

# The Billboard

MAY 3



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## TV Bidders to Throw Away \$7,000,000 to \$20,000,000

### TIMES SQUARE BEACON FADING

NEW YORK, April 26.—The historic Palace Theater sign that stretches up from the marquee to almost the top of the building will come down in the near future. The space has been rented for a spectacular, animated sign by Artkraft-Strauss, who in turn leases the space from the RKO Realty Division. The Palace marquee will remain intact for the use of the theater.

### Sinatra-Berle NBC Team?

NEW YORK, April 26.—The National Broadcasting Company reportedly will team Frank Sinatra with Milton Berle on the "Texaco Star Theater" next season. Sinatra, who was Berle's opposition last season for the Columbia Broadcasting System, is close to being inked by NBC-TV and will probably have several 15-minute slots in addition to his work on the Berle show.

### AMA Will Produce Musical for Arenas

NEW YORK, April 26.—A day-long booking session of the Arena Managers Association with all 32 member groups participating, staged at the Warwick Hotel here Tuesday (22), ate up most of the choice open weeks held by the big capacity houses in the United States and Canada for the coming season.

Major decision was the appointing of John Murray Anderson to produce for the association a major king-sized musical comedy offering which will be the first of its kind ever especially built for the vast arenas. Spokesman John Hickey, AMA executive secretary, said the presentation would be comparable to the major ice shows in lavish endeavor.

Anderson is an old hand at producing gigantic spectacle-type displays, having had many years of Broadway experience plus a long stretch, ended only this year,

### Capitol, GAC Join to Hypo Dance Interest

Bolly Offers Band Itineraries, Kits Thru 24 Branches

NEW YORK, April 26.—Capitol Records is tying in on the General Artists Corporation's drive to hypo interest in dancing. The diskery is going on an all-out promotional campaign behind its ork line-up. The ballyhoo will extend thruout Capitol's 42 outlets to help promoters and bookers with exploitation. The firm's band stable, one of the strongest in the field, includes the Billy May, Ray Anthony, Jan Garber, Clyde McCoy and the Stan Kenton orks, all GAC properties. The GAC drive, which was instituted by Howard Sinnott, has already resulted in a strong response from ballroom operators and promoters (The Billboard, April 19).

Capitol, for its part in the tie-in. (Continued on page 17)

### KIDISKS OFFER BASEBALL TIPS FROM STARS

NEW YORK, April 26.—Kids from 5 to 12 will have an opportunity to learn baseball from their idols firsthand via the latest Columbia kiddie disks, "Baseball Tips." Four seven-inch platters, on the 35c Playtime label, will contain tips on pitching by Bob Feller, fielding by Phil Rizzuto, catching by Yogi Berra and batting by Ralph Kiner. The envelopes will contain autographed pictures of each player on the cover and the back cover will have diagrams for correct body and hand positions.

### Show Insured Against Suit

NEW YORK, April 26.—What is believed to be the most expensive insurance policy ever taken out on a TV show was set this week for a new series in the works at the American Broadcasting Company. Titled "Mr. Arsenic," the series features crime-buster Burton Turkus in what will be virtually a one-man show. Turkus is slated to deliver a 30-minute monolog on the inside of crime and rackets, with nothing in the way of film for a visual hypo.

Because of the risks inherent in this kind of expose, the series has been insured for \$500,000 against any single law suit, and up to a maximum of \$1,000,000 in any one year. American firms writing the policy hedged their bets by re-insuring via Lloyd's of London, bringing the annual premium to over \$1,000, with Lloyd's getting a 75 per cent slice over the original American premium.

The show will get a closed-circuit run-thru next week with a (Continued on page 45)

### Legal, Engineering Costs Big Gamble

Losing Contenders for Disputed Channels Buying a Multi-Million-Dollar Headache

By BEN ATLAS

WASHINGTON, April 26.—The scramble for TV stations touched off by the Federal Communications Commission is developing into one of the biggest gambles in the history of any industry. Inasmuch as only one contender can win a grant in each contested case, simple arithmetic dictates that literally hundreds of applicants in contested cases will never launch a TV station, although they will spend a fortune in legal and engineering expenses in the battle for the last remaining VHF frequencies and choicest UHF locations. The losers are fated to wake up to a multi-million dollar headache, with nothing to show for their efforts except their lawyers' and engineers' bills and reams of rejected application data.

Just how big the total outlay will mount to for contestants who fail to win grants is pure conjecture, but it is conservatively estimated that \$7 million is the barest minimum, based on the number of ap-

licants already facing hearings, and in some professional circles it is held that the figure will be more (Continued on page 4)

### May Clarify TV Color Ban

WASHINGTON, April 26.—National Production Authority's long-stalled clarifying order on the color TV equipment manufacture ban is "around the corner," NPA said yesterday (25) after a day-long conference. The NPA has been issuing similar forecasts every week since early February. The clarifying order has been in the hands of a "clearance committee" which will give a green light to the order raising the ban for color TV gear manufacture on a basis that doesn't interfere with defense needs or black-white allocation quotas on scarce materials.

### TOWERING PROBLEM

### Airlines Fearful of Future UHF Masts

WASHINGTON, April 26.—The nation's airlines, suddenly seeing themselves faced with the erection of 2,000 ultra high frequency TV towers of Empire State Building height, met with the Federal Communications Commission this week to work out new standards covering the development. Radio officials pointed out, however, that despite the lifting of the TV freeze, it will take years for the allocation and construction of UHF stations

authorized, but the Air Co-ordinating Committee, made up of the nation's top aviation officials, stressed the importance of establishing new rules before the towers become a problem.

Lawrence Cates, Washington representative of the Airline Pilots' Association, said his group is not opposed to the establishment of the towers, but wants to be sure they are not placed in spots which create a serious hazard. All towers above 500 feet now must be approved by one of the 14 regional airspace subcommittees. Cates said the UHF towers are expected to stand at between 1,200 to 2,000 feet high, while the Empire State Building stands 1,472 feet. It was the crash of an Army bomber into the New York skyscraper in 1945 which gave rise to the latest regulation.

Under present regulations each of the regional airspace subcom- (Continued on page 41)

### Nets Go Dancing With Accent On Summer Band Remotes

NEW YORK, April 26.—Although the four radio networks have not yet completely buttoned up their summer schedules, all indications point to an over-all increased use of band remotes compared to a year ago. Both the American Broadcasting Company and the Columbia Broadcasting System expect to devote more time to late evening dance band programming than last summer. The National Broadcasting Company intends to schedule at least the same amount of time as a year ago, with heavier accent placed on the name band talent. The Mutual Broadcasting System, which programs band remotes more heavily than the other three nets on a year-round basis, also plans to devote

about the same time to remotes as last summer.

While the full schedule of remotes is not slated to begin until after Memorial Day, several of the nets have already added pickups which will carry thru to the traditional close of the summer season around Labor Day. Pickups will emanate from both metropolitan hotels and cafes as well as key resort spots throughout the country. Most popular of the hotel group is the Roosevelt, in New York, which all four webs will broadcast. All but NBC will carry remotes from Gotham's Hotel Edison, while both CBS and MBS are set to pick up bands from the New Yorker and the Chase in St. Louis. Mutual and NBC will cover

New York's Park Sheraton.

Among the resort spots, the Steel Pier in Atlantic City will receive the heaviest coverage. Both ABC and CBS are set for these pickups, with Mutual also hoping to join. Other remotes are planned from well-known summer sites in Virginia Beach, Va.; Las Vegas, Nev.; Hollywood, Denver; Ohio and spots in New York State. Part of the NBC summer plans revolves around finalizing a weekly 50-minute segment with the Stan Kenton ork. If details can be worked out satisfactorily, the net will follow the ork as it tours the country (The Billboard, April 26). (Half of the program (Continued on page 45))

This Fellow Promotes

### BIG SALES

Here's a proven money-maker and his service are offered in this week's Music Record Market Place classified columns. You can promote, sell or buy practically anything thru these bargain-idea, opportunity-packed Billboard classified pages. Outdoor, Coin Machine, Music Market Place or the regular classified columns in the Merchandise Department—they're all proven money-makers! Find out for yourself! Read them, use them for peak profits now!

What Do You Want to Buy or Sell?

See pages 43, 42, 46, 47

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# Billboard Backstage

By JOE CSIDA

Some contests, as I've remarked in this space previously, are days of back-breaking work on the part of sponsors, participants and judges. The Billboard runs the latter type, sparked by the deep conviction that if the project is worthwhile at all, it merits the all-out try. Among such of our enterprises is the annual radio and television promotion competition.

Maybe you read the four pages-plus of copy we devoted to this couple of issues back (April 18, to be exact). I have a feeling we didn't give you quite a complete enough idea of what really goes into this little pastime. First, and possibly least important, a bunch of us around here, notably a young man named Gene Plotnick, spend months shaping up preliminary plans, drafting entry blanks, letters to broadcasters and a thousand and one details which any such effort entails.

Then comes a major part of the job. Close to two hundred stations around the country, the execs and employees of which are as busy as any other hardworking operators these days, take time out to prepare handsome, elaborate presentations, telling the story of their promotion efforts for the past year. There are probably 1,000 or more man hours of time,

effort and sweat poured into getting up those entries.

When the entries get in here to our shop, our people, again led by Gene, do a pretty big screening job. The entries are then attractively set up in a large suite at the Waldorf-Astoria hotel, and the judges take an entire morning studiously scanning each presentation.

Watching these judges work gives me, personally, and all of us here at The Billboard, a big boot. Here you have 20 top advertising and agency executives, who spend literally millions of dollars in advertising money every year. Talk about busy boys! These fellows never stop. Except, it seems, to knock a morning and part of an afternoon out of their schedules to conscientiously pin a posy on the radio and television stations and networks which have done the best promotion job of the previous year.

The Judges' Panel this trip consisted of Joe Allen of Bristol-Myers; John Gilman, who has been top advertising executive with some of the nation's largest organizations; Stan Pluver of Lever Brothers; Dick Rettig of Whitehall Pharmaceutical; Norm Livingston of Serutan; Rollie Coffin of Radio Corporation of America; Bill Ramsey of Procter & Gamble; Tom Morris of Prudential

Insurance; Jerry Bess of the Frank B. Sawdon Agency; Jim Douglass of Erwin, Wasely; Carlos Franco of William Weintraub; Tom Luckenbill of William Estly, Don McClure and Bob Reuschle of McCann-Erickson; Bill Chalmers of Grey; Al Durante of J. Walter Thompson; Dave Gudebrod of N. W. Ayer; Chet McCracken of Durberty, Clifford & Sheffield; Roger Pryor of Foote, Cone & Belding; and Tom Slater of Ruthrauff & Ryan.

And after anywhere from three to five hours of studying entries, these judges make their decisions. We wind it all up, by reporting in as much detail as is possible the content of the winning entries.

What we're shooting for, and have been in the case of this particular competition for 14 years, is bringing about a little improvement in radio-television promotion. If we achieve it, and I believe we do to an uncommon high degree, broadcasters owe us nothing. But they do owe the gents I've just listed a tremendous vote of thanks. There aren't too many industries, to my knowledge, where the top buyers will toss away valuable hours of their time to help the sellers sell them.

What we get out of it is the kick of knowing we've added another little feature of the type that makes a good trade newspaper.

# Gallup Poll Is Syndicated

NEW YORK, April 26.—Radio stations around the country are beginning to pick up a five-minute, six-day-a-week transcribed series featuring Dr. George Gallup discussing trends in the coming presidential election. WCBS, New York; WCAU, Philadelphia, and WTOP, Washington, have already purchased the package, and very likely will program it as part of their public service effort. George Foley is peddling the property.

# Paris Peek

By ANNE MICHAELS

PARIS, April 26.—London nitery owner, S. Shaw, came to Paris to look over new acts, and was about to return to his chic "Carouse!" cabaret without any signed entertainment until, on his last night in town, he dropped into the "Bar Abbaye" and was so impressed with singers Gordon Heath and Lee Poyant that, after four songs, the two Americans found themselves with a London contract. This marks the first time that both will appear together in any cabaret outside France. Their opening is set for June 8 at which time the Abbaye, unless it finds a replacement quickly, will shut its doors for a month.

# Chevalier Opening Again Postponed

The Maurice Chevalier opening has again been postponed for another week because of "technical difficulties." Chevalier will introduce a series of new songs in the musical comedy, amongst which are, "Canne et Casquette," which is a take off on President Truman; "Un Telegramme," where he sings in Morse code; "Ah Si Vous Savez" (Ah, If You Know); "Pout-Etre" (Perhaps); "Jubilé" (based on 50 years of song); "Mandarin," a China air; "Moi J'ai Gardé" (I'll Keep It), a song which he wrote himself on his own career; and a series of ballet chorus numbers.

# N. Y. City Ballet Co. To Arrive From Spain

The New York City Ballet Company comes to Paris after a Spanish tour. The English "Children Hundreds" will be adapted for a French theater production next season. Jean Anouilh will have his play "Ecole des Peres" (School for Fathers).

(Continued on page 17)

# Rome Round-Up

By SYD STOGEI

(This column appears once each month.)

ROME, April 26.—While Italian legit is enjoying a so-so season, there are definitely no box office blues being sung over at the Sistina Palace, which houses the top Italian musical revues when they come down to the Capital from Milan. Film funster Walter Chiari just finished a three week run at the Sistina, starring in his own musical, "Walter's Dream," and chalked up a record average take of about \$3,000 a day. Preceding the Chiari show was the ageless Wanda Osiris, who packed the Sistina for over a month, altho the censors had badly seissored her lavish sex spectacle, "Gollantier." The current attraction there features Elena Glisti and Ugo Tognazzi in "Where Can You Go if You Don't Have a Horse?"

