in Mexico. Thrush is set for an engagement at Steel Pier, Atlantic City, this summer. . . . Ralph Peer, head of Peer International, leaves for the Coast Monday (21). He has just returned from a six-month world tour. . . . Chuck Kebbe, former National Broadcasting Company staff producer, has signed with the Gale Agency to handle all radio and TV package shows. . . . Buddy Basch, now handling promotion for the Blenders, vocal group recording for Decca Records. . . . The Delta Rhythm Boys plane to Europe Tuesday (22) to play concerts in Sweden, Finland and Belgium. Currently the boys have a best-selling disk in Sweden called "Flickorna," which they recorded in Swedish. . . . Lily Ann Carol goes into Chubby's, Camden, N. J., Monday (21). . . . Sid Fields, manager of the Frances Wayne-Neal Hefti ork, goes to the Coast for 10 days. . . . Jim Conner, Columbia Records prexy is back in town Monday (22) after his trip to South America. . . . Rosemary Clooney goes to the Coast the end of April for a flick.

Mike Conner, Decca artists relations and publicity chief, left Friday (18) on a week's business

junket to the Midwest. He'll stop off in Chicago to visit with Bud Katsel, diskery promotion man there. On Tuesday (22) he'll be in Detroit for the opening there of Dolores Grey, Decca artist, in "Two on the Aisle." Conner then heads for Cincinnati where the newly appointed diskery promotion man, Herb Liebeck, will cover country deejays. . . . David Hall, Mercury longhair chief, is off on a trip during which he will supervise recording sessions with the Rochester, Minneapolis and Chicago symphony orks.

Milt Salstone, head of M & L Distributors, exclusive Mercury rep in this area, last week resigned that distributorship in order to enter a new business in another industry. Resignation becomes effective May 1. Firm, which had previously operated its own distributor outlet here, will return to that policy.

Chicago Jimmy Palmer, after a series of one-nighters, returns to Melody Mill here April 30 to remain thru May 25. On May 30 Palmer's band opens the Peony Park season at Omaha, remaining there thru June 8, then does one-nighters back to St. Louis where it opens a week's stand at the Forest Park Highlands June 13. . . . Jan Garber into the Peabody, Memphis, June 20.

Duke Ellington plays the North Dakota State College, May 20, marking another break in the college week-end-only dance programs. . . . Rusty Draper set for the Eddie Cantor TV show from Los Angeles May 18. . . . Two-Ton Baker set for the Gary Moore video show May 1. . . . Gene Krupa brings his trio back to the Silhouette Club for another three-day run May 9.

Georgia Gibbs arrived Thursday (17) morning for the Chicago Theater stand, which opened the following day, and did six d. j. shows before getting to her hotel. . . . Betty McGuire and her combo into the Riverview Ballroom, Sauk City, Wis., June 27 for 10 weeks.

Bill Polk, Midwest Willard Alexander topper, last week completed a one-nighter tour for Vaughn Monroe which was slated to open Monday (21) in Greeley, Colo., and run consecutively, seven nights a week, thru June 1 when he completes a date at Asbury Park, N. J. Tour will blanket the Midwest and includes a date at the Trionon here May 4, as part of the new Aragon-Trionon policy of bringing in names for one nighters.

Tiny Hill, who has racked up sensational one-nighter records in previous years, appears headed for another windfall. Associated Booking last week completed appearances thru June 8 on a seven-day week basis. . . . Marvin Cain, vice Damon's manager, on his way back from Germany with six new sides, recorded by the chanter under the supervision of Jack Kluger, Mercury's Belgium rep. . . . Bill Snyder into the Lake Club, Springfield, Ill., for two weeks starting Monday (21). . . . Peggy Taylor, now under contract to Mercury, making a series of disk jukey appearances to push her two new releases on that label.

Recording stars move in on Chicago May 16 when Ella Fitzgerald and Erskine Hawkins open at the Regal Theater, and the Four Aces, Margaret Whiting and Joe Carr take over at the Chicago Theater. . . . Johnny Gilbert, Graemere Hotel fronter, was selected to award the Chicago Cubs a plaque as Grapefruit League champions last week. . . . Clyde McCoy re-hearing his new band here this week, then takes to the road for a series of one nighters next week. . . . The Orioles drew over 2,000 at a one-nighter at the Pershing Ballroom last week.

Cincinnati Bob Allison, personal manager for Stan Kenton, was in town last Monday (14) on one of his periodic swings thru the territory. His stop here included a visit with Frank Hanshaw, of the local GAC office. . . . Ethel Ponce, formerly of the Ponce Sisters, will spell pianist Burt Farber on WLW programs when the latter takes his leave of absence to play for Jano

Froman on her appearance at Bill Miller's Riviera, Fort Lee, N. J. . . . June Christy, former Stan Kenton chirp, is busy decorating her new home in North Hollywood, Calif., with agents plaguing her to hit the road as a single. She's mixed all orders, however. One of the local 10 percent boys says he'll guarantee her 10G for 10 weeks if she'll only listen. . . . Dick Flora, of Skyline Publishing here, reports that his spiritual, "Sons of Freedom," has been waxed on the Peacock label by the Original Five Blind Boys (Jackson Harmonizers). . . . Ray Arlo and the Joe Pace Trio have cut "All Day Long (The Robin's Song)" for Regent. Ditty is by Marie Tally, local writer, with music by Lindsay McPhail.

Philadelphia Artie Singer, local vocal tutor, has reorganized the Overtones, vocal foursome until recently linked with Charley Ventura's band. Singer has placed Bill Beason in the lead, and the quartet is being groomed primarily to provide vocal backgrounds for recordings. . . . Eddie Fisher has been named one of the stars for the eighth annual Philadelphia Musical Festival which will be staged by the "Philadelphia Inquirer" newspaper in the Municipal Stadium June 6. . . . With Charley Ventura on the road with the Gene Krupa Trio, there's still a sax-playing Ventura at the maestro's Open House roadhouse at Lindenwald, N. J. In Charley's absence, brother Benny Ventura has the band at the spot. . . . Mike Pedecin, whose unit made its disk bow on the Algonquin label with "I'll Always Love You," locates at the suburban Ye Old Mill Inn, which spot most recently proved a lucky stand for Al Albert and the Four Aces with their "Sin" spinning. Jack Paller sets up a local syndicate to be called Starcrafters to handle everything from recording to music publishing to personal management and booking. They plan to have as many as 10,000 stockholders and are taking them in for as little as 50 cents a share. . . . Oakes Dancing Academy returns to the ballroom scene as the Palladium with Art Wendell back on the bandstand. . . . Reports have it that the Philadelphia Orchestra will grant a \$10 raise to its music makers for next season. . . . Nominations filed for coming election of Local 77, AFM, has present vice-president Romeo Cella and former president Frank Liuzzi pitted for the prez post; Louis Ingber, Abe Neff and John Riccardi setting their sights on the vice-presidency; and Jimmy Perri opposing incumbent Guy Scola for the secretaryship.

Toronto Decca Records held a cocktail party in honor of The Four Aces, headliners at the Casino. . . . Lou Appleby, Casino head and biggest talent buyer in the city, has returned from a trip to Florida. . . . Marie Helen Chevrier, who was featured with Moxie Whitney's band at the Royal York Hotel last summer, is filling an engagement as vocalist in Quebec City at the Chateau Frontenac. . . . The Leo Sunny Trio is at the Town Tavern while Pee Wee Russell and his group are at the Colonial.

Hartford, Conn. Jimmy Chrisoulis and His Continental Trio are providing music for dancing at the Empire Restaurant. . . . Paul DeLoe, operating Wright's, in nearby Plainville, brought in Charlie Donnelly and his orchestra.

Hollywood Freddy Slack, signed last week by Capitol, adds chirping to his 88-ing in his first wax session which Dave Dexter will supervise soon. . . . Mario Lanza has dropped from 258 pounds, which he weighed when he left the Army six years ago, to 157 pounds for his screen roles. . . . Columbia is withholding release of the first release by the Maddox Brothers and Rose, while its legal department studies claims on the unit's recording services by 4 Star, for whom the ex-Alabama family group formerly recorded. . . . Bernie Silverman and Irv Granz, who do sales and flackery for Norman Granz, who does the jazz cutting for Mercury, are looking

for more d. j. tie-ups such as the one they have in San Francisco, where they sponsor a half-hour nightly of Jimmy Lyons' show over KMG.

Ashton Stanley, manager of the Ambassador Hotel, who played an important role in booking talent for the Cocoanut Grove, resigned last week to take over management of his own hotel in Carmel, Calif. . . . Vido Musso has inked a management pact with Shaw Artists, who are repped here by Cliff Aronson, of the Mill Deutsch office. . . . Jim Krum, formerly with Al Galileo Music in Chicago, is now headquartering here for the same firm. . . . Sam Lane is re-activating his International Records, r.&b. firm. . . . Ken Harris, who just closed 20 weeks with his hand at the El Rancho, Sacramento, has inked with Bishop & Thayer and goes into the Commercial Hotel, Elko, Nev., April 20 for two weeks, and the Rice Hotel, Houston, May 29 for two weeks.

Willard Alexander is scouting a man to head up a Coast office for him. . . . Eddie Lane, an American now in Tahiti, who has signed an exclusive writing pact with Mickey Goldsen here, is sending pearl shell ash trays, containing an embryo pearl imbedded in the shell, to a.&r. men of American firms. . . . Frankie Laime has set up Frankie Laime Enterprises, a new corporation headed by Carl Lertzman, which will work merchandise tie-ins with manufacturers. Lertzman will work out Frankie Laime men's apparel items as first step.

The Bell Sisters, who have already done five Bing Crosby albers, are already set for five more before the year's end. They are being eyed by Paramount Studios for pic parts. . . . Tom Foley, the Tokyo promoter who has the Gene Krupa Trio working there (The Billboard, March 19), called the Norman Granz office last week, seeking to obtain an okay to cut disks by the Krupa trio for Japanese distribution. Granz, currently in Europe, will discuss the offer with Foley on his return here May 20.

Don Ragon, who left McConkey Artists' Corporation for MCA a year ago, has rejoined McConkey.

Bob Merrill's Latest Novelty

THERE'S A PAWN SHOP ON A CORNER IN "PITTSBURGH, PENNSYLVANIA"

Oxford Music Corp.
1619 Broadway, New York 19, N.Y.

"LOVE SONG OF THE WATERFALL"

JIMMY WARELY—CAPITOL
SLIM WHITMAN—IMPERIAL

AMERICAN MUSIC, INC.
1576 Broadway N. Y. • 9105 Sunset Blvd Hollywood
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MY MOTHER'S EYES

LEO FEIST, INC.

Watch for . . .

"SMOKEY THE BEAR"

HILL and RANGE
SONGS, INC.
BEVERLY HILLS, CALIF.

that singing rage

MISS Patti Page

"LOVE, WHERE ARE YOU NOW?"

MERCURY 5816

799 7th AVE
N.Y. 19, N.Y.

ABC MUSIC CORP.

His Best . . . Ernest Tubb

SOMEBODY'S STOLEN MY HONEY

Decca 28067

TANNEN MUSIC, INC.

146 West 54 St., New York 19

PLL SING TO YOU

Recorded by:

DON CHERRY . . . DECCA
TONY BAVAAR . . . RCA VICTOR
JIMMY YOUNG . . . COMMODORE

J. J. Robbins & Sons, Inc.
1619 Broadway, New York, N. Y.

Another BMI Pin-Up Hit!

PERFIDIA

Published by Peer
Recorded by:

Four Aces	(Decca)
Glenn Miller	(Victory)
Sensy Goodman	(Capitol)
Bob Seaway	(Capitol)
Tony Martin	(Capitol)
Ben Light	(Mercury)
The Inkspots	(Mercury)
Jan August	(Columbia)
Ray Noble	(Parloxy)
D. Brubeck Trio	(Decca)

BROADCAST MUSIC, INC.

you'd better

ORDER TODAY!

THE FOUR ACES'

Newest and Greatest

"I'M YOURS" | "I UNDERSTAND"

Decca 28162 (78 RPM) and 9-28162 (45 RPM)

Write—call—wire your Decca Branch or Distributor

*The **FOUR ACES** mean **BUSINESS**—on...*



THE KING AT HIS BEST!

NAT "KING" COLE

singing

"SOMEWHERE
ALONG
THE WAY"

and

"WHAT DOES IT TAKE TO
MAKE YOU TAKE TO ME?"

CAPITOL 2069



THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received April 16, 17, 18.

Last
Week

This
Week

1. 1. Wheel of Fortune

By Benny Benjamin and George Weiss—Published by Laurel (ASCAP)

RECORDS AVAILABLE: Bill Sisters—M. Rme., V 20-4530; Cardinah, Atlanta
RSC, F. Carl, V 20-4540; A. Costello—W. Scott, Crescendo C-104; Four Flames,
Specialty 425; J. Harlan, V 20-4360; M. Rivers, Dec 48200; S. Ware, Col 39663;
E. Light Ore, Prom 1010-K; M. Heston—R-25024; S. McDermott, Cap 1997;
A. Prysock, Dec 27947; J. Scott, Coral 60450; K. Starr, Cap 1964; T. Thomason,
King 1051; E. Washington, Mercury 8267; B. Wayne, Mercury 5779; E. Wilcox-
S. Cole, Berry 787; B. Williams, MGM 11172.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated

2. 2. Blue Tango

By Lewis Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Barber, Cap 1964; F.
Carl, V 20-4541; N. Capin, Mercury 5812; D. Harmon, Mercury 5790; G. Lam-
barde, Dec 28031; J. Thomas, Mercury 8268; H. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gold, Lamp-Work; Dave
Terry, Associated

3. 3. Blacksmith Blues

By Jack Melrose—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Ruhl, V 20-4532; B. Darnell, Dec 27968; T.
Harper—N. James, Ori, Col 39671; L. McCallife, Col 20907; E. M. Moran,
Cap 1922; A. Moore, MGM 11173; S. Oliver, Dec 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gold, Lamp-Work.

4. 4. Any Time

By Herbert Major Lewiston—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Carl, V 20-4544; E. Fisher
& M. Winterhalter, V 20-4359; A. Haley, Mercury 5099; D. Harmon, Dec 24506;
Lee & Trio, Intr. 6006; H. O'Connell, Cap 1895; S. Oliver, 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and WMF Data,
Thomason; Spade Cooney, Standard; Lewy Herman, Lamp-Work; Alon Holmes,
Associated.

6. 5. Guy Is a Guy

By Oscar Brown—Published by Ludlow (BMI)

RECORDS AVAILABLE: Doris Day, Col 39673; E. Fitzgerald, Dec 28049; D.
Lee—J. Harmon Ori, Remington R-25028.

5. 6. Cry

By Churchill Kohman—Published by Mellow (BMI)

RECORDS AVAILABLE: E. Barton, Coral 60592; R. Cooney, Cadillac 100; P.
Chapman, Dec 27857; B. Farrell, MGM 11113; Four Knights, Cap 1875; S.
Frankie, International 101; G. Gibson, Mercury 5749; J. Gray, Dec 27966; (L. H. H. H.)
D. Hightower, Dec 48224; A. Holmes, King 15149; The Time Diamonds, V 20-5620;
V. Lynn London 1169; B. McLaurin, Dery 785; J. Ray, Ori 6840; C. Sinclair,
Atlas 1003; C. Taylor, Mercury 8262; J. Valli & H. Winterhalter, V 20-4380; B.
Williams, V 20-4406.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thersaint; Jerry Gray,
Standard; Gino Quere, Associated.

8. 7. Please, Mr. Son

By Ray Cotton and Sid Frank—Published by Wells and Barry, Inc. (BMI)

RECORDS AVAILABLE: G. Auld, Coral 60447; L. Barber, Cap 1964; F. Carl,
V 20-4539; P. Como, V 20-4453; T. Edwards, MGM 11134; L. Hope, Atlantic
3128; B. Kerna, Dec 27946; E. Light Ore, Prom 1009; J. Ray, Col 39634;
J. Raymond, Remington R-25023.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lamp-Work; Jo Ann
Green, Standard; George Stone, Associated.

9. 8. Pittsburgh, Pennsylvania

By Bob Merrill—Published by Oxford Music (ASCAP)

RECORDS AVAILABLE: G. Mitchell—M. Miller, Col 39663.

- 9. Kiss of Fire

By Lester Allan and Robert Hill—Published by Duchess (BMI)

RECORDS AVAILABLE: B. Eckstein, MGM 11225; G. Gibbs, Mercury 5823;
T. Martin, V 20-4421.

ELECTRICAL TRANSCRIPTION LIBRARIES: Shep Fields Ori, Lamp-Work.

7. 10. Tell Me Why

By Al Alberts and Marty Gold—Published by Signet Music Co. (BMI)

RECORDS AVAILABLE: M. Bailey, Coral 60625; F. Carl, V 20-4536; E. Fisher,
& M. Winterhalter, V 20-4404; Four Aces—A. Alberts, Dec 27800; Four Tones, V 20-
4427; T. Glenn, Royal Roof 543; M. Kaye, Cap 1779; E. Lee & G. Martin, Dec
27926; B. Maister, Mercury 5767; S. McDermott, Cap 1967; Swallow, Cap 4515;
D. Washington, Mercury 8267.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Stone, Associated.

- 10. I'll Walk Alone

By John Stone and Sammy Cahn—Published by Mafala (ASCAP)

RECORDS AVAILABLE: G. Ammons, Decca 28044; P. Anderson, Decca 20850;
D. Carroll, Coral 60459; J. Froman, Capitol 2044; H. Haley, Mercury 5823; L.
Holmes, MGM 11190; P. King Singers, Victor 20-4442; G. Lombardo, Decca
27448; M. Martin, Decca 33340; L. Prima, Mercury 5718; B. Taylor—P. Faith,
Columbia 39654; M. Weising, Capitol 2000.

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Leon **PAYNE**

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RAY TURNER at the piano

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"Canadian Capers"
"Kutenoddy"
"Daisy Fingers"
(83 1/2 rpm only) "Coasting the Piano"
"Greenwich Witch" Album No. 306 on 78, 45 and 33 1/3 rpm.

Album No. 306

	QUANTITY		
	45	78	33 1/3
"WITH A SONG IN MY HEART" Jane Froman	309		
"LEGEND OF THE SUN VIRGIN" Fina Surnac	299		
"KITTEN ON THE KEYS" Ray Turner	306		
"TODAY'S TOP HITS, Volume IV" 7 Top Artists	9105	X	X
"ACCORDION POWERHOUSE" Erma Felice	307		
"WUSEPARTY HOP" Ray Anthony	292		
"EASY DOES IT" Benny Goodman	295		
"MOODS FOR CANDLELIGHT" Francis Scott	304		
"ALL TIME FAVORITES" 8 Top Artists	9103	X	X
"VOICE OF THE XYBAY" Fina Surnac	244		
"KEYBOARD COCKTAILS" Chay Reynolds	305		X
"THE NEW SOUND, VOLUME II" Les Paul and Mary Ford	286		
"BAR ROOM PIANO" Joe "Fingers" Carr	280		

TOP SELLERS--POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Ray Starr	1964		"THE HEART OF A CLOWN," "WHAT A DIFFERENCE A DAY MADE" Nellie Lutcher	1978	
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1922		"TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford	1920	
"TRY," "PASS THE UDDER UDDER" Stan Freberg	2029		"TATTLE TALE," "ANYTHING THAT'S PART OF YOU" Bob Eberly	2036	
"I'LL WALK ALONE," "WITH A SONG IN MY HEART" Jane Froman	2044		"HERRING BOATS," "SIN" Mickey Katz	1961	
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter	1964		"GOIN' ON A HAYRIDE," "EV'RYTIME" Peggy Lee	2025	
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912		"WALKIN' IN THE SUNSHINE," "THERE ARE TWO SIDES TO EV'RY HEART-ACHE" The Four Knights	1971	
"WASHINGTON AND LEE SWING," "YES SIR, THAT'S MY BABY" Jerry Shad	2021		"HAMBONE," "GANDY DANCERS' BALL" Tennessee Ernie	2017	
"IT'S A SCHEMEL OF FORTUNE," "THE LITTLE WHITE KNISH THAT CRIED" Mickey Katz	2046		"I LOVE TO HEAR A CHOO CHOO TRAIN," "TO BE LOVED BY YOU" Clyde McCoy	2045	
"DELICADO," "BACK AND BROCCAGE" Stan Kenton	2040		"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole	1962	
"MISTAKES," "PERFIDIA" Ben Light	2023		"NOREN," "CHINA BOY" Peter Dinkley	2041	
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely	1965		"THE FAR LANDS," "LAST NIGHT" Voices of Walter Schumann	2030	
"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011		"SICK, SAD, SORRY AND BLUE," "JUST FRIENDS" Lou Dinning	2018	
"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber and The Lancers	2033		"THAT'S HOW IT GOES," "KEEPIN' OUT OF MISCHIEF NOW" Nellie Lutcher	2039	
"GOODY GOODY," "IT'S BEEN SO LONG" Jeanne Kaye and Bob Crosby	2037		"GOD'S LITTLE CANDLES," "WONDERING" Jeanne Kaye	2018	
"I COULD WRITE A BOOK," "I'LL WALK ALONE" Margaret Whiting	2000		"NODDLEIN' BAG," "YES! YES! YES! YES!" Joe "Fingers" Carr	2009	
"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin	2001				

TOP COUNTRY and HILLBILLY

	78		45			78		45	
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942				"DOODLIN'," "THANKS FOR LOVIN ME" Joe Allison	2052			
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie	2042				"THERE SHALL BE SHOWERS OF BLESSINGS," "THE LETTER EDCED IN BLACK" Tex Ritter	2034			
"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG" Faron Young	2039				"KINFOLKS IN CAROLINA," "RAINY DAY FEELIN" Merle Travis	2014			
"SATISFIED," "HIDE ME, ROCK OF ACES" Martha Carson	1900				"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Heap and Perk Williams	2085			
"LONESOME DOLLAR BILL," "CADILLAC BLUES" Jess Willard	2045				"WORDS," "I'M MISSIN' LOTS OF LOVIN" Terry Preston	2024			
"GOODBYE, LITTLE GIRL," "LOVE JONG OF THE WATERFALL" Jimmy Wakely	2028				"THERE'S A BLUE SKY 'WAY OUT YONDER," "GOT MY HEART SET ON YOU" Ramblin' Jimmie Dotson	2006			
"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" Billy Strange	2032				"TEN TO ONE I LOVE YOU," "I'VE GOT NEWS FOR YOU" Rod Morris	2022			

TOMORROW'S HITS—TODAY

	78	45
"GREEN GROW THE LILACS," "A DAY AWAY FROM YOU" Bob Eberly and Les Baxter	2058	
"WEeping WILLOW," "POKE SALAD GREEN" Leon Payne	2055	
"YOU'RE DRIVING ME CRAZY," "TRUMPY BOOGIE" Ray Anthony	2058	
"WRAP MY BODY IN OLD CLOST," "GOD'S SECRET WEAPON" Carl Saccaeman	2060	
"NO OTHER GIRL FOR ME," "IF SOMEONE HAD TOLD ME" Gordon MacRae	2047	
"LORD BLESS HIS SOUL," "MORRIS" Mel Blanc	2048	
"DOODLIN'," "THANKS FOR LOVIN ME" Joe Allison	2052	
"CRY, CRY, CRY," "I'M SINKIN' IN A HOLE" Bootsy Faye and Idaho Call	2027	
"THE LITTLE BROWN CAL," "WHATSA MALLA!" Dwight Stone	2004	
"I HEAR A RHAPSODY," "FOR DANCERS ONLY" Ray Anthony	1973	

NEW RELEASES

	78	45
"HONEST AND YRULY," "WHEN THE SWALLOWS COME BACK TO CAPISTRANO" Bitty May	2054	
"I WAITED A LITTLE TOO LONG," "Ho Ho Ho" Ray Starr	2062	
"DON'T MAKE ME CRY AGAIN," "WAITING IN THE LOBBY OF YOUR HEART" Hank Thompson	2063	
"SHE'S A COMELY WENCH," "COOL EYES" Stan Kenton	2044	
"TRUE DETECTIVE," "LITTLE BITTY BLUES" Leon Chappel	2065	
"SNOWSHOE THOMPSON," "FAYBACK, LOUISIANA, U.S.A." Tennessee Ernie	2066	
"DON'T FEEL SORRY FOR ME," "MY TRUSTING HEART" Janis Carman	2047	

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THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received April 16, 17 and 18

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 2. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last This to date/Weeks/Week	TUNE	ARTIST	Label
10	1	1. WHEEL OF FORTUNE	K. Starr	Capitol 7812964; (45)F-1964-ASCAP
12	5	2. AT LAST	R. Anthony	Capitol 781912; (45)F-1912-ASCAP
6	2	3. GUY IS A GUY	Doris Day-P. Weston	Capitol 78139673; (45)F-39673-BMI
12	3	4. BLUE TANGO	L. Anderson	Decca 78127875; (45)F-27875-ASCAP
11	3	5. BLACKSMITH BLUES	E. M. Morse	Capitol 7811922; (45)F-1922-BMI
20	8	6. ANY TIME	E. Fisher-H. Winterhalter	Vocalion 781204359; (45)F-4359-BMI
1	—	7. KISS OF FIRE	G. Gibbs	Mercury 7815823; (45)S823K45-BMI
7	6	8. BLUE TANGO	H. Winterhalter	Vocalion 781204516; (45)F-4516-ASCAP
6	12	9. PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 78139663; (45)F-39663-ASCAP
23	7	10. CRY	J. Ray	Okey 781206860; (45)F-6860-BMI
7	10	11. BLUE TANGO	L. Baxter	Capitol 7811966; (45)F-1966-ASCAP
4	15	11. THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	Vocalion 781204574; (45)F-4574-ASCAP
5	11	13. I'LL WALK ALONE	D. Cornell	Coral 781206059; (45)F-60659-ASCAP
10	15	14. WHEEL OF FORTUNE	B. Wayne	Mercury 7815779; (45)F779K45-ASCAP
4	15	15. BE ANYTHING (BUT BE MINE)	E. Howard	Mercury 7815815; (45)S15K45-ASCAP
4	9	16. FORGIVE ME	E. Fisher-H. Winterhalter	Vocalion 781204574; (45)F-4574-ASCAP
5	26	17. TENDERLY	R. Clooney	Capitol 78139648; (45)F-39648-ASCAP
1	—	18. WHAT'S THE USE	J. Ray	Capitol 78139698; (45)F-39698-ASCAP
7	24	19. HAMBONE	F. Laine-J. Stafford	Capitol 78139672; (45)F-39672-BMI
1	—	19. AROUND THE CORNER	G. Jenkins-Weavers	Decca 78128054; (45)F-28054-ASCAP
11	—	21. PLEASE, MR. SUN	J. Ray	Capitol 78139636; (45)F-39636-BMI
9	20	22. WHEEL OF FORTUNE	Bell Sisters	Vocalion 781204520; (45)F-4520-ASCAP
14	13	23. (HERE AM I) BROKEN HEARTED	J. Ray	Capitol 78139636; (45)F-39636-ASCAP
20	21	23. TELL ME WHY	Four Aces A. Alberts	Decca 78127860; (45)F-27860-BMI
3	—	23. GANDY DANCERS' BALL	F. Laine	Capitol 78139665; (45)F-39665-ASCAP
9	—	23. PLEASE, MR. SUN	P. Como	Vocalion 781204453; (45)F-4453-BMI
7	14	27. PERFIDIA	Four Aces A. Alberts	Decca 78127967; (45)F-27967-ASCAP
1	—	28. BLUE TANGO	G. Lombardo	Decca 78128931; (45)F-28931-ASCAP
8	18	29. AROUND THE CORNER	J. Stafford	Capitol 78139653; (45)F-39653-ASCAP
2	—	30. LADY LOVE	V. Montog	Vocalion 781204611; (45)F-4611-ASCAP

VOX JOX

By JUNE BUNDY

Gimmix

Jack Mock, WMSL, Decatur, Ill., reports that the use of a curb service pitch to pick up money for local Red Cross campaign was terrific. Goal set was far surpassed. Stew McDonnell, WIMS, Michigan City, Ind., reports, "Using the already worn stunt of recording as they take a pint of my blood for the Red Cross." Phoenix, Ariz., Junior Chamber of Commerce made Dick Gilbert, KTYL, an honorary member of the org for his efforts on behalf of the Jaycee's annual world championship rodeo. MGM Records' stunt of sending a pet gal clad in shorts, umbrella and transparent raincoat, around the deejays for "Singing in the Rain" resulted in some good plugs and fine photos of Al Collins, WNEW; Charlie Stark, WINS; Bob Poole, Mutual Broadcasting Company; Bob White, WMCA; Jerry Marshall, WNEW, and Jack Lacy, WINS—all in New York. Jack Gibson, billed as "Jockey Jack," who recently moved from W.F.B. Atlanta, to WLOU, Louisville, had a ditty written about him and recorded on the United label. It's "Jockey Jack Boogie" by Preacher Stevens and Jan Wick's Swingin' Ozarks. WITH, Baltimore, set up a special stunt for the first anniversary of Buddy Deane's "Wake Up Baltimore" stanza. As a reward for getting up at 5 a. m. each day, Deane was permitted to stay in bed one morning, but had to broadcast while Mrs. D. served breakfast. Meanwhile, the teen-ager campaign to elect Deane President of the United States is still kicking up a fuss. The "DJ-USA" series presented by Bob Watson, WGB, Atlanta, has now aired taped segments of 55 jox from other cities. Lou Barile, WKAL, Rome, N. Y., is looking for suggestions from other jox on a new theme song. Sam Evans, WGN, Chicago, celebrated his first anniversary on the station with a one-hour live broadcast. Leo McDermott, WBSB, New Bedford, Mass., is creating quite a stir via checking listener definitions for "Jimmy-John" phrase used in Frankie Laine's disking "Gandy Dancers' Ball." When the Four Aces played Rochester, N. Y., Joe Deane, WHEC, played host to the boys on both his shows and emceed a special live show with them for the Kodak employees. Hal Murray, WKAT, Miami, is readying an afternoon TV show, with format similar to his radio series "Murray Go-Round." Larry "Blackie" Brent, WMFT, Florence, Ala., who is called "The Southern Yankee" because he hails from Boston and Washington, may head north again, now that WMFT has changed hands.

Preems

Polka Maestro Victor Zembruski has started a new one-hour Polish show mornings on WPTR, Albany, N. Y. He continues his three Connecticut airings over WATR, WLAD and WAVZ. In Owosso, Mich., over WOAF, Polka Joe Kinsey now airs one-hour shows on Tuesday and Thursday in addition to his morning show. All night show "Swing Shift" on WSRB, Cleveland, has been taken over by Andy Franklin. Wally Williams has taken on the hour and a half, cross-the-board nighttime show on K.C.K.Y., Goodridge, Ariz. It's called "Wally's Platter Party." WJAX, Jacksonville, Fla., has extended Ted Booth's afternoon show to 55 minutes. "Words and Wax" is the new show on WLBK, De Kalb, Ill., handled by Jack Oswald and Bob Briggs, Northwestern University students. Mac Leonard, New York, who recently worked at WRCN, Shreveport, (Continued on page 34)

Best Selling Sheet Music

Based on reports received April 16, 17 and 18

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is from a film; (M) indicates tune is from a legit musical; (R) indicates tune is available on records.

POSITION	Weeks Last This to date/Weeks/Week	TUNE	ARTIST
9	1	1. WHEEL OF FORTUNE (R)	Laurel
15	2	2. ANY TIME (R)	Hill & Range
6	3	3. BLACKSMITH BLUES (R)	Hill & Range
11	4	4. PLEASE, MR. SUN (R)	Weiss Barry
11	8	5. BE MY LIFE'S COMPANION (R)	E. H. Morris
6	9	6. BLUE TANGO (R)	Mills
1	—	7. BE ANYTHING (BUT BE MINE) (R)	Shapiro Bernstein
5	10	8. GUY IS A GUY (R)	Ludlow
19	7	9. CRY (R)	Mellow
5	13	10. PITTSBURGH, PENNSYLVANIA (R)	Oxford
1	—	11. I'LL WALK ALONE (R) (F)	Mayfair
17	14	12. TELL ME WHY (R)	Signet
24	6	13. SLOW POKE (R)	Bridgeway
18	5	14. LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier
2	15	15. FORGIVE ME (R)	Advanced

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Audistar Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 50 tunes in the case of sheet music alphabetically. This music checked is predominantly cover 50 per cent) only.

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

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After I Say I'm Sorry (R)	Miller-ASCAP
Airline (R)	Hill & Range-BMI
Ay-Round the Corner (R)	Fresh Music-ASCAP
Be Anything (But Be Mine) (R)	Shapiro-Bernstein-ASCAP
Be My Life's Companion (R)	E. H. Morris-ASCAP
Blacksmith Blues (R)	Hill & Range-BMI
Blue Tango (R)	Mills-ASCAP
Brokenhearted (R)	De Sylva, Brown, Henderson-ASCAP
Cry (R)	Mellow-ASCAP
Did Anyone Call (R)	Harris-ASCAP
Forgive Me (R)	Advanced-ASCAP
Gandy Dancers' Ball (R)	Disney-ASCAP
Gloria (R)	Life-BMI
How and Why (R)	Felt-ASCAP
How Come (R)	Life-BMI
If Someone Had Told Me (R)	Witmark-ASCAP
I'll Walk Alone (R) (F)	Adams, Vee & Asher-BMI
Life Is a Beautiful Thing (R)	Farnum-ASCAP
Woodie's Rag (R)	Bregman, Vocco, Coon-ASCAP
One Little Candle (R)	Leeds-ASCAP
Perfidia (R)	Perry-BMI
Please, Mr. Sun (R)	Hill & Range-BMI
Please, Mr. Sun (R)	Weiss-Barry-BMI
Singin' in the Rain (R) (F)	Robins-ASCAP
Slowpoke (R)	Bridgeway-BMI
Someday (After You and I) (R)	Bull-ASCAP
Springer's Down the Line (R)	Felt-ASCAP
That's the Chance You Take (R)	George Paxton-ASCAP
Up and Down Nambie (R)	Life-BMI
Wheel of Fortune (R)	Laurel-ASCAP

Top Ten in Television

A Guy Is a Guy (R)	Ludlow-BMI
Anytime (R)	Hill & Range-BMI
Be My Life's Companion (R)	E. H. Morris-ASCAP
Blacksmith Blues (R)	Hill & Range-BMI
Cry (R)	Mellow-ASCAP
Gandy Dancers' Ball (R)	Disney-ASCAP
Hambone (R)	Bush Music-BMI
Kiss of Fire (R)	Duchess-BMI
Please, Mr. Sun (R)	Weiss-Barry-BMI
Wheel of Fortune (R)	Laurel-ASCAP

England's Top Twenty

POSITION	Weeks Last This to date/Weeks/Week	TUNE	ARTIST	Label
8	1	1. UNFORGETTABLE	Boosey Music, Ltd.	Boosey Music
6	2	2. CRY	Francis Day	Melrose
15	4	3. THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Connelly	Sancti-Jay
9	5	4. SLOWDASH	Sterling	Sterling
16	5	5. MISTAKES	Lawrence Wright	Mills Music
10	6	6. LITTLE WHITE CLOUD THAT CRIED	Larry Spier, Ltd.	Spier
5	9	7. BE MY LIFE'S COMPANION	Morris	E. H. Morris
5	8	8. WE WON'T LIVE IN A CASTLE	Campbell-Connelly	Oxford Music
6	7	9. SATURDAY RAG	John Fields	Fields
13	10	10. DOMINO	Leeds	Pickwick
7	11	11. I WARMAS SAY HELLO	Sterling	Johnstone-Monart
2	29	12. TELL ME WHY	Chappell	Signet
17	16	13. AT THE END OF THE DAY	Chappell	Chappell
2	17	14. PLEASE, MR. SUN	Chappell	Weiss & Barry
14	15	15. WHY WORRY	Mac Melodie	Leeds
6	12	16. ONLY FOOLS	Sam	Sam
2	20	17. AT LAST, AT LAST	Pickwick	Duchess
43	13	18. LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
18	—	19. SOME ENCHANTED EVENING	Williamson	Williamson
12	14	20. DOWN YONDER	Fremman	La Salle

* Publisher not available as The Billboard goes to press.

LES COMPAGNONS DE LA CHANSON
 The Three Bells ★ Dreams Never Grow Old ★ Whirlwind ★ Cry of the Wild Goose ★ Chanson à ma bien-aimée ★ Sweet Marie ★ The Lonesome Sailor ★ Ave Maria
 "LP" CL 6208 ★ 45 Set B-297

this week on
COLUMBIA

COLUMBIA'S No. 1
DORIS DAY
A GUY IS A GUY WHO, WHO, WHO
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FRANK SINATRA

at his greatest

"MY GIRL"
"WALKING in the SUNSHINE"



Orchestra Under the Direction of
AXEL STORDAHL
 39726, 4-39726

OTHER NEW RELEASES

"LITTLE" JIMMY DICKENS
HOT DIGGITY DOG
LOLA LEE
 20930, 4-20930

THE JOHNSON FAMILY SINGERS
OLD-FASHIONED COTTAGE IN HEAVEN DELIVERANCE WILL COME
 20934, 4-20934

LEROY JENKINS
YOU'RE TALKING TO A BROKEN HEART
TENNESSEE SUNSHINE
 20931, 4-20931

your check list - COLUMBIA'S TOP TWELVE

Based on actual sales reports for week ending April 18

GUY MITCHELL
Pittsburgh, Pennsylvania
The Doll With a Sawdust Heart
 39663, 4-39663

JOHNNIE RAY
What the Use!
Mountains in the Moonlight
 39698, 4-39698

FRANKIE LAINE
The Gandy Dancers' Ball
When You're in Love
 39665, 4-39665

JOHNNIE RAY
Cry
The Little White Cloud That Cried
 Okah 6840, 4-6840

DORIS DAY AND GUY MITCHELL
A Little Kiss Goodnight Gently Johnny
 39714, 4-39714

ROSEMARY CLOONEY
Half as Much
Poor Whip-Poor-Will
 39710, 4-39710

CHAMP BUTLER
Be Anything
When I Look Into Your Eyes
 39690, 4-39690

PERCY FAITH
Delicado Festival
 39708, 4-39708

JOHNNIE RAY
Please, Mr. Sun
Broken Hearted
 39636, 4-39636

FRANKIE LAINE
That's How It Goes
Snow in Lover's Lane
 39716, 4-39716

GEORGE MORGAN
Almost
You're a Little Doll
 20906, 4-20906

JO STAFFORD
Ay-Round the Corner
Heaven Drops Her Curtain Down
 39653, 4-39653

COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pop Singles

Based on reports received April 16, 17 and 18

Records listed are those selling best in the nation's top volume retail record stores. List is based upon the Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks Last This	Title	Artist	Label
11	1	1.	WHEEL OF FORTUNE I Wanna Love You	K. Starr Capitol 781964; (45)F-1964-ASCAP
16	2	2.	BLUE TANGO Bliss of the Beat	L. Anderson Decca 78127875; (45)F-27875-ASCAP
11	3	3.	BLACKSMITH BLUES Love Me or Leave Me	E. M. Morse Capitol 781922; (45)F-1922-BMI
7	4	4.	GUY IS A GUY Who, Who, Who	Doris Day-P. Weston Capitol 78139673; (45)F-139673-BMI
2	8	5.	KISS OF FIRE Lasting Thing	G. Gibbs Mercury 7815823; (45)F-582345-BMI
23	5	6.	CRY Little White Cloud That Cried	J. Ray Okeh 7816840; (45)F-6840-BMI
21	6	7.	ANY TIME Never Before	E. Fisher-H. Winterhalter Vocalion 7814359; (45)F-4359-BMI
7	10	8.	PITTSBURGH, PENNSYLVANIA Don't With the Sawdust Heart	G. Mitchell-M. Miller Decca 78139663; (45)F-39663-ASCAP
6	13	9.	FORGIVE ME That's the Chance You Take	E. Fisher-H. Winterhalter Vocalion 7814574; (45)F-4574-ASCAP
6	9	10.	I'LL WALK ALONE That's the Chance You Take	D. Cornell Capitol 78160659; (45)F-60659-ASCAP
10	7	11.	PERFIDIA You Brought Me Love	Four Aces A. Alberts Decca 78127987; (45)F-27987-ASCAP
7	12	12.	BLUE TANGO Gypsy Trail	H. Winterhalter Vocalion 7814518; (45)F-4518-ASCAP
14	14	13.	PLEASE, MR. SUN Here Am I Broken Hearted	J. Ray Capitol 78139636; (45)F-39636-BMI
5	29	13.	BE ANYTHING (BUT BE MIND) See You	E. Howard Mercury 7815813; (45)F-581345-ASCAP
21	11	15.	TELL ME WHY Garden is the Rain	Four Aces A. Alberts Decca 78127960; (45)F-27960-BMI
2	19	16.	BLUE TANGO At Last, At Last	G. Lombardo Decca 78129031; (45)F-29031-ASCAP
3	16	17.	WHAT'S THE USE Moonlight is the Moonlight	J. Ray Capitol 78139698; (45)F-39698-ASCAP
4	25	18.	WHISPERING WINDS Love, Where Are You Now	P. Page Mercury 7815816; (45)F-581645-ASCAP
17	20	19.	TELL ME WHY Trust Me	E. Fisher-H. Winterhalter Vocalion 7814444; (45)F-4444-BMI
1	—	19.	DELICADO Fiesta	P. Faith-S. Freeman Capitol 78139708; (45)F-39708-ASCAP
5	22	21.	GANDY DANCERS' BALL When You're in Love	F. Laine Capitol 78139665; (45)F-39665-ASCAP
1	—	22.	I'M YOURS My Mother's Pearl	D. Cornell Capitol 78160690; (45)F-60690-BMI
1	—	23.	KISS OF FIRE Never Like This	B. Eckstine MGM 7811225; (45)F-11225-BMI
11	17	24.	COME WHAT MAY Hey-Dee	P. Page Mercury 7815772; (45)F-77245-ASCAP
4	25	25.	AROUND THE CORNER Heaven Drops Her Curtain Down	J. Stafford Capitol 78139653; (45)F-39653-ASCAP
6	27	25.	AT LAST I'll See You in My Dreams	R. Anthony Capitol 7814912; (45)F-1912-ASCAP
10	15	27.	WIMOWEH Old Point	G. Jenkins-Weavers Decca 78127928; (45)F-27928-BMI
14	18	28.	(HERE AM I) BROKEN HEARTED Please, Mr. Sun	J. Ray Capitol 78139636; (45)F-39636-ASCAP
3	29	28.	THAT'S THE CHANCE YOU TAKE Forgive Me	E. Fisher-H. Winterhalter Vocalion 7814574; (45)F-4574-ASCAP
24	30	28.	WHEEL OF FORTUNE If I Had the Heart of a Clown	B. Wayne Mercury 7815779; (45)F-77945-ASCAP
6	—	30.	BERMUDA June Night	Bell Sisters-H. Rene Ork Capitol 78124422; (45)F-4422-BMI

• Best Selling Classical Albums

Best Selling 33 1/3 R.P.M.

Last Week	This Week	Title	Label
1	1.	Beethoven: La Bona; L. Albanese, J. Prezer, A. Toscanini, conductor.	V (33) LM-6006
2	2.	Moscowsky: Pictures at the Exhibition; Chicago Symphony Ork., Katerina, conductor.	Mercury (33) MG-50000
3	3.	Debussy: La Mer; NBC Symphony Ork., A. Toscanini, conductor.	V (33) LM-1221
4	4.	Verdi: La Traviata (Complete Opera); L. Albanese, G. Danonony, P. Demis, J. Garbino, R. Merrill, J. Moreland, J. Prezer, M. Szelman, NBC Symphony Ork. & Chorus, A. Toscanini, conductor; Winthrop, director.	V (33) LM-6003
5	5.	Beethoven: Symphony No. 9; L. Heilestoguber, R. Andor, G. Bala, R. May, Varma Philharmonic Ork. & Varma State Opera Chorus, F. Weisgartner, conductor.	Col (33) SL-165

Best Selling 45 R.P.M.

Last Week	This Week	Title	Label
1	1.	Winsky-Kerslow: Scheherazade; San Francisco Symphony Ork., P. Monteux, conductor.	V (45) WDM-920
2	2.	Strauss: Waltz of Johann Strauss; Minneapolis Symphony Ork., E. Ormsby, conductor.	V (45) WDM-262
3	3.	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork., V. Gachman, conductor.	V (45) WDM-1028
4	4.	The Great Caruso: M. Lanza, RCA Victor Ork. G. Callender, conductor.	V (45) WDM-1506
5	5.	Tchaikovsky: Nutcracker Suite; E. Ormsby, conductor, Philadelphia Ork.	V (45) WDM-3020

DEALER DOINGS

Price Cutting

L. J. Arends, of Arends TV Center, Shenandoah, Ia., advances a three-point program which he believes can prove a powerful weapon against price cutting. His platform, however, seems aimed more at syndicate store competition. He suggests "Drop the price of (major label) records from 89 to 69 cents. Folks would pay the extra few cents rather than buy unknown artists on 49-cent labels. Put all 78's on non-breakable plastic, like MGM and Mercury. That would eliminate a lot of dealer loss due to breakage. It would also mean cheaper shipping. Give dealers full 20 per cent return privileges, thru distributors, on standard brands. This would allow dealers to stock more heavily without the fear of being stuck with duds. Wonder what diskeries think? Tuzabalo Record Shop, Columbus, O. wants to know why the large record companies don't pressure more for passage of a strong fair trade bill that can be enforced.

News and Views

Ray S. Erlanson, of the San Antonio Music Company, has been designated "Brand Name Retailer of the Year," by the Brand Name's Foundation. Others cited by the foundation include Whittle Music Company, Dallas; Wilking Music Company, Indianapolis; Brown Music Company, Jackson, Miss., and Joseph-Lucas Music Mart, Portland, Ore. Clifford L. Barnard, of Retail Record Sales, Deposit, N. Y., has been named president of the newly formed Smiley Byrne club. Joe Cym, manager of the Belmont Shop, Hartford, Conn., staged a promotion recently which zoomed business for the large Western disk outlet. A "Western Jamboree," led by Smilin' Jim Flaherty, local deejay, brought plenty of people into the store, and many remained to buy. Mrs. A. B. Dabney, whose Dabney Music Company, Lancaster, S. C., does 75 per cent of its volume in folk disks, would like to see diskeries relay more information about the artists for promotional use. Firm also operates juke boxes and has found that a giveaway of one used record with each sale of five or more new ones stimulates action. Modern Electric Company, of Vermillion, S. D., which moves a respectable number of children's records a week, would like to see released some inexpensive 45 r.p.m. kidkisks, similar to 28-cent, 78's.

Beefs and Kudos

Ferguson's Record Shop, Memphis, complains, "Am getting too much breakage on 45's. Manufacturers should quit labeling them unbreakable. It's misleading." Hilda Bauer, of Stewart Electric, Redding, Calif., sends the following gracious note: "May I compliment Capitol Records on the superb quality of their classical LP's!" Aepgrens Home Appliance, of Gladstone, Mich., is annoyed at "distributors' policy of mailing small lots of records when they are unable to fill the complete order of pops." Sending them thru in several batches ups the postage bill and cuts into profit. "Each record then costs us 4 to 5 cents for just postage, reducing our profit 6 to 8 per cent." Mary Hughes, of Hughes Music, Burney, Calif., has kind words for H. R. Hartford, San Francisco distributor for Columbia. "They answer our letters promptly and helpfully, their system is absolutely top in efficiency and their packing and shipping methods perfect."

• Best Selling Children's Records

Based on reports received April 16, 17 and 18

Records listed are those records selling best in the nation's retail record stores, according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks Last This	Title	Label	
7	1	1.	PETER COTTONTAIL (One Record) G. Acker	Capitol 7812448; (45)M-JV-4-8; (33)A-727
32	3	2.	SNOW WHITE AND THE SEVEN DWARFS (Two Records) Doris Day-Original Cast	V (45)M-JV-33 (78)F-33
3	6	3.	EGGBERT THE EASTER EGG (One Record) R. Clooney	Capitol 7812448; (45)M-JV-4-131
39	2	4.	ALICE IN WONDERLAND (One Record) K. Beaumont, E. Wynn	V (78)F-437; (45)M-JV-4-131
315	4	5.	CINDERELLA (Two Records) L. Woods & Others	V (78)F-399; (45)M-JV-4-131
4	4	5.	EGBERT THE EASTER EGG (One Record) R. Rogers	V (78)F-4526; (45)M-JV-4-131
70	7	7.	TWEETY IN THE RAIN (One Record) M. Blane	Capitol 7812448; (45)M-JV-4-131
48	8	8.	LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (One Record) G. Trenble	Decca 7812448; (45)M-JV-4-131
74	9	9.	BOBO ON THE FARM (Two Records) P. Carey & May	Capitol 7812448; (45)M-JV-4-131
54	15	9.	LITTLE ENGINE THAT COULD (Two Records) R. Wynn	V (78)F-384; (45)M-JV-4-131
1	—	11.	PETER COTTONTAIL R. Rogers	V (78)F-4526; (45)M-JV-4-131
7	12	12.	IT'S HOWDY DODDY TIME (One Record) Howdy Doodie B. Smith	V (78)F-446; (45)M-JV-4-131
2	—	12.	WINNIE THE POOH AND THE HONEYBUMP Winnie the Pooh and the Tigger J. Stewart	V (78)F-436; (45)M-JV-4-131
51	14	14.	TWEETY'S PUDDY TAT TWIDDLE (Two Records) M. Blane	Capitol 7812448; (45)M-JV-4-131
7	—	14.	HOWDY DODDY'S DOP AND DOP'S (One Record) Howdy Doodie B. Smith	V (78)F-446; (45)M-JV-4-131

• Best Selling Pop Albums

Based on reports received April 16, 17 and 18

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire so a comparison may be drawn between their 33 album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Last Week	This Week	Title	Label
1	1.	AN AMERICAN IN PARIS G. Kelly-G. Gosty-J. Green	MGM (78)MGM-93; (33)E-93
2	2.	I'LL SEE YOU IN MY DREAMS Doris Day-Original Cast	Capitol (78)C-289; (33)CL-6198
3	3.	WITH A SONG IN MY HEART J. Fromme	Capitol (78)C-309; (33)CL-6198
4	4.	SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. Keel	MGM (78)MGM-84; (33)E-93
5	5.	TOP POPS F. Carle	V (78)F-3024; (33)M-3024
6	6.	QUO VADIS Original Cast-M. Rossi	MGM (78)MGM-103; (33)E-103
10	7.	SINGIN' IN THE RAIN Original Cast	MGM (78)MGM-113; (33)E-113
—	8.	JOHNNIE RAY J. Ray-Four Ladies-Cole Quintet	Capitol (78)C-288; (33)CL-6199
9	9.	SOUTH PACIFIC Mary Martin-Elis. Phipps	Capitol (78)C-288; (33)CL-6199
7	10.	GLENN MILLER CONCERT G. Miller	V (78)F-25; (33) LPT-16

Best Selling 45 R.P.M.

Last Week	This Week	Title	Label
1	1.	AN AMERICAN IN PARIS (Four Records) G. Kelly-G. Gosty-J. Green	MGM (78)MGM-93; (45)K-93
2	2.	I'LL SEE YOU IN MY DREAMS (Four Records) Doris Day-Original Cast	Capitol (78)C-289; (45)B-289
3	3.	WITH A SONG IN MY HEART (Four Records) J. Fromme	Capitol (78)C-309; (45)WP-309
4	4.	TOP POPS (Four Records) F. Carle	V (78)F-3024; (45)WP-3024
7	4.	JOHNNIE RAY (Four Records) J. Ray-Four Ladies-Cole Quintet	Capitol (78)C-288; (45)B-288
5	5.	SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. Keel	MGM (78)MGM-84; (45)K-84
—	8.	GLENN MILLER CONCERT (Four Records) G. Miller	V (78)F-25; (45)WP-25
—	8.	SINGIN' IN THE RAIN (Four Records) Original Cast	MGM (78)MGM-113; (45)K-113
9	9.	HOWDY DODDY'S DOP AND DOP'S (Three Records) F. Carle	V (78)F-327; (45)WP-327
10	10.	QUO VADIS Original Cast-M. Rossi	MGM (78)MGM-103; (45)K-103

• Classical Reviews

80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

BRAMMS SYMPHONY NO. 4 IN E MINOR, OP. 98

Philharmonic Symphony Ork. of New York-Bruno Walter, Cond. (1-12")
Col (33) M-4472
The LP availability on the Bramms Fourth is heavy, with three versions issued by Columbia alone. But the symphony is a calling staple that can well stand another review, especially when it has the qualities of this set. Walter and the New York Philharmonic are a potent artistic combination and the interpretation caught here will please many.

Verdini, the "Blue Danube" and "Emperor" waltzes and the "Voices of Spring." Renditions are bright and spirited. The album should appeal to a wide group of buyers.

VERDI: RIGOLETTO

Isak Paterlini-Dolando, Oriandino-Gino Sarri-Maestro Musica-Fioravante-Enrico Chyffia, (1-12")
Remington (33)
Recorded opera has been selling well at much higher prices, so there is good reason to believe this three-disc set, at a packaged list of \$6.57 (plus libretto), should move at a healthy rate. Scioscia, chorus and orchestra are thoroughly competent, if not brilliant, and seem completely at home in the Verdi role. Paterlini, as Rigoletto, sings most, but all in the cast vocalize adequately. Recording has a good sound, with little surface noise to mar the music. Here's a set that should prove a profitable dealer item with hardly more promotion than proper display.

BYRDAC SYMPHONY NO. 5 IN E MINOR, OP. 95 "The New World"

Chicago Symphony Ork.-Rudolf Kertel, Cond. (1-12")
Mer (33) M-50002
Alto "The New World" has a prolific list of recordings available, this Kubelik interpretation ranks with the best. Kubelik's commentary of the tempo is to understand perfectly what the composer was trying to say. The much-beloved Largo, very simply interpreted, is breath-taking in its beauty. The brass ring with authority and the strings are brilliant in the allegro cap. (recs. The recording was made in Symphony Hall, Chicago. The processing is excellent.)

MUSIC OF OFFENDACH & STRAUSS—Strauss Orchestra-Franz Lanner, Cond.

(4-10")
MGM (33) E-339
Overture to Orpheus in the Underworld; Barcarolle from Tales of Hoffman; Tales From The Vienna Woods
The three selections in this set are among the most familiar in the semi-classical repertoire. That is itself illustrates their popularity. And on these waltzes the orchestra has done with loving care, giving a rich, lush performance of each. The orchestra under the leadership of Franz Lanner is in the tradition, the group recorded here. Lovers of music devoted to Strauss' music should have this set on the extremely popular "Victrola"

STRAUSS FAVORITES—Strauss Ork.

Franz Lanner, Cond (1-10")
MGM (33) E-339
Franz Lanner's grandfather played the violin in Johann Strauss' orchestra and is said to have passed on authentic details of interpretation learned by the Waltz King himself. Copying on the tradition, the group recorded here. Lovers of music devoted to Strauss' music should have this set on the extremely popular "Victrola"

Already a Hit - **EDDIE FISHER**

singing . . .

'I'M YOURS'

and

'JUST A LITTLE LOVIN'



20-4680 (78 RPM); 47-4680 (45 RPM)

This week's

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

Release 25-13

Ships Coast to Coast, Week of April 27

POPULAR

- RAY NOBLE** and his Orchestra
Whole My Love
I Hear the Bluebell Ring 20-4668—(47-4668)*
- TONY MARTIN** with Henri Rene and his Orchestra
Kiss of Fire
For the Very First Time 20-4671—(47-4671)*
- HARRY BELAFONTE** with Hugo Winterhalter's Orchestra and Chorus
Chimney Smoke
A-Roving 20-4676—(47-4676)*
- THE THREE SUNS**
Dedicated
Plink, Plank, Plank 20-4677—(47-4677)*
- EDDIE FISHER** with Hugo Winterhalter and his Orchestra
I'm Yours
Just a Little Lovin' 20-4680—(47-4680)*
- ROY ROGERS** (King of the Cowboys)
The Little White Duck
The Kiwi (Kee Wee) Bird 20-4684—(47-4684)*

COUNTRY — WESTERN

- GRANDPA JONES**
T. V. Bism
Now That Yee-hin' We 20-4680—(47-4680)*
- MILF HERTH TRIO**
I'd Like to Kiss Some Angels
Bag of Bags 20-4673—(47-4673)*

SPIRITUAL

- YOUNG GOSPEL SINGERS**
Down Jesus Come!
Where Can I Get? 20-4674—(47-4674)*

RHYTHM-BLUES

- TERRY TIMMONS**
I Could Make You Care
Mr. Low Love 20-4675—(47-4675)*

CHILDREN'S

- ROY ROGERS** (King of the Cowboys)
The Little White Duck
The Kiwi (Kee Wee) Bird 46-5311—(47-5311)*

COLLECTORS

- CHARLIE BARNET** and his Orchestra
Fusion Terapile
Laughin' at the Lincoln 828-0882—(47-0882)*

*45 r.p.m. cat. nos.

Going Strong...

\$ indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- 5 Kiss of Fire
Tony Martin 20-4671—(47-4671)*
- 5 Someone Calls Me Daddy/Don't Ever Take the Ribbons From Your Hair
Eddy Arnold 20-4646—(47-4646)*
- 5 Busy Body/I Don't Mind
Pee Wee King 20-4655—(47-4655)*
- 5 I'm Yours/Just a Little Lovin'
Eddie Fisher 20-4680—(47-4680)*
- 5 That's the Chance You Take/Forgive Me
Eddie Fisher 20-4574—(47-4574)*
- 5 Any Time/Never Before
Eddie Fisher 20-4359—(47-4359)*
- 5 Blue Tango/The Gypsy Trail
Hugo Winterhalter 20-4518—(47-4518)*
- 5 Tell Me Why/Trust in Me
Eddie Fisher 20-4444—(47-4444)*
- 5 Lady Love/Idaho State Fair
Vaughn Monroe 20-4611—(47-4611)*
- 5 Perfidia/At Last
Glenn Miller 27-0157—(42-0157)*
- 5 I Just Telephone Upstairs
Hank Snow 20-4632—(47-4632)*
- 5 Tulips and Heather/Please, Mr. Sun
Perry Como 20-4453—(47-4453)*
- 5 The Gold Rush Is Over
Hank Snow 20-4522—(47-4522)*
- 5 Easy on the Eyes/Anything That's Part of You
Eddy Arnold 20-4569—(47-4569)*
- 5 Got You on My Mind
John Greer 20-4348—(47-4348)*

Coming Up...

★ indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling list category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ **KISS OF FIRE**
Tony Martin 20-4671—(47-4671)*
The Billboard Pick! The Retailers Pick.
The Operators Pick! April 19th issue of Billboard.
- ★ **I'M YOURS**
Eddie Fisher 20-4680—(47-4680)*
Hugo Winterhalter OR.
The Billboard Pick! April 19th issue
- ★ **I'VE TURNED GADABOUT**
Spike Jones and His Country Cousins 20-4568—(47-4568)*
Country/Western Disk Jockeys Pick, Billboard, April 19th issue.

TIPS CHIMNEY SMOKE/A-ROVING Harry Belafonte 20-4676—(47-4676)*

DEE-JAY DOIN'S



GEORGE SWIFT
Station KVOE, Santa Ana, California

This gimmick can't lose — it's good anywhere on any size location. It's called "MUSICAL PRIMARY." It runs like this: Each candidate (we're using B) has a theme song assigned. Example: IKE — "SMILE THAT MAKES YOU HAPPY." TAFT — "BEAUTIFUL OHIO," etc.

We have ballots printed up with a drive-in sponsor's name heading the ballot. People eating at the drive-in are given a ballot with their menu — the theme songs are listed with the candidate's name next to the song.

Twice a day, on my "Campus Review" at 4:00 PM, I play 20 sec. portions of the theme songs in the order of their latest popularity, and again at 10:00 PM on "Disc 'N' Chat." Anyone listening can get a ballot either by going to the drive-in or by writing a card to the station.

Thus far it has upped my mail to about 400 pieces a week more than usual—and has the drive-in buying these two five-minute segments across the board. We are planning to continue the gimmick until July—we feel the "fun" will be lost after that time and the "Musical Primary" will start becoming too serious and irk a losing candidate's fan.

And that's the story on the "Musical Primary"—it's going like mad here.

Please address all entries with photographs to:
Dee Jay Doin's
RCA Victor Records
630 Fifth Avenue
New York, N. Y.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Just Released!
A Blue Ribbon Hit!



**Eddy
 ARNOLD**

Singing ^{ooo}

**"DON'T EVER
 TAKE
 the
 RIBBONS
 from
 YOUR HAIR"**

and

**"SOMEONE CALLS
 ME DADDY"**

RCA VICTOR Records

20-4646 (78rpm)
 47-4646 (45rpm)

**THE BILLBOARD Music
 Popularity Charts**

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

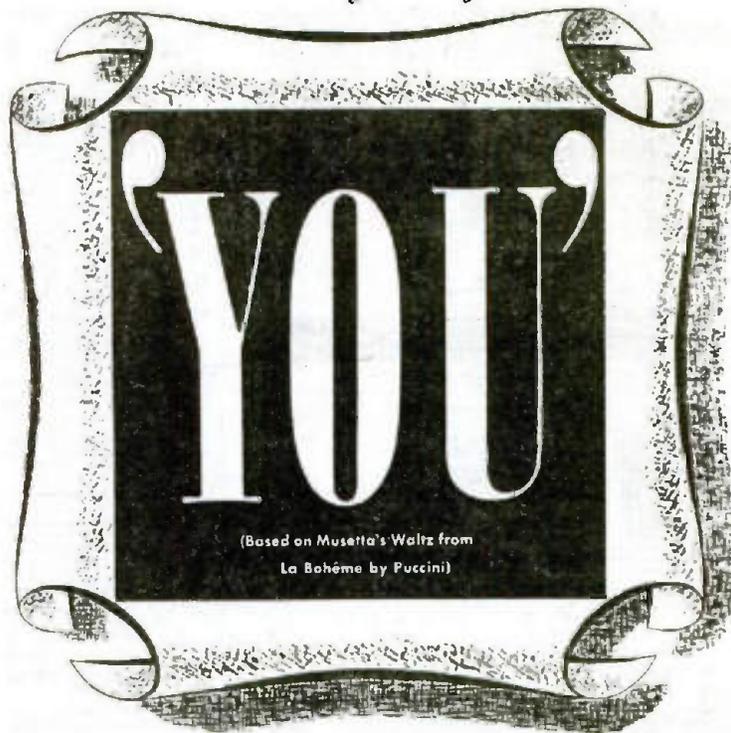
**• Most Played
 Juke Box Records**

Based on reports received April 16, 17 and 18

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

Weeks to date	Last Week	Title	Artist	Label
10	1	1. WHEEL OF FORTUNE	K. Starr	Capitol 11964; (45)F-1964—ASCAP
5	6	2. GUY IS A GUY	Doris Day	Capitol 39673; (45)A-39673—BMI
11	4	3. BLACKSMITH BLUES	E. M. Morse	Capitol 1922; (45)F-1922—BMI
10	5	4. BLUE TANGO	L. Anderson	Decca 27875; (45)F-27875—ASCAP
21	2	5. ANY TIME	E. Fisher-H. Winterhalter	Victor 4359; (45)47-4359—BMI
22	3	6. CRY	J. Ray	Decca 6840; (45) 4-6840—BMI
6	7	7. PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 39663; (45)M-39663—ASCAP
19	8	8. TELL ME WHY	Four Aces A. Alberts	Decca 27860; (45)F-27860—BMI
5	11	9. BLUE TANGO	G. Lombardo	Decca 28931; (45)F-28931—ASCAP
4	12	10. I'LL WALK ALONE	D. Cornell	Capitol 60659; (45)F-60659—ASCAP
<small>(L. Homey Ork, MGM 11398; M. Whiting-L. Busch Ork, Capitol 2000; P. Andrews, Decca 28038; B. Taylor-P. Faith Ork, Columbia 39634; J. Froman, Capitol 2044; Peter King Singers, Victor 20-4643; Dorothy Lee, Remington R-25027)</small>				
6	9	11. FORGIVE ME	E. Fisher-H. Winterhalter	Victor 4574; (45)47-4574—ASCAP
<small>(G. Auld, Coral 50718; T. Edwards-L. Holmes Ork, MGM 11370)</small>				
9	10	12. PERFDIA	Four Aces A. Alberts	Decca 27967; (45)F-27967—ASCAP
<small>(G. Auld, Mercury 5589; D. Bruback Trio, Fantasy 513; G. Miller Ork, Victor 27-0197; B. Savage, Capitol 2619; Ben Light, Capitol 2023; The McKays, Coral 60633)</small>				
7	13	13. HAMBONE	J. Stafford-F. Laine	Capitol 39672; (45)A-39672—BMI
<small>(P. Harris-Bell Sisters, Victor 20-4586; R. Saunders Ork, Decca 6882; T. Donay Ork, Decca 28637; J. Standish-F. Payne, Remington R-25074)</small>				
4	15	13. BLUE TANGO	H. Winterhalter	Victor 4518; (45)47-4518—ASCAP
3	22	15. BE ANYTHING (BUT BE MINE)	E. Howard	Mercury 7815815; (45)5815815—ASCAP
<small>(A. Hensell, Coral 40406; B. Starr, Decca 28019; R. Brown, Atlantic 942; D. Down-C. Notes, Jubilee 6402; W. Brown, Mercury 8276; A. Dean, MGM 11387; H. O'Connell, Capitol 2011; D. Ester, Victor 20-4574; G. Butler, Columbia 39640)</small>				
14	25	16. PLEASE, MR. SUN	J. Ray	Capitol 39636; (45)A-39636—BMI
5	21	17. WHISPERING WINDS	P. Page	Mercury 7815816; (45)5816816—ASCAP
6	28	17. WHEEL OF FORTUNE	Bell Sisters	Victor 4520; (45)47-4520—ASCAP
1	—	19. KISS OF FIRE	G. Gibbs	Mercury 7815823; (45)5823845—BMI
10	17	20. (HERE AM I) BROKEN HEARTED	J. Ray	Capitol 39636; (45)A-39636—ASCAP
<small>(L. Raymond, Remington R-25023; E. Light Ork, Prom 1009; A. Dale-R. Charms Singers, Decca 27961; R. Anthony Ork, Capitol 1951)</small>				
4	16	21. TULIPS AND HEATHER	P. Coma	Victor 4453; (45)47-4453—ASCAP
<small>(F. Waring, Decca 27579; B. Strong Ork, Capitol 1982; V. Lynn, London 1172; B. Hayes, MGM 11142)</small>				
13	25	21. STOLEN LOVE	E. Howard	Mercury 7815771; (45)5771845—BMI
<small>(E. Hill, Mercury 6385; The Lamb, Apollo 1190; G. Lombardo, Decca 27962; J. Lipkins, Specialty SP-437; These Sun, Victor 20-4516; E. Tower, Remington R-25023)</small>				
3	18	23. THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	Victor 4574; (45)47-4574—ASCAP
<small>(Ted Straeter Ork, MGM 11212; D. Cornell, Coral 60458; P. Andrews, Decca 28039)</small>				
2	28	24. WHAT'S THE USE	J. Ray	Capitol 39690; (45)A-39690—ASCAP
<small>(L. Doherty, Capitol 1949)</small>				
6	—	24. WISHIN'	E. Howard	Mercury 7815784; (45)5784845—ASCAP
<small>(C. Hankins, Decca 28056; E. Borgen, Coral 60413; B. Morgan, Decca 27975; G. Mackenzie, Capitol 1983; C. Lord, MGM 11373; T. Phillips Ork, King 15156)</small>				
3	22	26. GANDY DANCERS' BALL	F. Laine	Capitol 39665; (45)A-39665—ASCAP
<small>(The Weavers-Gordie Jenkins, Decca 28054; R. Lynn-L. Webb Ork, Coral 60477; Tennessee Ernie, Capitol 2017)</small>				
2	28	27. LADY LOVE	V. Monroe	Victor 4611; (45)47-2611—ASCAP
1	—	27. BLUE TANGO	L. Baxter	Capitol 11964; (45)F-1964—ASCAP
5	—	27. AT LAST	R. Anthony	Capitol 1912; (45)F-1912—ASCAP
<small>(G. Halliday, Regent 1044; W. Marone, Coral 60487; B. Johnson Ork, Decca 27980; G. Miller Ork, Victor 27-0197; L. Lawrence, London 1194; T. Straeter Ork, MGM 11343; T. Martin, Victor 20-4477; R. Martin Ork, Abbey 15066; G. Lombardo Ork, Decca 2800)</small>				
15	—	27. TELL ME WHY	E. Fisher-H. Winterhalter	Victor 4464; (45)47-4464—BMI

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 song of the year.
 From a master musician...
 the record of the year!*



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THE BILLBOARD

Music Popularity Charts

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

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received April 16, 17 and 18

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Table with 3 columns: Position, Weeks Last This to date/Week/Week, and Record Title/Artist. Includes 'DON'T JUST STAND THERE' by Carl Smith, 'WONDERING' by W. Pierce, 'WILD SIDE OF LIFE' by H. Thompson, etc.

Coming Up

Table with 3 columns: Position, Record Title/Artist, and Weeks Last This to date/Week/Week. Includes 'DIESEL SMOKE' by D. O'Dell, 'ANYTHING THAT'S PART OF YOU' by E. Arnold, etc.

Folk Record Releases

- List of new folk record releases including 'Sons of Pioneers (Disc 1) V 20-4639', 'Round the Corner-Louis Bell & Scotty O'Neil', 'Come Around to Me-Gene O'Quin Cross', etc.

FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

By JOHNNY SIPPTEL

Artists' Activities

Hank Thompson moves out of Oklahoma City April 10 after working a series of dates in that area. He heads thru Texas for a sweep of the Coast, starting in late April. Murray Nash, Ace-Fraser exec. reports that Jerry Byrd, now picking with George Morgan, will make a new instrumental album for Mercury. Carl Smith is back at work at WSM, Nashville, after a bout with the virus. Claude Casey, last with MGM, has moved from Charlotte, N. C. to WGAC, Augusta, Ga. He is starting a live Saturday night show from Bell Auditorium. Al Rogers (MGM) has left KGNC, Amarillo, Tex., to work at WOAI, San Antonio.

Bill Clifton, who completed a refresher course in the Marines a few months ago, is doing an early morning show on WJVA, Charlottesville, Va., and is also handling a weekly half-hour program on WMGB and WCOD-FM in Richmond, Va. Plans are for Bill to go daily on the Richmond outlets shortly, which will force a cancellation of his WJVA shows.

WLS "National Barn Dance" planned a big celebration for the broadcast Saturday (12), which marks the 25th year the show has been on the air. Ford and Glenn, who were featured on the initial broadcast on the Chicago station, will be re-united for the anniversary airing. Tom Owen, the original square dance caller, will also be heard on the celebration stanza.

Carl Story, Ways, Charlotte, N. C., has two shows a day over that outlet, one at 12:15 p.m., the other at 4:30 p.m. Story appeared in Spartanburg, S. C. April 5 and is scheduled for an appearance in Atlanta April 13.

Pee Wee King and his gang were to fly to Chicago last week to discuss a new film series with Fred Niles, King Studios, Inc., vice-president, then wing to Nashville for a week-end, taking along Bill Bailey, who goes to Nashville to line up some talent for the "Old American Barn Dance" shows.

Dave Miller, the Philadelphia diskery op, has inked Bill Haley, WPWA, Chester, Pa., to his Essex label. First release is called "Icy Heart." Kenny Roberts started a daily half-hour show over WHIO-TV, Dayton, O., April 11. His sked is set up so he can do week-end dates traveling. Lefty Frizzell, with Blacky Craw-

Best Selling Retail Folk (Country & Western) Records

Based on reports received April 16, 17 and 18

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Table with 3 columns: Position, Weeks Last This to date/Week/Week, and Record Title/Artist. Includes 'DON'T JUST STAND THERE' by Carl Smith, 'DON'T STAY AWAY' by Lefty Frizzell, 'EASY ON THE EYES' by E. Arnold, etc.

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of storemanagers from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

Table with 3 columns: Position, Record Title/Artist, and Weeks Last This to date/Week/Week. Includes 'HALF AS MUCH' by Hank Williams, 'ALMOST' by G. Morgan, 'THREE WAYS OF KNOWING' by Johnnie & Jack, etc.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received April 16, 17 and 18

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

Table with 3 columns: Position, Weeks Last This to date/Week/Week, and Record Title/Artist. Includes 'LET OLD MOTHER NATURE HAVE HER WAY' by Carl Smith, 'HONKY TONK BLUES' by Hank Williams, 'GOLD RUSH IS OVER' by Hank Snow, etc.

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of storemanagers from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

Table with 3 columns: Position, Record Title/Artist, and Weeks Last This to date/Week/Week. Includes 'HALF AS MUCH' by Hank Williams, 'THREE WAYS OF KNOWING' by Johnnie & Jack, 'ANYTHING THAT'S PART OF YOU' by E. Arnold, etc.

ford, Danny Rector and Danny Brown and the Western Chiffons, did 4,053 persons at Clifton's Hometown Jamboree at El Monte, Calif., Saturday (12). It was a new house record. American Corporation has Frizzell's show touring the Coast and the Northwest for the next 13 weeks. Jack (Stickpin) Starnes is road-managing the group. T Tex Tyler (4 Star) is now booked thru the end of May on the T. D. Kemp Circuit in the South. He may work even after May 30, if plans work out. The newest act with 4 Star is Drifting Johnny Smith from Madera, Calif. Smith does a one-man band act, playing string bass with the toes of his right foot, steel guitar with the toes of his left foot, rhythm guitar with his hands and electric harmonica. Beihyl Stewart Brown and her hubby, Buddy, of the

Stewart Family (4 Star), are parents of a son born recently. They are working out of Blytheville, Ark.