Blues singer Libby Holman, with the help of pianist Gerald Cook and just two spotlights, held a full house at the Eliseo for over 90 minutes with her blues and folk songs. Altho Miss Holman sang in English and French, Italians who knew neither of these languages understood her perfectly and wouldn't let her off.

(Continued on page 18)

# London Dispatch

By LEIGH VANCE

LONDON, April 26.—Enlyna Williams seems to have started something with his Silesian readings. Film producer George Minter is making a picture of "Scrooge," written and directed by Noel Langley. He will follow that up with "Pickwick Papers," Thane Parker and Robert L. Stevens will present "The Trial of Mr. Pickwick" at the Westminster when "Nightmare Abbey" comes off, May 10. Meanwhile, Williams will be reading and acting all 60 of the characters from "Black House" at the Edinburgh Festival.

Alec Guinness opened this week in Sam Spevack's farcical fable, "Under the Sycamore Tree," at the Aldwych. Donald Wolfit opened in "Lords of Creation," by Edward Percy and Lilian Denham. Sophie Tucker opened at the Palladium on her 11th visit to Britain since 1927. Kesacord, a classical Indian dancer, opened at the Arts. Elaine Fifield danced the name part in "Coppelia," which the Sadlers Wells Theater Ballet presented. Sol Hurok arrived here to book the ballet for another American season.

Mary Martin, ordered by her doctor to take a rest, will be out of "South Pacific" until May 3. Her understudy, Patricia Hartley, will take over.

# New Plays Ready Openers;

Miss Simon Walks . . . Film actor Sunny Tufts stars in "Shadow of a Man," which opens at Liverpool on April 28, and then comes into the West End. . . Eric ("Juan in America") Linklater's comedy, "The Mortimer Touch," starring Pamela Brown and Roger Livesey, opens at the Duke of York's on April 30, replacing Yvonne Mitchell's "The Same Sky," which moves from that theater to the Embassy. Swiss Cottage, today (26). . . Robert Atkins has booked Mary Kerridge to play Rosalind in "As You Like It" and Inogen in "Cymbeline" for his season at the Open Air Theater, Regents Park, which starts May 29. . . Victor Becker and Shelagh Fraser's "Home or Away," which has had 20 productions on the Continent, opens in Britain for the first time at the Bromley Repertory Theater this week.

Simone Simon walked out of the picture "The Man Who Watched the Trains Go By," which she was making here with Claude Tains, after censors cut the script. Her part, she thinks, has lost its sex appeal.

# Rodgers, Hammerstein Mix

Levy Show Deal . . . Some time ago Rodgers and Hammerstein announced they

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# Washington Once-Over

By BEN ATLAS

WASHINGTON, April 26.—The Federal Communications Commission has repeatedly gone on record that it doesn't exercise censorship authority over broadcasters, but FCCers piously tell of one major exception. They refer to a stinging rebuke which the Commission sent to a Pacific Coast ship captain who in radio discussions with another vessel couldn't refrain from cussing the weather. The salty-phrased captain was surprised to learn that his audience stretched up and down the whole Pacific Coast.

# McFarland Bill Provision In McCarran Measure

An inconspicuous but major omission from the House Interstate and Foreign Commerce Committee's version of the revised McFarland bill is a provision in the original bill which would have prevented FCC bigshots from representing themselves or anybody else before the Commission within two years after they resign. House committee explains that the omission was made because a pending bill by Sen. Pat McCarran (D., Nev.) would establish the ban on a D.C.-wide basis rather than by singling out FCC. . . Though not formally shelved, the Bryson-

Kefauver copyright bill is still unlisted for the agenda of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks. The subcommittee has a heavy schedule of other business for practically the balance of the session. A subcommittee member said that "the bill could come alive" at any time, but there's little chance for it to do so. What's certain is that the legislation won't pass Congress this session. Congressional timetable calls for final adjournment prior to the July political conventions in Chicago.

# FCC Hearing Examiners May Be Held to 7

An unheralded litigation which got a quiet airing in Federal District Court here this week has all the makings of a new kind of TV freeze for the FCC. At issue in the case is the U. S. Civil Service Commission's system of classifying examiners. Chief Judge Bolitha Laws, of the U. S. Court for D. C., is studying a Civil Service Commission plea, submitted this week, for a stay order on an earlier decision until the case reaches the court of appeals. If the order is signed, the FCC will be frozen to its present meager total of seven hearing examiners to handle a vastly growing load,

including the forthcoming rash of TV hearings. The Civil Service Commission doesn't like the idea of planting this freeze, but its legalistic explanation is that there's no other alternative for heading off serious disruption of the government-wide system of hearing examiners pending the case's final outcome. There's no doubt that the case will be carried eventually to the Supreme Court.

No matter how this case comes out, the FCC's staff of hearing examiners will be hamstringing for some time because of insufficient funds. The agency hasn't made replacements for departing examiners in more than a year. Pleadings pending, the FCC hasn't even filled the post of chief hearing examiner left vacant by the death of J. Fred Johnson. Normally the number of examiners should be up to 10, and the Commission asked the budget director to authorize funds for twice that number in order to cope with the expected rush of TV contests. The agency's appropriation bill passed by the House allows not an additional cent to increase the staff. There's an outside chance that the Senate may hike the outlay. In any event, the budget bill is sure to undergo some revision in the Senate and a compromise figure will come out of a joint-Senate-House committee.

# Picture Business

By LEE ZHITO

HOLLYWOOD, April 26.—Columbia Pictures is denying that delay in starting "The Library," Mary Pickford starrer, is due to running into a story snag. Studio says all's well on the story side, but postponement until September is due to decision to film it in Technicolor. The studio can't get a Technicolor film commitment until September. Incidentally, this will be Stanley Kramer's second effort in hued celluloid. First is the still unreleased Technicolor fantasy, "The 5,000 Fingers of Dr. T."

# "Julius Caesar" in Works At Metro Studio

Talking the Bard at his word, Dore Schary will make Shakespeare's "Julius Caesar" the basis for filming and will start immediately preparation of what is promised to emerge as one of Metro's top productions of the year. John Houseman, now winding up "Tribute to a Bad Man," will produce with cast and director soon to be determined. Why "Julius Caesar"? Schary feels it's the "most excitingly filmable" of the Bard's works.

A rather peculiar commentary on present-day evaluation of the classics comes from the same studio which should make poor old Bill Shakespeare mighty thankful that there hasn't been a comic strip based on "Julius Caesar." It seems Metro's fancy has been caught by the dramatic power of the tales of King Arthur's roundtable. One would think the studio would turn back to Alfred Tennyson's "Idylls of the King" or the numerous prose versions in classic literature of the exploits of the Knights of the Table Round. Nope. Not in this day and age.

Metro has optioned "Prince Valiant," the King Features Sunday comic page feature, to serve as the basis for what the MGM's flackery predicts "will become one of the studio's most important future productions, filmed on a lavish scale in Technicolor with an all-star cast."

# Howard Hughes Wins Round In Jarrold Contest

Earlier this week, Howard Hughes won a round in the legal battle over Paul Jarrold. A Su-

perior Court judge denied the Screen Writers' Guild's motion calling for the dispute between RKO and the writer who refused to tell all about his Red party experiences to be settled in arbitration. The court ruled that the hassle is between RKO and the writer and SWG has no part in it.

Incidentally, Rep. Donald Jackson's (Calif.) blast at the motion picture industry irked even some of the film colony's politically more conservative members and may result in organized opposition to his re-election. Jackson lashed out at Hollywood unions and guilds for not cleaning their ranks of Reds. AFL Film Council, group composed of the greater majority of the movie industry's unions, saw an opportunity to twist the barb in Jackson's direction. "In its reply, the council told Jackson it had long waged a relentless fight against the Comfex in the industry, but that no Red could be fired legally because of his political beliefs under provisions of the Taft-Hartley Act, a measure for which Jackson voted.

SCENIC UNION SUED

Anti-Trust Case Filed By 'Twilight' Company

NEW YORK, April 26. — A move to break the entire legit set-up of the United Scenic Artists union was started this week with the filing yesterday (25) of a \$120,000 anti-trust suit by the Woman of Twilight Company, partnership title of the imported Sylvia Rayman play, whose general managers were Joseph Kipness and Jack Hylton. Alleging that the show's closing after only eight performances was brought about by the picketing and bad publicity allegedly instigated by the union, the suit asks for treble damages on a \$40,000 loss. But more than that, the action, which was filed by attorney Milton Weir of the firm of Kilne and Weir, which also represents the Shuberts, asks that the court enjoin the defendants from continuing the practices and from enforcing the conditions that have formed the organization's place in the industry.

Among the contractual conditions cited in the complaint are allegedly in restraint of trade were: 1) that a set designer will not go to work on a show until a costume funder or designer is engaged, 2) that the set designs remain the property of the designer and cannot be changed by the producer without the consent of the designer, 3) that when a show uses a "bare" stage a designer must be employed and paid a minimum of \$650 for supervising

lighting, 4) that no designer contract is binding unless approved by the union, and 5) that differences between designer and producers must be settled by arbitration. The complaint also asked that the designers' union be restrained from price fixing and that the standard contract form be declared illegal, null and void. The dispute between the producers and the designers' union, which has been rocking legit for almost two months, arose when Kipness and Hylton imported the sets for "Woman of Twilight" from London, along with the cast and script. The complaint, which was filed in New York Federal Court, names all the officers of the union separately, comprising 11 of the top designers on Broadway.

TV DRAMA

Poll Report Indicates NY Preferences

NEW YORK, April 26.—Over 66 per cent of the adults in New York's television homes watch at least one dramatic show regularly, and most of this viewing comes from families in the middle economic group. This came out of a study of TV drama by Advertest Research made via 758 interviews in the New York metropolitan area the second week in March.

A total of 71 per cent of those questioned preferred their video drama in hour-long segments, with 13 per cent preferring half-hour shows. A middle commercial in an hour-long play was acceptable to 56 per cent, but in a half-hour drama it was acceptable to only 12 per cent.

Of the 15 television dramatic programs covered in the Advertest survey, "Studio One" had the highest portion of regular viewers, 51.2 per cent. A regular viewer is defined as one who catches any part of the show at least half of the time he has an opportunity to see it at all. According to the New York Video-cop Reports of February and March, "Studio One's" rating was (Continued on page 48)

Review Index

Table with 2 columns: Review Type and Count. Includes Record Reviews (32), Classical Reviews (26), Legit Reviews (44), Night Club Reviews (15), Radio Reviews (13), Television Reviews (13), and Vaudeville Reviews (15).

Walters Plans Year's Booking For Cafe Acts

NEW YORK, April 26. — Lou Walters will be in a position to give performers almost a year's work starting July 1 when Max Silette, Walters' brother-in-law, starts operating Lake Tahoe Village, Lake Tahoe, Nevada.

Club was bought by Silette, presumably with assistance from Walters and E. M. Loew, from its former ops for an undisclosed sum. Club, a 400-seater, will operate a gambling casino to be leased to concessionaires. Latter will guarantee the club against loss and will pay for the shows and music.

Walters figured the year's work on the following basis. Show will start in Miami Beach Latin Quarter about December and will stay there for about four months. It will then do month in Las Vegas. From there it will do about two months in Lake Tahoe and then into the New York Latin Quarter for four months or so.

With almost a year's work offered it is obvious Walters will be in a good bargaining position to buy acts.

GET DONALDSON AWARD BALLOT VIA COUPON

The Billboard will distribute ballots for the Ninth Annual Donaldson Awards to all those working in the Broadway theater during the month of May.

Those not working on Broadway during May may obtain ballots by sending their names and addresses to the Donaldson Award Committee at The Billboard's New York office. The coupon below may be used for that purpose.

The Donaldson Awards enables all those professionally engaged in the legitimate theater to cast their votes for their choices of the most outstanding achievements of the season in 27 different categories. Insure your vote by sending in the coupon below.

The Billboard Donaldson Awards Committee 1564 Broadway New York 38, N. Y.

Gentlemen: I do not expect to be working in the Broadway theater during the month of May. Will you please send me a ballot and eligibility list for the Ninth Annual Donaldson Awards.

Form with fields for Name, Address, City, State, and Occupation or trade affiliation.

Highlight Reviews

TELEVISION

First Atom-Bomb Telecast a Dud; Landsberg Readies Second Tests

By LEE ZHITO

HOLLYWOOD, April 26. — Atomic lightning will strike the TV screens a second time with KTLA's Klaus Landsberg returning to the Nevada testing grounds for a second on-the-spot pick-up of nuclear detonation. Signal will travel across the improvised four-booster station microwave link installed by Landsberg last week. Link delivered the signal from Las Vegas to Los Angeles and was then picked up by the major nets to give the nation its first tele glimpse of an atomic explosion.

Purpose of Landsberg's return trip to the bomb-testing site for another tele pick-up is to try out solutions to problems he faced in the initial telecast. Since this was the first telecast of an atomic explosion ever attempted, Landsberg was confronted with problems never before faced in regular tele-viewing. Landsberg, along with

Atomic Energy Commission scientists, have worked out a system of lens filters which will be tried in covering the next explosion in an effort to present an improved picture quality. Coverage will be from atop Mount Charleston, 40 miles away from the bomb site.

Landsberg, yesterday was granted permission from AEC to lens the pick-up. Altho the microwave link is composed of all his own (KTLA) relay units, Landsberg will make coverage of the second detonation available to all who want to carry it. At press time, it was not learned whether his offer had any takers.

Aside from technological precautions that Landsberg will now take, having already faced an A-bomb blast from behind his TV controls, the KTLA topper will make certain that he has a source of current for his camera and

mikes. One of the dismaying occurrences during last Tuesday's bomb telecast was when an AEC generator, feeding cameras and mikes located on News Nob, press-radio-TV vantage point 11 miles from the blast site, blew out a few minutes before detonation time. With no cameras at the close-up point, Landsberg had to switch to his stand-by cameras on Mt. Charleston 40 miles away.

From a camera angle standpoint, Landsberg later said it turned out for the best because after the blast he realized 11 miles was far too close to present a proper picture perspective of the explosion. By staying at his 40-mile spot, the vastness of the detonation can be condensed to fit the TV screen. Furthermore, when cameras went out last Tuesday, audio also went out and for (Continued on page 14)

VAUDEVILLE

Judy Crowns London, NY Successes With Triumphant LA Homecoming

By LEE ZHITO

Judy came back home last week. The saddened little gal who left Hollywood a few years back when her career seemed on the verge of a fadeout rode back into her home town atop the crest of a popularity wave to crown her London and New York outings. The four-week run of "The Judy Garland International Variety Revue," presented at the Philharmonic Auditorium as a pre-season offering of the L. A. Civic Light Opera Company, is a sellout.

First night was one of the most memorable of Hollywood's show-biz events. It attracted the cream of the film colony's glitter and drew heavily from the social register. Metropolitan dailies gave the event dual coverage, a procedure saved only for opening night of the opera, with extravagant space in the society pages as well as the theatrical sections.

All this for just a vaude show—but what a show. First half of the bill was devoted to standard vaude acts, and then Judy appeared to face seemingly endless, rafter-shaking applause. The air was electric as she humbly stepped from behind the Eight

Boy Friends, song-dance group smartly used for time breaks, to face her home-coming ovation. It was a warm and loving crowd, the kind that laughs heartily at the slightest gag and is eager to display its enthusiasm with applause.

The crowd loved her when she kidded about her excessive poundage. The house came down when she did the tight shoes bit. In fact, all the little bits of business she used so effectively at the Palace were trotted out again to win them here. It all served to add humanness and warmth to an already highly nostalgic and sentimental night. Judy sang as this reporter had never heard her sing before. Her performance moved the crowd to tears and cheers. She showed 'em how to take a song and make it live and breath with a heart of its own.

Her basic act was a repeat of her Palace routine. Composer Hugh Martin accompanied her versions of his "Trolley Song" and "The Boy Next Door." Tension that somewhat restrained her opening numbers vanished and she settled down to a full display

of her vocal talents with "You Made Me Love You," "For Me and My Gal" and a medley of the identifying songs of Nora Bayes, Sophie Tucker, Fannie Brice, Al Jolson and Eva Tanguay. Flanked by the Boy Friends, she delivered a condensed version of the dazzling "Get Happy" production number seen last in Metro's "Summer Stock." This was followed by the "swells" routine, first performed with Fred Astaire in Metro's "Easter Parade" and recapped here with Jack McClelland.

Still in her tramp outfit, teeth blacked out and face bemudged, she sat down on the stage with her legs dangling across the footlights, and without a mike delivered a moving interpretation of "Over the Rainbow" that moltened many an eye in the house as a climax to the evening.

Show was opened by the fast moving Shyrettos (two guys and a curvey gal), whose high-bike routine (Continued on page 48)

Judy Garland, reviewed at Philharmonic Auditorium, Los Angeles, April 21.

TELEVISION

WOR Improves Video Stride With "3 Men on Horse"; Could Beat Field

By JUNE BUNDY

John Cecil Holm's 1935 farce smash, "Three Men on a Horse," played for more than 800 performances on Broadway, and it's still going strong today in summer stock and Little Theater circles. As presented full-length on WOR-TV's new "Broadway TV Theater" series (same show five nights a week), the play was as funny as ever, despite some shortcomings in the production itself.

The video version moved along reasonably fast, but it didn't build. Consequently, the climax (one of the funniest free-for-all in legit history) lacked punch.

Three ingredients are necessary for successful farce—a fast pace that builds; expert comedy taping and an appreciative audience. Latter was missing in this case, and it was a serious handicap to both actor and viewer, since farce timing (in legit) is largely an instinctive thing, cued differently each night by audience reaction to laugh lines. That's why it usually takes umpteen re-takes

to produce a successful film farce, and even then the picture doesn't screen "funny" in a studio projection room or half-empty theater. WOR-TV's new studios are well equipped for audience shows, and it's to be hoped that they'll have a crowd on hand to laugh it up for their next comedy presentation.

"The (by-now) familiar plot of "Three Men on a Horse" revolved around Erwin Trowbridge (Orson Bean), a timid greeting-card verse writer, who consistently picked track winners (for fun, not cash). A motley crew of Runyon-type race track touts accidentally discovered his unique gift, and, in an abortive attempt to exploit it, ultimately killed off their golden tip sheet completely. Erwin couldn't pick 'em on a business basis.

Orson Bean, a self-assured young nitery comic, did a good surface acting job as Erwin, but his air of timidity seemed bogus, and his W. C. Fields-styled delivery was incongruous for a supposedly shy character. In fact,

this reviewer wouldn't have been a bit surprised if he had suddenly pulled out a deck of cards and cleaned out the whole gang with one hand.

With the exception of Bean tho, Producer Warren Wade did a fine casting job, with Ann Thomas scoring best in the floozie role originally played by Shirley Booth. Martin Kingsley as Patsy (Sam Levene's part on Broadway), and his mob were convincing creepies. Sweet-faced Carol Wheeler was effective as Erwin's frantic frau.

With all its flaws, "Three Men on a Horse" was a decided improvement over last week's 1925 melodrama "The Trial of Mary Dugan." On the basis of material alone, the series out-shines most (Continued on page 14)

"Broadway TV Theater," reviewed Thursday, April 24, 7:30-9 p.m., EST., via WOR-TV.

## APPLICANTS TO GAMBLE MILLIONS FOR TV BANDS

### Race for Contested Frequencies Seen Strictly for the Well-Heeled

• Continued from page 1

than triple that. At prevailing rates, it is estimated that no applicant in a contested case will be able to get by without spending at least \$8,000 for legal and engineering fees, and D. C. professional opinion is that the rock-bottom price by July 1 will be closer to \$15,000.

Complicating the situation is a rising trend in engineering and legal fees, necessitated not only by the general cost-of-living rise, but also by economic demand which the TV thaw has generated. TV-radio legalists say their fees have been running at a minimum of \$1,000 per applicant just for filing. This is based on an average of 10 six-hour days for preparation of applications at the rate of \$100 a day. Since the minimum rate is moving closer to \$150 a day, the filing fee will correspondingly be closer to \$1,500, just for legal expenses. There is no standard legal rate, however, and there is considerable flexibility in the establishment of rates. Influential factors are: The size of the city in which the frequency is sought; the financial ability of the contestant; and the number of contestants. Hearings could exact an additional 10 days of fees, including time for preparation. In addition

to costs for D. C. specialized TV legal counsel, many applicants will amply his bankroll also for services from his home-town legalist in the preparation of necessary corporate papers and plans. As the rush for frequencies gets fully under way, applicants are likely to find high class legal talent in D. C. harder to engage, particularly since most lawyers here have a policy of limiting their representation to one station or applicant per community. One reputable lawyer indicated that applicants in any city over a million population would be wasting time without being prepared to pay \$25,000 in fees whether or not a grant is won.

As for engineering fees, it is estimated that at least a thousand dollars is required just for drafting the application. Added to this are several hundred dollars in out-of-town expenses to pick a site. Engineering expenses for nursing a case thru a hearing would entail at least an additional \$1,000 and, in the judgment of most engineers, the average applicant in a hearing

should not expect to get by without a bare minimum of \$2,500 just for the hearing stage. Not only are engineering rates apparently on the way up, but also hearings can be expected to last longer. Ironically, contributing to the increased engineering work required after applications are filed, is the simplicity of the FCC's new TV application form. Because the new application does not require the engineers to work out square mileage of the signal area, population and the like, these become part of the engineering burden should a hearing develop.

Presumably the race for contested frequencies is strictly for the well-heeled. For some the costs may run easily to \$50,000, without even a glimmer of a TV grant. In this class are likely to be any of the contenders who had reached the hearing stage before the freeze was clamped on three and a half years ago, and who, under the FCC's allocations plan, will have to start from scratch with any newcomers.

### TV BID FILED FOR SAN JUAN

WASHINGTON, April 26.—The first TV application filed by anyone in the U. S. territories reached the Federal Communications Commission this week. Jose Ramon Quinones filed for a frequency on VHF Channel 4 in San Juan, Puerto Rico.

### No CBS-TV Young Deal

NEW YORK, April 26.—A deal for Bristol-Myers to buy Alan Young from the Columbia Broadcasting System's TV web collapsed this week. Bristol-Myers had wanted to put Young on CBS-TV Sunday nights 9-9:30 p. m., a time slot owned by General Electric, and a half hour earlier than its "Break the Bank." GE however, refused to go for the idea and so Bristol-Myers cooled off on Young.

### VARSITY SHOW

## Morris Plans Repertory Unit Of Collegiates

NEW YORK, April 26.—Philip Morris this week made plans to form a partial repertory company this summer of top collegiate actors who have already performed on the "Playhouse" this season. The program is on the Columbia Broadcasting System's radio web Sunday nights 8:30-9 p. m.

The cigarette company will invite the best talent to work on the summer show in secondary roles, but will continue to use at least one name for leads. The dramatic program was close to being cancelled, until it came up with the idea of using collegiate actors. They were conspicuously successful this season.

### REFILING NECESSARY

## New Forms "Must" For TV Applicants

WASHINGTON, April 26.—A new note of confusion entered the TV thaw this week as the Federal Communications Commission's total count of applicants for TV stations mounted to 541, every one of whom must apply all over again on new forms by July 1 or be counted out by default. Apparently, applicants haven't yet caught up with the structure of the FCC's new allocations order which specifies that all applicants must tender their applications on new form requiring program data and other details not required in the old forms. This applies to all applicants who had filed on the old forms as well as any new ones

who apply on the old forms.

A mountainous load of additional paper work is in store for the 541 applicants who have already filed on old forms, since the FCC is returning their applications with instructions to file under new forms by July 1 or fail to be counted among official applicants. Adding to the confusion is the scarcity of new application forms which developed in the first week of the TV thaw. Technically, as far as the FCC is concerned, there are few, if any. TV applicants on file as of today, the FCC has received two dozen applications, virtually all on old forms, in the last couple of weeks, and all are being returned for refiling on new forms. The Commission has received several amended forms. Where amendments are made to old forms, however, this is proving to be time and money wasted; in the eyes of the Commission, the data must appear on the new forms.

### Applicants Listed

Latest applicants include: City of New York, Municipal Broadcasting System, for UHF, channel 31 in New York City; Southern Tier Radio Service, Inc. for UHF channel 40 in Binghamton, N. Y.; Durham Broadcasting Enterprises, Inc. for VHF channel 11 in Durham, N. C.; Wolfe Broadcasting Corporation, for UHF channel 72 in Fremont, Ohio; S. H. Patterson for VHF channel in Topeka, Kan.; Red River Broadcasting Co., Inc. for VHF channel 3 in Duluth, Minn.; Rivoli Realty Co. for UHF channel 56 in Johnstown, Pa.; James A. Noe for VHF channel 8 in Monroe, La.; Greer and Greer for VHF channel 7 in Albuquerque, N. M.; Greer and Greer for VHF channel 2 in Santa Fe, N. M.; Jose Ramon Quinones for VHF channel 4 in San Juan, P. R.

### RADIO HELPS POLICE CONTROL PRISON RIOTERS

DETROIT, April 26.—Local radio figured actively in handling the Jackson Prison riot, with stations generally observing the request of State Police Commissioner Donald Leonard to refrain from mentioning the death of the prisoner who was shot Monday. With normal communications broken off, the authorities did not want to have the prisoners further incited by a radio newscast that one of their number had been killed.

At Jackson, station WIBM had an extraordinary broadcast by two of the prisoner ringleaders and a deputy warden, who met at the microphone under a virtual truce. The internal prison radio system itself was widely used at various stages for messages by prisoners, when they held control of the studio, and by law-enforcement officers later. Station CKLW used a tape-recording of an interview with a riot leader taken by newscaster Ray Girardin.

## NBC's SPAC Sets Agenda For NY Meet

NEW YORK, April 26.—The Stations Planning and Advisory Committee of the National Broadcasting Company will meet here Tuesday and Wednesday (29 and 30) with the web's new station relations veepee, Harry Bannister, slated to deliver the opening remarks along with NBC chief Joe McConnell. Top NBC brass were in meetings all day Friday (25), setting up the agenda for the meetings. It was decided that following election of SPAC officers, lunch and a summer radio presentation by Jack Herbert, the opening day will split into separate AM and TV meetings.

Radio sessions will hear Jack Herbert on sales, Fred Dodge on merchandising, Hugh Beville on research, Jake Evans on promotion, Syd Eiges on press and exploitation, Bud Barry on program plans, Henry Cassidy on news and special events, and William McAndrew on convention coverage. The TV side will have Pat Weaver presiding, and will hear Joe Heffernan on testimony in Washington re political campaign coverage, George Frey on summer time sales, Dave Taylor on public affairs, William McAndrew on convention coverage, Ed Madden on plant plans and operating costs, Carl Stanton on summer promotion plans, and Fred Wile on fall shows in preparation.

The Wednesday sessions will feature a combined AM-TV SPAC meeting in closed session, with luncheon followed by discussion sessions between SPAC and web brass, again splitting up AM and TV.

The SPAC election for the third district, which was undecided in last month's balloting, went to Willard C. Worcester, veepee and general manager of WIRE, Indianapolis.

### NEW FIELDS

## Ziv's Sinn to Visit Europe On TV Quest

NEW YORK, April 26.—John Sinn, president of Ziv TV Productions, and Ziv production veepee Herbert Gordon, will leave early next month for Europe in search of new TV writers, properties, talent and techniques. Sinn said that Europe must be "opened up" as a source of writing and other creative talent for U. S. video films because of the tremendous rate at which the medium consumes material.