The 101 Ranch Boys, WSBA, York, Pa., who are on Columbia, started a six-weeker thru the Midwest April 15. Tex Williams received a commendation from Good Will Industries at Riverside Rancho April 5 for his work in helping convalescent hospital patients. Williams writes 300 letters per month to hospitalized persons. Steve Sholes of Victor, reports that Will Carver has sold his home in Clinton, N. J., and moved to Orlando, Fla. Betty Cody, wife of the new Canadian star on Victor, Lone Pine, is expecting. Neal Burris, the Ohio artist formerly with King, has gone with Columbia. Cowboy Copas

(Continued on page 34)

THE BILLBOARD Music Popularity Charts

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

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	CRITICISM
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(Continued on page 34)

PEE WEE KING ORK (Golden West Trio) Busybody VICTOR 20-4655—This should be another big record for King. Ditty was especially written as a switch on "Slowpoke," the band's current smash. Should do well in both the pop and country markets.		88--89--86--89	
I Don't Mind The Golden West Trio steps out on this rhythmic ditty. A lot of fine instrumental backing backs them up.		80--80--78--82	
EDDY ARNOLD Someone Calls Me Daddy VICTOR 20-4646—Domestic ditty provides the chaser with material that he projects with sweet sentiment. Disk shapes up as a strong wailer, and another big one for Arnold.		86--86--86--86	
Don't Ever Take the Ribbons From Your Hair Charming number about dad's little girl is sung with simple appeal. Slow heat and unobtrusive backing are right in style.		84--85--83--84	
HANK SNOW—THE JORDONAIRES (Rainbow Ranch Boys) My Mother VICTOR 20-4632—Theme is that one should show his love for mom before it's too late and it's sung with impressive sincerity by Snow. Rendition and material should move this one up fast.		84--86--82--84	
I Just Telephoned Upstairs Chunter is persuasive in this musical sermon. He has a way with material of this type. Good wax.		86--86--86--86	
KENNY ROBERTS I'd Like to Kiss Susie Again CORAL 60696—Here's a driving rhythm ditty reminiscent of "I'll Never See Maggie Again," a past hit of Roberts. Intro has Roberts in echo chamber. This could happen.		83--84--80--85	
Ding Dong Bells (Are Ringing Again) Roberts makes like a Swiss hill-billy on this one. Another rhythmic item.		78--79--76--79	
TENNESSEE ERNIE (Chiffie Stone Ork) Everybody's Got a Girl But Me CAPITOL 2042—The country singer tells this light and infectious ditty in fine style from start to finish. Could get lots of deejay and jukebox play.		83--84--81--84	
Put Your Arms Around Me Ernie turns in a first-rate performance of this poignant and hearting ditty about a woman in prison. Tune is melodic and the lyrics are tender. Could be a hit one for the singer.		80--82--77--81	
JIMMY HEAP—PERK WILLIAMS (The Melody Masters) Girl With a Past CAPITOL 2055—Pretty song, performed with appealing sincerity, makes an auspicious wailer for the new team on the label. One for spins.		80--82--78--80	
You're in Love With You Good lyrics and melody, plus a couple of ear-arresting rhythmic breaks, provide material Heap and Williams know how to handle effectively. Good wax.		78--80--76--78	
THE CARLISLES Tennessee Memories MERCURY 6388—The Carlisles show off their fine blend on this pretty ditty about Tennessee. The singers give the item a strong performance. Fine for juke.		80--81--77--82	
True Love The singers do a fine job with this cute item, singing the lyrics to this fast tempo ditty brightly and with spirit.		78--78--76--80	
DELMORE BROTHERS Good Time Saturday Night KING 1093—Here's an item that should pull a lot of nickels. The Delmore Brothers put a lot of punch into the lyrics, and shovels in a lot of interest. Good disk.		80--79--78--83	
I Won't Be Worried Long The pace is a little faster on this side. The Delmores give it a good go with fine backing.		76--76--76--77	
GENE O'QUIN You Better Change Your Ways CAPITOL 2050—O'Quin finishes a country style which bears watching. He's backed up by a group which has a lot of drive.		78--79--77--79	
Come Around to Me Pleasant rhythm ditty is given a good ride by O'Quin and the string group. Good for coin.		75--74--74--76	
SHANNON GRAYSON Work Is All I Hear VICTOR 20-4647—E. C. Hardy, composer-lyricist, complains humorously that there's no way may to make a buck. Melody and lyrics are attractive and are taken at a brisk bounce.		78--80--76--78	
Roses and Thorns Pretty ballad is handled neatly by the vocal combo, although the lead singer doesn't come thru too strongly.		72--74--70--72	
JOE ALLISON (Nashville Boys) Thanks for Loving Me CAPITOL 2955—Singer does a nice job on this ballad with a few assist from the Nashville Boys.		73--73--72--73	
Doodin' Allison shows a nice loose style on this ditty. His work on the "electric" is first-rate, particularly in the intro.		68--68--68--68	
MARTY LICKLIDER Down By the Missouri River CORAL 61128—Country wailer, penned by Licklider, is given a fair go by the artist.		70--70--70--70	
I Don't Want My Dartin' to Cry Chatter does okay by a routine rural.		68--68--68--68	

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THE BILLBOARD

Music Popularity Charts

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

FOLK TALENT AND TUNES

Continued from page 32

(King) is in a Nashville hospital for a rest. He will remain there about two weeks. The Old Dominion Barn Dance, which has been a Saturday night feature of WRVA, Richmond, for many years, is reportedly set to go on TV film. This would be the second such venture, since the King Studios, Chicago, have already got a jamboree venture in production called "The Old American Barn Dance." Leon Payne, KLEE, Houston, had to call off three days of dates recently when he was forced to remain at the bedside of his son who was injured. Charley Wright, Dallas agent, has set Jimmy Davis (Decca) on a tour of New Mexico. He'll work with Snuffy Smith and his Snuff Dippers of Hobbs, N. M.

Disk Jockey Dings

Cousin Eric Dehlin, WGIV, Charlotte, N. C., is now doing an hour, three days of Eddy Arnold records following a mail pull survey which showed the Victor diskier getting the most requests. Smokey Stover (Imperial) is now doing three and a half hours over KRCT, Baytown, Tex. John Anderson, KSWB, Roswell, N. M., conducted a listeners' poll of top artists, with Hank Snow, Eddy Arnold and Hank Williams finishing in that order.

Smilin' Jim Flaherty, WHAY, New Britain, Conn., likes "You've Been Cheating on Me, Darling," the Mercury release by Paul and Roy. Art Barrett, WSAP, Portsmouth, Va., has joined forces with Norma Phelps to put out releases on a new label, Fernwood. He'd like to hear from d.j.'s who don't have the new releases and would like to play them. Lou Stevens, KXLA, Los Angeles, reports that Ole Rasmussen and his Nebraska Cornhuskers are now working at the newly decorated Harmony Park Ballroom, Los Angeles, while Eddie Kirk's new band is working the Town Hall jamboree Saturday nights at Compton. Harman the Hermit, Clifffe Stone's dad, recently celebrated his 50th anniversary in show business. Tennessee Ernie will not do any personals from May thru August. His wife, Betty, will be expecting their second release during that period. Bob Kels, WIDO, Tampa, reports that Sonny Hall and his Tex Sins (Macy) are now working the station, featuring June Hill, Canadian chirp. KSIJ, Gladewater, Tex., reports that Ted Hayes and his Western Swingsters are now heard on the station. Boyd Bennett is now singing daily over WVJ, Jersey Woodard, mike pilot of the station, writes Jimmy Loggson, d.j. at WINN, Louisville, has

a new release on Harvest label, according to Carl Shook, WKYW, Louisville. Bill Mack, KTYL, Mesa, Ariz., is back to work after a two-month vacation. Jon Farmer, WAGA, Atlanta, reports that a series of Sunday h.b. shows are being staged at the Tower Theater. Initial show used Martha Carson and the Carlies, three TV bands and five local d.j.'s.

VOX JOX

Continued from page 26

La., has joined WANN, Annapolis, Md., and handles the "Waxworks," "Morning Call," and "Honor Roll of Hits" shows. Ed Walpert, WFPG, Atlantic City, is proud of six new sponsored shows in the last five months. Bankrollers include De Soto, Amoco and the Ritz-Carlton Hotel. W H S Y, Hattiesburg, Miss., now has Mr. and Mrs. Bruce Gilmore doing "Minute Dramas" for his regular grocery wholesaler sponsor. Shows are taped at home and aired at 7 a.m. across the board. Jim Reeves has started handling a 8-7 a.m. spiritual show on WPWA, Chester, Pa. The station using a new approach to aym radio via Danny Montgomery's 7-9 a.m. "Songs of the Nation" show.

Best Selling Pops by Territories

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey, these are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

Due to the Western Union strike, Territorial Favorites were not available except in cities where The Billboard offices are located. These charts are compiled from studies made by telephone from the same dealers who regularly are serviced by Western Union.

NEW YORK

- 1. WHEEL OF FORTUNE—E. Starr—Capitol
2. BLUE TANG—L. Anderson—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. CRY—J. Ray—Okeh
5. KISS OF FIRE—G. Gibbs—Mercury
6. GUY IS A GUY—Doris Day—Columbia
7. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
8. PERIDIA—Four Aces—A. Albert—Decca
9. ME, TOO—K. Starr—Capitol

CHICAGO

- 1. BLUE TANG—L. Anderson—Decca
2. KISS OF FIRE—G. Gibbs—Mercury
3. WHEEL OF FORTUNE—E. Starr—Capitol
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. GUY IS A GUY—Doris Day—Columbia
6. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
7. I'M YOURS—D. Cornell—Coral
8. WHEEL OF FORTUNE—E. Starr—Mercury
9. ANY TIME—E. Fisher—H. Winterhalter—Victor

LOS ANGELES

- 1. BLUE TANG—L. Anderson—Decca
2. WHEEL OF FORTUNE—E. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. CRY—J. Ray—Okeh
5. BE ANYTHING BUT ME—M. Morse—Mercury
6. KISS OF FIRE—D. Edelman—MGM
7. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
8. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

ST. LOUIS

- 1. BLACKSMITH BLUES—E. M. Morse—Capitol
2. BLUE TANG—L. Anderson—Decca
3. I MAY HATE MYSELF IN THE MORNING—E. McLaughlin—Decca
4. WHEEL OF FORTUNE—E. Starr—Capitol
5. GUY IS A GUY—Doris Day—Columbia
6. I'LL WALK ALONE—D. Cornell—Coral
7. I'M YOURS—D. Cornell—Coral
8. I'M YOURS—E. Fisher—H. Winterhalter—Victor
9. KISS OF FIRE—D. Edelman—MGM

CINCINNATI

- 1. WHEEL OF FORTUNE—E. Starr—Capitol
2. BLUE TANG—L. Anderson—Decca
3. KISS OF FIRE—G. Gibbs—Mercury
4. I'LL WALK ALONE—D. Cornell—Coral
5. WHISPERING WINDS—P. Payne—Mercury
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. GUY IS A GUY—Doris Day—Columbia
8. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
9. YOU'LL NEVER WALK ALONE—F. Worling—Decca
10. RUMD PARTNER—R. Hayes—Mercury

Country & Western (Folk) Record Reviews

Continued from page 33

- BILLY MALEY (The Saddlemen) Rock the Joint 70-72-66-72
Lcy Heart 66-66-66-66
TOMMY SCOTT Conna Paint the Town Red 70-69-69-72
Lonely as Georgia Pine 65-65-65-65
RED RIVER DAVE You Didn't Want Me 69-70-69-69
There's a Blue Sky Way Out Yonder 66-65-65-68
MATTIE O'NEIL & SALTY HOLMES My Worst Mistake 68-69-67-69
Echoes Over the Smokeys 65-65-65-65
JOHNNY PAYNE (Joy Boys) I'll Trade My Heart for Yours 67-67-67-67
Pretty Things 60-60-60-60
PEE WEE MADDUX (Lazy River Boys) My Buddy Over There 66-65-65-68
My Hobo Heart 65-65-65-65
HANK LOCKLIN Could You 66-66-66-66
Down Texas Way 62-61-61-64
REX AND ELEANOR Memories of a Sweetheart 66-66-66-66
Soldier's Last Words, A 64-65-63-64
SALLY & EDDIE Goodbye, My Darlin', Goodbye 65-65-65-65
Weepin' Willow 65-65-65-65
BILL CASON City Slicker 64-65-62-63
Srolden Klones 60-60-60-60
EARL SONGER (Joyce Songer) We're Satisfied 64-64-64-64
Smiling Through the Years 55-55-55-55

Have You Heard the "New Herd"?

East Side, West Side: Rave for Woody Herman

By FRANK CONNIFF

AS ONE who has taken a dour view of the contemporary state of American jazz, I would like to say that there is nothing wrong with it that a few more bands like the new Woody Herman aggregation wouldn't cure within a reasonable time.

Woody Herman is one of the old pros of the trade, although he is a relatively young man. He's been a well-known figure on the American scene these past 15 years, so I don't propose to fill this space with biographical touches. But his emergence with a big new band that successfully integrates the best features of traditional jazz with the really good stuff from the new school may mark an important milestone for the music business.

If the wheels of the agency dodge will take a tip from this observer, they will be looking beyond the present craze for singers toward the next phase of their ever-modulating business.

Gentleman, there is one commodity that the public has sadly ignored in recent years for which there will always be a recurrent market, and that is Music—good, sound, musically Music, the kind that has not been commercially available of late.

Sees Return of Big Bands

Right now the theatre and cafe impresarios are dipping into six figures for the Eckstines and the Daniels and the Rays and the Laines but it is as certain as that the sun will rise over Brooklyn tomorrow that the craze cannot last indefinitely. The young people of America are going to start searching for new sounds and diversions and I predict that the pendulum is bound to swing back toward the big band.

I happened to tune into a Woody Herman broadcast from the Statler Cafe Lounge Friday evening while riding toward Connecticut and, brethen, it was like old times. Even the fact that it was a "live" airing from a spot that had featured so many fine bands in their heyday was a throwback to happier and worthier hours.

But I am not a rhythmic reactionary who sits around and drools about the grand old days when Krupa and Tea-garden and Berigan were in their prime, although people who never heard Berigan in his prime will never really grasp the splendor of America's swing era. His horn was its voice and there were moments, and you can still catch their echo on his records, when Bunny shook my faith in Armstrong as its most luminous figure.

I've been waiting these past few years for jazz to break out of the fog of exhibitionism that has moored it for too long, and I thought I saw the first patch of light when the Herman band took after "Stompin' at the Savoy" on Friday night.

The Best in Everything

Here was musicianship of high order, supple but disciplined, individualistic yet cleanly integrated. Incidentally, I apologize to the musicians for using such words in describing their effect, for they must remind them of a "Metro-nome" or "Downbeat" review. They must stand, however, because the Herman band does encompass the best in solo effort with the fullness of group performance.

There were many Bop flourishes in the choruses of featured soloists and in the over-all orchestrations but they were parlayed with fine touches from the main stream of American jazz. The net effect was dazzling.

This kind of music is bound to pave the way for a renaissance of interest in the collegiate group.

It's a pleasure writing nice things about Woody Herman, an old friend from the 1936 days when he was sharing a Roseland bandstand with another striving unknown named Count Basie. But it's a greater pleasure to report that American Jazz may be getting back into a solid groove.

New York Journal-American *** Tues., April 15, 1952

Personal Management: ABE TURCHEN Publicity: Marvin Kahn



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MUSIC by **JOHNNIE RAY**

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backed with . . . "WHAT'S THE USE?" 78 rpm 3-3069
45 rpm 4-3069

COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

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THE BILLBOARD

Music Popularity Charts

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

Most Played Juke Box Rhythm & Blues Records

Based on reports received April 16, 17 and 18

Table with columns: POSITION, Weeks Last, Title, Artist, Label, and other details for the Most Played Juke Box Rhythm & Blues Records.

Rhythm & Blues Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for review scores.

Rhythm & Blues Record Releases

Advertisement for Jubilee Record Co., Inc. featuring '2 BIG HITS!' and 'Best Selling Retail R & B Records' including 'DIANE' and 'HEAVENLY FATHER'.

Best Selling Retail Rhythm & Blues Records

Based on reports received April 16, 17 and 18

Table with columns: POSITION, Weeks Last, Title, Artist, Label, and other details for the Best Selling Retail Rhythm & Blues Records.

WYNONIE HARRIS Keep On Churnin'... Stay Married... THE DOMINONES Deep Sea Blues... Have Mercy, Baby... CHARLES BROWN Still Water... My Last Affair... TINY BRADSHAW Manfman's Sack... Newspaper Boy Blues... ROY MILTON (His Solid Senders) So Tired... The Low Low... T-BONE WALKER I Got the Blues Again... Cat These Blues Off Me... LUCKY MILLINDER ORK Loaded With Love... Ram-Bunk-Shank... PRESTON LOVE ORK Wango Blues... September Song... BILLY BUNN & HIS BUDDIES Until the Real Thing Comes Along... That's When Your Heartaches Begin... LOYD PRICE ORK Lawdy, Miss Clawdy... Maitain a Maitain... JOHNNY OTIS ORK Goomp Blues... One Nighter Blues... BIG BILL BROONZY Walkin' the Lonesome Road... Hey Hey

Mother of Decca's Palitz Dies at 64

NEW YORK, April 19.—Mrs. Lola Palitz, mother of Marjorie Palitz, pop & r. chief for Decca Records, died here Friday (11) after a short illness. She was 64. Survivors include another son, Dr. Lawrence Palitz.

Yank Musicians

Continued from page 19. 802 a month ago and asked the local to help them collect royalties on these disks. The officials hit the ceiling and lectured the musicians both on union regulations and the fact that they can only protect them when they record in the U. S. and Canada.

Exceptions Provided. How the new strict attitude of the union will affect American musical participation in the forthcoming international music festivals overseas, which a few of the major diskeries have made arrangements to record, will depend on a number of factors. According to an APM spokesman, exceptions will be made to the rule, especially if the affair is a cultural one, with international ramifications, or if the proceeds will be donated to charities, etc. The union will consider each request for permission to record overseas on its own merits.

The possibility that the APM will work out arrangements with unions abroad for a free exchange of musicians, so that they can make recordings on each side of the ocean is rather dim. The union feels that the difference in scale is so great that, whichever way it is viewed, the American musician suffers when the recordings are waxed abroad.

Music City-KLAC

Continued from page 19. wood, whereby the station's top spinners, Peter Potter, Dick Haynes, Bob McLaughlin, Gene Norman and Alex Cooper, plug Music City and vice versa. Wallich's said that he is paying KLAC "in a small way" for the daily plugs, in return for which Wallich is doing an all-out job of plugging the station and its spinners in his Sunset and Vine store. Wallich reports to KLAC daily his top 10 sellers, which are plugged regularly all day on the station by the five platter spinners. Wallich's deal with the station calls for each of the five jockeys to spin two of the top ten on their five daily segs, with credit to some merchandising effort of the Wallich's shop. At the start, KLAC has been booming Music City's new self-service operation which went into business six weeks ago. During the next week, KLAC will plug the new delivery tie-up, which Wallich has worked out with United Parcel Delivery, whereby for 25 cents, any parcel under \$5 will be delivered to any Los Angeles address, while parcels over that figure go free.

Advertisement for Specialty Records featuring 'Can't Miss! LAWDY MISS CLAWDY' and 'Sure Fire Hit! SO TIRED' by Roy Milton.

(Continued on page 37)

THE BILLBOARD

Music Popularity Charts

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

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Elaine Breat, thrush who has made a number of waxings for the Abbey label, recently cut two sides for Mercury Records, with singer Herb Lance. Waxing, to be released in another week contains the new Benjamin and Weiss ditty "Lonsome and Blue" and "Paradise Valley." ... Al Hibbler started a two-week engagement in New Orleans on April 17. ... Charles Brown and Amos Milburn play a one-nighter in Houston on May 1. Brown racked up a solid gross on his last one-nighter there April 2. ... Hal "Cornbread" Singer, Big Joe Turner and Ray Charles are the package to be sent out by the Shaw Agency. Unit will tour Texas on one-nighters for promoter Howard Lewis starting in Austin May 31 and ending in Little Rock June 23.

Southern promoter Ralph Weinberg and his son Eli in New York this week to set concert dates for r.&b. stars thru the South, including Amos Milburn, the Griffin Brothers and the Paul Williams ork. ... Joe Morris and Little Lorry are in the East on one-nighters. ... Big Joe Turner, and the Five Keys into the Apollo Theater, New York starting May 9. Then they play the Howard Theater, Washington, D. C. starting May 10. ... Lionel Hampton and ork open at the Casino Theater, Toronto, for one week starting April 24. May 10 he is set for a one-nighter at the Mosque Theater, Newark, and on May 15 returns to Canada for a week at Montreal's Seville Theater. On May 30 the ork opens at the Apollo Theater, New York.

Rainbow Records has just released "Number Manbo" by the Nat Brooks combo, latest addition to the firm's r.&b. stable. ... Two new r.&b. disk shows will soon be aired in New York City. WWRJ is starting a new after-midnight r.&b. show on April 21, which will run for one hour each evening. George Woods, formerly with WJJD and WEDC in Chicago, will spin the wax. Stanza will feature r.&b. jazz and spiritual diskings. The other new seg is a one hour show every afternoon over WOV with deejays Willie Bryant and Ray Carroll who also have a late night r.&b. show.

Savoy Records packed blues singer Eddie Mack this week. ... Gene Ammons and Sonny Stitt will present a battle of saxophones in a concert to be staged at the Mosque Theater in Richmond and Calumouth Brown play one-nighters thru the South starting in May. ... The Austin Powell Quartet opens at the Ebony Club, Cleveland on May 21. ... Paul Cayton is now at the Top-Hat Club in Dayton.

SAVOY DOES IT AGAIN! I. J. FOWLER'S Double Sided Smash HIT Savoy #843 "Fowlers 'Night Boogie'" "Night Boogie" B/W "Crawler" SAVOY RECORD CO., INC. 26 AVENUE 21, NEWARK, N. J.

ATLANTIC Gospel SERIES WATCH THIS LABEL for the BEST in SPIRITUAL and GOSPEL music Atlantic Recording Corp. 234 W. 54th St., N. Y., 19, N. Y.

Rhythm & Blues Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale of 1-5. Includes records by Joe Liggins Honeydrippers, Ace Harris, The Swallows, Fats Domino, Jesse Allen, Jimmy Tyler Ork, Sonny Thompson, John Gordy, Smokey Hogg, Yab Smith Ork, Sax Mallard Ork, Arbee Stidham Ork, Ivory Joe Hunter, Savannah Churchill, Al Sears Ork, and Little Miss Cornshucks.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale of 1-5. Includes records by Danny Cobb-Paul Williams Ork, The Blenoers, Jimmy Scott, The Four Clefs, Tiny Grimes, Jimmy McPhail, Billy Paul, Red Callender Sextet, Maurice King, Bob Williams, Earl Bostic, and The Enchanters.

REGENCY RECORDS HAS ANOTHER BIG HIT! "MY HEART IS YOURS" backed with "SO" The new song by Churchill Kohlman, writer of the smash hit "CRY" By the sensational new singing group "THE MARVELTONES" REGENT RECORDS, INC. 52 MARKET ST., NEWARK, N. J.

You'll have no Heartaches with this Great Record...

Billy Bunn and his buddies singing

"THAT'S WHEN YOUR HEARTACHES BEGIN"

and "UNTIL THE REAL THING COMES ALONG"

RCA VICTOR 20-4657 47-4657

RCA Victor Records

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard For Reviews and Ratings of Radio Section.

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

How Ratings are Determined... Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators.

The Categories... Following are the maximum points that may be earned by a record in each of the nine categories considered.

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a 4-column rating scale (POPULAR, FOLK-WESTERN, SEPIA-BLUES, DELUXE). Rows include Richard Hayes, Kay Starr, Eddie Fisher, Tony Martin, Frankie Laine, Nat Cole, Billy Eckstine, Ella Fitzgerald, Lily Ann Carol, Dinan Shore, and Sammy Kaye.



Federal RECORDS

- POPULAR: MARY SMALL, JACK RICHARDS, TEDDY PHILLIPS, KAY STARR, EDDIE FISHER, TONY MARTIN, FRANKIE LAINE, NAT COLE, BILLY ECKSTINE, ELLA FITZGERALD, LILY ANN CAROL, DINAN SHORE, SAMMY KAYE. FOLK-WESTERN: MOON MULLICAN, ROY NEWMAN, HAWKSHAW, RUBY WRIGHT, COWBOY COPAS. SEPIA-BLUES: SONNY THOMPSON, EARL BOSTIC, MOOSE JACKSON, WYONIE BARRIS. DELUXE: THE DOMINOS, THE ROYALS, LITTLE ESTHER, ROY BROWN.



(Continued on page 40)

HOT
as TWO Firecrackers!

Kay Starr

sings

"(HO HO HA HA)
ME TOO"

**"I WAITED
A LITTLE
TOO LONG"**



Record No.
2062



THE BILLBOARD Music Popularity Charts

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

Record Reviews

80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 0-39 POOR

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

Continued from page 38

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical rating scales (EXCELLENT, GOOD, SATISFACTORY, POOR).

POPULAR

MICKEY KATZ ORK Little White Knish That Cried CAPITOL 2046—This funny take-off on the Johnny Ray hit, with echo chamber and all, should prove a rib-tickler for the many Mickey Katz fans.

I'm a Schlemiel of Fortune 81--82--80--81 More of the same on another top pop. File for big city markets.

MERR JEFFRIES-LES BROWN ORK Basin Street Blues 80--82--78--80 CORAL 60717—This is a recutting of a performance by Jeffries on another label some five years ago.

Flamingo 79--80--78--79 Another recutting of a familiar Jeffries' reading. Fact is, this is pretty much his theme.

INK SPOTS That's When Your Heartaches Begin 78--80--77--77 DECCA 25505—This is another fine making by the Ink Spots of an old tune.

It's a Sin to Tell a Lie 80--81--79--80 This is a reissue of the oldie which was a big hit for the group some years back.

JAN GARDNER ORK Honky Tonk Blues 79--80--77--80 CAPITOL 2048—On this side an amplified guitar has been added to lend flavor to this country item penned by Hank Williams.

Zither Blues 77--80--74--76 Use of the zither played by Paul Mason Howard contrasts interestingly with the smooth ballad of the Gardner era.

MARY SMALL (Vic Mizzy Ork) Diva Evee 78--80--77--77 KING 15543—This has a lot of punch to it. The warmth of Miss Small's voice sells the lyrics.

Beautiful Waste of Time, A 76--77--76--76 Another strong effort by the girl. Ork and quartet again add to overall performance.

CUY LOMBARDO ORK Come Back 74--73--76--73 DECCA 28132—Here's another typically fine Lombardo waltz arrangement.

More Than Love 78--78--79--77 This is handled in a beguiling fashion. Martin's rich voice comes thru strongly.

ARTIST LABEL AND NO. TUNES COMMENT POPULAR

ANITA O'DAY Mi Ho Trullus Boor Whip 78--80--77--77 CORAL 60697—Just a few years ago this was a big record on the now defunct Signature label.

Key Largo 69--72--67--69 For Anita O'Day fans, this may be a welcome repressing. Not much more, tho.

JONI JAMES Let There Be Love 78--80--76--77 MGM 11223—Chap James, a Chicago lass, makes her way into this exciting and proves that she has both an interesting sound and a way with a ballad.

My Baby Just Cares for Me 73--76--70--73 Tackling the side of a bop-era tempo is just another good performance by the girl. It may add create a commercial stir, but should help sell the girl's discs.

ANDREWS SISTERS Dreams Come Tumbling Down 77--80--75--77 DECCA 28116—Sylvia Parr, Mrs. Danny Kaye, has rewritten a Yiddish melody here and the girls tackle it with gusto, but it isn't another "But My Bini De Schoen."

Music Lessons 75--78--72--75 As a bluish this would be quite an item. As a pop it should get novelty spins. Disk is loaded with sound bite.

CONNIE HAINES-ALAN DALE Darktown Strutters' Ball, The 77--80--75--77 CORAL 60700—This re-issue from the old Signature label, is a personality-loaded reading. It could stir up some action again with proper promotion.

You Made Me Love You 71--73--70--71 (Ray Black) The oldie, another re-issue, done warmly by the chimp with a lush arr. background.

GEORGIE AULO (Jed Colton Rhythmaires) Forgetful 77--78--75--78 CORAL 60718—Auld echoes the melody of the film ballad as the Rhythmaires softly chant the lyrics. Auld just points should appreciate this way.

Room With a View, A 74--76--72--74 (Various) This is playing by a field to form choral backing in a lusty mood exuberant. Emphasizes a fine light atmosphere.

ALAN DALE (Ray Black Ork) Oh, Marie 76--77--74--78 CORAL 60199—This was a big Dale disk a decade ago and the Coral repressing of the Signature master still has plenty of life in the groove.

Judy 72--73--71--72 Center is displaced in good advantage in the repressing of the Holly Carmichael side.

BILLY MAY ORK Honest and Truly 76--80--73--75 CAPITOL 20514—This is another of those fine May instrumental. Disk is currently on a revival tour.

When the Swallows Come Back to Capistrano 76--80--73--75 More of the same fine dance reading an another side.

GENE KELLY Broadway Ballet, Pts. I & II 75--80--80--65 MGM 30573—Disk is from the MGM flick "Singin' in the Rain." One side by Gene Kelly singing a melody of tunes about Broadway.

CORDON MACRAE (Van Alexander Ork) If Someone Had Told Me 75--76--74--75 CAPITOL 20419—This playing of the beautiful ballad by MacRae. Side features plenty of whirly. Tune is from the pic "About Face."

No Other Girl for Me 72--74--70--72 Waltz ditty from the same film done in relaxed style by the big-voiced chanter. Film support by the Van Alexander ork adds plus values.

TOMMY TUCKER ORK Yell! I See You Again 75--77--74--74 MGM 11220—A ditty now being hit backed nicely by Peter Marshall with warm backing from the chorus and arr. A Banceable and listener's disk.

Jack and the Beanstalk 72--73--72--71 Novelty item from the Blue "Jack and the Beanstalk" is performed suitably by the chorus and Tucker ork. Good writing for the records.

DAVID ROSE ORK On a Little Country Road in Switzerland 75--77--73--75 MGM 30582—Rose himself penned this one—delightful pop with clip-clip sounds, a peppy gal and the lute strings.

Harlem Nocturne 72--74--70--72 (WOODY HERMAN) For jazz fans, this should be welcome. Woody Herman solo on alto while Rose string ork delivers a lush background on the successful item.

RALPH FLANAGAN ORK Honest and Truly 75--75--74--75 VICTOR 20-4656—This version of the newly revised ditty showcases a mellow arrangement that's the ork's trademark.

Singing Winds 72--74--72--70 Here's the Flanagan theme finally available on wax for the ork's many fans.

JOHNNY LONG ORK Sweet Sue 75--76--73--75 CORAL 60698—Reissue of the old Signature record should bring back pleasure for many. It's the flange guitar version of the oldie with Franny Lane leading the gang-sing chorus.

Happy Birthday to You 71--72--70--70 Seems to be no reason why this won't be a great catalog item for the label. Just as it was in its original Signature form.

FRANK PETTY TRIO Hindustani 75--76--70--78 MGM 11216—A bright and sunny version of the infectious ditty featuring happy and striking piano styling by Miss Di Napoli. A strong one for juke.

Why Worry? 69--70--67--71 An adequate read by the recently deceased cut by the Andrews Sisters, with an adequate read by Frank Petty and Ricky, over the filling piano work of Di Napoli. If the tune catches, this version could collect some loot.

MARION MORGAN There's a Cloud in My Valley of Sunshine 74--75--73--74 MGM 11221—The chimp gets the male love from "Son of a Paleontologist" and sings a strong reading. Ork supports her with a big beat.

Little Train A-Chuggin' in My Heart, The 72--73--70--73 New tune receives a lively rendition from the singer backed by the chorus and arr. with plenty of glimmers. If the tune takes off, this reading could garner some loot.

DON ESTES That's How It Goes 74--74--74--74 VICTOR 20-4655—Estes injects a lot of feeling into this "velvety" song. From Lesley's version see a Billboard possibility.

Sunday Is for My Darling! 70--69--69--72 This is a rewrite by Tobias De Rose of a folk song about the Erie Canal. Estes projects effectively with the aid of good backing by the chorus and arr. A boppy adds flavor.

(Continued on page 42)

Advance Record Releases

POPULAR

Air Mail Special—Ella Fitzgerald-Ray Charles Singers (Candy) Dec 28126

Basin Street Blues—Merr Jeffries-Les Brown Ork (Flamingo) Cor 60717

Beauty—Duke Ellington (Blues) Cor 39712

Beverly Hills—Duke Ellington (Blues) Cor 39712

Brazil—George Wright (Honey) King 15172

Broadway Ballet, Parts I & 2—Gene Kelly; MGM 30573

Bumpy Road—Pee Wee King Ork Golden West (1) V 20-4655

Come Back—Cuy Lombardo Ork (More) Dec 28132

Darktown Strutters' Ball—Connie Haines-Ray Black (You) Cor 60700

Deep Elm Blues—Dick Stabile Ork-Billy Wilkes (Lamb) Dec 28127

Dreams Come Tumbling Down—Andrew Sisters-Ray Oliver Ork (Music) Dec 28116

Flamingo—Merr Jeffries-Les Brown Ork (Blues) Cor 60717

Forgetful—Georgie Auld-Jed Colton Rhythmaires (You) Cor 60718

For the Very First Time—Tony Martin-Howie Carr Ork (10) V 20-4655

Goody, Goody—Ella Fitzgerald-Ray Charles Singers (Air) Dec 28126

Happy Birthday to You—Johnny Long Ork (Sweet) Cor 60698

Harlem Nocturne—David Rose Ork (10) MGM 30582

Hindustani—Frank Petty Trio (You) MGM 11216

Hi Ho Trullus Boor Whip—Anita O'Day-Benny Carter Ork (Key) Cor 60697

Ho, Ho, Ho, Ho—Kay Starr (I Wanted) Cap 2082

Honest and Truly—Billy May Ork (When) Cap 20514

Honky Tonk Blues—Jan Gardner Ork (2) MGM 30582

Howdy Do!—Tommy Tucker Ork (You) MGM 11220

I Can't Stop Loving You—Gene Kelly Ork (You) MGM 30573

I Don't Mind—Pee Wee King Ork Golden West (1) V 20-4655

If Someone Had Told Me—Cordon MacRae-Van Alexander Ork (1) Cap 20419

I Just Telephoned upstairs—Curt Meyers (You) Cor 60700

I'm a Schlemiel of Fortune—Mickey Katz Ork (Lamb) Cap 20419

I'm Leaving You—Betty Jones-Sandy Sandler Ork (Lamb) Cor 60721

I'm Yours—Eddie Fisher (Just) V 20-4656

I'm Yours—Johnny Ray (Just) V 20-4656



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POPULAR

		QUANTITY		QUANTITY	
		78	45	78	45
"KISS OF FIRE," "A LASTING THING" Georgia Gibbs	5823			"FRENCH," "WHAT IS THIS THING CALLED LOVE" Jerry Murda's Harmonicats and Ralph Marterie & His Orch.	5824
"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard	5815			"BLUE TANGO," "JUNGLE FLUTE" Xavier Cugat & His Orch.	5817
"WHISPERING WINDS," "LOVE, WHERE ARE YOU NOW" Patti Page	5818			"DIANE," "SEPTEMBER SONG" Billy Daniels	5806
"JUNCO PARTNER," "SUMMERTIME" Richard Hayes	5833			"NO STRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch.	5834
"JUST BECAUSE," "HOW COULD YOU" Rusty Draper	5820			"A RIVERDELLI GOODBYE FOR A WHILE," "GOOD MORNING, MORNING GLORY" Vic Damone	5831
"I DON'T MIND," "HINDUSTAN" Peggy Taylor & Jimmy Palmer & His Orch.	5836			"THE WILD SIDE OF LIFE," "JUST LOOKING" Tiny Hill & His Orch.	5830
"BOULEVARD OF BROKEN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orch.	5827			"HOMING PIGEON," "AND SO I WAITED AROUND" Kay Brown	5819
"I'LL WALK ALONE," "TATTLETALE" Richard Hayes	5821			"BABALU," "MORE THAN LOVE" Richard Hayes & Xavier Cugat	5780
"WON'T YOU SURRENDER," "FESTIVAL" Xavier Cugat & His Orch.	5829			"AY ROUND THE CORNER," "CHIU CHIU" Xavier Cugat & His Orch.	5813
"MY THRILL IS LOVING YOU," "THAT'S HOW IT GOES" Billy Daniels	5822			"MILK BUCKET BOOGIE," "SILVER AND GOLD" Tiny Hill & His Orch.	5789
"TOOT, TOOT, TOOTSIE," "DANCIN' SHOES" Jimmy Palmer & His Orch.	5814			"YOU'RE NOT WORTH MY YEARS," "SHIP AHoy" Rose Marie	5811
"STOLEN LOVE," "WISHIN'" Eddy Howard	5784			"SINGIN' IN THE RAIN," "ALL I DO IS DREAM OF YOU" Eddy Howard	5812
"COPYCAT," "WALK RIGHT IN" Lita Starnoch	5812			"MAX FROM THE INCOME TAX," "SOPHIE TUCKER FOR PRESIDENT" Sophie Tucker	5839
"IT'S A SIN TO TELL A LIE," "IT HAD TO BE YOU" Dick Hayman & His Orch.	5825			"WALKIN' TO THE MAILBOX," "TO BE LOVED BY YOU" Helen Grayco	5838
				"A FAMILY THAT PRAYS TOGETHER," "GOD HAS BEEN GOOD TO ME" Eddy Howard	5837

NEW RELEASES

		QUANTITY		QUANTITY	
		78	45	78	45
"DIESEL SMOKE, DANGEROUS CURVES," "BUSYBODY" Tiny Hill	5840			"LIMENHOUSE BLUES," "PLINK, PLANK, PLUNK" Bobby Maxwell	5844
"A GUY IS A GUY," "IT'S SO LONG AND GOODBYE TO YOU" Peggy Taylor	5841			"I DIDN'T GO TO YOUR WEDDING," 5-10-15 Stash Carter	5845
"AIN'TY GONNA WORRY NO MORE," "I'M GONNA HATE MYSELF IN THE MORNING" The Dreamers	5843			"SILENCE & TEARS," "FOOLISH LOVER" Sonny Howard	5846

COUNTRY and WESTERN RHYTHM and BLUES

		QUANTITY		QUANTITY	
		78	45	78	45
"TADPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thompson	6390			"TROUBLE IN MIND," "NEW BLOW-TOP BLUES" Dinah Washington	6269
"LIMENHOUSE BLUES," "KOHALO MARCH" Jerry Byrd	6393			"TELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington	6267
"AY ROUND THE CORNER," "WISHIN'" Lulu Belle & Scotty	6389			"NO MAIL BLUES," "GONNA NEED MY HELP SOME DAY" Memphis Slim	6266
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bragg	6388			"BE ANYTHING—BE MINE," "HEAVEN KNOWS WHY" Wm Brown	6270
"MOUNTAIN JAM," "BABY MY HEART" Endie Hill	6392			"HEY HEY," "WALKIN' THE LONESOME ROAD" Big Bill Bronzy	6271
"WHEN THE PEARLY GATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story & His Rambler Mountaineers	6386			"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinichette	6272
"YOU'VE BEEN CHEATING ON ME, DARLING," "SPRING OF LOVE" Paul G Roy	6374			"SAY NEWS FROM KOREA," "LET ME FLY YOUR KITS" Lightning Blackline	6275
				"HATTIN' HERE WONDERIN'," "JANUARY 11, 1949, BLUES" Luther Stedham	6276
				"DON'T WANT NO WOMAN," "LOUISE" L. C. Williams	6276

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Georgia Gibbs

Flip Side
A LASTING THING
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BE ANYTHING

(BUT BE MINE)

Eddy Howard

Flip Side
SHE TOOK
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ALWAYS A WINNER!



WHISPERING WINDS

Flip Side
LOVE WHERE ARE YOU NOW

Patti Page

MERCURY 5816 • 5816X45

• The Billboard Picks

JUNCO PARTNER..... Richard Hayes..... Mercury 5833
This disk is exciting from start to finish. It's a Capon tune with an exotic twist. Hayes belts over the lyrics with gusto. The oak backs him solidly through.



JUNCO PARTNER

Richard Hayes

MERCURY 5833 • 5833X45



THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
50-59 POOR

Continued from page 40

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	POPULAR
VICTOR MARCHESI Jeannine (I Dream of Life Time) MGM 30343—Again, the chart impresario with his vocal ability.		74--75--73--74	
You'll Never Walk Alone Marchesi, a fine baritone, does a slick job with the ditty from "Carousel." Guy could break three out of these days with a big disk.		74--75--73--74	
JERRY GRAY ORK Somewhere Along the Way DECCA 28141—If the time makes it, this tasteful rendition might steer some into action this way. It's coverage on the Tony Bennett album.		74--76--72--74	
Pittsburgh, Pennsylvania Younger Tenor is the vocalist in this play cover job on the tune that's flying high via a Guy Mitchell's disk. Dittling is rather late to catch much coin.		70--72--68--70	
LARRY FOTINE ORK Wonder KING 15377—Termites sell the lyrics in a dreamy style. The smooth arrangement for the arranger makes this a very desirable piece of work.		73--74--72--73	
You Don't Care Tempe picks up on this side and the brasses add bite. Slim Hages handles the lyrics, which have a country flavor, capably.		71--71--70--71	
ANN GIBSON (Jerry Shard Ork) Wrong CAPITOL 2644—A slow and easy ride featuring the pleasant voice of Miss Gibson and Shard's trombone.		73--75--71--73	
I Can't Stop Loving You Item gets a blue-tinted interpretation by throat. Ork backing is effective.		69--70--68--68	
DUKE ELLINGTON Bentonia COLUMBIA 39218—Typical Ellington instrumental which should intrigue his fans and pick up a little radio action.		72--72--72--72	
Blues at Sundown For the Ellington criteria this will probably be most unusual. Unidentified chorists reads off a good chorus while the arr. pounds out the usual Ellingtonia.		70--70--70--70	
WINNY MANONE At Last CORAL 60687—The title is chanted throatily in front of asking that has more than a touch of rapture. Trummett is neat.		72--74--70--72	
Awful Waffle Man Winy generates a happy spirit in this bouncy run thru of one of his own songs to date.		70--72--68--70	
ART MOONEY ORK Honky Tonk Blues MGM 31194—Nothing special here as Shorty Long leads the crowd-wowed vocal on the ditty written and recorded by HANK WILLIAMS.		72--74--70--72	
Move It On Over More of the same type of vocal effort by Long on another Hank Williams rhyme ditty. Addition of a gang-sung chorus fails to make this as good a pop as it was a country and Western item.		72--74--70--72	
GEORGE WRIGHT Honky Tonk Train Blues KING 15372—Versatility of a big theater organ under expert hands and feet is brilliantly demonstrated on this side. Wight draws John play.		72--72--68--76	
Brazil The Latin side is given a colorful and brain turn thru by George Wright at the New York Paramount theater organ.		66--66--66--66	
JOHNNY BOWHELL ORK I'll Remember April BRUNSWICK 60176—One of the current crop of Sentimental expressions by the discus sidekick, this instrumental is still eminently listenable. Opens and closes slow and lazy, but jumps plenty mid-disk.		70--70--70--70	
Street of Dreams Sophisticated treatment of the oldie by the Bethwell ork in a slow but not unimpressive.		70--70--70--70	
GEORGE HORNEL Singin' in the Rain MCA 60200—Gordie Hume, a guy who gets lots of bids out of cutting disks, has turned out another lively platter on the standard, which has him singing solo, as a chorus and playing all of the instruments via double bar guitar.		70--71--65--74	
Should It Same comment.		70--71--65--74	
BETSY JONES (Sandy Sandifer Ork) Linda Brown CORAL 60727—A spirited, foot-tapping item with the flavor of the 1920's is given a cute preference by Betsy Jones and a driving rendition by the ork. Could get spins.		70--72--67--71	
I'm Leaving You A nostalgic tune is told with tender feeling by the canary with the arr. supporting her quietly.		65--67--65--63	
THE MARINERS Jeannine (I Dream of Life Time) COLUMBIA 39218—The older, now in the process of revival, is given an effective performance by the group.		69--70--68--69	
One Love The Mariners display their smooth blend on this wailing of a warm ballad backed closely by the many stringed out. The tune is a winner from the TV show "Songs for Sale."		67--69--67--65	
CURT MASSEY I Just Telephoned Upstairs CORAL 60708—This is a strong semi-religious tune and Massey's reading, including the short recitation, is agreeable.		68--68--68--68	
Just for Tada Here's another religious opus and again it's given an adequate reading. Choral group adds interest.		65--65--65--65	
HOT LIPS PAGE-RANDY HALL (The Tin Fluters) Tin Whistle Blues KING 15376—A creditable vocal by Page on a slight ditty, with a lot of spin from a 10-cent hit on the satisfactory ork arrangement.		68--69--68--67	
I Tin Whistle at You More tin whistle solos on this side by Randy Hall and an adequate vocal by the singer on another lively item.		63--63--63--63	
JERRY SCOTT-THE SONG SPINNERS (Eddie Stone Ork) An Echo Rodeo ANCHOR 84—New label turns in an impressive effort on this calico. Charlie does more than play in the lyric department. There's spin potential here.		68--70--66--68	
It's Breaking My Heart Here's another religious opus and again it's given an adequate reading.		60--60--60--60	
DICK STABLE ORK (Billie Wilson) Just Because DECCA 28127—If this isn't a release from it's today a disk it's been turned out in a long time. The Marlin and Lewis partner covers the Rusty Draper ditty with a laudable interpretation. Billie Wilson's chanting is good.		67--70--65--65	
Deep Elem Blues Same comment on another public domain ditty.		65--68--63--63	

Advance Record Releases

Continued from page 40

POPULAR	POPULAR	POPULAR
What Does It Take to Make You Take to Me— Billie Holiday—MGM 30343—(Somewhere) Cap 2069 When the Swallows Come Back to Capistrano—Billie Holiday—MGM 30343—(Somewhere) Cap 2069	POPULAR Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.	POPULAR JOHNNIE RAY ALBUM — Johnnie Ray With the Four Lads, Buddy Cole Quartet and Orchestra. (4-10*) Columbia 778) C-288
Why Did You Leave Me—Dorothy Wickett-Larry Holmes Ork (Trio) MGM 11218 Why Worry—Frank Pety Trio (Hudson) MGM 11216 Weep—Ann Gibson-Jerry Shard Ork (I Can't) Cap 2049 You—Sandy Kaye Ork (Ork) Cap 39724 You'll Never Walk Alone—Victor Marchesi (Columbia) MGM 30343 You Made Me Love You—Connie Haines-Ray Black (Darktown) Coral 60700 Zither Blues—Jan Garber Ork (Honey) Cap 2068	POPULAR ALBUMS Boogie Woogie Classics Album (1-10*)—Pete Johnson—Halcyon Records (Hollywood) You Don't Know My Mind—Vine Street Studio; Some Day Blues; Kansas City Farewell—Blue Note (33) LP-7019 Come, Perry, TV Favorites Album (1-10*)—Perry Como (Mercury) You'll Never Walk Alone; Black Mountain Light; Is There Someone Lovelier Than You; Summering; While We're Young; My Heart Sings—VCA (33) LP-3013 Navajo, Fall, Memphis Album (1-10*)—Fats Navarro—Tad Dameron Sextet—Howard McGhee Sextet; Bud Powell Modernists—The Signorette; Double Lady Bird; 52nd Street Theme; Our Delight; The Change; Downside—Blue Note (33) LP-5004 Ray, Johnnie, Album (4-10*)—Johnnie Ray-Bud Cole—Four Lads—Buddy Cole Quartet—The Signorette; Don't Take Your Love From Me; All of Me; Give Me Time; The Lady Drinks Champagne; Out in the Cold Again; Coffee and Cigarettes—Cap (78) C-288	POPULAR KING 15377—Termites sell the lyrics in a dreamy style. The smooth arrangement for the arranger makes this a very desirable piece of work. Tempe picks up on this side and the brasses add bite. Slim Hages handles the lyrics, which have a country flavor, capably.
Hot Jazz Bore to Be Blue—Winton Kelly (Warner) Blue Note 1578 Cherokee—Winton Kelly (Moon) Blue Note 1579 Come Along—Thelonious Monk Quintet (Eron) Blue Note 1590 Eron—Thelonious Monk Quintet (Oris) Blue Note 1590 Fido in One—Thelonious Monk Quintet (Starlight) Blue Note 1589 Goon—Winton Kelly (Cherokee) Blue Note 1579 Straight No Chaser—Thelonious Monk Quintet (Eron) Blue Note 1589 Where or When—Winton Kelly (Bour) Blue Note 1578	HOT JAZZ Bechet, Sidney, Jazz Album (1-10*)—Sidney Bechet—Original Dixieland Dixie Step; Blues My Country Swallow; Gled to Me; That's a Plenty; Ballin' the Jack; There'll Be Some Changes Made; Araloo—Blue Note (33) LP-7020 Boogie Woogie Classics Album (1-10*)—Albert Ammons—Boogie Woogie Steppin'; Boogie Woogie Blues; Bass Solo; Crazy; Tones and Fines; Chicago in Mind; Sultane Blues—Blue Note (33) LP-7017 Boogie Woogie Classics Album (1-10*)—Meredith Willson—Merry Tom; Train; Six Wheel Chaser; Vandy Special; Bass on Top; Chicago Flyer; Tell Your Story—Blue Note (33) LP-7018 Moody, James, & His Witnesses Album (1-10*)—James Moody—Crazy—Working; Train Tin Doo; Troop; Feller Boy; Mood's All Frantic; Woodanophonic; Ca Ba On Heavy—Blue Note LP-5004 Moody, James, With Strings Album (1-10*)—James Moody—Andre Nozair, cond.—Autumn Leaves; Shades of Blue; September—Suzanne, So Very Pretty; Jackie; My Little Cat; Bedding; Loving You the Way I Do; Sleeping for You—Blue Note (33) LP-5005 Powell, Bud, Album (1-10*)—Bud Powell—Fats the Fine Romantic; Dorey; Austin-Gore; Rollin' Ray; Hayes-Turner; Polka—Over the Rainbow; It Could Happen to You; Poco Loco; A Night in Tunisia; Doin' Nothing; You Go to My Head; Wait; Beating With Bud—Blue Note (33) LP-5003	Album and LP Reviews JOHNNIE RAY ALBUM — Johnnie Ray With the Four Lads, Buddy Cole Quartet and Orchestra. (4-10*) Columbia 778) C-288 Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.
International Dance of the Gipsy—Sverre Kiven (Harmony) Standard 5064 La Brunetta Marzotta—Quarteto Ecceles (S) 101 Standard 6072 Linda Brown—Top Pollan—Kenney Bess & His Palms Peppers (Polka) Coral 60667 Nordjysk—Sverre Kiven (Dansen) Standard 5064 Palms Peppers—Palms—Kenney Bess & His Palms Peppers (Mannan) Coral 60667 101 Pollan—Quarteto Ecceles (La Brunetta) Standard 6072 Zazafila Dzinnyaz—Ray Henry Ork (Z. Olavsen) Blue Note 752 Z. Olavsen Dances—Ray Henry Ork (Zazafila) Danc 752	HOT JAZZ Bechet, Sidney, Jazz Album (1-10*)—Sidney Bechet—Original Dixieland Dixie Step; Blues My Country Swallow; Gled to Me; That's a Plenty; Ballin' the Jack; There'll Be Some Changes Made; Araloo—Blue Note (33) LP-7020 Boogie Woogie Classics Album (1-10*)—Albert Ammons—Boogie Woogie Steppin'; Boogie Woogie Blues; Bass Solo; Crazy; Tones and Fines; Chicago in Mind; Sultane Blues—Blue Note (33) LP-7017 Boogie Woogie Classics Album (1-10*)—Meredith Willson—Merry Tom; Train; Six Wheel Chaser; Vandy Special; Bass on Top; Chicago Flyer; Tell Your Story—Blue Note (33) LP-7018 Moody, James, & His Witnesses Album (1-10*)—James Moody—Crazy—Working; Train Tin Doo; Troop; Feller Boy; Mood's All Frantic; Woodanophonic; Ca Ba On Heavy—Blue Note LP-5004 Moody, James, With Strings Album (1-10*)—James Moody—Andre Nozair, cond.—Autumn Leaves; Shades of Blue; September—Suzanne, So Very Pretty; Jackie; My Little Cat; Bedding; Loving You the Way I Do; Sleeping for You—Blue Note (33) LP-5005 Powell, Bud, Album (1-10*)—Bud Powell—Fats the Fine Romantic; Dorey; Austin-Gore; Rollin' Ray; Hayes-Turner; Polka—Over the Rainbow; It Could Happen to You; Poco Loco; A Night in Tunisia; Doin' Nothing; You Go to My Head; Wait; Beating With Bud—Blue Note (33) LP-5003	Album and LP Reviews JOHNNIE RAY ALBUM — Johnnie Ray With the Four Lads, Buddy Cole Quartet and Orchestra. (4-10*) Columbia 778) C-288 Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.
Classical Albums Bethoven: Piano Concerto No. 4 in G Major Album (1-12*)—Friedrich Wührer; Austrian Symphony Ork—MCA (33) LP-1000 Before the Curtain Rises (The Operetta) Album (1-10*)—Radio Vienna Grand Symphony—Rudolf Wilms, cond.—Overture from: Abduction from the Seraglio; A Night in Venice; The Queen Laces Handkerchiefs; Abu Hassan; Prince Melchior—Venezuela (33) VMLP-1005 Dances of Stravinsky—Edward-Johann Joseph Alcan (1-10*)—Radio Vienna Grand Symphony—Rudolf Wilms, cond.—Overture from: Abduction from the Seraglio; A Night in Venice; The Queen Laces Handkerchiefs; Abu Hassan; Prince Melchior—Venezuela (33) VMLP-1004 Ensemble List in Opera and Song Album (1-12*)—Ensemble List—Austrian Symphony Ork—Wilms, cond.—Remington (33) R-199-73 Fauriel: Piano Concerto Album (1-10*)—Josep Bonifant—MCA (33) LP-1000 George London in Dramatic Scenes from Ruslan and Lyudmila Album (1-12*)—George London—Metropolitan Opera Ork—Van Meter, cond.—Selection from: Prince Igor; The Demon; Don Quixote; Patrie—Cap (33) ML-4480 Mozart: The Messiah Album (5-12*)—Arielle Kopper—Mozart Andras-Lewes (Fetner) Ork—Joseph Grindl—Salzburg Mozartium Ork—Salzburg Bonn	Album and LP Reviews JOHNNIE RAY ALBUM — Johnnie Ray With the Four Lads, Buddy Cole Quartet and Orchestra. (4-10*) Columbia 778) C-288 Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.	Album and LP Reviews JOHNNIE RAY ALBUM — Johnnie Ray With the Four Lads, Buddy Cole Quartet and Orchestra. (4-10*) Columbia 778) C-288 Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.
Spiritual All Aboard—Swan's Silvertones Singers (Fisher) King 4518 Conversation With Jesus—Sister Wynona Carr (Dial) Society 826 Did He Die in Valley—Sister Wynona Carr (Conversation) Society 826 Father Miss That Train—Trampeters (Home) Ork (68) Father Alone—Swan's Silvertones Singers (All) King 4516 Gone with Love—Frothing Fair (Mother) Score 5055 How Low Love—Golem Tones (Workshop) Danc 5000 How Dear's Been Love—Trampeters (Danc) Ork (68) Jesus Be My Keeper—Ozell E. Shaw (Play) Imperial 5179 Mother Called Her Children—Travelling Far (Giver) Score 5035 Expectations—Robert Anderson (Soo) United 118 Pray on My Child—Cecil L. Shaw (Uran) Imperial 5179 Satisfied—Southwest Tornadoes (Robert) United U-117 Some Nightmares—Swan's Silvertones Singers (All) King 4516 When They Ring the Golden Bells—Southern Tornadoes (Satisfied) United U-117	Album and LP Reviews JOHNNIE RAY ALBUM — Johnnie Ray With the Four Lads, Buddy Cole Quartet and Orchestra. (4-10*) Columbia 778) C-288 Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.	Album and LP Reviews JOHNNIE RAY ALBUM — Johnnie Ray With the Four Lads, Buddy Cole Quartet and Orchestra. (4-10*) Columbia 778) C-288 Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.

Album and LP Reviews

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Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.	HOT JAZZ RUNNIN' WILD—Taddy Wilson All Stars (3-10*) MGM 133) L-129 Blues, Ten, Big Call Rag; It Dreams Come True; I Can't Get Started; Stampin' at the Sassy; Runnin' Wild; I Surrender Dear; Memories of You. Here are some few jazz sides, played by top musicians of the genre. Personnel of the Taddy Wilson All Stars includes: Charlie Shavers, Street Parade!, Red Norvo, Back Clayton, Ben Webster, Al Casey, J. C. Heard and Al Hall. The boys turn out sets of exciting jazz, some of it smoochy, some wild and unbridled. But all of it is the type that jazz collectors should go for. The tunes on the platter are all standards, most of them very popular back in the 1940 era. The ork makes three like "Memories of You" and "It Dreams Come True" sound fresh again. The Wilson platter is outstanding on the disk, but all of the others have a chance to be heard as well. Recording is good.
PERRY COMO TV FAVORITES — Perry Como (1-10*) V 1331 LP 3013 You'll Never Walk Alone; Black Mountain Light; There's Someone Lovelier Than You; Summering; While We're Young; My Heart Sings Still; I Concentrate On You; Over the Rainbow.	CONCERT OF COOL JAZZ —Cecil Young (3-10*) King (33) LP-255-1 Race Around; Stampin' at the Sassy; The Campbell's Are Coming; Formin' X-9; Runnin' on Home; Deep Purple; Cecil's House Party Blues; Tellin' to All About Us; I Surrender Dear; Memories of You; Here are some few jazz sides, played by top musicians of the genre. Personnel of the Taddy Wilson All Stars includes: Charlie Shavers, Street Parade!, Red Norvo, Back Clayton, Ben Webster, Al Casey, J. C. Heard and Al Hall. The boys turn out sets of exciting jazz, some of it smoochy, some wild and unbridled. But all of it is the type that jazz collectors should go for. The tunes on the platter are all standards, most of them very popular back in the 1940 era. The ork makes three like "Memories of You" and "It Dreams Come True" sound fresh again. The Wilson platter is outstanding on the disk, but all of the others have a chance to be heard as well. Recording is good.
BOOGIE WOOGIE CLASSICS — Alvin Karpis (1-10*) Blue Note (33) LP 7017 Boogie Woogie Blues; Boogie Woogie Blues; Bass Solo; Crazy; Tones and Fines; Chicago in Mind; Sultane Blues. This American memorial package is an issue fans of the boogie blues should go for. Alvin was not only a musician of high order but was also a man with imagination when his hands were in the keyboard. Top offerings of the group is "Tones and Fines" where he does with Maxine "Lum" Lewis in a keyboard jam session that really sparked. It's hard to choose between the ones where Alvin solos. Outstanding, however, is "Boogie Woogie Blues." Through all, Alvin's heavy bass is omnipresent while his right hand performs other miracles. One of a series, the cover maintains the same artwork as the others, using color to set each package apart.	
CIRCUS PARADE ALBUM — Ringling Bros. (1-10*) Cap 330) L-333 The circus parade down main street, promises to provide performance of the Big Show, has provided countless youngsters and adults for many years. This new set, containing eight well known circus marches, will evoke fond memories of those exciting parades. The music on the album is suitable circus music, masterfully played by Eddy Dean and the Ringling Bros. and Barnum & Bailey Band. The marches include the famous "Boogie of Columbia," "World Eerie Dixie" and "The Circus Parade." Capitol has issued this disk as the start of another BB&B spring tour, which makes it timely for both sales and display purposes. It should appeal to all who like the marches or circus music. Delays can be in for programming purposes.	
FIVE FAVORITE MOTION PICTURE LOVE THEMES — King (1-10*) Revue (33) SM 3003 The designed package for organ students and professionals, this disk makes for pleasant listening. Conversation With Jesus; Over the Rainbow; It Could Happen to You; Poco Loco; A Night in Tunisia; Doin' Nothing; You Go to My Head; Wait; Beating With Bud—Blue Note (33) LP-5003	BOOGIE WOOGIE CLASSICS — Alvin Karpis (1-10*) Blue Note (33) LP 7018 Boogie Woogie Blues; Boogie Woogie Blues; Bass Solo; Crazy; Tones and Fines; Chicago in Mind; Sultane Blues. This American memorial package is an issue fans of the boogie blues should go for. Alvin was not only a musician of high order but was also a man with imagination when his hands were in the keyboard. Top offerings of the group is "Tones and Fines" where he does with Maxine "Lum" Lewis in a keyboard jam session that really sparked. It's hard to choose between the ones where Alvin solos. Outstanding, however, is "Boogie Woogie Blues." Through all, Alvin's heavy bass is omnipresent while his right hand performs other miracles. One of a series, the cover maintains the same artwork as the others, using color to set each package apart.
BUD POWELL—Bud Powell-Fats Navarro MCA Records (33) LP-1005 Roy Hayes-Turner; Polka—Over the Rainbow; It Could Happen to You; Poco Loco; A Night in Tunisia; Doin' Nothing; You Go to My Head; Wait; Beating With Bud—Blue Note (33) LP-5003	BUD POWELL —Bud Powell-Fats Navarro MCA Records (33) LP-1005 Roy Hayes-Turner; Polka—Over the Rainbow; It Could Happen to You; Poco Loco; A Night in Tunisia; Doin' Nothing; You Go to My Head; Wait; Beating With Bud—Blue Note (33) LP-5003

Album and LP Reviews

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JOHNNIE RAY ALBUM — Johnnie Ray With the Four Lads, Buddy Cole Quartet and Orchestra. (4-10*) Columbia 778) C-288	POPULAR multimedia in carrying them. Students and professionals can purchase titles of the arrangements exactly as received.
Don't Blame Me, Waitin' My Baby Back Home, Don't Take Your Love From Me, All of Me, Gee Whizz, The Lady Drinking Champagne, Out in the Cold Again, Coffee and Cigarettes. This is the disk package which Columbia decided to put out without any disk jacket covering, without a single printed name or title on the cover and without making single disks available. Unusual as the approach may be, the ditty figures to reach no some near-fabulous sales on the item. Ray handles a mixture of standards and brand new tunes in his small recognized style. Itself is a sock package for his millions of fans. This should be one of the hottest albums on the market for some time. If the ditty ever decides to release singles from the album, then "All of Me" could rack up a million sales on its own. Backed by the Four Lads with orchestra and the Buddy Cole quartet is excellent. In all, this is a powerful item.	HOT JAZZ RUNNIN' WILD—Taddy Wilson All Stars (3-10*) MGM 133) L-129 Blues, Ten, Big Call Rag; It Dreams Come True; I Can't Get Started; Stampin' at the Sassy; Runnin' Wild; I Surrender Dear; Memories of You. Here are some few jazz sides, played by top musicians of the genre. Personnel of the Taddy Wilson All Stars includes: Charlie Shavers, Street Parade!, Red Norvo, Back Clayton, Ben Webster, Al Casey, J. C. Heard and Al Hall. The boys turn out sets of exciting jazz, some of it smoochy, some wild and unbridled. But all of it is the type that jazz collectors should go for. The tunes on the platter are all standards, most of them very popular back in the 1940 era. The ork makes three like "Memories of You" and "It Dreams Come True" sound fresh again. The Wilson platter is outstanding on the disk, but all of the others have a chance to be heard as well. Recording is good.
PERRY COMO TV FAVORITES — Perry Como (1-10*) V 1331 LP 3013 You'll Never Walk Alone; Black Mountain Light; There's Someone Lovelier Than You; Summering; While We're Young; My Heart Sings Still; I Concentrate On You; Over the Rainbow.	CONCERT OF COOL JAZZ —Cecil Young (3-10*) King (33) LP-255-1 Race Around; Stampin' at the Sassy; The Campbell's Are Coming; Formin' X-9; Runnin' on Home; Deep Purple; Cecil's House Party Blues; Tellin' to All About Us; I Surrender Dear; Memories of You; Here are some few jazz sides, played by top musicians of the genre. Personnel of the Taddy Wilson All Stars includes: Charlie Shavers, Street Parade!, Red Norvo, Back Clayton, Ben Webster, Al Casey, J. C. Heard and Al Hall. The boys turn out sets of exciting jazz, some of it smoochy, some wild and unbridled. But all of it is the type that jazz collectors should go for. The tunes on the platter are all standards, most of them very popular back in the 1940 era. The ork makes three like "Memories of You" and "It Dreams Come True" sound fresh again. The Wilson platter is outstanding on the disk, but all of the others have a chance to be heard as well. Recording is good.
BOOGIE WOOGIE CLASSICS — Alvin Karpis (1-10*) Blue Note (33) LP 7017 Boogie Woogie Blues; Boogie Woogie Blues; Bass Solo; Crazy; Tones and Fines; Chicago in Mind; Sultane Blues. This American memorial package is an issue fans of the boogie blues should go for. Alvin was not only a musician of high order but was also a man with imagination when his hands were in the keyboard. Top offerings of the group is "Tones and Fines" where he does with Maxine "Lum" Lewis in a keyboard jam session that really sparked. It's hard to choose between the ones where Alvin solos. Outstanding, however, is "Boogie Woogie Blues." Through all, Alvin's heavy bass is omnipresent while his right hand performs other miracles. One of a series, the cover maintains the same artwork as the others, using color to set each package apart.	BOOGIE WOOGIE CLASSICS — Alvin Karpis (1-10*) Blue Note (33) LP 7017 Boogie Woogie Blues; Boogie Woogie Blues; Bass Solo; Crazy; Tones and Fines; Chicago in Mind; Sultane Blues. This American memorial package is an issue fans of the boogie blues should go for. Alvin was not only a musician of high order but was also a man with imagination when his hands were in the keyboard. Top offerings of the group is "Tones and Fines" where he does with Maxine "Lum" Lewis in a keyboard jam session that really sparked. It's hard to choose between the ones where Alvin solos. Outstanding, however, is "Boogie Woogie Blues." Through all, Alvin's heavy bass is omnipresent while his right hand performs other miracles. One of a series, the cover maintains the same artwork as the others, using color to set each package apart.
CIRCUS PARADE ALBUM — Ringling Bros. (1-10*) Cap 330) L-333 The circus parade down main street, promises to provide performance of the Big Show, has provided countless youngsters and adults for many years. This new set, containing eight well known circus marches, will evoke fond memories of those exciting parades. The music on the album is suitable circus music, masterfully played by Eddy Dean and the Ringling Bros. and Barnum & Bailey Band. The marches include the famous "Boogie of Columbia," "World Eerie Dixie" and "The Circus Parade." Capitol has issued this disk as the start of another BB&B spring tour, which makes it timely for both sales and display purposes. It should appeal to all who like the marches or circus music. Delays can be in for programming purposes.	BOOGIE WOOGIE CLASSICS — Alvin Karpis (1-10*) Blue Note (33) LP 7018 Boogie Woogie Blues; Boogie Woogie Blues; Bass Solo; Crazy; Tones and Fines; Chicago in Mind; Sultane Blues. This American memorial package is an issue fans of the boogie blues should go for. Alvin was not only a musician of high order but was also a man with imagination when his hands were in the keyboard. Top offerings of the group is "Tones and Fines" where he does with Maxine "Lum" Lewis in a keyboard jam session that really sparked. It's hard to choose between the ones where Alvin solos. Outstanding, however, is "Boogie Woogie Blues." Through all, Alvin's heavy bass is omnipresent while his right hand performs other miracles. One of a series, the cover maintains the same artwork as the others, using color to set each package apart.
FIVE FAVORITE MOTION PICTURE LOVE THEMES — King (1-10*) Revue (33) SM 3003 The designed package for organ students and professionals, this disk makes for pleasant listening. Conversation With Jesus; Over the Rainbow; It Could Happen to You; Poco Loco; A Night in Tunisia; Doin' Nothing; You Go to My Head; Wait; Beating With Bud—Blue Note (33) LP-5003	BOOGIE WOOGIE CLASSICS — Alvin Karpis (1-10*) Blue Note (33) LP 7018 Boogie Woogie Blues; Boogie Woogie Blues; Bass Solo; Crazy; Tones and Fines; Chicago in Mind; Sultane Blues. This American memorial package is an issue fans of the boogie blues should go for. Alvin was not only a musician of high order but was also a man with imagination when his hands were in the keyboard. Top offerings of the group is "Tones and Fines" where he does with Maxine "Lum" Lewis in a keyboard jam session that really sparked. It's hard to choose between the ones where Alvin solos. Outstanding, however, is "Boogie Woogie Blues." Through all, Alvin's heavy bass is omnipresent while his right hand performs other miracles. One of a series, the cover maintains the same artwork as the others, using color to set each package apart.
BUD POWELL—Bud Powell-Fats Navarro MCA Records (33) LP-1005 Roy Hayes-Turner; Polka—Over the Rainbow; It Could Happen to You; Poco Loco; A Night in Tunisia; Doin' Nothing; You Go to My Head; Wait; Beating With Bud—Blue Note (33) LP-5003</	



Exclusive Sales-Help Service for Profit-Minded Music-Record Dealers! Now offered by The Billboard

Today's TOP TUNES

Published by The Billboard

WHEEL OF FORTUNE
 KAY STARR—Capitol 1781 (1964) (45) F-1964
 (I Wanna Love You)
 BOBBY WAYNE—Mercury (78) 5779; (45) 5779x45 (If I had the Heart of a Clown)
 BELL SISTERS & HENRI BENE ORK—Victor 178 20-4520; (45) 47-4520
 (Poor Whippoorwill)
 OTHER RECORDS AVAILABLE: F. Carle, Victor; Cardinals, Atlantic; Four Flames, Specialty; J. Hartman, Victor; H. Thomas-G. Wynnes, Decca; S. Kaye-Kaydetz, Columbia; M. King, Okeh; S. McDonald, Capitol; A. Prysack, Decca; J. Scott, Coral; J. Thomson, King; D. Washington, Mercury; E. Wilson & S. Gale, Derby; B. Williams, MGM



Illustrated here, greatly reduced, are the front and reverse side of Today's Top Tunes (actual size 8 1/2x11). Illustrated at the right shows an actual size reproduction of just one of 50 listings of the top tunes, complete with best selling records, artists, labels and record numbers. Note small high/low type at the bottom which shows other recordings of the same available. Today's Top Tunes is printed in a different color combination every week, so that you and your customers can always and immediately tell the new issue from the previous week's.

TODAY'S TOP TUNES INCREASES RECORD SALES

Bigger Profits—More Sales—Few Returns! That's the chorus sung by music-record dealers that run TODAY'S TOP TUNES. And no wonder...

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 (Please Print)
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 City _____ Zone _____ State _____
 Phone Number _____
 Your Own Name _____



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DEBBIE REYNOLDS
AM I IN LOVE
 and
WHAT GOOD IS A GAL
(Without a Guy)
 (From the MGM Technicolor Musical
 "Skirts Ahoy!")
 MGM 30568 78 rpm
 K30568 45 rpm



CINDY LORD
WALKIN' TO THE MAILBOX
 and
COME BACK (Reviews!)
 MGM 11211 78 rpm
 K11211 45 rpm



BILLY ECKSTINE
"KISS OF FIRE"
 and
NEVER LIKE THIS
 MGM 11225 78 rpm
 K11225 45 rpm

BEST BETS FOR TOP SALES

Fran Warren
I HEAR A RHAPSODY
 and
MOTHER, MOTHER
 MGM 11190 78 rpm
 K11190 45 rpm

Tommy Edwards
MY GIRL
 and
PIANO, BASS AND DRUMS
 MGM 11209 78 rpm
 K11209 45 rpm

Ziggy Elman
WITH A SONG IN MY HEART
 and
ALL I DO IS DREAM OF YOU
 MGM 11197 78 rpm
 K11197 45 rpm

Henry Jerome
HOMING PIGEON
 and
LET ME DREAM
 MGM 11134 78 rpm
 K11134 45 rpm

George Shearing
TO A WILD ROSE
 and
SWEDISH PASTRY
 MGM 11199 78 rpm
 K11199 45 rpm

**Gene Kelly-Lennie Hayton & the
 MGM Studio Orchestra**
BROADWAY BALLET
 MGM 30573 78 rpm
 K30573 45 rpm

Art Mooney
HONKY TONK BLUES
 and
MOVE IT ON OVER
 MGM 11198 78 rpm
 K11198 45 rpm

Bill Hayes-Judy Johnson
WHEN I DREAM
 and
DON'T SEND ME HOME
 MGM 11210 78 rpm

Art Lund-Anita Gordon
PIGTAILS AND FRECKLES
 and
FRENESI
 MGM 11207 78 rpm
 K11207 45 rpm

COUNTRY HITS

Hank Williams
HALF AS MUCH
 and
LET'S TURN BACK THE YEARS
 MGM 11202 78 rpm
 K11202 45 rpm

Bob Wills
HUBBIN' IT
 and
I'LL BE LUCKY SOME DAY
 MGM 11213 78 rpm
 K11213 45 rpm

Carson Robison
STORE BOUGHT TEETH
 and
LIFE IS A BEAUTIFUL (?) THING
 MGM 11200 78 rpm

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THE BILLBOARD Music Popularity Charts

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

The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

THE CARIOCA Les Paul Capitol 2088

Les Paul has a fine follow-up to his Big "Tiger Rag" diskings, in this revival of the lively title. It is brought up to date with a bright and powerful rendition. Flip side, "Confessio," is a smooth job by Les Paul and Mary Ford.

I'M YOURS I UNDERSTAND Four Aces Decca 26162

The Aces, sparked by lead singer Al Alberts, do a strong job on the lovely new ballad "I'm Yours." Flip side, the oldie "I Understand," shows off the group's strong beat and slick harmonies.

ALL I DO IS DREAM OF YOU Eddy Howard Mercury 5832

Tom, now being revived via the film "Singin' in the Rain," should be another strong disk for Howard. Flip side is the title from the same movie.

The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what four disk jockeys think tomorrow's hits will be.

1. JUNCO PARTNER Richard Hayes Mercury 5833
2. HALF AS MUCH Rosemary Clooney Columbia 39710
3. BE ANYTHING (BUT BE MINE) Chame Butler Columbia 39690
4. KISS OF FIRE Tony Martin RCA Victor 20-4671
5. DELICADO Percy Faith Ork. Columbia 39708

The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what four retailers think tomorrow's hits will be.

1. KISS OF FIRE Tony Martin RCA Victor 20-4671
2. I'M YOURS Eddie Fisher-Hugo Winterhalter Ork. RCA Victor 20-4680
3. JUNCO PARTNER Richard Hayes Mercury 5833
4. BE ANYTHING (BUT BE MINE) Helen O'Connell Capitol 2011
5. MY HERO Four Aces-Al Alberts Decca 26073

The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be.

1. TATTLE TALE TEARS F. Young Capitol 2639
2. HALF AS MUCH Hank Williams MGM 11202
3. PUT YOUR ARMS AROUND ME Tennessee Ernie Capitol 2042
4. SO USED TO LOVING YOU Webb Pierce Capitol 2042
5. THREE WAYS OF KNOWING Johnnie & Jack Victor 20-4555

The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be.

1. KISS OF FIRE Tony Martin Victor 20-4671
2. JUNCO PARTNER Richard Hayes Mercury 5833
3. I'M YOURS Don Cornell Coral 60690
4. MY HERO Four Aces-Al Alberts Decca 26073
5. HONEST AND TRULY Guy Lombardo Ork. Decca 27993

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WINCHELL *and* **MAHONEY**

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and
"MISSISSIPPI"

20-4651 (78 RPM) • 47-4651 (45 RPM)

RCA VICTOR RECORDS

On the Stand

Paul Nero

(Reviewed at the Trianon Ballroom, San Diego, Calif., April 6. Booked by Associated Booking Corporation.)

Saxes: Bob Cooper, Bud Shank and Bart Caldarell.

Trombone and road manager: Dick Kenney.

Trumpet: Chico Alvarez.

Rhythm: Don Trenner, piano; Billy Wilson, drums; Stan Fletcher, bass.

Leader, fiddle and vibes: Paul Nero.

Vocalists: Helen Carr.

A rangers: Paul Villepigue, Nero, Cooper and Alvarez.

Not since John Kirby's famed sextet set toes tapping in the '30's has a more diversified band, aimed at the hotel trade, made its bow. While the Nero men plays all types of jazz, the band is far more varied in its library than was Kirby's but it possesses that staccato quality that made even Kirby's fastest jazz tempos commercial and danceable.

Nero, veteran violinist, has a solid and varied background that's reflected in the band's book. Combo is especially strong in show numbers, really eye-and-ear-appealing stuff, like the excellent arrangement in modern tempo of Schubert's "The Bee," Nero's own "Hot Canary," and two other originals, "Frustrated Woodpecker" and "Dizzy Fingers."

The bawoneer's amplified fiddle is heard on every arrangement, either on solos or playing ensemble with the ork, and Nero deserves a kudo for the effort he puts into fiddling.

Nero's work with 10 men proves that it's possible to return to a smaller personnel and still maintain a full sound, by making up arrangements that utilize full ensemble most of the time. Ork gets its coloring from various combinations of the reeds, with boys using two clarines and a bass clar. on one styling, and an effective scoring of bassoon, oboe and clar. voiced with the trombone and trumpet.

The library has over 100 arrangements. There's solid scoring, like "Don't Make Waves," a real bopper; "One o'Clock Jump," and sweet stuff like "Estrelita," and "Chloe" and "There's a Small Hotel." The emphasis is on commercial tunes, with enough up tempo to satisfy the younger tempers' requests.

Helen Carr, petite blonde, carries the entire vocal load and does a good job, but a sideman who can double vocals would help. Nero is an enthusiastic frontman and his energetic approach is reflected in his sidemen. Ork should do well in any type of location. Johnny Sippel.

Tempo Resumes Heavy Waxing, Sets Italy Deal

HOLLYWOOD, April 19.—With the return of Prexy Irving Fogel from a six-month business trip to Italy, Tempo Records is resuming heavier waxing activities. Fogel said that Tempo is cutting more

Nick Stuart

(Reviewed at the Wilton Hotel, Long Beach, Calif., April 14. Booked by Associated Booking Corporation.)

Saxes: Al Fancilla, Chuck Burgess, Reg Burchinal.

Trumpet: Walt Abruzzese.

Rhythm: Oscar Weinstein, bass; George Kleinberg, piano; Al Lindner, drums.

Leader: Nick Stuart.

Vocalists: Chuck Burgess, Diane Richards and Al Fancilla.

Stuart, long associated with larger bands, has broken down to small-band size for hotel ventures, with more hostilities wanting the smaller crew. Band's book is continually growing and Stuart has cut up the big band scores to fit the smaller group to cover the standards. Band gets its styling from the saxes, who double continually, and a fine vocal corps. Al Burgess, out of the sax corps, is a fine, animated vocalist who can do any type of lyrics. Buxom Diane Richards is excellent decoration for any bandstand and does ably with the current hits.

Band fits the smart Sky Room of this hostelry like a glove in that Stuart is the kind of a front man who ingratiates himself immediately with the diners. He sticks strictly to stick-waving and talking to the dancers. In a hostelry, this dialog brings plenty of return customers. Johnny Sippel.

Job in Expansion Of Distrib Set-Up

CHICAGO, April 19.—Robert Broz, general manager, Job Records, reported the firm now has 15 distributors covering the East, Midwest and South, and will shortly augment this list with reps in the West, thus giving the label its first coast-to-coast coverage.

Firm has augmented its artists list, with the following under contract in the pop field: Ray Pearl, Eddie Brandt, Ruthie James, Miles Edwards, Billy Bishop, Bill Scott, Jimmy Jet, Dan Belloc, who is Job's musical director, and Frank Reddie, organist.

In the country and Western field, firm has signed Al Harmon, the Prairie Ramblers, formerly on the Mercury label; the Patsy Kelly Trio, Steve Thompson and Bob Ward.

Firm plans to issue its first LP sides in a few months, and is now releasing all new sides on 78 and 45 r.p.m. simultaneously.

Sessions with Brother Bones, Papa LaIne and other Tempo artists. Fogel has purchased four masters from Little Billy Big, Negro baritone, for early release. He has also made arrangements for Italian conductors to cut approximately 100 sides, both classical and light classical, during the next year. Franco Pasigili, Tempo's rep in Florence, Italy, will arrive here next month for further business discussions with Fogel.

"Piano Parade" in Happy Bow Despite Tatum's Tardiness

DRETOIT, April 19.—World premier of "Piano Parade" drew an attendance of about 3,500 for a one-nighter Saturday (12) at the Masonic Temple. With the house scaled for a \$3.60 top, gross is estimated at around \$6,000. Unit, set to play a long string of one-nighters after Detroit, is packaged by the Gale office, with Martha Glaser as representative here.

Show had a bad break when Art Tatum was delayed on opening, and Pete Johnson and Meade Lux Lewis were put on first, followed by an announcement that Tatum was delayed and might not arrive. Management offered to refund admissions, with the show one-third over, to any customers who wouldn't take a chance on the substitutions and Tatum's arrival. Only 29 went to the box office for refunds. Al Hobbler, came in from the Flame Show Bar to work as accompanist for Pete Johnson with only two minutes' rehearsal. Slam (Leroy) Stewart and Everett Barksdale, who play bass in the Erroll Garner Trio, did an unscheduled duo number, and Garner himself did an overlength bit to fill in time. Tatum finally arrived and went into his turn, running the show till 12 p.m. Promotion on the show was handled locally by Arthur Schurgin.

Rochester Ork For Mercury

NEW YORK, April 19.—Mercury Records has signed its third American symphony orchestra in a move to expand its longhair catalog. At the same time the diskery named Ronald Wise as district sales manager in the classical field. Wise was formerly in both sales and a.r. posts with RCA Victor, Columbia and Decca. Signed to a waxing pact was the Eastman Rochester Symphony Orchestra. The diskery already has under contract the Chicago and Minneapolis orks.

The diskery also named Murray Jacobs as Southern exploitation exec for the rhythm and blues field.

Dailey's Meadowbrook Gets Wire From CBS

NEW YORK, April 19.—Frank Dailey's Meadowbrook got a Columbia Broadcasting System wire this week when the Ralph Flanagan ork debuted at the Cedar Grove, N. J., spot. CBS rates for remote wires are now \$100 for two half-hour shows from local spots and \$250 for the same segments from locations in the metropolitan area but out of the city limits.

Billy Williams Group Signed by Mercury

CHICAGO, April 19.—Billy Williams quartet this week inked a three-year pact with Mercury which becomes effective May 15. Group, featured on the National Broadcasting Company's "Show of Shows" TV series the past two seasons, has been waxing for MGM. Their TV contract with the NBC Saturday night show still has another year to run.

PLASTICS BOOM IN DISK USE

WASHINGTON, April 19.—The Labor Department reports a "phenomenal growth of plastics during the past decade" in the production of phonograph records, and radio and television cabinets. Nearly 1.8 billion pounds of plastics were produced by 125 companies in 1951, which is almost twice the volume produced in 1946.

Phonograph records are produced from vinyl resins, one of the leading plastics materials, while radio and television cabinets are made from phenolics, the second of the leading plastics materials.

Portland Eyes Block Booking

HOLLYWOOD, April 19.—Plans are under way to provide anywhere from two to four days of consecutive dates for big package attractions in the Portland, Ore., area. Sam L. Amato, promoter and operator of McElroy's Ballroom, Portland, notified booking offices here that he has worked out a deal with Bill Duggan, chief of the Portland Civic Auditorium and execs of Jantzen Beach, whereby they hope to bring in at least two big packages per month to work a series of block bookings.

Amato will have four spots to work—his own ballroom, the Jantzen Beach tery, the auditorium and a new 3,000-seat stadium being constructed at Jantzen Beach. Amato and his cohorts intend to take a package and present it at a dance and also as a concert attraction. Biz in Portland has been increasing because of defense production contracts and reactivity of service installations in that area.

Bloch Firm Ads 3 Artists, Exec

NEW YORK, April 19.—Radio-TV conductor Ray Bloch's personal management firm continued to expand both its exec staff and talent stable with the addition of this new artist and the naming of Mike Markels to handle the band and cocktail unit department. Markels is currently booking Ray Bloch dance combos and an instrumental-vocal trio, the Whispering Three, for the office.

Added to the talent stable are the Mary Osborne Trio, chanter Jimmy Lewis and the Whispering Three. The Osborne Trio has been set for the Raleigh Room at the Warwick Hotel here. Both the Osborne group and Lewis are negotiating new waxing pacts. Handling negotiations for the firm are Sherwin Bash and Mace Neufeld.

Halasz to Question Baum and Morris

NEW YORK, April 19.—In his \$40,000 breach-of-contract suit against the New York City Center, Laszlo Halasz, former director of its opera company, was this week granted the right to examine Morton Baum and Newbold Morris, officials of the organization.

Halasz also is trying to enjoin the company from using any of the repertory he had prepared.

HOW 'BOUT THIS: ALLEN LYRICIST

NEW YORK, April 19.—Mel Allen, baseball's most mellifluous announcer, has now turned his attention to song writing. The baseball pundit has knocked off the lyrics to a new item named after one of his favorite Dixie excitements, "Play Ball You All." Music was penned by Norman Bishop and the tune is published by Jefferson Music. First disk on the item features a group called the Normanares on the new Imperial Crown label, with more disks being set.

WATCH THESE!

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Recorded by
Four Aces—Flash
Fen Garber—Capitol
Steve Gibson & Red Cops
—BCA Victor

"ROCK THE JOINT"

Recorded by
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Five Blue Flames—Columbia
Jimmy Preston—Gotham
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Album and LP Reviews

Continued from page 42

SEMI-CLASSICAL section is a glorious symphony. The other side contains selections from the composer's previous scores, including the ever popular "Pomp and Circumstances." The performance of the Kestelancz orchestra is so good it will give the listener a thrill. The disc will appeal to all who like German and the light classics.

LATIN AMERICAN

LATIN AMERICAN RHYTHMS—Miguelita Valdes (K-107) 70
MGM 1331 E-130
Rumba Rhapsody, Oh My Darling, Bongo Bonaparte, Recuerdos La Olla Marina, Estampas Callejeras, Lamento, Sango San Oloro, Babala. Those who like the real thing when it comes to Latin-American tunes will get their kicks out of this set. For the first time there are played down to the way they sound before the border, with a real beat and a wild and tempestuous rhythm that will get into your ears. The tunes include mambo, rumba, guaracha, bolero, and the Valse, one of the better groups of the many Latin-American bands around today, does a fine job with the eight selections, especially "Babalú" and "Estampas Callejeras." The crowd that dances to the Latin beat ought to go for this discing.

CLASSICAL

PIANO RECITAL OF CHOPIN—Marilyn 78
Columbia 131-127
Here's a Chopin album that presents six of the composer's pieces that are in the second popularity lane, with one, the Waltz in C-Sharp Minor, that is among the most widely performed. Collection includes the Mazurka No. 1, the Scherzo and Etude, the Waltz in B Minor (No. 10), a Berceuse and an Impromptu. They are up to an all-around collection. Miss Jones impresses in interpretations which stress the lyrical side of the pieces. She eschews technical bravura for its own sake. Dealers who have handled the pianist's three earlier Chopin LP's should be able to judge the potential here.

WEINBERGER: POLKA & FUGUE FROM SONWANDA AND RICHARD STRAUSS: DANCE OF THE SEVEN VEILS, OP. 54 FROM SALOME

THE PHILADELPHIA ORCHESTRA—Eugene Ormandy, Cond. (1-107) 75
Columbia 131-127
This makes an ever good 10-inch LP released by the label and consisting of shorter works which can be sold for \$2.85. And there are three other versions of the Strauss work available none are at this low price. The Weinberger piece is not otherwise available on LP. Great my three should be a good market for this light, fresh music played by the Philadelphia Orchestra and conducted by Ormandy. Both the performances and the recording are excellent. A good buy, this.

VERDI: SCENES FROM "OTELLO"

ELIZABETH STUBBS RAMON VINYA—Frank Guarneri—World Recordings (1-127) 75
Columbia 131-127
The best scenes from Verdi's interpretation of the Shakespeare masterpiece have been called for this splendid album. A rare combination of recital, wailing and vocal and orchestral artists make this one of Columbia's happier efforts. Elizabeth Stubb's singing shows as an artist is demonstrated most effectively in the haunting "Credo Salvo" and the magnificent duet "Dio si seconda, o spio," while Ramon Vinya the title role is at his best in the famous monolog Act III. Mr. Guarneri's interpretation of Lippa's "Credo" while it lacks somewhat from the usual reading, gains by his fresh insight and unconventional vocal emphasis. Fausto Cleva's conducting is both vigorous and delicate, with the great line, the delicate passages between these two extremes. Altogether a sensitive and handsome waxing, this album would merit the requirements of both specialist and amateur listeners.

CHARBIER: ESPANA RHAPSODY AND ROSSINI: LA CAMBIALE DI MATHI-MONIO OVERTURE

ROYAL PHILHARMONIC ORCHESTRA—Sir Thomas Beecham, Cond. (1-107) 74
Columbia 131-127
Both famous orchestral works are given bright readings by Beecham, who has a way with such music. The Charrier is offered on American concert programs—the Rossini not as frequently, although it is in the upper echelon of concert halls will recognize. The package, at a \$2.85 list, makes an attractive buy for the sometime listener, as well as the more serious collector.

BEETHOVEN: SYMPHONY NO. 1 IN C, OP. 21 AND HAYDN: SYMPHONY NO. 103 IN E Flat (Drum Roll)

THE PHILADELPHIA ORCHESTRA—Eugene Ormandy, Cond. (1-127) 74
Columbia 131-127
The musicianship of the Boston Symphony is such that for many it is an important musical event when there is a new recording by this group available. Here an old disc is a comparison between the best to the last symphony composed by the prolific Haydn and the first by Beethoven, which followed six years later. At this stage of his career Beethoven was still under considerable influence of the older master. Under the vigorous direction of Charles Munch both of these performances have little to be desired. The precision, balance and drive of the Boston one is excellent. Despite the fact that both of these symphonies have a number of recordings available, this disc is an important addition to the catalog.

IMPOUTOV—IVANOV: CAUCASIAN SKETCHES, OP. 10—The Philadelphia Orchestra of London/William Schuchter, Cond. (1-127) 72
MGM "31 E 137

The "Caucasian Sketches" contains all the only

recorded compositions of Imppoutov-Ivanov, to be available in this country. The suite is a series of vignettes or musical pictures of life in the Caucasus. As such, the music paints strong contrasts between the primitive nomadic steppe and the cosmopolitan villages. The fourth sketch, "March of the Sardar," is well known to concert-goers, and William Schuchter draws from the Philadelphia Orchestra all the drama and color that the composer intended. Because of its many differing moods the entire composition is an excellent interpretative piece. Schuchter makes the most of it.

MOZART: QUINTETS IN E FLAT MAJOR (K. 614) AND IN G MINOR (K. 516)

THE BUDAPEST STRING QUARTET—William Kattman (1-127) 72
Columbia 131-127
The two quintets, one in a major key and the other in a minor, are sharply opposed in spirit. The G Minor, one of the most impassioned from the pen of Mozart, is tragic in mood. It is one of the greatest emotional expressions in chamber music. The E Flat Major, on the other hand, is happy and gay, the more customary mood of the composer. The performances are uniformly first. The Budapest quartet, if nothing else, makes the album first choice among the several waxings of the works available.

HANDEL: THE MESSIAH—Aurelia Kipper, Rosete Arday, Lorena Fehrburgh-Josef Grindel-Salzburg Monastery

OF ALL lengthy sacred compositions, the "Messiah" is perhaps the best loved. Replete with familiar solos and choral selections, the oratorio in its instance is sung in the original German. The beauty of the music is so overwhelming, however, that the words are of secondary import. Recorded in Europe under the baton of Josef Morawitz, both solo and choral show excellent direction, especially in the thrilling "Hallelujah Chorus." The soloists too are in good voice. The three are some technical flaws, these detract little from the overall excellence of the performance. The price, also, adds to its desirability.

FAVORITE PIANO ENCORES—Joseph Bonissini (1-127) 70
MGM 1331 E 143

There are many LP's on the market that contain the same or very similar collections of piano pieces as those included in this set. Yet there is no question that these compositions from "movement Musical" to "Polonaise" are extremely popular among all who enjoy piano music, from neophytes to experienced music lovers. Bartok's does a fine job playing them all in a brilliant style that displays his fine technique. His interpretation of the Chopin work is outstanding. Set is a good one for classical delay programming, and should have a wide appeal.

OFFENBACH: ORPHEUS IN THE UNDER-WORLD—Claudine Collart-Jean Mollien—The Paris Philharmonic Orchestra—Eugene Ormandy, Cond. (1-127) 70
RCA Victor 1331 SX 204

Offenbach, a prolific writer of comic operas, is best known in the literature for his "Gaite Parisienne." The current set, issued for the first time in its entirety on LP, while not as fertile as "Folies-Bourgeoises," is useful and eminently listenable. It's a witty satire on the Orpheus myth, performed with spirit by a talented company. Diction is extremely clear, but those who can't understand French can follow the action with many a check in the French-English libretto furnished with the handsome bound album. Many disk buyers know the wonders to this opera. Dealers may be able to report this source.

MOZART: SONATA NO. 40 IN G-FLAT, K. 454 AND PAGANINI: CAPRICE NO. 24 IN A MAJOR, OP. 1—Mischa Elman-Wolfgang Rösler (1-127) 70
V (133) LM 1205

Elman, as classicalist, is revealing new facets of his repertoire art. Rösler's Victor issued his rendition of three Handel sonatas, and now we have one by Mozart. While purists might quibble with some phases of his performance, as lush in the romantic vein, all can enjoy the master's superb fiddling. And few can match the fine long he draws from the instrument. The K. 454 is new to LP listings. To the Paganini caprice, Elman brings a whole new set of variations which he takes on to the end of the original scoring. Reading has the required brilliance and a virtuoso performance is turned in. Disk comes a fine pair of contrasted works that will please fiddle music fanciers.

MOZART: STRING QUARTET IN D MAJOR (K. 575) AND STRING QUARTET IN D MAJOR (K. 575) —Stuyvesant String Quartet (1-127) 70
Philharmonic PM 105 (33)

The K. 499 is a first on LP, while the K. 575 has been waxed twice before. Back are Mozart at his most charming. The Stuyvesant group reads the quartets with buoyant spirit and well-matched (Continued on page 88)

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Shop Talk

"Cuisine des Anges" May Be Seen Here . . .

Samuel Taylor is considering doing an adaptation of the French comedy, "La Cuisine des Anges," by Albert Husson. There is disagreement as to whether the American rights to the play belong to Gilbert Miller or Saint Subber. Taylor would do it for the latter in association with Rita Allen and Archie Thomson. John Beal has succeeded Roger Price as director of the sketches in "New Faces of 1952." The Loft Players will present Tennessee Williams' "Summer and Smoke" at the Circle in the Square Theater, downtown New York, beginning Thursday (24) and running to June 29.

Equity Library Theater

CHICAGO

(Tuesday, April 8)

Lennox Hill Playhouse

A comedy by Maurice Watkins. Staged by Richard Forman. Technical director, C. Nevada. Fine costumes. Frank Brady, stage manager. Elizabeth Olden. Production manager, Robert Colton. Presented by Equity Library Theater, Inc.

- Roxie Hart Alicia Krug
Charles E. Mordock Ted Gambler
Amos Hart Patricia Campbell
Jack Frank Schofield
Marilyn S. Harrison Bill Alexander
Babe Stephen Pluta
Mrs. Morton Isabella Hoopes
Velma Brett Brown
Ida Barbara Stanton
Billy Flynn Leon Stevens
Mary Sunshine Chevi Colton
Moonshine Maggie Ruth Raymond
Go-To-Hill Kitty Dorothy Greeney
Judge Chanton Jerry Nathan
Machine Gun Rose Scott McGregor
And Sue Bagley, Harvey Benson, Jonathan Brink, Calvert de Forest, Lorna del Maestro, Beverly Dixon, Richard Plingfield, Sam Cilewold, Frank Hamilton, Betty Hughes, Beverly Linet, Frank Londono, Donald Marsh, Ken Meehan, Marjorie Miller, Jim Nichols, Mize Paul, Robert Albert, Lynn Ward and Robert Zinn.

Had it not been for some sharp casting and clever staging, the ELT revival of "Chicago," the story of Roxie Hart by Maurice Watkins, would have been a real bore. But thanks to Director Richard Forman, an unusual cast romps thru the material as if it were great stuff, and "Chicago" becomes lots of fun.

The play harks back to the turbulent twenties, when gangsters and their molls were glamor boys and gals. And Roxie Hart was the prettiest, most glamorous of them all. "Chicago" kicks off with Roxie's shooting her lover, takes her to jail and carries her story thru her trial and release. It is an expose of corruption in the city's police force and courts in a day when a pretty face and exposed, handsome gums usually meant "not-guilty."

Material NSG

All of which has been newspaper fare before and since. It's not very interesting stage material. However, it is made so by the astute judgment of Forman. His care in casting has assembled some very distinctive players, particularly Patrick Campbell, Brett Somers, Barbara Stanton, Chevi Colton and Dorothy Greeney. They all combine unusual appearance and solid acting to make a threadbare story seem wholecloth. Alicia Krug is as beautiful as Roxie was supposed to be, and Stephen Pluta and Isabella Hoopes turn in solid jobs in stereotyped roles.

As a curtain-raiser a group of youngsters in dance patterns reminiscent of the 1920's sets the flavor of the show. The dances are as well staged as the whole show, and Forman deserves plenty of credit. The costumes of Frank Brady and the clever manipulation of many sets help put this production in ELT's top drawer.

If anyone is puzzling about what to do with a worn-out script like this ELT job should be sufficient answer. Because the staff for "Chicago" has done just that—turned sad and dated material into a happy evening. Dennis McDonald.

D. C. Okay's Kids For Stage Roles . . .

The District of Columbia Board of Education gave its approval last week to the bill of Congressman Emanuel Celler (D. N. Y.) which would permit children to appear on Washington theater stages. The board specified, however, that the bill must set the age limit for child actors at 7 and prohibit appearances after 11 p.m.

Movie House to Show One-Acters . . .

Combination of a one-act legit play and a feature film becomes standard policy for the Erlen Theater, Philadelphia neighborhood movie house. Bernard L. Sackett is directing a Wednesday night series of dramatic offerings, starting with "The Monkey's Paw," in conjunction with the regular film feature on the screen. . . . The "Intelligencer-Journal" newspaper in Lancaster, Pa., has launched a movement for restoration with public funds of the Old Fulton Opera House as part of the "Hall of Fame of the American Theater." Possibility of a summer season, city-sponsored, is still up in the air in Philadelphia. The city theater project, calling for a 1,000-seat theater in a wing of Memorial Hall in Fairmount Park, will take \$138,000. It was reported to the park commission last week. Question is where the money will come from.

Ayers Options "Breath" For Fall Musical . . .

Lemuel Ayers has taken an option on "A Breath of Air," the Rumer Godden novel, for presentation next season. The first, according to his present sked, will be "See the Jaguar" by N. Richard Nash, which he will produce in association with Whitfield Cook. The second will be William Faulkner's "Requiem." . . . Donald Wolin, who produced Irving Elman's short-lived "The Brass Ring" last week, has taken an option on another Elman script for production next season. The play, a comedy, is still untitled, but Wolin would like to call it "Bloody" but "Unbowled." Wolin will give the play a tryout at his Theater-by-the-Sea in Matunuck, R. I. this summer. . . . Lenore Longman has resigned her role in "Of Thee I Sing," which is sked to open at the Ziegfeld on May 5. Her reason is that she does not feel right for the role of Diana Devereaux. She will stick with the show until a replacement is found.

Simon Replaces Vance In ATW Post . . .

Louis M. Simon will assume directorship of the American Theater Wing Professional Training Program on May 1. He succeeds Charles Vance, who has held that post for the past three years. Vance is resigning on his physician's advice to retreat to more favorable climate. He will leave the Wing office after June 13, when registration for the summer term will be completed, and will probably go to Hollywood to make films for television. . . . Stephanie Augustina has taken over the role Doretta Morrow had in "The King and I." . . . The Ethnor Morgenstau New Dramatists Workshop staged its fourth script Wednesday and Thursday (18 and 17) evenings. It was "The Lion and the Unicorn" by Otis Biegelow.

Miss McNamara to Sub For Miss Bel Geddes . . .

Barbara Bel Geddes will take a four-month vacation from "The Moon Is Blue," beginning June 3. Her role in the comedy will be taken by Maggie McNamara, who has been playing the role in the Chicago version for the past 50 weeks. Miss Geddes will spend the summer with her husband, Windsor Lewis, at the Robin Hood Theater in Arden, Del. . . . Richard Aldrich and Richard Myers will try out Cecil Easton's "The Gainsborough Girl" at Aldrich's Cape Playhouse this summer. . . . Florence Reed will open Monday (21) in a production of "The Royal Family" at the Bermudiana Theater in Hamilton, Bermuda.

Off-Broadway Review

THE RESTLESS FLAME

Opened Monday, April 14

Blackfriars' Theater

- A biographical drama by Louis de Wohl.
Singer by Dennis Greer. Settings by Floyd Allen. Costumes by Irene Griffin. Stage manager, Bill Field. Press representative, Marion Allee. Presented by the Blackfriars' Guild.
Melania Mariel Dooler
Alypius James Canon
Augustine Todd Lowry
Romanianus Allan Lind
Adroatus Janet Neff
Pontianus Janet Neff
Justina Janet Neff
Paronius Janet Neff
Tere Janet Neff
Dione Janet Neff
Boniface Janet Neff
Alida Janet Neff
Decimus Janet Neff
Gregory Janet Neff
Diana Janet Neff
Menk Janet Neff

The Blackfriars' Guild is in theatrical harness again, after a season's lay-off due to lack of a stage. Now the group has its little Blackfriars' theater back again, and it is a pleasure to have the town's best drama experimentalists reactivated, even if their new play hardly stands up to some of their previous efforts.

"The Restless Flame," adapted by Louis de Wohl from his biographical novel about St. Augustine, has a certain Lenten flavor. This reporter is not familiar with de Wohl's five-foot shelf of novels, but if "Flame" is a sample of his dramaturgy, he is not yet a playwright. He starts Augustine's career in Milan (circa 385 A.D.) and winds him up in a mysterious cell in Hippo some 47 years later. The first two acts offer the better part of the evening, since they comprise the spiritual metamorphosis leading to his ultimate conversion. However, the whole play moves at an amble, with moments of dramatic impact few and far between, due to the author's predilection for heavy doses of religious philosophy. It all seems very long in getting to the point very long in getting to the point.

The Blackfriars' have given "Flame" their usual careful attention to production detail. Floyd Allen has done another fine designing stint with the three backgrounds called for, and adapting them to the confines of the troupe's tiny stage. Irene Griffin's period costumes are extremely effective for an obviously moderate budget. Dennis Gurney, vet Blackfriars director, appears to have accomplished a small miracle in pulling an untidy play into focus. The saints alone know how much excess verbiage he stripped out of the script.

Also, as usual, there are some promising actors on the roster. James Canon is excellent as St. Augustine, particularly in the saint's more youthful sequences. He is a young actor who is not afraid to open up and let go when occasion demands, and "Flame's" important moments can be chalked up to his credit. Titus Ringer gives him agreeable assistance as his worldly friend. There was a good performance by Jay Taylor as his mother, and an exceptional bit from Mariel Dooler as a somewhat round-heeled gal friend of Augustine's unregenerate days in Milan. Miss Dooley should move on to bigger and better things. There are other fleetingly good contributions elsewhere in the cast, but de Wohl just hasn't bothered particularly with development of his minor characters.

It is nice to have the Blackfriars again on the job. Bob Francis.

Dramatic Routes

- Affairs of State (His Majesty's) Montreal, Bell, Book and Candle (Great Northern) Chicago
Blackstone (Hanna) Cleveland
Cocktail Party (Colonial) Boston
Cortez (Katharine) Portland, Philadelphia
Darkness at Noon (Good) Cincinnati
For Crying Out Loud (Wibart) Boston
Gloriana (Frederic) Windsor (Shubert) Boston
Gyps and Dolls (Shubert) Chicago
Hook and Ladder (Locust St.) Philadelphia
Member of De Wedding (Cort Square) Springfield, Mass., 21-23; (Russell) Aud. Hartford, Conn., 24-26
Mr. Roberts (American) St. Louis
Moon Is Blue (Civic) New Orleans, La., 11-25; (Park) St. Louis, Mo., 26-30
Moon Is Blue (Harris) Chicago
Of Thee I Sing (Shubert) Philadelphia
Remains to Be Seen (Edwards) Chicago
Shuffle Along (Shubert) New Haven, Conn., 25-28
Guin's Pacific (Nixon) Pittsburgh
Two on the Aisle (Coca) Detroit

Broadway Openings

FOUR SAINTS IN THREE ACTS

Opened Wednesday, April 16

Broadway Theater

- An opera with music by Virgil Thomson and libretto by Gertrude Stein. Musical direction by Virgil Thomson. Book direction by William Grosser. Choral direction by William Grosser. Choreography by William Grosser. Scenery and costumes by Paul Morrison. General manager, Walter Greig. Stage manager, Seymour Milburn. Press representative, Barry Hyams and Robert Heiler. Presented by the American National Theater and Academy in association with Ethel Lindner Reiner.
Clara Turner Clara Turner
Martha Flowers Martha Flowers
Celia Dash Celia Dash
Darin Mayes Darin Mayes
Altonel Hines Altonel Hines
Edgewood Smith Edgewood Smith
Inez Matthews Inez Matthews
Betty Lou Allen Betty Lou Allen
Edward Matthews Edward Matthews
Leopoldine Price Leopoldine Price
Ira Johnson Ira Johnson
George Goodman George Goodman
Rita Aronson Rita Aronson
Charles Colman Charles Colman
Rayfield Du Bard Rayfield Du Bard
Barbara Stanton Barbara Stanton
George Goodman George Goodman
Charles Colman Charles Colman
William Hughes William Hughes
Hugh Hurd Keeler Hugh Hurd Keeler
Paula Paula
Frank Frank
James Young James Young
Curtis Hawkins Curtis Hawkins

FEMALE SAINTS: Adelaide Boatner, Elizabeth Deane, Edna May, Davey, Olga James, Ida Johnson, Mary Little, Mary Ross, Dorothy Ross, Max Williams, Gloria Wunder.

DANCERS: Billie Allen, Robert Curtis, Carolyn Jorin, Louis Johnson, Arthur Mitchell, Helen Tait.

Continued from page 3

authority and style. His sister, Inez Matthews, brings a superb soprano to St. Theresa I, and Betty Lou Allen is a fine contralto counter-fol as St. Theresa II. Altonel Hines and Edgewood Smith likewise contribute handsomely to the ear of the commentators. There are others among Miss Stein's galaxy of saints a reporter could't possibly identify, but they all sing their utterly silly lyrics with fine enthusiasm and do full justice to Thomson's music.

Classic Bore

But in sum, the effectiveness of "Saints" rests entirely with the individual pewitser. Taken as a sort of combined opera and oratorio, with prettily designed stage groupings, it can be relaxing. But it's anybody's guess as to what it's all about, and this reporter is just smart enough to like to know what is going on. It is certainly for a highly rarified audience. For the average, Miss Stein's idiotic repetitions will be a classic bore.

THE CHASE

Opened Tuesday, April 5

The Playhouse

- A drama by Horton Foote. Staged by Jose Ferrer. Settings by Albert Johnson. Costumes by George Bockman. General manager, Walter Greig. Stage manager, Sanford Armstrong. Press representative, James Procter. Lewis Harmon and Joseph Green. Presented by Jose Ferrer.
John Hodick John Hodick
Richard Poston Richard Poston
Lyn McCarty Lyn McCarty
Sam Byrd Sam Byrd
Edwin Stewart Edwin Stewart
G. Albert Smith G. Albert Smith
Kin Sledge Kin Sledge
Nan McFarland Nan McFarland
Krup McDermont Krup McDermont
Lonny Chapman Lonny Chapman
Murray Close Murray Close
Ted Varjan Ted Varjan

Even a Jose Ferrer can't land on the button every time. Evidently he must have seen more in Horton Foote's latest script about his native Texas than meets the eye and ear at the Playhouse. It is this reporter's opinion that when the usually alert Ferrer took up the production of "The Chase," he temporarily dropped his rabbit's foot.

The trouble with this saga of a small-town sheriff is that it says the same things over and over again without engendering much conviction on the part of the audience. It is easy enough to believe in the nobility of a peace officer who stands unflinchingly for law and order to the point of risking his life to prevent the lynching of a murderer. But when, in the last analysis, he is overcome with remorse because he has to shoot him down himself in what he believed was self-defense, Foote's narrative becomes somewhat sticky with sentiment. Briefly, "Chase" is a spectacle what its implies—the old way of returning to knock off the man who put him in jail, in this case the sheriff. The switch is that the bedeviled officer is as much the quarry of the townspeople as the murderer he has to go after. Ac-

tually, except for occasional moments of minor excitement (the best of which can be attributed more to Ferrer's staging), about all the author has managed is a sympathetic portrait of a confused central character of essential decency. Foote is so busy attempting to underscore the causes of his confusion, that his play which might build to a headlong rush of excitement ambles to an inconclusive finish. The final curtain leaves a pewitser with a distinctly let-down feeling, and that as the astute Mr. Ferrer well knows is no good thing for a drama.

John Hodick makes an auspicious Sten stage debut, giving a restrained performance as a man of integrity who wants nothing more than a quiet home and family, the while forcing himself to live up to the letter of his oath of office. His co-star, Kim Hunter, gets what she can from the role of his devoted wife, tho it gives her scant opportunities to show her real talents. There are some good assets in lesser roles, notably from Sam Byrd and Ted Varjan, representing the town's more unpleasant citizenry; from Nan McFarland, in a sharp first act scene as the crushed mother of the murderer; from Lonny Chapman, as a character of some ill repute; from Murray Hamilton, as the crazed killer, and an outstanding stint from young Kim Stanley in a pathetic portrait of a brow-beaten drudge.

Even Ferrer's usual sharp direction cannot get more than occasional intensity into Foote's leisurely story treatment. Albert Johnson's sets of a jail office and a disreputable farm cabin are interesting, and George Bockman's costumes look to have proper local flavor. But, while "Chase" might be claimed a dashing ride to bounds in the small theaters of its native land, Broadway-wise it's a bet that its participants will come a-cropper at the first hedge. Bob Francis.

BROADWAY SHOWBOX

Performances Thru

April 19, 1952

DRAMAS

- Don Juan in Hell 3-30, '52 62
(Plymouth)
Gigi 11-24, '51 171
(Fulton)
Zelden Bal 3-12, '52 45
(LANTA Playhouse)
I Am a Camera 11-28, '51 166
(Empire)
Jhar 2-1, '52 92
(Coronet)
Mrs. McTuff 2-20, '52 69
(Midway)
Porch 3-4, '52 55
(South)
Point of No Return 12-13, '51 148
(Lyric)
Scales 17 5-8, '51 300
(LASt Street)
The Chase 4-13, '52 7
(Playhouse)
The Grass Is Greener 3-27, '52 28
(Martin Beck)
The Forecaster 10-25, '51 207
(Libraryman)
The Moon Is Blue 3-8, '51 461
(Henry Miller)
The Shrine 1-15, '52 112
(Gay)
Venus Observed 2-13, '52 75
(Century)

MUSICALS

- Call Me Madam 10-12, '50 631
(Empire)
Four Saints in Three Acts 4-16, '52 5
(Broadway)
Gyps and Dolls 12-24, '50 588
(Henry Miller)
Paint Your Wagon 11-12, '51 184
(Suburb)
Pill Joy 1-3, '52 124
(Sandwich)
South Pacific 4-7, '49 1,244
(Majestic)
The King and I 3-19, '53 444
(St. James)
Three Wives for Jamie 3-21, '52 35
(Hellinger)
Top Banana 11-1, '51 196
(Winter Garden)

CLOSED

- Flight Into Egypt 4-13, '52 39
(Music Box)
The Brass Ring 4-12, '52 4
(Lecro)
(Organs)
(Organs)
(Organs)

COMING UP

- Week of April 29)
Candide 4-22, '52
(National)
To Be Continued 4-23, '52
(Music)
The Village 4-23, '52
(Previews)

Ole-Chic-Skaters Unit to Open Tour In Canada Sept. 1

Package Set for 184 Performances; Comics' Routine Spotted Thruout

CHICAGO, April 19.—The Olsen and Johnson package which will combine with "Skating Van-

ities" in one of the most ambitious undertakings of its kind ever attempted, will go into rehearsal in August, it was learned this week, and will open September 1 in Canada where the troupe will tour before starting a trek thru the United States.

Ole Olsen and Chic Johnson, now playing their first night club date here at the Chez Paree, are already setting up the package which will work a minimum of 184 performances with "Vanities." Included will be June Johnson, Marty May, J. C. Olsen, a line of girls and other regulars in the Olsen and Johnson "Hellzapoppin'" series. In addition, special acts will be used, just as they are in the current niter unit, to break up the routine.

According to the present plan, the O and J material will be interspersed thruout the show, rather than be offered as a special show before or after the roller skating routines.

Plans also is to have a popular price admission so as to pull the largest possible attendances and to allow the show to play the largest auds and arenas in cities on the tour. Box office top will be \$2.75 with prices ranging downward depending on the seating.

Contractual overlapping which had previously held up final approval on the tour, with O and J shows, for more TV shows over the National Broadcasting Company, was believed to have been worked out this week, with the comedians getting an okay from the network to proceed with their fall and winter plans.

Spartanburg Expo Off to 40,000 Start

SPARTANBURG, S. C., April 19.—First three-day attendance of the Greater Spartanburg Industrial Exposition ending tonight at Memorial Auditorium here, topped 40,000. It is the first expo staged in the new \$1,500,000 municipal building.

Show producer-director Richard E. Tuley estimated the total draw would approximate 75,000, of which some 25,000 are school children.

More than 52 booths are displaying products made in the area. Several working exhibits are top attention getters, including a loom in operation making towels and laboratories testing textile fabrics.

Combo of Two Giveaway Shows Set for Brandon

BRANDON, Man.—Two of Canada's top giveaway radio shows, "Take a Chance" and "Fun Parade of 1952," will appear as a combined roadshow unit at the Wheat City Arena here April 30 under the Brandon Kinmen Club auspices.

Kine Bicycling in Cuba

Continued from page 11

play are weakest prospects, but such sight comics as Sid Caesar may be represented.

Will Aid Sponsors

Sheldon Hickox, Jr., NBC-TV station relations exec, in signing the pact, arranged to ship to Mestre one kine print each of about 30 NBC stanzas. The list of shows was selected on the basis of their sponsors, with the final group involving only those shows with sponsors who have distribution or subsidiaries in Cuba, and thus are good bankrolling bets. After screening them privately in Havana, Mestre will decide which shows are adaptable to Cuban audiences and to the dubbing process. Sponsors who buy the Cuban stations will have to pay the additional dubbing fee, which will vary according to the amount of reworking necessary.

Time charges on the five Cuban outlets for NBC shows have not been firmed up yet, and Hickox now is awaiting final word from Mestre on this. First deals are expected to be set for this summer, and the Cuban division is expected to be in full swing by fall.

Has 50,000 Receivers

There currently are close to 50,000 TV sets in Cuba, with Mestre expecting that figure to grow to 100,000 by the end of the year. As in the other Latin nations, however, these figures are deceptive, since most viewing will be done in public places rather than in homes, due to the relatively high cost of receivers as against average income in those nations. Video is extremely popular among the Latins, and they throng in tremendous numbers into places where sets may be watched.

Auditorium Managers:

Here are a list of promoters who are capable of properly promoting and underwriting advertising in your building. The increased availability of large quantities and package shows hinges upon the number and quality of local promoters. Therefore, it will be to your advantage to aid in the compilation of as complete a list of local promoters in your area, send as the names of the promoters in your territory. Write: Arena Auditoriums Dept., The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

The Mestre outlets are in Havana, Mantanzas, Santa Clara, Camaguey and Santiago. They are presently non-interconnected, with a relay system expected to be completed some time next year. For the time being, kine prints would be shuffled among them for individual airing.

The deal arrangement represents the first major international affiliation deal since the pre-war days, when both NBC and CBS add international divisions embracing a large number of Latin American radio stations.

Medicine USA

Continued from page 15

In alcoholism. But, since alcoholism is a disease, it is regrettable the program did not bring out more about the physiological factor. It would have been interesting, for instance, to hear why an alcoholic can never again be a social drinker, why, as Dr. Harold Lovell told the National Committee on Alcoholism earlier this month, the patient can never really be cured, why the talking of antabuse will make the patient ill after only one drink.

The series is going to 74 stations on the live network and to some 25 others, including the New York outlet, via transcription. Succeeding programs will deal with psychiatry, longevity, contagious diseases, exercises and the medical profession's efforts in the social welfare sphere. It is surprising that cancer and heart disease, the two health problems that seem to dominate the obituary pages and are certainly upper most in the public mind these days, are not listed for separate treatment. It is also regrettable that NBC and the AMA could not find the wherewithal at this time to give documentary treatment to the latest on the use of tobacco.

But even with its limitations the series is an invaluable contribution to public health, another example of the public service job that radio can do. Gene Plotnik.

FIRST BIGGIE UNDER NEW RULING

Chicago Freedom Festival Sets Pattern for Future Aud Benefits

CHICAGO, April 19.—The Freedom Festival staged at Chicago Stadium Sunday (13) was not only one of the most successful benefits ever held in an auditorium but, because of recent union rulings affecting appearance of talent at such affairs, will set a pattern to be followed thruout the country for similar events.

Sponsored by the Greater Chicago Committee for Bonds for Israel, the benefit filled the 20,000 seats in the Stadium, raising more than \$1,000,000 thru bond sales (minimum of \$50), which entitled buyers to two tickets to the affair prior to the event, then raised an additional \$250,000 thru pledges obtained at the festival.

All artists and musicians appearing on the three-and-a-half hour program were paid, and normal rental on the Stadium was also paid by the sponsor. Musicians received scale (about \$25 per man), while acts were paid, according to American Guild of Variety Artists scales, at the rates of one-seventh of a week's salary, with a \$25 minimum for the appearance, and a \$2,000 maximum set on the weekly salary figure.

To fulfill payment to the artists, at the AGVA rates, a check for \$1,500 has been deposited with the union.

Plan Other Shows

Because of the nature of the Freedom Festival, and the fact it was the most elaborate undertaking to date in the long-range program to sell \$500,000,000 Israel bonds in this country, leaders from committees in a number of other cities were here Sunday to get a blueprint of the festival, which will be followed in their cities at a later date. Initial undertaking, built along the Chicago show lines, will be held in Boston in June.

Sparking the Freedom Festival from a talent viewpoint, was George Jessel, who flew in from Hollywood for the benefit. Future shows, it was understood, will be led by either Jessel or Eddie Cantor, who has been extremely active in the national bond sale program.

Talent appearing here included Allan Jones, Julie Ohains, Maxie Rosenbloom, Danny O'Neal, Studs Terkel, Chet Robie, Win Stracke, Merriel Abbott Dancers, Law-

rence Davidson, Rosalind Russell, and Grace and Nicco. Augmenting the show were short addresses by Gov. Adlai Stevenson and Abba Eban, Israel ambassador to the United States. Jess Kimmell, former Columbia Broadcasting System TV producer, handled the entire production.

Heavy Promotion

To promote the affair, a heavy publicity program was conducted here for several months prior to the event. In addition to the usual newspaper and radio flack, program included special outdoor billboards, which were donated by the Outdoor Advertising Company, car cards, which were purchased by the sponsoring org at a special 50 per cent discount, and wire service releases.

Event was conceived by Seymour Fishman, with Morris Alexander, Chicago committee chairman, handling, Irv Kupcinet, local columnist, was program chairman, with Herb Krause heading the promotion.

Motor Show Returns in '53

NEW YORK, April 19.—Success of the first International Motor Sports Show, which concluded a nine-day run last week at Grand Central Palace after showing to 139,000 people, has prompted sponsor Herb Shriner to schedule a second event for next year. Event, which featured a variety of sports cars and motor oddities, including custom jobs, classics, antiques and racing cars, was a click from the start, with crowds in excess of 15,000 attending the opening sessions. Extensive press, radio and video coverage aided considerably.

Fred Pittera was the managing director. Howard Weissman handled publicity.

American Forum

Continued from page 15

place choices in both circuits, attention centered on predictions for the cellar-dwellers. First apologizing to Griffith for having to make the choice, Cohan picked the Senators to finish last in the American League. Povich immediately interjected that he differed drastically with the selection. In his book the Senators were due to squeeze in ahead of the Browns for seventh slot. Cohan then allowed as how this was hardly a drastic difference. Next came Johnson's query about fourth place, but the experts went their merry way and talked about the third place finishers. So it rambled.

Fouls & Curves

Switching roles for a moment, Cohan served up the only curve thrown in the stanza when he asked the senator what about the recent rash of ballplayers with World War II service being called back into uniform. The solon fouled that one out of the park. The big blast of the day was powered by Griffith with the close of the program when, in response to a question from the audience, he took Ty Cobb to task for recently condemning the modern version of the game and the present-day ballplayers. Among other comments, he said that Cobb was never able to hit to right field.

Despite any impression to the contrary, which viewers might have drawn from this lackluster discussion, it's a cinch that baseball will continue as the national pastime. Commercial for Bohm were limited to a closing institutional blast against socialism as being a freedom-limiting force.

Neve Gehman.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who normally underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to the persons who have the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

NEWS NUGGETS

Flood-Hit S. City Show Ups Flackery

SIoux CITY, Ia., April 19.—Combination sports - building show, scheduled for April 22-27 in the Sioux City Auditorium, is getting a stepped-up newspaper, radio and direct mail advertising campaign in an effort to overcome the affects of the floods that hit last week and inundated a huge section of the building's drawing area. Advertising publicity outlay was increased by \$1,500. Tommy O'Loughlin, promotional director of the building, disclosed.

Flood waters reached to within 10 feet of the building, covering the parking areas, but started to recede four days ago. O'Loughlin said the 85 per cent of the available space for the show had been sold before the flood struck and that no cancellations had since been made.

Talent line-up embraces 15 acts, including the Mills Brothers and many leading circus acts.

will see 1,280 dancers in action. Proceeds will go to development of square dancing and folk dancing as part of the national culture.

Edmonton Hockey Down

Sharply, Loses \$15,426

EDMONTON, Alta.—The 1951-'52 Flyers Hockey Club, sponsored by the Edmonton Exhibition Association, operated at a deficit of \$15,426, as compared to 1950-1951 surplus of \$3,655, directors were told by James Paul, exhibition manager.

Glasgow Gleanings

By CLIFF HANTLEY

galvanized-iron chimneys, weighing up to fifty pounds and presenting acres of resistance to the wind. Yet a TV aerial weighs only four pounds at most and offers practically no wind resistance. One theory is that the Town Councils will feel stubborn about aerials until all the town councilers have TV sets of their own.

Scotland, incidentally, would have twice or three times its present number of receivers but for the new legislation restricting installation buying. Few Scots householders can fork out a hundred dollars as the minimum down payment on a new set.

Victor, Decca Cut

Sides for Scotland

One indication of the growing importance of Scotland as a gramophone record market is the fact that the H.M.V. company (affiliated with RCA Victor) is planning to make a series of disks in Glasgow next month featuring Robert Wilson, leading Scottish tenor.

The Decca company already has done this. Practically all British records are made in London, but a Decca team came to Glasgow last week for the first time since before the last war and cut eight sides for Scottish distribution. An orchestra was specially gathered for the disks, which included a Harry Lauder selection, two sides designed for the children's market and a new number in the American idiom, "Bruce and the Spider," which is being broadcast here by Scots radio star Jimmy Logan.

Arena Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Steger, Show of '52 (Mem Mem Add) Birmingham 21; 22; (Mem Add) Buffalo 24; (Ordinary) Pittsburgh 25; (Sports Arena) Toledo, O. 26; (L. M. A. Add) Flint, Mich. 27; (State Circuit) E. Lansing 28; (College) Columbus, O. 29; (Development) Orrville, Ohio 30; (Mem. N. Y. 31-32; also Hibbing, Minn. 21-22; Duluth, Minn. 23-24; 25; (Mem. Add) Harrisburg, Pa. 26-27; Washington, D. C. 28-29; 30; Hollywood Ice Rink (Maple Leaf) Ontario, Toronto, Ont. 21-22; Holiday on Ice of 1952 (Municipal Auditorium) New Orleans, La. 23-24; Ice Capades of 1952 (Civic Center) Houston, Tex. 25-27; (Ovals of Deavers) Denver, Colo. 28-29; 30; 3058, Belle Haven (Civic Add) Belton, Ore. 25; (Auditorium) Richmond, Calif. 25; (Civic Add) Sacramento 26; (Auditorium) Santa Cruz 27; (Civic Add.) San Jose 28; (Civic Add.) Fresno 28; Polack Bros' Western Circus (Auditorium) Stockton, Calif. 24; (Civic Add.) Polack Bros' Eastern Circus (Armory) Akron, O. 31-32; (Auditorium) Fort Leonard Wood, Mo. 30-May 1.

Hocus-Pocus

By BILL SACHS

AFTER nine days at the Sportsmen Show in Indianapolis, Mr. and Mrs. Nevin V. Hoefert hopped into Chicago, where May 4 they present their "Valentines" Pet Parade on a return engagement on "Super Circus" via the ABC-TV network. While in Indianapolis, the Hoeferts took delivery on a new 26-foot Trailrite house trailer.

The Great Martin (Jimmy Martin) has joined the staff of the Roy Hall magic store in Detroit.

Pfc. Karrell Fox, in special service at Fort Leonard Wood, Mo., is spending a fun-loud visiting friends in the Major Tommy Windsor reports that he has reopened his magic studio in Marietta, O., and this time for good. "I have been on the road the past year playing dates for a franchised AGVA agent, and many and varied were my experiences," writes Tommy. "I intend to stay put this time. With his start back in the business, Windsor is featuring his new book, "84 Ways to Make Magic Pay," the Lucky Magician card trick, by George McAthay, and a new edition of the latter's book "Smart Talk, With Added Material." Bob White recently appeared for three days at the J. L. Hudson department store.



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Extra Added

New York

Peggy Loeb (she's the new Mrs. Sam Bramson) signed Pat Morrissey for six years. Gal'inger tentatively set for a May 2 date at La Vie En Rose... AGVA has jobs for Negro performers to work the Circle Theater, Cleveland. Contact Sam London, Cleveland AGVA or Manny Strutz, theater op that city... Andrews Sisters got \$7,500 for their week's stand at Cave, Vancouver, British Columbia... Lucille Ball and Desi Arnez set for Roxly in July.

Frankie Lane gets \$10,000 for his cut of the Laine-Pattil Page-Billy May tour. Pat's slice is \$7,500. Local clubs will not be allowed to sell liquor Tuesday (22) until 10 p.m. Reason: Primaries... Jack Petrill arranging a Victor Herbert concert at Carnegie Hall Thursday (24) with Fritzi Scheff... Roman Catholic Church banned hypnotism as entertainment in Quebec... Josh White will get \$2,500 for a return date at the Storyville Club, Boston, writes Mary Chase, White's p.m. ... Las Vegas' Thunderbird starts April 24. Peter Donald will follow... Steve Gibson and his Redeps will get \$3,750 from Bill Miller's Riviera when they open May 8. Group now has three managers, Murray Waingar, Jolly Joyce and Jack Diamond. MCA, however, does the booking.

Chicago

Saul Graumann and his "Stairways of Melody" set for the Palladium, London, starting June 2 in the Lena Horne show... Mac Murray, mentalist, back in town after a trip to Puerto Rico, plays club dates next week, then goes to Pittsburgh for a month. Robert C. Lewis will do an act April 24. Peter Donald will follow... Steve Gibson and his Redeps will get \$3,750 from Bill Miller's Riviera when they open May 8. Group now has three managers, Murray Waingar, Jolly Joyce and Jack Diamond. MCA, however, does the booking.

Philadelphia

Comedy duo of Marty Collins and Harry Peterson, broken up for more than two years due to Peterson's illness, is back in action again at Chubby's, Collingswood, N. J. ... Lou Palma, Gloucester, N. J., cafe man, is the new manager of Charley Ventura's Open House in Lindenwood, N. J. ... Babe LaTour feted at the Coronet on her 50 years in show business by the Variety Artists Friendship Club, local social organization of fem nitery performers.

Burlesque Bits

By UNO

GABY DELYS, first time burly strip, is a former dancer from nightclubs and musicals. Her new novelty featured routine was constructed with the assistance of Gertruda Hoffman, with whom she was associated recently... Still another burly come to migrate to legit is Sammy Smith, who started rehearsing April 28, for a role in the new musical "Wish You Were Here" due to open June 25, at the Imperial, New York. ... Alie Aida, 15-year-old son of Bob Aida, wrote, directed and played in a musical show in behalf of Father Steppens' High School in White Plains, N. Y., last week attended by the entire cast of "Guys and Dolls" in which dad is the headliner... Marty Knopf, treasurer of the Hudson Union City, N. J., celebrated a birthday April 12.

Al LeRoy joined Maxie and Alma Furman at the Alpine Village, Cleveland, April 14, for four weeks, thru Dave Golan. The Furmans came from the Beachcomber, Miami Beach... Dava Hammel, from Chicago, is the managerial replacement at the Fox, Indianapolis, for Hughie Mack, who died recently. Peggy Bond is now in her second season as featured strip on the Hirst Circuit after lengthy engagements at Burbank, Los Angeles, and the Colony Club, Gardena, Calif. ... Andy Anderson, scenic artist for a long time at the Hudson, Union City, left April 12, to join Frank Wirth's outdoor attractions as equestrian director, opening April 16, in Johnstown, Pa. ... Mae Brown's son, Stephen, took his first plane ride to visit his aunt in Akron, over the Easter holidays.

PRINCESS LAHOMA, following featured engagements in Philadelphia, Cleveland, Pittsburgh and Norfolk, Va., goes to her home in Oklahoma City, to vacation over the summer. Jack Diamond with Mandy Kaye played prominent parts in "Three Men on a Horse" via a TV program over WOR Monday thru Friday, week of April 21, sponsored by the American Rubber Company... Mona Rydeen, after a long illness, is convalescing with relatives at the Goodwin Home, 804 Brooks Ave., Venice, Calif. ... June issues of Jest and Comedy mags, just out, have gone burly to a large extent with full page photo space devoted to Rita Ravell, Diane Shaw, Virginia Kinn, Imogene Lee, Tyra Mona and Rita Cortes, in the former, and Winnie Garrett, Betty Jo Morgan, Renee Andre, Mickey Gings, Jones, Dolores Dawson and Rose LaRose, in the latter... George Young, operator of the Back Stage Club and formerly of the Roxy, in Cleveland, was responsible for all the arrangements for the booking of "Gentlemen Prefer Blondes," put on for a special week's attraction at the local Music Hall recently.

Winnie Garrett and Harry Eisen will celebrate their first wedding anniversary on May 16... Lois Scott Hamilton is the producer of Jack Hamilton's new carnival girlie revue opening next month in Wisconsin... Wally Sharples leaves the Valley Forge Inn, Boston, shortly for his usual summer engagement at Salisbury Beach, Mass. ... Nadine moves from the El Morocco, Johnston, R. I., to the Old Town Hall, Hartford, Conn.

April 28, thru Dave Cohn, whose other recent placements for the week of April 21 are Stormy Dawn, Nocturne, Manhattan, Trudy Wayne, Wayne Room, Washington, and Jo Shannon, Turf Inn, Troy, N. Y., and for April 28, Lorri Long, Copa Club, Baltimore, and Jean Mode, Wayne Room, Washington. The Gayety, Columbus, O., managed by the veteran Jay McGee, closes its 24th burly season this week with Rose LaRose the final feature. Jack Kane shows played the house 32 weeks, with only a brief hiatus at Christmas. Business on the season as a whole was spotty, altho closing weeks perked considerably. Jean Mode, last week's feature, is slated to open next week in the Wayne Room, Washington.

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**Italy Books
All-US-Show**
NEW YORK, April 19. — An Italian show featuring American acts will open in Milan early in June with all-American performers in on a six-month contract and options with all payments in American dollars.
Show, booked by the Lew and Leslie Grad offices, was for Giuseppe Paone, who is said to be the Zigfeld of Italy. Format a revue show, will have Sherri Stevens, Ruth Davis, "Tables" Davis, a Ben Yost girl quartette and an Arden-Fletcher line.
The show will open in Milan, it will tour Italy thereafter, playing Rome, Naples and other big Italian cities.

Roadshow Rep

JAY C. MASON, former rep. tab and burly performer, who also operated his own units over the old Joe Spiegelberg and Gus Sun tabloid circuits, is maintenance engineer at the Wellington Apartment Hotel, Miami Beach, Fla. . . . **Maurice McCaulley**, who has been presenting his punch and vent attraction to sponsor groups in Pennsylvania, plans to join Harry Joiner for the summer on a tour of Eastern camps. Joiner lectures on 16mm. pictures and calls his presentation "Beauty Spots of the Keystone State." . . . **Fremont Turgoon**, small town showman, who was caught in various windswept and flood areas since leaving Florida a month ago, has made a long jump to Northern Michigan. He'll cross into Canada and move East. Turgoon said that he just did beat out a bad windstorm in West Kansas and that he was even more fortunate to duck the floods in the Dakotas where he had hoped to spend part of the summer at least.

JULIE AND BILLIE OBRECHT, of the musical and rep show Obrecht family, are making plans to return to their Lacrosse, Wis., home about May 5 after spending the winter in Florida. They currently are playing hotel and night club dates in St. Petersburg. They report meeting many old rep and tent show friends during their stay in the Alligator State during the winter. **Capl. Billy and Josephine Bryant**, of showboat note, visited with the Obrecht sisters and the latter entertained numerous friends at the Bradenton, Fla., Kiwanis Park. Among their guests were Mr. and Mrs. Henry L. Brunk, of Brunk's Comedians, and Neil and Carolyn Schaffner, of the Schaffner Show, who have purchased a new home on the gulf in Sarasota, Fla. Julie and Billie's brother, Len Obrecht, is in Florida and Len has played numerous hotel and night club engagements around St. Petersburg, Orlando, Venice and Sara-

sota. **Christy Obrecht** and his wife visited with the sisters at Miami. . . . **FOLLOWING** a custom of long standing on the Dot and Jess Sun Players Show, members celebrated the birthday of **Gregg Hunter**, leading man, at their headquarters in Oelwein, Ia., recently. Event marked the first celebration on the org this season and Hunter was host to the company at Sunday dinner and an afternoon movie. Guests included the Suns, **Trixia Maskew, Carl Park and Sid and Faye Householder**. The show anticipates another six weeks on its Oelwein circle before launching its canvas season with a new tent. Org's spring circle proved a profitable one. Recent additions to the show include **Gubber Burhenan** and his pals, **Diele Belle** and **Hal**. Recent visitors included **Mid Tilton, Don Weagie, Hazel Cass** and **Buddy Manley**, who is preparing to join the Chic Boyes Players for the canvas season.

JOHN D. CULLIHAN is prepping a museum to be presented from a trailer in Southwest Oklahoma. He played stores during the winter. Cullihan is an old-time vaudeville ventriloquist. . . . **Malley-Harvey Players**, four-act group, will play New England resort towns this summer. Four-act group already has several camp schools booked. . . . **Rutler** will go to a platform after May 1 and play spots in Western Canada. . . . **F. Gerald Rines**, chalk-talk artist, recently concluded his 100th solo date. Rines has moved across-country from Bakersfield, Calif., to New Britain, Conn., where he plans to spend a few weeks before heading for Eastern resort towns for the summer.

Drivin' Round The Drive-Ins

A HEARING on a temporary injunction sought by Indian Orchard abutters in Springfield, Mass., was rendered unnecessary on a stipulation filed last week and accepted by Judge **William C. Giles** in jury-waived Superior Court which provides that Mayor **Daniel B. Brunton** will not issue a license for the construction and operation of an open-air theater until the legality of the zoning change and other matters in which **John S. Banas** and others are interested has been aired fully in Superior Court. A check of residents in the vicinity of Boston Road, the site where Banas desires to build a drive-in theater shows the sentiments better than 3 to 1 against the theater. A police check report was submitted to Mayor Brunton by Chief **Raymond P. Gallagher**. The major, after receiving a request from Banas for a theater license, asked the chief to have the survey made. The police report shows 84 residents near the proposed theater site opposed and 19 not opposed. The mayor said the information on neighborhood sentiment is but a first check whether it would be desirable to permit a drive-in theater on the Banas property. . . . **Millford Drive-In Theater**, Millford, Conn., opened its season April 12. **Bozo Kelly**, veteran clown, is in his third year of entertaining customers here, assisted by his son, **Bozo Jr.** . . . **Southeast Theater Company** has obtained a permit from the city building inspector at Roanoke, Va., for construction of a new drive-in theater in Riverdale, Va., to cost an estimated \$8,000.

Carter Named Manager Of Funland Skatery

AUGUSTA, Ga., April 19.—**C. G. (Chuck) Carter** has been named manager of the roller rink which is under construction at Joe Haworth's Funland Park here, spotted near the local H-Bomb project area. The rink will have a 60 by 90-foot skating area under a 100-foot circus top, Haworth reported.

Conn. Law Clamps New Haven Owners

Bans Kiddies in Amusement Spots After 6 P.M. Unless Accompanied by Adults

NEW HAVEN, Conn., April 19.—Local amusement operators catering to children in a large degree were dealt a blow recently when police sent letters to operators calling for strict compliance with State laws which forbid children under 14 to enter such amusement places after 6 p.m., unless accompanied by a parent or authorized adult. Too many New Haven children below the age of 14 are to be found on the streets late in the evening, due to attendance at theaters and other places of amusement, police said.

Benjamin F. Morey, operator of Eli Skating Club here, is affected by the edict and if the move spreads, it could seriously crimp rink operations all over the State.

Capt. Fred F. Esposito, director of the Police Youth Bureau, said that strict compliance with this liberalized State law will mean the removal of many young people from city streets at night when the potential for delinquency is at its highest, and it will also prevent violation of the curfew ordinance.

According to a law passed by the 1949 session of the Connecticut General Assembly, no child under 14 may enter or remain in a theater or roller rink after 6 p.m., unless accompanied by a parent, guardian, or other authorized adult. Furthermore, no child under 14 can go to "any dance house, concert saloon or phonograph hall of any museum having entertainments or variety shows connected therewith" at any time, unless accompanied by an adult in the above-listed category.

Police Chief **Howard O. Young**, in his letter to operators, stated that "the increasing number of this age group (under 14) on the streets at a late hour, and the results of information gleaned from these children indicate strongly that Section 8677 of the General Statutes is being violated flagrantly by owners and operators of certain moving picture establishments."

"I take this opportunity to convey to all establishments concerned that a strict enforcement of Section 8677 is being ordered in an effort to correct a juvenile behavior pattern that might very well lead to an increase in delinquency which I am sure we all hope to avoid."

A copy of Section 8677 was enclosed in each letter. It is included in the 1949 revision of the General Statutes which read, in part, as follows:

Mich. RSROA Names Queen

DETROIT, April 19.—**Ricky Klumb** was elected Michigan skating queen in a contest at Fairview Gardens Roller Rink here, with entrants from various rinks competing. A 16-year-old blonde, the queen represented the Collins Rink, Imlay City. Also competing were girls from Fairview Gardens, Dearborn Roller-drome and the Rolladium, Pontiac. Official duties for the queen start when she presides over the annual Michigan meet under Roller Skating Rink Operators' Association sponsorship at the Rolladium. She will also represent the State at regional and national meets. Selection of the entrants was made from skaters in each rink, and was based primarily on beauty rather than on skating proficiency. Judges in the final contest were **Jack Groux**, wrestling promoter; **Louia Abouad**, wife of the owner of the Guild Camera Shop, and **Bernard Muslet**, photographer with Golden Arts Studio.

WANTED

Manager and Operator for Portable RINK. Must have portable equipment and be able to give references. Sale all in time letter. Opening at once.

BOX D-192
Billboard Cincinnati 22, Ohio

Statutes is repealed and the following is substituted in lieu thereof: "Any person owning or managing wholly or in part any roller skating rink, any theater or any moving picture show place, who shall allow, after 6 o'clock in the afternoon of any day, any child under the age of 14 to be admitted or to remain in such place, unless such child shall be accompanied by his or her parent or guardian or some adult person authorized by such parent or guardian to attend such child, shall be fined not more than \$50."

Bal-A-Roue's Matinees Big

MEDFORD, Mass., April 19.—Week-end afternoon skating sessions at Raul E. Bernier's Bal-A-Roue Roller Rink here are becoming increasingly popular, according to rink officials, with the box office registering more than 700 skaters in recent weeks.

The popularity of the matinees is believed due to the rink's policy of admitting parents as spectators to the rink for the price of the federal admission tax. This policy, it is felt, gives the management the opportunity to show parents that roller skating is a wholesome sport for youngsters and that the rink's atmosphere of refinement is of benefit to their children. It is also felt by the management that many parents, after seeing the pleasure of roller skating, may be coaxed to try the sport and thus become regular rink patrons.

Bal-A-Roue's annual Old Timers' Night has been scheduled for April 23. Designed to coax the skater of yesterday back into the Bal-A-Roue fold, it will be a costume with a flock of prizes as a lure.

800 Pr. Practically new Skates 10 & 43 degree	\$3.50 Pr.
800 Pr. Reconditioned Skates. Excellent condition. 10 in. All sizes	\$3.00 Pr.
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75 Pr. Brand new Skates—Second-hand. Skates, Meets and Laces	\$7.50 Pr.

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All merchandise guaranteed. Write for complete price list 1/3 down, balance C.O.D.

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Unified three manual Page Theater Console Pipe Organ. Eleven ranks of pipes, plus many extras such as auto-horn, maximo bells, chimes, siren, auto-horn, train and boat whistles, train bell, cow bell, etc. Will dismantle and prepare for shipping for \$3,500. Will send complete information and pictures on request. May be seen at

GOSPEL TEMPLE
117 East Redmill Boulevard
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FOR SALE

2 portable Rinks, 42x100 and 45x100, both in good condition, completely equipped; skater skate shoes, one extra pair, 45x110; all 3 years old.

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Dallas, Tex. DR-9000

CURVECREST RINK-COTE

The skating surface for wood and masonry floors. The ultimate in clean, ice and traction.

PERY & GILES, Inc.
Curvecrest, Inc., Muskegon, Michigan
We invite you to bring your skaters to Curvecrest and see for yourself!

WANT RINK

For amusement center in three-story building. Will furnish free news and papers and customers for 25 per cent of net contact.

PERRY SPARKE
41 2nd Texas St. or call 34-42
Shreveport, La.

FOR SALE

Roller Rink-Permanent

Only Rink in town of \$3,000. \$20,000 cash will handle contact

S. O'BLEN
1712 Washington Rd. Kenoza, Wisc.

100 New 16mm.

Features and Westerns

RETURN OF JESSE JAMES

I SHOT JESSE JAMES

Write for our new low rates for tent shows

COLONIAL FILMS

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Atlanta, Ga.

WANT AGENT

With car to book and bill one night stand tent shows, window cards and mail outs. No lithographing or printing. Will consider ability to sell. Established territory, salary in keeping with larger shows. No suspicion.

Box D-189
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\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16mm. sound projector and film. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write.

Southern Visual Films
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16MM. SOUND FILMS FOR SALE

Over 100 complete pictures from \$15.00 to \$40.00 each.

FILMS RENTED AT ONE LOW PRICE
\$3.00 for 2 days, \$4.50 per week, \$12.00 per month.

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It's a PLEASURE to ROLLER SKATE on "CHICAGO" RINK SKATES

They're true and easy with a wide range of action. TRY THEM!

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.

Manufacturers of All Kinds of Roller Skates

EVERY SKATER LOVES THE JOHNNY JONES

Waltz Light

Colorful plastic shockproof lights that clip on instantly to all skates, bicycles, sleds, etc. Battery operated, throw a clear light beam from the skate plate. Popular in rinks everywhere.

Rinks—write for prices and special promotions.

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"Fit-Factor" REMOVED!

EQUIP NOW WITH **KINGSTON** . . . and Eliminate Odd Size Rental Stock

ADJUSTABLE (Pos-Tr-Lok) CLAMP TYPE RINK ROLLER SKATES

KINGSTON PRODUCTS CORP., Hdq. Div., BA-9, Kokomo, Ind.

The Final Curtain

BAILLY—Mrs. Isabel Belle, 30, president of Wilmington Theaters, Inc., Wilmington, N. C., April 16 in a local hospital after a long illness. A native of Columbus, O., Mrs. Bailly was the widow of George W. Bailly who had been prominent in the film business in Wilmington for many years. Surviving are two daughters.

BARNES—Mrs. Margaret, wife of Henry O. Barnes, April 17 of heart failure in Lullax, Tex. Mr. and Mrs. Barnes were lab operators with the Don Franklin Show. Mr. Barnes, 21, from Spears Funeral Home, Columbus, O.

BARNETT—Charles, 84, April 11 of a heart attack. A member of Local 199, International Alliance of Theatrical Stage Employees, Detroit, for 40 years. He was projectionist at the Broadway-Capitol Theater and had formerly been at the old Comique, Grand and Times Square theaters. Survived by his widow; one son, Nathan, who is operator at the Midway, and a daughter.

In Memory of My Friend
HERBERT CAMP
RAY S. KNEELAND

CARSTEN—Henry, 76, April 11 in South Haven, Mich. He was for 25 years manager of the Regent Theater, Allegan, Mich., retiring a year ago. Survived by four daughters. Interment in Allegan.

CHESMAN—Daniel H., 73, former doctor, and Emmet Welch musical performer, April 19 in Philadelphia Naval Hospital. He coached the musical troupe on Fleet Pier, Atlantic City, for many years. Surviving are his widow, Kate, two sons and two daughters. Services April 14 in Philadelphia and burial in National Cemetery, Beverly, N. J.

CHUBBER—William P., 52, who numbered among his friends many early vaudeville greats. April 12 in his home in Indianapolis. He acted as advance agent for "Humpty Dumpty Show" and "Devil's Auction Company." Among his friends were Eva Tanguay. Survivors are two daughters and a son, George, retired stage manager of the old Palace, Indianapolis.

FAMILY—Vera, 35, wife of Noble Fairly and long active in outdoor show business. April 18 of a heart attack in Hot Springs. (Obit in Outdoor Service).

GAITHER—Dorcas Helms, April 12 in Veterans' Administration Hospital, Willamette, Ore.

Marriages

MILAN-PEARSON—William M. (Jep) Milan, member of the Mallo troupe, being set with the Old Gray Circus, and Lucy May Pearson, of Gainesville, Tex., recently in that city.

O'CONNELL-DORAN—Patricia Doran, of the traffic department of WVZ, Detroit, and Frank O'Connell, U. S. Army, April 18.

Births

BERO—A son, Gary, to Mr. and Mrs. Harold Berg, March 7. Father is a Detroit theatrical dress agent.

BROWNFIELD—A daughter, Dinah, to Mr. and Mrs. Bruce Brownfield April 12 in St. Elizabeth Hospital, Cincinnati. Mr. Brownfield is a member of the Bellairs, W.L.W., Cincinnati, trio.

CABRILE—A son recently to Mr. and Mrs. Billy Carrier in Our Lady of Mercy Hospital, Marlinton, O. Father is a member of the Boston River Show. Team heard over WLW and WLW-T, Cincinnati.

EDWARDS—A son, Joseph Cary, to Mr. and Mrs. Joe Edwards, of American Eagle Show, recently in Monticello, Miss.

MASON—A daughter, Emily Ann, recently in Miami to Mr. and Mrs. Tap C. (Tohy) Mason. Father, now a maintenance engineer at a Miami Beach hotel, is a former lab and burlesque comedian and for a number of years operated his own units over the Gus Qun and Joe Spingberg lab circuits. The father is a member of the late Joseph Sanko, concert musician.

MILLER—A son, Larry, to Mr. and Mrs. Pete Miller, of American Eagle Show, recently in Monticello, Miss.

FCC Promises

Continued from page 1
the staff and discussions with outside lawyers.
The FCC Chairman declared: "I am for getting TV going as quickly as possible. On the other hand, during my 18 years on the Commission, I have been particularly concerned with the protection of the public against the dangers of excessive concentration of control over the mediums of mass communication."
Walker expressed regret that he was not able to provide the "positive, clear-cut answers" which Johnson requested. He urged the commissioners of Denver to have continued patience while the FCC studies the problem.

ington Del. He left KOIL, Omaha, six years ago because of illness. He was a member of the local service club and his mother, four sisters and three brothers. Services April 16 in Philadelphia and burial in his home town.

HARTY—Maurice E., 70, who was on the first Executive Committee of the Wakanda, Man. Agricultural Society and had served as secretary for many years. March 30 at Windsor, Man., sanatorium. Survived by a daughter and two sons. Burial in Wakanda Cemetery.

JOHNSON—Al, veteran showman and brother-in-law of J. P. Hill, owner of Hill's Greater Show, April 18.

The Family of
SAM MILES JONES
April 2, 1884—April 5, 1952
Wishes to thank the many friends for their kind and helpful letters during the time of his illness and for their sincere messages of condolence during the past few months.
GLADYS JONES

JOSE—Hugh Harris, 81, Detroit stagehand for 40 years, April 10 when struck by an automobile. Working at Jim Handy's studio at the time of his death, he had formerly worked at the Garrick, Casp, Pot and National houses in Detroit in past years. Survived by his widow, Edna, and two children, Donna Marie and Robert Stewart.

KAMP—Herbert, 57, lab show and vaudeville performer for 40 years, April 19 at St. Mary's Hospital. Adam Memorial Hospital, Perryburg, Pa., brother and sister survive. Burial in Soldiers Plot, Forest Lawn Cemetery, Buffalo.

KENZLE—Frank J., 78, retired musician, April 10 in Burdette Tomlin Memorial Hospital, Waukegan, Ill. He was a pianist and music teacher and in earlier years played in Jersey night clubs. Surviving is his widow, Margaret. Services April 18 in Waukegan and burial in St. Mary's Cemetery there.

LEVENTHAL—Rudie, April 14 at Rogers City, Mich., from a heart attack. She was the wife of Aaron Leventhal, owner of Rogers City, Mich., Theater, who survives. Interment in Rogers City.

LIPPMANN—Julia M., 87, dramatic and novelist, April 10 in Cincinnati. One of her novels, "Burk's Army," was made into a movie, "The Hoodlum," starring Mary Pickford. She also was chief of number of plays. Survived by her niece, Mrs. Julia Morrow Doreford, an artist, with whom she had lived for part of her life. Burial in New York. Services and burial April 14.

MACK—Hagbie, 54, manager of the Fox Theater, Indianapolis, and former character actor, comic and straight man, recently at his home in that city of a heart attack. He had been in New York City, where he had lived in Indianapolis for the past 10 years. He had formerly worked with Bert Lahr troupe. His only child, a daughter, a performer and show manager at the San Francisco World's Fair, Cleveland Exposition and New York World's Fair. He was a member of the Catholic Actors' Guild, Treasurer and Ticket Sellers' Union, Local 104 and Showmen's Union of America. Services April 14 at St. Thomas Aquinas Catholic Church, Indianapolis, and burial in Holy Cross Cemetery.

NETHAMER—William Frederick (Bill), 56, announcer and deejay in San Antonio April 10 of a heart ailment. His widow and two sons survive.

NOAKES—Clinton, 19, father of Jack Noakes, set crew leader and carnival concessionaire, April 18 at his home in Fredonia, Kan. Services April 8 and burial in the family plot at Fredonia.

TV Can Afford It

Continued from page 3
Jerry Fairbanks. Another film produced for a Catholic group, "The Christophers," will be made by Screen Gems, Columbia Pictures TV film subsid. and will star Arthur Franz, who had the lead in Stanley Kramer's "The Sniper" and in Kramer's "The Dirty Dozen."
Wisbar, heretofore one of the leading adherents to the "we'll build our names" philosophy, explained the change in stand, pointing out that the TV film industry is now coming of age and is attracting top name talent both in the acting and writing fields. Furthermore, actors themselves want to try their hand at the new medium, realizing that TV may well represent the bulk of their future earnings.
Other producers contend that TV films can now afford top name artists. With producers figuring on residual gains from their releases, budgets can be shuffled to allow more coin for established names. Furthermore, producers have learned money-saving short cuts in TV film making which makes more dough available for buying talent. From the artist standpoint, desps unwilling to hazard live TV are welcoming the chance for canned video.
Another producer explained that competition is sharpening in the TV film field and that video movie makers, in an effort to make their product more saleable, have to turn to names in an effort to attract biz.

BAYNER—Nellie, mother of Happy Harrison, April 11 in Seattle. Until 1940 she had made her home with her son in Hartford, Mich.

BOSTAND—Hertl, 63, old-time vaude performer, recently in Stillwater, Okla. A sister, Mrs. Bessie Patterson, of San Gordon, Calif., and a brother, James Starr, of St. Louis, survive.

HARRY A. SELTZER
April 24, 1931
The one who thinks of you today is the one who loved you best. The day you left our hearts was the saddest day in the year, but we are comforted by the knowledge that you are resting in my loving heart.
Babe Patricia Powers (Mrs. Loretta Seltzer)

TOPFER—Robert G., veteran dramatic stock and repertoire actor, April 17 at his home in Cincinnati. He had been connected with the Cincinnati Federal Theater Project and also had been associated with the local Little Theater group. He was a member of Lafayette Lodge No. 81, Free and Accepted Masons. Survived by a brother, Albert. Services and burial April 21.

TOWNSEND—Cecilian H., 64, retired actor and stage director known professionally as Jack Kennedy, April 12 in Highland Hospital, Brown, N. Y. For 14 years he had been associated with George M. Cohan, with whom he appeared in "The Governor's Son" and "Forty Five Minutes From Broadway." He had appeared with W. C. Fields in "Poppo" and also had parts in "On Trial," "Irene" and "Going Up."