Altho Sinn emphasized that Hollywood will continue to remain the basic source of films and that Europe will be only a secondary source, his trip is planned to seek a way to ease the increase in the already severe pressure which he forecasts for video writers, actors, producers and directors. The greater pressure will be brought about, he said, by the increasing swing to use of film, with perhaps 75 per cent of all video programming ultimately to be presented in this form. To this is added the complicating factors of over 2,000 stations coming on the air with the end of the freeze, all requiring material, and of advertisers turning more to use of film.

With this in mind, Sinn said he hopes "to make arrangements with television experts in Europe to augment the products of our American television film writers and producers." He will hold several weeks of conferences with top Continental TV and film writers, producers and execs, and will discuss properties, examine techniques and inspect facilities.

## Lethen to New CBS Position

NEW YORK, April 26.—Edward Lethen Jr. this week was appointed to the newly created post of director of sales extension at the Columbia Broadcasting System's radio network.

With the web since September, Lethen will head up a department that will only contact clients who have not previously bought radio. This marks a further extension of CBS' drive for new business.

### NEWS CAPSULES—COAST TO COAST

## ABC Works on Ameche-Langford Settlement; Admen to Talk Video

NEW YORK, April 26.—A meeting to settle the contract differences between the American Broadcasting Company and Don Ameche and Frances Langford was held yesterday (Friday). The web is reported to have offered the duo 50 per cent on the unpaid portion of their contracts for their hour-long daytime TV show, which was dropped recently. A settlement is said to have been approached at a somewhat higher figure.

### Tote to Highlight Talks At Admen's Confab . . .

NEW YORK — Television advertising will highlight the subjects to be discussed here at the forthcoming convention of the Advertising Federation of America to be held June 8-11 at the Waldorf. Eugene S. Thomas, TV veepee of George P. Hollingsberry Company will chair the TV meeting June 11. Speakers include Fred Thrower, Columbia Broadcasting System TV sales veepee, on the video thaw and networks; Walter Craig, AM-TV veepee, Benton & Bowles, on TV as show business; C. E. Midgley Jr. and Ted Bates, on the video thaw and agencies; Henry Schachta, Borden's ad director, on the TV thaw and advertisers; R. F. Guy, radio and allocations engineering manager at the National Broadcasting

Company on UHF telecasting; George Shupert, Peerless TV Productions, on TV films, and John E. Fetzer, chairman of the TV Code Review Board, Kalamazoo, Mich., on "TV Belongs to the Public."

### Radio Teams to Cover Ohio, Fla. Primaries . . .

NEW YORK — Radio news teams will be sent to Florida and Ohio by NBC to cover the upcoming primary elections on May 6. Florida headquarters will be WFLA, Tampa, with Sen. Estes Kefauver and Sen. Richard Russell the leading contenders in the Democratic contest. On Monday (5) and Tuesday (6), the web will air special shows.

### Desilu to Film CBS' "Miss Brooks" TV . . .

HOLLYWOOD — CBS has turned over the film production of the net's "Our Miss Brooks" package to Desilu Productions, the Desi Arnaz-Luella Ball firm. The network will continue to handle all production details except the actual filming.

### CBS-NBC Combo to Pipe Confab TV to Denver . . .

DENVER—Teamwork between NBC and CBS will enable TV-15 Denver to watch the forth-

coming political conventions, Hugh Terry, of KLZ (CBS) and Charles C. Bevis Jr., of KOA (NBC), together with local TV set distributors, are underwriting the cost of setting up closed-circuit piping of the video coverage into the Empire Room of Denver's Shirley Savoy Hotel. The public will be admitted free.

### "Hawkes & Co." Musical Set for NBC Bow . . .

HOLLYWOOD—A new musical radio stanza will bow on NBC in the 10:30-11 p. m., EST, slot Sundays, starting May 4. Titled "Charlene Hawkes & Company" the series will feature Miss Hawkes as femcee and vocalist, with Robert Armstrong conducting the orchestra and with entertainment stars or newcomers as guests. The show will originate in Hollywood.

### BAB Aligns Locations, Dates for Clinics . . .

NEW YORK—Dates and locations of the remaining schedule of Broadcast Advertising Bureau's sales clinics were announced this week by BAB President William B. Ryan. The schedule is as follows: May 5, St. Louis; May 6, Kansas City, Mo.; May 9, Des Moines; May 12, Omaha; May 14, Wichita, Kans.; May 16, Okla. (Continued on page 11)

EDITORIAL

# Et Tu, "Broadcasting"!

Among our trade press contemporaries there are few for whom we have as high a regard as for Sol Taishoff, editor and publisher of Broadcasting Magazine. This goes as well for the many members of Taishoff's able staff of editors and reporters. And it applies, certainly, to Bruce Robertson, Broadcasting's senior associate editor. It was with considerable astonishment, therefore, that we read Robertson's lead story in Broadcasting's last issue. It was headed: "Network Rate Cuts Effect—Boon or Boomerang?"

The story pointed out that from July 1, 1951 (when the webs cut rates or adjusted discounts to top 10 per cent off the price to advertisers), to February of this year, 24 radio network advertisers cancelled their shows and eliminated radio network advertising entirely. While the story revealed this significant fact, it played up the fact that since July, 19 advertisers who were not previously network clients had bought time on one or more of the four major national webs.

We happened to be discussing the question of whether the rate cuts had been responsible to any substantial degree for new radio network business, with the heads of the sales departments of the webs—the men in the best position to give an accurate answer. To a man they said the rate cuts had little, if anything, to do with getting these new accounts. Greater flexibility in station purchases on webs; programming; new and aggressive selling techniques; solid merchandising pluses. All these were the chief factors in selling advertisers on using network radio.

Notwithstanding this, there is plenty reason to believe that top network officials, with radio web business being as rough as it is, are still inclined to attempt to meet the problem by cutting prices. Indeed, off the record, some will insist that this is the only solution.

While we have great respect for the judgment of these men, while we concede that they know a great deal more about the radio network business picture than we do, we wholeheartedly and violently disagree that cutting rates is the answer. We know that on the local level, a great many stations, many of them the networks' owned and operated stations, are doing better business than they did last year.

We concede, too, that it is entirely reasonable to assume that adjustments in radio rates, where listening has been affected by television (in the same sense that newspaper reading, magazine reading, etc., have been affected), may be in order. But certainly this is no reason for indiscriminate across-the-board devaluation of the medium. Any such adjustments should be made only on the basis of an exhaustive study uniformly agreed upon, and acceptable to broadcasters on both the network and station level, as well as to advertisers.

We believe Broadcasting Magazine has done radio a disservice by even raising the question of whether rate cuts are a boon or a boomerang. Cuts, in the sense we've seen them, cannot be anything but a boomerang, in our opinion. We hope our colleagues on the trade press will agree with us, and fight against arbitrary slashing of rates with all they've got.

## BALABAN QUIZZED

# Protests Probe Into 'Conspiracy'

WASHINGTON, April 26.—Barney Balaban, president of Paramount Pictures Corporation, vigorously objected this week to detailed questioning by Federal Communications Commission Attorney James Juntilla concerning charges that his old firm of Balaban and Katz tried to suppress competition back in 1925. He protested that "there isn't anyone living who could recollect" some of the claims, declaring: "The men are all dead. Some of them have been dead for 20 years."

Balaban's outburst came when Juntilla read him a letter from a group of theaters charging his company with a conspiracy to prevent them from obtaining films or vaudeville artists. Juntilla introduced into evidence letters and documents purporting to show that the growth of Balaban and Katz, and later its sister organization, United Paramount Theaters Inc., was deliberately planned and that competition was cut out whenever possible.

Balaban defended his former firm, pointing out that despite the failure of many similar companies in the depression years of 1931 and 1932, his firm never went into

bankruptcy. He said this was because it financed all of its own constructions out of its current funds.

Balaban was asked whether Balaban and Katz made an attempt in the 1930's to weaken the theater operator Jimmy Coston competitively or to undermine his position in the exhibition field in Chicago. He replied, "I do not believe that Balaban and Katz would have attempted such a thing."

Questioning of Balaban was cut short yesterday (25) when he was called to Chicago by the serious illness of his brother, John. The FCC examiner has recalled Paramount Pictures Vice-President Paul Raibourn for further questioning next week.

## Fiberglas Buys Godfrey Time

NEW YORK, April 26.—Owens-Corning Fiberglas this week purchased the Arthur Godfrey morning show via a simulcast on the Columbia Broadcasting System's radio and TV webs.

The sponsor will have a 15-minute segment of Godfrey on video twice a week and two days one week, three the next, alternating with Toni on radio. Owens will move into the slot which is to be occupied on AM by Realemon during the summer. Toni, considering a buy of two 15-minute video segments of the show from CBS-TV, does not as yet know whether its present advertising budget is sufficient to warrant additional commitments.

Chesterfield, meanwhile, has notified the CBS radio network that it will cut back its sponsorship of the Godfrey morning show next fall. The cigarette company will retain its 11:15-11:30 strip, but drop 11-11:15 across the board.

BROADER SCOPE

# Girard Widens 'Rebound' Seg For Crosby Ent.

HOLLYWOOD, April 26.—Barney Girard is slowly but surely broadening the scope of his "Rebound" series Bing Crosby Enterprises is producing for Packard Motor Company in an effort to save the show from becoming typed as a whodunit series with a snapper ending. Girard's plan is to give show a freshness that comes with the unexpected by alternating light comedies with adventure stories.

Five stories in the comedy vein are now in the works to help dilute the heavy adventure diet of the series. These include "The Host," featuring Irving Bacon; "The Honeymoon," starring Gertrude Michael; "The Girl," with Richard Erdman; "The Cure," featuring Todd Karos, and "A Matter of Honor," starring Jeff York. "The Good Turn," another in the lighter subject, will start rolling May 5. One comedy-type story has been already unreel for "Rebound," "One Night Stand," starring Jeff York.

Feeling is that in broadening the scope of "Rebound," Girard automatically broadens the series' audience.

# E. Barrymore, Ruth Hussey to "Mother" Cast

HOLLYWOOD, April 26.—"The Greatest Mother," 30-minute religious TV film produced by Father Pat Fayton's "Family Theatre" and filmed by Jerry Fairbanks for Mother's Day showing, this week added Ethel Barrymore and Ruth Hussey to an already impressive cast. Last week, Loretta Young and Gene Lockhart were set for leads in the same pic.

Miss Barrymore, reading from the scripture, will set scenes for Biblical sequences of the pic which will feature highlights in the life of the Blessed Mother. Production will mark the TV film debut of the vet actress.

Miss Hussey, who has appeared in all previous "Family Theatre" video programs, again will play Mary, mother of Jesus. The role will be the actress' fourth as Mary, Miss Hussey having portrayed the Blessed Mother in such previous Biblical telepic productions as "Hill Number One," "That I May See" and "The Joyful Hour."

# Janssen Combs Hinterlands For New Talent

HOLLYWOOD, April 26.—Werner Janssen is combing the countryside for heretofore unheralded classical talent to be spotlighted in his longhair series of TV film three-minute pic featuring the 70-piece Janssen Symphony Orchestra. Werner Janssen Productions last week started rolling on the first 10 in a series of 100 three-minute classical musical shorts being shot in color for joint theatrical and TV release. Pix are shot in commercial (16mm.) Kodachrome. Production budget is estimated at \$3,500 per short.

In the first 10, Janssen is using Jean Bonaccorai and Carl Polanzi after signing both to long-term pacts. Firm intends to build a stable of classical talent found by Janssen thru auditions.

For theatrical release, seven shorts will be tied together for two reels. Distribution is anticipated via the art house circuits. Ten now in production at California Studios lot will include selections from Rossini's "The Barber of Seville"; Tchaikovsky's "The Nutcracker Suite"; Strauss' "Tales of the Vienna Woods"; Beethoven's Fifth Symphony; Bizet's "Carmen"; Schubert's "Ave Maria"; Brahms' "Lullaby"; Dubinsky's "Fugue for Strings"; Grieg's "Concerto in A Minor" and Wagner's "Die Meistersinger."

# 'Adjustments' Loom In Web Radio Rates

NEW YORK, April 26.—Although network executives decline to be quoted on the subject, the feeling among the web's upper echelon continues to be that further "adjustments" in radio network rates are inevitable if radio webs are to rebuild any great volume of business. Indeed there were strong rumors this week that one of the two major chains was preparing a substantial slash in the near future.

In some quarters this rumor seemed to stem from the secrecy surrounding the final settlement of the Procter & Gamble, Columbia Broadcasting System deal on the three evening strip shows the major soap manufacturer carries on the network. While it had been generally reported that CBS stood pat against P & G's request to have the strip prices reduced from nighttime to day-

time rates, and gave the advertiser a reduction only in talent and production costs, there are recurrent, though unconfirmed, reports that the web in effect gave the account a substantial additional time discount. Speculation is that other important bankrollers are continuing to make rate cut demands.

EARLY VERSION

# WNBT Preps Saturday A.M. "Today" Seg

NEW YORK, April 26.—In a move to cash in on a ready-made early morning video audience, WNBT here is readying a local version of "Today" for its 7-9 a.m. Saturday morning time period. Format (music, news and chatter) will be tailored for summer viewers, with emcee offering advice on "how to spend a week-end on a small budget."

Recommendations will range from resorts to sun tan lotion, and station expects to build plenty of sponsor-interest by co-ordinating spots for like products with advice. In addition, WNBT will integrate special summer service spots for sponsors on local segs of "Today" during the week. WNBT program director Dick Pack expects to launch the new show on the Saturday before Decoration Day. If it clicks he hopes to expand it to Sunday mornings. No emcee has been chosen as yet.

# GAC to Film Laine TV Seg

NEW YORK, April 26.—General Artists Corporation is planning to film a Frankie Laine 15-minute TV show, and expects to have the series ready early next fall. Agency brass has decided to shoot the series on the West Coast, but has plans to film similar 15-minute strip shows with other talents both here and in Hollywood. Series will be pitched at a national sponsor but may be sold on a local spot basis.