WALL—Albert (Thomas), Ferris Wheel foreman for the Ross Manufacturing Shows, April 10 in a Richmond, Va., hospital.

WIEHART—Mark E., 72, old-time advance agent in Methodist Hospital, Indianapolis, April 13. He had been agent for the late Ramon Wild West Show and then the P. T. Barnum Show. Before retirement in 1928 he was in a rent business in Chicago and in the late 1930s, he was a stagehand and a stage actor. Survivors are a stepdaughter, and a stepson, Claude, a brother, Charles, and a sister, Mrs. Helen Huxon, Grand Rapids, Mich.

News Capsules

Continued from page 11

thur Carroll Jones, formerly with Batten, Barton, Durstine & Osborn, Inc., is a new account exec with Benton & Bowles. . . . George Oswald, ex-Cecil & Presbrey staffer, has joined Kenyon & Eckhardt, Inc., as account exec. . . . Curtis Roosevelt, formerly with Emerson Radio, moves into an executive post at William H. Weintraub. . . . E. C. Bradley has rejoined the Biow Company as vice-president and member of the executive management group. . . . Don L. Chapin was appointed assistant to U. A. "Jake" Lathan, general manager of WKRC-TV, Cincinnati. Chapin will continue as sales manager for the station. . . . Manny Wright, formerly with WFMB, Madisonville, Ky., was named new program director of KTLW, Texas City, Tex. . . . Royal V. Howard, proxy of KIKI, Honolulu, for the past two years and onetime chief engineer of Associated Broadcasters, was appointed executive engineer for Radio Free Asia, San Francisco. . . . John Altemus, ex-CBS-TV spot sales, New York, has joined sales at WCAU-TV, Philadelphia.

Feeling Not Mutual

Continued from page 5
for this graduate refresher course based was based on the full November, 1951, report of the Nielsen Radio Index.
Special Blast
A special NBC blast was made at MBS claims that it dominates the "small town" audience, with MBS having issued two promotional pieces quoting an April, 1950, Crosley survey made in 116 cities having only an MBS outlet. Although this showed MBS dominant in these markets, NBC claims that MBS made an illegitimate projection seeking to prove that 11,000,000 homes lying in the signal strength areas of the 116 stations were dominated by Mutual. The tables in NBC's comparisons indicate that NBC has more than twice as large a share of listening as does MBS in any city size category, with NBC's advantage being greatest in small town-rural homes.

Television Dominant Item

Continued from page 5

for a fee of about 50 cents per person." The use of theater television for national conventions such as the Boy Scouts or 4-H Clubs, where local units can pay to enter a theater to see the meeting was another of the ideas unloosed. O'Brien said the cost for 15 theaters across the county would be about 20 cents per seat.

Educational TV Urged

At one panel session, Edward Lamb, owner of WTVN in this city and WICU in Erie, Pa., aroused a stir when he called on the nation's educators to get together and set up a national edu-

national telecasting system as soon as possible. Now that the government has set aside such a large part of the TV spectrum for educational use, Lamb said, "it's time for educators to begin to think big."

Commissioner Webster told a special study group that international broadcasting is today more chaotic than ever because of the fantastic increase in the number of international stations in operation since 1947. He called upon the U. S. to take the lead in establishing a single organization with the authority to make station assignments on an international basis.

Ban on TV Criticized

Jim Bormann, president of the National Association of Radio News Directors, told an Institute session that the NARND would fight all those efforts being made to keep radio and TV from covering government hearings. He said that his organization hopes to get the 83rd Congress to clarify House rules on radio-TV coverage and to get the American Bar Association to co-operate in drawing up a code of decorum for televised hearings.

Paris Peek

By ANNE MICHAELS

Continued from page 2

rying about the international future of the latest addition to the UNESCO cultural activities. In opening the conference Mr. Porche, general director of France's radio and TV, warned the delegates that one of the main points they must keep in mind is that they must not make television what could be considered a menace and an intrusion into family life. Some of the other delegates from Switzerland and Italy seconded this and pointed to the fact that in Europe individuals and groups were frightened by the importance American TV has taken in the life of the nation.

A big upset in program planning took place five minutes before French TV was to take a historic step in its broadcasting by doing the full-length version of Thierry Maulnier's play "The Fanlight," from the stage of the Theatre Antoine, where it is now playing. Just before curtain time, Jean Darsante, head of the French Actors Union and also director of the Theatre Renaissance, stepped in and ordered the show to stop on the grounds he was fighting against the intrusion of TV into dramatic art. Those listening on their sets and the 150 invited spectators had to content themselves with a broadcast of choir music. Director of TV, Jean Arnaud, has put in a public protest, saying that Darsante's work has nothing to do with French theater art. He claimed the union's action merely was the outcome of jealousy.

mystery American Buys French Pix for TV . . .

There is a strange "mystery American" who has been buying up French films for TV at approximately \$600 each through legal channels and with an office residence permitting him to claim Lichtenstein as his home. . . . French radio will begin a series of broadcasts of all the important voices and sounds since 1945, which they have accumulated in their record library. . . . Charles Trenet has been voted top male singer in this month's contest of Radio Luxembourg. . . . France's commercial radio station. . . . Congestion in the music department came when O'Brien tried to register with the Author's Society a song based on words written in the subway (do not open this door, etc.). The society has informed him that the only way he can register it is to have the person responsible for the words also on record, and now the transport department of France is busy looking for the man who writes the prohibitions in subways. . . . to make him a song writer. . . . Singers Patrice and Mario off to Canada for a month's tour. . . . The Circus Medrano touring Greece for the next three months. . . . Joining Claude Luter and Sidney Bechet at the niterie Vieux Coudunier is ex-Dunham dancer Othelia Strozler. . . . Billy Daniels played a one-night concert at the Club Lido, whose publicity boys are already out heralding the appearance of Yma Sumac in June. . . . Bing Crosby, who will be filming this fall in Paris is slated to sing at one of the big charity balls in Paris during June.

In another study group, Morris Novik, radio consultant and former director of WNYC, New York, emphasized the importance of program specialization for educational and small indie stations. The Rev. F. J. Heyden of Georgetown University suggested that colleges pool campus talent to package dramatic and musical shows. "Such a series would be welcome to not only local stations but to a network like the Liberty Broadcasting System too," he said.

The convention closes tomorrow. It is sponsored by Ohio State University, and is supervised by Keith Tyler.

London Dispatch

By LEIGH VANCE

Continued from page 2

behind the set-up, financier John Christie. . . . Recently film director Michael ("Red Shoes") Powell lost \$12,000 on launching a play by James Forsyth which folded after three weeks. Now Forsyth gets a second showing with his "Other Heart," which the Old Vic will play at its Waterloo Road Theater. This makes the first new play the company has sponsored since it put on J. B. Priestley's "An Inspector Calls" in 1945. Irene Worth, American - born actress steadily bidding toward stardom, gets the lead in Forsyth's show.

Barton, Miss Hellman Get Mins, Shudders . . .

Lillian Hellman's adaptation of "Montezart," which opened at the Lyric Hammer with this week, got loud hurrahs for its writing and the acting of Richard Burton in the name part, but shudders for its content. . . . Norman Wisdom stars in the latest version of the London Folies Bergeres—"Paris to Piccadilly"—at the Prince of Wales Theater. The show is in its usual pattern but Wisdom earned himself a jolt for his prat-falling brand of humor. . . . Josephine Premice is doing well at the Colony and Astor. Karen Greer is settling down at the Bagayelle and Hermione Gingood is opening at the Cafe de Paris on April 21. . . . The 19th consecutive season of London's Open Air Theater in Regents Park begins May 29, with "As You Like It." . . . Producer Mike Frankovich is planning a film based on three stories from Boccaccio's "Decameron" with an Anglo-American cast. Director is Hugo Fregonese; budget, around \$500,000. . . . Recently TV here screened O'Neill's "Mourning Becomes Electra" in two parts, channeled this time as a play. Interest in it was sufficient to jerk motion picture men here into action. For five years they have been sitting on the film version of the play afraid to put it on in case it was above audiences' heads. After studying TV reactions, they are thinking again.

Big One Tops \$1-Mil, Heads for New High

Holidays, Added Seats, Tabs Soar
13-Day Tilt; Film Doesn't Dent Biz

Continued from page 1

(21), provided the impetus, with matinees sold out solid in advance of showtime and heavy houses throughout the period.

With sellouts, the Big One stands to gain considerably, since nearly 600 additional seats were added in the upper price brackets this year. Another aid in building the gross is this year's additional 50-cent charge for choice seats, boosting the total to a record \$6.50 top. In addition, many more seats were included in the top-price bracket.

Show's excess may well be jubilant for another reason. The recently concluded record 11-week showing of the Cecil B. DeMille flicker, "The Greatest Show on Earth," at the Radio City Music Hall here, a complete pictorial of last year's Ringling presentation, obviously has not hurt the local showing. While there is no evidence that flicker patrons felt compelled to catch the circus performance "in the flesh" after viewing the technicolor screen presentation, it is no doubt comforting to show personnel that the screenings in more than 100 cities to date are unlikely to bite into patronage when Big Bertha takes to the rails and canvas for a tour of the hinterlands. On the basis of business done here it is even possible that the picture might be helpful, contrary to the opinion of many in the business.

With the opening night, Friday (4), performance given over to the New York Heart Fund, the show lost a small chunk of its

potential gross. The opener is traditionally light, since most viewers are aware of the lengthy, and sometimes rough, initial staging. The Heart Fund, however, does okay, with plenty of buyers for seats scaled from \$50 to \$5.

Oddly enough, New Yorkers and the thousands of suburbanites who converge on the Garden at this time of the year want the most expensive tickets first. Apparently, they want to be sure that Junior is able to see if they are willing to undertake the ordeal of taking him to the circus.

Almost always the empty pews are in the circus' best section in the third tier of the Garden and in other less choice and also less expensive areas. On the basis of current reports it is likely that even these seats will be at a premium as the Big One nears the end of its run, with the final week usually promising peak business.

Parents and doting aunts and uncles apparently are not tapped out after springing for show ducats. Concession sales are reported the biggest ever, and the sale of mementos by Side Show acts is reported brisk.

While the Big One seems to gather momentum on its own once it prems in the Garden, the press and radio crews have been seeing to it that the populace generally is well informed of its presence. Printed words and photos have been numerous, despite the fact that the show has, fortunately, continued without a serious accident. Magazine coverage is particularly extensive.

N. Y. Aerialist Code to Get Public Hearing

ALBANY, N. Y., April 19.—Charles N. Morgan, senior industrial engineer of the Board of Standards and Appeals, Department of Labor, this week announced that a public hearing will be held on the proposed safety code for aerial acts before a final code is adopted.

A conference was held here last week and a number of industry leaders were present to present their views on the law which provides for the producer, or exhibitor, to provide safety devices for any act working 20 feet or more above the ground.

Morgan said that the meeting probably would be scheduled for the latter part of May. All persons interested in the safety code will be invited to attend.

Goller Leaves Allan Herschell

NORTH TONAWANDA, N. Y., April 19.—John Wendler, president of Allan Herschell Company, Inc., ride manufacturer, announced this week the resignation of John Goller from the firm, effective April 4.

In the future sales will be handled thru Wendler and Richard Henderson.

Funeral Services For James Gorman

CHICAGO, April 19.—Regular high mass for James F. Gorman, former rodeo operator and member of the Gorman clan, was held Wednesday (16) at St. Patrick Church in connection with the Gorman clan's annual spring funeral meeting here. Gorman, who died October 2, 1951, in Kearney, Neb., was buried in St. Joseph Cemetery. His body was kept here pending arrival of more than 200 members of the Gorman clan.

He is survived by 7 sons, 3 daughters, a sister and 2 brothers,

IT COULD BE THEY WEREN'T AT HOME

NEW YORK, April 19.—Koko, the elephant at the Buffalo Zoo, and another pachyderm over at the Rochester (N. Y.) Zoo, failed to get counted in the elephant census appearing in the Spring Special (April 12) issue of The Billboard. A reporter for the Buffalo Evening News discovered the discrepancy when he sought to query the bulls of the company they were keeping. Koko reported his feelings hurt at the slight. Only the assurance that he will be counted in from now on, along with the Rochester resident, can be offered in atonement.

Railroad Shows Given Another Rail Move Hike

9% Increase Granted Lines in South, West; Up Eastern Rates 6%

WASHINGTON, April 19.—Carnival and circus railroad shows this week were given another financial jolt when the Interstate Commerce Commission gave the railroads further freight rate increases which, together with boosts effected last fall, jump move rates by 15 per cent throughout the nation.

The ICC Monday (14) granted a 9 per cent hike in the South and (Continued on page 68)

VIBRANT PALISADES SCORES BOFF BOW

Spot's New Color Scheme, Lights Dispels Cold With Own Warmth

Continued from page 3

miniature devices and the hard-to-resist lure of a nickel ride, six for a quarter. For them too, but more likely to be patronized by their older brothers and sisters and parents, is a new intermeddled Roller Coaster, called the "Giant" to give it additional stature in adolescent minds. Actually the dips and turns would justify the title chosen for them were located in any spot lacking a full-sized Coaster.

Built of wood by Joe McKee this winter at a surprisingly low reported cost of under \$30,000, the structure, fitted into a minimum of space, is a tribute to the engineering skill of the veteran builder, his aide Joe Rinaldi, and a host of other regulars on the park payroll. Ride is located almost adjacent to the major Coaster and directly across from the separately contained kiddieland. On opening night, despite the chill, patrons stood in line awaiting their turn thruout the session. The "Giant" did business, too, with much of the patronage seemingly made up of parents making a great show of their bravery to their companion offspring.

Another unit that is likely to appeal to many age groups is the old motor speedway, redubbed "Hot Rods" and featuring gasoline propelled, driver controlled new cars imported from England. Choice of the new title is typical of the quickness with which the brothers Rosenthal lift gems with popular meaning from the public prints as aids in promoting their various devices. They were among the first to rename standard, the dormant, features with such names as "atomic."

Unique Thriller
A principal feature, introduced last year, is the Magnetron, imported from Germany where it originated by John Ringling North. Ringling Bros. circus president, and his program publisher Harry S. Dube. Unit is the only one of its kind in the country although others reportedly were available for import this year.

Depending on the physical and psychological makeup of the patron, the ride at times seems to transcend the hairline existing between thrills and nausea. Patrons enter thru a flush door to stand against the straight walls of a barrel-like structure. The structure rapidly acquires high speed in a clock-wise motion at which time the floor drops down several feet leaving the riders stuck to the wall held by centrifugal force. Observation platforms circle the ride at four levels allowing those who do not choose to ride to view the antics of others.

Continuing as the sole show en-

deavor is Ethel and Earl Purtle's Lion Motordrome, a unit that more than holds its own in this flashiest of amusement parks. Show is remarkable in that it is now entering its fifth year at Palisades which, while it continually strives for new patronage, must necessarily play to much repeat business. Unit has built its gross each year and if this pace continues it could be here for a long time.

Nevis in High Gear
Bert Nevis, head of the Gotham publicity firm bearing his name, continues to handle the tub-thumping chores. The thumping in advance was both loud and long with park personages using up huge chunks of radio and television time as guests stars. Promotion schedule, outlines as envisioned in earlier issues of The Billboard, is in full swing. From now on the Rosenthal-Nevis combo will be slugging it out with all comers for space in the public prints and, the guess is, more than holding their own. As usual, Nevis had a few dozen writers and talkers on hand to attend the opening festivities.

Thrill acts and bands are the regularly scheduled free attractions. Opening week had Nuro Morales and his Ark with Diana Goddess of the Ark, doing aerial gymnastics. Later, and all other thrillers, are booked in by George A. Hamid & Son Agency.

Besides Fascination and other group games, a mammoth arcade and plenty of eateries including the relatively plush Circus restaurant, concessions consist of a number of flasher units with each laydown number equipped with start and stop buttons. Latter were installed last year.

Buie Is Named Orange Show's Permanent Mgr.

SAN BERNARDINO, April 19.—Earl E. Buie was named secretary-manager and E. L. Morgan president of the 1953 National Orange Show here at the annual meeting of the exposition's board of directors.

Other officers elected were Kenneth W. Dyal, local postmaster, who was named vice-president; John M. Oakey, treasurer, and Everett H. Swing, exhibition attorney. If precedent is followed, Dyal will advance to the presidency for the 1954 event.

Buie, who for 17 years was city editor of The Sun-Telegram, moved up to his post from a more recent emergency appointment as acting manager. Prior to that he had been publicity director. He directed the 1952 event, being named to the temporary post less than three weeks before the affair opened. He filled the post left vacant by the death of Russell Z. Smith, who was killed in a traffic accident near India in late February. This year's show was held from March 8 thru 18.

Council Bluffs Park Misses Flood Impact

OMAHA, April 19.—Outdoor show business installations in the Omaha area escaped all but minor damage here this week as the rampaging Missouri River hit its crest, then began to subside.

Playland Park, situated in Council Bluffs, Ia., directly across the river, was seriously menaced (Continued on page 66)

POLIO'S END IN SIGHT?

Discovery of Virus in Blood May Chart Way

NEW YORK, April 19.—Polio's end, which would be a boon to mankind and also eliminate the blighting effect of the disease upon outdoor show business attendance, may be in sight as a result of the discovery that polio strikes first in the blood stream instead of the nerves.

These findings were made this week in two reports, one from Johns Hopkins University, the other from Yale University, both of which were released by the Federation of American Societies for Experimental Biology.

The discovery, the reports point out, are being used to prevent polio in monkeys and chimpanzees.

Previously, it had been determined that animals, like humans, acquire the virus thru foods. The supposition, however, had been that the virus went from the stomach to the nerves.

Experiments proved that animals to whom the virus was given had the virus show up in their blood where it sometimes remained 15 days, during which time the animals were not sick.

Earlier, no one had analyzed the animals' blood during the time they had the virus, and thus the discovery had not been made.

The new concept of polio is that while the virus stays in the blood, the blood makes antibodies to destroy the virus. Sometimes, however, it does not make enough of these protectors and the virus leaks into the nerves of the spinal cord and the brain. The polio attacks and destroys these nerves, causing illness as it starts the destruction.

This, the reports hold, explains why most people have had polio without knowing it because the antibodies developed were sufficient to stop the disease in time.

The reports of the new discovery said that the disease in animals imitates human polio so closely that the prospects of preventing paralysis are considerably brightened.

Court Names Trustee For Dayton's Lakeside

DAYTON, O., April 19.—To save the assets from depreciation, Gerald T. Niermann, president of Lakeside Park, has secured court action on a reorganization of the company under a provision of the bankruptcy act.

Niermann and the park recently were named in tax liens claiming more than \$600,000 owing the government for income tax arrears.

Niermann also had been indicted by a federal grand jury on charges of evading about \$75,000 in income tax. Trial on this charge is set for April 28 at Cincinnati before U. S. District Judge John Druffel.

Krumholz Picked
As a result of Niermann's latest move, U. S. District Judge has appointed Fred L. Krumholz trustee of the park corporation.

Niermann in his petition to the court claimed reorganization was necessary because the commissioner of internal revenue had filed a jeopardy assessment of \$191,981

in the county recorder's office and the assessment was disputed.

It also stated the collector of internal revenue had threatened immediate sale of all the company's assets to satisfy the lien. Upon application of the trustee it is believed a stay of seizure by the government would be effected.

To Submit Plan
Judge Nevin directed Krumholz to file an inventory of assets, list of creditors and stockholders and a plan of reorganization within 45 days; also continue the park's operation.

The petition listed total assets as \$156,342. These assets, it is claimed, have an earning power which should be preserved by reorganization whereas their value would be greatly diminished if immediately liquidated.

Lakeside Park has been in operation every summer for more than 50 years and is one of the oldest amusement parks in the State, if not in the entire country.

Del Mar, Calif., Fair Attraction Bill to Brunson

DEL MAR, Calif., April 19.—For the second straight year, the grandstand show at the San Diego County Fair here June 27 thru July 6 will be produced and staged by Newton (Carolina) Brunson, of the Hollywood Theatrical Agency in Hollywood.

For the 10-day event, Brunson (Continued on page 66)

Viola Fairly Dies After Heart Attack

HOT SPRINGS, April 19.—Viola Fairly, 59, wife of Noble Fairly and a prominent personality in outdoor show business for many years, died here Wednesday morning (16) following a heart attack.

Funeral services were held at 2 p.m. today at Sexton's Mortuary, Leavenworth, Kan., with burial in the family plot in that city.

Eisenhower Schoolmate

Born in Hope, Kan., she was raised in Abilene, Kan., and was a schoolmate of Gen. Dwight D. Eisenhower, with whom she has corresponded frequently in past years. She had been in show business since her early years, having started with the C. W. Proctor Shows.

Her husband, who is manager of the Amusement Company of America, which has its winter quarters in this city, at various times in the '30s was owner of the Fairland Shows and co-owner of several other carnivals, including the Fairly & Little Shows and the Fairly & Martone Shows.

Subsequently he was general agent of the Hennies Bros' Shows when Harry Hennies and the late Orville Hennies launched that



VIOLA FAIRLY

show, and more recently was with the World of Today Shows the 20th Century Shows, and the William T. Collins Shows This year

(Continued on page 66)

Harris-Mason To Run Races At Boise Fair

BOISE, Idaho, April 19.—Harris-Mason Productions, new auto racing organization, has signed to provide four afternoon programs of auto racing at the Western Idaho State Fair here this year as well as a series of still dates at the fairgrounds track, Charles R. (Curly) Mason, race org's business manager, announced. Steve Collins, president of the fair, signed for the annual.

Events during fair week will include stock car sprints, August 26; big car sprints, August 27; 100-lap stock car event, August 28, and a 100-lap big car race August 29. Still dates skedded to run here are big car sprints June 21; sprint cars, July 5, and hard-tops August 2.

Other dates announced by Mason are sprint car races at the Burley, Idaho, fairgrounds, June 22; Ontario, Ore. fairgrounds, June 29; and Twin Falls, Idaho, July 4. Harris-Mason will tee off their season May 30 at Grants Pass, Ore., followed by a second program June 1 at Ferndale, Calif. All events will be under the banner of the Western Racing Association.

Report Improved Popcorn Product At Philly Meeting

PHILADELPHIA, April 19.—A larger, more tender and more fluffy popcorn may soon be available for the popcorn concession business, it was reported at a Wednesday (9) regional meeting of the National Association of Popcorn Manufacturers in the Warwick Hotel here. Lawrence Goldmeier, president of Popper Supply Company, Inc., Philadelphia, presided at the gathering.

Present at the meeting were leaders of the Eastern popcorn field, including representatives of the theater, manufacturing, concession and wholesale groups, with discussions centering around ways and means to further the advancement of the rapidly growing popcorn industry.

San Antonio Stock Show Net Profit Gross Tops '51

SAN ANTONIO, April 19.—Third annual San Antonio Live-stock Exposition, February 15-24, was a huge success, both financially and in progress toward making it a show window of the livestock industry. According to a preliminary financial report the revenue of the 1952 show was \$279,000 as compared with \$254,000 last year.

Total expenses were down from '51, \$235,000 as compared to \$238,000. Miscellaneous revenue this year was \$2,876, with profit aggregating \$50,676 compared to \$25,376 last year.

At the directors' meeting all officials were re-elected, with Joe Freeman renamed chairman of the board; E. W. Bickett, president; Mark L. Browne and W. M. Thornton, vice-presidents; Lucian T. Jones, treasurer; R. H. Friedrich, Perry Kallison, Jess McNeal, R. Earl Humphrey, Fred Shield and Joe Straus, executive committee members.

Lancaster, Calif., Aims at Los Angeles With Video Pitch

LANCASTER, Calif., April 19.—Antelope Valley Fair and Alfalfa Festival this year will make a big pitch for Los Angeles patronage and will do it thru an expanded publicity program and the use of television advertising aimed at the near-by city population. A. G. Marquardt, secretary, announced.

Horse events, to be featured, include a pinto horse show, quarter horse racing, gymkhana events for adults and children, a professional horse show and breeding competition for all classes.

Professional entertainment will include two grandstand shows featuring Hollywood film and video performers. Also skedded is a rural Olympic competition for proficiency with farm implements.

Plant improvements have been along the line of beautification, according to Marquardt. These include new lawns and shrubbery throughout the grounds. Additions are a new judging ring and outside stalls for Shetland ponies. Fairs 4-26

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Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended April 18.

The complete list of Fair Dates was published in the issue dated April 12. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2100 Patterson Street, Cincinnati 27, O. Get each issue of The Billboard for corrections and additions.

Alabama
Huntsville—Colored Fair, Oct. 9-11, W. Q. Scott, Normal, Ala.

Arkansas
Star City—Lincoln Co. Fair Assn. Sept. 11-12, Clyde Pugh.
Yellville—Marion Co. Fair Assn. Sept. 12-13, W. A. Niven.

California
Victorville—San Bernardino Co. Fair, Aug. 20-24, Oren Robertson.

Colorado
Castle Rock—Douglas Co. Fair, Sept. 6-7, Charles E. Kille.
Cheyenne Wells—Cheyenne Co. Fair, Sept. 1-4, M. S. Taylor.
Craig—Morris Co. Fair, Aug. 28-30, Walter J. Gregory.
Del Norte—San Luis Valley Livestock & Seed Show, Oct. 9-11 Mrs. W. G. Clemmons.
Durango—La Plata Co. Fair, Oct. 3-5, Bernie Williams.
Estancia—Dilas Co. Fair Assn. Sept. 16-19, Mark R. Clay.
Longmont—Boulder Co. Fair & Rodeo, Aug. 21-22, Robert E. Lilly.
Springfield—Baca Co. Fair Assn. Aug. 20-26, Chester R. Pithian.
Yuma—Yuma Co. Fair, Aug. 21-23, Frank Herman.

Connecticut
Chester—Chester Fair, Aug. 23-24, William O. Stark.

Idaho
Newport—Latah Co. Fair, Sept. 26-27, Gordon Dailey.
Oronite—Clearwater Co. Fair, Sept. 10-11, Arlen Bruce.

(Continued on page 66)

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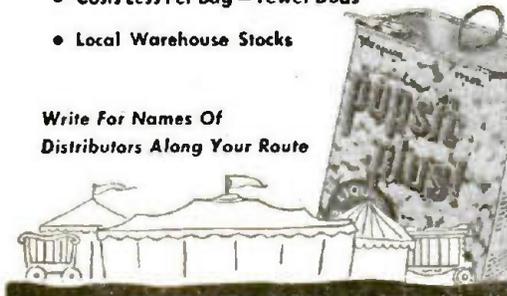


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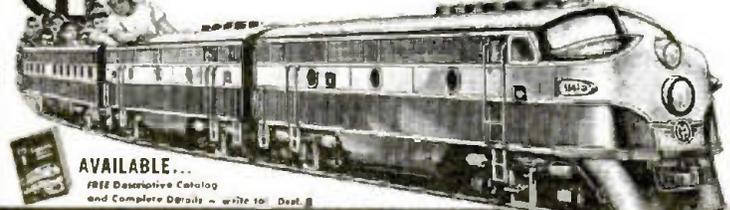


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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Harold Barnes, tight wire, closed at the Chicago Theater, Chicago, Thursday (17) and left immediately for a Saturday (19) opening at the Capitol Theater, Washington. He was accompanied by his father, Clint Barnes, who was recently released from University of Pennsylvania Hospital, Philadelphia, following a second throat and thyroid operation. Harold reports that his new three-week-old daughter is doing well.

Flying Melozas will be back in circulation this season after a year's layoff and will play for the Charles Zemeter office. Mrs. Melozas will no longer perform but has restaffed the troupe with several youngsters. . . . George Valentine, top man in the Flying Valentinos, has framed a new two-girl act to be known as Valentino Sisters. The girls will do a double trap routine which is being smoothed out at their Normal, Ill., home. George will manage the act.

Keylitta, high performer, was forced to cancel a three-week engagement in New York recently due to illness in her family. Originally scheduled to leave her Whittier, Calif., home early in May, she will remain there until later in the season when she opens for the Gus Sun Office. . . . Noble Trio left Chicago Thursday (17) for Bangor, Me., where they will appear at the Sportmen's Show.

Tosca Canastrelli writes from Sarasota, Fla., that their restaurant, which was opened last October, had a big winter season. The eating spot is operated by Tosca and her mother, while her dad keeps busy with their trailer camp. Brother Freddy is still with it, this year doing his juggling and unsupported ladder act on King Bros. Circus.

Jonnie Larabee, whips, in addition to keeping busy all winter down Florida way, has also had good luck fishing. While playing the Tropics Club, Key West, he tied into a blue runner that was big enough to strip his reel. The Larabees have been playing club dates along with McConnell and Moore, jugglers, and Joe Page, roly poly, and recently visited the Wilfred-May troupe and Charlie Adams, who has the concert on Rogers Bros' Circus.

Miss Luxem, sway pole, will leave her Rochester, Ind., home in mid-May to open her season at Wildwood Park, Lionier, Pa. . . . Adolph and Clara Del Bon's Serenades, musical horse act, left Los Angeles recently for a six-week run in Western Canada. They will be back at their home stand around the middle of June. . . . Adamsons, perch, arrived in Chicago last week after a winter of Philadelphia and Boston club dates to open with Cole Bros'.

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Circus. Following the Stadium date, the duo will do a "Super Circus" television show from the Windy City May 11.

Farias Duo, hand-balancers, left Chicago recently for an eight-day stint in Emporia, Kan., for Tom Drake, after which they head back to Chicago for club dates. They will join the Frank Hildebrand show in Jackson, Miss., week of May 8. . . . Los Calos Trio, acro, recently closed at Ciro's, Los Angeles. . . . Konyois, acro, are also night clubbing, currently on the bill at the Chez Paree, Chicago. . . . Capt. Jimmy Jamieson, high performer, opens his outdoor trek at the Rockford, Ill., Centennial June 7-13. Booking was handled thru the Zemeter office.

Betty Gorham, juggler billed as the Queen of Clubs, finished six weeks in the Detroit area and opened Monday (21) at Pappy's Showland, Dallas. Betty expects to spend most of May in the Dallas area after which she will head for Canada. . . . Pamela Darcia, dancer, is working club in the Midwest but expects to close soon for some carnival dates, Charlie Wheeler, manager, info.

Flying Lavala, high act, and Malukova, wire, have been signed for the Hannibal, Mo., Chamber of Commerce street celebration week of September 8. Booking was handled thru Ernie Young Agency. . . . Howard and Wanda Bell, acro, after they close with Frank Wirth May 11, are scheduled for the Chicago Theater, Chicago, May 16-30, and open in Pittsburgh June 6. . . . Lou Nelson, jumping horses, and wife, Gabrielle, who handles her high school boys, were recent guests on Jim Akins' television show from New York. Another recent guest on the video program was Doc Henderson, veteran Ringling veterinarian and author of a recent book.

Parker Brothers, hand-balancing, have been signed for ABC's "Tootsie Hippodrome" tele circus for Sunday (27). . . . Line-up for the Sunday (27) "Super Circus" TV show will include Aerial Stylites; Porter Sims, dogs and ponies, and the Banfields, ball jugglers. Vic Brown, Chicago, books the program.

Among the riders signed for the California Rodeo and Horse Fair, Salinas, June 19-22, are: Buff Brady, Scotty and his daughter, Sandra Black; Jeannie Godshall, Betty Saylor; Sharon and Shirley Lucas, Barbara Stroud, Pat Ommert, Don and Barbara Dodge, Fay Blessing, Vern Goodrich and Smoky Chism. Roy Rogers' Liberty horses in three specialty acts comprising eight matched Palominos; Top Hat, a dancing buggy horse billed as Rhythm on Wheels, and two dressage dancing horses performing in unison are set for their initial appearance at this event.

Having finished an engagement with the Shrine circus in Springfield, Mo., recently, the Glen Henry Troupe spent a week at home in Gainesville, Tex., and then went to Tulsa, Okla., for the Gil Gray Circus date there. Two ponies, riding dogs and a riding chimp have been added to the Henry act.

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Woodside, Philly, Preems; Willow Grove Bow Diluted

PHILADELPHIA, April 19. — The park season gets going today here with the opening of Woodside. Week-end operations started at Willow Grove with the Easter week-end, but cold weather and rains literally washed out the opening of the 125-acre spot. Plans to stage an Easter fashion promenade for the first time were spoiled. Abandoned were three parades thru the park by the

Harrowgate Mummers String Band, with orchids to be awarded to women strolling the midway. A series of string band parades is planned for the season, and Clarence Fuhrman's music returns to Casino Ballroom for the 11th season. The park will operate week-ends until the start of daily operations the last week in May.

Woodside, with new management, opened for week-end operations until daily schedules start May 24. New features include miniature golf, Fascination with 40 tables, Big Bronco mechanical horses and a floral garden. Crystal Pool has been taken over by the city this season.

Woodside is scheduling a number of community events, with a major event scheduled for May 3 as Devon Day, a promotion in behalf of society's Devon Horse Show and Community Fair held the end of May at Devon Fairgrounds for the benefit of Bryn Mawr (Pa.) Hospital.

Walbridge Sees OK Economy as Biz Supporter

TOLEDO, April 19. — High levels of employment and salaries in this area are strong reasons for expectation of another good season at Walbridge Park here, Manager S. J. Custer reported this week. Supporting this opinion is a list of picnic bookings approximately the same size as at the corresponding time last year, with the staff still hard at work lining up additional dates.

Sunday-only operations start tomorrow. The daily schedule gets under way some time in May, but a definite date has not been set because of uncertain weather conditions in this area. With the start of the regular season, the park will be heavily advertised via radio, newspapers and bus cards, said Custer.

New this year on the mall will be a Dodger, which replaced a Skooter used last year. The park's other 12 rides will be back in action, along with eight or nine games. Prices will be unchanged.

While Walbridge does not use free acts, it frequently co-operates with the city zoo, across the street from the park, in presenting special features which benefit the park. Officials anticipate a continuation of these co-operative efforts.

Camden Annual Sets Program

CAMDEN, N. J., April 19. — Painters, repairmen and electricians are shaping up electrical equipment and booths which will be used again at this year's South Jersey State Fair and Exposition here, May 25-June 1. With the racing season opening here 30 days prior to the fair's debut, plans have been made to decorate the entrance to the fairgrounds, which will be used as a parking area for race track patrons.

Arrangements also have been completed with the race track officials to give each car parked on the lots controlled by the fair association and race track two part-paid admission tickets to the 1952 annual.

Several hundred children already have entered the juvenile coin contests and a large collection of American and foreign money is being displayed in fair's general offices. They will be moved to the fairgrounds when the fair opens. Augmenting this exhibit will be various displays from numerous numismatic organizations in this vicinity as well as individuals. United States Secret Service also has arranged to display its collection of genuine and counterfeit bills.

Over 100 foreign countries have been invited to participate in the annual fair and is being assisted in this part of the program by the United States Department of Commerce and the Federal Business Association of Philadelphia. Because space on the Independent midway is limited this year, the association is trying not to duplicate any of concessions. Entries in the Betty Crocker Chiffon Cake contest and the National Needlework contest have surpassed last year. It was necessary this year to increase the size of the exhibit tents in width and length. All advertising for the fair this year has been ordered and will be on the billboards, busses and windows 30 days prior to the opening.

PEANUT AWARD TO DE MILLE FOR CIRCUS FILM

HOLLYWOOD, April 19. — The 1951 Golden Peanut Award from the National Peanut Council, a group of 2,600 members in the peanut growing, processing and distribution fields, was awarded Cecil B. DeMille for "the superb quality of his production, The Greatest Show on Earth."

William F. Seals, Council president, and W. R. Flournoy of General Foods, chairman of the award committee, flew here following the council's convention in Chicago, where the award was voted to DeMille. They presented the producer with a gold trophy at a ceremonial luncheon in the commissary at Paramount Pictures. Council officials praised DeMille's treatment of the circus peanut in his film.

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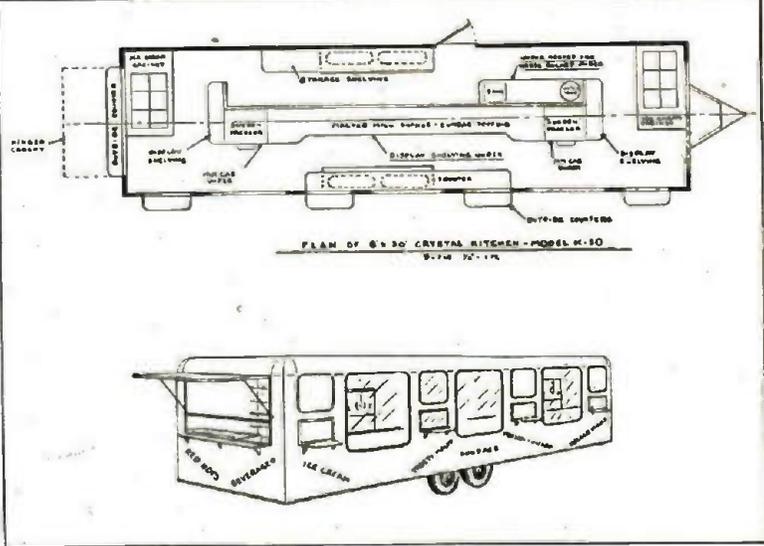
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(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- Alabama Am: Crichton, Ala. 31-37. Alamo Expo: San Antonio, Tex. All Fair Show: Kumble, Tex. 24-28; Dayton May 1-3. American Beauty: Fulton, Mo. Co. of America: Fort Springs, Ark. American Eagle: Big Springs, Miss. 28-May 2. American Expo: Fairmont, W. Va. American Midway: Meridian, Tenn. Waco 28-May 2. A. M. P.: Rocky Mount, Va.; Buchanan 28-May 3. Budget State: Albert Lea, Miss. Bakers Union: Franklin, Ind. 28-May 3. B & C Expo: Opening General, N. Y. May 2. Bechtel: 13544 Kellogg Ave. Cincinnati, O. 27-27. B. & H. Am. Co.: Great Falls, B. C. Big Four Am: DuQuoin, Ill. 22-May 3. Big Six: San Antonio, Tex. Blue Grass: Danaboro, Ky. Boat: P. C.: Pittsburg, Kan. Borderland: Presidio, Tex. Burk, O. C.: Troy, N. Y. Buster Harry: Lapeer, La. (Pair) Lutcher 28-May 3. Bushart: Piedmont, Mo.: Frederickton 28-May 3. Capital City: Oakesville, Ga.; Ocarstown 24-May 3. Cavalcade of Amusements: Decatur, Ala. Central States: Salina, Kan. Cribbin & Wilson: Petrusburg, Va. 26-May 3. Cherokee Am. Co.: Parsons, Kan. Coleman Bros.: Middletown, Conn. Coney Island: Somerset, Ky.: Marian 28-May 3. Continental: Poughkeepsie, N. Y. County Fair Shows: Opening May 1 at O'Neill, Neb. Crafts Show: Taft, Calif. 27-27. Crafts Fiesta: Trona, Calif. 21-27; Ridgecrest 30-May 1. Dean, Ted: Albany, La. Douglas Greater: Nerton, Wash.: Brainerd 28-May 3. Drexel: Jansen, N.J.: Marmet, W. Va.; Ashland, Ky. 28-May 3. Dumont: Richmond, Va. Dyer's Greater: Mounds, Ill. Eastern Am. Co.: Saco, Me. 26-May 3. Eddie's Expo: Ford City, Pa. 26-May 3. Festival of Fun: Fayetteville, Tenn. Fleming: Mad Cady: Brunswick, Ga. 26-May 3. Franklin, Don.: Bryan, Tex.; McKinney 28-May 3. O. A. B.: Ripley, W. Va.; Ammore 28-May 3. Gen City: Jackson, Ala. General American: Cecilia, La. Gentsch, J. A.: Canton, Miss. Georgia Am. Co.: Alpharetta, Ga.; Dahlonega 28-May 3. Gladstone Expo: Dadeville, Miss. Gold Road: Creve Coeur, near Peoria, Ill. 28-May 3. Gold Medal Shows: Huntsville, Ala. This week; Sheffield, Ala. next week. Golden Rule: Rummel, N. J. Grand American: Cape Girardeau, Mo.; Petrus 28-May 3. Great Dixieland: Alexandria, La. Groves Greater: Lafayette, La. Hale's Shows of Tomorrow: Independence & White, Kansas City, Mo. Happy Attrs.: Stratton, O.: Moundville, W. Va. 28-May 3. Harrison Greater: Rocky Mount, N. C. Helmer's Army: Arlington, Va.; Laurel, Md. 28-May 3. Hill's Greater: Hobbs, N. M. 22-27. Hottle, Buff: Gretna, La. Imperial: Padbury, Ill. 30-May 3. Island: Wagona, Mo. Interstate: Murfreesboro, Tenn. Johnny's United: Port Payne, Ala.; Lewisburg, Tenn. 28-May 3. Jollytime: Belhaven, N. C.; Roanoke Rapids 28-May 3. Keystone Expo: Selma, S. C.; Whitman 28-May 3. Kilo, Floy's: Danham Springs, La. Kilo, Floy's Greater: Danville, Va. Lee United: Adrian, Mich.; Battle Creek 28-May 3. Lone Star: Washington, Ok.; Elberton 28-May 3. Mammoth: Ross: Richmond, Va. Marks, John H.: Richmond, Va. M. D. Am. Co.: Hamilton, Pa. 25-May 3. Midway of South: Chattanooga, Tenn. Mickey Hammonroe: South Pittsburg, Tenn. Mighty Hoopler State: Columbus, Ind.; Bedford 28-May 3. Mighty Page: Martinsville, Va. Miller Bros.: Wilkes-Barre, Pa. Model: Paris, Tex.; Sherman 28-May 3. Moore's Modern: Teokarna, Tex. Myers: Libonia, O. New England Am. Co.: Athol, Mass. 28-May 3. Parr Am. Co.: Sparta, N. C. Parr Bros.: Springfield, Tenn.; Hopkinsville, Ky. 28-May 3. (Continued on page 70)

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PARKS-RESORTS-POOLS

Cincy Coney Spruces Up for April 26 Bow

Clyde McCoy Debuts Week-End Schedule; Radio-TV Promotion Tie-Up Continues

CINCINNATI, April 19.—Improvements to grounds, buildings and amusement devices were being rushed to completion this week as Coney Island, considered to be one of the finest funspots in the nation, prepared to open its 68th season April 26-27, with three weeks of week-end operation. Edward L. Schott, president and general manager, said that a new pergola is being completed on the banks of Lake Como, whose waters are piled by the park's canoes, scooters and other boats.

New cars are being provided for the Dodgem and new gondolas have been installed on the Flying Scooter. Important improvements also are being made in the 24-acre kiddieland, tabbed the Land of Oz, which features seven rides in its line-up. Buildings and accessories at the Sunlite Pool also are getting a face lifting and all will be in readiness when the park officially opens the season May 17. Schott said that the park will continue its policy of six-day-a-week operation, with the spot shuttering on Mondays.

Major rides, totaling 17, will be back in action during the week-end activities. In other years only a few of the devices worked during the preview sessions. Park has contracted for its usual big share of picnic bookings. It has retained its important industrial dates of past years and its community and bargain-day schedules have surpassed 1951's fine set-up.

On Saturdays and Sundays, April 26-27, May 3-4 and May 10-11, the park opens its gate at 12 noon. Each of the week-end programs will feature fireworks displays. The pyrotechnic also will be featured at many of the community day events.

Ballroom Line-Up

Handsome from its winter renovation and refurbishing, Moonlite Gardens bows April 26 with Clyde McCoy. He'll also be the attraction April 27, booked thru General Artists Corporation here. Chuck Campbell, of GAC, also has set these artists on the follow-

Steel Strike Only Cloud in Idora's Sky

YOUNGSTOWN, O., April 19.—Barring a prolonged strike in the steel business, an industry upon which Idora Park here banks heavily for its yearly bankroll, Manager M. A. Rindin is optimistic over prospects for the 1952 season, pointing out, as do most other operators, that the general employment is at a high level and that the aggressive park operator, given a break in the weather, should get his share.

Idora's strong suit is picnic business. The park already has contracted about 100 events, and expects to have more signed by the May 2 opening of the park. No pre-season week-end operations are planned.

The park currently is in the midst of a modernization program that started last year. It is scheduled to continue for three more years. Each year the management will rehabilitate a section of the park, remodeling buildings and equipment, and has brought in a landscaping firm to further beautify the spot.

Field over from last year are 13 kiddie and 12 major rides. Prices remain unchanged, a policy maintained by the park in recent years despite the inflation spiral.

Beaumont Kidspot Sees Strong Year

BEAUMONT, Tex., April 19.—South Park Kiddieland will open here April 26 with an expectation of winning better grosses than last year. Preparations are being limited to a thorough paint job.

The spot reports good results for picnic promotion and this season is using a direct-mail program.

ing dates: Ralph Marterle, May 3-4; Betty Clooney, May 10-11; Johnnie Ray, May 17-18; Hal McIntyre, week of June 20; Johnny Long, week of July 11; Billy May, week of July 25; Shep Fields, week of August 15, and Stan Kenton, week of August 22. Ray will do four shows each day, making two appearances each afternoon on the park's spacious mall and two each night in the ballroom. Vaughn Monroe, a huge draw locally, has been set for a May 23 appearance thru the Willard Alexander office, and Chuck Foster, Music Corporation of America property, also will play the ballroom.

Ladies' Night

Moonlite Gardens also will continue in operation its Ladies Night each Tuesday. This feature has been a potent crowd gatherer and money-maker since its inception two years ago. Only the lady's escort is tabbed for an admission. Following its custom of other years, the park will feature nightly fireworks displays the final week of the season beginning August 25 and ending Labor Day, September 1, its usual closing day. Free acts

(Continued on page 61)

Chippewa Lake Cracks Season With Name Orks

Picnic Bookings Healthiest in Spot's History

CHIPPEWA LAKE, O., April 19.—Park Beach's Chippewa Lake Park resumes its policy of presenting name band attractions when it launches a month of week-end operations here May 3. Formal opening is slated for May 30 when full-week activities get under way. Available to patrons this year will be an expanded Kiddieland, with a new Fire Truck and Kiddie Rocket added to its line-up. A new Caterpillar Ride and a 400 h.p. Hacker speedboat will augment the major ride set-up.

Opening the week-end rides will be the Ray Anthony ork. Other names set are Ralph Flanagan and Stan Kenton orks, all booked thru Chuck Campbell, of General Artists Corporation, Cincinnati. Beach said that the picnic bookings are the healthiest looking of any year in the park's long history. He said that all week-ends thruout the season already have been contracted for

(Continued on page 61)

1952 Outlook Good At Buckeye Funspot

Solid Easter Sunday Turnout Bolsters Optimistic View of Successful Season

BUCKEYE LAKE, O., April 19.—Buckeye Lake Park, one of the most spacious amusement centers in Ohio, launched week-end operations here Easter Sunday (13) altho rain hampered activities until 2 p.m., when the sun broke thru dark clouds and skies cleared. Good weather prevailed until 11 p.m., to give the spot strong business counts for the day. A. M. Brown, manager, pointed out that the good turnout bolstered his and park personnel's optimistic views that the upcoming summer should prove one of the most successful seasons in years, if not the best in the park's history.

Brown said the park this year has instituted a program which eventually will see all flat rides under roof. Of the considerable improvements made to the grounds are three new picnic shelter houses. He said that the picnic bookings should set an all-time high at the amusement center. Contracted for up to Easter Sunday were 47 good-sized picnic dates, exclusive of the already signed 25 school picnics for the season. With numerous industrial

plants scattered within a 100-mile radius of the park, none would hazard a guess as to how high the picnics would mount in number as the season progresses and the park's corps of personnel invades cities like Wheeling, W. Va., and Mansfield, O., outstanding steel and manufacturing towns in the area, in an intensive drive to sell the fun spot's entertainment values.

Strengthening the park's already potent ride line-up of 17 devices will be three kiddie devices which are to be installed by the time the park holds its formal opening. Back in action this season will be the 22 concession

(Continued on page 61)

Gordon Adds 15 Game Units A Rocks' Spot

NEW YORK, April 19.—Phil Gordon has installed 15 Monkey Race game units at Rockaways' Playland. Other new concessions include a bird stand, duck pond, midget movies, two additional food stands and athletic coin machines, such as punching bags and strength testers.

New lighting for 88th Street will replace wooden poles and stringers of 10-watt bulbs. Forty brackets have been placed on buildings, and each holds a 300-watt bulb contained in a 30-inch globe.

An advertising tie-in with The New York Daily Mirror will net the funspot about \$1,000 in free advertising space in return for the erection of a sign plugging the newspaper.

Picnic Dates Soar At LeSourdsville

Revamped Midway, Expanded Pool Set for Industrial, School Events

MIDDLETOWN, O., April 19.—An enlarged midway, new Merry-Go-Round building and an 85 by 20-foot concrete block building to house the skeeballs and a new lunch counter are among improvements which will greet patrons when LeSourdsville Lake, four miles South of this thriving city, goes into daily operation May 11, with the first of numerous school picnics booked for the season. Another 25,000 square feet of concrete floor has been added to the park's spacious swim pool and the already huge sand beach has been enlarged under direction of Don Dazey, manager of the funspot.

A new Kiddie Coaster and Kiddie Boat Ride have been added for the moppets and the Ferris Wheel and Scenic Ride have been relocated on the midway. Dazey pointed out that the park's industrial, school, civic and organizational picnic bookings are far ahead of any year the spot has been in operation. The Cincinnati Post's Valley Day will be held

on the grounds for the first time this year and the park has retained its contracts for the annual Pepsi-Cola and Dr. Pepper days, always big money makers for the spot.

Dazey attributes the big increase in picnic bookings to an intensified program outlined early this winter and carried out by two of the park's personnel who were put on a full-time basis to promote the funspot's facilities for events of this type. Another reason given by Dazey for the increased number of picnics is that he believes more companies and varied organizations have become more personnel-conscious in attempting to cement labor-management relations than in previous years. That trend is particularly notable at his park, he said.

The park will retain its line-up of 12 rides, five concessions and Penny Arcade and its Kiddieland attractions from last year. It also will continue its policy of using name, semi-name and location bands at its regular Wednesday, Saturday and Sunday dance sessions in the ballroom. Park admission will be kept at 12 cents for adults, with children admitted free, a policy the spot has maintained in recent years despite an inflationary price trend in non-related entertainment operations in this sector.

Mechanicsburg Spot Foresees Drop in Gross

MECHANICSBURG, Pa., April 19.—Grosses may be off as much as 10 per cent and costs will increase up to 5 per cent, according to predictions of Willow Mill Park officials here. The funspot opens May 15 for week-ends and June 15 for full-time operation.

Two new pavilions, games and a frozen custard set-up are being added for this season. Picnic reservations are slightly ahead of those made by this time a year ago, it was reported. Special features and promotions will be used by Willow Mill on Decoration Day, July 4, Labor Day and for an annual Firemen's Fair.

Patronage will be hurt here, it was reported, by the level of taxes. Operators said they believed only an increase in patrons' take-home pay would mean more spending at the park this season.

Chain of Rocks Sets Ducat Deal For Air Force

ST. LOUIS, April 19.—Chain of Rocks Park will put about \$5,000 into improvements this season in preparation for the May 4 opening. The spot is one of a few in the nation which has reported special provisions for service men. A special-price ticket will be available to personnel of Scott Air Force Base for rides, swimming pool and roller rink.

President Carl F. Trippe said most prices for normal patronage would remain unchanged, but that some increase in the charges for food were expected to be necessary.

A new Kiddie Airplane swing is being added, along with improvements to the front gate, bar storage facilities and landscaping. Some new land is being added to the park.

He said several additional school and commercial picnics have been booked this year and these will more than offset a few outings which were lost. Direct-mail advertising and greater promotion effort with labor unions and commercial organizations have improved the picnic bookings, he said. The spot pays bus transportation costs for picnic groups, and bus rates have been upped this season.

Expansion at Moxahala Reflects 1952 Optimism

ZANESVILLE, O., April 19.—An expanded operation is the answer of Tim Nolan, manager of Moxahala Park here, to the few park industry observers who believe 1952 may not produce the bumper grosses that have been garnered in recent years.

Formerly operating Friday, Saturday and Sunday nights only, Moxahala this year is adding Thursday night operation, with professional wrestling before the 2,200-seat grandstand in the park race track area the featured attraction. Stock car racing presented on Friday nights last year, will be expanded to Sunday nights this year.

Nolan also is bringing in three thrill shows to appear before the grandstand. Jimmie Lynch's Death Dodgers are slated to appear the night of June 4. That outfit will be followed by Joey Chitwood's Hell Drivers some time in July and B. Ward Beam's Thrill Attractions in August, the exact dates not yet set.

Boistering the 47-acre park's mall will be two new rides, a 14-car Dodgem and an eight-car Flying Scooter. They will augment Moxahala's Loop-o-Plane, Kiddie Auto, Kiddie Airplane, Chairplane, Merry-Go-Round, Ferris Wheel, train, live ponies, skating rink, swimming pool and dance hall, which uses occasional name orks in one-night stands. The official season opens May

30, following several week-ends of pre-season operation.

Moxahala is holding the price line on attractions and continues to operate with a free gate and free picnic facilities. The management anticipates no trouble in lining up its usual quota of picnic dates. To date no attention has been given picnic bookings, but the staff is expected to start its campaign soon.

Riverside Bow Clicks Despite Rain and Cold

AGAWAM, Mass., April 19.—Despite near-freezing temperatures Saturday night (12) and showery weather Sunday (13), Riverside Park got off to an impressive start for the inaugural week-end of the 1952 season. Owner Eddie Carroll reported he was highly satisfied with the getaway in view of the abnormal conditions. Sunday's weather caused cancellation of the 11th annual Easter Parade and the kiddie's egg hunt promotions. They will be held tomorrow.

Comparative figures show that the ride grosses increased over the 1951 initial week-end. Earnings of the new Kiddieland aided

considerably and Carroll is sure that this department will be a big winner. Kid spot now houses 13 miniature rides and 7 animal pens. Latter includes a duck pond, monkeys, sheep, goats, baby deer, rabbits, three little pigs and lambs. Cutouts of nurseryland characters dot the area.

Park will operate week-ends in April and May and go into daily operation with the Decoration Day week-end.

Stock car races in the Stadium got off to an excellent start. Fifty cars entered the competition, about one-third more than participated in the inaugural last year. About 3,000 attended.

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Chippewa Lake

Continued from page 60

and that most of the Wednesday dates are filled. He's currently working out industrial dates for week-day festivities. Other than the usual clean-up work, little has been done to change the physical make-up of the funspot, Beach said. However, 100 additional tables have been set up in the picnic area and outmoded buildings along the lakefront have been destroyed.

Beach said that the park will continue last year's highly successful policy of promoting the various attractions via radio spot announcements and 1-minute TV film spots. No change in prices for the attractions is contemplated, Beach said, and the park again will operate under its free-gate, free-parking policy.

In addition to the new Caterpillar and speedboat rides, major line-up includes Merry-Go-Round, Coaster, Tumble Bug, Ferris Wheel, Rocket, Octopus, Auto Scooters, Scenic Railroad, Funhouse, Big Launch, Putt Boats.

Kiddleland also includes Roto Whip, Kiddie Boats, Baby Octopus, Miniature Train, Fire Engine, Baby Jeep, Merry-Go-Round, Horse and Buggy and Airplane. Beach said that barring any unforeseen strikes, the economical picture is rosy in the area the park serves. Given an even break in the weather, Beach anticipates one of the best seasons in the local funspot's history.

Cincy's Coney

Continued from page 60

will be used in conjunction with the fireworks the final week. They also will be used intermittently during the season making their performances on the mall.

Radio-TV Tie-Ins

Schott said that the playspot will follow its established custom of promoting the park via radio and television spot announcements and participation in programs like Jon Arthur's "No School Today," carried by WSAI. Talent from the four local radio stations, WLW, WKRC, WCPO and WSAI, and acts from the three TV operations, WLW-TV, WKRC-TV and WCPO-TV, also will make periodic appearances on the mall as well as in Moonlite Gardens, under the highly successful park and radio-TV station tie-up instituted last season. Last year's 10-cent gate admission, which permits free use of the parking area, and prices at the 15 concessions are, Penny Arcade and Sunlite Pool will be retained. All drink and food prices, both in the park proper and at Moonlite Gardens, remain unchanged.

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for complete details

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Buckeye Lake

Continued from page 60

games featured last year. Eleven new ones have been added for this season. Eight drink and lunch stands in operation in 1951 will be retained and the park will continue to operate its three restaurants.

About 20 name bands, booked thru General Artists Corporation, Cincinnati; Associated Booking Company, New York, and Music Corporation of America, Cleveland, already have been inked to provide the terp tunes at the spot's Crystal Ballroom which operates seven nights a week. Expected to get a big patron play again this year are the swim pool, 21 speed boats and 20 U-Drive-It boats. The parks four excursion boats will operate on regular schedules, as has been the custom in the past.

Promotion of the park's features via television, a policy established last year after 15 years of flacking over radio channels, will be continued, Brown said. Last year the video operation, which included the broadcasting of films of the park in one-minute spot announcements and other publicity tie-ups, proved a strong attendance builder for the play spot. Free acts again will be used and the Penny Arcade also will be in operation. Prices remain unchanged.

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Beatty Crowds Grow As Show Hits Road

First Week Out After Los Angeles Stand Provides Sharp Upturn in Attendance

LOS ANGELES, April 19.—Altho the 17-day run for the Clyde Beatty Circus at Washington and Hill streets here was "way off," business for the show's first week on the road following the longest run of the season was reported satisfactory. The circus had full houses in Long Beach and San Pedro and the four shows in West Los Angeles, closing tomorrow (20) were expected to pull at least seven sell-outs.

There were various explanations for the slack trade in Los Angeles. One Beatty representative said there were "300 explanations." However, Beatty declared that practically everything was against record turnouts. He enumerated them as bad weather, long run, and the economic situation. The last was understood to mean income tax due for the State on April 15.

Sponsored Stand Strong

The show moved from here to Long Beach for two days under the sponsorship of the Junior Chamber of Commerce. Monday (14) gave the circus a three-quarter house at the matinee and sold evening crowd. The Tuesday afternoon performance was a strong three-quarters and the night was a turnaway. In San Pedro, where an unsponsored date was played, Beatty had a light matinee with a top house that night. The blues overflowed with two sections of the reserves being given over to general admissions.

Under the sponsorship of the Lion's Club the show opened Thursday (17) in West Los Angeles. The matinee that day opened about one hour late due to late arrival of the train.

With the weatherman giving clear skies and warm winds, the show should pick up in trade during the coming weeks. The rain and cold in Los Angeles during the 17-day run was unprecedented for this time of the year.

Mix-Up On Time

When Beatty played Washington and Hill, the opening time for matinees the first week was advertised as 3 o'clock. However,

Texas Spotty For Capell

CUSHING, Okla., April 19.—Capell Bros. Circus has been getting spotty business in its early tour but is looking for a pick-up now that the show is out of Texas. H. N. (Doc) Capell, owner, announced here this week.

Texas spots that were okay included Jasper, Cleveland, LaGrange and Hearne. At Kaufman and Farmersville, org followed Cole & Walters by three days but drew a half house at matinee at the former and a straw house at night. Farmersville turned up with a light crowd in the afternoon but was full for the evening performance.

Phil Escalante is back on his aerial bars after a recent fall that fractured his ankle. Show is moving on 25 units, with three on the advance.

Recent visitors included Emmitt Buffington, Johnnie Stevens, Tommie Henderson, Jack Stankey, Ben Davenport, Leon Snyder, Happy Earl, Marie Later, Tobe McFairland, Johnnie Lutz and Tom McKay.

Set Auction Date for Biller

NEW YORK, April 19.—Notices of the sale of the bankrupt Biller Bros. Circus, scheduled for noon on Thursday (24) in Room 237 of the United States Courthouse Foley Square, here, have been circulated.

The show was in financial distress throughout most of last season with disastrous indoor dates in New York and Providence, R. I., contributing to its downfall.

with the schools recessing for the Easter holidays, the time was moved up to 2:30. The change went unnoticed by the public in the advertising with patrons coming late and delaying the start. The Los Angeles Fire Department would not permit customers on the truck after the guy wires and netting for the Vesco's aerial bars had been installed. John G. Degenkolb, fire department captain, declared that he had requested that the bar act be switched with another act, not using nets, as the opener. This, the fireman stated, would allow seating while the show was in progress.

Beatty spiked rumors that a tie-up had been made with Paramount Pictures to plug "The Greatest Show on Earth." Hollywood trade papers carried a story to the effect that such a tie-up had been made on the basis that publicizing circuses would help this show. Beatty said no such arrangement had been used and none was planned.

The show's personnel remained intact from its local engagement with the exception of the Ann Garri Girls, a package deal of

(Continued on page 17)

Greenville, O., Whoops It Up For Mills Bow

GREENVILLE, O., April 19.—Mills Bros. Circus unveils its '52 edition here today, climaxing a week-long circus jubilee cele complete with official sanction, street parade and a banquet. Highpoint of the week is today's opening banquet between performances when Jack, Jake and Harry Mills will host city, county and State officials, circus fans, press and radio reps.

Mayor Marion Perry presented keys to the city to the brothers Friday (18) on the courthouse steps during the special circus preview parade, first one here in more than 25 years.

Veteran organizations, National Guard units, three school bands and a caravan of automobiles augmented show equipment and animals in the procession.

Show's performers and staff spent most of the week under the big top whipping the performance into shape for today's big opener.

Dayton Preps For Two Orgs

DAYTON, O., April 19.—Circus patrons here will be able to see two sponsored shows this year, with the Ringling org set to come here August 1 under auspices of the Fairmont Lions and Mills in July 7 for Post 200, American Legion. Sale for the Big One will begin July 1, according to W. J. Lester, who signed the contract for the show.

KING-CRISTIANI DOES OKAY IN N. C.

RALEIGH, N. C., April 19.—King Bros. & Cristiani Combined Circus, with a helpful assist from the weatherman, is racking up good crowds at its sponsored stands throughout North Carolina. Org pulled a half-house to its matinee here Wednesday (16) with a three-quarter crowd for the night show.

Altho Hickory, N. C., played Monday (14), was one of the few spots to come up with cool, cloudy weather, most merchants were closed for Easter Monday and the spot yielded a sellout for the matinee and almost an equally good turnout that night. Stand

CIRCUSES

Hagan-Wallace Alabama Takes Dip 5 Per Cent

Org to By-Pass New England Spots On Northern Tour

JASPER, Ala., April 19.—Hagan-Wallace Circus, altho enjoying good business in Alabama, is off approximately 5 per cent from last year. Al Porter, business manager, announced. Business in Florida and the Southern part of the State was exceptionally good, he said, but from Andalusia north the weather and business has been anything but encouraging.

Org is routed to the Canadian border but will not go thru New England this year due to reports that spending there is not up to par.

Turnouts here were hurt somewhat by cool weather on Tuesday (15). Afternoon crowd filled half the seats under the top, with the night show playing to a three-quarter capacity. Stand was sponsored by the local Jaycees.

At Mobile, Walter Fox, ex-show agent, visited with Al Porter and Charlie Campbell, and O. R. Pepper, owner of All State Shows, and Franko Richards, back end show operator, visited with Manager Dub Duggan, Phil Deto, bandsman, and wife, Christine. Side Show attraction, left to join the King-Cristiani, show along with Clarence De Arment, drummer. Don Snider came on from Tiger Bill's org and Cliff Anske also joined the band.

Bill Hill Jr., has rejoined from a Pensacola, Fla., hospital. Mrs. Tom Mix took delivery on her new home trailer and entertained the girls at a buffet lunch. Mat and Marry Laurish recently bought a new Buick and the Hills are shopping for a new trailer coach. Jack Kolman recently received new uniforms for the band and the musicians are now flashed with new blue coats and white trousers and hats. Happy Davis is doing five different jobs: clown, trampoline, juggling, bars and helping with the painting.

Hank Carlisle is sending in contracts regularly and Bill Oliver's billposting crew is busy out in front.

Gus Sun Office Holds St. Louis Police Act Pact

NEW YORK, April 19.—The Gus Sun Office, Springfield, O., has the act contract for the 1952 St. Louis Police Circus, instead of the Hanss, as reported in these columns last week.

Sands reports that he holds a contract with the police department to produce the opening spec, three additional production numbers and a finale. Bob Shaw, of the Sun office, was awarded the contract for 42 acts. Show dates are April 20-May 4.

New Sturmak Show Has Rough Debut

Retitled Org Switches to Auspices; New, Holdover Acts Ably Presented

By TOM PARKINSON

GALLATIN, Tenn., April 19.—Howe's Famous Hippodrome Circus opened at Humboldt, Tenn., Friday (11) and played to small crowds in cold and rainy weather for the first five days.

The new Art Sturmak edition was hit by high winds which demolished one center piece of the big top at the second stand, Paris, Tenn. Because of that loss, the show was limited at subsequent stands to a three-pole top and two-ring shows. It will be back to full size as soon as new canvas arrives. But, as Sturmak said, the important thing is that the show is open and rolling. After the Biller show closed last fall it was generally believed that there was little chance for its reopening. When it did come out of Memphis winter quarters, the opera was a creditable aggregation. And when contemplated new additions, including elephants and clowns, came on, Howe's Circus will be in good form.

The show has switched to the auspices plan this season and expects to play almost all dates under sponsorship. However, the three contracting agents started late, and for the first six weeks about half of the towns will be played without auspices so as to give the agents time to get far enough ahead. The show is using a liberal splash of attractive billing and Sturmak said a direct-mail herald also would be used.

Wire Acts Strong

The performance includes the Spartan Family, Buck Lucas' Wild West, and a number of Mexican acts imported by Slayman All. Some of the latter are unusually strong, and the show's wire-walking display is a high point. The

45,000 Throng To Fernandez Tokyo Opening

LOS ANGELES, April 19.—A crowd of 45,000 greeting the opening of the E. K. Fernandez All American Circus in Tokyo on April 3, the showman advised in a cablegram to The Billboard. Three shows were given that day.

Altho details of the debut were not included in the communication, Fernandez did mention that the circus had been given a tremendous ovation. He added that the performers were being extended unsurpassed hospitality.

The show will play in Tokyo for a month and is indoors. Following a tour of Japan, the circus will again show there under canvas. On the return trip to the United States, stops are planned at Okinawa and Guam.

Rudy Bros. Garners Okay Business In El Monte Area

EL MONTE, Calif., April 19.—Continuing its route of sponsored dates in this area, Rudy Bros. Magic Circus is garnering satisfactory business. The date in Inglewood for the Optimists Club turned in three shows for the one-day stand and San Fernando was a packed hall park, despite the weather, for the 20-30 Club. Rudy Jacobl, owner-manager, said.

Other spots to pull strong crowds were Whittier and Veneta, both for the Optimists, and Covina for the high school.

Jacobl said the Lee Sisters, double traps and trampoline, and Harmon and Gentry, trained chimps and baby elephant act, had been added to the roster. Jack Dylke heads the promotional crew in Santa Ana and Ken Jensen is handling the Riverside office. Jensen also was in charge of the San Fernando promotion.

single elephant was left in Memphis, but it and three new imports are expected to come on later. The new bulls are scheduled for June delivery. Sturmak said.

Opening the touring version here was a spec with all performers, ponies and saddle horses taking part. Here as well as later some pleasing wardrobe turns up, and the Buck Lucas troupe's contribution to the spec is good.

This is probably the only show with a woman equestrian director. Betty Biller blows the whistle here and George Marquis does well as announcer. Eddie Mason and Buck Lucas work pony drills; Rita Talliaferro's pony drill was omitted. A four-girl ladder display comes next, and usually it has six people. Mannos does a neat pedestal act while Luc Andrex handles chair balancing.

Remo is new in the featured juggler's position. He handled the spot okay in the cold weather here. Faith King and the Spartan Family's dog acts display pooch routines well. Two more newcomers, the Novarro Brothers, perform on the high perch, and this, too, is an attention-getting turn. Clowns then make their first appearance, with Orlo Spartan as producer.

Reynoso Solos

Reynoso has the tent to himself for a single trap act and he earns the solo assignment with assorted foot and knee stands on the swinging bar. Roly-boly by the Lucas Brothers and Gene Scheck's pedestal headstands follow. Buck White brings seven slides in for the first concert announcement.

Les Cleres (2) clown thru an adequate casting act that includes some good double casting and a birdsnest. In a two-act display, the Estrada Sisters (3) offer acrobatics and Los Agilas (2) platform acros. perform a one-arm lift that's good.

Normally, the big wire display lists Josephine Ivanoff, Olga Sanchez and Martha Smirga. This was changed into two displays here. Josephine Ivanoff's feature was a banner leap and Martha Smirga does a basket walk and a walk over a table. Olga Sanchez works bounding rope and tops it with a good series of bounces to the seal. It's a strong presentation (Continued on page 17)

Capt. Ed Kuhn Sets Staff, Season Route

SPRINGFIELD, Ga., April 19.—Captain Eddy's Circus this year will tour Georgia, North Carolina, West Virginia, Ohio and Michigan and will confine its performances to night shows until school closing. Capt. Ed Kuhn, owner-manager, announced here this week.

Organization will travel on five trucks and trailers and will carry seven lions, two pumas, two bears, a wild boar, five monkeys and a baboon. Show is being presented inside a 120 by 70-foot canopy with the back-end closed by a side wall. No side show is being carried.

Program includes Frank Collins, Dalmatian dogs; Miss Charlene lions and pumas; Joyce Lorene, single traps, swinging perch, cloud swing and ballet contortion; Jeanne Lorene, performing goats, tight wire and Spanish web; Capt. Eddy, Liberty horses, performing burro and lions, pumas, bears and goat, and Billy Sheets, menage.

Staff lists Capt. Eddy and Charlene Kuhn, owners; Howard (Billy) Sheets, general agent; James Sear, superintendent; Henry Blankenship, boss canvasman; Delmar Adams, post boss; Frank Collins, menagerie superintendent, and Grady Coleman, concession manager. Windy is producing clowns with Daniel Johnson and Lonzo Strickland in clown alley.

Kuhn and Sheets visited Rogers Bros. Circus and Diamond Jime recently.

Dressing Room Gossip

Ringling Bros.

With our second week of the garden stand over, show is running in tip-top shape with no delays. Columbia Broadcasting system's television show, "Celebrity Time" is being telecast here for its Sunday night (13) show and John Ringling North was the featured guest. Many of the clowns did their specialties and a number of acts also appeared.

Bill Antes is keeping the clowns busy almost every day with television appearances around town. The Side Show is getting a big play with its many new features. The midgets appear in the spec and Doty, Nita and Patty doing some crowd-pleasing dance routines and little Ann looks like a doll when she rides in the old-fashioned car with Jackie Gerlick.

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Harry, Frank and Don are part of the Trojan section. The clown soldier routine is going over big. Lou Jacobs has come out with a tiny silver rocket this year to replace his little car. Paul Jung has come up with some outstanding creations, especially on his big heads which are worn by the clowns in the Mardi Gras number.

Joe (Bananas) Sparpana is handling the mailman chores this year. Jimmy Armstrong is again the faithful bugler. Mr. McDonald, of the Circus Fruit Shippers, Sarasota, has been a visitor here and added many new photos for his new juice product pink lemonade.

Mike Healy rejoined here. Stanley Watson, agent, is a regular visitor and Claire Fawcett, fan, hasn't missed a show. Recent visitors included Jerry Bangs, Jerry Woodell, Mr. and Mrs. Frank Atardi, Mr. and Mrs. Frank Otari, Vera and Dorrie Orton, Bert and Corrine Deano, Mr. and Mrs. Ward C. Shaver, Sonja and Ala Fritz, Florence Bailey and son, Joyce and John Seawell, Rose Alexander's sister and niece, Libby and Mike Hollander, Lola Dobrich, Emil Goetsche and Emil Jr., Mary Seifert and her grandson, Tommy, Mike Tubic, Eddie Howe, Willie Miller and Bright Eyes, and Eddie Decker.—MARY JANE MILLER.

Kelly-Morris

Unusual weather, a combination of high winds, rain and cold, forced the show to cancel three matinees in the Missouri Ozarks area. Easter Sunday in Eldorf, Mo., found us hibernating to get away from the sleet and snow. The natives turned out surprisingly well.

Bozo and Mrs. Harrell left to play the Omaha Shrine date and Jack Mahon is now producing clown. Bill Morris has returned from the advance. Freddie Jones, Side Show manager, is good with his opening. Billy Morris and Tommy Joe Hodgkin were both recipients of Easter bunnies, eggs, etc. Billy wanted to carry his Easter bunny around in tournament but that idea was vetoed. Mrs. Kelly and Mrs. Bennett, handling front door dealings, are a busy pair. Bernice Morris is still trying to find an appropriate trailer since the other was nearly totally ruined when it turned over. A sight to see is Bill Harris with little elephant, Diane, going to work just like a big bull.

Betty Hodgkin was surprised in Lebanon, Mo., when her folks motored down for a visit from Peru, Ind. Gene Bun is head concessionaire. Eddie Frisco and Tom Hodgkin make a good combination for tinkering with mechanical gadgets. Gladys Gillem's stock question, "Did you get a Billboard," is no rib—she really wants one! Visitors included Jeff Murphy, Steve and Pauline Eyncart, Peggy and Mac MacDonald.—JOE HODGES HODGIN.

Clyde Beatty

Jack Knight's press department landed plenty of space in the Los Angeles papers. A pony was born in L. A. and named Angel. Jack Gibson has returned to the horse department, being assistant groom. Johnny Joandles, after buying a second-hand trunk, found two \$50 bills hidden in the lining. Ernie Burch missed but one performance while visiting in L. A. Manuel Velarde, formerly doing slack wire on the show, is in the band at the El Pasa Inn. Easter was observed on the show. The Walsh Twins and other children received little baskets and pieces of wardrobe. Laughing George Davis, in cook-house, served a turkey dinner. Thea Etherlie had an accident in a shower stall and is in a hospital with a head injury. She slipped and struck her head on a faucet. Much practicing is going on by the performers between shows. Red and Ann Laridns have the picnic car. Recent visitors included Betty Grable, Harry James, John Derek, Robert Mitchum, Boris Karloff, William Farnum, Jean Craine, Roper Edey, Steve Reeves, Dave Dunbar, Larry Griswold, Mark Smith, Marie Ledout, Eddie Chaulsett, Rudy Jacobs, Jacob Hakin, Charles F. Musiall, Christine Monzello Manuel and Ralph Velarde, Blackie Escalante and Mona Gulterez.—DICK ANDERSON.

Palack Western

Indianapolis, promoted by Joe O'Donnell, was a success. No shows were given on Good Friday. Karlis Peterson had new windows and ventilators installed in his semi-trailer. Wayne Larey visited his daughter, Arden, and son-in-law, Norbert Kreisch. Helen Wallenda is making sequined designs for a new wardrobe.

Johnny Joyce planned in from Sarasota, Fla., to spend his Easter vacation with his parents, Jack and Martha Joyce. Curt and Melitta Wicons, formerly with the show, visited the trailer colony. They were en route to Chicago for a number of TV dates. The Cycling Theronas have added an antique squirrel rifle as a prop for this act.

Joe Wilde, well known clown whose home is in Indianapolis, entertained Laurence Cross and the writer. Betty Bell and Mildred Ward are turning out summer sun outfits in anticipation of the California climate. The Jack Jockys motored to Peru, Ind., sent the clowns a huge cake. Nancy Porter visited her mother, Avis O'Donnell. A school chum, Sue Strable, accompanied her.—HARRY DANN.

Hagen Bros.

Easter Sunday was spent in Chickasha, Okla., with many of the folks attending church, staying in hotels and visiting the movies.

In Lawton a party made the four of the night clubs. Included were Mildred, Donna and Paul Pyle, Red Patrick and his sister and brother-in-law, Mr. and Mrs. Art Miller, Mr. and Mrs. Louis McNeese, Claudine Banta, Roy Adkisson and the writer.

The Pyles were dinner guests of Joe Baker in Sherman, Okla. Visits were made with Bill and Babe Jackson, but and trampolin performers who were in Okemuneville with Cole & Walters Circus.

The Side Show is sporting new bally cloths and a new marquee and did a big business in Chickasha. The ponies are decked out in brilliant orange and green ostrich plumes.

Ginger Moody Somers joined to do web and ladder and her husband, Chester, is in the property department. While in Pauls Valley, Okla., Mrs. Harry Allen visited with her mother, Mrs. Oliver Burkett. Owner Howard Suez, Mrs. Suez and daughter, Mary Sue, visited in Lawton. Other visitors there included Jack and Claudine Banta's mother and father, Jack's wife Medea, and their children, Zermidia, Jacklyn and Ladania.

Other recent visitors included Mr. and Mrs. Bethel Collins, Mr. and Mrs. Oscar Collins, Mr. and Mrs. Fred Decker, Mr. and Mrs. Jim Hainriek, Mr. and Mrs. William Watson, Jim Conley's aunt and uncle Bill Allen, and Roland Smith.—JOHN TOY.

King Bros.-Cristiani

The opera is moving in mid-season form, not only from the standpoint of performances but in our nightly jumps. Everything is usually on the lot by 5 a.m. and is up and ready before noon. Parade, marshalled by Jim Conway, is off the lot at 10 a.m. every day and hits the downtown streets by 11 a.m.

The writer broadcasts from the line of march. Ralph Clawson is doing a good job routing the procession.

Rodolphos, perch, are a recent addition to the performance and Miss Rodolpho works a single act earlier in the show. Three-ring displays include the Nollie Tate and Tama Frank dog acts working the end rings with Jim Conway and his Liberty ponies in the center. Swinging ladders have replaced web routines.

Ernie Gudath has revived the old fire house for the clowns. Baghondi drives the miniature fire engine and all elowns work the number. Jack and Ruby Landrus spring a new wardrobe on clown alley almost every day. Truzzi has dressed up his act with a new rhinestone ring carpet with a runner that extends to the back door. Ticket sellers, ushers, band and animal men are also decked out in new uniforms.

Napoleon Reed is proud of his new cookhouse wagon. Personnel are happy over the new dressing tent arrangements. Two dressing tents are used, each partitioned off for the wardrobe which is efficiently handled by Leona Teodora. Tommy Ward and his crew are

Under the Marquee

Ernie Thompson, who had the bond on Hunt Bros' Circus for the past two seasons, cards that he will spend the summer at Glen Echo (Md.) Park. . . . The Kien Family, last season with Al G. Kelly & Miller Bros' Circus, has signed with J. C. Bisbee's Comedians for the 1952 tent season. . . . Advance on Wallace & Clark Circus includes W. F. (Bill) Wilcox, brigade manager; Jackie Wilcox, special agent in charge of press, radio and schools; Lyle Reynolds, box billposter; Claude Pos, boss lithographer; Stanley Beal, Elmer Vetter and Clyde Jackson Jr., programmer and banner squarer.

"Celebrity Time," Columbia Broadcasting System-TV seg Sunday (13) was staged backstage at Madison Square Garden where the Big Show is holding out. Circus personalities appearing as guests included John Ringling North, Pat Valdo and Nate Eagle. Regular members of the quiz show included Conrad Nagle, Herman Hickman and Mary McCarty. . . . Oscar Konyot, whose cat act is an import featured with the Ringling circus, narrowly escaped serious injury Friday (11) as three lions fell on top of him as they were supposed to be going thru a running and leaping routine. Konyot was treated for a bad gash in his arm.

Johnny Fulghum, lithographer with the Kelly-Miller show, caught the Capell show at Durant, Okla., accompanied by Wes Ross, C. C. Day, Horace Laird and Charlie Rames. Ernie (Black) Burch, clown, writes from Los Angeles that he will be in a two-page spread advertisement and cover in the Saturday Evening Post as the result of a tie-in with the Mabel Toy Company. Burch laments he is prepping his routines for a screen test in the near future.

Bill English, concessionaire and girl show operator, last season on Gold Medal Shows and previously on Royal Crown, LaCross and other shows, is returning to the circus this season, having signed as Side Show manager on Hunt Bros' Circus. English and wife, Kit, after wintering in

Miami, left recently for Reading, Pa., where Mrs. English will remain to await an addition to the family. She plans to rejoin her husband sometime in August.

When the Ringling movie, "Greatest Show on Earth" opened recently in Butte, Mont., Frank Paniske, crowned the streets and also played host to Mabel Ringling Anderson and Jean and Paul Ringling who were in from their White Sulphur Springs, Mont., ranch.

Mark Smith and Hi Lo Merk, circus fans, caught the King-Cristiani show at South Pittsburg, Tenn. Merk writes that his mother continues critically ill in Athens, Ga. . . . Jim Brown, clown and balloon specialist, was due to open his outdoor season at Su-San Playland on Easter Sunday, but due to inclement weather, postponed to last Sunday (20). Brown will make the Shenandoah Apple Blossom Festival May 1-2. Omer Kenyon, of the Hamid-Morton aggregation, stopped off in Denver recently en route to Des Moines from the West Coast.

Visitors on Palack Bros' Circus Western Unit in Indianapolis included Dime and Connie Wilson and family, Joe and Margie (Cordell) Geiger, Harry Keenan, Earl Shipley, Wayne Larey, Melitta and Curt Wicons, Joe Wilde, Ferris Anderson, Seattle Simmons, Peaches O'Neil, Roland Cole, Walter and Ethel Jonnier, Harry Nathan, Ted and Lettie Chirrick, Mr. and Mrs. Ed LaGrove, Charlene Sellers, Nancy Porter, Sue Strable, Jack Leoncini and Joseph Beronini.

Sid Rubens, manager of Rogers Bros' Circus, celebrated his 60th birthday Saturday (12) during the org's engagement in Savannah, Ga., at a party tendered him by show personnel. His wife, Dorothy, is at their home in Fort Myers, Fla., convalescing from a recent illness, but will rejoin the org in a few weeks.

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FAIRS-EXPOSITIONS

Mich. State Aid Unchanged in '52

Two-Day Management Short Course Draws Record Turnouts of Execs

LANSING, Mich., April 19.—State aid to Michigan fairs this year will equal '51 appropriations, according to an announcement by State officials at the annual Michigan Association of Fairs management short course held here in the Hotel Porter Monday and Tuesday (14-15).

Turnout for the two-day con-fab broke all past records with almost every fair in the State represented by at least one official and the success of this year's school has prompted the association to schedule another short course to be held in Escanaba sometime in June. John MacInnis, manager of the Upper Peninsula Fair, will host the meeting which is primarily for executives from the remote peninsula annuals.

Irving L. Pratt, president of the State association, ably presided at this week's short course which was operated on a question-and-answer basis for the first time. Under this procedure, delegates

handed in questions and subjects for discussion.

Topics included tractor pulling, queen contests, federal taxes, lighting effects on midways, non-fair activities, midway set-ups, new types of entering exhibits, special events and afternoon programs for fairs not participating in horse racing.

Guests included Charles Figy, State director of agriculture; George McIntyre, deputy director of agriculture; Clarence Colander, director of fairs for the State department of agriculture, and Herman Dignan, former secretary of State. Al Weill, of Wolverine Raceways offered assistance in advertising of races at county fairs.

Florida Execs Set Two-Day Short Course

GAINESVILLE, Fla., April 19.—Florida Federation of Fairs, Livestock Shows and Expositions, in co-operation with the University of Florida, will hold its first agricultural fair management short course here on the university campus May 12-13.

Extension District Agent K. S. McMullen, this city, is chairman of the program committee which has laid out a program that will deal mostly with the handling of agricultural and livestock exhibits at Florida annuals.

Assisting McMullen will be Director H. G. Clayton of the extension service and Dr. J. Wayne Reitz, university provost for agriculture.

McMullen said representatives of both fair and livestock show organizations in Florida will be given the training along with certain agricultural workers in the State.

On May 11, fair officials will hold a business session at 4 p.m. and a banquet meeting that evening.

Wis. State Ups Capacity To 35,000

Adds Agriculture Information Booth, Honey Exhibit

MILWAUKEE, April 19.—Wisconsin State Fair this year will increase its total grandstand capacity to 35,000 by the addition of 5,000 more seats. Willard (Bill) Masterson, manager, announced. The added seats will eliminate some of the standing room that is used for auto race programs, he said.

Fair's latest service to its rural patrons will be establishment of a farmer's information center, a building where farmers can bring their particular agricultural problems for advise. Experts on hand will include members of farm groups as well as authorities from the University of Wisconsin and the state department of agriculture.

Another new agricultural feature will be a bee and honey exhibit. This exhibit will take over the What-Not Building and will include actual bottling of Wisconsin honey and a display depicting the important role of bees in agriculture. A new dressed poultry show is skedded for the Food Building and proper ways of cooking poultry will be demonstrated four times daily in the Women's Building.

Huron, S. D., Goes All Out For 4-H Kids

HURON, S. D., April 19.—South Dakota State Fair this year will go all out to improve facilities for its youthful participants by the construction of a new 4-H Club dormitory and dining room and by remodeling its Machinery Hall into a 4-H livestock barn, Phil Kenavold, secretary, announced.

Other plant improvements aimed at the younger set includes a new sheep barn, a new sales ring adjacent to the 4-H cattle barn and moving of six of the 4-H swine barns to a new location near the new dormitory.

In addition, the fair will construct a new sheep barn for its open classes and will completely re-decorate the Horticulture Building in anticipation of record entries.

Main still date this year will be the American Legion Rodeo which is scheduled for July 12-14.

Regina, Sask., Signs Mounties

REGINA, Sask., April 19.—A major attraction at the Provincial Exhibition here this year will be the famed Royal Canadian Mounted Police Ride. The ride will be presented in front of the grandstand each night. It will be the first appearance of the attraction at a Regina fair since the late 1930's. Arrangements are expected to be made to have the R.C.M.P. band of Regina play for the ride.

The musical ride involves 32 mounted men carrying lances and wearing scarlet tunics. The intricate precision drill, a popular feature at fairs and horse shows throughout Canada and the United States before the war, is being revived for a U. S. and Canadian tour this fall. Among cities already scheduled to see the ride are San Francisco, Portland, Ore., and Los Angeles.

Eugene Ranck Named Jackson, Calif., Sec.

JACKSON, Calif., April 19.—Eugene L. Ranck, of Carbondale, an agriculture instructor at the Preston School of Industry, has been named secretary-manager of

ESE to Open Midway Operations to Bidding

SPRINGFIELD, Mass., April 19.—For the first time in many years various privilege-paying endeavors will be open to bid at the Eastern States Exposition, George Bernert, superintendent of concessions, announced here this week.

The rides, novelties, scales and age are among the units that will be open to bidding. Bernert emphasized that the change in policy did not represent any dissatisfaction with any prior operations. New administration feels that the open policy would prove more equitable with benefits increased for both the fair and the concessionaires.

Bigger grosses for all operators are in prospect this year since two strong night attractions will be presented, including an outdoor

night grandstand show for the first time in a number of years. "Skating Vanities," featuring Olsen and Johnson, has been carded as the night Coliseum feature. Added night activity should draw a bigger gate and hold the crowds later than in the past.

The decision to add a day to the fair's operation is also expected to benefit all participants. Execs are shooting for the 500,000-gate mark, and since the 400,000 figure has been bested by many thousands in the past, there is every possibility that the goal may be reached.

Fredericton Plans 12G Building Front

FREDERICTON, N. B., April 19.—A new front will be added at a cost of \$12,000 to the Drill Hall, main building on the grounds of the Fredericton Exhibition, Ray Crewdson, secretary-manager, announced this week.

A big part of the outlay will be for lighting effects, which will be designed to bathe the front of the building in constantly changing colors.

Texarkana Signs Arnold As Name Draw

TEXARKANA, Tex., April 19.—Eddy Arnold, country and Western singer, has been signed as the name attraction at the Four States Fair here and will be the opening night feature September 12. L. E. Gilliland, secretary, announced. Fair, which generally operates with a free grandstand, will charge admission to the Arnold show.

Other attractions this year will include a free square dancing exhibition at the pavilion and free acts in the rodeo arena. Set for the latter are Klara and Eugene Hoffman, Bud Carrell and Hese, Harris Nelson, and Page and Jewitt.

Plant improvements have been sizable, according to Gilliland. A new agriculture building has been erected as well as two new cattle barns, an addition to the Merchants Building and more rest rooms.

The scope of non-fair activities has been substantially broadened. A Boy Scout circus is skedded for today. Others include a garden club show, April 27; dog show, May 8; rodeo, June 11-14; motorcycle races, June 22, and quarter horse racing once each month.

Westchester Event Names New Officers

PEEKSKILL, N. Y., April 19.—E. D. Kelmans, New Rochelle, was named president of the Westchester County Horticulture and Agriculture Society, sponsors of the Westchester Fair, at a meeting of the association last week.

Augustus J. Cole, Buchanan, was named vice-president; M. E. Buckley, White Plains and Mahopac, secretary and James L. Hayes, treasurer.

Directors are Herbert H. Handeuban, White Plains; James W. McHugh, Peekskill; Thomas J. McDonald, Woodlands, and Jules Logelin, Indian Point Park.

The eight-day fair, a revival of the society's presentation at the County Center, White Plains, will be held at Indian Point Park here August 30 thru September 8.

Kelmans said that the initial response on the part of exhibitors and concessionaires had exceeded expectations. The fact that the officers represent all sections of the county and the appointment of department superintendents will follow the same pattern, together with the allotment of a minimum of \$5,000 for premiums, has done much to generate interest in the area.

Because of its semi-urban location and proximity to New York, as well as six other sizeable cities in the county, the event will be rural-urban in character with exhibits framed to reflect the accomplishments of country and city dwellers alike, Kelmans said.

The Amador County Fair here. He succeeds Wentworth Lynch who resigned.

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Broadway Stevens Bldg. 300 S. Broadway. Phone Ws 4-9620. Camden, N. J.
S. BURGDORF, Secretary

Miss BeBe Says . . .

FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

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Make Money—Save Money Subscribe Now—This Easy Way

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Yes Please send me The Billboard for one year at \$10.
 Check here for trial subscription of 12 weeks at \$3.
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GIVE TO DAMON RUNYON CANCER FUND

ATTENTION!
Secretaries of **FAIRS, CELEBRATIONS** and **INDOOR SHOWS**
Contact the **ERNIE YOUNG AGENCY**
For every known type of entertainment
203 N. WABASH AVE.
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NATIONAL HOME SHOWS INC.
America's Outstanding Trade Exposition Organization
PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES
Sponsors, Show Managers, Space Salesmen, Exhibitors, Write: **Grover A. Godfrey, Pres.**
Home Builders Auditorium
2109 Live Oak St.
Dallas, Texas

SOUTH LOUISIANA STATE FAIR
DONALDSONVILLE, LA.
Wants to contact acts available for October 4 and 5, 1952. Grandstand Show Acts that will be in this territory. Please contact **ADOLPHE NETTER**
Secretary-Manager
Box 112, Donaldsonville, La.

WANTED GOOD CARNIVAL
For two adjoining County Fairs for either week of Sept. 18, 23 or 29. Can arrange for fairs for either week or one following another. Write or call Leo C. Wilson, Sec., Union County Fair Ass'n., New Albany, Miss.

FLASH! NELS & MARG
Give you tons in trained Dog Acts—featuring "Joe", famous comic Male, available for fairs and indoor dates. Write **NELS & MARG'S ATTRACTIONS**
Fond Du Lac
Duluth 9, Minn.

PROMOTERS
—Get on our Mailing List . . .
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditions and arena . . . We can route us letters from your territory to you.
—Please state the date and type of event or at least one event which you are promoting in the past. Specify whether or not you were previously responsible for several responses to underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Pick Strates Model As No. 1 Contender For Detroit Contract

Mich. State Fair Reps to Inspect Show; Board Closes for Rodeo, Auto Race Events

DETROIT, April 19.—Organization of the 1952 Michigan State Fair under the newly-appointed secretary, this week moved forward at a pace that indicated it still has a fair chance to recover from the problems and delays caused by the State grand jury investigation and related activity. With emphasis currently on the entertainment problems of the fair, action Thursday (17) at the monthly board meeting went a long way toward setting the pattern of the 1952 fair, despite the fact that final contracts were not yet approved, in most cases.

The midway contract, which, according to present plans, will include no games whatever, with merchandise privileges being sold separately, was narrowed to two carnivals, Strates Model and W. G. Wade, with an entertainment committee proposal approved by the board giving first choice to Strates.

James M. Hare and one member of the board—not named at this writing—were given the assignment of visiting the Strates midway this coming week in Georgia for the purpose of inspecting and making a final report on this show, which has never played this territory.

Report of possible union trouble for carnivals this season may cause the fair to ask shows under consideration to furnish a non-strike bond, as well as performance bond already expected. The fair had serious union trouble as the innocent third party in a soft drink dispute and Bob Hope was unable to work the Coliseum,

causing a big financial loss. No action was taken on the Coliseum show, which will be cut to shows of three or four days each this year, with the building turned over entirely to agricultural use for the other days. Criticism of the talent budget voiced by David M. Idzal, managing director of the 5,500-seat Fox Theater, led to the appointment of a special committee of the board—Frank N. Kinsora, who is long-time president of the Motion Picture Operators' Union here, and Mrs. Helen Berthelot, to confer with Idzal and exchange ideas. No award on this department will be made until after a meeting with Idzal, who has long been recognized as one of the city's key showmen.

Shelvie Thrill Show Award
Tentative award of a contract for a thrill show for three performances on the first two days of the fair to Irish Horan was shelved when it was found that Horan had other commitments and could not make the date. A substitute was to be sought.

Contract for a Wild West show and, for the first time in many years, a contest rodeo, was tentatively awarded to Colonel Gatewood for the remaining eight days of the fair.

The biggest single money maker of the fair, the 100-mile auto race, which grossed \$61,000 three years ago, will be moved up from the final Sunday to the opening Saturday afternoon, in order to make a better selection of racing drivers possible, because of conflicting dates with the Syracuse race. It was also expected that the move will get the fair off to a strong start for the first weekend and fill in a critical hole in the programming of events. The race promotion contracted was again awarded to Andy Barto, of the Motor City Speedway, with a bid by Dale O. Lee rejected.

The entertainment committee of the board held a preliminary screening session on Wednesday night (16) with the following booking representatives present: Colonel Gatewood, Mable Dugan, Dugan Booking Office; Dale O. Lee, and C. A. Klein, Klein's Attractions.

Peter Buback, chairman of this key committee, presented his resignation from that post because of the pressure of other activities, but remains a member of the general fair board. No successor has been named.

Buback also presented a proposal favorably viewed by the board, that exact specifications of entertainment wanted should be sent to booking agents, so that they could make a presentation tailored to fit the board's ideas, thus saving the latter's time. The same move would, incidentally, enable bookers to make an intelligent presentation without shooting in the dark.

At the general meeting, Harry Wright, of Lawrence, was elected president of the fair board of managers, to succeed Stanley Powell, acting president. Eldon MacLachlan, of Ewart, was elected vice-president.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 19.—The organization has been invited to participate in the coming hearings on high act legislation by the New York State Board of Standards of Appeals of the Department of Labor.

National Production Authority has issued additional regulations covering the use and supply of copper. Membership cards are being issued and new certificates will be forwarded to members in good standing shortly.

WOM Free TV Theater Will Fight Sports, Politics Lure

Units of Philco, Specially Mounted, Expected to Unstick Stay-at-Homes

• Continued from page 1

the best possible reception. It is assumed that every possible effort will be made to bring in the best reception, since the equipment will be identified and it is likely that its display will actually amount to a demonstration for many prospective owners.

To Screen Political Meets
Bergen said that he was particularly pleased with the arrangement since this is an election year and interest in viewing political candidates is likely to hold many folks at home. The scheduled video coverage of the national conventions in Chicago, plus before and after efforts to keep pace with shifting political fortunes, is the most intensive ever planned.

Bergen said that the availability of midway television would be widely publicized wherever the show appears. He reasons that folks will come out to have fun knowing that they can take time out to view the important events of the day. Parents may well be enticed to bring along their children, lodge them in still and still not miss a favorite show, he says.

The free television also is likely to lure a lot of sports lovers who have been staying home for the twice-a-week fights or leave the showgrounds early so as not to

miss the fisticuffs. Bergen points out that many fights are over in a round or two and that most fail to go the distance. Eliminating the need to leave the midway to view the fight should mean the addition of thousands of hours of patronage, he says.

To Cover Sports Events
Night ball games also will be a regular feature. While many ball fans are content only if they can suffer along with their favorites thru the full tilt, many others are satisfied to view the contests for an inning or two at a time, checking back periodically for scores if the game is tight, says Bergen.

Deal for the television theater was finalized by Bernard (Bucky) Allen, concession manager, after preliminary groundwork by Gerald Snellens, general representative. Snellens will handle the promotion and placing of the unit.

Bergen said that while he was not particularly worried by the encroachment of television, since the carnival business requires participation if enjoyment is to result, the installation of a video theater was a hedge against all contingencies. Altho the show plays many of its stands in a belt that is well blanketed by television stations, no bad effect could be attributed to the relatively new medium in the past, except

when an event having the importance of a championship fight or the world series was televised, he said.

The show, and many of the personnel, have had their own video sets for several years. When big events were scheduled, sets were often placed strategically on the midway so that patrons could see the screening. However, the arrangement was a poor substitute compared to the new unit.

Spring Weather Provides Boost In Detroit Area

DETROIT, April 19.—The first touch of spring, which arrived in mid-week, has given local carnival operators a modest confidence in prospects for the season. Some have several weeks of break-in experience under the belt, with no crowds reported on the midway until Wednesday evening, when a temperature in the high 60's sent thousands outdoors for amusement.

Opening scheduled for the weekend by the Down River Shows on the "old home lot" at River Rouge, across from winter quarters, proved disappointing because of rain followed by cold. However, two weekdays of good weather brought reports of a good midway crowd that spent with freedom. Rides did well, and concessionaires voiced satisfaction.

The W. G. Wade Shows moved to John R. and Eight Mile Roads and was barely set up in time to catch the first influx of new business, while the World of Pleasure Shows at mid-week was setting up at Job R. and Eleven Mile Roads.

Gold Bond Gets Delivery on New Tilt-a-Whirl

MOUNT STERLING, Ill., April 19.—Gold Bond Shows, owned by Mr. and Mrs. Mickey Stark, this week took delivery on a new Tilt-a-Whirl at the organization's winter base here. Recently, the Starks took delivery of a new Vagabond House Trailer from Mason Trailer Sales, Moline, Ill.

A new cookhouse arrived this week for Floyd Shankle, and it is being set up to serve winter quarters personnel.

Recent arrivals include Mr. and Mrs. Tito Moreno and son, and the senior Moreno is now busy readying his Wild Life show. Mr. and Mrs. R. W. Rocco are due in shortly from Miami.

Bill Lynch WQ Sold to Army

HALIFAX, N. S., April 19.—Bill Lynch Shows will use new winter quarters next year as the result of the sale of their present base here to the Canadian government for use as an armory. The land and one building, which has 12,200 square feet of floor space, went for a reported \$55,000.

Org will seek new quarters in the city proper with another base on the Annapolis Valley road. The latter spot will be a 100-acre site that, in addition to a base of operations, will include a zoo and a farm. The main building there will be equipped with ramps for entrance by vehicles and a pool is planned to be used for animals and birds.

San Diego Navy Relief Contracts Babcock United

SAN DIEGO, April 19.—Rides and shows of Babcock United Shows will be featured at the Navy Relief Carnival to be held here for four days starting July 31. Joe Archer, civilian consultant, said. Contract for Frank Babcock, Los Angeles showman, to bring in his equipment was signed Monday (14).

Under the terms of the pact, Babcock will supply 14 major and 8 kid rides, 6 searchlights, 2 arches and 30 neon towers. In addition to this equipment he will bring 15 live shows.

Archer, who is acting as civilian consultant, said that concessions are being signed almost daily. Archer is serving in this capacity free of charge in memory of his son, Herman, a West Point cadet who was killed in an airplane crash late last year.

Wet Weather Hurts Gentsch In Mississippi

NATCHEZ, Miss., April 19.—J. A. Gentsch Shows trucked here from Columbia, Miss., where business started off okay and gathered momentum until Saturday when rains hurt the afternoon but later cleared for a fair night traffic.

Margaret Hoffman joined here with concessions, and Mr. Shanasey came on with a new bingo, Monkey Speedway, a gal revue. Show's back end is heavy with a 50-foot Slide Show, Minstrel unit, Girl Revue, Speedway and a Snake Grand show.

Dick Stanley closed here and left to open with Gladstone Amusement Company at Philadelphia, Miss. Dick's son and wife became the parents of a daughter, Ruth Ann, at Columbus.

SAVANNAH SAVVY

Model Shows Spend 62G, Plugs Firms That Got It

SAVANNAH, Ga., April 19.—A four-column 10-inch deep ad appearing in the Savannah Morning News Sunday (13) graphically told how the rebuilding of the Model Shows, Inc., had benefitted some 93 local business organizations financially. According to David B. Ende, general manager, more than \$62,000 has been spent to date in fashioning the new railroad show which the ad tags "Savannah's Own."

The ad also served to herald the opening of the shows yesterday at the old fairgrounds, Ogeechee Road. The show was quartered and rebuilt at Travis Field.

20th Century Biz OK When Given Good Weather

PINE BLUFF, Ark., April 19.—The 20th Century Shows, co-owned by Al Martin and E. D. McCrary, here in its third stand since leaving quarters, has enjoyed good business when the weather has been with it. Baton Rouge, La., opener, a 10-day engagement, gave back-end units good business, but the front end did not operate due to the enforcement of new gaming restrictions. Weather was good in the early days but rain marred the tail-end of the run.

Alexandria, La., played last week, yielded satisfactory business in the opening days but rain hit the wind-up days. Lot was ideally situated but the rains mixed equipment and it required 48 hours for locally owned caterpillar tractors to pull the equipment off.

Cap Bill Curtis To Join Sedlmayr

CUEVAS, Miss., April 19.—Cap Bill Curtis, veteran canvas and lot man, announced at his home here this week that he will go out with the Royal American Shows the coming season. He will join the Sedlmayr organization in time for its May 19 opener at the Memphis Cotton Carnival.

The \$62,000 sum takes on additional stature thru copy in the ad which points out that the spending took place in only a 14-week period. About five concerns secured orders for materials in excess of \$1,000.

James E. Strates, founder of the new venture, and Ende apparently have hit upon the title they will use in their billing. Unit was labeled Model Shows Inc. and Thrill Circus in last Sunday's ad. The unique ad paid tribute to the "good folks" of Savannah or their assistance, all local and county officials and members of the sheriff's department.

Feeling among the personnel is that the outlook is bright with the show geared to make money in favorable times. Show should not have to contend with too much adverse weather since it is opening comparatively late for this section and the early chills of the north climates should be dispelled before it arrives in that territory.

Don Brashear Contracts Two Texas Celes

McGREGOR, Tex., April 19.—American Midway Shows have closed to provide the midway attractions at two leading Texas celebrations this spring. Don M. Brashear, general manager, announced here this week that the events are the Lindsley Blackberry Festival, May 29-31, and the Colored Emancipation Celebration in Marshall.

The Brashear org is here in its seventh week out of winter quarters, with every stand but one ending on the back side of the ledger. Lost stand was Taylor, Tex., played last week.

Due to dust storms in the Rio Grande Valley, painting was held up but the crew is now readying the equipment for Waco (Tex.) Days, April 28-May 4.

Joe Williams left here with his concessions to play San Antonio and Corpus Christi before joining Monte Young's show in Idaho. Andy Custer joined with four concessions. Dardanelia's Girl Show is proving a top draw this spring, especially with army personnel. Ena, the elephant, is being used as a free act.

WADE GREATER SHOWS

OPENING DATE APRIL 29
8 Mile and Schoenherr Roads, at CITY LIMITS OF DETROIT.
(Only 6 blocks from old Eastwood Park.)

CAN PLACE: Hanky Panks of all kinds, Out and Out Sales Concessions. No racket.

FUN HOUSE — SNAKE — ARCADE AND WILDLIFE open on this Unit for season.

NELLO PACINI — BOB STEWART — FRIDAY ROBINSON, please contact. Can place CAPABLE WHEEL FOREMAN. All address:

WADE GREATER SHOWS
Jack Lampton, Mgr.
U. of M. Field House, April 25-26, Ann Arbor, Mich.; then 8 Mile & Schoenherr Rd., Detroit, Western Union Address: W. C. Wade Shows, Detroit.



LAWRENCE Greater Shows
"AMERICA'S MOST PROGRESSIVE CARNIVAL"

WANT WANT WANT WANT
For Waynesville, Va. First show in city limits in 10 years.

CONCESSIONS—Age and Scales, Long and Short Range Galleries, Derby Race, Hi Striker, legitimate Concessions of all kinds. **RIDES—**Pony, Octopus, Little Dipper to add to our string of Rides. **SHOWS—**Good proposition for Motor Dome, with or without equipment. Arcade, Teller for Girl Show, **HELP—**Ride-O Foreman, Ferris Wheel Foreman, Second Men on all Rides, truck drivers preferred. Bill Poster, with or without truck. Agents for Buckets and Six Cats for office concessions. Joe Coleman and Malcolm, Chuck Boyle and Roy Hilderbrand, get in touch with Morris Lipsky.

All Answer: SAM LEVY, Danville, Va.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Playing the Cream of Southern Dances
Still Dances—Pals—Celebrations

Yes, we play Atlanta—in the heart of the city, and Marietta, Georgia, 4th of July.

WANT HANKY—WANT PANKS WANT
Ball Games, Balloon Darts, Hurlky Buck, Hoop-La, Hi-Striker, Fish Pond, Ace and Wright, Wonder Barn, Cantard, Novelties or any legitimate Merchandise Concession.

Notice: Stella and John Howley, please contact. Address:
JOHNNY T. TINSLEY SHOWS, Greenville, S. C.
Phone 3-0749

LAST CALL LAST CALL LAST CALL
BADGER STATE SHOW
OPENING ALBERT LEA, MINN., MAY 9

Want Shows—Glass House, 10-in-1, Monkey or Mechanical Show, Motordrome. Also use a few more Stock Concessions for following Celebrations and Fairs:

ROUTE LIST
Minnesota—Albert Lea, Becker, St. Cloud, Moorhead, East Grand Forks, North Dakota—Sisseton, Toga, Mohall, Edmore, Wisconsin Fairs—Antisla, Merrill, Wausau, Neversville, Ladysmith, Mendota, Baraboo, Shawano, Wausau, Wis. All Concessions formerly controlled, contact. Can use Ride Help on salaries or P.C.—Octopus, Spiffie, Dark Ride, Ride-O-Lee, Realty, contact me.

J. YONBERG
1035 S. 10th Street, Milwaukee 14, Wisconsin, Phone GL 3-3830. Charley, contact me.

WANTED

CONCESSIONS—Duck Pond or Fish Pond, Hoop-La, Hi Striker, Guess Your Age, Glass Pitch and B.B. Guns. Also Pitch-Till-You-Win Agents and others. No flat stores or Cypresses. **SHOWS—**5-in-1 with own equipment, Monkey or Motordrome. **RIDES—**Help on all Rides. Absolutely no hoodlums! 16 Fairs and Celebrations. Season opens in St. Helens, Ore., April 29th. Contact:

DAVIS AMUSEMENT CO.
6428 S.E. CLATSOP STERRY PORTLAND 6, ORE.

LAS VEGAS, NEVADA

ELKS HELLDORADO
4 Big Days and Nights
(May 15 to 18 inclusive)
100,000 Visitors—Friday and Saturday—Open All Night
NOW BOOKING SHOWS AND CONCESSIONS

CRAFTS FIESTA SHOWS
7283 Bellare, North Hollywood, Calif. Phone: SUNter 2-3131

JAMES H. DREW SHOWS

ASHLAND, KY., WEEK APRIL 28

WANTED—Charitable Foreman to join on wire. Note: If you drink, do not join this show. WILL PLACE ARCADE Long season, 22 Fairs and Celebrations. **CAN PLACE** limited number legitimate Concessions, Ball Games, Hanky Panks, etc. All address:

JAMES H. DREW SHOWS
Marmot, W. Va., this week; Ashland, Ky., next week.

HALL BINGO EQUIPMENT FOR SALE

Brand new specially built Bingo Tables, Blowers, Flashers, Stromberg Sound Systems, 1,000 Steel Folding Chairs. Priced at 50% less than actual cost for cash. Ready to set up.

SIDNEY KUTCHIN
ROOM 1006, 504 BROADWAY CARY, INDIANA

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co., SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

10,000	... \$ 9.50
20,000	... 12.00
50,000	... 18.50

Flood Misses Park

• Continued from page 53

by the rising waters, but the threat was not carried out. The lowlands in the area which Playland Park is located were evacuated as a precautionary measure but the protective embankments proved adequate. The park suffered from nothing but abnormal rains and from the suspension of make-ready for the season's scheduled opening.

The Ice Capades showing in Ak-Sar-Ben Coliseum here in a week's engagement ended Wednesday (16), suffered a drop in attendance, particularly in the closing days of the stand, as news of the rising flood waves crowded page ones and dominated the air waves.

The Shrine Circus, playing City Auditorium here, was hit only slightly. Opening Monday night for six days and as many nights, the circus drew good houses each night. Matinee turnouts were thinner than usual, but the circus was an assured financial success due to normal, heavy advance sale of tickets.

Rail Move Hike

• Continued from page 53

West and a 6 per cent increase in the East. Last fall lines in the South and West were permitted a 6 per cent increase, while Eastern railroads were granted a 9 per cent raise.

Eastern railroad territory is that area east of the Mississippi and north of the Ohio River. Western territory lies west of the Mississippi, while Southern territory is that area south of the Ohio River and east of the Mississippi.

One railroad rep conceded that the new increases, which become effective May 2, have lifted movie costs for shows to 100 per cent over what they were in 1943, when a succession of increases was first started.

The soaring cost of railroading has been a major factor in the whittling down of the number of rail circuses and carnivals in the past few years. It also has caused shows to route their shows over more compact areas. And, it is preventing the launching of new railroad shows.

Del Mar Fair

• Continued from page 53

son said he would feature Ina Ray Hutton on opening day, following with Hilo Hattie and the Beachcombers Spade Cooley, who was a headliner there last year, returns for Sunday show (29). A three-day rodeo will open June 30 with Brunson resuming his staging on July 2 with a variety-type show headed by Peg Leg Bates. Hollywood Theatrical will not stage the rodeo.

Preparations for the opening of the event were under way this week with Paul T. Mannen, secretary-manager, supervising the planting of about 400 palm trees, some 30 feet high, in the race track infield. A new exhibit structure with 30,000 square feet of floor space will be used for the first time this year. Premium book awards total over \$120,000 and the fair is shooting to beat its 1951 attendance mark of 202,000.

Viola Fairly Dies

• Continued from page 54

he joined the Amusement Company of America.

Mrs. Fairly operated palmistry concessions on shows with which her husband was associated.

She was active in outdoor show business club circles and she and her husband were among the founders of the Hot Springs Showmen's Association. She was the club's ladies' auxiliary's first president and served two successive terms in that post, while her husband was the club's first president.

She also was a past president of the ladies' auxiliary of the Showmen's League of America and was a member of Carnivals, Inc., Chicago, and of the ladies' auxiliary of the Heart of America Showmen's Club, Kansas City, Mo., and the International Showmen's Association, St. Louis.

Besides her husband, she leaves a son, Paul A. Fairly, in the U. S. diplomatic service; two brothers, Charles C. Hutchison and Lester E. Hutchison, both of Montgomery, Ala.; and two sisters, Mrs. J. B. Bauman, Wichita, Kan., and Mrs. Fred Meeker.

Fair Dates

• Continued from page 54

Rio—Jefferson Co. Fair, Sept. 5-5. Carl M. Shamer.

Illinois
New Windsor—New Windsor Fair, Aug. 12-15. Lynn Keim.

Kentucky
Harrodsburg—Mercer Co. Fair, July 31-30. H. K. Yates.

Hawesville—Kane Co. Fair, Ann. Sept. 26-27. John M. Howard Lewisport. KY Springfield—Washington Co. Fair, Ann. June 18-21. Charles E. Montgomery.

Maine
Acton—Acton Fair, Sept. 11-13. Leon R. Cridford. Bangor, Me.

Litchfield—Litchfield Fair, Sept. 8-6. Charles J. Harvey, Gardiner, Me.

Springfield—Springfield Agril. Soc. Aug. 10-10. Sept. 1. Paul H. McKenney, Brewer, Me.

Topsham—Topsham Fair, Oct. 14-18. Emery W. Booker, Brunswick, Me.

Udon—Udon Agril. Soc. Aug. 18-25. Florence Caldwellwood.

Maryland
Cumberland—Cumberland Fair Assn. Aug. 18-23. Carl B. Behnms.

Massachusetts
Littleville—Littleville Fair Assn. Sept. 27-28. Leon J. Keino, Chester, Mass.

Michigan
Berrien Springs—Berrien Co. Youth Fair, Aug. 15-17. Mrs. T. S. Stelman, Jr. R. 1. Buchanan.

Chilhowe—Chilhowe Community Fair Assn. Oct. 1-4. Gertrude G. Young, Aug. 3-6. Ewart—Ozceola Co. 4-H FFA Fair, Aug. 13-16. Arthur Orsmond.

Greenville—Greenville Fair Assn. Aug. 14-18. Mrs. Helen Ward, Coral, Mich.

Inlay City—Eastern Mich. Fair, Aug. 3-9. Berard Blair.

Marne—Berlin Fair, Aug. 25-28. R. M. Owsenward, R. L. Coopersville, Mich.

Onkama—Maumee Co. Fair, Aug. 27-29. Hanna Ballard, Manistee, Mich.

Pinnington—Pinnington Fair Assn. Sept. 8-9. Merrill A. Wash, St. Albans, Vt.

Stalwart—Stalwart Agril. Soc. Sept. 16-19. Mildred Warren.

Mississippi
Columbus—Columbus Fair Assn. Sept. 30-Oct. 4. Lee Proffitt.

Minnesota
Atkins—Atkins Co. Agril. Soc. Aug. 7-10. P. O. Kaplan.

Little Falls—Morrison Co. Agril. Soc. Aug. 8-10. D. S. Barrett.

Rush City—Chicago Co. Fair, Aug. 11-13. George W. Larson, North Branch, Minn.

Two Rivers—Lake Co. Fair, Aug. 27-30. Torstein Orinager.

Windom—Cottonwood Co. Fair, Aug. 16-20. William L. Palm.

Missouri
Orant City—Worth Co. Fair Assn. Aug. 21-23. W. N. Jefferson.

Nebraska
Orbital City—Merrick Co. Fair Assn. Aug. 18-20. Mrs. Glenn John.

Stapleton—Luzon Co. Fair & Rodeo, Aug. 29-31. V. E. Magnuson.

New Hampshire
Center Sandwich—Sandwich Fair Assn. Oct. 12. Doris L. Bent, N. Sandwich, R. 11.

New Jersey
Aurora—Gloucester Co. 4-H Fair, Aug. 14-15. John Glass, Woodbury, N. J.

Preakness—Passaic Co. 4-H Fair Assn. 14-16. Francis B. Nuttall, Paterson.

New York
Caledonia—Caledonia Fair, Aug. 12-18. Victor Berger.

Peckskill—Indian Point Park—Westchester Co. Fair, Aug. 18-20. E. D. Kilmann.

North Carolina
Asheboro—Center of N. C. Fair, Sept. 1-8. W. G. York.

Ohio
Belleville—Belleville Ind. Agril. Soc. Sept. 10-13. E. O. Koehneiser, R. D. 1, Belle, O.

Pennsylvania
Huntington—Huntington Co. Agril. Assn. Aug. 18-23. J. Nevin Pouse.

Indiana—Indiana Co. Fair Assn. Aug. 25-29. Bess E. Jones, Plumville, Pa.

Kimberlin—Kimberlin Fair, July 23-Aug. 2. Howard Wilson.

Steubenville—Cleveland Trolley Fair Assn. Aug. 21-28. Henry O. Boljer, Orienttown, Pa.

Port Royal—Junius Co. Agril. Soc. Sept. 1-6. Deljah B. Hower.

Waterford—Waterford Community Fair Assn. Sept. 8-9. Charles L. Bowman.

Rhode Island
Kingston—Rhode Island State Fair Assn. Aug. 8-16. James C. Middwayway.

South Dakota
Edgemont—Fall River Co. Plit Assn. Aug. 11-Sept. 1. J. R. Cole.

Rimbal—Bralle Co. Fair, Aug. 22-24. Frank S. Ryan.

Niland—Butte Co. Fair, Aug. 22-24. R. W. Silberg, Newell.

Tennessee
Dyersburg—Dyer Co. Fair Assn. Sept. 1-8. George C. Wilson.

Linden—Perry Co. Fair Assn. Sept. 1-8. Mrs. Charles H. Ary.

Texas
Hempstead—Wallace Fair Assn. Sept. 18-20. Frank Robert, Walker, Tex.

Shamrock—State Line Free Fair, Sept. 18-20. Pat Ryan.

Vermont
Essex Junction—Champlain Valley Expo. Aug. 25-30. E. K. Drury.

Virginia
Blind—Blind Co. Fair, Sept. 11-13. T. H. Mallory.

Taxley—Taxley Fair, Aug. 19-23. J. Edgar Thomas, Accomac, Va.

Washington
Mount Vernon—Skagit Co. Fair, Aug. 21-23. Mrs. Julia Tewaill.

Yakima—Wash. State 4-H Fair, Sept. 24-28. Charles T. Meenach, Pullman, Wash.

West Virginia
Belington—Belington Fair Assn. Sept. 13-15. Delbert E. Hamer.

Port Ashby—Mineral Co. Fair, Aug. 11-16. Harold A. Marker.

Huntington—KYOWVA Fair, Aug. 7-16. James T. Heiser.

Wisconsin
Grantburg—Blair Co. Fair, Aug. 28-30. Alvin Christopherson.

Lodi—Lodi Union Agril. Soc. Sept. 6-7. J. B. Hanz.

HANKY PANKS

OUR **PENNY PITCH BOARDS**

Have survived after ten years of money-making competition. Still a good go! Ready for immediate delivery. **\$60.00** Write for Catalog

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CAVALCADE OF AMUSEMENTS

CAN PLACE

Responsible party to handle several Candy Floss Machines. Good opportunity for sober, responsible party. Contact:

AL WAGNER, Mgr.
Decatur, Ala., This Week.

THE THOMAS AMUSEMENTS

Last call for 1952! All Concessions that are contracted for, be on the lot, South Belmont Ave. at Minnesota St., Indianapolis, not later than APRIL 24 for making opening. Can use a few more legitimate Stock Concessions. No Cypresses. Need a good Wheel Man. Have a few open days. Contact **THOMAS AMUSEMENTS, 7447 E. Wash St., Indianapolis, Ind.** at Lee Cookis Kuepman on the lot.

For Sale—set of new B.C. Cigs. Contact Jim Jones, Electrician, Don Fitch and Walter Pickett, get in touch with Cooke.

WANTED

BINGO CALLERS
and **MERCHANDISE WHEEL AGENTS AT ONCE.**

JACK GILBERT
Hotel Stayessant Buffalo, N. Y.

STRANGE AND WEIRD ATTRACTIONS

Shrink & Expand, Head-to-Tail, Girl, Ace Boy, Will, Boy, many others. Your ideas made a reality. Write **TATE'S CURIOSITY SHOP**
1558 E. Van Buren St. Phoenix, Arizona

RIDE HELP WANTED

Merry Co. Round, Ferris Wheel and Kiddie Ride Foreman and Second Men. Highest wages. Must drive vehicle.

JACK GALLAGHER
Clemadore Hotel Cleveland, O.

CARNIVAL WANTED!

Rides, Shows, Concessions for July 4th Celebration. 1 day or 1 week stand. Assume American Legion, Write

FLOYD PARKS
P.O. Box 150 Fort Scott, Kansas

WANT TO BOOK #5 ELI WHEEL

Plan to exhibit in amusement events within 100 mile radius of St. Louis, Mo. 30 to Labor Day. Best supplier. Liberal proposition to right party. Box 624, Elt Billboard Pub. Co., 350 Arcade Bldg., St. Louis, Mo.

CONCESSIONS WANTED

For Carniv. July 22-27, 1952 Western New York, Geneva and Hamlet Roads. Non-conflicting. Rides already booked. Contact:

NORBERT J. DECKER
35 St. James Rd. Buffalo 25, N. Y. Or Phone: MU 9114

MYERS SHOW

Can use a few more 10¢ Concessions. Need Wheel Man, top wages, no stool. Contact George White, Wheel Man, Red Couch, get in touch with me. Liffonia, Ga., April 21th.

William (Bill) Myers

AT LIBERTY'S

R. E. (BOB) STEWART

General Agent, or can handle any part ahead or back, new car, join on wire. Nice cars, Western Union or Post Office Box 582, Middleboro, Ky.

R. E. (BOB) STEWART
Middleboro, Ky. Box 582

Veterans United Shows

Opening May 10, Worthington, Minn. Want Concessions and Shows of all kinds, Side and Concession lists. Will book TUT, Ballpines or Spiffie.

Box 632, Worthington, Minn.

Midway Confab

Jack Gallup's Stars on Parade Revue is vacationing in Kissimmee Fla., after a successful tour of Florida fairs with Proll's Broadway Shows at Cocoa, Fla. Following their vacation, members of the revue rejoin the Proll org in Fayetteville, N. C. . . . Harry Link and Roxie and Ronald Rondell chalked up a good week's business with the Girl Show on Page Bros.' Shows in Guthrie, Ky., and then left for River Rouge, Mich., to join Down River Amusement Company. . . . Con Weiss took delivery on a new truck with a 16-foot Fruehauf body and will leave Miami May 8 for the North.

Rita Raye has booked her Girl Show on Jollytime Shows and not Heller's Acme Shows as she recently reported. Line-up includes Gilda Starr and Susan Lewis, dancers; Jimmie Lewis, front, and Sammy Fields, canvasman and tickets.

Vince McCabe, well known concession operator, is back at his East Prairie, Mo., home from Mayo Clinic, Rochester, Minn., where, after a three week's stay, he was given a clean bill of health. McCabe, in a recent visit to the St. Louis office of the Billboard, forecast a good year for merchandise concessions and said that he has several men readying equipment at his East Prairie base for what will be his 35th year in the carnival business. . . . Ralph V. (Kentucky) Ray, for the past 10 years a concession operator in a Corpus Christi, Tex., park, has returned to the road, joining the Victory Exhibitors Shows. Also on that show are Art Hansen, general agent, and Browne Miller, legal adjuster, both of whom are numbered among his close friends. The trio spent much time together this winter in Corpus Christi, fishing and playing hearts.

John Quinn, former owner of World of Pleasure Shows and now a park operator, has formally registered the name of his suburban Detroit spot as Wonderland Park.

Bernard (Bucky) Allen, World of Mirth Shows concession manager, was in New York last week on a buying trip. He reports that all show units are in tip-top shape and ready to go. Train space is a principal problem, he says, now that Barnes Bros.' Circus has been added. . . . Bill Moore, Celin & Wilson concession boss, also was in town on a buying trip. Bill says that the outlook is good and that his interest in merchandise revolves around plush toys, a continuing popular favorite.

Bill Harris, former general manager of Royal Midwest Shows

and son of Owner Roxie Harris, writes from Hersfeld, Germany, where he is stationed with the Army, that he visited the Barnum Circus while the latter was playing its annual spring stands in Bebra and Hersfeld. Harris says that altho the presentations were not up to American standards, the show was good and that members of the circus made him feel at home. . . . Phil Harrison has been contracted to handle the Mechanical Show on Mickey Percell's Pioneer Shows.

Hattie Hoyt plans to leave Chicago soon for Indian Lake at Russell's Point, O., where she will spend the summer. . . . Clara Connors, first vice-president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, is planning a 16-week tour of Cuba and Mexico.

Mrs. Ora (Pop) Baker has closed the Detroit game shop established by her late husband but advises it may be reopened at a later date by her son, Stanford A. Baker, ride builder and operator. . . . John M. Phillips, partner in Phillips Machine Products Company, Detroit manufacturer of hi-strikers and other devices, recently underwent surgery in a Detroit hospital.

Ruth Nichols joined Mickey Percell's Pioneer Shows at quarters in Waverly, N. Y., last week. Recent visitors on the shows included Norman Fitzgerald and family, Flighty Tuttle, Al Houston, Ray Franker and June and Charles O'Hearn. Louis Mitchell has signed palmistry booth for the season, C. Lovejoy reports.

Lou Leonard, concessionaire with the Royal American Shows, is in Chicago awaiting reports from Billings Hospital, where he recently underwent an operation.

Norm Crumbacker, who was with Pat's Restaurant in Bridgeport, Conn., as chef this winter, and his partner, Chet Hepp, will have the cookhouse on Mickey Percell's Pioneer Shows, which opens April 25 in Waverly, N. Y.

Albert Slim Edwards, folk singer, left New Westminster, B. C., Tuesday (15) for Eastern Canada to pick up an elephant and other animals for his one-ring circus which opens on the Wallace Bros' Shows May 26, at London, Ont. Bingo has lions and other acts, along with top end equipment, followed by truck.

Martha Marts is in South Bend, Ind., to attend funeral services there for her sister-in-law. . . . Anna Jane Bunting has signed to spend the summer at a Chicago park.

Wayne E. March, who operates the photo concession at the Phoenix, Ariz., Playland, was recently visited by W. H. (Uncle Dick) Riggsbe, en route to California for his health. Riggsbe who is a veteran of 30 years in outdoor show business, would like to get letters from friends at Box 908, Route 1, Turlock, Calif.

Al Kaufman left Chicago recently to join Jimmie Sullivan's Wallace Bros' Shows of Canada. Another Chicagoan, Jack Hawthorne, was scheduled to join the Sullivan org for the opening.

George Patrice, owner of the Patrice Amusement, is back at the show's winter quarters at Elk Grove, Calif., after two month's spent in a veterans' hospital recovering from a heart attack.

Jan Schaefer, daughter of Mr. and Mrs. W. A. Schaefer, owners of the Schaefer's Just for Fun Shows, was given a birthday party during the show's recent stand at Longview, Tex. Hostesses were Mrs. Evelyn Archer, Mrs. Lena Panther and Mrs. Ann Pesch. Young guests included Janice Schaefer, Billy Stevens, Jamie Williams, Buddy and Phyllis Bumpas, Glenn Wisley, Jimmy Spivey, Betty Archer, Carl and Cris Ford and Bill Black. Jean received a large three-decker cake with 10 candies and many gifts from show personnel. . . . The Schaefer show lot was recently visited by personnel of Eddie Moran's Southern Valley Shows, with the visiting delegation including Dutch Wilson, Foots Ryan and Jack LaRue.



ROYAL AMERICAN SHOWS

WANT WANT WANT

For the South's Greatest Spring Festival—The Memphis Cotton Carnival, Memphis, Tenn., Starting May 10 and Ending May 17, Two Saturdays and One Sunday, in the Heart of Downtown Memphis, on the Downtown Streets, With All the Parades and Bands, Day and Night, Being Held Again.

NOTHING LEFT OUT THIS YEAR
CAN USE STARTING AT MEMPHIS AND FOR THE ENTIRE SEASON

Working Men in the Concession Department; Bingo Agents; Also Sub-Agents on Slum Stalls, such as Ball Games, Pitch Games, Shooting Galleries, String and Dart Games, Glass Pitch, Coke Bottles, etc.

WILL BOOK FOR MEMPHIS ONLY

Any Game of Skill that will pass inspection, also Pitchmen, Small Grab Stands, Demonstrators, or anything suitable and in keeping with our Policy.

Contact: **SAM GORDON, Concession Mgr., CLARIDGE HOTEL, MEMPHIS, TENN., on or after May 1**



WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

Want For MT. CLEMENS, MICHIGAN, EXCHANGE CLUB FESTIVAL, May 1 to 12, on City Play Field. First city permit in 15 years. Followed by Lansing, then the best spot in Michigan, MUSKEGON.

Can use Stock Concessions of all kinds, no graft.

WANT Shows of all kinds. Will give excellent proposition for man to handle the entire back end. Want Dancing Girls for office-owned Revue. Want Ride Foreman for new Dodgem Ride. French Fries, Root Beer, Jewelry, Novelties all open.

WORLD OF PLEASURE SHOWS, P. O. Box 241, Mt. Clemens, Mich.



PENN PREMIER SHOWS

world's clearest * midway

Featuring IVAN ROCKETTO, the Human Cannon Ball, Shot Over 2 Ferris Wheels

CONCESSIONS

Can place Arcade, Life Show, Snake Show or any Shows not conflicting.

SHOWS

Can place Dipper or Fly-O-Plane.

RIDES

Can place Dipper or Fly-O-Plane.

WANTED TO JOIN IMMEDIATELY—LOT MAN WHO CAN HANDLE LARGE SHOW. MUST BE SOBER AND RELIABLE.

Address all mail and wires to **LLOYD D. SERFASS**
 PENN PREMIER SHOWS, Burlington, N. J., this week; followed by Perth Amboy and Doer, N. J.
 All phone calls to Buster Westbrook, Bus. Mgr., Chancellor Hall, Philadelphia, Pa.

GIRLS - GIRLS

JACK KORIE WANTS

SPECIALTY DANCERS OF ALL KINDS AND FEATURE, TOP SALARY, Steals All First Communication. (Toot Berry, Samo and Joan Martin, contact. Now Showing Until April 26, Owensboro, Ky., week April 28, Henderson, Ky. Address

c/o BLUE GRASS SHOWS

HELP WANTED

Foreman for 5 rides. Top wages, bonus and board. Help on all rides wanted. Will open here May 19.

Don Teach

THE EMSHOFF SHOWS

Richland Center, Wis.

TURNER SCOTT

HAS FOR RENT

The location on Boardwalk for Short Range Gallery, Jewelry Stand, etc. Have top location for Cotton, Caterpillar, Rolluplane, Rocket, Roller Coaster—Long season. Address: TURNER SCOTT, 146 S. Ocean Ave., Daytona Beach, Fla.

HELP WANTED

For Bingo, Long Range Gallery, Kiddie Rides, Mini drive trucks, Sport motor.

V. R. FERGUSON

DOWN RIVER SHOWS
River Rouge, Mich., until April 27.

Model Shows, Inc.

WANT TO BOOM OR LEASE

Elk Wheel for Red River Valley Street Show and balance of season
 Want Concessions, Popcorn, Ice Cream, 6 Cans all types, no exchange of all types
 Will trade Motorcade complete for good Rolluplane
 Park, Tex., this week; Sherman next.

JOHN L. ROBINSON

LOWELL CENTENNIAL

Lowell, Ind., August 28th thru Sept. 1st

Concessionaires, Contact
F. W. MINNINGER
 Concession Chairman, Lowell, Indiana

FERRIS WHEEL MAN

We show city for all summer. Good pay. Helpers also pay.
 Assure Ball-O-Plane for sale, also Light Plant, 1/2 ton, Wisconsin, air-rotated motor.

AL BLUMETHAL
 S.D. 25, Crafton, Pa.
 Phone: Carlisle 2722

WANTED

A good, clean Carnival, August 25 through 30, for the MOUNTAIN VIEW FREE FAIR. Always a good spot. Contact

KARL KORS
 Mountain View, Ohio

FOR SALE

Cookhouse on trailer, stools and four tables; two tables on each side has side wall on sides. Can be used in operation on American, Midway Shows, Meridian, Tex., April 15th; Waco, Tex., 15th.

CHAS. UPDEGROFF

Morris Hannum Shows

One of the Great Eastern Shows

HARRISBURG, PA., APRIL 28 TO MAY 3. RIGHT IN TOWN—FIRST IN

WANT CONCESSIONS: Photos, Hats, Ball Games, Galleries and all Handy Panks.

SHOWS: Snakes, Arcade, Midget, Iron Lung. Have opening for Side Show, with or without own transportation and equipment. Liberal proposition.

HELP: Ferris Wheel Foreman; wire and come on; don't write. Experienced Chairlains Man and Help on other rides come on; will place you. Charlie White, wires.

Lacey Park, Pa., now. All replies

MORRIS HANNUM SHOWS
 934 Murdoch Road Philadelphia, Pa.
 Telephone, Philadelphia WI 7-8175

M. D. AMUSEMENT CO.

Opening April 25, Hazleton, Pa.

Allentown, May 5th-10th; Philadelphia, May 13-17; Chester, May 18-24.
 Want Legitimate Concessions. Call for office owned Bingo, John Shusky, answer. Merry Go-Round Foreman, Kiddie Ride Foreman.

MICHAEL COLE

302 E. DIAMOND AVE. HAZLETON, PA.

WANTED

Handy Panks or Concessions that work for stock. Also Mechanical Show; Ride Help on all rides; must drive semi. No drunks. Opening Du Quin, Ill., City Park, April 22 to May 3.

BIG FOUR AMUSEMENT
 195 N. 21st Ave. Phone 3751 Melrose Park, Ill.

WANTED

Handy Panks or Concessions that work for stock. Also Mechanical Show; Ride Help on all rides; must drive semi. No drunks. Opening Du Quin, Ill., City Park, April 22 to May 3.

BIG FOUR AMUSEMENT
 195 N. 21st Ave. Phone 3751 Melrose Park, Ill.

Club Activities

WHEELS DOUBLE WHEELS SKILL WHEELS
Hula, Wheels, Paddle Wheels, Big Sides, Horse Wheels, Baseball and Cigarette Wheels, Lardons and Penny Pitches



CARDINAL MFG. CORP.
430 New Street, Brooklyn, N. Y.
Via Express 7-2927

STEEL CITY SHOWS
Official Game Driving American Legion Festival Bedford, Ind., April 26-May 3
Concessions that work for cents, Popcorn, Apples, Loaf and Short Range Cakes, Photos, Cookbooks, Hat Colors and any Inflatable Stalls. Concessions, some are, will place you here.
Shows: Snake, Mechanical, Animal or any worthwhile show for light and sound equipment, also have top-aid help who drive semi. Men to handle advertising.
Want for Bedford, Ind., and rest of one, one more Free Art, Traps, Animal or what have you.
Bedford, Ind., this week; New Castle, Ind., Mason, Ohio; Greensburg, Ohio; New Britain, Conn.; White Cloud, Mich., Fourth of July.

MADDOX BROS.' SHOWS
Opening May 5, McPherson, Kansas. Will book Rides, Shows and Concessions that do not conflict. Call or wire
O. W. MADDOX, Mgr.
Atlanta, Kansas
Phone: 26

AGENTS WANTED
Clothes Pin Agents and Wheel Agent, also Stum Store Agents, General Concession Help.
A. P. WHITESIDE
Holler's Acme Shows
Arlington, Va., this week; then Laurel, Md., big army pay day.

ATTENTION!
I have a very attractive suburban location for Carnival and Shows. Thicket settled and no city taxes.
J. E. DICKSON
1125 1/2 Washington St. or P. O. Box 992, Columbia, S. C., or call 24979 or 25335.

HELLER'S ACME SHOWS
Camp Meade Big Day Day—Horse Races at Laurel, Md.
Week of April 28 to May 3 in the heart of town
Athletic Field, then Mackamasik, N. I. Want Shows of men: Girl Shows, Slide Show, Monkey Show, Drome, Wild Life, outstanding proposition, Want Grand Shows; Buckets, Swingers and Six Cats. No racket. Must work for stock. Want Pitch Games, French, Fish, Ball Games, Loaf and Short Range Cakes, Photos, Cookbooks, Hat Colors, French on all Rides, office owned, 10 of them, truck drivers preferred. All address **MARRY HELLER**, Can. Del., Arlington, Va. Phone ORS 9789; then the Big One, Laurel, Md., to follow. Don't miss this one—Girl Shows—10,000 soldiers.

GATTO AMUSEMENTS
CONCESSIONS—Popcorn, Apples, Custard, French Fries, Ball Games, Fish Ponds, Photos, Scales, Henky Punks of all kinds. HELP—On all Rides, Cox, place Ballgame, Octopus, any Kiddie Rides not conflicting for season's work in Philadelphia. Open April 24th. Philadelphia, Pa. All replies
ROX GATTO
13 CHURCH LANE FERNWOOD, PA.

EVANS UNITED SHOWS
OPENING RICHMOND, MD., MAY 3RD
Can place few more legitimate concessions—Swing, Summer, Fish Pond, Scales, Basket Ball, Hula Skitter, Glass Pitch, others not conflicting. SHOWS—With own transportation except Athletic and Six RIDE HELPER—Can place Second Men on all Rides. No drinks. Must drive. Joe Madara, come on, no racket, no Cynical, no ads. Call or write
CLAY M. EVANS
BOX 119, PLATTSBURG, MD. TELEPHONE 156

REDWOOD EMPIRE SHOWS
WANT WANT WANT
Merry-Go-Round Foreman, Second Men on all rides. Good wages to reliable men. Want Henky Pank Agents for all various Concessions. Show is opening April 23. Write or contact at once.
ANTHONY MASSETH
16417 McLaughlin Blvd. PORTLAND, OREGON

WANTED
Concessions of all kinds
Henky Punks, Ace and Scales, Cotton Candy, Jersey, new or different, Fruit—Capable Men for Ropolace, Merry-Go-Round, Wheel and Octopus, also Drivers, Good Athletic and Six RIDE HELPER—Can place Second Men on all Rides. **MARY MARKHAM**, please contact. All replies to
E. P. BRADY—UNITED STATES SHOWS
Valdosta, North Carolina, week April 21-26; Kannapolis, North Carolina, week April 29-May 1.

TURNER BROS.' SHOWS
Opening Mt. Vernon, Ill., April 28
Due to disappointment can place good, clean Cookbooks, Also Merchandise Concessions. Shows with own transportation. Ride Help—Semi Drivers, Winterquarters open April 21.
Address C. G. TURNER, Mgr., General Delivery, East Prairie, Mo.

Miami Showmen's Association
236 West Flagler Street.
MIAMI, April 19.—Cliff Wilson, chairman of the building fund, reports that several obstacles are yet to be overcome before the building on Normandy Drive can be purchased for a new home. Patrick J. Finnelly, chairman of the banquet committee, reports that tickets for the January 5, 1953, event will be distributed early. Claude Sechrist, chairman of the membership committee, is mailing applications to all members, urging that they sign at least one new associate. Initiation fees have been waived during the drive and the payment of \$10 dues will provide a card good thru September 1, 1953.

On the sick list are William (Whitey) Tara, Henry (Snoozy) Goldberg, who recently underwent a minor operation; Bert Rosenberger and J. C. McAdams. Applications for membership have been received from Harry Brady, Cyrus B. Hayworth and Hal Stone, proposed by Claude Sechrist; Sol Bloom, by Jimmie Finn; Edgar G. Hart, by Bill Cowan; James H. Short, by Phil Cook, and Harry Lewiston by Epp Glosser.

Leaving for the road are John Hoffman, P. J. Finnelly and Henry Goldberg, Prell's Broadway Shows. Conrad Weiss, who bought a new truck, starts next week; Mel G. Dodson went to Savannah on business. Sam Spielman and family went to the West Coast on a short vacation before joining Harrison Greater Shows.

Mail is being held for Joseph J. Brower, Charles Baldwin, Louis Condeil, Daniel Festa, Harry Tiller, Robert F. Guadagnino, Frank E. Glynn, Ed Horowitz, Harry Katz, Bob Martin, James Motola, Paul Prell, Alfred Pisonault, Sam Prozer, A. J. Romanowski, Martin R. Rose, Louis and Zelda Meyers, Bobby Allen and Jackie Fields.

National Showmen's Association
1564 Broadway, New York
NEW YORK, April 19.—President Bernard Allen spent a few days here going over details regarding the summer project which is planned by the ways and means committee. Although meetings have been discontinued for the summer, and the large assembly room closed, members are welcome at all times in the smaller rooms and office. Television room is still as popular as ever. Members should keep the office informed of their routes.

Still on the sick list are Joseph Amico, Brooklyn Veterans' Hospital, who is much improved from recent surgery; Jack Liehter, Kingsbridge Veterans' Hospital, Bronx, N. Y., on the mend; Jules Lasuras at his home in Ft. Lauderdale, Fla., reported better; and George Davis Hensley, transferred to Pilgrim Hospital, Brentwood, L. I., N. Y. Sit-out-ins: James Cox, True O. Perkins and Irving Udowitz. Write to them.

Among recent visitors were Bill Moore, Claude Sechrist, Joseph Baizman, Al Burt, Sidney Roemer, Harry Moore, Martin Ranno, Frank Fay, Tom Coffey, Edward Turbin, Charles Wertheimer, Max Miller, Morris Batsky, David Solomon, Michael Wynn, Frank Blatsky, Ward Graves, Harry Miller, Steve Yerkes, Jack Agner, Neal Carr, Louis Victor, Edward Cohen, Charles Buchbaum, Aaron Hymes, Joseph Walker, John Lane, Charles Saffer, Max Tubis, Willard B. Stanbury and Julius Roth. Membership application received from William A. Godley, sponsored by Sam S. Levy. Letters being held in office for Frank A. Robbins, Harold Schneider and Isaac Stern.

Show Folks of America, Inc.
145 Turk Street, San Francisco
SAN FRANCISCO, April 19.—Regular Monday (14) meeting saw a turnout of 65 members. Doris Monette, president, was in the chair, assisted by Charlotte Porter, first vice-president; Rose Fisher, acting second vice-president; Teddy Texiera, acting third vice-president; Jack Brooks, acting treasurer; Al Roche, corresponding secretary; and Bonnie Townsend, who filled in as recording secretary.

Harry Seber reported on plans for the club's Monday (21) birthday party. Tony Ortega is chairman and Charlotte Porter co-chairman.

Council Raiford is still confined to his home, but his wife, Edna, reports he is on the mend. Helen Kelter is recuperating at home following an operation. Fred Hansen reported that Louie Fidel, 92-year-old veteran concessionaire, is unchanged.

Lillian Cole Kingston said that Billy Hodges is expected back soon from an Eastern trip. Members' back after long absences included Mrs. Donald Langston, Mr. and Mrs. Palmer, Joe Richards, Abe Ettin, Mr. and Mrs. Charles Alting and Mr. and Mrs. Orie Blome.

Pacific Coast Showmen's Association
Ladies' Auxiliary
1235 S. Hope St., Los Angeles 16
President Lucille Dolman presided at the regular meeting Monday (7) and Barbara White and Gene Baker, guests, were introduced to members. Easter cards, bearing the signatures of all members, were presented to President Dolman, Secretary Grace Merkel and Treasurer Peggy Forstall. Violet Backman, Lucille King and Emily Friedenheim are on the sick list. President Dolman returned from a trip to Bakersfield, Calif., where the West Coast Show opened their season, and brought back a good sum of money for the auxiliary, which she raised on the trip.

Called on for brief talks were Liza Berry, Past President opal Manley, Barbara White, Gene Baker, Ann Doolan, Estelle Hanscome and Anna Metcalfe. Club is holding mail for Bess Newman DeSilvia and Evelyn Kelly. Send in your new addresses. Meetings will be held on the first and third Mondays of each month during the summer.

Missouri Show Women's Club
415A Chestnut St., St. Louis
ST. LOUIS, April 19.—Final meeting of the season was held Thursday (17) with President Jeanette Hart, Secretary Faye Goss, Treasurer Margaret Lohman, Social Secretary Babe Weinstein, Sergeant-at-Arms Nora Gdyna and Chaplain Rose Brown on hand.

Gertrude Lang reported Mary Thompson on the sick list. Letters were read from Leva Villosio and Grace Goss. Thank you notes came from Rose Brown, Clara Campbell, Jeanette Hart and the March of Dimes committee. Elected to membership were Mable Griffin and her daughter Patty Edwards, sponsored by Josephine Germain and Helen Gurdman. The Daisy Davis Day will become an annual affair and will be held the first Thursday in April.

Books for summer activities will award luggage and an electric clock. Faye Davis is in charge. First prize was won by Faye Hennessey and the door prize went to Florence Cobb. Leo Francis, chairman, and Verna Schantz, co-chairman of the ways and means committee, have started plans for the coming season. Attending the meeting were Jeanette Hart, Estelle Regan, Lela Graber, Rose Brown, Clara Campbell, Helen Germain, Nora Gdyna, Faye Hennessey, Josephine Germain, Babe Weinstein, Faye Davis, Margaret Lohman, Daisy Davis, June and Josephina Scordias, Florence Cobb, Mable Griffin, Joan Lipsky and Teresa Sidenberg.

Regular Associated Troupers
108 E. Washington, Los Angeles
LOS ANGELES, April 19.—Easter Party, held in the club-rooms April 10, proved successful. It featured a ham dinner, Tillie Palmateer was committee chairman. Assisting as hostesses were Jennie Riegel, Mabelle Bennett, Florence Lusby, Helen Smith, Marie Bailey and Maxine Ellison.

Rose Fitzgerald donated cakes and Sunshine Jackson donated the salad and a special cake in the form of a lamb, which was won by Ethel Krug. Easter eggs were colored by Nancy Meyer and Ethel Krug and special cookies by Florence Lusby. Ham was furnished by Jimmy Lantz. All proceeds were applied to the building fund.

A highlight was a fashion show in the form of a "Queen for a Day" program. Tillie Palmateer was queen. Jennie Riegel and Emily Bailey received special prizes for their costumes. Harold Robideau represented Jack Bailey, emcee. Others acting as models were Jetta Clancy, Ethel Smith, Marea Rhodes, Florence Lusby and Pearl Beam. Games were played and prizes were carried home by Alford Scott, Mora Bagby, Jimmy Dunn, Ethel and Helen Smith.

Larry Nathan, first vice-president, presided at the short business meeting and greetings were read from President Lill Schue. Introduced were Mr. and Mrs. J. T. Blake, Mary Dewey, Mrs. Gertrude Dugger and Mary Davis. Next week the board meets for the last time until fall. Beginning in May, meetings will be held every other week.

Showmen's League of America
54 West Randolph Street, Chicago
CHICAGO, April 19.—With but two more meetings to go before the summer suspension, attendance has been holding up firmly. S. T. Jessop presided at the April 17 meeting. Also at the table with him were Treasurer Walter F. Dirm, Secretary Joe Streibich and Past President Lou Keller.

Herman Pluda and Hy Neitlich continue in Hines Hospital. Al Rossman is prepared to leave soon to join the Royal American Shows.

Morris Brown and Jess Jordan were recent arrivals. Chick Schloss and Lou Leonard were back after an absence. Membership application of Harry F. Bosen has been presented by Jack Kaplan.

NATIONAL SHOWMEN'S ASSOCIATION
GREET'S YOU
You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.
Meetings 2nd and 4th Wednesday each month Palace Theatre Building 1644 Broadway New York 19, N. Y.
Almost every one of the Eastern amusement family is a member. Are you?
Write for Information
Initiation \$10.00
Dues \$10.00 Yearly

WANTED
Complete Carnival WYOMING STATE FAIR DOUGLAS, WYOMING for AUGUST 27, 28, 29, 30
GORDON L. ROUSH
Secretary-Manager
P. O. Box 507

RALPH SPRAGUE
ATTENTION
Have Very Interesting Proposition.
Contact Me At Once.
REX BARNES
Remondo, Florida

WANT KIDDLAND
For 1952 Season
No Junk Popular Summer Resort town—Lake Geneva, Wisconsin. No competition. Cold Mine for good operator. Reasonable rental. For further details phone Chicago, Monroe 6-8870

WANT TO BUY
25 Eli Wheel, 2-abstract Merry-Go-Round, Kiddie Auto Ride and THT, with or without transportation, Also want building suitable for roller rink.
MANAGER
512 Eagle St. Terre Haute, Indiana

WANTED
Count Store Agents
Also help for Cat Tacks and Stum Stores. Will frame Handy Fan for reliable people.
Opening April 29th, Peoria, Ill.
All write to
R. W. ROCCO or MAURY LEVITT
c/o GOLD BOND SHOWS, Peoria, Ill.

BURKHART SHOWS
Want Merry-Go-Round Foreman who drives well. Also place following Concessions: Ball Games, Buckets, Six Cats, Photos, Set outfits, Ballroom Darts, Bowling Alley, Kiting, 3-in-Balls and Ice Cream. Pleasant. Also, Ask 1256 Frederickeerstown Ave., 28-May 3; Bowling Green, Mo., May 5-10.
Jimmie Smith, Mgr.

PHIL DANIELLO SHOWS
Opening May 13—Six Big Dues, Woods Rd. Park, Solvay, New York
Help wanted for Rides and Concessions. No drinks or chasers. Steady seasons. Can use Rides and legitimate Concessions not conflicting. Plan all good ideas.
Address: 129 Charter Ave., Solvay, N. Y.

ATTENTION
GIRLS—GIRLS—GIRLS
Read this—Wanted for Girl Shows, top salary, excellent bonus, new Pontiac convertible and excellent opportunity for television career when show closes. Write
LESLIE KIESTER
Hotel Muvilla Rochester, Minn.

ROGERS BROS.' SHOWS
Want Shows—Snake, small 16-in., 10-in., Mechanical, Snake Drome or any show not conflicting. Must have own equipment. Have a very good route books. Can use a few Concessions. Due to the high water and late spring we will not open till May 25 at Jansonsville, N. D. **ROGERS BROS.' SHOWS** PULASKI RIVERS MINNESOTA

WONDERFUL ROUTE
WANTED
RIDES—TIN and Octopus. RIDE HELP—Top pay, good treatment Musicians, Show Concessions.
We Pull Immense Crowds
JAY GOULD CIRCUS
Ottawa, Ill.

CONCESSIONAIRES!



It's For YOU!



The handsome luggage that'll really draw 'em—are money-makers! Made in train cases and other desirable sizes...

Calvert Luggage Co., Inc. Factory & Sales Office 209 W. Baltimore St., Baltimore 1, Md.

CAVALCADE OF AMUSEMENTS

CAN PLACE

OPERATOR FOR POPCORN WAGON AND CANDY APPLIES Prefer man and wife. This is a good opportunity for responsible operator who can handle wagon and back location. Contact!

AL WAGNER, Mgr. Deatur, Ala. This Week.

ALABAMA AMUSEMENTS

Crichton, Alabama, April 21 till 27! Freshard, Alabama, April 25 till May 4. Wagon—Second Man on all Rides. Must drive and have license. No drinks or molasses need apply. Can place wifes on Truck Boxes or Office Owned Concessions...

Hollywood Exhibit FOR SALE

10 beautiful miniatures of World Famous Hollywood scenes, such as Grauman's Chinese Theatre, Hollywood Bowl, Brown Derby, Radio Row, Fox Studio, also sets from well known TV series...

M. KING 3706 W. 6th St. Los Angeles, Calif.

SHOWMAN, NOTICE

WANTED—PARTNER with complete tent outfit with seats, lighting plant, 300 chairs, blues for 200 or more and transportation for same. A reputable showman of forty years in European and Latin American countries, also U.S.A., has more than a four-hour show complete, economically operated, that has made the world talk. Can run the year round. Have the greatest exhibition attractions and devices which tie up with the press, playing the bill, and week stands at \$1.00 to \$1.50 top. Investigate!

FRANK LEBELL 814 St. Paul St. Baltimore 3, Md.

Cavalcade of Fun Shows

WANTED—Partner for Whew, Tilt and Octopus, Hot Wheels, Tip Wagon for food men. Hunky Panks of all kinds. No girls, no poppers. Winter quarters open. Cretion, Ill., Fairgrounds. Contact C. B. BOWEN, Oregon, Ill. P.S.—Larry Lavitt, contact.

WANT TO BUY

THREE-ABREAST MERRY-GO-ROUND Must be in first-class condition. Address JOHNNY T. TIMSLEY SHOWS Greenville, S. C. Phone: 30749

GENERAL AMERICAN SHOWS

Want a Ferris Wheel or a Merry-Go-Round. Very low P.O. Price. Man and Wife for complete Snake Show. Man to take charge complete Snake Show. Must have talent. Can place Popcorn, Flows and a few choice Concessions. No lists.