Sales reaction to the Laine show will determine how fast GAC will expand its filming program. Tentative plans call for similar shows to be shot with Les Paul and Mary Ford, Jo Stafford and other agency accounts. Supporting talent on all shows will be taken from the GAC roster.

# Miss Lee CBS Show for Olds

NEW YORK, April 26.—Oldsmobile this week signed to bankroll the Peggy Lee radio series via the Columbia Broadcasting System for an eight-week run starting the first week in May. The chirper airs Tuesdays and Thursdays, 7:30-7:45 p.m. Agency is D. P. Brother of Detroit.

# CBS Tandems 'Keen,' 'Funny'

NEW YORK, April 26.—The Columbia Broadcasting System this week came up with its own version of a tandem plan for this summer. Beginning next week CBS will offer "Mr Keen" Thursday evening 9:30-10 p.m. and "People Are Funny" Tuesdays 8-8:30 p.m. as a combination, so that sponsors can get a ride on both.

"Mr. Keen" has been recapitulated from the National Broadcasting Company, which had it for the last year. Mars resumed sponsorship of "People Are Funny" next fall.

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# WDEL-TV

Wilmington, Delaware

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

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CALGARY ROUND-UP

Attendance Heavy at BMI Program Clinic

CALGARY, April 26.—First of the 1952 series of BMI Program clinics in Canada, got away to an enthusiastic start here when 10 Alberta stations sent 125 executives and staff members to attend. Clinic was held here at the Palliser Hotel, kicked off by A. M. Cairns, manager of CFAC. Wm. Harold Moon, assistant general manager of BMI Canada, Ltd., acted as clinic chairman. All speakers were well received.

Speakers included Larry Hayward, news editor of CFAC; William Guild, manager, CJOE, Lethbridge, Alberta; Ted Cott, vice president, WNET and WNBC, New York; William Kaland, WNEW, New York; Gordon Love, manager of CFCN, who was chairman of the luncheon session; Carl Haverlin, president of BMI, who reviewed several important BMI projects; George Higgins, managing director of KMBC,

Kansas City, Mo., and Joseph Connolly, vice president of WCAU, Philadelphia. Jim Bornmann, scheduled to speak, did not go due to lateness of his plane. Ed Craney of Butte, Mont., was heard instead. Craney spoke on "Audience Research, Inc." CKUA, Edmonton, chartered a plane and flew down four members of its staff, while CSGP, Grand Prairie, had two attendees who drove 600 miles (and back later) to attend; CFAC sent 28 staff members over. CFCN, 19 people; CKOC, 11 members; CFRN, 12, and CJOA, 10 people.

Other Canadian clinics are set for later this week. U. S. clinics get under way this week.

General Foods To Sponsor Arthur Murray

NEW YORK, April 26.—General Foods (Maxwell House Coffee) this week signed to sponsor "The Arthur Murray Party," as a summer replacement for "I Remember Mama" (Fridays, 8-8:30 p.m.) over the Columbia Broadcasting System's TV web, effective July 11. Deal calls for the terp king to foot a \$25,000 weekly talent budget, while General Foods carries the time costs. Show will be aired over a 39-station network, with Mrs. Kathryn Murray continuing as emcee and Murray himself as producer.

Murray had a similar deal in the works for Colgate to sponsor his show as a summer replacement for the "Comedy Hour" on National Broadcasting Company TV web Sundays. Deal collapsed because Colgate was reluctant to pitch another variety format against Ed Sullivan's "Toast of the Town."

Murray is currently paying both time and talent costs on the video show over the American Broadcasting Company on Sundays at 9 p.m. Program leaves ABC-TV May 11, and returns under General Foods sponsorship on CBS-TV July 11. Agency for General Foods is Benton & Bowles.

"Houseparty" Seg Bought

NEW YORK, April 26.—Green Giant canned foods this week bought the 3-3:15 Friday segment of Art Linkletter's "Houseparty" beginning September 1 on the Columbia Broadcasting radio and TV webs. Pillsbury already has Mondays, Tuesdays, Wednesdays and Thursdays at the same time of the show. Lever Brothers has Mondays, Wednesdays and Fridays 3:15-3:30 of "Houseparty." Only two segments remain to be sold.

NBC's "Today" Lines Up Eight New Bankrollers

NEW YORK, April 26.—Eight new sponsors this week signed or were on the verge of signing as bankrollers on "Today," the 7-9 a.m. TV show on the National Broadcasting Company. The web also began selling time onto the fall on the series, laying to rest reports that the program may be discontinued. NBC brass have stated their intention to stick with the show until it gets over the hump.

AM, FM Bloom With TV Thaw

WASHINGTON, April 26.—A new burst of AM-FM activity is accompanying the TV thaw at the Federal Communications Commission. Eight broadcast applications were filed in the last two and a half weeks, more than five of them for AM stations and the rest for FM. Three of the AM stations are being sought in North Carolina (Greensboro, High Point and Greenville). The other AM's are sought in Missouri and Illinois. The FM applications are for stations in Georgia, Louisiana and New Hampshire. Meanwhile, one FM construction permit was cancelled. KCON-FM's call letters were deleted in Conway, Ark.

CBS Acquires 'Start Talking'

NEW YORK, April 26.—The Columbia Broadcasting system this week acquired a new panel show for radio and TV, titled "Start Talking." The program, a feature on the British Broadcasting System, sets up panels of three males and three females to compete against each other. They are given topics on which they must talk for one minute without rambling from the subject. Should the program click in its audition and go commercial, CBS will guarantee Harry Goodman, the packager, \$9,200 a week for radio and TV rights. Mike Wallace will emcee.

Reynolds Mulls Radio-Video Shows for Fall

NEW YORK, April 26.—Reynolds Metals this week was considering several radio and TV properties for this fall. The Columbia Broadcasting System is pitching Edgar Bergen for radio and TV. While Reynolds is very interested in Bergen, the fact that he only wishes to do a maximum of 12 TV shows next season may preclude a deal because the client wishes to be on video more regularly. Reynolds also is looking at an expensive "Reader's Digest" TV program and at the new hour Tony Minor video show being blueprinted by the National Broadcasting Company.

New bankrollers include Bauer & Black, which will plug Curad, its adhesive bandage, twice weekly for about eight weeks starting in June. International Silver, which will air for at least two weeks, possibly starting in the fall; Peppercell Sheets, which plans a 13-week summer drive; Dial soap and Chase & Sanborn Coffee, exact campaigns not set; Saturday Evening Post and Newsweek magazines, test campaigns, with the latter joining its top competitor, Time, in use of the show; and Kaiser-Frazer, which has bought a daily five-minute period for two weeks starting May 5.

The Kaiser-Frazer deal coincided with the sponsor's cancellation of alternate week half hour on "Show of Shows" via NBC-TV, 10-10:30 p.m. Saturdays.

Client Service Dept. at WLW-T

CINCINNATI, April 26.—WLW-T this week announced the formation of a client service department to be headed by Frederic Gregg. The new department will offer the same complete promotion and merchandising service to TV advertisers that long has been available to AM advertisers on WLW here and WINS, New York.

Gregg has been in charge of promotion for the Crosley television outlets for the past year. He previously was promotion and public relations director of Radio Cincinnati, Inc. A self-contained unit embracing all phases of promotion, merchandising, exploitation and related client and station activity, Crosley's new client service department will operate on a six-figure budget with a full staff of specialists, according to R. E. Dunville, Crosley president.

Jack K. Frazier has been named merchandising director of the new department. He is a former field sales manager for Post Cereal, sales manager for Jello Products, and sales promotion executive with the Hoover Company. Duaville pointed out that the change was wrought by the ever-expanding needs of WLW, operating in Dayton, O.; Columbus, O., and Cincinnati, to offer its clients services at every level of related advertising and product promotion.

EDITORIAL

Get Your Program Ideas

The past several years—the years of television's spectacular growth—have been among the most critical in radio's history. The crisis, created largely by the broadcasting evolution caused by video, is far from over. During these critical years, broadcasters have made several strong efforts to meet the day's new problems. Numerous new sales plans and techniques have been introduced. A fresh, vigorous approach to creating plusses to radio values in the form of merchandising tie-ups has been apparent in many quarters. One area of broadcast operations, however, seems to have been largely neglected.

This area, ironically enough, is probably the most important of all. It is the very heart of radio as a medium of entertainment, education and public service. It is the very heart of radio as an advertising value. It is programming.

Great Paucity

It seems so obvious as to be almost ridiculous to emphasize that without audience-building, audience-holding, exciting, bright, important programs no other function of broadcast operations can mean anything. Yet, by and large, there has been a tremendous paucity of new program ideas. And equally important, such program ideas as are developed by more alert local broadcasters, remain substantially local "secrets."

One organization in the broadcasting business has, for several years, struggled to spread the word about the best in radio program ideas, methods and techniques. We refer, of course, to Broadcast Music, Inc., whose program clinics have grown, year by year, but all too slowly. This year's clinics are now under way and run thru May 16.

BMI Contributions

Broadcasters who have properly utilized BMI's own program services, notably its Concert Music packets, which were inaugurated in June of 1951, and its "Teen-age Book Parade," are quite familiar with the practical, solid programming material the organization supplies. The clinics, in effort, are an extension of and an elaboration upon similarly solid program ideas. To a great degree the speakers at the clinics are among the nation's most successful broadcasters, and any attendee of a previous clinic will testify to the fact that these speakers give freely of their own successfully tried and proved program ideas.

Every man in radio owes it to himself and his station to attend these clinics. As the most ambitious and genuine effort to foster a healthy exchange of program ideas, the clinics deserve the support of every broadcaster. Check the list of clinics. Be sure to attend the clinic in your area. You'll find it eminently worth your while.

ATFP, Non-Members OK SAG Freelance Minimum

HOLLYWOOD, April 26.—Alliance of Television Film Producers, along with non-alliance members Hal Roach, Roland Reed and Cascade Productions, has agreed to pay Screen Actors' Guild's new daily and weekly pay minimums for freelance players. Guild and producers will continue to negotiate the new contract covering TV film thespians now that the pay problem has been cleared up. Tough knot yet to be unraveled by the negotiators is the Guild's demands for payment to actors for subsequent runs of the TV film in a given area.

new pay scale until Wage Stabilization Board approval is given to the pay hikes. SAG's contract with the producers expires June 24.

Guild's new minimum freelance rates are \$70 per day and \$250 per week as compared to the previous \$55 per day and \$175 per week. Producers in recognizing the new rates will hold in reserve the difference between the old and

Du Mont Deficit \$583,000 in '51

NEW YORK, April 26.—Annual stockholders' report issued this week by the Allen B. Du Mont Laboratories, Inc., showed a net loss of \$583,000 for 1951 compared with a net profit of \$6,900,788 in 1950. Heaviest loss was sustained in the television receiver division of the company. The Broadcast division, according to general manager Chris J. Whitting showed a 196 per cent increase in revenue in 1951 over 1950. In presenting the report, however, Dr. Allen B. Du Mont reported that only the transmitter, instrument and cathode ray tube divisions of the firm operated profitably last year.

The Du Mont network, according to Whitting, continued to show an increase in revenues for the first quarter of 1952. The network operated at a net profit during the last quarter of 1951. Statistical information contained in the stockholders' report shows the network in a healthy position.

Kellogg Signs "Howdy" Again

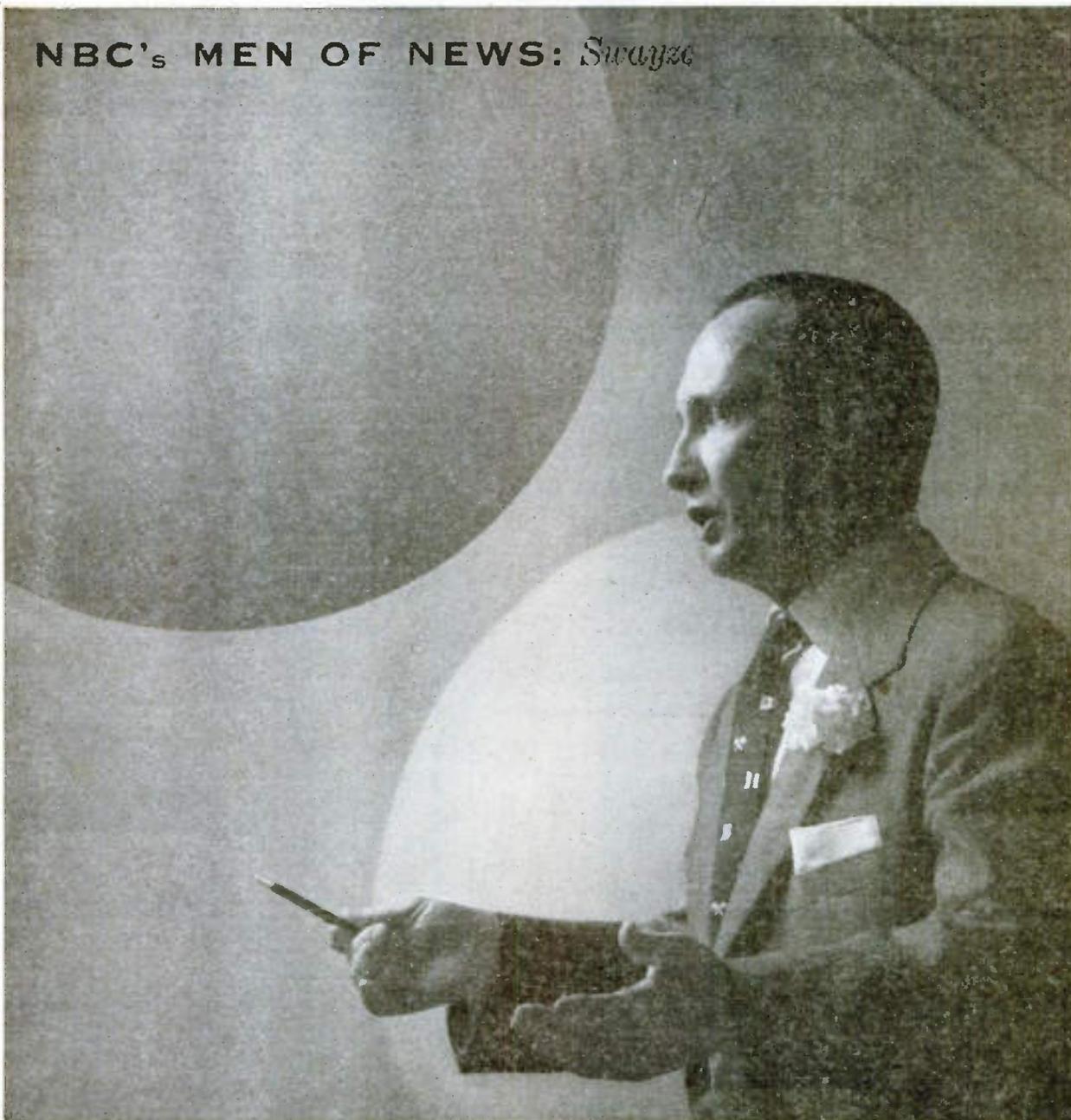
NEW YORK, April 26.—Kellogg this week inked a 52-week renewal pact on its sponsorship of the TV version of "Howdy Doody" on the National Broadcasting Company. The extension on the 5:30-5:45 p.m. segment, Tuesdays and Thursdays, is effective June 3.

Business was placed thru Leo Burnett agency, and set thru Charles Standard, NBC account executive in Chicago.

Profitable TV Audience exclusive with WGAL-TV LANCASTER, PENNA. Only TV station in—only TV station seen—in this large, rich Pennsylvania market area. Clair R. McCollough, Pres. Represented by ROBERT MEEKER ASSOCIATES Chicago San Francisco New York Los Angeles

WWW NBC AFFILIATE in DETROIT THE DETROIT NEWS National Register Publications THE GEORGE P. HOLLINGBERT COMPANY

KEEP YOUR EAR TO THE GROUND Got all the vital news of RADIO and TV every week Enter a money-saving subscription to The Billboard NOW Save more than 20% on newsstand price. Fill in and mail this coupon TODAY! The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Yes! Please send me The Billboard for one year at \$10. Check here for trial subscription at 12 weeks at \$3. Foreign rates upon request. 953 Name Address City Zone State Occupation

NBC's MEN OF NEWS: *Swayze*

Photograph by RALPH STRAKER

*"It never occurred to me  
that my neckties might  
be a problem . . ."*

Not only his neckties, but his shirts, gestures and state of health are of tremendous concern to John Cameron Swayze's regular viewers. Swayze, who started as a reporter and newscaster in Kansas City, must choose his accessories as carefully as he edits his script. Television's most decorated newsmen, Swayze has won more awards for accuracy than a Swiss watch . . . including the coveted DuPont award. Formerly Director of News for NBC's Western network, Swayze's

phenomenal memory and brisk showmanship first gained national prominence with his TV coverage of the 1948 presidential conventions. Now with his daily Camel News Caravan, television's highest rated news show, Swayze is one of the most-heard newsmen in the business.

As a keen interpretive reporter and knowledgeable showman, Swayze knows that 1952's big story is politics, and his first assignment, like that of 100 other NBC men of news, is to cover the conventions and the elections as they've never been covered before.

Swayze, Pearson, Kaltenborn, Mueller—these are a few of the outstanding reporters who make the NBC News Center pre-eminent in broadcasting. News reaches most Americans first

through radio and television, and ratings prove that, day-to-day, more Americans prefer NBC as their primary news source on both radio and television. The reason is simple. NBC's news-gathering facilities are larger and more active, and NBC consistently broadcasts more hours of news, more special events than any other radio or television network.

Politics makes more than strange bedfellows. It makes exciting news, and in this, the most intense political campaign since 1932, more Americans will hear the news first and hear more of it from NBC.

**NBC radio and television**  
a service of Radio Corporation of America

# TV ALLOCATIONS OFFICIAL JULY 1

Date Considered Deadline for Filing Of Litigations Opposing FCC Plan

WASHINGTON, April 26.—July 1, the Federal Communications Commission's magic date for the start of processing TV

## Roach Huddles Over Two Pix

HOLLYWOOD, April 26.—Hal Roach Jr. leaves next week for five-day huddles with Official Films execs concerning TV film series Roach is producing for Official's distribution. Roach will take back with him a completed pilot of "The Joe E. Brown Show" and a rough cut version of "Female of the Species," both recently acquired for national sales distribution by Official. While in Gotham, the producer will meet with agency reps to probe sales potential of these and other series now in the works. He will return to Hollywood end of next week.

grants, is likely to be the informal deadline date for filing of litigations against any part of the new allocations plan.

Under a recent statute governing administrative decrees, the time limit for filing court appeals against administrative orders is interpreted to be 60 days after publication of the order in the Federal Register. The new allocations plan is expected to be published in the Federal Register in about a week.

In some legal quarters here, doubt is being expressed as to whether this time limit applies to the FCC's allocations order; it is argued that court actions can be filed "within a reasonable time." However, other legal opinion interprets two months as approximating the meaning of "within a reasonable time," and, in the opinion of one legalist, "it all adds up to the same thing."

At least two court actions are expected by July 1 (The Billboard, April 26). These would have the effect of lifting the deadline for filing litigations by any-

## BEER STRIKE HITS AIR SEGS

PITTSBURGH, April 26.—A beer strike at the nine major breweries here has hit performers and musicians, with all the beer shows on WDTV going off the air till the fall. When the breweries were struck, Duquesne decided to push its summer hiatus over eight weeks and cancelled the remaining weeks of "Show Time." Iron City Beer pulled its "Tech Varieties" out, and Fort Pitt decided to close "Supportive" a week earlier. Duquesne and Iron City kept their time and will substitute film. Fort Pitt gave up its time altogether at 6:45 and is moving to an 11 p.m. slot with a news program.

body affected by the issues in the initial actions, since a legal contest over a channel in one community could easily start a chain reaction of litigations over the same-numbered channel in other communities. In this way the threat of a near-general freeze is implied, so far as unused VHF frequencies are involved. As for areas where any previously contested VHF channel is already used by an operating station, general legal opinion here is that any court challenge would be sheer waste of time and money.

# RUMOR FLIES AS WHITE EXITS MBS

Web Prexy May Take Baseball Post; Chairman O'Neil Assumes Vacancy

NEW YORK, April 26.—Frank White's resignation as president of the Mutual Broadcasting System Thursday (24) led to the usual rumors concerning his reasons for leaving the web he had headed for the past three years, and speculation as to the broadcasting veteran's future plans. It was clear, however, from the statements made via a closed conference telephone meeting Friday (25), both by White and Thomas F. O'Neil, MBS chairman of the board (who additionally assumes presidency with White's departure), that the parting was on completely amicable terms. O'Neil said: "I know that you share the deep regret that I feel over Frank White's decision to leave his present post at the end of next month. I would have liked nothing better than to stand where I am standing now and tell you Frank White was staying with us. In his leaving I feel the loss of a top operating officer. A man's choice of his work to

me is just about as personal as his choice of a wife, and while I regret Frank's decision, I can't quarrel with it. And I wish to take this opportunity of expressing complete confidence in, and best wishes for, his continued success.

"Fortunately for us, some of Frank White's value to us will survive his departure. This will occur in many ways, one of the most important of which is that the capable and outstanding organization he has built so expertly during his time with us remains intact. Fineshriber, Hult, Johnson, Schmid, Wallen, Kuppel, Goldfarb and their capable staffs all remain.

"This unexpected change doubles me into the position of Chairman and President. I hope that I may have your continued support, co-operation and indulgence."

White told the meeting: "If time permitted, I could recite to you at some length, the considerations on both sides, which have blocked Tom and me in our many friendly talks. Since little would be gained by reviewing them now, however, let me just assure you that my decision was based in no part upon any lack of confidence in the future of Mutual or dissatisfaction with the people for whom and with whom I have worked. My tenure at Mutual has been an immensely happy and gratifying one, and it is particularly pleasing to me to know from Tom that the basic policies under which we have worked will be continued.

"The full measure of the satisfaction that I have experienced in my work for the last three years can only be realized if Mutual continues its solid progress in the future. I know intimately the members of the board, Tom O'Neil and the whole Mutual staff. I know that they have the high competence and the desire necessary to continue progress. I hope that they may have from all of you complete co-operation and support. If I am entitled to any favors or good wishes from you that is the way I would like them expressed."

Among the many rumors as to White's future plans was one that he would land a top spot with another network, and another that he might wind up with a big job in organized baseball. At press time, however, White told The Billboard that until May 31 he will continue as president of Mutual and would make no announcement of his plans 'til after that date.

## WOR Time Suit Filed

NEW YORK, April 26.—Thomas S. Lee Enterprises (General Tire) this week filed suit against the Antuner Company and the Cavanaugh, Shaw and Company Agency, charging that both firms owe WOR and WOR-TV for time charges.

Complaint alleges that Antuner owes station \$8,638.02 for radio-TV time charges and money refunded by WOR-TV to dissatisfied customers who purchased Antuner's TV antenna-accessory gadget after hearing it advertised over WOR. Alleged radio-TV time bill for agency totals 4,105.90.

## 'Pimpernel' for NBC Summer

NEW YORK, April 26.—The British-transcribed radio series of "The Scarlet Pimpernel" will air as the summer replacement for "Cavalcade of America" via the National Broadcasting Company. Marlow Goring, prominent British thesp, has been signed for the lead role, with Harry Towers producing. The show goes into the 8-8:30 p.m. Tuesday slot in July.

Scripter Joel Murecott will sail for Paris shortly, where he will top up atmosphere in the locale to be featured in the series. The series may get a permanent berth of its own in the fall.

## EDUCATOR BIDS

### Walker Warns Channels Held Year, No More

WASHINGTON, April 26.—A year's time limit on reservation of channels for non-commercial educational TV will be strictly adhered to by the Federal Communications Commission, it was indicated this week by FCC Chairman Paul A. Walker. FCC's are interpreting Walker's speech to the American Council on Education at Pennsylvania State College Monday (21) as having removed any doubt about the commissioner's intention to stick to the time limit, at least in the choice locations where there is heavy demand for use of the channels by commercial interests.

Declaring that "there is sometimes only a very fine line between deliberation and procrastination," Walker told educators, "These precious television assignments cannot be reserved for you indefinitely." He said that for the educators "time began to run out" from the moment the commission's allocations report was issued, April 14, reserving 242 TV assignments for use as non-commercial educational stations.

#### Act Now

"The time to act is now," Walker asserted, adding that educators would probably find this year in which to obtain licenses, "the shortest year of your lives." Realizing that educational financing for TV is difficult, the FCC chairman suggested co-operation among all educational institutions within 70 miles of a non-commercial station. He urged the educators to make good use of the channels won from the FCC by their "energetic, systematic campaign."

Walker called TV the greatest technological discovery offered education since the invention of printing and pleaded with educators thruout the country to realize the realities of the situation.

## WCBS Buys Quality TV Pix

NEW YORK, April 26.—WCBS-TV, here, this week purchased a package of 24 top grade American films from Quality Films, Inc.

The pictures were mainly made by independent producers and include such products as "And Then There Were None" featuring Barry Fitzgerald and Walter Catlett, and "Diary of a Chambermaid," which stars Paulette Goddard and Burgess Meredith.

## CONGRATULATIONS . . .

to all the other winners in THE BILLBOARD 14th Annual Radio and Television Promotion competition.

## THANKS . . .

to the panel of top advertisers and agency men who undertook the formidable job of judging the entries of 187 broadcasters.

## PLEDGE . . .

With the gratification of winning, WLW and WLW-Television realize the responsibility of leadership . . . and pledge their efforts to maintain that position.



The Billboard

14th Annual Promotion Competition

WLW 1st

... Audience and/or Sales Promotion

WLW 1st

... Public Service Promotion

WLW-T 3rd Tie

... Audience and/or Sales Promotion

**PRAISE FOR TV, RADIO**

**Civil Defense Lauds Medias' Fine Work**

WASHINGTON, April 26.—Tribute to TV and radio for giving generous gratis time for civil defense information was voiced this week by the Federal Civil Defense Administration in its annual report to Congress. One major television project, the "Survival" series, was played in 40 cities, the report stated. Monetary value of the air time donated for the original run of the series was estimated at more than \$100,000, with production cost to the government only \$1,607.

The agency said its closed-circuit TV experiment in theaters

has proved "eminently practical, psychologically powerful and limited in utility only by the number of properly equipped theaters." The FCDA said it had plans for similar programs this year in 155 key cities.

**Networks' Jobs**

The report listed 32 pages of spot announcements and other scripts sent to 2,900 radio stations throughout the nation. FCDA's check showed the following number of defense shows produced by the networks during the year: National Broadcasting Company, 28; Columbia Broadcasting System, 27; American Broadcasting Company, 23, and Mutual Broadcasting System, 22. The FCDA also has arranged with private film producers to make and market Civil Defense shorts thru 12,000 regular commercial outlets at the 1936 price of \$17.50. The first film, "Survival Under Atomic Attack," sold 4,000 prints within nine months of its release last April, the largest number of prints of a 16-mm. film ever sold within a similar period of time in the history of the industry, according to the FCDA.

**Burns & Allen Sunday Sought**

NEW YORK, April 26.—Goodrich hopes to be able to slot Burns and Allen in the Sunday night 10-10:30 p.m. slot on the Columbia Broadcasting System's TV web next season. The web is now programming "Celebrity Time" in the slot. The switch, however is contingent upon Procter & Gamble's moving Red Skelton from 10 p.m. Sundays, to 7 p.m. that evening, as desired by the National Broadcasting Company.