L. M. NELSON Manderson, La. April 21-26 P.S.—Doc May, engineer.

WANTED

Help for Kid Rides: Hot Ponies, Water Boat and Kiddie Ferris Wheel. Good pay with reason bonus. If married, will use your wife on tickets. Answer or come on!

RITA CORTES Royal American Shows, Tampa, Fla.

Winter Quarters

Pioneer

EVERLY, April 19.—Mrs. Percell has finished painting the Merry-Go-Round and Jack Martinus has the bingo ready for operation. Leo Burhead, Chuck Boyd and Ray Wesley joined the ride crew and Frank Lynch and John Orton are painting the Octopus. A new front is being built for Jack Kearns.

Concessionaires joining recently included Mr. and Mrs. J. LaMarsha, Mr. and Mrs. James Swann, Harold Patterson and Max Olsen, gun exhibit; Mr. and Mrs. Bailey, Penny Arcade; Amiel and Dorothy Blake, bumper and hot dog stand; Louis A. Rice, Chester Hepp and Horfin Krumbacker, midway diner and two grab stands; Mr. and Mrs. Thomas, popcorn and candy apples; Marge and Jim Varn. Leon Paulman handles the sound truck along with his billposter chorus; Mack Kline is electrician; John Leonard, publicity agent; and Mrs. Mickey Percell, secretary-treasurer. Paul Merrick, general agent, is directing quarters activities.

Frank Puluzza and Jack Kearns will have the Girl shows and Bill and Gloria Mason have booked their high act. Happy Ray Carr is still in White Haven, Pa., Sanitarium. Manager Mickey Percell has purchased new canvas for all shows and recently took delivery on a new marquee. Two tractors for the Girl Show and the Rock-o-Plane have been delivered.—C. LOVEJOY

Rogers Bros.

PELICAN RAPIDS, Minn., April 19.—Now that the heavy snow has disappeared, permitting the moving of equipment outdoors, work is progressing rapidly in quarters here. Merry-Go-Round horses have been repaired and painted, and most of the other painting has been completed. Due to high water and the late spring, our season will not open until May 15 at Jamestown, N. D.

The following have signed for the new season: Pearl Connelly, bingo; Paul Evans, James Tomlinson, M. L. Whiteside, Frank and Ray Brecher, Ray Dugan, Phil Lee, Slim Biddle, Bob Ruggstad, K. B. Thomas, Shorty Weir, Lake Bosley, Floyd Drake, Scotty Cole, Muggs Townsend, Louie Johnson and Doc Collins. Bob Laughlin will have a Fun-house and Miniature Train; Clarence Hames and A. L. Martin, shows. Recent visitors were Dewey Larson, Phil Lee, Floyd and Ann Drake, Muggs Townsend and Lake and Inez Bosley.

Patrice Amusements

ELK GROVE, Calif., April 19.—Org is readying for its season's opening at Sacramento. Route, which will embrace a number of Portuguese celebrations, will take the show from Sacramento to Freeport, Riverside, Brythe, Tracy, Woodland, Rio Vista, Iles-ton and back to Brythe for a firemen's celebration. Judy Raynos will have the hot dogs and coffee; L. C. Gage the novelties. Mr. Raynos snow cones, popcorn and ice cream. Gordon Lewis will have a ball game and darts. Mr. Rita Patrice the boat ride, Lois Curtis a miniature Merry-Go-Round, and Mr. Copeland two rides and Mr. Lane one ride.—GEORGE PATRICE

From the Lots

American Eagle

MONTICELLO, Miss., April 19.—SHOWS opened here Tuesday (15) to good crowds and fair despite cool weather. Org moved in after playing several dates in Louisiana. Owner Danny Arnett's Merry-Go-Round and Ferris Wheel are operated by Mr. Wilson and James Mofield.

Wendell Pierce's Tiny Town Trolley and Comet are operated by Jessie Pierce and Russell Emmoms. Glen Hockett has his seven concessions and two shows on the org. Other concessionaires include Mr. and Mrs. Roy Little, Patricia Evans, Mary Miller, Mr. and Mrs. Sam Spargo, Mr. and Mrs. Mac Hodges, E. Stanley, Willard Barnett and Knox Qualls.

Agents include Duke Hopwood, Lewis Elmore, Joe Edwards, Don Prentiss, Denn and Richard Welsh, Slek Erwin, Johnnie Cane, Bob Pierce and Bill Evans. Tom McManus is booking agent.—DOROTHY HOCKETT.

Schafer's Just for Fun

ELDORADO, Ark., April 19.—Org experienced good business in the first few days of its stand here despite cool weather. Longview, Tex., played last week. wound up with the lot deep in mud as the result of rain that turned the date into a loser.

On the sick list are Betty Archer with chicken pox and Jimmy Archer, Betty's father, with a virus infection. West Coast Weber, Whitey Brumley and Floyd Vincent joined concession row and are working a new count store.

Bob Reese, heralding the press, has been getting good newspaper breaks.—W. H. (BILL) BONTA.

Hill's Greater

PLAINVIEW, Tex., April 19.—Show moved here from Levelland to play the dairy show. En route here the truck carrying the Tilt-a-Whirl turned over with lots of damage to the vehicle but little to the ride, which was operating opening night. Business was off from last year due to cold and rainy weather.

Several people from Wallace Bros.' Circus visited the show here. Owner H. P. Hill received word here of the death on April 18 of his brother-in-law, Al Johnson, a veteran showman. Mr. and Mrs. Kelly have taken delivery on a new house car. A Little Dipper has been delivered to Mr. and Mrs. W. C. Johnston.

W.G. WADE SHOWS

OFFICIAL OPENING—MONROE, MICH. 9 Days—Friday, May 2-Saturday, May 10

LOCATION—Lorenzer Field, 8 blocks from business district on Main Street. After 20 years we have opened up this complete lot—so for the first time a large show can play this famous downtown location!

CAN PLACE

RIDES—Flying Scooter, Caterpillar, Looper, Pretsal.

SHOWS—Illusion, Glass House, Monster, Fat or Midget.

CONCESSIONS—All merchandising Hunky Panks open for good reliable Operators. Can use Fish Pond, Ball Games, Darts, Bingo, String Games, etc.

Flashy stock-giving Concessions will do well on our route. Straight sales, such as Pennants, Waffles, Root Beer, etc., open.

Don't be satisfied with just getting by—Contact

W. G. WADE SHOWS

Mail GPO Box 1488 Detroit 31, Mich.

Western Union W. G. Wade Shows, Detroit.

P.S.: Kolomozo, first-in, on our renowned North Burdick St. Lot, follows Monroe.

DON FRANKLIN SHOWS

CAN PLACE SPECIAL AGENT WITH CAR, ONE WHO CAN HANDLE PUBLICITY AND ADVERTISING

Can Place Age and Scales, Ice Cream, Live Ducks and Fish Bowl Pitch, Watch La, Heart Pitch, Cork Gallery and other Hunky Panks. Can place Six Cats and Buckets (stock only) if you have Hunky Panks. Roy Henderson wants Agents for Six Cats and Buckets. Can place Fun House, Mechanical and other Shows not conflicting. Want Foreman for Gate and Towers. Night Watchman. Second Man on Heart Rides and two Men for Kid Rides. All want extra copies. Bill Chelchik wants Help for Cookhouse, Side Show, Snake and Monkey Show to join next week. Address Bryan, Tex., this week: McKloney, Tex. next week.

GEORGE CLYDE SMITH SHOWS

OPENING CUMBERLAND, MD., MAY 1

WANT—Ball Games, Long Range Gallery, Fish and Duck Pond, Pitch-Tilt-You-Win, Custard, Six Cats, Swinger, Hoop-La, Balloon Darts, Cork Gallery, String Game, Age and Scales.

WANT—Monkey Show, Wild Life, Jig Show.

WANT—Spriffie Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Grand Concessions. All replies to GEORGE CLYDE SMITH P. O. Box 521, Cumberland, Maryland

COLUMBIA SHOWS

Opening Kittery, Maine, Saturday, May 3 to 10, seven days and nights, Maine's Number One defense area, navy yard working capacity. Can place Shows and Concessions. Wonderful proposition to Beano Operator; have Beano complete. Due to disappointment can place Girl Show. Concession Help.

TOMMY KEEFE

R.F.A. '55 Fairmount, Maine

American Eagle Shows

WANT Hunky Panks of all kinds. Will book Kiddie Autos and Airplane Rides. Also any show of merit. Heading into the Strawberries in Tennessee. Need Agents for Hunky Panks. All replies

DANNY ARNETT, Mgr. Per hour.

A-1 AMUSEMENT

Wants for Chicago lots until Labor Day. Also four season South. Foreman and Second Man for Elk Rio 5, 8-Tub Octopus and Parlor. Big 400-410-Round Bed of Wages. One more every two weeks. Want above reliable Night Watchman. Can place Bingo and few Hunky Panks. Want Man or Woman to handle offer crowd Grab on trailer. Danny Carzano, contact. JOHN HANSEN, 4922 N. Maple Ave., Chicago, Ill. Show CO 7-5708 evenings.

2 WHEEL FOREMEN

High wages and good treatment. Best by other and reliable. Also Second Men for all rides. Want Long or Short Range Gallery.

A. J. SUNNY

306 East 130th St., Cleveland 20, Ohio Phone WA. 1627

CARNIVAL WANTED

For annual American Legion District, some time in August. Prefer some week end. For further particulars write

RUDOLPH MANNERS

The American Legion, Glasgow, Ill.

FOR SALE

METRO DERBY RACER 22 units, good condition. Skill game, works everywhere. Will take highest offer. Must see! BOX 752 The Billboard 1564 Broadway, N.Y.C.

WANTED

Ferris Wheel Man and Octopus Man Sober, Good Pay

ANDY WOKZALA

248 N. Homan Chicago, Ill. Phone Sacramento 2-7753

CONEY ISLAND SHOWS

Want Builder and Painter. Want Organized Band for Minstrel Show, salary from office, also Chorus Girls and Performers. Want Manager for Snake Show and Manager with Acts for Slide Show. Want Concessions of all kinds. Hunky Panks. \$21.00 a week. Bill Hunter wants Count Store Agents.

Somersel, Ky., this week; Harlan, Ky., next week.

APPLE BLOSSOM FESTIVAL

Winchester, Va., May 1st and 2nd. 200,000 people in two days. Bigger and better than ever. Novelties and straight sales only.

SOL NUGER, Winchester, Va.

WANTED—C. A. STEPHENS SHOWS

CONCESSIONS—Popcorn, Apples, Flats, Snow, Custard, French Fries, Snails, Artz, Fish Pond, Hoop-La, Pitch-Tilt-You-Win, High Striker, Rascal Ball, Ball Games. Some P.C. open with Isakala, Pin Show, Six Cat, Buckets. Johnny O'Connor wants Agents for Alley SHOWS—Bob Randl needs Girls for Girl Show. RIDES—Place set Middle Rides, Flyplane, Spiffing or Balloons, Rockman, Co., this week. Heading North fast.

PAGE BROS.' SHOWS

Springfield, Tenn., now; Hopkinsville, Ky., Soldiers' Pay Day next week. Want Concessions: Photos, Buckets, Swinger, Fish Pond, Darts, Hit and Miss, Slum Concessions of all kinds. Want Manager for Side Show, Fun House, Monkey Show. We have all equipment. Bob Help who drive for nine rides, PC dealer.

W. E. (SHOTGUN) PAGE, Owner—E. H. (SHORT BARREL) BROOME, Mgr.

E & B AMUSEMENTS

Want Ride Foreman for Rolloplane, Ferris Wheel and Chairplane. Good salary, good treatment, long season. Want Concession Help—Custard, Ball Game and Candy. Flows Agents. Work on percentage. Or what can you do? Now playing Halsey and Washburn Ave., Bronx, N. Y., until April 27.

Phone: JOHN A. BASS, Pittsburgh 7-0157

MIGHTY HOOSIER STATE SHOWS

WANT—Hunky Panks, Shows, Ride Help. Can use Bingo next three weeks. All replies now. Columbus, Indiana, to April 26; Bedford, April 28 thru May 3; Jeffersonville, May 5 thru May 17

W. R. GEREN

GOLD MEDAL

CAN PLACE CAN PLACE

HUNTSVILLE, ALA., THIS WEEK:
Followed by Downtown Sheffield, Ala.

SHOWS—Good opening far Arcade, Wild Life, Unborn, Crime Show and Fat Show.
CONCESSIONS—All legitimate concessions open.
RIDE HELP—Can place Second Men on Wheel and Tilt-a-Whirl.
Wire JOHNNY J. DENTON, Huntsville, Ala.
Richard Hoeh, get in touch with J. A. Sparks.
J. A. Sparks can place Nail Store Agents and Six Cat Agents.

STRATES MODEL SHOWS, INC.

—AMERICA'S SMARTEST RAILROAD SHOW—

THE MOST OUTSTANDING SPRING DATE IN THE EAST
ORIOLE'S BALL PARK—In the Heart of Baltimore—10 Days—Starting May 1
The first show ever to appear on this new show grounds

Can place all Concessions—come on—Hoop-La. Photos. Short Range. Derby. Want Arcade. Unborn. Monkey Show. Will book Octopus. Tilt. Rock-o-Plane. Help in all departments. Want Foremen for Fly-o-Plane, Chairplane, Looper. General Show Help—Train Help—come on.

All answers: **DAVID B. ENDY, Mgr.**
Savannah, Ga., Nov.

SOUTHERN VALLEY SHOWS

Want for **PINE BLUFF, ARK.**, Downs location, Big Defense Plant Pay Roll End of Month, April 28 thru May 3; Then **BALD KNOB, ARK.**, **STRAWBERRY FESTIVAL**, in City Park, Large Berry Crop. Big Construction Project Will Be in Full Swing Rebuilding Tornado Damage.

Can use Cook House, Custard, Balloon Rents, Cake Batters, Ball Games, High Striker, P.C. Tables, Penny Pitch, Candy Flies, Snow Balls, also Hoop-La, Dutch Wilcox can use Agents for Grand Shows.

Can place Shows with own outfits. Will book one more Ride not conflicting with what we have.

Wire **EDDIE MORAN, Mgr.**
Magnolia, Ark., this week Pine Bluff, Ark., next.

Jimmie Chanos Shows

Opens May 2, Richmond, Ind.

Want Concessions of all kinds. Want Cook House that caters to show people. Want Foreman for Rollioplane and Ferris Wheel. Second Men on all rides, must drive same.
Want Shows with own outfits. Peggy Ewelle Snake Show, answer, Blimps Fat man, answer. For these shows there is no percentage.
Following people contact: Mark (Carley) Graham at Leland Hotel, Richmond, Ind., April 27. Betty Glen, R. R. Miller, Steve Homan, Hardy Budy, Want capable Pin Store Agents. Head open to capable man for only Post Store on Show. Freddie Cooper, Drive Malank.
For Sale—Like new, Counter Model Star Popper Carmel Corn Kettle. Write Ed Str., All replies to **JIMMIE CHANOS, Richmond, Ind.**

LONE STAR SHOWS

ELBERTON, GA., WEEK OF APRIL 26

RIDE HELP—First and Second Men for ten rides. Man and wife for Kid Rides. Foreman for Merry-Go-Round, Tilt, Roll-o-Plane and Wheel at once. Come on, will place you. Top salary. Shows—Can place Ten-in-One, Cook and Snake Show, Girl Show, Fun House. Must have own equipment. Bill Martin and Bobby Sikes, contact. **CONCESSIONS**—Hanky Panks of all kinds, including Ace and Scales, Pitch-Tilt, You-Win, Balloon Darts, Photos, Ball Games, Hoop-La, etc. Want Agents for Pin Store and others. All replies to **J. R. McSPADEN, Owner: HENRY J. WILSON, Run. Mgr.**

COUNTY FAIR SHOWS

LAST CALL
OPENING MAY 1 AT O'NEILL, NEB.

WANT—Motorgedone, Funhouse, Ten-in-One, Snake, Illusion, Glasshouse, Wild Life, Mechanical or any show of merit with own transportation on percentage basis. Also Hanky Panks not conflicting. Want Wheel Men Contact **EARL D. JOHNSON**
County Fair Shows, Chambers, Neb.

A.M.P. SHOWS

Want Ace and Scale, Photos, String Game, Dart Shows, Jewelry, Penny Pitch, Buckets, Ballons, Darts and others not conflicting. **SHOWS**—Have good opening for Side Show, Animal, Monkey, Snake, Mechanical and Fun House. Clean wants Girls for Old Show. **HELP**—Foreman for Merry-Go-Round and Chairplane, second Men on Wheel, Tilt and Merry-Go-Round, also May to handle Kiddie Ride, Rockymount, Va., this week; Buchanan, Va., next week.
All replies to **A. M. Podszablucki, Rockymount, Virginia**

AMERICAN MIDWAY SHOWS

SHOWS—RIDES—CONCESSIONS

WANTED FOR WACO, TEX., APRIL 28 TO MAY 3

Can place Ride Help on all rides. Will book one Flat Ride, Cool road for Bingo and Hanky Panks Address **DON M. BRASHEAR, Mgr.**
Meridian, Tex., this week.

B & C EXPO SHOWS

OPENING MAY 3, GENEVA, NEW YORK

BIDERS—Tilt, Octopus, Comet, Train, Diaper, Ponera Shows—D1 Arts, First Show, John Hancock, contact. **SHOWS**—Wild Life, COOK, CLASSICS—Punk, Beets, Bottles, Fish Pond, Balloon Darts, legitimate Concessions of all kinds. Ride Help on all rides. Truck Drivers, Chairplane, etc. also, can be booked. Barry and Lucille Price, overthings D. E. John.
B & C EXPO SHOWS, Hemeock, N. Y.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Club Activities

Coravons, Inc

P. O. Box 1902 Chicago

CHICAGO, April 19.—In attendance at the club's ninth annual birthday party in the Hotel Sherman were Bettie Broderick, Isabel Brantman, Agnes Barnes, Clara Eric, Barker, Ruth Clinton, Irene Coffey, Wanda Derpa, Mabel Davis, Pauline Grey, Josephine Glickman, Ann Graebert, Lucille Hirsch, Helen Hoffmeyer, Nora Heglund, Rose Jarboe, Lillian Lawrence, Rebecca Lotsey, Mary Martin, Pearl McGlynn, Mae Oakes, Veronica Potenza, Marianna Pope, Opal Rossi, Catherine Rose, Mollie Raymond, Claire Sopenar, Eva Shine, Pat Seery, Anna Schmidt, Estelle Swander, Betty Shea, Mary Stutzke, Edith Streiblich, Mae Taylor, Helen Wetttour, Jeanette Wall; Amby Clinton, mascot protem, and Father Marcel LaVoy. A huge birthday cake, decorated with clubs' emblem, was baked by Wanda Derpa's niece, Mrs. Keith Warnock, and donated by Edna O'Shea Stenson.

President Sopenar received a beautiful gift in behalf of the members. A short business meeting preceded the celebration. Correspondence was read from Dorothy Packman Goldberg, Bess Hamid, Lena Schlossberg and Charliott Wright. Esther Groscurth was reported as being in Davis County Hospital Owensboro, Ky. Ann Young is suffering with arthritis. Frances Berger, who is still on the sick list, phoned birthday greetings. From the Forget-Me-Not fund, a check will be sent to Jean Thompson, South West Florida State Sanitarium, Tampa. Members were also asked to send messages of cheer. Josephine Heywood was elected to membership. Members were reminded to send wrap-in-wrap coupons to Edith Streiblich, old nylon hosiery to Jeanette Wall and Bond Club donations to Josephine Glickman. Penny bugs will be made by each member. Night's awards went to Claire Sopenar and Wanda Derpa. President Sopenar returned here and it was then awarded to Anna Graebert. Eva LeRoy sent regards from California. Attendance at Spring Party, April 5, was good despite an all-day rain.

Tivoli Exposition Shows

WANT

Foremen for Ferris Wheel, Caterpillar and Rollioplane Rides immediately. Must drive same.
Setting up now to open Saturday, April 26, at Joplin, Mo.
Contact

H. V. Petersen, Mgr.
Box 742, Joplin, Mo. (Phone) 1272

FREDDIE BLYTHE

WANTS

BIMCO HELP—OPENING APRIL 25
Largest Amusement, Bennington, Vt.
Write or Call
629 Angelo, N. Y., until April 22

Preceding America's Best Carnival and Circus Side Show

BANNERS

SNAP WYATT STUDIOS
RT. 3, BOX 1190 TAMPA, FLA.
Phone, Write or Wire

ROSE CITY RIDES

WANT

Foreman for '49 El Wheel. Top pay for sooper, dependable man. You don't have to drive. Contact **DUTCH SCHRAEDER**, Route 1, Box 76, May 3; Lutetville, Mo., May 3-10.

JOHNNY'S UNITED SHOWS

NOW PLAYING FORT PAYME, ALA.; LEWISBURG, TENN., FOLLOWING

I HAVE PLAYED ALL MY STILL DATES BEFORE

CONCESSIONS WANTED—Derby, Penny Arcade, Beads and Aqs, Balloons Darts, Cake Batters, Milk Bonitas, Buckets, Baseballs, Novelties, Hi-Striker, Penny Pitch, Cork Galleries, Slum Spindles, Bumper, Clothes Pin Pitch, Hoop-La and Sno Cone.
SHOWS—Can place capable Operator for Girl Show. Must have Girls and own Costumes. Want Monkey, Snake, Illusion, Fat or Wild Life Shows.
All replies to **JOHN PORTEMENT, Fort Payne, Ala.**

Carnival Routes

Continued from page 59

Page Bros., No. 1, Springfield, Tenn.; (Phil) Nashville 28-May 3.
Palmer; Alcomarie, N. C., 28-May 3.
Smiths Bros.; McCormick, B. C.
Parade; Tulsa, Okla.
Pratt Premier; Burlington, N. J.; Perth Amboy 28-May 3.
Perceff's Pioneer; Waverly, N. Y., 28-May 3.
Playtime; Manchester, N. H.; Quincy, Mass., 28-May 3.
Powelson Greater; Clouster, O., 28-May 3.
Prest's Broadway; Fayetteville, N. C., 28-May 3.
Reynolds & Wells; Muskogee, Okla.
Rose City Rides; Fortnif, Mo.; Lutetville 28-May 3.
Royal Crown; Johnson City, Tenn.
Schaff's Fun for Puns; Fort, Ark.
Sibbrand Bros.; Silver City, N. M.
Snapp Greater; Webb City, Mo.
Southern States; Ruskin, Fla.
Southern Valley; Magnolia, Ark.; Pine Bluff 28-May 3.
Southern Valley; Magnolia, Ark.
Star Am. Co.; Booneville, Ark.
Starlight; San Antonio, Tex.
Steel City; Bedford, Ind., 28-May 3.
Stephens, C. A.; Rockmart, Ga.
Strates, Jackson, S. C. (Municipal Stadium) Philadelphia, Pa., 21-May 3.
Strates Model; Savannah, Ga.; Baltimore, Md., May 1-15.
Sunni-Land; Chase City, Va., 28-May 3.
Tubsum Bros.; Athens, Ill.
Thomas Jayward; Laga, W. Va.
Tidwell; J. Dumars, Tex.
Tinsley; Johnny T.; Greenville, S. C.
Trotter; Joplin, Mo., 28-May 3.
Turner Bros.; Mt. Vernon, Ill., 28-May 3.
29th Century; Paducah, Ky.
United States; Valdece, N. C.; Knapolls 28-May 3.
Universal Am. Co.; Homer, Ga.
Virginia States; Salisbury, Md.
Vitona Bros.; Leipserville, Pa.
Wallace, J. K.; Mechanicsville, Va.
West Coast; San Jose, Calif., 28-27.
West Coast Expo; Clovis, Calif., 25-27.
Lodi, May 2-4.
Wilson Greater; Albuquerque, N. M., 28-May 3.
World of Mirth; Washington, D. C., 24-May 3.

WANT SHOWS & CONCESSIONS

JUNE 24-26

MERMAID FESTIVAL

NORTH WESTER, INDIANA

"America's Greatest Small Town Festival"

Can use 25 or more legitimate Concessions. No Milk Cans. Seven Rides are booked with Gooding Amusement Co. Write

GEORGE PROUGH
1039 Lincolnway East, Mishawaka, Ind.
Phone 5-9435

SAND SPRINGS PARK

Permanent location—Tulsa County, Okla. Now open 60 acres show, 20 acre lake. Half million people in ten mile radius. Street car service, 45 rides, Concessions, Shows, Bowling, Fishing, Swimming, Camping, etc.
Will book Stock Concessions, Merry-Go-Round, Train, Octopus, Fly-o-Plane, Rides not conflicting. Fun House, Glass House, Wild Life, For Sale, Pin House, Trucks, Scent Trailers, etc. Foreman, several Show Tops and Fronts Contact J. R. Leerhoff, Box 464, Sand Springs, Okla.

WANT AGENTS

For Slum Show and Pin Stores, also Line-Up Agent and Outside Men. Agents already contacted report in Cumberland, April 28. All replies

GEORGE B. YANCEY
Business Manager, George Clyde Smith Shows, P. O. Box 521, Cumberland, Md.

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 do not refer to queries 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. State whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Department, The Billboard, 148 W. Randolph St., Chicago 1, Ill.

BOB ALLEN

Formerly of Williamsport, Pa., call collect

F. W. LEIB
Harrisburg, Pa.
Phone: 2-4958

FOR SALE

Small Carnival, 6 Rides, 4 Shows ready for the road. Booked from May until Labor Day. 3 Fair, 10 Shows Conventions. Must sell, priced right.

The Show
127 Wyantcrosson Rochester, N. Y.

RIDE OPERATORS

SHOWMEN

CONCESSIONAIRES

INSURANCE

FOR YOUR REQUIREMENTS

6 or 12 MONTHS

FAIR RATES—NATION-

WIDE CLAIM SERVICE

Autos—Trucks—Trailers—Buses

Write to

M. J. "MIKE" LAW

135 S. LaSalle St., Chicago, Ill.

Financial 6-13

WANT

all those who worked for me before to get in touch with me at the **JOHN WESLEY HOTEL**, Savannah, Ga., from April 21 to 28.

JOSEPH (NANK) PULVINO

WANT MERRY-GO-ROUND

2 or 3 street with or without transportation. Merry-Go-Round, must be in A-1 condition, no Junk. Will give you a long steaming to big city lot for Catholic Churches. Merry-Go-Round does a big business. We own and operate 24 Rides. We will furnish bank references. We have been in business for 20 years.
BOX 751
1244 Broadway, New York

GEORGIA AMUSEMENT COMPANY

Will book Concessions of all kinds that work for stock. Will sell BX on Bingo, Short and Long Range Gallery and High Striker, Goddam Candy and Snow. Want Foreman and Second Man on 5 & 9 Chairplane. \$400 a week and 5% of take if you drive. I pay off every week in cash. All replies

H. H. SCOTT
Alpharetta, Ga. 30205, Ga., next week.

IMPERIAL SHOWS

Want Ride Foreman and Second Men. Must have driver, 1st and 2nd men. Good treatment with the highest salaries. Johnson, Wilshire, Opening Fair, April 30-May 3, Pekin, Ill., all Illinois.

Bill Gulleutz, Mgr.
Fairbury, Ill.

12 METAL CARS

For Kiddie Ride, with crates, \$200.00 or best offer. Also gentleman's Diamond Ring, blue white, 1 kt., \$300.00.

M. ROHRBAUER
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NEED 16MM SOUND WESTERN FEATURES, Colored Westerns wanted. Give title, price, including 16mm. 7x22. 8x22. 9x22. S. N. E. Canton, Ohio.

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3-Wine Mantles
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Gross \$2.98
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JK RT. GOLD PLATED
1 1/2" extra.
RS-8 simulated diamonds & rubies, 1 1/2" extra.
Chronograph, independent movement, 100 extra.
Banded, bezel and strap, 40¢ extra.
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Sturmak Show Debut Rough

Continued from page 62

for the show and each performer adds much to its effect.

Novel Cloud Swings

Andrexx and Roberto work cloud swings and come up with several novelties. Clowns, a ballet number reduced to four girls here, and another clown turn bring the performance to the finale. The Estrada Sisters and the Reynolds Trio work iron-jaw novelties and top the turn with one member holding the rigging from which the other two are suspended, all iron-jaw. The concert shows whip crack-

ing, knife throwing and trick riding in sufficient quantity to please the patrons.

On the staff are: Arthur Sturmak, manager; Hy Sturmak, counsel; Sam Rappert, assistant manager; William Cowan, legal adjuster; Paul Hall, office manager; Gus Talliaferro, front door; Phil Streit, promotion director; Betty Biller, equestrian director; Sam Taylor, boss canvas; Blackie Price, props; Blackie O'Malley, Side Show canvas; Tige Hale, bandmaster; Walter Rogers, boss mechanic; Eddie Grady, tickets; O. Roach, electrician; R. V. Lewis, Side Show minstrel band; Paul Wenger and Manny Molman, concessions.

In advance are James DeForest, general agent; James Gephart and James M. Beach, contracting agents; Tom Gunnells, brigade manager, and Syd Stevenson, press agent.

New Colors

Truck bodies are red and new title is done in silver. These and other equipment give a good appearance despite some wear last year and already this season on the canvas. Cage truck is spotted in the Slide Show, which has a neat banner line in front of a two-pole top.

Sturmak said that the first few auspices dates had turned out satisfactory for the most part. Associated Chartres backed the Humboldt opening (11) but cold and rain killed the turnout.

The Paris date had a fair advance sale by Chamber of Commerce auspices. Then came the cold, wind and rain, with tornado warnings going up in the town. The center piece gave up the ghost at about 7:30 p.m. This forced cancellation of the night show, and it was 3 p.m. the next day, Sunday, before the circus cleared the Paris lot. Clarksville, Tenn., preceded the frosty Gallatin stand. Clarksville was sponsored by the National Guard for good results and the best day of the several. An open-date contract for a 1953 date was signed with the auspices there.

Beatty Crowds

Continued from page 62

nine dancing girls used in the spec, and one of two clowns, who had been engaged only for the Los Angeles run.

Personnel in Film

A contingent of six girls, six boys and six bulls was sent to the studio for the pre-production shooting by 20th Century for "International Hippodrome" to be directed by Mitchell Leisen. Leisen viewed the show Thursday night with the shooting starting the following day. Deal for Beatty was set by Tom Plank.

While the show was in Los Angeles, big top scenes were shot for the Clyde Beatty television show. This delayed the opening of some of the matinee shows. The fire department detachment, headed by Degenkolb, would not permit customers in the big top until electric cables had been removed.

On the road the tariff is \$1.30 and 60 cents for general admission and \$2.60 and \$1.90 for reserves.

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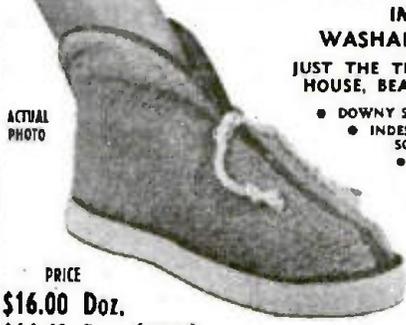
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1 1/2" Midnet Charm Pocket Knife, \$3.99 per doz. Wood Balans, \$7.99 doz. Imported Gillie On-Two-Blade Knife, \$3.99 doz. Best 1 1/2" large size, \$6.99 doz. 2 1/2" Jumbo size Ballpoint, \$1.99 doz. 2 1/2" Ballpoint, \$1.99 doz. Dressing, 50¢ each, regular \$2.00 retailers. Child's Toys, \$2.25 doz., reg. \$3.00 doz. Barn Glass, \$2.50 doz. Gammie (Fossil) Set—Barring and Necklaces—wood, \$4.25 a doz. sets. Blue, 10¢ each. Gammie (Fossil) Set—50¢ doz. up. Belgium Royal Dials, \$12.50 doz. Can. On-Two-Blade, \$7.99 doz. 1000 other items, terrific values. Open count on rated items. 25% discount on C.O.D. orders. 424 S. COM. CO., INC., 881 Broadway, New York 3, N. Y.

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FAMILY SQUABBLE

Toledo Union Dispute Moves To High Gear

TOLEDO, April 19.—The same man who fostered formation of Local 410-T Vending Machine Service Employees Union, AFL directed the organizing of the union members employers, it was revealed Thursday (17) in Common Pleas Court. Stanley R. Szumigala, one of five partners in the Oriole Scale and Sales Company made the charge in testifying on the application of the Baltimore Cafe for an injunction prohibiting picketing by the service employees union.

He followed to the witness stand Sebastian Carone, another machine operator, whose failure to join the Tri-State Vending Machine Operators' Association allegedly led to the picketing of the Baltimore Cafe, where he has a juke box. Szumigala told the court he was approached at least four times by William Coy, Toledo business agent of the union functioning on the strength of a Cleveland charter and asked to help finance establishment of the union and to join the vendors association. He told the court he refused to participate in

(Continued on page 86)

Detroit Group Eyes One Rule Shuffleboard

DETROIT, April 19.—Faced with a selection of several sets of shuffleboard rules, local players have occasionally had to argue "from the book," and found they each went by a different set of rules. The various forms put out by authorities within the business—associations, manufacturers of tables, and others—have differed in some particulars, operators and players found, and the need for one uniform basic text was made apparent.

Action has been taken to adopt a single set of official standard rules by the board of directors of the Detroit Shuffleboard Association (DSA) which gave its approval to the set of rules prepared for distribution by Maurice J. Feldman, of the Central Coin Machine Exchange. The rules were

(Continued on page 94)

Calendar for Coinmen

- April 20-24—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.
- April 21—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandel-Balloy Restaurant, Baltimore.
- April 22—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- April 22—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- April 28—Photograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- April 28—Central States Photograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
- May 5—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.
- May 6—Westchester Operators' Guild, Inc., first annual banquet, Bill Reiber's Restaurant, Elmsford, N. Y.
- May 8—Central Association of Music and Coin Machine Operators, bi-monthly meeting, Bellevue Hotel, Kansas City, Mo.
- May 8—Michigan Automatic Photograph Owners' Association monthly meeting, Macabees Building, Detroit.
- May 8—Photograph Merchants' Association, monthly meeting, Hollender Hotel, Cleveland.
- May 8—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- May 8—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.
- May 12—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- May 12—Wisconsin Photograph Operators' Association, monthly meeting, Site to be announced.
- May 13—Automatic Photograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- May 13—California Music Guild, monthly meeting, 311 Club, Oakland.
- May 13—Amusement Machine Operators' Association of Dade County, monthly meeting, El Comodoro Hotel, Miami.
- May 14—Music Operators of Northern Illinois, monthly meeting, Site to be announced.
- May 15—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.
- May 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

Set Majorettes For Williams' Distrib Shows

CHICAGO, April 19.—Distributors of Williams Manufacturing Company began initial operator showings this week of the new five-ball game, Majorettes.

Designed with a new-type high action playfield, Majorettes has four knockout holes which light up thumper bumpers for increased value scoring. It also has special rollovers, flippers and point thumper units which give players added opportunities to score replays. Game's Star Hold, when activated for extra special scoring, results in five replays.

Backglass on Majorettes features animated manikin Majorettes, high scoring of over 5 million points and special point scoring.

Axlerod-Morris Tie-Up Planned

ST. LOUIS, April 19.—Morris Novelty Company, thru President Louis D. Morris, has announced the appointment of Ben Axlerod, effective May 1. He will be in charge of the sale of new and used coin machines.

Axlerod currently is winding up affairs at the Olive Novelty Company, also St. Louis. He has been an executive with Olive for the past 15 years.

COIN INTAKE HIGH

Location Finds Horse Ace Trade Stimulator

DETROIT, April 19.—The new mechanical horse ride can prove a source of customer good will for retail merchants, Walter McNally, owner of the McNally shoe store in suburban Allen Park has demonstrated to his own satisfaction. Opening a new store in a growing community, with an appeal largely to youngsters, altho he carries men's and women's shoes as well, he sought an attraction which would bring the little folks

CHICAGO GAME ROUND-UP

Operating Situation Stays Confused; More Hearings

CHICAGO, April 19.—The same operating situation here which appeared to be reaching a low point last week (The Billboard, April 15) continues at about the same level with several independent actions and one concerted operator effort making little progress.

A rundown of the latest events shows the following:

(1) All dissent of the amusement trade now realizes there is a possibility that any type of amusement game may soon be forced out of local locations.

(2) There was still some hope that straight shuffle games might be licensed if operators, distribu-

tors and manufacturers could show a united front.

(3) Additional hearings on certain games were given court hearing Thursday and Friday (18-19) without the court arriving at a decision and were to continue next week.

(4) The recently formed Chicago Amusement Operators' Guild called an emergency meeting of its membership for Monday (21) in the Hotel Sherman and will supposedly present a workable program for the licensing of shuffle games.

Meanwhile, virtually every local operator had felt the weight of the confused situation. Most of

them first realized that their business was in jeopardy for the first time when they started receiving calls from their locations about removal of older shuffle units which no longer were covered by injunctions. This action followed the issuance of a list of 11 units which the police department ordered removed from all locations on an immediate basis. The this was a technical action based on the expiration of court writs, many old-time operators felt sooner or later the newer shuffle units would also be involved.

EXCISES CUT

Canada Lowers Coin Mch. Tax; Cig Tab Down

TORONTO, April 19.—There was good news for the coin-machine industry in the Federal Budget announced this week by National Revenue Minister Douglas Abbott.

Anything that has a coin chute or turntable had the excise tax reduced from 25 per cent to 15 per cent. This is on the wholesale price of the machines. But in addition to the excise tax, there is a sales tax of 10 per cent which continues in force.

Trade leaders here feel that they are quite fortunate, since they made no overtures to the government for any decrease, and expected none.

The reduction was a boon to many there are still headaches for others in the announcement of the tax reduction on cigarettes. Instead of the former price of 42 cents per pack, cigarettes are now 39 cents per pack of 20.

But the change in price will mean a coin adjustment in vendors, another is the many changes

(Continued on page 80)

S. Antone Plans Game Tax Drive

SAN ANTONIO, April 19.—Police Chief R. D. Allen intends to see that a city tax on each machine on games is collected. Previously, he had opposed their operation entirely.

Allen was told here this week by City Attorney Harvey L. Hardy that the city had a right to collect up to \$15 per marble table for those taking nickels and up to \$30 per machine for those taking larger coins. Hardy pointed out that a law was on the books since December 3, 1936, after Allen asked his advice.

License and dues collector Louis Fritz said no levy has been made since 1950 when the legality of the machines was questioned. Hardy said legality makes no difference to the city; that if the machines were being operated the tax must be collected.

Marvel Skeds New Releases On Scoreb'ds

CHICAGO, April 19.—Marvel Manufacturing Company began new releases on both models of its overhead shuffleboard scoreboards. President Ted Rubenstein announced. Involved are the standard 18-21 point and horse collar units.

Rubenstein stated the added production was made necessary by the unusually heavy seasonal demand in several States which have shown a rebirth of interest in shuffleboard. Meanwhile, rebuilding of the plant itself neared completion.

3d QUARTER METALS

NPA Plans Some Aid To Smaller Plants

WASHINGTON, April 19.—The National Production Authority this week offered hope for some relief from materials rationing for small plant manufacturers in the third quarter. It will concern extra allowances of steel, copper and aluminum for amusement game manufacturers which have filed proof with the agency they are hardship cases.

This relief will be possible because NPA announced reduction of standards which manufacturers must meet to get supplemental allotment of controlled materials on hardship grounds. This new

stand was taken because of the "gradual easing of the supply of critical materials," NPA officials explained.

Beginning July 1, small firms can secure extra metals rations if they are unable "to maintain minimum production and supervisory staff with their third quarter plants. Before this ruling a small plant had to be faced either with failure or prolonged shutdown before it could qualify for extra metals allotments.

Yardstick

NPA's hardship account of controlled materials is reserved for small companies which produce more than half the value of their total value in civilian goods. NPA uses the Commerce Department's size study in determining whether a business is small. This study relates the size of a business to the industry in which it is engaged.

Small manufacturers who need extra metals allowances should file applications with the appropriate Commerce Department field office or with the NPA industry division having jurisdiction over them. A special review panel at NPA screens the applications and recommends the amounts of metals available to the small concerns. Thus far, 374 firms in a wide variety of industries have received favorable action on hardship requests, the agency said.

Miami Group Names Exec

MIAMI, April 19.—Max P. Manna has been drawn by lot to serve as a member of the executive board of the Amusement Machine Operators' Association of Dade County for the next three months. He replaces Walter Wheeler.

The action took place at the regular monthly meeting of the AMOA held at the El Comodoro Hotel last Tuesday (8) and handled by President Willie Blatt.

Much of the evening's discussion centered on the approaching county and State wide elections but no candidates were formally endorsed.

It was agreed the AMOA assessment for the quarter starting April 1 would be 35 cents a machine, an increase of 10 cents over the old levy.

Announcement was made of the five reconditioned photographs which were donated to needy organizations (The Billboard, April 18) and letters of appreciation to the recipients were read to the membership. The AMOA expects to continue giving away used machines, with full maintenance, as requests are received and approved by a screening committee.

Future meetings will be held on the last Thursday of every month beginning in May, at the El Comodoro Hotel.

Concord, N. H., Licenses

CONCORD, N. H., April 19.—Applications for juke box and pinball machine licenses are pouring in before the May 1 deadline. Municipal ordinance exacts a \$10 annual fee on juke boxes and \$50 per pinball machine.

Propose High Halifax Tax On Pin Units

HALIFAX, N. S., April 19.—The county council of Halifax has re-affirmed a decision to introduce a yearly tax of \$25 on each pinball in the county.

Operators pointed out to the council that imposition of the \$25 tax would make operation of pinball machines unprofitable. In behalf of the operators a sliding scale for fees was proposed or a flat charge of \$10, annually. One councillor agreed that some reduction should be made on the ground that operation of the machines was important to the operators and provided a percentage of income for many small roadside and village stands.

One suggestion during the discussion that a difference be made between pinball machines and coin-operated phones.

C. A. Myers, a councillor, stated the pinball machines are amusement devices and young people would go outside the county to play the games if hence the opportunity within the county.

Tobacco Industry Accords Cig Venders Sales Honors

Machines a Major Topic During NATD Meet; Set Production Hike

CHICAGO, April 19.—With close to half a million cigarette venders accounting for 19 per cent of the total volume of cigarette sales in the U. S., and with six of the major machine manufacturers reporting a winter of record activity and now planning summer production step-ups in an attempt to overcome demand, automatic merchandising will take on even sharper significance during the National Association of Tobacco Distributors' convention here Monday (20) thru Thursday (24).

During the past year, 33,700 new cigarette venders went on location to swell the national total to a new peak of 430,700 machines (Census of the Industry, January Vend, sister publication of The Billboard). The fact that this equipment sold 54,150,600 packs each week during 1951, for an annual total of 2,815,841,600 packs, earmarks the vender as a major purveyor of the tobacco industry's most produced and fastest selling product.

Two additional facts that there is no evidence of a saturation point being reached as yet in vender-sold cigarettes, and the

constant expansion of cigarette machine installations in the nation's industrial plants, will add fuel to the fire of vender topics scheduled for the NATD meeting at the Palmer House.

Recognition, also, of the increased promotion and point of sale material accorded venders by cigarette manufacturers (The Billboard, March 25) will play its part in prompting keener vending discussion in Chicago next week.

Cite Reasons

In the vender manufacturer's camp eagerness to build up production volume, in view of the record demand for machines during the normally slack sales season, September thru March, was seen as being at least partially satisfied following eased metal controls. Jim Teahan, vice-president of Eastern Electric, Inc., reported his company has set full-

est efforts to increase production by 25 per cent "in an attempt to overtake demand."

Jack Mill of Rowe Manufacturing Company, Inc., pointed to peaking sales last September, a month of comparative declining sales activity, which topped those of August, one of the traditionally "top" demand months. He said the higher sales rate continued consistent during the normal "off season." And Rowe's experience has been paralleled by National Vendors, Inc.; Leigh Foundries, Inc.; Automatic Products Company; and J. H. Keeney & Company, Inc.

Officials of all six firms declared that orders were being backlogged two to six weeks. In some instances, it was admitted, immediate deliveries were made when special handshaking was demonstrated by the operator.

WHOLESALE WOODS VENDERS

Finds Cig Units Mean Better Profit, Future

IRONTON, O., April 18.—Ellis Markin, president of Markin-Blanton, Inc., became a cigarette vender operator "because there was no profit selling cigarettes as a jobber." His company, a typical small city wholesaler-operator, was organized as a grocery wholesaler in 1919, went into automatic merchandising in 1937. While vending still represents a small part of his firm's total dollar volume (amounting to a million-dollar figure in groceries, tobacco, candy and beer annually) he is convinced it will grow steadily.

The vending department is a separate operation within the wholesale business. Markin is planning now to break the vender section away from wholesaling entirely, giving it another name and further increasing the route of cigarette, candy and gum machines.

The operation today has approximately 100 cigarette units, which account for about one-third of the over-all cigarette volume done by the firm. Grocery stores make up a large proportion of the company's locations because of its supply dealings with them. But Markin points out that most groceries are not good vender locations, as their customers buy largely on credit and charge their cigarette purchases as well.

Taverns account for 75 per cent of Markin-Blanton's cigarette vender locations. The remainder are installed in plants.

Markin has some general advice for the wholesaler who is thinking of going into vending. Aside from the general principles of good business management, he thinks the newcomer's two biggest problems in order of importance are:

1. The normal pitfalls of competition.
 2. Inferior equipment.
- "Every newcomer to a business is inclined to give excessive weight to what his customers tell him," Markin states. Explaining his statement, he adds: "Once you start paying excessive commissions you cannot stop the practice. Unfortunately, anyone new in any business is likely to underestimate the cost of doing business."

Today, however, after almost 16 years in automatic merchandising, Markin is firmly convinced that vending dovetails into a jobbing operation. He is currently considering soft drink and other types of venders to further diversify his route.

OPS Turns Down Price Hike Bid by Cig Mfrs.

WASHINGTON, April 19.—Cigarette manufacturers had their bid for a general price increase turned down by the Office of Price Stabilization this week. OPS spokesmen said that "a few companies" may be eligible for adjustments to cover higher costs, however. The agency's decision followed cigarette firms' request for a survey to determine whether an industry-wide price increase was possible.

OPS ruled that "a general price increase taken by the industry after June 24, 1950, but before the general price freeze of January, 1951, was adequate to cover the total of cost increases thru July, 1951, on an industry-wide basis."

"There might be a few cigarette

Ideal Names 2 New Execs

BLOOMINGTON, Ill., April 19.—Ideal Dispenser Company made two executive appointments this week. H. Dean, president, named Robert Gladden factory superintendent, and E. C. Salisbury, general production manager.

Salisbury continues as factory superintendent of the Mundein Manufacturing Company, Columbus, O., of which Dean is also president.

EXCISE CUT

Canada Lowers Coin Mch. Tax; Cig Tab Dwn

• Continued from page 79

there have been in the last six years, resulting from either increased taxes or reduced taxes of them, and the increase in the cost.

Drink Tax

Another reduction in taxes was announced for soft drinks. The excise tax of 30 per cent was reduced to 15 per cent, but this reduction is going to be taken up by the manufacturers who claim that increased costs of materials force them to make this change.

But while the cigarettes have been reduced, many claim this is not sufficient to compete with the prices being charged by black market firms which can still sell the cigarettes and make a profit on them, at prices below the 39 cents a pack.

One operator said he has definitely noticed where the smugglers have made dent in the sales from his machine at one location. For a long time factory personnel where the machine was located was subjected to the sale of the smuggled goods, and there was an obvious drop in sales. But as soon as the police caught up with the ring, up went sales.

Milw. Ops Nix Nickel Coffee

MILWAUKEE, April 19.—Coffee venders here are nixing the nickel price in about the same ratio as Chicago operators (The Billboard, April 19.) To cope with higher costs, a concerted effort is being made to switch established locations from 5-cent to 7-cent operation. All new coffee installations, operators report, are almost 100 per cent odd-centers, with the majority being started out on 7-cent cups.

Last week Chicago coffee operators indicated that about 40 per cent of all equipment was now selling at over a nickel, with 7 cents the leading odd-cent tab. Some operators had converted as much as 80 per cent of their coffee venders to this price, with others changing over 15 to 80 per cent of their coffee units to the 7-cent tab.

Schedule Seven NAMA Area Meets During April-May

CHICAGO, April 19.—Seven area meetings for April-May were announced by National Automatic Merchandising Association this week. They followed five similar meetings set during April (The Billboard, April 19).

NAMA membership director H. F. Maloy reported date and place of the gatherings have been scheduled for:

April 28, Washington, Hamilton Hotel, Area III A, comprising Delaware, Maryland and District of Columbia. Meyer Gelfand, G. B. Mace Corporation, area chairman.

April 30, Houston, Rice Hotel, Area IX G, comprising Southeastern Texas. Rudy Weyel, Southern Texas Vending, area chairman.

May 2, San Antonio, Plaza Hotel, Area IX H, Southwestern Texas. H. W. Harlin Jr., Southern Vendors, area chairman.

May 4, Charlotte, N. C., Hotel Charlotte, Area IV E, North Carolina (South Carolina operators also invited). J. H. Saxon, Saxon's Inc., area chairman.

May 5, Dallas, Hotel Baker, Area IX F, Northern Texas. Joseph Dobson, Dobson Vending Company, area chairman.

May 7, Oklahoma City, Skirvin Tower Hotel, Areas IX D and IX E, comprising Western Oklahoma, Northwestern Arkansas and Eastern Oklahoma. Bert Strong, Oklahoma Vending Company, area chairman.

May 10, Kansas City, Mo., the Town House, Area VIII C, Western Missouri and Eastern Kansas. R. L. McDee, Cigarette Service Company, area chairman.

All meetings will start at 6:30 p.m., with the exception of the Washington meet which will begin at 7 p.m.

Rowe V-P Cites Vender Benefit At Dairy Meet

SPRINGFIELD, Mass., April 19.

—Charles H. Brinkmann, vice-president of Rowe Manufacturing Company, traced the history of milk vending for industry leaders at the Northeastern Dairy Conference here last week. He emphasized that automatic merchandising provided a means of reaching a volume market in supplementing other methods of selling and afforded manufacturers new plus outlets for their products.

The dairy industry, however, has taken a back seat by comparison to soft drink companies which have adopted aggressive merchandising methods. Brinkmann declared, "If the dairy industry uses like method to deliver pure, cold, refreshing milk to the finger tips of old and young Americans, it might solve the recurring distress of heavy production and light demand," he said.

Why hasn't milk vending developed as rapidly as vending of other commodities such as cigarettes, candy and soft drinks? Brinkmann answered his question: "During the 1930's over 10,000 milk venders were marketed by 12 or so manufacturers. But because of unsatisfactory equipment as well as operating methods and general lack of knowledge of the business these machines tended to drop by the wayside."

Concluding, Brinkmann described the Rowe automatic milk vender, cited its approval by the U. S. Public Health Service. "Operated on a year-round basis, milk venders would build up the daily milk habit by popularizing the product as a between-meals pick-up and thirst quencher," he stated.

Mills 200 Cup Coffee Vender Re-Introduced

LOMBARD, Ill., April 19.—Herbert Chadwick, vice-president of The Bert Mills Corporation, announced production of the firm's standard model 200-cup Coffee Bar vender would be resumed next week. The model was discontinued last December due to the tight materials supply at that time.

The 200-cup model will list for \$538, \$7 under the former price due to the removal of federal excise taxes. The 500-cup unit now lists for \$768, \$10 less than when the excise levy was in effect.

Both models use the same cabinet, but the smaller capacity unit does not include the illuminated top sign nor the roll-away frame feature of the 500-cup model.

HARD MONEY

Demand Up, Supply Off, Mint Sweats

WASHINGTON, April 19.—Increasing demand for coins, with the accent on pennies, nickels and dimes, is resulting in mint officials asking for sufficient funds to produce 2,000,000,000 coins during the fiscal year 1953.

If mint men have their way, 1,379,000,000 new pennies will be produced, compared with an estimated 916,000,000 pennies produced during the 1952 fiscal year. According to Nellie Taylor Ross, director of the mint, "there just aren't enough coins at the moment to meet demand." She believes the situation will get worse before it gets better.

A step-up in coinage production is a "must," Mrs. Ross states. During the 1951 fiscal year, a total of 1,157,820,778 coins was produced, with 885,990,570 of these pennies. During 1952, mint spokesmen estimate production at 1,325,000,000. If the mint has its way, 1953 output will climb to the two billion mark.

Next to pennies, the nation's most popular coin is the dime: 161,741,557 were produced in 1951; 171,000,000 will be made in 1952 and the mint wants 260,000,000 in 1953.

Quarters have increased in popularity also. In 1951, 72,013,352 were produced; during 1953, the mint proposes to turn out 116,000,000 quarters. It is felt that a good percentage of the increased demand for quarters stems from the upward swing in the vendible price of cigarettes. The vast majority of the nation's cigarette venders now operate on a quarter, with many returning change in pennies.

Milk Venders Sponsored by Farm Bureau

CONCORD, N. H., April 19.—The Dairy Commodity Committee of the New Hampshire Farm Bureau Federation has been set up to acquire locations for milk vending machines in State parks and other recreational centers.

According to farm bureau officials, volume milk sales have been reported from the University of New Hampshire, where venders have been installed for some time. Because of the student demand, additional machines are scheduled for placement at the university,

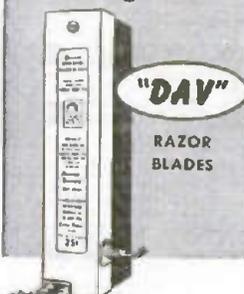
Cole, Canada, Opens Two New Sales Offices

TORONTO, April 19.—With the appointment this week of two district managers for new sales offices, Cole Products Canada, Ltd., a division of Cole Products Corporation, Chicago, announced headquarters for the new outlets were being readied in Montreal and Vancouver, B. C.

New Canadian Cole representatives are Gordon Mills, former district manager of the Toronto office, who will be in charge of the new Montreal sales office, and Harry Ornest, assigned to the Vancouver headquarters. Lateral office will cover British Columbia, Alberta and Saskatchewan.

A third appointment, Howard Williams as sales manager, followed that L. A. Each as merchandising manager of the Canadian division last month. Both will headquarter at 737 Church Street, Toronto.

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NCA Announces Show Program, Major Speaker

CHICAGO, April 19.—National Confectioners' Association announced a featured speaker at its 69th convention June 1-5, at the Conrad-Hilton Hotel here, will be Dr. Robert E. Wilson, chairman of the board of Standard Oil Company of Indiana.

General convention chairman Theodore Stempfel, E. J. Brach & Sons, stated Wilson would speak June 3 during the noon luncheon session.

Exposition Chairman David O'Connor, Penick and Ford, Ltd., said that up to this week, over 100 exhibitors have reserved space for the 26th Confectionery Industries Exposition which opens June 1.

NCA's tentative convention program lines up as follows:

June 1, Sunday get-together, 1 to 5 p.m.; June 2, annual golf tournament starting 9 a.m., exhibits open 11 a.m., close 8 p.m.; June 3, convention opens 9:30 a.m., exhibits open 11 a.m. until 6 p.m.; June 4, business session at 9:30 a.m., noon and also 8 p.m., exhibits open 11 a.m. until 8 p.m.; June 5, business session starts 9:30 a.m., NCA dinner; dance, 8 p.m., exhibits open 11 a.m. until 5 p.m.

Amend Distributes Delson & Ohio Candy Products

CHICAGO, April 19.—Fred W. Amend Company has concluded a sales arrangement with Delson Candy Company, New York, and Ohio Confections Company, Cleveland, to distribute both firms' products thru a six-State area.

Amend's sales chief, A. Fred Rathbun, said the new agreement is a move to effect "superior service to the candy distributor." His company will distribute Delson and Ohio candy products in Wisconsin, Illinois, Michigan, Ohio, Indiana and Kentucky.

Delson Candy recently purchased a large interest in Ohio Confections Company, now plans to bring out new items under the latter firm's banner.

Name David Clark Candy Firm Head

PITTSBURGH, April 19.—David L. Clark Jr. was elected president of D. L. Clark Company, succeeding Harold S. Clark, a brother who held the office for 13 years. He now becomes chairman of the board.

Prior to his new post, David Clark was senior executive vice-president since 1949. He is also a director of the National Confectioners' Association.

New senior executive vice-president of the firm is Charles T. Clark, another brother.

SERIAL NUMBERS

Weidman Cites Value of Unit Registration

DETROIT, April 19.—Registration of vander serial numbers is an important safety protection, according to Albert A. Weidman, head of Weidman National Sales. This registration has other uses, but the most important safeguard is in the event of theft of equipment, he pointed out. Even proof of ownership, if similar machines are located, would be difficult without the serial number.

Co-operation of distributors is possible, Weidman has demonstrated, in helping to track down stolen machines. One experience he had helped two or three operators to get their money back on machines that had been stolen off location. About a year and a half later an operator came in for some part for the unit and gave the serial number—Weidman, who keeps a careful record of stolen machine reports, found the vander had been so listed. Friendly questioning brought out the operator had bought the unit in good faith from another, and that it had changed hands about four or five times in the period. The new owners were able to recover their payment, while the man they had bought from was able to recover from his supplier, who had likewise sold the used unit to him in good faith, until the trail approached the actual dealer in stolen property.

In another case, a similar report of a stolen machine, discovered when the new operator came in for service or parts, led to the discovery of a total of 38 machines which the operator had out on location and which had come from similar sources.

Weidman's experiences in this connection were chiefly in the cigarette machine field, where handling of the spare parts is usually thru a well-defined channel, but similar procedure should be effective with other types of machines as well, he believes.

BIG, SHE SAYS

N. Y. Post Writer Eyes Vending Biz

NEW YORK, April 19.—Sylvia F. Porter devoted her entire column in The New York Post Thursday (17) to the growth and future of the vending business.

She wrote in part, "Self-serve has grown from an infant to a lusty adult in just 10 years and the industry boasts this is just the beginning. Considering how limitless is American ingenuity, that's probably right."

Miss Porter wrote that she became aware of the growth of vending one day recently when she brought cigarettes, coffee, stamps and a paper-covered book all in a single day.

Investigation prompted by curiosity revealed the wide range of products vending thru more than 3,000,000 machines. Thru the Automatic Merchandising Association she found out some of the reasons for vending, the variety of locations in use and the fact that more than a billion dollars worth of goods will be sold thru the machines this year.

Fla. Cig Tax Return

TALLAHASSEE, Fla., April 19.—Florida's nickel-a-pack cigarette tax amounted to \$1,576,437 in February, John E. Montgomery, newly appointed director of the State beverage department, reported last week. Of this, municipalities will receive \$1,274,646. The rest goes to the general revenue fund.

Amounts which several major Florida cities will receive include Coral Gables, \$18,489; Daytona Beach, \$25,970; Fort Lauderdale, \$43,859; Fort Pierce, \$12,768; Jacksonville, \$108,031; Jacksonville Beach, \$5,514; Lake Worth, \$9,850; Miami, \$202,145; Miami Beach, \$71,832; Panama City, \$12,803; Pensacola, \$19,536; St. Augustine, \$9,139; St. Petersburg, \$59,422; Tampa, \$65,229; West Palm Beach, \$36,292.

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VICTOR

BABY GRAND & CHICLE TREETTS

See it at Your Victor Distributor or Write for Full Details to

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue
Chicago 39, Illinois
Mfrs. of the famous line of TOPPER Vendors

30 DAY MONEY BACK TRIAL

Northwestern Sensational Model 49

16.50-10c LESS THAN 25 \$17.35
100 OR MORE \$16.95 F.O. Factory

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 12 and 24 Combination... \$32.95	CHALLENGER 24, 3 Col., Plastic Globe... \$32.50
MODEL 32 BALL GUM, PORCELAIN, 16... 2.45	MUSIC (Like New) 22.50
MASTER, 24... 7.45	ESQUIRE, 12... 6.75

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO 5.48	SPANISH PEANUTS 2.28	BALL GUM, All Sizes, 100 Lbs. Min., Prepared, Per Lb. 3.24
ZENOBIA PISTACHIO Fancy Shell... 42	ALMONDS, 40 Count, 1 Lb. Vacuum Packed... 31	ADAMS GUM, All Flavors, 100 Count... 43
PISTACHIO... 42	PEAS, Roasted and Shelled... 21	WIGLEY'S GUM, All Flavors, 100 Count... 47
PISTACHIO... 42	BAYBOW PEANUTS... 30	SUGAR CHOC... 1.79
CASHEW, Whole... 48	BEANS... 31	LATE, 200 Count... 1.10
CASHEW, Butts... 42	JELLY BEANS... 31	Minimum Order, 25 Boxes
MIXED NUTS... 51	LICORICE LOZENGES... 35	Cakes, Biscuits, Crackers, etc.
VIRGINIA PEANUTS... 34	M & M... 39	

Complete Line of Parts, Supplies, Banners, etc.
1/3 Deposit, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-IN ACCEPTED.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
408 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0342
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

Don't Delay... Order NOW!

from LITTLE ACORNS mighty INCOMES grow

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Temperproof held by top lock and body clamps only.
- Guaranteed mechanically—weights less than 7 lbs.

TRAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest
M. J. ABELSON
Gen. Sales Mgr.
222 Fifth Ave.
Pittsburgh
Phone: AT 16478

Pacific Coast Distributor
OPERATORS VENDING
MACHINE SUPPLY
1022 E. Grand Ave.
Los Angeles

Now DELIVERING!

Victor's New

BABY GRAND CHICLE MACHINE

Holds 2 1/2 lbs. of Chicle Treetts. Vends 1 for 10 Chicle Treetts. 4 1/2 lbs. New Chicle Treetts Chicle Chew, 4 1/2 lbs. 2 1/2 for 10—25 lbs. 4700.

No changes or conversion necessary to vend Chicle Treetts Gum.

Case of 4... \$32.00—Single... \$13.43

NEW VICTOR JUMBO 100 MACHINE

Case of 4... \$38.00—Single... \$14.95

1/2 Dep., Bal. C.O.D., F.O.B. Boston.

Complete Victor Line in Stock

CHAMPION NUT & CHOC. CO.
115 Fremont St.
Boston, Mass.

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

They are going wild about this...



Exciting New and Novel
BALL GUM Idea!

GREATEST BALL GUM SALES STIMULATOR IN YEARS



H. K. HART ENGRAVED BUBBLE BALL GUM

with **74 personal names** & **6 special bonus names**

● Youngsters thrill at the novelty of a ball gum with their own name on it... at collecting the complete series... at getting the special bonus names. You'll thrill at the way your sales skyrocket with this wonderful H. K. Hart Innovation.

H. K. HART CONFECTIONS, INC.
540-B 39th Street, Union City, N. J.
UNION 5-1119 • LOngacre 4-1155

H. K. HART STANDARD CHEW BALL GUM NOW TRADEMARKED

This trade mark is now engraved on each piece of H. K. Hart Standard Chew Ball Gum... your guarantee of highest quality.

Free samples and prices on request!

NAMA Adds 23 Firms To Insurance Program

CHICAGO, April 19.—One of the newest subscribers to the National Automatic Merchandising Association's group insurance plan

is the Coan Manufacturing Company, Madison, Wis. NAMA announced this week.

During the month to date, it was reported, 23 new members subscribed to the insurance plan. This represents 115 individuals, including operator employees and their families. Total number of individuals now covered in the vending industry under the NAMA plan, since its inception a year ago, is over 800 according to the association's group insurance trust.

Quote Correct Snively Price

NEW YORK, April 19.—Price on the Snively Dispens-O-Lator, juice-and-soup automatic vending machine, was incorrectly quoted in the April 12 issue of The Billboard. Correct price is \$800 F.O.B., Lansing, Ill.

General Changes Bottle Unit Name

CHICAGO, April 19.—General Vending Machine Corporation has changed the name of its 72 bottle, selective bottle vender, to Bev-mart. It was formerly called the Oasis, which name was dropped due to its similarity with the trade name of a different type product. The firm's 146 bottle vender, Vendmor, is being continued under that name.

Blue Jay Plans New Pineapple Cookie Package

NEW YORK, April 19.—Harry Shenkman, president, Blue Jay Food Products, Inc., Brooklyn, this week announced that his firm will introduce a new pineapple cream cookie pack for vending before the end of the month. Introduction of the new item will build the firm's vending products list to 13.

Shenkman said that the popularity of the company's latest addition, Cheese 'n Cheese, influenced the decision to add still another new product.

Pepsi-Cola Income Upped 100% in '51

NEW YORK, April 19.—Pepsi-Cola Company and its subsidiaries' net income for 1951 was \$2,632,181, or 45% cents per share. Earnings more than doubled the 1950 net of \$1,271,919 or 22 cents per share.

Suchard Names New Chi, St. Louis Sales Reps

LITITZ, Pa., April 19.—Wilbur Suchard Chocolate Company this week named Summer H. Bates Chicago representative for bulk sales. Bates was previously assistant division sales manager for bulk goods with Nestle Chocolate Company and earlier was Eastern sales manager of the Robert A. Johnston Company, Milwaukee. He replaces H. J. Thurber Company, which had handled Suchard chocolate sales in the Chicago area.

In addition to the 1951 share earnings there was a surplus credit of \$1,831,385 representing net refund of U. S. income and excess profit taxes. Gross profit on 1951 sales was \$30,216,383 against \$23,765,879 for 1950.

It was also announced that Becker Brokerage Company, St. Louis, will act as Suchard sales representative for bulk goods in that area.

Alfred N. Steele, president, announced that the firm's 1951 cash requirements included expenditures of \$8,791,000 for plant construction, purchase of new plants, vending machines, bottles and cases. Similar expenditures in 1950 amounted to \$13,460,000.

Case sales of bottled Pepsi-Cola increased 14-1 per cent last year over 1950. Case sales by its bottlers for January and February were at a record high. Steele said that for 18 consecutive months, sales had shown an increase compared to the same months of the preceding year. He stated that case sales in all company-owned plants increased 21.9 per cent over 1950.

Pepsi-Cola's increased domestic sales were said to be more than matched by a higher volume of foreign bottlers. During 1951, 19 new plants were opened by Pepsi bottlers outside the U. S. and one plant by the company. At the end of last year, the firm's beverage was distributed outside the U. S. by 176 independent bottlers and thru 10 company-owned plants in 44 countries.

OUR PAINTS ARE NOW VENDERIZED
PREVENTS PEELING, FLAKING AND BUSTING!

CIGARETTE MACHINES
Silver Quarter Operation
King Size Col. Included

Uneda Model 500, 13 Col., 425 Pack, 500, 583.00
350 Pack Cap, 17.50
Uneda Model A, 9 Col., 275 Pack Cap, 91.00
National 7-30, 9 Col., 270 Pack Cap, 100.00
DuGreater Model 9, 7 Col., 300 Pack Cap, 65.00
DuGreater Model 9, 7 Col., 310 Pack Cap, 65.00
Royal Imperial, 8 Col., 340 Pack Cap, 91.50
Royal Royal, 4 Col., 340 Pack Cap, 91.50

83.00 LESS for 20x VENDING

CANDY MACHINES
Blower Senior, 8 Col., 140 1/2" High, 50-100-200 (Blow) Vendall Candy (Inns) Royal, 8 Col., 120 Bar, Cap, 583.00

WRITE

EP Parts and Mirrors available to all makes and models.
EP Conveyors, any make or model to 24" or 36".
EP King Size Columns installed in all machines.
SEND FOR PARTS LIST

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED! TRADE PRICES SPECIAL \$11 Cash, Special \$82.50

UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW, RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVERgreen 7-4568

BARGAINS! CIGARETTE MACHINES

Spring Special! Unheard-of bargains on machines just pulled off location. 20¢ or 25¢ vending. Kings included. Ad in excellent operating condition!

8 Col. A Model Uneda Paks, 180 Pks., 48.00
8 Col. A Model Uneda Paks, 240 Pks., 78.00
7 Col. A Model Uneda Paks, 210 Pks., 70.00
8 Col. A Model Uneda Paks, 270 Pks., 75.00
8 Col. Royal Imperial, 180 Pks., 75.00
8 Col. Royal Imperial, 240 Pks., 80.00
8 Col. Royal Royal, 270 Pks., 85.00
8 Col. Royal Royal, 300 Pks., 90.00
8 Col. Royal Royal, 360 Pks., 95.00
16 Col. Royal President, 270 Pks., 115.00
16 Col. Royal Crusader, 475 Pks., 120.00
9 Col. Outrigger Champion, 420 Pks., 75.00
16 Col. P2 Manual, 300 Pks., 100.00
16 Col. National 7A, 310 Pks., 100.00
250 Pks., 79.00
16 Col. National 7A, 310 Pks., 100.00

On the above bargains, please enclose this ad with your order. The above equipment can also be had completely refinished and overhauled at slight additional charge. 1/2 deposit required on order. Balance C.O.D., P.O. Philadelphia. For further information contact:

CENTRAL VENDING MACHINE SERVICE CO.
3947 Parrish St., Philadelphia 4, Pa.
BY 4-2646 SA 1-3716

BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan

ROY TORR LANSDOWNE, PENNA.
Serving and Financing Operators Since 1910

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UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW, RECONDITIONED LIKE NEW
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BUY THE BEST! OAK'S ACORN
The finest 16 & 34 BUZE Vender

2. LEAF GUM
Regular and Chocorose

3. CHARMS
Min. Card & Strip Shows & Comp. Ass. of all the best!

IMMEDIATE DELIVERY

IN THE U.S.: OAK SALES CO.
2632 Fifth Ave., Phila. 19, Pa.

IN CANADA:
INTERNATIONAL VENDING
111 Broadview, Toronto, Ont., Can.

Available Now!

1c or 3c ALL-PURPOSE BULK MERCHANDISER
Featuring the new **WHITE FLASH** SMOOTH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. - Chicago 22, Ill.

GIVE TO THE RUNYON CANCER FUND

Sixth Dixie Cup Plant Activated

EASTON, Pa., April 18.—Dixie Cup Company will activate its new Anaheim plant outside Los Angeles this month, bringing to six its paper container plants in operation. Expansion of existing plants in other areas is being continued.

Since the end of World War II, Dixie Cup reports it has more than tripled prewar production following a \$13,000,000 expansion program.

New Automatic Voltage Booster for Bev Units

CHICAGO, April 19.—Sola Electric Company announced a new automatic voltage booster designed for motor-operated appliances and beverage dispensers. A single-step booster unit has adequate rating to handle motor-starting loads in areas of fluctuating low voltages.

The booster plugs into the regular line outlet and the motor power cord plugs into the booster socket. No wiring is required for installation.

Sola Electric has issued a bulletin, 32B-G SCA-37, giving specifications on the two standard models offered.

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making **VEND** every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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Please enter my subscription to **VEND** for
 1 year \$3 2 years \$5 3 years \$6
 Payment enclosed Please bill me

Name

Address

City

State

Occupation

Supplies in Brief

WASHINGTON, April 19.—Confectionery manufacturers' sales in February climbed to \$84,067,000, 4 per cent above February of last year, according to Commerce Department figures. Chocolate manufacturers' sales were down 3 per cent, however, despite increases of 5 to 13 per cent in sales of manufacturer-wholesalers and manufacturer-retailers.

A selected group of large companies report increases over the first two months of last year in sales of packaged goods retailing at less than \$1 a pound. They found increases of 24 and 14 per cent over last year. Changes in sales of other types of confectionery were smaller.

Department figures showed 50,673,000 pounds of bar goods were sold for \$20,514,000 in February, compared with the sale of 52,293,000 pounds at \$20,302,000 last February.

Confection Sales Up

WASHINGTON, April 19.—Wholesale confectionery sales in February, 1952 totaled \$1,336,000, a 12 per cent rise from February, 1951, the Department of Commerce reports. End-of-February inventories revealed \$985,000 worth of sweets in stock, up 10 per cent from 1951. Sales of the entire

wholesale trade in February, 1952, were 8 per cent less than sales a year ago.

Sweets Prices Drop

WASHINGTON, April 19.—Retail prices of sugar and sweets in February, 1951, dropped to their lowest level since the outbreak of the Korean War, the Department of Labor's latest consumers' price index revealed. These prices declined 0.8 per cent since January, 1951, to 185.1 (based on 100 for 1935-39). The index's lowest level in two years for candy and sweets was 174.3 in June, 1950, just before the outbreak of the war.

Sugar Supply

WASHINGTON, April 19.—Sugar distribution since January has increased over the same period in 1951 by 173,938 tons, to a 1,889,613 ton total, the Agriculture Department announced this week. Although January and February sales were off this year, March totals were higher each week than in 1951, with the largest jump from 117,813 tons last year to 243,637 tons in 1952, during the week of March 15. For the week ending March 29, 169,789 tons of sugar were distributed compared to 117,380 tons a year ago.

Labor Decline

WASHINGTON, April 19.—Employment of workers in the production of sugar, confectionery and beverages fell off in January as the industries entered a seasonal slump. Labor Department figures showed, November and December employment was much higher. Only 23 million, 600 thousand production workers were making sugar in January, compared with 36 million, 200 thousand the previous month. Beverage production workers hit a 136 million 200 thousand low, compared with 146 million 400 thousand in December.

Workers in the production of cigars and cigarettes stayed relatively stable thru last December and January.

Beverage Costs

WASHINGTON, April 19.—Non-alcoholic beverage costs to consumers rose 1.6 per cent from January 15 to mid-February, 1952, according to the consumers' price index of the Department of Labor. Except for the June, 1950 record, retail prices of soft drinks have risen steadily since January 15, 1950, totaling a 47.6 per cent increase, the index showed. Based on June 15, 1950, figures, the pre-Korean war index was 286.5 (100 was 1935 to 1939). The index for February 15, 1951, was 347.1, while on January 15, 1950, it stood at 289.5.

One-Use Bottles

WASHINGTON, April 19.—Non-returnable soft drink bottle shipments have grown to 179,900 in the last four years, according to a census bureau survey of the glass containers industry. No shipments were reported for 1947, while in 1948 they totaled 12,807. In 1951, 6,398,414 of the returnable type bottles were distributed. June, 1951, was the peak month for both returnable and non-returnable containers.

Filbert Board

WASHINGTON, April 19.—The Department of Agriculture has announced the selection of six members and their alternates to serve on the filbert control board, administering the federal marketing agreement and regulating the handling of filberts grown in Oregon and Washington. The new board members, who will serve for a year, are growers and handlers nominated by their industry groups. Supply and demand conditions are adjusted by the marketing agreement.

Tobacco Products

WASHINGTON, April 19.—Commerce Department figures show that February sales of tobacco products in general fell off slightly from January sales. They totaled \$200 million in February as against a January total of \$202 million. Sales for both months showed an increase over January of last year, however, which reached only \$189 million.

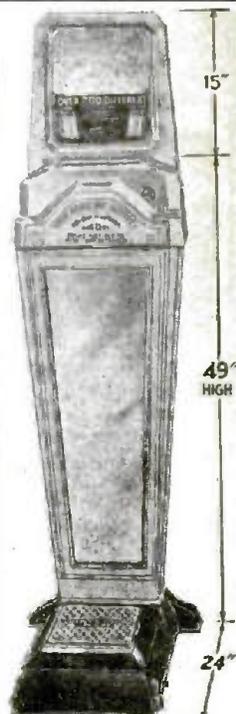
THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 19	Issue of April 12	Issue of April 5	Issue of March 29
Acme Hot Ret.	\$39.50	\$39.50	\$39.50	\$39.50
Acme Hot Ret. 5c	19.50			19.50
Boyer Phillip Clear Mach.				32.50
75 Cigars	15.00		15.00	15.00
Calumet Duv. 5c	8.00		8.00	8.00
Calumet 40c 1c 10c				8.00
Calumet 40c 5c 10c				8.00
DuGreener Challenger 5c (3 col.)	22.50	22.50	22.50	22.50
DuGreener Champion (9 col.)	75.00	75.00	75.00	75.00
DuGreener Champion (11 col.)	92.50	120.00	97.50	115.00
DuGreener Model 5 (7 col.)	85.00	85.00	85.00	85.00
DuGreener Model W (9 col.)	69.50	85.00	85.00	85.00
DuGreener VD (7 col.)				85.00
Eastern Electric	155.00	155.00	155.00	155.00
Esco Foot. Exp.	119.00			119.00
Expone 1c	6.95	6.95	6.95	6.95
Exhibit Card Vendor, 1c	15.00			15.00
Exhibit Foot. Vitrizer	95.00	85.00		85.00
Exhibit Foot. Card Vendor				22.50
Foot Vitrizer	119.50	119.50		119.50
Hokey Deluxe Cig. Vendor	189.50			189.50
Hokey (9 Col.) Elev.	150.00			150.00
Kirk Shop Show	69.50	69.50	69.50	69.50
Lenny King 50c				125.00
Lenny Pk-10 Col.	100.00	125.00	100.00	100.00
Master 5c	7.45	7.45	7.45	7.45
Master 10c	8.50	8.50	8.50(2)	8.50
Master No 2 1c & 5c comb.	10.00	10.00	10.00(2)	10.00
Master No 4 5c	10.00			10.00
Master Candy (5 col.)	79.50			79.50
Mills Merchandiser	89.50	89.50		89.50
Mills Pup	135.00	135.00		135.00
Metropole Card Vendor				29.50
(2 col.)	29.50	29.50	29.50	29.50
National Elec. Cig. Mach. (9 col.)	124.50	125.00	124.50	124.50
National 9-A (9 col.)	105.00	105.00		105.00
National 750	85.00			85.00
National 750	79.50	100.00	79.50(2)	79.50(2)
National 950	125.00	125.00	100.00	125.00
National 950	70.00	70.00	70.00	70.00
National 950	140.00	89.50(2)	140.00	89.50(2)
National PK (8 col.)	7.45	7.50(2)	7.45	7.50(2)
Norbertus 33 3/4 Col.				7.50
Norbertus 53 1/2 Col.	7.50			7.50
Norbertus Deluxe 1c and 5c	13.95	15.00	13.95	13.95
Norbertus Model 40 1c				15.00
Pop Core 5c	6.95	6.95	6.95	6.95
Pop Core 5c	69.50	69.00	69.50	69.50
Pk King Size		125.00		395.00
Revolution Soda-Mat				170.00
Rose Candy (8 col.)	89.50			125.00
Rose Crusader (10 col.)	130.00	155.00	130.00	170.00
Rose Electric (8 col.)	70.00	70.00	70.00	70.00
Rose Imperial (6 col.)	75.00	92.50	75.00	92.50
Rose President (8 col.)	115.00	145.00	115.00	145.00
Rose President (10 col.)	115.00	115.00	115.00	115.00
Rose Royal (8 col.)	80.00	95.00	80.00	95.00
Rose Royal (8 col.)	130.00	130.00		130.00
Rose Royal (10 col.)	95.00	140.00	95.00	135.00
Shelton Dup on Stamp, 1c & 5c	22.50			22.50
Shelton 3-Way Stamp Vendor	39.50	39.50		39.50
Silver King 10c	8.50	8.50	8.50	8.50
Silver King 5c	8.50	8.50	8.50	8.50
Silver King Charon King, 1c	8.50			8.50
Silver King Hot Mel. 5c	19.50	22.50	19.50	22.50
Silver King Hunter	50.00	50.00	50.00	50.00
Silver King	60.00	60.00	60.00	60.00
Ureca, Model A (6 Col.)	70.00	70.00	70.00	70.00
Ureca, Model B (8 Col.)	70.00	95.00	70.00	92.50
Ureca, Model C (8 Col.)	62.50	62.50	62.50	62.50
Ureca, Model E (9 Col.)	87.50	87.50	87.50	87.50
Ureca (9 Col.) Model 500	75.00	97.50	75.00	97.50
Ureca (9 Col.) Model 500	85.00	97.50	85.00	97.50
Ureca (9 Col.) Model 500	130.00	130.00	130.00	99.50
Ureca (9 Col.) Model 500	195.00			195.00
Ureca (9 Col.) Model 500	49.50	49.50	49.50	49.50
Ureca (9 Col.) Model 500	6.00			6.00



15" HIGH
49" HIGH
13" WIDE
WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS
WRITE FOR PRICES
LARGE CASH BOX HOLDS \$85.00 IN PENNIES
Invented and made only by
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A RED HOT WINNER!
Who receives SIRENS!
EVERY KID WILL WANT ONE! Bright red plastic SIREN with metal insert. Guaranteed to attract attention in any crowd. Kids love to play with it. All the kids will flock to your machine! Vends perfectly in all machines!

WHISTLE
WORDS LIKE A CHARM • YENIS LIKE A CHARM
WATCH THE KIDS FOLLOW THIS LEADER!
Two-tone colored plastic, inch length whistles that everyone will really go for! Vends perfectly in any machine. ORDER NOW for quick delivery!

PAUL A. PRICE CO.
178 Broadway New York 23, N. Y.

SCHOENBACH STAMP VENDORS
Folder Type

ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detector. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$22.50 ea.
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J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 23, N. Y.

Promotion Salesmen
If your present deal doesn't average you \$2,000.00 per month—write me! Our boys drive Cadillacs, enjoy terrific commodes, selling only the best of its type in existence, guaranteed, protected. Write to BOB B. BILBARD Cincinnati 22, Ohio

FOR SALE
18 New uncrated National Advance Vending Machines... Gum Ball and Hot Mel Vendors. Value \$1100.
Will sacrifice for... **\$695.00**
Contact BRVIN BRUNS, Striker, Ohio

Tobacco product inventories also declined to 142 million in February, compared with \$145 million in January.

Swiss Tobacco
WASHINGTON, April 19.—Swiss leaf tobacco production has fallen off 21 per cent, according to an office of International Trade Report. The 1951 crop has been estimated at 1,862 metric tons against a 1950 crop of 2,404 tons. Switzerland imported 10,629 metric tons of leaf tobacco in 1951, almost 50 per cent of which was supplied by the United States. Swiss pipe tobacco imports for last year totaled 23.5 tons of which were supplied by the United States. More than 27 tons of cigars were imported, compared with 18.8 tons in 1950. Most of the cigars are supplied by Brazil and Cuba.

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece when you subscribe to VEND—the magazine of automatic merchandising!

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Yes—Please sign me up for Vend for:
 1 year at \$3 2 years at \$5 3 years at \$6
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Name _____
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SMOKESHOP "612"
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
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CHARMS NEWER

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards, Combs
Silver Tipped Lockets, Photo and Jewel Boxes
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Ours is the finest and most complete line in the country. Immediate delivery! Save 35% for complete samples for low, low, low prices.

PENNY KING CO.
2531 Mission Street
Pittsburgh 3, Penna.

Promotional Salesmen \$1,000 Per Week

is NOW being made by our boys. If YOU are a PROMOTIONAL SALESMAN you can really sell. WRITE OR WIRE for full information about our NEW... EXCLUSIVE VENDING UNITS... AUTHORIZED DISTRIBUTORS. IMMEDIATE DELIVERY for your sales. This is HOT.

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2809 Tampa St., Tampa, Fla.

Coinmen You Know

Chicago

Gilbert Kitt, Empire Coin Machine Exchange head, reports he is pleased with the reception operators are giving Exhibit Supply's Twin Rotation. Empire's Howie Frazer is putting his new sales promotion plan into effect to move stocks of new and used venders and games on hand. Stanley Levine is waiting for delivery on his new Bulek next week, following which he takes off to contact operators in Illinois and Iowa. Empire's Jerry Branner has the boys in the shipping room hopping; they're working overtime getting orders out on the double. Vince Shey is getting up new circulars for Evans' Jubilee and cooking up mailings highlighting the juke's play prowess.

Walter Tratsch, president of A. B. T. Manufacturing Corporation, and Mrs. Tratsch left for Asheville, N. C., Thursday (17) following news of the death of Gus Adler, Adler, who was 73, died there Thursday morning. He was the "A" in A. B. T. and was connected with the firm until his retirement 15 years ago.

Herb Perkins, Purveyor Shuffleboard, reports a steady increase in trade in shuffle and in-line scoring games. Firm has finally completed its extensive remodeling program, giving it one of the most modern headquarters in this area. Mike Imig, Yankton, S. D., operator and executive of the South Dakota Phonograph Association, was in town for the opening of the White Sox season and the Robinson-Graziano fight.

At World Wide Distributors, Al Stern reports it took the combined efforts of Len Micoa, Monty West and Fred Skor to handle a rush in business on shuffle games. In addition, orders are pouring in on the newly released Williams' game Majorettes. Bill Marmer, Sicking, Cincinnati, attended the middleweight championship battle with Johnny Casola and Billy De Selm, of United Manufacturing whose latest six player shuffle game has piled up a long list of orders.

At Chicago Coin, Whiz Kids is keeping Ed Levin and Sam Lewis hopping. Firm has had a lot of repeat business on the game from

many sections of the country. Col. Lou Lewis, Merit Industries, has a new idea which he will spring on the trade in a couple of weeks. It concerns economical servicing.

Al Gottlieb, D. Gottlieb & Company, stresses interest in the Hit 'N' Run baseball game will keep the plant humming on it for weeks. Ted Rubenstein, Marvel, expects to make the first release on the new wall scoreboards in three weeks. Wally Finke and Joe Kline, First Distributors, are still going full speed ahead with Keeney's super deluxe Legue Bowler and are getting unusual action on late model used shuffle and five ball games.

The stage was set for a gala week at the Keeney plant, John Conroe and Paul Huebsh stated. Firm will have a special showing of all its products at the factory Monday thru Thursday (21-25).

Sam Stern, Williams vice-president, has enthusiasm to spare when you talk to him about the potential of the new Majorettes game. At Exhibit Supply, Frank Mancuri was extra busy on the phone handling rush requests for Twin Rotation and Big Bronco.

Richard Cole, vice-president of Cole Products Corporation, is winding up four weeks of travel this week with a short Miami sojourn. He started his marathon trek with a two-week trip to St. Louis, conferring with Cole rep Harold D. Rowland. Then he spent a week in Detroit with Herris

Porter and Al Weidman, and later a week in Chattanooga. Cole says he intends to get in a real vacation mood, as its the first time off for him in over a year and a half.

A. Garrick Alex. Vendall Service Company, says the use of cookies can up summer business by an average 10 per cent. In some industrial spots, Vendall stocks its candy equipment 50-60 with bars and cookies; in others it uses two columns and at least one column for the baked sweets. Frank Q. Doyle, vice-president in charge of sales of Harmon Enterprises, is talking about early production and delivery of the firm's eight-selection Venice hot drink vender.

Toronto

Unveiling of the new juke box, attended by what was described as a record number of persons, highlighted the Wurlitzer Day festivities here. Among the out-of-town operators who flocked in for it were C. Robertson, H. MacFarlane and Cliff Dawie, Orillia; W. Garbidean, Max Roseman, F. Hastings and S. Stockley, Brantford; M. Sniderman, H. Bork and V. Goss, Hamilton; Hugo Giovenante and Bill Cleary, Sault Ste. Marie; Harry Benstead, Windsor.

W. Van Gorder and J. Austin, Newmarket; Joe Miller, D. Sutton, R. Hoffman and George Schmidt, Kitchener; J. Hind and E. Knapp, Crystal Beach; Carl Palangio and G. Vossok, North Bay; Mr. and Mrs. C. Copping and F. Heppelle, Peterborough; Mr. and Mrs. McDonald, Sudbury; M. Green and R. Hillson, Orillia; Mr. and Mrs. Russ Wallace and Jerry Moir, London; Al Bernhardt, Preston and J. Lane, Galt.

(Continued on page 90)

Vital Statistics Deaths

Gus Adler, 73, in Asheville, N. C., Thursday (17). Adler was a former executive of the A. B. T. Manufacturing Corporation, Chicago. He left the firm approximately 15 years ago.

Harry Lief, Wednesday (9) in Cleveland. Lief, prominent Ohio juke box operator, served for three years as secretary-treasurer of the Ohio State Automatic Electric Phonograph Owners' Association and for two years as secretary-treasurer of the Cleveland Phonograph Merchants' Association.

Williamson Promotes Bar on Tele, Radio

CHICAGO, April 19.—Williamson Candy Company is advertising its Oh Henry bar on television in 30 major market areas. Aired from coast to coast, the TV commercial precedes or follows big league baseball telecasts and other popular type programs. In addition, Williamson is continuing its Sunday radio program on 525 network stations.

Cig Sales Rise

WASHINGTON, April 19.—Cigarette consumption has gone up slightly during the first two months of this year, according to Agriculture Department figures. It is expected to continue high throughout 1952. Farmers have said they will harvest 3 per cent more burley and 1 per cent more flue-cured, the major kinds of tobacco used in cigarette manufacture.

If flue-cured yields per acre equal the 1947-51 average, this year's production would approximate 1,382 million pounds—4 per cent less than last year's record crop. If burley yields equal the 1947-51 average, the 1952 output would reach 592 million pounds—3 per cent below last season's production. A minimum support price of 50.6 cents per pound will be paid for flue-cured tobacco, and a minimum of 49.5 cents for burley.

Marketings have been completed of all the 1951 tobacco crop, except for some of cigar and Maryland types. Maryland auction sales will begin May 6. The 1951 Maryland crop, estimated at 42.9 million pounds, is about 7 per cent above the 1950 crop. Government price support operations will not be carried on during the coming auction season, nor in connection with the 1952 crop in accordance with a law providing no price support can be made available when marketing quotas have been rejected by growers.

Consumption of smoking and chewing tobacco during the first two months of the year were about even with that of the same period last year. Tax-paid withdrawals of large cigars this year jumped 5 per cent over those of 1951. U. S. exports of unmanufactured tobacco totaled 388 million pounds—or 13 per cent more than during the first two months of last year. This year's tobacco exports are expected to be lower than last year, however, because British takings are falling off.

NCA to Ask End Of Price Control

WASHINGTON, April 19.—National Confectioners' Association has indicated it will ask Congress to remove price controls. NCA action, if taken, will follow that of representatives of most of the nation's industries which have requested removal of controls affecting them individually.

Yale & Towne Creates New Research Division

STAMFORD, Conn., April 19.—Yale & Towne Manufacturing Company notified stockholders this week that the company has established a research and development division. Charles S. Schroeder, director of engineering at the firm's Philadelphia division, has been named head of the new division. Issuance of additional shares of capital stock was approved by the stockholders. They elected a new director, Jere D. Buckley, Norwalk, Conn.

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Finest Selling Pistachios. Bad and WHITE DELICIOUSLY ROASTED AND SALTED

Packed 5-lb. Moisture-Proof Bags 12 5-lb. Bags to Cartons

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

ZALOOM'S PISTACHIO UNITS

JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.
MAkman 3-7446

RECOGNIZED VENDERS

North-Western Model 49	\$17.35 EACH
25 to 100, \$17.15 Ea.	
100 or more, \$16.95 Ea.	

NEW SILVER KING ROTARY SUPER VENDOR \$13.95

Mandy King 25 King size ball gum, 200 pcs. 25 lbs. 100 gum, 25 lbs. crns. 262 lb.

Silver King Hunter Ball Gum Vender \$45.00

Reconditioned and Retinished \$19.50

Master 14 Monthly Venders, Record, Like New, Percussion Pinch, Screw Type Lock Top & Bottom \$8.50

Master 22, 14 & 16 Cans \$10.00

Shipman Trib. 14 or 16 Monthly Vender, Incl. Type Lock Top & Bottom \$39.50

National Post. 14 or 16 Monthly Vender, Incl. Type Lock Top & Bottom \$69.00

Acorn 1 & 3/4 Blue Metal 22 or 24 Monthly Vender, Incl. Type Lock Top & Bottom \$19.50

New Model QV Gum Vender 22 or 24 Monthly Vender, Incl. Type Lock Top & Bottom \$14.50

Double Ball \$1.40

Triple Ball \$1.75

Alan 54 Hot Nut Vender, record, 1401, Stand and Cup Dispenser \$39.50

Write for Complete List New & Used Venders, Accessories & Supplies. Put Cash With Orders. Less Than \$50.00; All Others 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

Ample Container Supply

WASHINGTON, April 19.—The Containers and Packaging Industry was informed in a Commerce Department report that all its requirements for the remainder of 1952 are expected to be met. Credited for bringing about the balance between supply and demand of containers was the extension of the military preparedness program, the increased supply of basic raw materials and the depletion of containers' inventories.

Production of a number of paper and fiber containers was below that of the third quarter. Those containers which saw a falling off of production included liquid tight paper containers, paper milk containers, paper cups, fiber drums, set-up boxes and folding paper boxes. A seasonal decline in demand also was reported for nailed wooden boxes, glass containers, metal cans and collapsible tubes. A heavy demand still was noted for compressed gas cylinders, where order backlogs of six months for high pressure cylinders were typical.

IN STOCK VICTOR'S

New BABY GRAND CHICLET TREETS VENDOR

JUMBO 100

\$13.45

400 or more, \$13.00 each
100 or more, \$12.00 each

PARKWAY MACHINE CORP.
723 Essex St., Baltimore 2, Md.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunities—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 30% on newsstand price.

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Yes! Please send me The Billboard for one year at \$10.

Check here for trial subscription of 12 weeks at \$3. Foreign rates upon request.

Name

Address

City

Occupation

946

Name Sandler As Wurlitzer's Iowa Area Rep

NORTH TONAWANDA, N. Y., April 19.—The Sandler Distributing Company of Des Moines was formally named this week by the Rudolph Wurlitzer Company as distributor of the Wurlitzer line in Iowa, Henderson and Rock Island counties in Illinois, and Clark, Putnam, Schuyler and Scotland counties in Missouri.

Actual announcement of the Sandler appointment to operators in the territory was made two weeks ago in co-ordination with showing of the new Wurlitzer Model 1500 juke box. Irving Sandler is president of the firm.

Ed Wurlitzer, general sales manager of Wurlitzer's phonograph division, said Sandler has taken over as an individual distributor in territory formerly covered for Wurlitzer by a branch office of the Brandt Distributing Company of St. Louis. Wurlitzer said increased business activity has made it necessary for P. B. Brandt, president of the St. Louis firm, to confine his operations to his home territory.

Sandler has long been active in the coin-operated amusement field and its showrooms, service and parts facilities are located at 110 Eleventh Street in Des Moines. The service department is in charge of Bob Crosby.

APOA Elects Nat Bartfield; Honors Kanter

CINCINNATI, April 19.—In a spirited voting session, members of the Automatic Phonograph Owners' Association elected Nat Bartfield, of B. W. Novelty Company, president for 1952 at its annual election of officers meeting in the Sheraton-Gibson Hotel here Tuesday night (8). Bill Harris, who purchased Lincoln Amusement Company recently, was elected vice-president. Phil Ostand, owner of K. & O. Music Company, was returned as secretary-treasurer.

Elected to the board of directors were Sam Chester, of Diamond Vending Company; Joe Westerhaus, Westerhaus, Inc.; Abe Villinsky, A. & B. Music Company, and Paul Pusateri, Ohio Specialty Company representative.

Charles Kanter, Ase Sales Company, retiring president, was honored by members in recognition of the services rendered APOA in the four years he held the post. APOA's next board meeting will be held April 29 at 2 p.m., in the association's offices in the Traction Building here.

FIFTH IN A SERIES

Record Buying Chief Problem, Says D.C. Op

The Billboard recently asked officers of juke box operator associations what chief problem faces the industry in the coming year. Following is the fifth in a series of comments in answer to the question.

CHICAGO, April 19.—Hirsh De La Vez, large-scale Washington operator and treasurer of the Music Operators of America, believes "the chief problem that operators face today is the buying of their records."

De La Vez warns all operators to "stop buying 'dogs' that keep the good records, which will earn money, out of the juke." He points out that a machine loaded with "junk" records just isn't going to earn money.

The MOA executive further warns too many operators run amuck because they fancy them-

WATER CHIEF MAKES MUSIC

SHEBOYGAN, Wis., April 19.—E. S. Fessler, music machine operator here, has more than the usual route problems with which to concern himself—he also has the water drinking of the Sheboygan population.

Besides phonograph operations, Fessler long has been active in civic undertakings and presently is City Water Commissioner. He plans to travel with Mrs. Fessler to Kansas City for the water commissioners' convention to be held in that city May 8.

Toronto Juke Distributors Show At Convention

TORONTO, April 19.—Distributors here for AMI and Seeburg showed samples of their respective juke boxes at a restaurant owners' convention last week attended by over 1,000.

Both R. C. Gilchrist, Seeburg distributor, and Al Clavir, AMI distributor, said they felt the public relations value of their displays at the restaurant show will help them considerably.

They pointed out that they were able to establish a contact with the restaurant owner that should prove advantageous to them in their sales of juke boxes to operators.

TV THAW COIN EFFECT

Not Expected to Hit Juke Steps in Immediate Future

WASHINGTON, April 19.—Federal Communications Commission's long expected TV allocations plan this week thawing the 3½ year old freeze on TV allocations will have no serious impact for some time to come on juke box locations. With scarcely more than a handful of new TV grants to be issued by the FCC this year, and with the current prospect little better for next year, it is certain that expansion of TV to presently TV-less communities, as well as in cities which already have stations will be a long drawn-out process.

First TV grants will go to communities where frequencies are uncontested, but because the commission is badly understaffed and will be bogged down handling waves of hearings on contested frequencies, the pace of grants of applications for new TV stations will be held to a minimum for possibly as long as the next three years. The TV freeze, in effect, will not be thawed actually until

selves as hit pickers. He says: "When you make up your mind that you are not a hit picker or hit maker, then you will be able to make money out of your operation."

"Too many operators make this mistake," De La Vez says, "and making these mistakes costs plenty of money."

Record Cost

Next in order of importance, according to De La Vez, is record costs. He believes that for the average operator these costs "should not exceed 10 per cent of collections." He explains operators should remember they are in a service business and overhead is very high. For instance, De La Vez says that "after paying taxes, rent, gasoline, trucks, insurance, salaries, parts, records and figuring depreciation on your

(Continued on page 38)

Tavern Trade Check Shows Spotty Picture of Conditions

Correspondents Probe Local Areas, Find No Nationwide Business Decline

By GEORGE LUEHRING

CHICAGO, April 19.—Has there been a slump in the trade at taverns, generally regarded as top locations, and has there been any corresponding decline in collections from juke boxes spotted in these locations?

Reports trickling into The Billboard recently have indicated that such a trend might be under way. A survey of Chicago operators recently (The Billboard, March 15) showed a definite drop in tavern business had hit music operators.

A Chicago Liquor Association official said he felt the fall-off in tavern trade being experienced locally was part of a nationwide pattern.

However, a spot check of the tavern industry across the nation discloses an exceedingly diffuse and spotty picture. Correspondents in Los Angeles; Portland, Ore.; Milwaukee; Indianapolis; Washington and Columbia, S. C., each probed into their local situation.

Main Points

Here are the highlights of the picture as drawn from reports of these correspondents:

1. In all areas but two—Indian-

apolis and Washington—operators say taverns constitute the majority of their locations.

2. Almost all areas report some decline in the number of taverns but the declines appear either to be small enough to have no effect or perhaps to be something of a stabilizing action.

3. Collections from juke boxes generally are holding their own with many varied individual patterns within each locality.

4. Neighborhood taverns in several of the areas are more than holding their own despite the fact that large, transient trade spots have dropped off considerably.

Area Pictures

Here's the way the picture shaped up in each area:

* In Los Angeles, an estimated 60 per cent of the juke boxes are in taverns. An official of the Southern California Tavern Owners Association reported an approximately a 15.5 per cent drop in the number of taverns but said trade had picked up this year after decreases the two previous years.

One music operator reported his collections in bar locations down 25 per cent; another said his collections were up and down indicating a varied economic situation across the city.

July 1, which is the earliest date for FCC's processing of applications.

In the interval, TV prospectors are free to file applications. The FCC's priority system for acting on applications after July 1 favors the handling of bids for non-commercial, educational TV stations

PLAN ELECTIONS

Oregon Music Prexy Drops Juke Box Biz

PORTLAND, Ore., April 19.—Lee Jones, president of the Oregon Music Association, disclosed this week that he no longer is in the juke box field and announced that a nominating committee to choose a panel of officers for the ensuing year will be selected at a May meeting.

Jones, whose term expires in June, revealed that he has been out of the operating field since the first of the year when he sold his interest in the Softone Music Service Company to his partner, Roy Gatto. At that time he appealed to the association's executive committee to be relieved of his duties. However, he was urged to retain office tho he no longer had an interest in the industry.

BORROWED JUKE PLUGS MOVIES

HARTFORD, Conn., April 19.—Lou Cohen, manager of Loew's Poli Theater in downtown Hartford, has a high regard for public interest in juke boxes.

Cohen borrowed a juke to play feature tunes from the new MGM musical "Singing in the Rain," several weeks in advance of the film's opening here. Placed in the theater's lobby, the box makes a highly effective promotion display item.

and uncontested Ultra High Frequency applications first. Because it will be some time before UHF transmitters and other ultra high gear will come off the production line in substantial quantity, TV prospectors will want to go slow on early ventures into UHF. Meanwhile, practically every remaining VHF is facing a contest in hearings.

Best guess now is that it will be 1954 before expansion gets fully underway, altho there will be plenty of activity in the intervening time. It is sure, however, that post-freeze activity will stimulate TV programming, which is likely to encourage an increased number of sets in TV cities, both in homes and in juke box locations, such as taverns.

In DC alone, tavern owners have reported decreased use of juke boxes after the installation of TV sets. TV has been flourishing in Washington for some years and the nation's capital now has four TV stations, all network outlets.

20, 24 PLAY MODELS

Early Postwar Jukes Pose Detroit Problem

Wornout, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-47. Here is the third in a series on how distributors across the nation have been meeting the situation.

By H. F. REYES

DETROIT, April 19.—Early postwar equipment with limited record capacity, such as 20 or 24 play models, has been causing the bulk of the old machine problem in the Detroit area.

Generally, the criterion of survival for such machines depends on their selection capacity. For example, Joseph Nemesh of the Music Systems, Inc. Seeburg distributors, reports that anything comparable to a 100-selection machine is kept and the others are removed from the market.

Another factor of survival depends on the value of the machines. Nemesh points to the \$75

Tavern operations in Portland were recovering from a particular situation caused by a legal wrangle. The city liquor commission had demanded pledges from tavern owners not to allow pinball operations as a basis of granting licenses. This was voided by the State Liquor Commission but, pending outcome of a final decision, the picture was confused. However, tradewise the tavern business was reported weathering the storm in good shape.

Location-wise, 92 per cent of the juke boxes are estimated to be in (Continued on page 38)

Wurlitzer Toronto Show Draw 250 Ops

TORONTO, April 19.—More than 250 persons attended the unveiling of the new Wurlitzer 1500 model juke box at the Siegel Distributing Company here last week.

The machine was hidden behind a purple cloth screen until the moment of the showing when the screen was removed by Dick MacDougall, promotion manager, and Benny Mitchell, service manager.

Prior to the unveiling, Al Siegel firm president, described the development of the machine and told how he had been called in for consultations by Wurlitzer. He introduced Art Tutzen, factory export division.

Other showings of the new juke box in Canada were held Monday (14) in Montreal, Vancouver and Winnipeg. A showing at Halifax for some future date was to be announced later.

Guests attending included local disk jockeys, record company representatives and Capitol recording artists Les Paul and his wife, Mary. A buffet luncheon was served.

AMI 1st Quarter Earnings \$65,206

GRAND RAPIDS, Mich., April 19.—The first quarter net income of AMI, Inc., for the period ending March 31, was reported this week to be \$65,206.

The firm recently reported its net earnings for 1951 were \$461,344 or \$2.09 per share of the 220,874 outstanding shares of common stock.

figure quoted on 1046 Rock-Olas as evidence that some postwar equipment has hit a point beyond which it is no longer practical to operate.

As an alternative to junking, Nemesh sells some obsolete equipment for home recreation rooms and to clubs that want a juke box for an occasional party. Another is the export market but generally more recent machines are preferred. Music Systems has been sending much of the newer used equipment abroad—to Canada, Europe and South America.

Nemesh himself made a tour of Europe about two years ago and studied export possibilities. According to his first hand knowledge, most of the overseas demand is for the newer equipment which precludes the use of early postwar machines.

Prewar equipment does not constitute much of a problem here. (Continued on page 34)

Union Dispute in High Gear

Continued from page 79

either group because they were intended to limit expansion of business and curb free enterprise by restricting territories.

Enforcing Agency

The witness said that he was told during the meeting of opera-

tors last year that the union would be the "enforcing agent" for the operators, and that union members could enforce the operators orders by picketing establishments which failed to go along. He said several operators protested the \$2,500 outlay a Cleveland man was to receive for establishing the union, and were told that cost could be offset by reducing the commissions given establishments where the vending machines were displayed.

Carone testified that he had contributed \$91 as his share of the cost of bringing William Presser, Cleveland, head of Local 410 Cleveland Teamsters Union, here to direct organization of Local 410-T. He said he made the contribution because he became "scared" when, during the operators meeting last year, he was told that "everybody would have to be put in line." He said he decided later that he "wanted no part of it" because he was told reliably that the organization was "strictly a shake-down." Operators were to maintain the groups by contributing \$1 a month to the union for each machine plus a smaller fee to the association, he explained.

Previously the operators of the AFL Vending Machine Service Employees' Union, Local 410-T, attacked in a suit filed April 9 in Common Pleas Court, were repudiated at a meeting of the Teamster Joint Council, AFL, here April 11.

Council members pointed out that Local 410-T is a teamsters union, but is not affiliated with the Joint Council. They also said that the 410-T charter, which should have been acted upon after investigation by the council, apparently was issued by the Teamsters International headquarters, with the local group by-passed.

An injunction restraining mem-

Kan. Operators Attend Central Wurlitzer Fete

Firm Announces New Sales Dept. Staffer, J. Balk

KANSAS CITY, Mo., April 19.—Operators from many parts of Kansas and Missouri came to the recent showing of the new 1500 model Wurlitzer juke box here at the Central Music Distributing Company.

Explanation of the new features on the phonograph was directed by V. G. Strah, Central service manager. W. J. Mashek, owner of Central, and other members of the Central staff, were hosts for the occasion.

Coincidental with the showing, Central announced John Balk, long active in the phonograph business, had joined the sales department.

Balk has served as sales manager of the International Phonograph Company of New Orleans, in the same capacity with the F. A. B. Distributing Company in Alabama and Georgia and most recently was branch manager of the Brandt Distributing Company, Des Moines.

Several samples of the new Wurlitzer were on display and a smorgasboard and refreshment bar were open thruout the showing.

bers of Local 410-T from picketing the Baltimore Cafe here, was asked in the suit heard Tuesday (15) by Judge John H. Hackett. Dan H. McCullough, attorney for the tavern owners, contended in the court petition that the picketing was an unlawful restraint of trade and constituted a secondary boycott.

Statement

Reputation of Local 410-T, organized recently, was contained in a statement issued by five locals of the joint council. A sixth member, Local 22, Teamsters, was not represented at the meeting because Joint Council members said they could not notify any officials of the local. Local 410-T has its offices in the headquarters of Local 22.

"These local unions do not approve of forcing any employer to join any association or any employer paying the union dues of its employees or of any other action or practices which may be interpreted as racketeering," the statement said in part.

R. J. Flory, secretary of the AFL Central Labor Union, said local 410-T is not a member of the CLU which has some 60 affiliated unions and that he does not know any of its officials or members of the vending machines union. All unions which signed the denunciatory statement are CLU members, he said, and only members of the Joint Council not affiliated with CLU is Local 22.

Common Pleas Court records show that an injunction preventing picketing of a Rossford, O., cafe was granted October 27, 1939, and involved another AFL union, the Musical Maintenance Employees & Service Union, Local 469. The picketing was being conducted because the owner was using a juke box not owned by a member of an operators association.

The late Judge James S. Martin ruled the union was a tool of the operators association. The case was dismissed in 1942 with the union no longer in existence.

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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 19	Issue of April 22	Issue of April 5	Issue of March 29
ARCON				
1200A				
Blonde				
Concert 405	\$78.00	79.00	119.50	\$75.00 79.00
Concert 500	129.00	129.00	129.50	129.00
DeLuxe '46	49.00		49.50	49.00
Flute		65.00	71.50	64.00
AMI				
Model A	225.00 295.00	245.00 295.00	245.00 295.00	245.00 295.00
Model B	395.00 599.50	390.00 450.00	399.50 445.00	399.50 450.00
Model C	495.00 499.50	474.50 485.00	475.00 499.00	475.00 499.00
Model D		495.00 499.50	499.50	499.00 499.50
Model E		525.00 549.00		525.00
Model F	599.50			599.00
CHICAGO COM				
Hi Parade 45		165.00		165.00
EVANS				
Constellation				325.00
MILLS				
951 Constellation	75.00	75.00	139.00	75.00
Empire			39.50	
Flame			29.50	
PACKARD				
Manhattan 76	89.00 119.00	75.00 89.00	79.50 89.00	89.00 119.00
Model 7				150.00
400 Hiway	64.50			59.50
ROCK-OLA				
Everender	39.00	39.00	39.00	39.00
Master				45.00
Rocket 50-51	499.00	495.00	495.00	495.00(2)
1422	99.00(2) 115.00	99.00(2) 115.00	99.00(2) 99.50	89.00 99.00(2)
1476	145.00	145.00	145.00	110.00 145.00
1476	129.00 159.00	129.00 159.00	129.00 159.00	129.00 159.00
1478				325.00 375.00
1428	275.00	275.00	275.00	
1428 Blonde				495.00
1432	449.50			
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Concert	49.00	49.00	49.00	49.00
Ember	59.00	59.00	59.00	59.00
Gen	44.00	44.00	44.00	44.00
Gen	159.00(2)	125.00 137.00	139.50 139.00	149.50(2)
H-146 M Hiway		159.00(2)	179.00	199.00 179.00
H-147 M Hiway		169.50 173.00		169.50
H-148 M Hiway	219.00 249.00	199.50 219.00	219.00 249.00	199.50 219.00
H-246 M Hiway	179.00 199.00	167.00 179.00	179.00 219.00	179.00 219.00
Hiway	59.00	43.00 59.00	59.00	59.00
H-100-A 76 RPM	695.00	695.00	695.00	695.00 725.00
Major	49.00	48.00	49.00	49.00
Mayfair	44.00	44.00	44.00	44.00
Social	49.00	49.00	49.00	49.00
4778				110.00
146	110.00			150.00
146 Hiway	139.00 149.00	125.00 137.00	149.00 149.50	139.00 159.00
146 S	149.50	139.00 149.00	149.50	149.50
146 S	139.00 149.50	125.00 139.00	149.50	149.50
146 SM				139.00
147	169.00 179.00	150.00 169.00	179.00 179.50	179.50 189.00
147 M	179.50 190.00	179.00		189.00
147 S	175.00			149.00 149.50
147 S				175.00
148M		275.00		275.00
148 Blonde		275.00		275.00
148-RL	279.00 299.50	275.00 299.00	279.00 299.50	289.00
148S		275.00		275.00
148 SL	289.00	289.00	289.00	289.00
1941 RC Special	59.00	59.00	59.00	59.00
1949 100 Records				695.00
WILLIAMS				
Musik Mtns.	99.50	79.50 99.50	99.50	99.50 145.00
WURLITZER				
CM-71	39.00	39.00	39.00	50.00
24	49.00	49.00	49.00	39.50 49.00
500				39.50
600	49.00	49.00	49.00	49.00
600K	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
700	79.00	79.00	79.00	75.00 89.00
750	89.50	79.50 89.00		
750E	79.00	79.00	79.00	79.00
780				79.00
780E	69.50(2)			
800	35.00 59.00	59.00	59.00	50.00 59.00
850	54.50 59.00	59.00	59.00	50.00
950				50.00
950-E	169.50(3)	150.00 159.50	170.00	169.50
1015	170.00	175.00	175.00(2)	175.00(4)
	175.00(2)	179.00(2)	179.00(2)	179.00
	179.00(2)	189.50 250.00	189.50 250.00	189.50 250.00
	289.50 250.00			150.00
1017	150.00 195.00	125.00 150.00	150.00 195.00	145.00 149.50
1017 Hiway	144.50 149.50	143.00 175.00	170.00 175.00	150.00
1080	175.00 179.00	179.00		175.00(2)
1100	299.50 310.00	300.00 365.00	350.00 364.00	299.50
	345.00 350.00	375.00 395.00	375.00 395.00	350.00(2)
	375.00 395.00			369.00 375.00
				395.00
1217 Hiway	349.50	399.50 450.00	475.00	475.00 495.00
1250	419.50 475.00	475.00		299.50
1942 RC Special	199.50			50.00
Victory	39.00	39.00	39.00	39.00 39.50

BRAND NEW! NEVER USED!

CLOSEOUT

Packard Wall Boxes



24 Selections—Ready for use with your music machines.

OVERSIZE CASH BOXES

5¢ OR 10¢

Large Quantities Available. Quantity Discounts. Let us have your offer.

ALCO-DEREE

4300 N. California CHICAGO
Coronet 7-1000

GIVE TO THE RUNYON CANCER FUND

DETROIT, MICH. 10217 LINWOOD

LANSING, MICH. 1224 TURNER

(CLEVELAND, OHIO 2600 EUCLID AVE.)

(TOLEDO, OHIO 1302 JACKSON)



Check This List of Post-War Music Equipment

SEEBURG

1485L\$289

1474M 169

146M or S 139

Hideaways

H148M\$249

H246M 199

H146M 159

1426\$129

1422 99

WURLITZER

1250\$475

1015 179

Wall Boxes

3W7-L56\$44.50
(15-10-35, 3 wires)

3W2-L56 17.50
(10-3 wires)

W1-L56 10.00
(10 wires)

AMI

Model A\$295

PACKARD

Manhattan\$119

Write—Wire—Phone: 1/3 Deposit, Balance C.O.D.

EXPORT INQUIRIES INVITED—50 Cycle Motors Available.



ROCK-OLA

Rocket

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.

ROCK-OLA MFG CORPORATION

800 North Kedzie Avenue
Chicago 51, Ill.



Busy as a Beaver

The busy beaver spends time to good purpose, collecting the stuff with which he builds security at the bank. So does the operator who fortifies his routes with the Model "D."

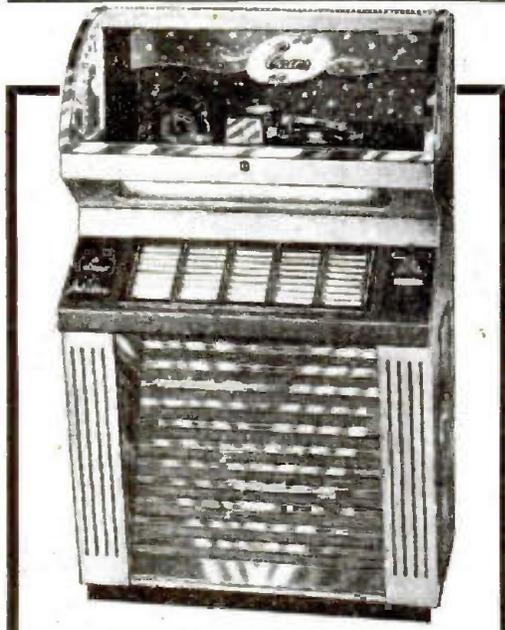
There's no need for cussing profit leaks when it's so easy to dam them with the "D."

AMi *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Philly Wurlitzer Showing Evokes Keen Interest

PHILADELPHIA, April 19.—Reporting buyers' interest high, Active Amusement Machines Company concluded a two-day showing of the new Wurlitzer 1500 and 1550 here Monday (13). Several hundred operators and guests through Eastern Pennsylvania attended the showing. A buffet was served.



SEE FOR YOURSELF!

COMPARE EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

COMPARE EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

FROM EVERY ANGLE... THE BEST IN QUALITY, VALUE, PERFORMANCE

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

WATCH FOR IT!
EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS
45 RPM

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

RISTAUCRAT S-45
The Only Successful Small Music Box Ever Made
Try This Proven Profit Maker on Your Locations
Ristaucrat, Inc.
1216 E. Wisconsin Ave.—Appleton, Wis.

Classical Reviews

Continued from page 47

only of purpose. Outstanding is the feeling of peace captured in the pressing, with the sound live and vibrant. Recording was made in a small church, said (and proved here) to have excellent acoustical characteristics.

BRANIS: SCHICKSALSIED, OP. 54 AND J. S. BACH: PASSACAGLIA AND FUGUE IN C MINOR — San Francisco Or-

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

PIerre Menier, Cond.—Stanford University Chorus (1-10)
V (33) LM-149
The "Schicksalsied" for "Song of Destiny" is a setting for mixed chorus and orchestra of a poem of the same name by Heidegger. It's a fantastic account of the terribly heavy gods and man's hopeless lot. The music catches the spirit of these two extremes effectively, pitting simple beauty against the growing imperiousness of the chorus and orchestra as "man" is described. The Stanford Chorus handles its assignment competently. The "Passacaglia and Fugue" was originally written by Bach for the organ; Reinhold orchestrated the work, at the request of Toscanini. Both sides are very ably conducted by Menier.

HEINRICH SCHUTZ: THE PASSION ACCORDING TO ST. MATTHEW AND TWO MOTETS: DIE WURTE DER AENDEN, MAHNSINSETZUNG, ICH WEISS, DAS MEIN ERLOESER LEBET.—The Stuttgart Choral Society, Hans Grischkat, Cond. (2-12")
Rhapsodie (33) SR-205

The Schutz "St. Matthew Passion" has been overshadowed by the great Bach work for many years, so much so that the former's oratorio is rarely performed. This is unfortunate, as the Schutz version deserves a more widespread than it has received. Schutz's work is different than Bach's in musical structure, his choruses are more condensed, and his recitatives do not seek to intensify the language, but let them speak their own. The last chorus of Schutz's "St. Matthew Passion" is one of the finest examples of the composer's polyphonic choral style. Anyone interested in the Schutz work will be delighted with this first LP disk. The singers are excellent, especially Bruno Adler as Christ, and the Stuttgart Choral Society is outstanding. Hans Grischkat has performed a first-rate job as conductor, bringing out the beauty and religious feeling inherent in the work. Set contains English-German libretto, and should appeal to ardent fans.

SOIREE FRANCAISE: ISOMES OF POULENCE, DEBUSSY: CHIMERES AND SATTIE.—Pierre Bernac-Francois Poiseux (1-12")
Cat (33) ML 4984

Some of the best examples of Gallic songs of modern times are presented on this delightful recital of French songs. It includes songs by Debussy, Debussy, Sade and Poulenc. Pierre Bernac (soprano) is a fine job of these selections, displaying an expressive baritone, and the composer, Francis Poiseux, accompanies him perfectly on the piano. The Poulenc songs, especially "Quatre Poemes de Guillaume Apollinaire," are superb, and the Debussy works are charming. This recital is a gem of its artistry and quality, will only have a limited appeal to those who are interested in art songs.

HENRY PURCELL: THE MASQUE IN TIMON OF ATHENS AND THE FAIRY QUEEN.—Margaret Ritchie-G. Ais-Groffrey Debusse—Anthony Lewis, Cond. (1-12")
Editions de l'Oiseau-Lyre (33) OL-D-16

Purcell wrote these two works for two of Shakespeare's plays, the "Masque of Timon of Athens" for the play of the same name, and "The Fairy Queen" for "A Midsummer-Night's Dream." Both of these compositions have been raised on LP previously, the best to date. Yet the renewed interest in Purcell's music, this new release should please many of his followers. Soprano Margaret Ritchie sings the songs with charm and expression and the Ensemble Orchestra of Chamber-Lyre conducted by Anthony Lewis, is fine. It is an interesting disk, especially for collectors.

VICTORIA DE LOS ANGELES SINGS SPANISH FOLK SONGS VOL. III — Victoria de Los Angeles—Gerald Moore (1-10")
V (33) LM 331

Victoria de los Angeles has won praise for her artistry in the major opera houses of the world from La Scala to the Met, but she brings something special to the folk music of her native Spain. Her sincerity for the folk is immediately apparent and she sings with a natural grace and appeal. In this, her second LP for Victor, she performs seven songs by Manuel de Falla, including the popular "Luz," three Tancanillas by Enrique Granados, and two arrangements of Breton folk songs by Jesus Guridi. Accompanied by Gerald Moore at the piano is appropriate. It's an attractive set.

HANLER: DAS KLAGEDE LIED.—Vienna State Opera Ork-Vienna Chamber Choir—Zorian Fehar—Ilona Steingross-Sieglode Wagner—Ernst Neupert (1-12")
Merz (33) MG-1010

Das Klagede Lied is a dramatic Lament which Hanler wrote when he was 20. Basically it tells the story of "The Sinking Stone" from German Fairy Tales. The music has a majestic quality and is often tremendously exciting, particularly during some of the choral passages. But always, whether in the forefront or lurking in the background, is the menacing of impending disaster. Some German, the solo parts are only heard. The work of the Vienna Chamber Choir is outstanding. While there are those who do not go for Hanler, this is a powerful performance with a fine addition to the LP catalog, which will be approved by Hanler fans.

BACH: CHACONE — Andre Segovia (1-10")
MCA (33) E-223

The remarkable guitarist, who has captivated audiences everywhere with his unusual command of the instrument, is showcased here in one of his Bach transcriptions. The piece has become the most popular on his recital programs. The "Chaconne," of course, is the much-underrated movement from the 4th Violin Sonata. Its competitors seem to offer no real challenge to Segovia, and traverses the difficult variations with ease and sound musicianship. The other pieces in the set, four in number, are taken from original recordings for cello, lute and violin. An attractive set.

MOZART: SYMPHONY NO. 21 IN A MAJOR, K. 134 AND SYMPHONY NO. 19 IN E FLAT MAJOR, K. 132.—Ton-Studio Ork—Gunn Lund, Cond. (1-12")
Period (33) SLP-538

In 1772, while in residence at Salzburg, the 16-year-old Mozart wrote a packet of six symphonies, plus other works. Two of the symphonies of the period are put to rest here in bright readings by the Ton-Studio orchestra under Lund. They are happy, sparkling works full of the charm Mozart later brought to more significant efforts. The conductor's fans should be grateful for these terrific "first" in the LP catalog.

Record Reviews

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

Continued from page 42

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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MEL BLANC
Lead Bless His Soul
CAPITOL 249—Musical style is a parody of a Salvation Army street band. Some will chuckle, but others, in view of the straight title, may consider the disk in poor taste.

Morris
There are a few smiles in the flexible-voiced chateau's gag treatment of a woe woe woe.

THE MARVELTONES
My Heart Is Yours
REGENT 194—Group shows off its versatility on this new tune. The change of style by the Marveltones makes this an interesting disk.

So (It's Over)
New group on the label debuts with a good rendition of a pleasant new ditty. Singers have a smooth blend and a fine lead singer.

DANNY WINCHELL (LoRay Holmes Ork)
Why Did You Leave Me?
MGM1218—Song performer Danny Winchell debuts as a vocalist on the label with a fair warble on this new weeper. Ork backing is satisfactory.

Two (Who Love as One)
The singer turns in an adequate vocal, on this new ballad, with aid from the Holmes ork.

PHYLIS BRANCH (Don Donaldson Ork)
Smokes Gets in Your Eyes
TUNE-O 182—The Jerome Kern songbook gets a capable, night club type of reading from the singer, with okay backing.

Think of Me in Your Spare Time
An acceptable performance by the lush on this new tune with disappointing lyrics.

SUE EVANS-CHARLES GRAY SINGERS (Graham Prince Ork)
Piano in the Parlor
CADILLAC 170—A pleasant new tune about the family singing in the parlor sets a big interpretation by Sue Evans and the chorus. The markings are clean but the arrangement is so elaborate that it almost buries the simple ditty.

Squeeze Me
The singer works too hard, overdoing her performance on this innocuous tune.

EDDIE YELIN ORK
An Old Rose Garden
HART-VAN RV-2 (31) 4—A sentimental but pleasant item is given a clean performance by the lush, with fair ork backing.

When the Robins Return Again in the Spring
In spite of a lot of effort on the part of singer Patsi Matay and the ork, this one never gets started.

UNIVERSITY OF IOWA MEN'S CHORUS-HAV-RAY ORK
Iowa Fight Song
HAV-RAY 131—Here's an item that should rack up some sales on the campus as well as among U. of I. alumni. Also a handy item for deejays come football season.

Iowa Chant
Men's chorus sings the Iowa alma mater a capella. It's a fine group.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

SPA HOLDS COPYRIGHT, FINANCE MEETING. Despite recent set-backs, org plans continuation of juke fight (Music Department).

COLUMBIA OUTPACES RIVALS. Billboard charts reveal leadership of diskery (General-Music Departments).

GOOD TIME JAZZ BUYS JAZZMEN. Purchases complete catalog of masters amounting to several hundred (Music Department).

JEB RECORDS EXPANDS, CUTS PRICES. Takes steps to offer 79-cent disks from coast to coast (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Tavern Trade Picture Spotty

Continued from page 85

Portland taverns. A pending petition, now filed at the State Capitol, would permit the sale of liquor by food-serving establishments and probably will increase music operations if passed.

Milwaukee Stable
In Milwaukee, the number of taverns has remained highly stable—a decrease of only 39 in 12 years. An industry official said although business was not at the high level enjoyed in previous years, it remained in a healthy condition. Operators estimated more than 75 per cent of their machines were in taverns. Almost all agreed their collections in these locations have slipped somewhat. Neighborhood taverns were reported doing the best business.

Only 35 per cent of the juke boxes in Indianapolis were estimated to be in taverns. Officials figure tavern trade is off some 25 per cent, due principally to the popularity of home television. Operators reported their collections off as much as 35 per cent compared to recent years.

Washington Unique
Licenses for beer, liquor and light wine sales were reported up 17 a month in Washington, but the city is regarded as a unique locality locationwise. Most Wash-

ingtonians patronize taverns in near by Baltimore, Maryland and Virginia. Taverns in the Capital city are regarded as very poor locations since most of the liquor is being sold in package form.

Liquor in South Carolina may be sold only in package stores. However, beer and wine is sold over the counter in such locations as drive-ins, restaurants and lunch stands. A check of three operators in Columbia, S. C. showed these licensed spots, which most closely resemble taverns, have 85 per cent of the city's juke boxes. Juke collections were reported holding firm because of soldier trade from near-by Fort Jackson.

COIN RECORDIO

We have one of these which will sell or trade. Desire radio-phonograph for USO operation in Chicago.

Box No. 508
Care The Billboard,
188 W. Randolph St.,
Chicago 1

It **THINKS** in terms of

PROFITS

for

YOU

the

WURLIMAGIC BRAIN

plays

45 AND 78 RPM RECORDS

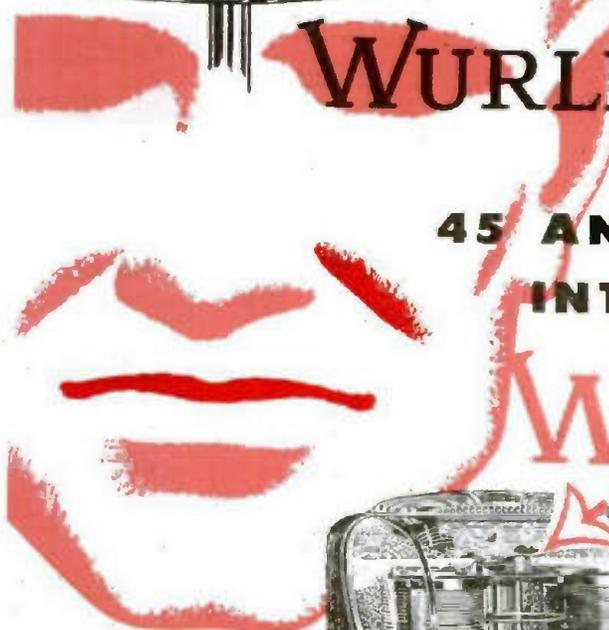
INTERMIXED ON THE

WURLITZER

SERIES

FIFTEEN

HUNDRED



The Rudolph
WURLITZER
Company

North
Tonawanda,
New York

PLAYS

104

SELECTIONS

"Why Buy Two When ONE Will Do?"

Coinmen You Know

Continued from page 84

Portland, Ore.
Dewey A. Estey, head of the D. A. Estey Company, cigarette and milk vending concern, expects his firm to be in new quarters by May 1. Firm is building a new plant which will provide more space and improved facilities than available at its current headquarters. . . . **Barbara Helfrich**, seriously injured in an automobile

accident last winter, is back as route manager for General Amusement Company. Mrs. Helfrich was in a hospital a month for treatment of fractures after her car skidded into a pole.

Budge Wright, head of Western Distributors, was still a glow this week from having played the role of Prince Charming at a spring festival at Beaverton High School,

where his son is a student. . . . Portland coinmen were interested to learn of the candidacy of **Alton M. Moss** for a position on the Portland school board. Moss formerly was Portland manager for the M. S. Wolf Distributing Company. Now with the Good-year Rubber & Asbestos Company, here, he has children in kindergarten and primary grades.

(Continued on page 91)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personal, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Business Opportunities

Save Money! Repair your own coin machines and juke boxes; new service manual only \$3.98; written by experts. Merit, 542 W. 63rd St., Chicago 21.

Help Wanted

Mechanics wanted—experienced on games and phonographs, located at Barstow, Calif. good salary, immediate employment, permanent if satisfactory; write, giving references and experience, Smith Music Co., 312 Buena Vista St., Barstow, Calif.

Read Selections—Coin-operated equipment; amusement, vending and music; excellent opportunity for real good man to be associated with the oldest distributor company in the industry. We have always endorsed the very best equipment since 1917 and enjoy a very general reputation. Bureau Specialty Co., 199 W. Girard Ave., Philadelphia 23, Pa., CAVfield 3-7100; 1508 Fifth Ave., Pittsburgh 19, Pa., Grant 1-1373.

Wanted—Service men for coin-operated phonographs and pin games; good working conditions; top salary for top man; prefer sober, married men to locate in Erie, Pa. Write Box M-8, The Billboard, Cincinnati, Ohio.

Parts, Supplies & Services

Attention, Bulk Vendors—Pee Was Boston baked beans, red hot, rainbow peanuts, Spanish salted cornnuts, Virginia salted cornnuts, burnt peanuts and cherry nuts; write for lowest prices and pack. Texas Candy & Nut Co., McKinney, Tex.

Health Drop Chute and Switch, 5c, 10c or 25c play; health leather touch cash built type, 1c, 2c, 5c, 10c or 25c play; immediate delivery from stock. Health Distributing Co., 243 Third St., Mason, Ga.

Salted Almonds, Cashews, Mixed Nuts, Pecans, Pistachos, Roaches, Spanish Virginia Peanuts, Peanuts, \$3.88 Central Park, Chicago 24.

Stamp Folders direct from manufacturer; lowest prices; send for prices and samples. Simon Rubin, 817 West End Ave., New York, N. Y.

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vascos Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcint 7-1448.

Reconditioned coin-operated popcorn machines, \$39.50 each; reconditioned Silver King, \$6.50 each; Logan Co., 627 Milwaukee, Chicago 22, Ill.

Routes For Sale

For Sale—Money making phonograph and coin machine route; in continuous operation for the past nine years; very good territory; fine equipment; best locations; good reason for selling. Write Box M-7, The Billboard, Cincinnati, O.

Used Coin-Operated Equipment

A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Black Point, 2952 Milwaukee Ave., Chicago, Ill.

Big cut in prices—Send for list of penny and amusement games. Atlas Specialty Co., 2417 Hemphill, Fort Worth, Tex.

For Sale—Bright Signs, Bright Lights, Candy Island, like new, \$4.95, \$3.50 and \$4.95; also Melts, Panoramas, working good, \$1.90. Exhibit Dale Cans, \$4.5. Mission Novelty Co., P. O. Box 252, Syracuse, Ind.

For Sale—Mills, Jennings, Pace, Witting Bells; beautifully reconditioned Bally Clover Bell; used pin games, etc.; trades accepted; 12 years of reliable dealing. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WAInut 2-4378.

For Sale—Perfect condition Candy Islands; \$475; Leaders, \$400; Bright Lights, \$350; Turf Kings, \$195; Citations, \$49; Hot Rods, \$65; various, flipper pins, write. One third deposit, balance c.o.d. W. E. Kennedy Mfg. Co., 5129 S. Kedzie, Chicago; Phone Hemlock 4-3844.

Good, clean U-Select-It 72 bar candy machines; ready for location, \$35; 1/3 down. Goodman Vending Service, Lebanon, Pa.

Best law prices—U-Select-It Candy Machines, 72 bar size, \$27.50 each; latest model; 8 column cigarette machines, Unesco counter operation, \$55 each. Also real low prices on all other makes. Write what you have to sell. Maria Vending 2717 N. Park Ave., Philadelphia, Pa.

Reconditioned coin-operated popcorn machines, \$39.50 each; reconditioned Silver King, \$6.50 each; Logan Co., 627 Milwaukee, Chicago 22, Ill.

Will trade West Kings (like new) for Music Cigarette or any other coin machine equipment. Rumyon, 123 West Rumyon St., Newark 8, N. J.

5 Victory Stamp Machines, like new, \$9 each; 3 Advance Venders, originally \$22 each, now \$13, like new. Gillette Vending, Box 1382, Columbus 16, Ohio.

9 new Munro Matchlock stamp vending machines; best \$75 sets; items never been unpacked. I. E. Scott, 717 S. 5th St., Parkside, Ark.

12 beautiful chrome beauties, 5c play, \$6.95 each; must sell, leaving for army. Carl Koenig, 2902 Foster Ave., Brooklyn, N. Y.

Want to Buy

King Jr. Bright Palter Machines, any quantity for cash. Detron, 2710 Farago Rd., Brookline 10, N. Y.

Wanted—Pike's Peak, Abe's Tilt-Twist, Victor Basketball, all penny play. Henry's Specialty Sales Co., 109 N. Spooner, Madison 5, Wis.

Want to Buy—All late model phonographs for cash; state quality, condition and price in letter. Seacost Distributors, 1200-B North Ave., Elizabeth, N. J.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. An advertised used machine and price are listed. Where more than one item advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 19	Issue of April 26	Issue of March 29	Issue of March 22
ABC (United)	\$29.00	\$29.50	\$27.50 (20/21)	\$29.50 (20/21)
ABC (Universal)	275.00(1)	275.00(2)	295.00(2)	
ABC (Universal)	275.00			300.00
Advance Bats (General) (left-down)	39.50	25.00	39.50	15.00 39.50
Alt Baba (Gottlieb)	29.50(2) 49.50	29.50	45.00	49.50
Alice to Wonderland (Gottlieb)	39.50 54.50	29.50 39.50	39.50 54.50	30.00 39.50
Amcade (United)	39.50 49.50(2)	49.50	69.00	34.50 49.50 49.50 89.50
Arms (United)	75.00 89.50		89.50	
Bally Face (United)	49.50	69.50	109.00	69.50
Ballerina (Bally)			24.50	
Battle (Exhibit)		24.50	29.50	24.50
Bats (General)			78.00	
Bats-a-Ball (Gottlieb)	74.50 89.50	89.50 119.50	89.50 100.00	89.50 119.50
Barnack Bill (Gottlieb)	39.50 49.50	29.50 49.50	49.50 64.50	49.50 64.50
Basketball (Chicago Cold)			225.00	749.00
Basketball (Gottlieb)	74.50 79.50	134.50	134.50	134.50
Basketball Champ (Chicago Cold)	225.00 275.00	225.00 275.00	275.00	225.00 275.00
Beach Club			24.50	
Be-Op (Edible)	69.50 114.50		114.50	90.00 114.50
Bermuda (Chicago Cold)			74.50	
Big Top (General)	54.50 79.50	49.50 65.00	49.50 79.50	49.50 79.50
Bingo Bang		119.00		
Black Gate (General)	59.50 60.00	49.50 50.50	39.50 79.50	39.50 79.50
		79.50		
Blue Skin (United)			54.50	39.50 54.50
Bonus (Chicago Cold)		124.50	89.50 124.50	124.50
Bonus (United)			24.50	
Bonanza	85.00 104.50		104.50	104.50
Bonanza (United)	65.00 69.50	57.50 79.50(2)	57.50 69.50	37.50 69.50
Boring Champ (Gottlieb)	79.50 89.50	85.00 89.50	79.50 89.50	79.50 89.50
Bright Lights (Bally)	310.00 315.00	324.50 365.00	350.00(2)	375.00 395.00
	395.00	375.00 395.00	375.00	395.00
Bright Spot (Bally)	375.00 400.00	394.50 425.00	435.00 445.00	450.00
	495.00(2)	455.00		
	445.00 450.00	445.00(2)		
Broadway (Bally)	385.00 345.00	199.50 245.00	345.00	345.00
Buccaroo (Gottlieb)	39.50 69.50	29.50 69.50	39.50 69.50	39.50 69.50
Buffalo Bill (Gottlieb)	49.50 70.00		79.50	79.50
			14.50	
Bull's Up (Exhibit)			14.50	15.00
Burns and Bows (Gottlieb)	49.50 79.50	69.50 79.50	79.50	79.50
Cameo (General)	59.50 69.50(2)	69.50(2)	55.00 69.50(2)	69.50(2)
Caravan (Gottlieb)	69.50 114.50		114.50	114.50
Casino (General)	69.50(2) 119.50	89.50 99.00	100.00 119.50	89.50 119.50
			119.50	
Casual (Bally)	49.50 60.00	24.50 39.50		39.50
Casino (United)	40.00 45.00	49.50 55.00	64.50 49.50	49.50
Casino (Chicago Cold)	29.50(2) 49.50	14.50 29.50(2)	29.50(2)	15.00 29.50(2)
			39.00	
Casino (Bally)	64.00(2) 79.00	55.00	38.00 74.50	57.50 69.50
Casino (Bally)	80.00 85.00	54.00 65.00	79.00(2)	74.50 99.00
	89.50 95.00	95.00(2)	99.00(2)	99.50(2) 104.00
	99.50(2) 139.50	99.50(2)	139.50 149.50	
	149.50	109.00 139.50	109.00 139.50	
Champion (Chicago Cold)	59.50 69.50	69.50 72.50	59.50 65.00	69.50(2) 72.50
	70.00 72.50	75.00 79.50	72.50 89.50	89.50
		89.50		
Cinderella (Gottlieb)	30.50 49.50	24.50 39.50	39.50 49.50	39.50 49.50
		49.50		
Circus (General)		30.00	14.50	
Citation (Bally)	39.50 40.00	45.00 50.00(2)	30.00 49.50	25.00 39.50
	50.00(2)	44.50 45.00	50.00(2)	49.50(2) 50.00
	65.00(2)	69.50 74.50	65.00 69.50	59.50 65.00
	69.50(2) 74.50	79.00 109.50	74.50(2) 109.50	69.50 74.50(2)
	80.00 109.50		109.50	109.50
	74.50 79.50	69.50 109.50	109.50	109.50
College Door (Gottlieb)		109.50		
Coney Island (Bally)	36.50 40.00	424.50	450.00(2)	450.00
	40.00	410.00	445.00(2)	465.00(2)
	445.00(2)	450.00 465.00		
	450.00(2)			
Contact (Exhibit)			14.50	
Control Tower (Williams)	119.50	175.50	175.00	139.00 175.00
Double Frater (Gottlieb)		14.50		25.00
Clay Ball (Chicago Cold)		29.50	29.50	29.50
Cyclone	149.50			
Dallas (Williams)	49.50(2) 79.50	49.50 99.50	49.50 69.50	49.50 69.50
		49.50		79.50
De-lux (Williams)	74.50 89.50	119.50	100.00 119.50	119.50
	90.00 119.50			
De-Wo Ditty (Williams)		39.50	45.00	39.50
Dolly			14.50	
Double Deuce (Williams)	94.50 164.50	164.50	164.50	164.50
Double Shurite (Gottlieb)	39.50 94.50	89.00 94.50	94.50	94.50
Drum (Williams)	90.00 124.50	124.50	124.50	124.50
Elmer		49.50	49.50	49.50
Elmer		49.50	49.50	49.50
Fast Ball			14.50	
Fighting Irish (Chicago Cold)	89.50 99.50	69.50 109.50	99.50 139.50	89.50 99.50
		139.50		139.50
Fighting Phil		30.50		
Fire Star (Universal)	164.50 225.00	150.00 195.00	195.00 245.00	195.00(2)
		239.00 245.00	250.00	245.00 250.00
			150.00	
Fire Star (United)			150.00	
Fighting Power (General)	42.50 49.50(2)	39.50 49.50(3)	39.50(2)	39.50(2) 44.50
			49.50(2)	49.50(2)
Fireball Smoors (General)		99.50		
Fireball (Chicago Cold)	59.50 75.00	64.50 69.50	49.50	129.50 129.50
		99.50 79.50	99.50	49.50
Four Horsemen	99.50 99.50	119.50	119.50 134.50	
	114.50 134.50			
Freddie (Williams)		99.50 114.50	114.50	89.50 114.50
Georgia (Williams)	110.00 119.50	99.50 144.50	144.50	115.00 144.50
Go Home (Gottlieb)		69.50(2)	69.50 79.50	79.50
Go Home (Williams)		30.00	24.50 45.00	
Glomer (Gottlieb)			109.50	165.00

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin we will copy you and display. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 4 additional words.

2 Then check here for whether you want it to be a "regular classified" or the special, outstanding "display classified" advertisement that gives your message extra power and punch:

Display Classified

Regular Classified

3 Now check off the classification or advertisement to appear under:

Agents and Distributors Wanted

Help Wanted

Parts, Supplies and Services

Positions Wanted

Routes for Sale

Used Coin-Operated Equipment

Want to Buy

4 And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next issue only Next 3 issues Next 52 issues

\$..... Payment enclosed Bill me

Name _____

Address _____

City _____ Zone _____ State _____

ADVERTISING RATES

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST. CHICAGO 1, ILL.

REGULAR-CLASSIFIED	DISPLAY-CLASSIFIED
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.	Any advertisement using display make-up or white space. Figure space between set-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per word 3 or more CONSECUTIVE or 36 insertions, per word .10	Per space line 3 or more CONSECUTIVE or 36 insertions, per space line .90
63 CONSECUTIVE insertions, per word .16	3 or more CONSECUTIVE insertions, per space line .90
minimum 63	1 inch equals 16 space lines

Coinmen You Know

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	Issue of April 19	Issue of April 12	Issue of April 5	Issue of March 29
Gold Dap (Bally).....	\$29.50 35.00	\$15.00 30.00	\$20.00 24.50	\$24.50 34.50
Golden Clover (Chicago Calif.)	79.50 50.00	64.50 65.00	75.00 39.50	39.50 64.50
Gold Mine.....	64.50 74.50	74.50	74.50	74.50
Golden Cross (Chicago Calif.)	79.50 100.00	100.00	79.50	
Gold Mine.....		29.50		19.50
Gondola (Exhibit).....		14.50		
Grand Award (Chicago Calif.)	99.50	24.50 55.00	99.50	
		59.50		
Happy Go Lucky.....	149.00	159.50		
Havert's Wagon.....	60.00			
Havert's Team (Chicago Calif.)	35.00 69.50	95.00 129.50	129.50	89.50 129.50
Havert's.....	149.50	129.50	129.50	
Havana (United).....		14.50		
Hawaii (United).....		14.50		
Hayburner.....	225.00 239.50	245.00(2)	245.00	245.00
		250.00		
Hits and Run (General).....	99.50 109.50	109.50 129.50	109.50 129.50	99.50 109.50
		129.50		129.50
Hit Parade (Gottlieb).....		14.50 29.50	29.50	29.50
Holiday (Chicago Calif.)	49.50(3) 69.50	69.50	69.50	69.50
Holiday (Keweenaw).....	385.00(3)	385.00(3)	285.00	385.00 395.00
		395.00		395.00
Hot Rod (Bally).....	59.50 89.50	69.50 79.50	69.50 75.00	49.50 69.50
		124.50		79.50 124.50
Humpy Dumpty (Gottlieb).....	29.50(2) 30.00	14.50 29.50	29.00(2) 49.50	15.00 29.50(2)
		49.50		49.50
Jack and Jill.....	29.50 49.50	49.00 49.50(2)	49.50	29.50
Jackie (Williams).....		29.50		29.50
Jamboree (Exhibit).....		54.50 50.00	54.50 50.00	35.00 50.00
Jockey Special (Bally).....	54.50 55.00	54.00 54.50(2)	54.00 54.50(2)	54.00 54.50(2)
	50.00 54.50(2)	54.00 54.50		
		55.00		
Jobber (Gottlieb).....	119.50	149.50	145.00 149.50	149.50
Joby (Exhibit).....	119.50	115.00 119.50	119.50	119.50
Just 21 (Gottlieb).....	79.50	65.00 79.50	54.50 79.50	24.50 79.50
		79.50		79.50
K. C. Jones (Gottlieb).....	74.50 75.00	75.00	75.00	75.00
King Arthur (Gottlieb).....	90.00 99.50	79.50 119.50	119.50	109.50 119.50
		119.50		
King Cole (Gottlieb).....		54.90	54.50	54.50
King Pin (Chicago Calif.)	225.00 279.50	229.50	275.00	
Knead Out (Gottlieb).....	89.50 99.50	99.50 109.50	99.50(2) 129.50	99.50(2) 129.50
	109.50 110.00	119.00 129.50	149.50	149.50
	129.50 149.50	149.50		
Lady Robin Hood (Gottlieb).....		24.50 39.50	39.50	39.50
Lite-Line (Keweenaw).....	164.50	150.00(2)	175.00 195.00	164.50 195.00
	195.00(2)	175.00 195.00	225.00(2)	225.00(2)
	200.00			
Lucky Lining (Williams).....	59.50 79.50	69.50 79.50	69.50 79.50	69.50 79.50
	99.50	89.50 99.50	99.50	99.50
Madison Square Garden (Gottlieb).....	129.50	24.50	135.00 149.50	149.50
Major League Baseball (United).....	39.50 59.50	24.50 39.50	39.50	39.50
Major League Baseball (United).....	34.50 79.50	69.00 79.50	79.50	15.00
Majors of '49 (Chicago Calif.)		14.50		
Maharaja (United).....		14.50		
Margie (Gottlieb).....		14.50		
Maryland (Williams).....	49.50(2) 85.00	49.50 75.00	49.50 99.50	49.50 99.50
	109.50 109.50	99.50 109.50	109.50	109.50
	49.50	34.50		
Melody (Bally).....	67.50 69.50	67.50 95.00	114.50	67.50(2) 114.50
Mercury (General).....	114.50	114.50	164.50	164.50
		139.50		39.50
Mermaid (Gottlieb).....	39.50	24.50 39.50	39.50	39.50
Missy Widow (General).....		49.00 59.50	49.00	139.50 175.00
Mistral King (Gottlieb).....	29.50 39.50	14.50 29.50	29.50 39.50	29.50 39.50
Montezuma (United).....		39.50		
Moan Glow (United).....	39.50 59.50	24.50 39.50	39.50 59.50	39.50 59.50
		49.00 59.50		
Morocco (Exhibit).....	49.50	24.50 59.50	49.50	49.50
Nape.....		295.00		
Nevada (United).....		14.50		
Nifty (Williams).....		129.50		
Night (Exhibit).....	129.50	59.50 69.50	129.50	129.50
Old Time (United).....	75.00 84.50	75.00 84.50	129.50	129.50
Old Time (United).....	74.50 144.50	144.50	144.50	144.50
Old Time (United).....		250.00		
One, Two, Three (General).....		39.50		39.50 44.50
Opportunity (Marble).....		14.50		
Paradise (Gottlieb).....		19.50 24.50	19.50 49.50	19.50 30.00
		49.50		49.50
Phantom (Williams).....	69.50 69.50	24.50 69.50	69.50	69.50
Phish Fish (Universal).....	75.00 80.00	79.50 80.00	75.00 99.50	69.50 79.50
	99.50 119.50	99.50 119.50	119.50	119.50
Pike's Peak (Gottlieb).....		29.50		29.50
Pit Bowler (Chicago Calif.)	139.50	119.50 129.50	139.50	119.50 139.50
		139.50		
Pitch Kicker (United).....	29.50			325.00
Play Ball (Chicago Calif.)	99.50 119.50	99.50		99.50
Playland (Exhibit).....	124.50	109.50 124.50	124.50	124.50
Playtime (Exhibit).....	64.50	84.50	84.50	84.50
Pudgy Head (General).....	59.50	29.50 50.00	59.50	39.50 59.50
		59.50		
Punchy (Chicago Calif.)	99.50 144.50	119.50 59.50	144.50	
	145.00	145.00		
Quarterback (Williams).....	69.50 84.00	79.50 89.50(2)	89.50(2) 100.00	45.00 89.50
	89.50(2)	100.00		100.00
Ray Map (Williams).....		129.50		120.00
Rainbow (Williams).....	24.50	39.00		
Rainbow (Bally).....		24.50		
Rainbow (Williams).....		24.50 55.00		109.50
Rainbow (United).....		107.50		109.50
Rip Snorter (General).....	55.00 74.50	94.50	94.50	59.50 94.50
	94.50			
Robin Hood (Gottlieb).....	49.50	49.50	49.50	49.50
Rocket (General).....	69.50 119.50	99.50 119.50	119.50	119.50
Rocket (Exhibit).....	134.50 139.50	139.50 154.50	139.50 154.50	
Roadster (United).....		24.50 59.50	39.50	
Rose Bowl.....		179.50		
Round Up (Bally).....	69.50 64.50	64.50	64.50	64.50
St. Louis (Williams).....	65.00 79.50	79.50	79.50	79.50
Sally (Chicago Calif.).....	29.50	49.50		
Samba (Exhibit).....		24.50 59.50	59.50	59.50
Saratoga (Williams).....	49.50 55.00	49.50	49.50	30.00 49.50
Screenball (General).....	39.50	24.50 39.50	39.50	39.50
		45.00		
Select-a-Card (Gottlieb).....	49.50 79.50	49.50 69.50	69.50 79.50	54.50 69.50
		79.50		79.50
Sea Jockey.....	319.50			
Servando (United).....		24.50		29.50
Shanghai (Chicago Calif.)		24.50		
Shantytown (Exhibit).....	109.50	99.00 99.50	109.50	109.50
		109.50		
Sharpshooter (Gottlieb).....	79.50 89.50	79.50 89.50	89.50	89.50
Shoe Show (Williams).....		119.50		123.00
Show Boat (United).....	60.00	29.50 59.00	30.00	
Shower.....		14.50		
Shower (Exhibit).....		14.50		
Shower (General).....	99.50 109.50	59.50 95.00	109.50	69.50 109.50
Shower (Williams).....		99.00 109.50		
Shuttle Fly (Williams).....	39.00	45.00 49.00	24.50 35.00	49.00 49.50
Special Party (Bally).....	29.50(2) 49.50	49.50 50.00	49.00 49.50	49.00 49.50
	50.00	49.50 50.00		50.00
		109.50		109.50
Speedway.....	109.50	24.50 45.00		
		109.50		
Spitball (Chicago Calif.)	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Spot Bowler (Gottlieb).....		99.50 154.50		
Stardust (United).....	49.50	29.50(2) 45.00	34.50 49.50	49.50
		14.50		
Step Up.....		139.50		
Stop and Go (General).....	99.50 109.50	139.50	109.50 139.50	99.50 109.50
	139.50			
Storney (Williams).....	29.50	29.50 49.50	29.50 49.50	15.00 29.50
Summer Time (Gottlieb).....	30.00 39.50	24.50 30.00	30.00 39.50	30.00 39.50
	49.50	39.50 49.50	49.50	
Swamp (Williams).....		24.50		
Swamp (Chicago Calif.)	59.50 69.50	69.50(2)	69.50	59.50 69.50
Swamp (Williams).....		295.00	295.00	295.00
Swamp (Exhibit).....		59.50		59.50
Swamp (Williams).....	79.50 89.50	99.50 109.00	99.50 134.50	99.50 134.50
	134.50	134.50		

Detroit
 William Hewitt, of Conway, was the first operator to arrive and another visitor was Jerry Clements, a partner in the Sutton and Clements Supper Club, which books leading record artists.

Operators swarmed thru the Angolt Distributing Company here to view the new 1500 and 1550 Warlitzer juke models. Among those attending from out-of-town were Mrs. Grace Ziegler, Ferndale; Harry De Goode, Adrian; Bud Howell, Toledo; Mr. and Mrs. Ray Averill, Adrian; Julian Ksiazkiewicz, Jackson; Automatic Music Company, Jackson; Fred Zemke and family, Ann Arbor; Mr. and Mrs. J. W. Patterson, Toledo, and George Howell, also of Toledo.