In any event it is most unlikely that Burns and Allen will remain in its present 8-8:30 p.m. alternate week period on CBS-TV. Batten, Barton, Durstine & Osborn, the agency for Goodrich, also represents De Sota which sponsors Groucho Marx opposite the comedy team on NBC-TV. Obviously neither client would be happy having BBD&O compete against itself. Carnation, the present sponsor of Burns and Allen every other week, will co-sponsor the program in the fall with Goodrich.

**'Malone,' 'Day' Into NBC A.M.**

NEW YORK, April 26.—The two soap operas to go into the new 9:30-10 a.m. period via the National Broadcasting Company will be "Young Dr. Malone" and "Brighter Day." These were the choices of Procter & Gamble, which moves into what formerly was station option time starting June 23.

Both stanzas have been airing via the Columbia Broadcasting

**SUMMER PITCH WOVES ADMEN**

NEW YORK, April 26.—A novel means of staging a sales presentation was unveiled yesterday (25) by the National Broadcasting Company. The radio sales pitch on summer radio, a film-slide operation featuring Fred Allen and assorted top NBC brass, was shown to a mass gathering of better than 350 leading agency and advertising executives at a luncheon held at the Waldorf.

The feeling of the web is said to be that not only did this gain them a hearing with almost all major prospects at one fell swoop, but the laughter emanating from the hilarious Allen commentary proved contagious and wowed the entire assemblage.

**JUNKS FRIGHT**

**KHG-TV Uses Major Studio Picture Clips**

HOLLYWOOD, April 26.—Indicating a lessening of movie maker's TV fright and recognition, instead of its promotional powers, KHG-TV tomorrow will launch a show composed of film clips from major studio new releases. Show, featuring starlet Jeff Donnell as female, will use clips from Columbia Pictures' "My Six Convicts" to kickoff the quarter-hour series.

Tagged "Hollywood Feature Story," each week's seg will feature clips from different pix. Show is packaged by Frank Rhyllie; and Don Meehn; stars and sponsored by Columbia Utilities Company. Alan Lane & Associates agency set the biz.

System "Malone" has been in the 1:30-1:45 slot, and "Day" in the 2:45-3 period via CBS. It was undetermined at the week-end whether P&G is dropping the time on CBS, or will replace the soapers.

**POLITICO LIABILITY PLEA**

**Lifting Stations' Onus Would Open More Air**

WASHINGTON, April 26.—Passage of legislation freeing radio and television broadcasters from liability for political broadcasts was urged before a Senate Privileges and Elections Subcommittee this week by The National Association of Radio-TV Broadcasters President Harold Fellows and Du Mont television counsel William Roberts. Both witnesses deplored the existing situation where, in some States, damage suits can be filed against broadcasters for political speeches over which they have no control.

Fellows pointed out that the Federal Communications Commission has ruled no broadcaster can tamper with a political script. The pending legislation, introduced by Rep. Walt Horan, would leave the political speaker fully liable for any defamation, but would remove the broadcaster from liability.

Fellows declared, "Adoption of the Horan Bill will make broadcasters in many States more ready to accept political broadcasts, and to accept them at the usual rate for sponsored time." Fellows said that most of the nation's radio and TV stations charge the same rate for commercial and political time, despite increased expenses for the political broadcasts and the added libel risk.

**Time Expense**

Roberts testified that Du Mont followed such a policy. He told Senators that even the cheapest kind of TV hook-up is very expensive, both to the political candidate and to the station. As an example of an "extremely reasonable" charge, Roberts pointed to the \$5,600 paid by presidential aspirant Harold Stassen for a 15-minute network broadcast. Senators are considering revision of election laws governing campaign expenditures, possibly to include radio-TV broadcasting expenses.

Altho his network is pledged to give a certain amount of time to all political parties, Roberts said

that after long consideration Du Mont has decided to refuse if the Communist Party should request the broadcast of its national convention. Du Mont plans to televise both the Democratic and Republican conventions. Roberts said his organization based its stand on the Supreme Court's ruling finding the Communists "a destructive party."

**Kudner Offers Gray & Carter**

NEW YORK, April 26.—The Kudner Agency has been trying to sell a variety package featuring Dolores Gray and Jack Carter for the Buick Motor Company. The show is ticketed for the Tuesday night 8-9 p.m. slot, once a month, where Texaco "Star Theater" now is being programmed on a regular basis. Erie's new schedule next fall for Texaco will be three weeks out of four.

**KSAN Drops Racing News**

WASHINGTON, April 26.—Station KSAN, San Francisco, has asked the Federal Communications Commission to renew its license without a formal hearing, claiming it has eliminated all horse racing information from its broadcasts, as of May 10. The only exception, KSAN said, was a 8:30 to 7 p.m. race re-creation program to be continued without charge, since it was of "no conceivable use to those engaged in illegal gambling" nor could it be used to impair a "well-rounded program service."



For the third time in 4 years

**WHDH**

50,000 watt winner

in The Billboard's annual

Radio and Television

Promotion Competition

1951...14th Annual Award... Promotion of Radio as a Medium

1949...12th Annual Award... Sales and Audience Promotion

1948...11th Annual Award... Audience-Sales Promotion

Copies of WHDH's Prize-Winning Out-of-Home Listening Survey Available on Request

ALWAYS THE WINNER IN NEW ENGLAND

Owned and Operated by The Boston Herald-Traveler. Represented Nationally by John Blair & Company

**WHDH**  
50,000 WATTS BOSTON

# TV Hogs Spotlight At SMPTE Conclave

Report on Color, Theater Television; New RCA Recorder Cuts Film Costs 75%

CHICAGO, April 28.—The 71st semi-annual convention of the Society of Motion Picture and Television Engineers found the comparatively new TV medium playing its most important role to date—with one entire day, Monday (21), being devoted to the subject. Meet was held at the Drake Monday through yesterday.

The television sessions, drawing SRO crowds, featured talks by Nathan L. Halpern, president, Theater Network Televisions, Inc., and Dr. W. R. G. Baker, vice-president of General Electric. Later, reporting on the progress of the National Television System Committee, which is making a study of color TV, said that it is hoped the field tests being conducted by the committee will be completed late this summer, and that the color TV data which normally would take years to compile is actually being gathered in a few months.

It is the aim of the NTSC, Dr. Baker said, to develop, for consideration by the Federal Communications Commission, a set of standards which would protect owners' investments in video sets currently in operation and still provide quality color reception.

One of the highspots of the convention for both motion picture and television engineers was the introduction by RCA Victor of a new portable magnetic recording system which it was asserted would

make possible reductions up to 75 per cent in film costs. Savings are made possible thru the use of half-width film at half the standard release speed.

Papers devoted to TV which were presented at the convention covered such subjects as: "A Color or Stereoscopic Frame-Sequential TV Viewer," "Industrial Television," a discussion by M. C. Bancs, of RCA, on the recent development of a simplified vidicon circuit, "Dual Theater TV System," a discussion on the installation of video film in the Broadway Theater, Denver, and "Nomenclature for Motion Pictures and Television."

Halpern, in his report on theater TV, predicted that such installations will eventually be made in every motion picture theater in the U. S. In the past year, Halpern said, theater TV has increased its seating capacity 600 per cent and in the same period a 300 per cent increase in the number of theater installations was noted.

At present, Halpern pointed out, there are over 75 theaters in 37 cities from coast to coast with large-screen TV installations. There are still 20,000 theaters to go, he said.

Of dual interest to conventioners were discussions on projection equipment advances, new screens, new photography developments and electronic studies.

## VIDEO TUG O' WAR

### TV Film Wins Fight; Live Pix Too Costly

HOLLYWOOD, April 28.—Television film is winning its big tug of war with live TV because live is pricing itself out of the sponsor's reach. Top drawer screen and stage names prefer film and competition among TV movie makers is holding down the prices. This, according to Producer Jerry Fairbanks, is spelling a rosy future for the TV industry as the balance of shows is moving in film's favor.

Reporting that inquiries from national sponsors and their agencies are now running more than double those of two months ago, the producer predicted that there will be twice the number of filmed shows on the air this fall as are currently being telecast.

Nets, he said, would be amazed to learn the number and importance of their top advertisers who are requesting information regarding the filming of their shows.

A filmed program, he said, is the answer for the national ad-

vertiser as well as for the local and regional sponsor. Not only are video film firms now able to produce programming at the same cost of live shows, but in many instances we are able to do the programs cheaper.

Flexibility of filmed programming also is one of the main factors attracting sponsor interest, Fairbanks reported. Discovering that networks are unable to clear suitable time and guarantee proper coverage, bankrollers now are learning that by using film they can get more advantageous time periods and far greater coverage by booking their shows with individual stations, the producer said.

Preference of top talent for film also is beginning to have its effect, Fairbanks said. Many important personalities are holding back until they can have the protection of film, the producer pointed out. And many names now appearing

## UNTELEVISSED FIGHTS DRAW LOW OF \$207

BALTIMORE, April 28.—Latest example of the effect of TV on sporting events gave the telecasters further proof that telecasting doesn't hurt the box office. Last Monday night (21), the Coliseum here staged the first untelevised boxing card since last year. The Squires Club's gate receipts hit an all-time low of \$207. There were no other fights televised into this city, nor any of the Oriole's baseball games that night.

When the fight cards were televised, the average draw was about \$400; to which was added the money from the video sponsor. Combined gate and TV receipts had been averaging between \$1,500 and \$1,800 a night.

## Crosby Pacts Agee to Write Trauma Series

HOLLYWOOD, April 28.—Mounting trend of name writers moving into TV films continued this week with Bing Crosby Enterprises' exec vicepres, Basil Grillo, inking James Agee to script the first of the "Trauma" series. Agee wrote "African Queen" with John Huston.

First in the "Trauma" series, tagged "The Chase," was written by its co-producers, Barney Girard and Dick Dorso, with Agee penning the screen play. He will wind up "The Chase" before taking on his Ford Foundation assignment to write a series of TV film scripts on Abe Lincoln.

## "TV Toons" To WNBT

NEW YORK, April 26.—WNBT, National Broadcasting Company's flagship here, this week signed a contract with Screen Gems, Inc. for its entire "TV Toons" film package. Pact includes 100 three-minute TV deejay films, designed for use with pop records. Station is paying maximum rate of \$50 for each film, which gives them unlimited screening rights on package for one year, effective May 1.

WNBT program director Dick Pack said he plans to use films thruout station's entire programming schedule, with special emphasis on a children's show, utilizing Screen Gem's animated cartoon series.

on live shows are turning to film this fall.

## "BROADWAY THEATER" POLL

### "Dugan's" Pulse 32.3 For Week's Watching

NEW YORK, April 28.—According to a special Pulse survey conducted for WOR-TV here to determine viewing on the station's new experimental dramatic series, "Broadway Theater," (same play five nights a week), 32.3 per cent of 400 New York video homes polled watched "The Trial of Mary Dugan" at least one night during its five-day run (April 14-18).

Projecting this figure against the total number of video families in New York, WOR Research Director Richard Hoffman estimates that a cumulative total of 918,000 presumably unduplicated homes looked in on the series during its initial run.

#### One of Eight

The special WOR-TV survey was conducted here by phone Saturday (19). Families polled were given names of eight Monday-Friday TV shows shown in New York last week ("Broadway Theater" included) and asked to name those which they had watched at any time during the week. The WOR-TV show was spotted on a list of eight across-the-board shows says Hoffman, "to eliminate any possible bias in favor of a multi-performance program."

In addition to the special Saturday survey, WOR-TV also commissioned Pulse to poll the series' viewing on Friday (18) of "The Trial of Mary Dugan," utilizing regular Pulse survey technique. The study showed ratings ranging from 6.3 to 7.3 during the hour-and-a-half (7:30-9 p.m.) show, with an average rating of 6.7 for the play.

#### Stiff Competition

"Broadway Theater" played against stiff competition thruout the week. On Friday, it competed against Dennis Day and "Mama," in the 8 to 8:30 p.m. period, and "We, the People" and "My Friend Irma," in the 8:30 to 9 p.m. time slot. On Thursday, the play bucked Groucho Marx, "Star of the Family" and "Stop the Music" (8-8:30 p.m.); "Amos 'n' Andy" and "Treasure Men in Action" (8:30-9 p.m.); and "Stork Club," "The Lone Ranger," and Dinah Shore during the 7:30 to 8 p.m. period. Wednesday night, when the series changed to 8-9:30 p.m. time, the play competed with Kate Smith and Arthur Godfrey (8-9 p.m.); and "Kraft TV Theater," "Strike It Rich" and "Ellery Queen" (9-9:30 p.m.). Monday night rivals were Perry Como (7:45-8 p.m.); Paul Winchell, Jerry Mahoney, and "Lux Video Theater" (8-8:30 p.m.); and "Voice of Firestone" and Arthur Godfrey's "Talent Scouts" (8:30-

9 p.m.). Altho the play closed down this Tuesday for baseball, the series usually faces its most formidable competition on that day — Milton Berle and Bishop Sheen.

Altho Pulse will take its regular monthly survey of New York video listenership the first week in May, WOR-TV will wait until June to take a day-by-day comparative rating survey on the series. Reasoning is that results would necessarily be tabulated on a split bill (last two days of "Jazz Singer," first three days of following play), because the first falls in the middle of the week. "Broadway Theater" is co-sponsored by General Tire and Cavalier Cigarettes.

## ABC to Test "Justice" Seg On Legal Aid

NEW YORK, April 28.—A new TV dramatic stanza produced with the collaboration of the Legal Aid Society, was in the works this week at the American Broadcasting Company. Titled "Justice," the show will be a full-scale documentary melodrama on unjustly accused people who defended themselves only with aid given them by outfits such as the L. A. S.