Michigan Automatic Machine Associates, new soft drink vending firm, is establishing offices on West Grand River Avenue. Charles H. Mandell, veteran cigarette and scales operator, is now located on Leslie Avenue. Jack Bushkin, Market Vending Company, reports business considerably off in the cigarette vending field. Edward L. McCarthy has sold his route of gum and peanut vendors and is now with the Detroit Post Office.

Paul Chover, Michigan Vending Company, is looking forward to a nice pick-up in business this season. The company discontinued its candy machine operation and is concentrating strictly on cigarette vending. Earl Poppenger, veteran manager for F & W Products Corporation, is an earnest advocate of long range planning in industrial vending operation.

Albert A. Weidman has taken over State distribution for the Juice Bar, offering a six-flavor choice of fruit juices. Edwin McKeown, former coin machine man, has left for Texas. His brother, Arnold, is now active in retail service for Detroit operators. A third brother, James Jr., who was in the business, was killed in the war. David Weinberg, operator of a variety store has taken over as sole owner of D and F Cigarette Vending Company, with headquarters at his store. The firm operates only cigarette and match vendors. Weinberg considered plans to go into candy and other fields, but decided to concentrate on the straight cigarette operation instead. Jack Freeman, formerly a

partner in the business and owner of the downtown Silver Dollar Bar, has withdrawn from the venture.

Automatic Cold Drink Company, operated by Bert Crawford and Robert P. Schmidt, has purchased the Vending Machine Corporation of America here, operating a route of drink vendors. Automatic earlier took over the Vend-A-Drink Company, another beverage route. Arthur J. Jacques, who developed the Shoemate Shine Machine, has retired from the Detroit Fire Department, with which he has been connected for many years.

Frank D. Nunemaker, general manager of the Detroit Surfacing Machine Company, is on a business trip. O. (Buck) Reed, owner of the Ferndale Self-Serve Laundry in the Northend suburb of Ferndale, is moving his operation to a new site. State meeting of the Michigan Self-Service Laundry Association, of which Reed is secretary, will be held at Jackson Sunday (20). It will feature election of officers. Walter A. Richardson and his two nephews, James and Jessie Stewart, have formed the R. S. Vending Company to operate a peanut machine route. The M. and V. Company, which operated a mixed juke box and peanut vending route in the Thumb Area counties, has closed its Detroit headquarters. Roger S. Robinson, son of Arthur Robinson, Detroit theater circuit owner, is taking over distribution of Ride 'Em Cowboy, coin-operated mechanical pony ride, for the drive-in theater trade in this area. He has established offices in the Film Exchange Building. Irving B. Ackerman, counsel for the Michigan Automatic Photograph Owners' Association and for the Detroit Shuffleboard Association, was named a member of the Wayne County Board of Supervisors, which includes Detroit and a large surrounding area.

James T. Mensie, formerly a partner in the Excel Music Company, has bought out the interest of his partner, L. V. Harris, who has retired from the business. Mensie, as sole owner, will continue to operate under the Excel name. Wittick Sales Company, distributors of coin-operated radio and television in several States, has changed its trade name to Wittick-Moore, Inc., following the addition of Leo L. Moore. Wittick was founded by Fred W. Wittick. This company also handles the coast-to-coast Milner Hotel chain

franchise for this type of equipment.

Tom Dewberry, West Side operator, was host Tuesday to some 500 guests at the annual banquet of the T & J Shuffleboard League which he sponsors in his locations. Event was held at Carpenter's Hall in Redford. John C. Westerdale of the Detroit Shuffleboard Association league play office is arranging for the annual playoffs, May 3-4-5. Fred Chlopan, executive director of the Association, is back from a week in Columbus, O., with Mrs. Chlopan staying on an extra week to visit friends and relatives in her old home town.

Irving Ackerman, counsel of the Michigan Automatic Photograph Owners' Association, left for a Miami vacation with his wife and three children. Arthur Swisher, a war veteran, has opened a coin laundry on Main Street in Hartford, and plans to operate a taxi cab service as an affiliated activity.

Milwaukee
 Music and games coin box take in the Sheboygan area, according to Marianne Fessler, has zeroed recently. Reason for the decline in play, she said, is because of the current dip in employment there where the furniture plants have cut down on working hours and war orders have dipped considerably. Brightening up the general picture somewhat, however, she admits, is the fact that E. S. Fessler has recently installed wired music lines to two of the large Piggly Wiggly stores in Sheboygan.

New Mercury Records man calling on ops and dealers in Southern and Western Wisconsin, is Donald Zack. The Mercury disks bringing him the best sales results with his coinmen customers, according to Zack, are "Whispering Winds," "Be Anything," and "Kiss of Fire."

Forty-five r.p.m. records are steadily supplementing the 78's on all of his machines, according to Les Beder, boss man of the L. R. Distributing Company. "The day when I'm using 45's completely, can't come too soon," states Les. Phil Kurman, of the D. Kurman firm, has been elected to the chairmanship of the board of directors of the Mount Sinai Hospital.

Banaco Music topper, Frank Barnik is expecting lots of guests in a few weeks for the confirmation of his son, Gerald. Driving over for the occasion will be the Al Wittick of Cleveland's Western Music Company, longtime friends of the family. Business has been at a low ebb in recent weeks, according to Erv Beck, front office man of the Mitchell Novelty Company. Returns on games have been below average, while music has been holding up fairly well.

Ernie Spitznagel and Doug Opitz, of the Hilltop Coin Machine Company, will fly to New York this week-end for several days of biz activities. Opitz plans to do some buying for his Arcade, while Ernie will pick up some pointers on the service angles of some of the recently acquired photo equipment.

Operators attending the monthly meeting Monday of the Wisconsin Association were C. S. Pierce, Brodhead; Sam Anderson, Rhineland; Arvid Mode, Rhineland; Dewey Wright, Wausau; Erv Coff, Madison; Arnold Fech, Beloit; Ed Dowe, Beaver Dam, and Doug Opitz, Milwaukee.

(Continued on page 92)

	Issue of April 19	Issue of April 12	Issue of April 5	Issue of March 29
Tank (Chicago Calif.).....	\$64.50 85.00	179.50 85.00	\$85.00 109.50	\$85.00 109.50
Tampla (United).....	64.50 75.00	59.50 89.00	89.50	89.50
Tarmac (Gottlieb).....	49.50 50.00	49.50(2) 59.50		

QUALITY + SERVICE = SATISFACTION at WORLD WIDE

Astounding Values in SHUFFLE GAMES

Table listing various shuffle games and their prices, including United, Chicago Coin, Williams, and Keeney models.

WILLIAMS NEW 3 BALL GAME MAJORETTES

High Score Feature—Extra Special Star Mode, five Thumper Bumpers, flippers, five Kickout holes. Many new ways to increase scoring action. Last play!

NOW DELIVERING NEW GAMES

Bally ATLANTIC CITY, United SUPER SIX BOWLER, Gottlieb QUARTETTE, Columbia HIT THE BELL, etc.

WILL PAY TOP DOLLAR

Bally SPOT LIGHT, Bally BRIGHT SPOT, Bally CONEY ISLAND, Bally BRIGHT LIGHT, United A. B. C.

MISCELLANEOUS

Babbar SIX SHOOTER, Eubank SILVER BULLETS, Cui Clair PISTOL, etc.

WILLIAMS BRAND NEW "MUSIC MITE"

Original Cartons. Superior new modernistic design. Uses 10 45 RPM records. Selector, reflector buttons, Control and accumulator—cancel button.

New 3r play \$145 New 3r, 10r, 25r play \$175

Don't Be Misled—The One and Only

GENUINE FORMICA

Accept no substitutes. New, smooth still topped top minimizes cavity, preventing, decals and warping. Available in UNITED 3, 5, 7, 9 Players, CHI COIN and UNIVERSAL.

8" Size \$29.50 9" Size \$34.50

ONE BALL FREE PLAY GAMES

FUTURITY, Brand New WHITE TURP KING, CHAMPION, CITATION, GOLD CUP, ENTRY, SPECIAL ENTRY.

ATTENTION FOREIGN PURCHASERS

EQUIPMENT YOU CAN DEPEND UPON. Our qualifications guarantee the finest recording-reproducing process available anywhere.



Chicago 1 2330 N. Western Ave.

Shaffer Specials in Better Quality Buys

Price tags for AMI, Wurlitzer, Seeburg, and Wall Boxes models.

Exhibit Dale Gun \$69.50, Seeburg Shoot the Bear 289.50. Write for Complete List of Late Model Phonographs.

SHAFER MUSIC CO. COLUMBUS, OHIO; CINCINNATI, OHIO; INDIANAPOLIS, IND.

Coinmen You Know

Continued from page 21

Harry P. Paulus, the recently named sales manager for Victory Vending Company in the South Hills, is a brother of John D. Paulus, the book critic for The Pittsburgh Press.

Sydney Weinstein, Sidmor Vending, reports his new headquarters will have twice the floor area with half of the establishment earmarked for displays.

Clevelanders visiting in Miami Beach are Mr. and Mrs. Jimmy Burke, of Modern Music. Joe Valenti has returned to the juke box business to do service repair work.

Jim Schwartz, of Schwartz Bros., local Mercury distributor, was pleased that a group of local operators were present when Eddy Howard visited him during a recent trip to Washington.

The Westway Vending Company has hired a new route man, reports Sid Lotenberg, Mrs. G. L. Sinclair, Northern Virginia Music Company, states that business is holding up better than last year.

Calderon Distributing Company received its first lot of Bally's coin horse, The Champion. Orders have been booked in advance and now are being shipped.

Mr. and Mrs. A. N. Mac Quinzy, operators at Mishawaka, and Mr. and Mrs. Carl Zimmer and son, of South Bend, have returned from a Florida vacation.

Dale Lee, who is now in the air freight business in Alaska, visited at Taran Distributing.

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses.

For this week's prices consult the used machine advertisements in this issue.

Large table with columns for machine names and prices for different dates (April 19, April 12, Issue of April 5, Issue of March 29).

NEW MODEL ELECTRIC SCOREBOARDS! JAR-D-O Tickets, BINGO TYPE, MID STATE COMPANY.

GIVE TO DAMON RUNYON CANCER FUND

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard from 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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time of location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 19	Issue of April 12	Issue of April 5	Issue of March 29
ABC Bowler (Keener).....	95.00	95.00	95.00	95.00
Ace Bowler (Chicago Coin).....	95.00	95.00	95.00	95.00
Baseball (Bally).....	49.50 75.00	75.00 89.50	89.50	89.50
Big League Bowler (Keener).....	215.00/2	225.00/2	255.00 265.00	255.00 265.00
Bowlite (Gottlieb).....	245.00 265.00	245.00 29.50	24.50 29.00	24.50 29.00
Bowling Alley (Chicago Coin).....	35.00 45.00	35.00 45.00	40.00 45.00	45.00 50.00
Bowling Alley Rebound (Chicago Coin).....	99.50 109.50	99.50 109.50	99.50 109.50	95.00 109.50
Bowling Champ (Keener) 2 Player.....	135.00 165.00	89.00 135.00	89.00 135.00	89.00 135.00
Bowling Classic (Chicago Coin).....	75.00 130.00	75.00 85.00	165.00	165.00
Bowling League (General).....	24.50	20.00 24.50	20.00 24.50	20.00 24.50
Double Bowler (Williams).....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Double Bowler (Keener).....	39.00 75.00	75.00 110.00	110.00(2)	125.00
Double Bowler Rebound (Keener).....	99.50 109.50	99.50 109.50	99.50 109.50	95.00 109.50
Double Shuffle Alley (United).....	50.00 79.50	50.00 79.50	50.00 79.50	50.00 79.50
Double Shuffle Alley Express Rebound (United).....	139.50	139.50	159.50	159.50
Duck Pin (Keener).....	95.00	95.00	95.00	95.00
Five Player Shuffle Alley (United).....	240.00 240.00	229.50 255.00	275.00(2)	275.00(2)
Five Player Shuffle Alley Rebound (United).....	275.00 280.00	285.00 290.00	295.00	295.00
Five Player Shuffle Alley Rebound (United).....	275.00	285.00	285.00	285.00
Four Player Shuffle Alley (United).....	240.00 225.00	240.00 249.50	250.00 265.00	250.00 265.00
Four Way League Bowler (Keener).....	195.00			
Four Way Match Bowler (Keener).....	225.00	29.00 29.50	29.00 29.50	29.50(2) 30.00
Gate (General).....	30.00 29.50	30.00 29.50	29.50 30.00	29.50 30.00
Ill Stars Bowler (Universal).....	95.00 125.00	125.00 155.00	105.00 155.00	125.00 165.00
Rock Bowler (Bally).....	135.00 175.00	135.00 185.00	175.00 225.00	215.00 225.00
Rock Bowler (Bally).....	209.50 225.00	209.50 215.00	250.00	250.00
Rock Bowler (Bally).....	129.50 149.50	129.50 149.50	149.50	149.50
Rock Bowler (Keener).....	210.00 215.00	195.00/2	210.00 215.00	215.00/2
Rock Bowler (Keener).....	225.00(2)	225.00(1)	229.00 235.00	229.00 235.00
League Bowler, 4 Player (Keener).....	165.00/2	219.50	219.50	219.50
Lucky Stars (Keener).....	135.00	35.00	35.00	35.00
Match Bowler, 4 Player (Keener).....	295.00	225.00 295.00	295.00	295.00
Match League Bowler, 4 Player (Keener).....	250.00	250.00	250.00	250.00
Pin Bar (Keener).....	24.50	24.50	24.50	24.50
Pin Lite Bowler (Chicago Coin).....	79.00 125.00	125.00 149.50	125.00 149.50	149.50
Shuffle Alley (United).....	24.50 25.00	24.50 25.00(2)	24.50 25.00	20.00 24.50
Shuffle Alley Express 2 Player (United).....	75.00 139.50	75.00 139.50	75.00 139.50	125.00 139.50
Shuffle Alley, 6 Player (Keener).....		325.00		
Shuffle Alley Express Rebound, 2 Player (United).....		159.50		
Shuffle Alley, 8 Player (General).....	249.50	249.50	275.00	175.00 275.00
Shuffle Alley, 8 Player Rebound (United).....	315.00	325.00	325.00	325.00
Shuffle Alley Express (United).....	40.00 45.00(2)	40.00 45.00(2)	40.00 45.00	45.00 45.00
Shuffle Alley Express (United).....	49.00 49.50	49.00 49.50	49.00 49.50	49.00 49.50
Shuffle Alley Express (United).....	59.50 129.50	59.50 129.50	59.50 129.50	59.50 75.00
Shuffle Alley Express (United).....		129.50		
Shuffle Alley Express (United).....	26.00 275.00	285.00 309.50	310.00 320.00	300.00 310.00
Shuffle Alley Express (United).....	309.50 310.00	310.00 320.00	335.00(2)	319.50 325.00
Shuffle Alley Express (United).....	315.00 320.00	335.00(2)	339.50	335.00(2)
Shuffle Baseball (Chicago Coin).....	55.00	55.00 69.50	55.00	55.00
Shuffle Bowler (Bally).....	24.50 29.50	24.50 29.50	24.50 29.50	24.50 29.50
Shuffle Bowler (Bally).....	49.50/2	49.50/2	49.50/2	49.50/2
Shuffle Bowler (Bally).....	145.00	145.00 179.50	179.50	179.50
Shuffle Champ (Bally).....	45.00 49.50	44.50 45.00	75.00 79.50	45.00 75.00
Shuffle Champ (Bally).....	75.00 79.50	79.50 79.50	79.50	75.00
Shuffle Jungle (Rock-Ola).....	59.50 75.00	59.50	59.50	59.50
Shuffle Lane (Rock-Ola).....	30.00	30.00	30.00	30.00
Shuffle Lane (United).....	24.50	24.50	24.50	24.50
Shuffle Lane (United).....	129.50 179.50	125.00 179.50	179.50	24.50
Shuffle Lane (Bally).....	95.00 129.50	95.00(2) 129.50	129.50	95.00(2) 129.50
Shuffle Snapper (United).....	85.00 139.50	139.50	150.00 175.00	149.50 150.00
Shuffle Target (General).....	199.50	149.50(2)	175.00 199.50	175.00 199.50
Simple Shuffle Alley Rebound (United).....	75.00 89.50	75.00 89.50	75.00 89.50	89.00 89.50
Six Player Shuffle Alley (Keener).....	275.00	275.00	275.00	275.00
Slow Alley (United).....	49.00 109.50	99.50 109.50	179.50	115.00 139.50
Speed Bowler (Bally).....	35.00 39.50	25.00 35.00	49.50(2) 55.00	49.50
Speed Bowler (Bally).....	49.50(2)	39.50 49.50(3)	49.50	55.00(2)
Star Bowler, 2 Player (United).....	350.00	45.00 75.00	75.00 89.50	45.00 85.00
Star Bowler, 2 Player (United).....	75.00 89.50	45.00 75.00	75.00 89.50	45.00 85.00
Super Shuffle Alley (United).....	39.50	34.50 39.50	39.50	39.50 45.00

	Issue of April 19	Issue of April 12	Issue of April 5	Issue of March 29
Super Twin Bowler (Universal).....	54.00 74.50	75.00 95.00	95.00(2) 99.00	95.00(2) 99.00
Super Twin Bowler (Universal).....	95.50 109.50	109.50	109.50	109.50
Ten Plus (Keener).....	24.50	22.50 24.50	24.50	24.50 45.00
Trophy Bowler (Chicago Coin).....	85.00 140.00	85.00 140.00	74.50 85.00	74.50 85.00
Twin Bowler (Universal).....	39.00 49.50	49.50 59.50	114.00 140.00	114.00 140.00
Twin Bowler (Universal).....	65.00	65.00	49.50(2) 65.00	49.50(2) 65.00
Twin Bowler Rebound (Keener).....	185.00	185.00	185.00	235.00
Twin Shuffle Alley Rebound (United).....	135.00 195.00	195.00 199.50	195.00(2)	195.00(2)
Twin Shuffle Alley Rebound (United).....	165.00	139.00	215.00 215.00	215.00 219.50
Twin Shuffle Alley Rebound (United).....	195.00 240.00	240.00 25.00	24.50 25.00	23.00 239.50
Twin Shuffle Alley Rebound (United).....	35.00	29.50 35.00	35.00	35.00
Twin Shuffle Alley Rebound (United).....	199.50 240.00	199.50 25.00	199.50 25.00	239.00 250.00
Twin Shuffle Alley Rebound (United).....	89.00			

Shuffle Alley Express

Converted to Six Player, Formula Top, Large Pin; 36-38 scoring completely re-finished and re-geared. Satisfaction Guaranteed. 1/3 Deposit With Order.

ROYAL MUSIC CO.
34 Park St., Webster, Mass.
Tel. 449-74

FOR SALE

Roads of Monorail and Pin Ball Machines, established 20 years, Northern Maine. A profitable operation and bright future for expansion. Near air bases. Will sell as unit.

BOX D-191
c/o BILLBOARD CINCINNATI 22, O.

Coinmen You Know

Continued from page 92

Hartford, Conn.

Two new members have joined the Connecticut State Coin Association, according to Abe Fish. They are Joe Farina, New Britain operator, and Ray Amore, New Haven operator. Abe Fish, honorary life-time president of CSCA, and Jimmie Tolman, current president, attended a recent get-together of New Britain area coin operators in the latter city.

Operators in the State are anticipating fair business this summer, with equipment more available than in the previous six months. Ralph Colucci, head of Seaboard Distributors Corporation, Hartford, is due home from a month's vacation in Arkansas and Texas.

Connecticut cigarette tax receipts for March were \$49,265 below a year ago. State Tax Commissioner William F. Connolly reported. The total last month was \$650,945, compared with \$700,210 in 1951. This nine-month total thru March 31, was \$6,494,915, against \$6,215,985 a year ago.

Charleston, W. Va.

W. T. Cruise and staff members of the Cruze Distributing Company played host to a steady stream of operators who attended the two-day showing here of the new Wurlitzer. Those attending included Bennett Bell, John I. Tabor, Charlie Gott, Charlie Logan, Bill Michaels, Shelton Price Sr. and Jr., Kenton Price, L. D. Siroon, Bill Anderson, Bill Perry, Neoma Wiseman, Dud Endley, D. Colebank, Red Wallace, Tom Coffman, Red Flannery, G. L. Hermon, Joe Tabit, Marvin Rhodes, M. Z. Elkins, Darris Derrick, Paul Shwayler, Everett Akers, Mr. Crockett, L. W. Smith, L. O. Haynes, Ed Wood, Marvin Rhodes, Leo Colandras, Max Carpenter, Mr. Carpenter, Mr. Kiser, Albert Whaley, Raymond McClung, Sylvan Faddley, Bert Edwards, Bill Blankenship, Dewey Pearson and Bill Brockway.

Phoenix

Joe Casolppo Jr., president of Maestro Music, Inc., and Don Harrington, firm's key sales staffer, had their hands full two ways at the Wurlitzer Days showing last week. If they were not busy shaking hands with visiting operators they were pointing out the new operator and service features of the 1500 and 1550 models and the 5100. Among the many Arizona coinmen in for the showing were Mr. and Mrs. Claude Sharpsteen Sr., Yuma; O. Ellis Eversitt, Kingman; Spencer Hoopes and Hank Dietz, Safford; Joe Pampa, Glendale; Bill Reese, Casa Grande, and the following from Phoenix, Tom Butcher, John Hourihan, Ray Baker, Harley Jones, Joe Carson, S. B. Karnes, Roy J. G. Hogan, Bob Irvine, Curt Robinson, Ben Spalding, Elma Robinson, Ray Willington and Basil and Jack Romboigh. In from Gallup, N. M., was Matt Gasparich.

Philadelphia

Active Amusement Machines Company, Wurlitzer distributors in Philadelphia, held the premiere unveiling of new Wurlitzer 1500. Hosting the invited operators and their families was Joe Hrdlicka, Wurlitzer national sales service rep, and Joe Ash and Moe Boyer, top Active execs. In addition, and also helping out as hosts were Active's Frank Westwood and Marty Braunstein. Five hundred attended. Food and refreshments were served.

(Continued on page 94)

START THE SEASON IN "FIRST" PLACE

BINGO 3 BALLS

SHUFFLE GAMES

NEW
UNITED BOLERO, Bally ATLANTIC CITY, Universal 3 Star, 1973

RECONDITIONED
Bally CONEY ISLAND 5445
Bally BRIGHT SPOT 645
UNIVERSAL LEADER 385
KEENEY HOLIDAY 385
Bally LIGHT 385
United KING 215
United ABC 275
UNIVERSAL 5-STAR 325

NEW CLOSOUT!
Ch. Coin SHUFFLE
MORSEHOUS-5172.

RECONDITIONED AND RESURFACED
Machines completely overhauled. Resurfacing includes complete removal of old lacquer, plus new instructions detail.

CONSOLE FORMICA TOPS
Installed on United & Keener Games—\$15.00 Extra

UNITED
5 PLAYER REBOUND 5315
5 PLAYER REBOUND 5315
5 PLAYER REBOUND 5315
5 PLAYER REBOUND 5315
5 PLAYER REBOUND 5315

CHICAGO COIN
PIN LITE BOWLER 825
ACE BOWLER 825
TROPHY BOWLER 825
SHUFFLE BOWLER 825
BOWLING ALLEY 48

WILLIAMS
DOUBLE BOWLER 875
DE LUXE BOWLER 45
TWIN SHUFFLE 45
KEYLITE

BIG LEAGUE
BOWLER 3248
2, 4, 5, 6 Player, and Keener LEAGUE BOWLER 31
LUCKY STRIKES 31
UNIVERSAL SUPER TWIN BOWLER 315
BALLY HOOK BOWLER 385
SHUFFLE BOWLER 385
SPEED BOWLER 385
SHUFFLE BOWLER 385
SHUFFLE BOWLER 385
BOWLING LEAGUE 20

ARCADÉ

NEW
Ch. Coin 4 Player Derby

RECONDITIONED AND RESURFACED
Seaburg SHOOT THE BULL 5295
E. SIX SHOOTER 195
Ch. Coin MIDGET 185
SHERIDAN 185
TELEQUIZ w/ Film 129
Kool FOOT BASE 110
Ch. Coin PISTOL 125
TEAM HOCKEY 110
Mutascope SKY 105
FIGHTER 100
BACK 100
Amos JACK RABBIT 95
C. Coin COALER 95
Keener AIR RAIDERS 95
Wm. STAR SERIES 95
Wm. QUARTER 80
UNIVERSAL RAIDER 85
E. DALE CUN, late 85
E. DALE CUN, late 85
CHICKEN SAM 75
Ch. Coin HOCKEY 69
Merry 12-1947

ATHLETIC SCALE 65
TEN STRIKE 65
HEAVY HITTER 45
POKER & JOKER 45
Williams ZINGO 45
CLIPPER 29
Coin CRIP TESTER 19

COUNTER GAME CLOSOUT
Cameo PEE WEE
Originally \$69.50.
Now only \$25.
Brand new!
1c or 5c play.

Authentic SHUFFLE GAME FORMICA TOPS
Genuine right screened tops of the right price! Highest quality with screened during manufacturing process. For United 2, 4, 5, 6 Player, and Keener LEAGUE BOWLER.

\$19.50 \$22.50
Individuals Packed

FIRST DISTRIBUTORS

Joe Elino & Wally Fede

1750 W. North Avenue • Chicago 28, Illinois • Ockens 2-8300

Brand New!

Buckley CRISS-CROSS JACKPOT BELLS

Sc-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES 20-34-28
Records Selections
5c or 10c Play

Buckley Manufacturing Co.
4222 W. Lake St. Chicago 26, Ill.

CALL "ECONOMY & RELIABILITY" TO YOUR DOOR WITH CENTRAL OHIO QUALITY BUYS

ONE BALLS NEW
ACROSS THE BOARD WINNER FUTURELY

USED ONE BALLS
THE KING 524.50
CHAMPION 95.00
WINDMILLS 149.50
MERRY 45.00
Ready for Location

FIVE BALLS NEW
BOTT HIT and BUN
CH. COIN KING PIN
UNITED STRIPPLE
CHASE
CERCO SPRINGTIME

FIVE BALLS USED
Sharp 9.99
Wm. Wm. 179.50
Hot Rod 99.50
Score 198.00
New 49.50
Holiday 49.50
Bally 39.50
Wm. Wm. 129.50
New 49.50
Chase 89.50
New 99.50
Jack & Jill 49.50
Merry 49.50

USED CIGARETTES and CANDY VENDORS
40 National Electric 99.00
1 Eastern Electric 115.00
120 National Mechanical 79.50
1 PE Mechanical 115.00
Ready for location—25
1 MILLS Candy Machines 16.00, 18.00, 79.50

NEW LOW PRICES WRITE—WIRE—PHONE

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST., COLUMBUS, OHIO
ADown 7254

START THE SEASON IN "FIRST" PLACE

BINGO 3 BALLS

SHUFFLE GAMES

NEW
UNITED BOLERO, Bally ATLANTIC CITY, Universal 3 Star, 1973

RECONDITIONED
Bally CONEY ISLAND 5445
Bally BRIGHT SPOT 645
UNIVERSAL LEADER 385
KEENEY HOLIDAY 385
Bally LIGHT 385
United KING 215
United ABC 275
UNIVERSAL 5-STAR 325

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Machines completely overhauled. Resurfacing includes complete removal of old lacquer, plus new instructions detail.

CONSOLE FORMICA TOPS
Installed on United & Keener Games—\$15.00 Extra

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5 PLAYER REBOUND 5315
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CHICAGO COIN
PIN LITE BOWLER 825
ACE BOWLER 825
TROPHY BOWLER 825
SHUFFLE BOWLER 825
BOWLING ALLEY 48

WILLIAMS
DOUBLE BOWLER 875
DE LUXE BOWLER 45
TWIN SHUFFLE 45
KEYLITE

BIG LEAGUE
BOWLER 3248
2, 4, 5, 6 Player, and Keener LEAGUE BOWLER 31
LUCKY STRIKES 31
UNIVERSAL SUPER TWIN BOWLER 315
BALLY HOOK BOWLER 385
SHUFFLE BOWLER 385
SPEED BOWLER 385
SHUFFLE BOWLER 385
SHUFFLE BOWLER 385
BOWLING LEAGUE 20

ARCADÉ

NEW
Ch. Coin 4 Player Derby

RECONDITIONED AND RESURFACED
Seaburg SHOOT THE BULL 5295
E. SIX SHOOTER 195
Ch. Coin MIDGET 185
SHERIDAN 185
TELEQUIZ w/ Film 129
Kool FOOT BASE 110
Ch. Coin PISTOL 125
TEAM HOCKEY 110
Mutascope SKY 105
FIGHTER 100
BACK 100
Amos JACK RABBIT 95
C. Coin COALER 95
Keener AIR RAIDERS 95
Wm. STAR SERIES 95
Wm. QUARTER 80
UNIVERSAL RAIDER 85
E. DALE CUN, late 85
E. DALE CUN, late 85
CHICKEN SAM 75
Ch. Coin HOCKEY 69
Merry 12-1947

ATHLETIC SCALE 65
TEN STRIKE 65
HEAVY HITTER 45
POKER & JOKER 45
Williams ZINGO 45
CLIPPER 29
Coin CRIP TESTER 19

COUNTER GAME CLOSOUT
Cameo PEE WEE
Originally \$69.50.
Now only \$25.
Brand new!
1c or 5c play.

Authentic SHUFFLE GAME FORMICA TOPS
Genuine right screened tops of the right price! Highest quality with screened during manufacturing process. For United 2, 4, 5, 6 Player, and Keener LEAGUE BOWLER.

\$19.50 \$22.50
Individuals Packed

Chicago Coin's 4-PLAYER DERBY



3 DIMENSIONAL HORSES
MOVE AS GAME IS PLAYED!

- ★ 4 TIMES THE EARNING POWER OF A SINGLE PLAYER GAME
- ★ 4 COINS IN ABOUT ONE MINUTE
- ★ 60% OF PLAY BY 4 PLAYERS
- ★ 4 PLAYER COMPETITION

SEE YOUR DISTRIBUTOR TODAY!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

every conceivable kind of
EQUIPMENT, SUPPLIES AND SERVICES
has been sold in The Billboard
WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

OUR PRICES ARE
LOW... LOWER... LOWEST!
All Machines Thoroughly Reconditioned

Bowling Champ	\$ 69.50	Bally Turt Kings	\$199.50
● BANJO	24.50	Bally Champions	89.50
Stop & Go	109.50	● BALLY GOLD CUP	79.50
Tumbledwood	84.50	Bally Creations	69.50
Buccaneer	39.50	SHUFFLE GAMES	
Fighting Irish	39.50	Wms. Double Header	\$ 49.50
Humpty-Dumpty	39.50	● BALLY BASEBALL	49.50
1-2-3	39.50	Bally Shuffle Champ	74.50
Wisconsin	29.50	Bally Shuffle Lane	129.50
Knockout	99.50	Bally Hook Bowler	179.50
Thing	79.50	● UNIV. SUPER TWIN BOWLER	69.50
Tri-Score	79.50	PHONOGRAPHS	
Cyclone	149.50	● WURLITZER 850	\$ 35.00
Caravan	69.50	Wurlitzer 800	69.50
Canasta	69.50	Wurlitzer 750E	89.50
All Baba	29.50	Wurlitzer 1250	479.50
● ROCKETTES	134.50	Wurlitzer 1015	169.50
4 Horseshoe	114.50	Wurlitzer 1100	299.50
Double Shuffle	79.50	Packard 400 Hidesaway	64.50
3 Musketeers	49.50	● ROCK-OLA 1432 (51-50)	449.50
Sunny	24.50	● SEEBURG 146	110.00
Barnacle Bill	49.50		
Sharpshooter	79.50		
Pinck Hitter	29.50		

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The Finest Names in Coin Machines. Exclusive
With Bally Products and Wurlitzer Phonographs.

Coinmen You Know

Continued from page 93

Kansas City

Central Music Distributing Company here played host to Kansas and Missouri operators recently at the showing of the new Wurlitzer juke box. Operators came from as far as 400 miles away to see the new machine. The occasion proved an opportunity for John Balk, new Central sales staffer, to renew many old acquaintanceships.

Operators attending from out-of-town included W. G. Anderson, of the Anderson Vending Company, Mr. and Mrs. Raymond Rilling, of the Midwest Music Service Company; Leonard Abbott and R. L. Savory—all of Wichita; Mr. and Mrs. F. F. Carlson, of Clay Center; Mr. and Mrs. Louis Ptacek, of Bird Music Company; and Mr. and Mrs. Evers, Manhattan; M. R. Sweeney, of American Vending Company; Lawrence; Mr. and Mrs. Harry Dyke, of Hillsborn Vending Company; Hillsboro; H. D. Wadleigh, Mr. and Mrs. Martin Esser, Albert Reiting, of Ideal Music Company, and Mr. and Mrs. Richard Younger, all of Topeka.

Other out-of-towners were Bryan McCullough, of Great Bend; Mr. and Mrs. Joe Herman, of Wilco Amusements; Mr. and Mrs. John Coughlin, of Midwest Amusement Company, and Mr. and Mrs. Bob Cleveland, all of La Crosse; Mr. and Mrs. George L. Adams, of A & B Music Service; Atchison; Joe Lousenski, of Elks Bottling Works; Leavenworth; John Clark, of Salina Music & Amusement Company; Salina; Mr. and Mrs. Dorce Hayes, of Auto-

Postwar Jukes

Continued from page 45

caully. As these machines are taken in, useable parts are salvaged and the machines then are junked. There are still some of these on location, usually in marginal spots and on a guarantee basis.

The sentiment of trade leaders here appears to regard as illusory the belief that money can be saved by operating old equipment. The approach used in discussions follows the line that older machines are too limited in selectivity to get the most out of locations.

Thus, altho some local firms are conservative in their outlook, there is a feeling that operators must consider early replacement because of obsolescence and the interest in stimulating business. With machines completely depreciated after four or five years, such replacement by multi-100 selection units seems feasible.

Judging from these sentiments, much of the used equipment now being progressively down-graded via the trade-in and resale route to secondary locations probably will have to be junked in the coming years.

Next week C. R. Sanders, Jr., will report on the policy of distributors in the Columbia, S. C., area toward obsolete juke boxes.

Detroit Group

Continued from page 79

prepared in collaboration with John C. Westerdale, director of league play here and "recognized as one of the nation's best informed authorities on league play," according to Fred Chlopian, executive director of DSA. Copies are being distributed without charge by Feldman, and may be used without the imprint of his firm name if the operator prefers.

An appeal to local operators to place copies of these rules in a conspicuous place in each location they service was made by Chlopian, who noted that these rules govern both in General League play and in the season playoffs, now being arranged as the climax of the entire year's competition, involving hundreds of locations.

"A well informed shuffleboard player is a good player," Chlopian exhorted. "Let us continue with programs such as this to make shuffleboard play an American family game, and an accepted American sport."

matic Music Company, Hutchinson; N. M. Light, Paola; Pete Hubbard, of Eureka Coin Machine Company, Eureka; and Vance Pistrick, of Vance Music Company, Arma.

Missouri operators attending included Mr. and Mrs. Walter Cobb, of Acme Music Company; Robert De Hart and K. D. Smith, all of St. Joseph; Mr. and Mrs. Francis Steele, of Joplin Music Company; and Mr. and Mrs. Core, all of Joplin; Mr. and Mrs. Pat Houston, of Casco Amusement Company, Garden City; Gerald Vinson, of Vinson Amusement Company, and John North, of Central Music Company, both of Chillicothe; Charles Newbill, of Talley Amusement Company, Clinton; Frank Thompson, Lexington; Gerald Moore, of Trenton Amusement Service Company, Trenton; and Charles Clark, of C & W Music Company, Boonville.

Kansas City, Kan., operators included Mr. and Mrs. Walter Webb, of Webb Music Company; A. J. Alderson, of Southwest Sales Company; Jack Jones, Jim Boxberger and Gerald Delsing, of B & J Music Company; Leonard Mettee and Melvin Reed.

Floods Put Dampers on Wis. Op Meet

MILWAUKEE, April 19.—Bad weather and floods in many sections of the State sharply curtailed attendance at the monthly meeting of the Wisconsin Phonograph Operators' Association Monday (14) in the Eagles Club here.

Doug Opitz, secretary of the association, reported that only a handful of operators were able to make the session. Those present listened to a report on the recent Bryson-Kefauver Bill hearings in Washington by C. S. Pierce, president of the association, who attended the hearings.

The next Statewide meeting of the group was set for Monday, June 9, but no site was selected as yet.

Northern Music Shows Wurlitzer

CLEVELAND, April 19.—Despite rain on both days, showing of the new Wurlitzer juke box here recently by Northern Music, Inc., was well attended by local and out-of-town operators.

Host for the occasion was Herb Wedewen, president of Northern,

Weinand Ends W. Coast Trip

CHICAGO, April 19.—A personal visit to all of the Rock-Ola Manufacturing Company's West Coast distributors was concluded last week by Art Weinand, vice-president in charge of sales. The trip climaxed the recent series of regional meets staged by the firm. Geographical distances prohibited such meets in the West, and Weinand's personal journey followed.

Weinand reported he talked with many operators as well as distributors and that he found conditions in the industry generally good. He felt the current favorable attitude was a natural upswing due to the ending of headaches such as income tax matters.

During his meetings with distributors, Weinand discussed company policy and related matters for the coming months. Following in order are the firms he visited:

Bud Ajax, of the Puget Sound Novelty Company, Seattle; Cosson Distributing Company and Campbell Amusement Company, Portland; Paul Spear, San Francisco; George Miller, president of the Music Operators of America, Oakland, Calif.; Dan Stuart, Los Angeles; Gys Fox, San Diego; Paul Hawkins, Tucson, and La Shulman, Denver.

United Plans 1-Stop Diskery

MILWAUKEE, April 19.—Harry Jacobs Sr., president of United, Inc., Wurlitzer distributor here, said this week that plans have been set for the firm to open a one-stop record shop.

The one-stop diskery will be located in the firm's headquarters on Vliet Street and Jacobs said efforts are being made to ensure stocking of a wide variety of labels.

Disclosure that addition of the record service was being considered was made to operators who attended the showing of the new 1500 model Wurlitzer here two weeks ago. Jacobs feels that the record service should be helpful since its far west side location will save operators trips downtown.

A buffet luncheon and refreshments were served thruout the two-day showing.

CLEARANCE SALE!

CLOSEOUT—BRAND NEW MODERNE SPEAKERS BUILT SPECIALLY FOR CORNER USE. DELUXE TONE COLUMN TYPE SPEAKER WITH BEAUTIFUL LIGHT UP EFFECT. 8" P.M. SPEAKER, HEIGHT 51". ONLY 50¢ PER THIS PRICE \$35.00 EACH. BRAND NEW TURF RINGS. \$195.00. USED TURF RINGS. \$185.00. CLEAN USED 5' BALLS—COLLIGE DAZE, \$89.00; KNOCKOUT, \$115.00; GOTTLEB DOUBLE SHUFFLE, \$94.50; ROCKETTES \$139.50; TUSCON, \$65.00. MUSIC—ROCK-OLA 1426, \$149.00; WURLITZER 1100, \$300.00; SEEBURG 46, \$115.00; ROCK-OLA 1422, \$95.50; WURLITZER 1015, \$169.00; SEEBURG 46, \$275.00. IMMEDIATE DELIVERY—BRAND NEW SHUFFLEBOARDS, BALLY ATLANTIC CITY THUNDERBOLT, MECHANICAL PONY, ROCK-OLA 52-50 PHONOGRAPHS, ROCK-OLA 50 SELECTION WALL BOXES 1/2 DEPOSIT, BALANCE C.O.D.

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United 5-Player	645 Holiday	385
United 3-Player	645 Holiday	385
Conroy Deluxe Bowler	645 Holiday	385
Bally Hook Bowler	645 Holiday	385
Williams Double Header	645 Holiday	385
C.C. 4-Player Derby	W	
Un. 4-Player Super	R	
Genlib New Turn	I	
Bally Atlantic City	T	
C.C. Whiz Kids	R	
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SEE EVANS' CENTURY AND JUBILEE AD ON PAGE 88

Eastern Acquires Bigger Area for Thunderbolt Steed

NEW YORK, April 18.—Eastern Vending Sales Company, Inc., of Baltimore, has been given additional distribution territory for the coin operated mechanical horse Thunderbolt, manufactured by Merry-Go-Round Sales, Philadelphia. New territory includes all of North and South Carolina and Ohio.

West. Ops Expect 300 at Dinner

PORT CHESTER, N. Y., April 19.—With reservations to date exceeding 200, an attendance of close to 300 is anticipated for the first annual dinner of the Westchester Operator's Guild, Inc., which will be held Wednesday evening, May 6, at Bill Reber's Yarn Restaurant in Elmsford.

Seymour Pollak, secretary of the group, said that the officers were very happy with prospects of a gala affair, especially in view of the fact that the association is only two years old. The souvenir journal which will be published in conjunction with the dinner, also gives promise of being very successful, he said.

Cleveland Ops Hear Promotion Plan

CLEVELAND, April 19.—The monthly general meeting of the Cleveland Phonographs Merchants' Association, which was postponed last week, was held Thursday (17) at the Hotel Hollenden.

Members attending heard Sanford Levine, chairman of the group's advertising committee, outline a record promotion program. Levine suggested that operators push "So Exciting" by Art Morton on the Harmony label and "Jungle" by Bob Savage on the Capitol label.

DAVIS Guarantee

Mechanism overhauled
Worn parts replaced
Amplifier reconditioned
Speaker inspected
Tonehead renewed
Cabinet professionally finished

BUY GUARANTEED PHONOGRAPHS WITH THE "FAMOUS DAVIS" & POINT GUARANTEE

SEEBURG	WURLITZER	ROCK-OLA
148-ML \$179	1030 \$179	1422 \$99
147-M 149	1015 179	Commander 39
146-M 219		
M148M Hi-Lo 159		
M246M Hi-Lo 139		
M146M Hi-Lo 159		

WURLITZER

40 Selection Hi-Lo \$179
1950 Model Like New \$425

AMI

500 Coronet \$129

AIREON

1426 \$159

ROCK-OLA

951 Constellation \$75
Deluxe '46 \$49
400 Coronet 79
PACKARD Manhattan 74 \$89

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis & Point Guarantee for \$35 Additional Per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$59	750 \$79	1422 \$99
Highline 59	750 79	Commander 39
Colonel 49	850 59	951 Constellation \$75
Major 49	500 49	AIREON
Classic 49	600M 49	Deluxe '46 \$49
Regal 49	400M 49	400 Coronet 79
Com 44	Victory 39	PACKARD
Mayfair 44	24 39	Manhattan 74 \$89

WALL BOX SPECIALS

Seeburg W1-L56, Sp. Wireless, Reconditioned \$12.50
Seeburg 3W2-L56, Sp. 3 Wire, Reconditioned 15.00
Seeburg W1-L56, Sp. 10, 25, 3 Wireless, Reconditioned 35.00
Seeburg 3W5-L56, Sp. 10, 25, 3 Wire, Reconditioned 35.00
Wurlitzer 1020, Sp. 10, 25, Reconditioned 35.00
Wurlitzer 1031, Sp. Reconditioned 11.95
Packard Pla-Mat, Sp. Reconditioned 25.00
AMI Sp. 10, Reconditioned 25.00
Wurlitzer 219, Stepper 22.50

TERMS: 1/3 DEPOSIT WITH ORDER. BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE.

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SEEBURG FACTORY DISTRIBUTORS
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ONE BALLS	FIVE BALL GAMES
TURF KING \$150.00	CARNIVAL CIRCUS \$ 15.00
WINNER (NEW) 200.00	INVOY 15.00
WINNER (USED) 100.00	JET 21 15.00
CHAMPION 50.00	SAMBA 15.00
CITATION 30.00	SELECT A CARD 15.00
COLD CUP 20.00	SPEEDWAY 15.00
	TEMPTATION 15.00
	PLAYTIME 20.00
	TELECARD 40.00
	BUTTONS & BOWS 50.00
	MERCURY 45.00
	SOUTH PACIFIC 55.00
	HARVEST TIME 65.00
	FLYING SAUCERS 100.00
	PUNCHY 100.00

ARCADUE EQUIPMENT

Exhibit JET GUN (NEW) Write
Exhibit SIL SHOOTER \$185.00
Exhibit SILVER BULLETS 95.00
Exhibit DALE GUNS (Late) 60.00
Exhibit DALE GUN 45.00
Seeburg BEAR GUN 225.00

1/3 deposit required

OLIVE NOVELTY CO.
Franklin 3620 2625 Lucas Ave., St. Louis, Mo.

RECONDITIONED SHUFFLE GAMES

United 4 Player Shuffle Alley \$225
United 5 Player Shuffle Alley 225
United 4 Player Shuffle Alley 225
United 5 Player Shuffle Alley 225
Chicago Coin Trophy or Classic 85

WANTED: USED 5-BALLS

4 Horsemen
Joker
Madison Sq. Garden
Minted Man
Control Tower
Greeney
Misty
Basketball
Reckless
Triplets
Hayburner
Star Plug
Spot Bowler
3 Musketeers

MISCELLANEOUS

Exhibit Dale Gun 9.75
Chicago Coin Pistol 95
Exhibit Sil Shooter 195
Exhibit Gun Pistol 195
Seeburg Bear Gun 295
Chicago Coin Pistol 75

NATIONAL COIN MACHINE EXCHANGE
1411-13 OVERSEY BLVD. (Phone Buchanan 1-6466) CHICAGO 14

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Rock-Ola Model 90-11 \$495.00	Bally Turf Kings \$175.00
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AMI Model 1011 195.00	Bally Citation 49.50
AMI Model A's 225.00	Bally Futurity (New) 295.00
Seeburg 111 145.00	Bally Bright Lines 295.00
Packard Wall Barrel 145.00	Williams Hyster 225.00
Exhibit Sil Shooter 195.00	Bally Champ Island 450.00
Williams Music Alley 99.50	Seeburg Bear Gun 295.00
Seeburg Bowling Champ 99.50	Mule Photomath 195.00
Seeburg 100 Silent Operator 245.00	Mule Voice-Graph 395.00
Bally Broadway 245.00	Billis Panama Peak 250.00
Seeburg Shuffle Target 195.00	Exhibit Gun Pistol 75.00
Seeburg 4-Way Bowler 195.00	New 75.00
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Williams Double Header 215.00	Williams Deluxe World Series 75.50
United ABC 95.00	Bally Shuffle Champ 75.50

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Coner Lt. 295.00	ABC 175.00
Bright Spot 350.00	Broadway 100.00
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WE'LL PAY THESE PRICES:

Star Bowler, 10-3 player, wood balls \$350.00
Fernico Tom installed on United and Chicago Shuffle Games \$25.00 extra.

5-BALLS

Chi. Wild Nod 99.50	Football \$ 99.50
Off. Hit 'n' Run 99.50	Lucky Inning 99.50
Chi. King Pin 99.50	Uprate 99.50
Wm. Superst 99.50	Double Shuttle 99.50
Bally Atlantic City 99.50	Rip Sooter 99.50
		Yampic 99.50
		Shapshooter 99.50
		Crusader 99.50
		Quartermaster 99.50
		Amusement 99.50
		Oklahead 99.50
		Oklahoma 99.50
		Playtime 99.50

DALLAS 79.50

Buffalo Ball 79.50
Chicago Rabbit 79.50
2-Peathers 79.50
Edw. Penn. Bear 79.50
Spot the Bear 79.50
32" Shuffleboard 79.50
Open Patrol 79.50
Big Top 79.50
Shapshooter 79.50
Burns & Bows 79.50
Telecard 79.50
Black Gold 79.50
Super Hockey 69.50
Rebelle 69.50
Phoebe 69.50

FUSCON 69.50

Barnacle Bill 49.50
Succaner 49.50
Blind Award 49.50
Chicago Sam 49.50
Rebelle 49.50
Pudinhad 49.50
Alie in Wind 49.50
Sunshine 49.50
Yanks 49.50
Red Hood 49.50
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New & Film 49.50
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Star Dust 49.50
Catfish 49.50
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FRESHIE 114.50

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10. PACIFIC 109.50

Tumblebug 109.50
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Univ. & Star \$295
Genco Double 185
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Univ. Shuffle 195
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Chi. Shuffle 175
Shed 3-Player 145
Wm. Horse 145

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100 select, 45 RPM

EVANS JUBILEE
48 select, 45 or 78

CHICAGO BAND BOX
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Wurlitzer 1013 350.00

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Large Lighted Pin
Conv. for Chi.
5. Union 10, C. 24.38
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Pin Conv.
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Factory Reb. 25¢, 1 King Size Col.
Newspaper, Mod. 56¢, 7 Col. \$130.00
Newspaper, 8 Col. 150.00
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Newspaper, 10 Col. 140.00
National Model 95¢, 9 Col. 140.00

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Rock-Ola Coin
Overhead Electric
Scoreboard
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There are three big reasons why operators are sold on Bank-Shot as a permanent money-maker. First, it's a brand new approach to tried, tested and legal shuffleboard which assures fast, steady play—Proven by Months of Highly Successful Location Tests. Secondly, it has added appeal because of its attractive automatic lite-up scoring system, plus the fact it stimulates competition between the players—not between player and machine—assuring peak play at all times. Thirdly, it's an American-built game—your assurance of quality construction, long life and a minimum of service. Thousands of top-notch locations are waiting for Bank-Shot. Cash in on this terrific demand TODAY! Write—Wire—Phone!



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EASY TO HANDLE AND INSTALL!

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Bank-Shot is manufactured exclusively for coin operation. We have a few choice territories available. Write today for complete details and descriptive literature.

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ROCK-OLA SHUFFLEBOARDS 18-20 in. SPECIAL! WRITE in Excellent Condition

MERCURY 22 FT. Shuffleboard with finished Masonite Top \$169.50

NEW NATIONAL SHUFFLEBOARDS 22 ft. \$249.50

CIGARETTE MACHINES 25c Slots NATIONAL \$85.00 950 National 150 \$85.00 DUG-EMER, W 249.50

ROCK-OLA SHUFFLEBOARDS 18-20 in. SPECIAL! WRITE in Excellent Condition

SHUFFLEBOARD SUPPLIES Shuffle Game Wax, Case (12) 9 3.00 Fast Wax, Case (12) 4.00 Pucks (Set of 12) 16.00 Score Sheets, 10 Pads 7.50 Fluorescent Lights, 8W 23.50 Used Rock-Ola Shuffleboard Lites, Pr. 13.50 Adjusters 10.50

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MECHANIC WANTED

Steady employment. Must be thoroughly familiar with music, pin games and cigarette machines. Only top man, non-drinker and reliable need apply. Give full details, references and salary expected. Must be willing to live in central New York State. Address P. O. Box 158, Ithaca, N. Y.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio "The House that Confidence Built"
SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
737 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.



ATTENTION ALL FOREIGN BUYERS

We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated; and guarantee prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our complete stock.

Joe Ash

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.

ACTIVE AMUSEMENT MACHINES CO.
665 N. Broad Street, Philadelphia 20, Pa. Phone: FRAMONT 7-4405

"You can always depend on Active—ALL WAYS"

SPECIALS
HIDEAWAYS
4 H-146M Seeburgs... \$ 99.50
6 RC-1 Specials..... 44.50
6 Packard Pla-Mor.... 44.50
30 Late Model Packard Chrome Satin Wall Boxes 14.50

30 Phonographs, 500-700-616-850 Wurlitzers, Lotones, Colonel, Vogue Seeburgs, Mills Throne and Empress. UNCRATED, \$22.50 ea.

ARCADE
Six Shooter Exhibit... \$124.50
Exhibit Dale Gun..... 44.50
Shoot the Bear..... 224.50
1 BALLS
Turf Kings..... \$194.50
Champions..... 74.50
Citations..... 44.50

VENDORS
40-5c Hot Nut Vendors, like new. Ea. \$6.95
15-1c Columbus Peanut Vendors. Ea. 9.95
1/3 certified deposit with order
STERLING NOVELTY CO., INC.
669 E. Broadway Lexington, Ky. Phone: 2-4816

CLOSEOUT KING PIN

(New) \$274.50
1/3 With Order, Bal. C.O.D. WRITE—WIRE—PHONE

DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA 23, PA.
PHONE: STEVENSON 2-2103

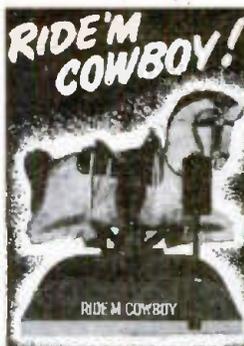
FOR SALE

New Davat Post Master Stamp Machine, \$48.50 New Master Penns-Nickel Nut Vendors, \$12.50 New 1c Columbia Ball-Gum Vendors, \$1.95 New 1c Silver King Peanut Vendors, \$1.85 New ART Electric Target Skill Gun, \$45.00 Used Deluxe Master Entertainer, \$14.50; Solitaire Selective Wall Boxes, \$17.50; Large selection used Pin Games and Phonographs.
B. D. Lazar Company
1635 Fifth Avenue Pittsburgh 17, Pa. Grant 1-7116

DISTRIBUTORS I OPERATORS!

Do you need top-notch mechanic or Route Man? Do you need a reliable Salesman? Try The Billboard's New MARKET PLACE for COIN MEN for fast, result-pulling ads. See Page 90 for information.

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!
... see page 3 for rates



RIDE 'EM COWBOY!

Designed by World Famous Manufacturer of Amusement Rides

The variable speed control allows the smallest tots to ride safely; should a larger child or teen-ager desire more action a gentle pull on the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at sensible prices. Write today for full information.

KING AMUSEMENT CO.
Mt. Clemens, Mich.



METAL TYPER MACHINES

Greenchen or Standard. Rebuilt, Reconditioned Like New. All Work Guaranteed. Write for Prices.

We carry in stock all parts and finest Aluminum Discs

STANDARD METAL TYPER CO.
1316 N. Western Ave. Chicago 22, Ill.

RECONDITIONED

Bally Carnival	6 25.00
Bally Citation	36.00
Bally Champion	36.00
Bally King	150.00
Bally King	150.00
Bally King	150.00
Chicago Coin Play Ball	40.00
Chicago Coin Super Monkey	50.00
Chicago Coin Thump	50.00
Genco Canada	75.00
Genco South Pacific	65.00
Genco Tri-Score	45.00
Genco Floating Power	35.00
Genco Bank-A-Roll	75.00
Genco Buffalo Bill	65.00
Genco Select-A-Card	65.00
Genco Superettes	35.00
Genco Job 31	35.00
United Utah	75.00
United Sky Alley	75.00
Universal Winner	95.00
Williams Lucky Finish	50.00
Williams Lucky Income	40.00
Williams Double Header	35.00

1/2 Deposit With Order—Balance C.O.D. or S.D.

J. Rosenfeld Company
2226 Olive Street, St. Louis 3, Mo.
Phone: Olive-2600

SPRING BARGAINS

GENCO—USA

Genco "Merrmaid"	\$179.50
Genco "Wash My Line"	100.00
Genco "Four Horsemen"	125.00
Genco "Knock-Out"	119.00
Genco "Sharp Shooter"	75.00
Genco "Band Up"	65.00
Genco "Select-A-Card"	65.00
Genco "Job 31"	35.00
Genco "Marquet Times"	115.00
Genco "Merrmaid"	115.00
Genco "Mill & Run"	185.00
Genco "South Pacific"	95.00
Genco "Tadpole"	175.00
Williams "Do It For Me"	100.00
Williams "Merrmaid"	100.00
Williams "Marquet Times"	75.00
United "Merrmaid"	65.00
United "Aquacade"	65.00
United "Star Dust"	45.00
Chicago Coin "Fishing Trip"	125.00
Chicago Coin "Maidens" (4)	40.00
Bally Carnival	45.00
Waltham "Contract"	55.00

W. R. Distributors, Inc.
1013 Market St. St. Louis, Mo.

WANTED PINBALL MECHANIC

Route in Chicago Area. Good pay. Must be married.

BOX 507

Care The Billboard
188 West Randolph St.
Chicago, Illinois

Keeney SUPER DELUXE LEAGUE BOWLER

1st	2nd	3rd	4th
300	300	300	300
100-200	100-200	100-200	100-200
70-80-90	70-80-90	70-80-90	70-80-90
40-50-60	40-50-60	40-50-60	40-50-60
10-20-30	10-20-30	10-20-30	10-20-30
7-8-9	7-8-9	7-8-9	7-8-9
4-5-6	4-5-6	4-5-6	4-5-6
1-2-3	1-2-3	1-2-3	1-2-3

WATER TRAP SCORE

140	170	200	230	1	4	7
150	180	210	240	2	5	8
160	190	220	250	3	6	9



2 SIZES:
9 1/2 FT. LONG
2 FT. WIDE
8 FT. LONG
2 FT. WIDE

IT'S KEENEY AGAIN!

NEW

NOTHING LIKE IT BEFORE!

UP TO 4 PLAYERS CAN SHOOT FOR INDIVIDUAL HIGH SCORES WHILE EACH PLAYER PARTICIPATES IN "MATCH THIS SCORE"

KEENEY'S SUPER DELUXE LEAGUE BOWLER

MEETS EVERY LOCATION REQUIREMENT WITH "MATCH THIS SCORE" EITHER PREDETERMINED WITH "FIRST COIN INSERTED OR ON "MYSTERY" BASIS WHEN LAST SHOT IS MADE. SCORE OF 140 TO 259 MUST BE MATCHED EXACTLY BY 1-2-3 OR 4 PLAYERS. A REAL ATTRACTION!

Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & Co. Inc.
2600 W. FIFTH STREET, CHICAGO 22, ILLINOIS

Remember "MATCH THIS SCORE" TAKES IN MORE!

INVITATION TO KEENEY'S SENSATIONAL OPEN HOUSE

TO BE STAGED DURING THE TOBACCO CONVENTION FROM APRIL 20-26 AT

J. H. KEENEY & CO., INC.

MAKERS OF KEENEY'S DELUXE ELECTRIC

CIGARETTE VENDOR

COME TO KEENEY'S FACTORY DISPLAY ROOMS AND JOIN HUNDREDS OF OTHER VISITING CIGARETTE VENDING MACHINE OPERATORS FOR REFRESHMENTS AND FOOD.

J. H. KEENEY & CO., INC.
2600 W. 50TH STREET CHICAGO, ILL.
TELEPHONE: HEMLOCK 4-5500

EVERY PIECE GUARANTEED

GAMES		5-BALLS	
SPOT LITE	\$495.00	CLAMOUR	\$150.00
BRIGHT SPOTS	425.00	ROCKETTES	140.00
BRIGHT LIGHTS	325.00	CANASTA	90.00
LEADER	395.00	BANK-A-BALL	85.00
UNITED 3-4-5	265.00	GOLDEN GLOVES	85.00
FUTURITY	175.00	BUFFALO BILL	85.00
TUFF KING	175.00	CAROLINA	35.00
WINNER	125.00		
CHAMPION	65.00		
CITATION	50.00	147 SEEBURG	\$140.00
COLD CUPS	35.00	144 SEEBURG	100.00
ROCKET SPECIAL	30.00	1080 WURLITZER	165.00
SPECIAL ENTRY	10.00	1015 WURLITZER	165.00

ONE-THIRD DEPOSIT—BALANCE SIGHT DRAFT

PARKER DISTRIBUTING COMPANY
311 5TH AVE., SO. PHONE 4-8194 42-1231 NASHVILLE, TENN.

CHLOROPHYLL #1 BALL GUM

Something entirely new, new offers a terrific new field for profit making in such locations as Taverns, C.O.s or B.U. stations, Banks, Office Bldgs., Public Places, Supermarkets, Chain Stores, Industrial Plants, Restaurants, Parks, Resorts, Hotels, etc. No need to give change or other inducements to create sales—It has public demand and acceptance. We are making a special introductory offer in lot of 25 USED to Ball Gum Vendors, either Columbus or Northwestern, complete with CHLOROPHYLL ball gum, enough to bring you \$315.50 — your complete cost including the game and machines \$290.00. Offer in lots of 25. BRAND NEW Deluxe Plastic Chlorophyll Ball Gum to bring return of \$315.50 — your complete cost for both machines and gum \$275.00. The profit for these machines will then net you \$60.00 per machine. **LEADERS: B.B. THE BEST TAKEAWAY—ORDER NOW**

ARCADIE EQUIPMENT

Ace Bomber	\$ 95.00	Match Photo, early	\$150.00
Boomerang	45.00	Music Driveomatic	150.00
Bally Big Game	185.00	Star Shoot	100.00
Bally Defender	95.00	Pop Set	65.00
Bally Hoop Shot	105.00	Music Pair	100.00
Bally Super Fire	135.00	Pinball & Game	185.00
Ch. C. Hockey	75.00	Quicker & Film	100.00
Ch. C. Pistol	100.00	Sho's Break Up	50.00
Chicken Gun	105.00	Shoot Your Way to Tokyo	100.00
Ch. C. Bank Ball	105.00	Silver Bullets	100.00
Champ	75.00	Shooter Bear Gun	75.00
Ch. C. Goals	135.00	Big Shooter	75.00
Die Gun Catcher	75.00	Supreme Soldiers	100.00
Double Pool Table	75.00	Texas Lasso	50.00
Dr. Super Bomber	100.00	Ten Strikes	75.00
Keeney Sub Gun	Write	Undersea Raider	95.00
Mc. Big Game, new	97.50	Wm. Dixie Soccer	100.00
Mercury Athletic	100.00	Wurlitzer Baseball	150.00
Scapes	75.00	Western Baseball	90.00
Match Photo, late	60.00		

A. B. T. RIFLE RANGE

2, 4 or 8-Gun Range now available. Write for prices for pre-ferred delivery

COUNTER GAMES

S.K. Deck Wipers	used \$17.50
Mid-Downers	new 25.00
Richer & Catcher	30.00
RDW	30.00
Adv. Breakers	new 24.00
Shipman's Pack	25.00
LEADERS: B.B. THE BEST TAKEAWAY—ORDER NOW	Get. The Way Out (Gripser, used) 16.00

SHUFFLE ALLEYS

Banish Strike	\$ 75.00
Genco Flipper	20.00
United Dble. Shuffle	50.00
United Express	40.00

JUMBO PIN GAMES

Citation	\$ 50.00
Genco Flipper	20.00
Cold Cup	50.00
United Express	40.00
Photo Finish	50.00
Jackey Special	50.00
Champions	75.00
Cresting Bk extra.	

AMI NOW DELIVERING MODEL D

Cleveland Coin MACHINE EXCHANGE, INC.
2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: TOWER 1-6715

FOR SALE

Coin Machine Route in Western Michigan, established 30 years. Consists of approx. 400 pieces, about 150 phones. 150 pins, balance shuffleboards and bowlers. This is a profitable operation. Owner wishes to reduce investment to about \$50,000.00 cash down. All particulars furnished to party showing he is able to handle. No serious bidders need apply. This is a one time business opportunity. Owner will stay 90 days to teach business. Only experienced coin machine man can handle this.

BOX D-154, The Billboard, Cincinnati 22, O.



Take the Lead—IN PLAY...
IN EARNINGS with

HIT 'N' RUN

GOTTLIEB'S
NEW

ACTUAL PROOF!
109 TEST REPORTS...

covering a period of 54 days continuous operation of 15 test machines in 15 different cities... *prove conclusively* that Hit 'n' Run presents more player appeal and earning power than *any* machine in its price class!

DELIVERY NOW FROM YOUR
DISTRIBUTOR!

**ORDER
TODAY!**

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There Is No Substitute for Quality!"

FOR BETTER BUYS
buy McGinnis

YOU CAN DEPEND ON ROY FOR
QUALITY RECONDITIONED EQUIPMENT

Acquasde	175.00	M. C. Janet	175.00
Baby Face	22.50	Citations	50.00
Camel Caravan	69.50	Champion (Bally)	95.00
Thrill	77.50	Mile & Stone	105.50
Tanish	85.00	Golden Gloves	100.00
Catiline	99.10	Punchy	145.00
Montarrey	79.50	Winners	147.50
Summertime	90.00	Life & Line	200.00
Champion (CC)	72.50	A & C	275.00

BOWLING GAMES

Keeney 4-Stroke Bowler \$225.00 Keeney King Pin \$50.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

Keeney Deluxe 4-Way Bowler Keeney Electric Cigarette Vender
Keeney Refrigerator Sandwich Vender Keeney Television

Atlantic City Quartette Hits & Run

ROY MCGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

FOREIGN BUYERS!

It's smart
to do business
with **THE firm**
that does the
most for **YOU**

Remember:
FOR EXPORT AND COME-
TIC BUSINESS IT IS
NOW INTERNATIONAL
AND SCOTT-CROSSE!

We understand your problems from personal experience in the countries we sell... know what equipment to ship to meet your particular requirements. We are exclusive distributors for the industry's top manufacturers. We stock more than 400 reconditioned pin games at all times, as well as a complete line of alleys, arcade and music equipment... and understand how to pack for export so that this equipment reaches you in first-class working condition. That is why we have satisfied customers all over the world.

Write for Free Price List and Order Forms

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET Bittenhouse 6-7712 PHILADELPHIA 30 PA.
Branch: 906 Capoue Avenue, Scranton, Pa.

SCOTT-CROSSE COMPANY

MUSIC CLEARANCE

5 AMI MODEL C—VERY CLEAN \$499.50 ea.
3 ROCK-OLA ROCKETS 51-50 495.00 ea.

SPECIAL — WURLITZER 1015 \$175 ea.
SHOPPED, CLEAN, READY FOR LOCATION
Write for quantity prices.

52 WURLITZER 3020 WALLBOXES \$75 ea.

SPECIAL
50 SEEBURG 3W2L56 3-Wire Wall Boxes \$15 ea.
COVERS REPAINTED, CANNOT BE TOLD FROM NEW.

ATTENTION, IMPORTERS—WE HAVE AN ASSORTMENT OF OVER 250 LATE BALLS AVAILABLE. WRITE FOR COMPLETE LIST.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT
Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
TR 4-8336

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

MECHANICS WANTED

Experienced on consoles, to work in legal territory. Write full particulars, experience and references. No drifters. No phone calls.

EAST COAST MUSIC CO.
706 S. Hanover St. Baltimore 14, Md.

FOR SALE

Coin Machine Route in Southern Arizona. Over 250 pieces: 98 Phonographs, 10 Pins, 24 One-Ball, 10 Shuffleboards, 10 Bowling Games, 14 Pooling, 3 Six-Shooter, 1 Jet Gun. Also 200 Wall Boxes, 96 Speakers. Record 2000. Very large store and work shop. Completely equipped office. Approximately \$10,000 in parts and supplies. Route established many years. Very little competition. One year return. Guaranteed \$8000 to \$12,000 week net profit. \$50,000 cash required. Balance can be arranged for reliable party. None other need apply.

BOX 0-178, 4/26 THE BILLBOARD, CINCINNATI 23, O

Ride **THE CHAMPION** by Bally

FOR BIGGEST COIN-HORSE PROFITS



STRONG AS STEEL
REINFORCED PLASTIC HORSE
BEAUTIFUL, DURABLE FINISH

REALISTIC WESTERN PONY

SPEED-CONTROL
LOW SPEED START
PULL REINS FOR DESIRED GAIT
MEDIUM OR FAST TROT—
LIVELY GALLOP

OPERATES ON
1 DIME
OR
2 NICKELS
•
NATIONAL SLUG REJECTOR

REAL SADDLE
RICHLY ORNAMENTED
BOX-TYPE STIRRUP WITH
EXTRA LEATHER LOOP
FOR SHORT RIDERS

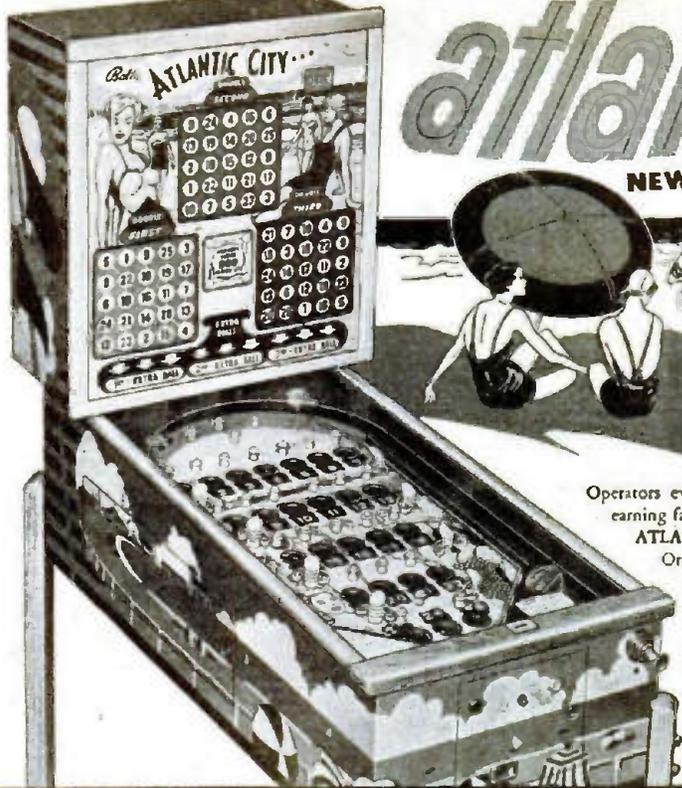
LIFE-LIKE ACTION

SIMPLE, STURDY MECHANISM
EASILY ACCESSIBLE
FROM ALL 4 SIDES

Bigger Profits are a Breeze with Bally®

atlantic city

NEWEST 3-CARD 5-BALL REPLAY HIT



Operators everywhere are earning fat profits with ATLANTIC CITY. Order from your Bally distributor today.

NEW DOUBLE-SCORE
FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL ATTRACTS EXTRA COINS EVERY GAME POSSIBLE TO SPOT SIX NUMBERS

POPULAR "CORNERS" IDEA PROMOTES PLENTY EXTRA-COIN PLAY CORNER NUMBERS SCORE 200

EXTRA BALLS FEATURE
WITH ADVANCING ARROW SUSPENSE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES 3-IN-LINE, 4-IN-LINE, 5-IN-LINE

GIVE YOUR LOCATIONS AN EYEFUL OF "LIVE ACTION"!

Williams NEW MAJORETTES

Struts the Stuff that Leads the Parade to Profits!



- 4 KICKOUT HOLES Light Up THUMPER BUMPERS for INCREASED VALUE SCORING
 - STAR HOLE SCORES POINTS —Becomes EXTRA SPECIAL for 5 REPLAYS
 - SPECIAL ROLL OVER
 - "POINT" THUMPER BUMPER SCORES POINTS When Lit
 - HIGH SCORE—POINT SCORE for REPLAYS
- 5 THUMPER BUMPERS
5 KICKOUT HOLES
2 FLIPPERS



SEE IT—BUY IT AT YOUR DISTRIBUTOR

NOW!

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE ST., CHICAGO 24, ILLINOIS

THE WISE OPERATOR KNOWS LONDON
for QUALITY at LOW PRICES!

Take Your Choice

Ten Pin Shuffle Alley	\$24.50 EACH	Shuffle Express	\$49.50 EACH
Shuffle Lane		Chicago Coin Bowling Alley	
Pin Bot		Universal Twin Bowler	
Shuffle Bowler		Deluxe Bowler	
Shuffle		Speed Bowler	
Twin Shuffle			

USED

Date Gun	149.50
All Star Baseball	49.50

NEW GAME SPECIALS: Tri-Score... Stop 'n' Go... WRITE

NEW LOW PRICES!	FIVE-BALLS	NEW LOW PRICES!
Cinderella	32.50	Camel Caravan
Black Gold	32.50	Three Partners
Scorpio	32.50	Floating Forest
Wisconsin	32.50	Champion
Triple Action	32.50	Samba
Merry Widow	32.50	Musgrave
Key Ball	32.50	Swanee
Trade Winds	32.50	Alice in Wonderland
Spin Ball	32.50	Land
Crash Ball	32.50	Lady Robin Hood
Cafelina	32.50	Humpty Dumpty
Stormy	32.50	Telcord
Dev-Wo-Clity	32.50	Hit Parade

TERMS: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors: SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 6, WISC. DIVISION 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4433

DAVE SIMON OFFERS—

UNITED'S 6-PLAYER SUPER SHUFFLE ALLEY
Write for price

★

UNIVERSAL'S JUMBO PIN GAME ACROSS THE BOARD
Write for price

★

UNIVERSAL'S JUMBO PIN GAME WINNER
Price \$295.00 ea. New original crates.

★

UNIVERSAL'S SHUFFLE TOURNAMENT
Conversion for Shuffleboards.
Price \$125.00 ea. New original crates

★

UNITED'S BOLERO
Write for price

★

UNITED'S TEAM HOCKEY
Great competitive 2-Player Game.
Price \$125.00 ea. New original crates.

★

For IMMEDIATE DELIVERY Contact DAVE SIMON

Attention! Foreign Buyers
We have a complete line of coin-operated equipment of all types available for immediate shipment at drastically reduced prices.

SIMON SALES, INC.

627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660

RED HOT SPECIALS!

CLOSEOUTS YOU CAN'T AFFORD TO MISS

WURLITZER 1217—NEW	\$375
50 TURF KINGS	WRITE or CALL
PEEP SHOWS—JR. & SR—NEW	WRITE or CALL
ATOMIC BOMBER—NEW	\$250
FLYING SAUCER	175
WILLIAMS HORSEFEATHERS—FLOOR SAMPLE	250

UNITED ACROSS THE BOARD — NEW — WRITE

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040
In Mass., R. I., N. H., Vt. and Me.

Exclusive distributors for **AMI**

SAVE MORE MONEY MAKE MORE MONEY
Subscribe to *The Billboard* TODAY!
see page 3 for rates

COBRA CARTRIDGES
Reconditioned and Resurfaced, 15¢ each
ORIGINAL PERFORMANCE GUARANTEED. 18 Day Service Via Air Mail.
ELECTRONIC INDUSTRIES
2911 N. 1st St., Phoenix, Arizona

BUY WITH CONFIDENCE!
“BIG BRONCO”

*The Only Mechanical Horse on the Market
 That is Approved by*

UNDERWRITERS  **LABORATORIES**

- ★ LOWER INSURANCE RATES
- ★ LOCATION ACCEPTANCE
- ★ A QUALITY PRODUCT
- ★ LESS SERVICE CALLS
- ★ A BETTER OPERATION



IT TROTS!
Pull the Reins-
IT GALLOPS!

**SEE IT TODAY
 AT YOUR
 NEAREST
 EXHIBIT
 DISTRIBUTOR**

**BACKED BY
 50 YEARS OF
 GOOD
 JUDGMENT**

**ESTABLISHED
 1901**

**THE
 EXHIBIT SUPPLY CO.**

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

UNITED'S

6 PLAYER SUPER SHUFFLE ALLEY

ONE TO SIX CAN PLAY
(10c per game, each player)

BIG, BOLD ILLUMINATED SCORE INDICATORS

★
EACH PLAYER CAN SEE HIS SCORE AT A GLANCE

HIGH SCORE

FOR THE WEEK

FEATURE

PLAYER WRITES NAME ON BACK-GLASS

JUMBO

DISAPPEARING PINS

• FAST REBOUND ACTION
20-30 SCORING

• FORMICA PLAYBOARD

• STRIKE OR SPARE
FLASHER LIGHTS

• CAN PICK UP
7-10 SPLIT

SIZES

8 FT. BY 2 FT.
9 FT. BY 2 FT.

HIGHEST SCORE
KEY CONTROL

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**ONLY SEEBURG
HAS THE
Select-o-matic
MECHANISM!**

**...ONLY THE
Select-o-matic
MECHANISM**

**PLAYS RECORDS VERTICALLY!
NEVER TURNS A RECORD OVER!!
NEVER DROPS A RECORD!!!**

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
1500 N. Dayton Street
Chicago 22, Illinois

*America's Finest
and Most Complete
Music Systems*