A closed-circuit staging of the stanza is being sketched and a kine will be made for showing to the agencies. No date has been set yet, but it's likely to be within the next three weeks.

## Pepsi Exiting CBS-TV Slot

NEW YORK, April 28.—Pepsi-Cola is practically certain to be moved out of Saturdays 9-9:30 p.m. on the Columbia Broadcasting System's TV web after the expiration of its cycle on June 7. The soft drink sponsor dropped Faye Emerson and is currently programming a film show which has already been seen on CBS-TV for another client.

CBS-TV is after the 9-9:30 slot so that it can program Jackie Gleason 9-10 p.m. next season. Pepsi-Cola, however, will get a crack at another time period on CBS-TV, if it finds a program idea it wishes to sponsor next season.

## ABC WEB OUTLET SOLD

### KEPO, El Paso, Goes To Robertson Group

ST. PAUL, April 28.—Miller C. Robertson, vice-president in charge of sales of KSTP-AM-FM-TV, National Broadcasting Company (NBC) affiliate, in the Twin Cities, heads a group of four men who this week purchased KEPO, 10-kw. American Broadcasting Company affiliate in El Paso, Tex.

The deal marks the fifth ownership change involving major radio personnel of all network affiliates in this area in less than three months. Following FCC approval of the sale, Robertson will leave KSTP to go to KEPO as president and general manager. He has been with the Stanley Hubbs-owned NBC station here since 1945.

Associated with him in the purchase are W. B. Pratt, Austin, Tex., mining financier, who becomes KEPO vice-president; William A. Porter Jr., Minneapolis, also a new vice-president, and R. L. Richardson, Beulah, N. D., new KEPO treasurer. Porter and Richardson are associated with Pratt in Dakota Collieries.

Just a week ago (April 14), WTCN-AM-FM, 5-kw. ABC affiliate in the Twin Cities, was sold by Mid-Continent Radio-Television, Inc., to the Minnesota

Television Public Service Corporation for the sale price of \$325,000. Robert Butler, former ambassador to Australia and Cuba, is president of the purchasing firm.

The WTCN AM-FM property was sold after WTCN-TV on March 6 bought 53 per cent of WCCO-AM, 50-kw. Columbia Broadcasting System (CBS) outlet, let here in the Twin Cities. CBS holds 47 per cent in WCCO and WTCN-TV, with station call letters probably to be changed to WCCO-TV.

Just one month before that, on March 15, N. L. Bengtson, of St. Paul, vicepres of WMIN, Twin Cities indie, and Eddie Ruben, Minnesota-Dakotas theater chain owner, bought KELO-AM, of Sioux Falls, S. D., for a reported sale price of \$300,000. KELO has on file the first South Dakota application for a TV permit.

On Feb. 6, Clarence T. Hagman, then manager of WLOL, the Mutual Broadcasting System (MBS) Twin Cities affiliate, headed up a group of four men who bought WDCY, 50-kw. Liberty Broadcasting System (LBS) Twin Cities affiliate, for \$425,000. FCC approval on that sale is expected any time now.

# WKRC

CINCINNATI, OHIO

is proud to accept

"THE BILLBOARD"

SECOND PLACE AWARD

in the annual competition for

PUBLIC SERVICE PROMOTION

stations of

5,000 W to 20,000 W

WKRC-55, Cincinnati's Key Station

NEWS CAPULES

Ameche-Langford Pact Claims ABC Attention

Continued from page 4
homa City; June 2, Portland, Me.; June 4, Boston; June 5, Providence; June 6, Hartford, Conn.; June 16, Philadelphia; June 18, Baltimore; June 19, Washington; June 20, Richmond, Va.; June 30, Syracuse; July 1, Buffalo; July 3, Pittsburgh; July 14, Detroit; July 18, Cleveland; July 18, Indianapolis; July 21, Chicago; July 23, Milwaukee; July 25, Minneapolis; July 28, Denver; July 30, Salt Lake City; August 15, Dallas; August 18, San Antonio; August 20, Houston; August 22, New Orleans; August 25, Miami; August 27, Winston-Salem, N. C.; September 8, Cincinnati; September 10, Louisville; September 12, Nashville; September 15, Little Rock; September 17, Birmingham; and September 19, Atlanta.

WMGM Signs Laraine Day For Midnight Chatter
NEW YORK—Laraine Day has been signed to handle a midnight to 3 a. m. chatter show via WMGM, New York, starting May 7. The program will originate from Hutton's restaurant and will feature showbiz, sports and politico interviews. Producers are Murray Kaufman and Bob Merrill.

Sterling Releases for TV 26 Fitzpatrick Pix
NEW YORK—Sterling Television Company has released for TV a series of 26 James A. Fitzpatrick travel pictures. Sterling is also distributing an education film show, "Adventures in Living," available as 28 half-hour or 52 quarter-hour programs.

Radio, TV Flood Aid Sets Fine Pubserv Examples
KANSAS CITY, Mo.—The nation's radio and TV stations have come up with some stirring examples of public service programming in the course of the floods in

the Midwest. A typical example was the 30-hour appeal by WKRC and WKRC-TV, Cincinnati, which resulted in 50 tons of flood relief supplies and thousands of dollars being sent to the "adopted" community of South Sioux City, Nebr. In Shenandoah, Ia., KMA originated dozens of broadcasts from the Missouri River floodlands, using a newly delivered airplane, ham radios, etc. Station KSWI, Council Bluffs, Ia., turned over its entire broadcasting facilities to the city council, taking off several commercial shows and setting up direct broadcasts from the Mayor's office.

Senate May Probe Security News Restrictions
WASHINGTON —The government's security program on news, which has been under criticism by broadcasters and the press, is due for a formal investigation under a resolution introduced this week by Sen. Blair Moody. The resolution proposed that a Senate subcommittee investigate whether government "censorship" is blocking vital news from the public.

Hornel, Hallmark Renew Shows on CBS
NEW YORK—Hornel canned foods and Hallmark this week renewed their radio shows on CBS for another season. Hallmark will stay with its "Playhouse" Thursday evenings 8:30-9 p. m. and Hornel, with its "Music for the Girls," Saturdays 2-2:30 p. m.

WMAQ Tops 1506 in New Biz in Month
CHICAGO—WMAQ has sold over \$150,000 in new business in the past month. The orders include more than 1,500 one-minute spots, largest being from Dominion, Int., thru Dowd, Redfield &

Johnstone for 25 one-minute announcements weekly for 52 weeks.

WBAL Sees Big Trend Back to AM Buying
BALTIMORE—Station execs at WBAL here claim they are experiencing a "phenomenal trend back to radio buying." Sales manager James M. Kennedy reported a 32 1/2 per cent increase in business above the amount handled over the same period last year.

WBKB Gives 2-2:15 P.M. Time to Educators
CHICAGO—WBKB has given a boost to the proposed educational station on Channel 11 by turning over to educators the daily 2-2:15 p. m. time spot. Five Chicago area colleges and universities will use the time as they see fit. Primarily they will set their feet wet in TV and also will try to sound out the public on what they want to see on Channel 11. Another suggestion by Cbl commercial TV personnel to help the educators was spiked by station execs. The idea was for program directors to sit down with the educators and give them free advice on how to get started in TV.

"Young Charms," 15-Min. Style, for Bob-Ray
CHICAGO—"Those Endearing Young Charms," a family situation comedy, which has been on and off the NBC net as a replacement for several months, is scheduled to be revamped to 15 minutes from its half-hour format, and will replace "Bob and Ray" in the 7:15-7:30 p. m. spot Tuesdays and Thursdays, alternating with the Goldbergs, starting May 6.

Restless People And the Revolving Door
Phil Cowan has joined the publicity department of the Kenyon & Eckhardt agency replacing Ruby Juster, who leaves next week for a European trip. Larry Pickard, WOR, New York, radio newsmen, has been promoted to editor of the WOR-TV newscast. William S. Hedges, vicepres of integrated services at NBC, has been nominated for the post of treasurer of the Rotary Club of New York. TV script agent Jay Garon has gone to Hollywood for a 10-day business

TIME-COY DEAL SCANNED

FCC Gets Details of KOB, KOB-TV Sale

WASHINGTON, April 28.—The Federal Communications Commission, under the eyes of Congress, where scattered criticism already has been heard, is mulling the application, formally filed this week by Time, Inc., for the \$900,000 purchase of the stock of station KOB and KOB-TV in Albuquerque, N. Mex., with former FCC chairman, Wayne Coy to be sold half the stock for \$75,000.

Coy, according to the application, will get a \$50,000 a year salary from Time, Inc., \$26,000 as general manager of the station and the rest as "consultant." The application stated that Coy will borrow \$37,500 from the Chase National Bank to pay for his share of the stock. Time, Inc., stated in the application that it offered the consultant job to him on February 22, the day after Coy's resignation was announced and became effective. In its letter to Coy, Time, Inc., said it was "considering expanding our activities in radio and TV."

Coy's wife, Grace Cady Coy, will serve as secretary and director of the station. Her salary was

not included in the application. Coy explained in the application that he was interested in half ownership of the New Mexico station because "it offers an opportunity in radio and television within my financial reach." He added: "I believe that I, with Time, Inc., will be able to make some contribution to the development of television and to the further development of radio in the Albuquerque and New Mexico communities."

According to the application, Time, Inc., will pay \$900,000 for the station stock, then declare a dividend of approximately \$300,000 in partial liquidation proceedings. It will turn over \$450,000 worth of fixed assets to a Time subsidiary, which in turn will lease them back to the broadcasting company. Then Time will sell half of the remaining stock to Coy.

NBC-TV Signs Cox, Cuts Kine

trip seeking video scripters and selling several properties to the movies. Lee J. Hornback, former producer-director of the Paul Dixon show on WCPO, Cincinnati, has joined WLW-T, Cincinnati as TV producer. James M. Le Gale, general manager of WIOD, Miami, announced that the George P. Hollingberry Company becomes exclusive national rep for the station on May 1. Sheldon N. Dodds has been named to the advertising staff of WMRN, Marion, O. John E. Kucera, time-buying exec of the Blow Company, has been named radio-TV chairman of the National Association for Mental Health. Grey Advertising has appointed Jules B. Singer as vicepres and member of the executive group.

NEW YORK, April 26.—Comedian Wally Cox this week was signed to an exclusive TV pact by the National Broadcasting Company and on Thursday (24) cut a kine audition of a new situation comedy. The move may prestage an NBC attempt to combat the domination of the Columbia Broadcasting System with this kind of stanza.

The Cox airer is titled "Peepers," and casts him as a science instructor at a junior high school who constantly gets into all kinds of difficulties. The scripter is David Swift. The show is regarded as likely to get a summer run and have a good chance for a fall time slot.

WBNS-TV places 1st.

THE BILLBOARD PROMOTION COMPETITION 7
PUBLIC SERVICE
WBNS, Columbus, Wins; KTLA, Hollywood, Places
NEW YORK, April 12.—Seven major public service campaigns highlighted the efforts of WBNS-TV, Columbus, O., during 1951 and earned for that outlet the first place pubserv award among TV stations in The Billboard's 14th Annual Promotion Competition. Second prize went to KTLA, Hollywood, which a year ago won third place in the same division. Third honors went to WBKB, Chicago.
The seven-pronged attack of WBNS-TV was turned out under the following headings: Polio, Cancer, Save a Life, Learn to Swim, Famous Cartoonists, Pack-ge for Joe, Pilot Dogs and Plus. Running the entire gamut of promotional devices, the station staged wrestling bouts for the polio fund, suction-variety shows for the cancer fund, swimming chases for moppets, aired famous cartoonists for the Savings drive, joined with two outlets in airing a m...

in Billboard's Promotion Competition

WBNS-TV wishes to thank the Board of Judges responsible for this recognition and pledges to continue its high standards of programing and promotion.



wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street REPRESENTED BY BLAIR TV

# 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 BUFFALO

(259,000 TV Sets; Panel Size 225)

... According to Videodex Reports

WBEN-TV.....WBEN, Inc. DuMont, ABC, CBS, NBC  
Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 83 markets. In the 20 markets it has placed dials for a total of 3,700 TV homes. The city reports for these markets, taken the first seven days of each month, contain the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

TELEVIEWING in Buffalo the first week in March was generally less than what it was there in November, 1951. In a single-station city, as Buffalo is, the program rating is the same as the percentage of sets in use at that time. As may be seen in the chart below, the programs that placed highest each day (with the exception of Monday and Thursday) in March had lower ratings than the highest placed shows in November. "Colgate Comedy Hour" was the highest rated show in Buffalo in November, but the high-drawing Martin and Lewis were its guests during that rating week. In March, "Mama," usually a favorite in Buffalo, was the top-rated show, followed by "You Bet Your Life," "Texaco Star Theater" and "Fireside Theater." WBEN-TV gets most of its network shows from the National Broadcasting Company, with which its AM counterpart is affiliated.

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
SUNDAY				
1. COMEDY HOUR (Colgate)	NBC	8:00-9:00	58.0	1 75.4
2. GOODYEAR TV PLAYHOUSE	NBC	9:00-10:00	57.8	3 63.9
3. THIS IS SHOW BUSINESS	CBS	7:30-8:00	48.5	—
4. PAUL WHITEMAN REVUE	ABC	7:00-7:30	43.5	4 50.7
5. ONE MAN'S FAMILY (Nine)	NBC	10:30-11:00	39.5	8 37.9
6. CELEBRITY TIME	CBS	10:00-10:30	38.0	5 49.6
7. LET'S PLAY CHARADES	Non-Net	6:30-6:45	35.5	7 39.8
8. NEWS	Non-Net	6:45-7:00	34.5	6 42.1
9. ROY ROGERS SHOW (film)	NBC	3:00-3:30	32.0	—
9. SUPER CIRCUS	ABC	5:00-6:00	32.0	—

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
MONDAY				
1. LUX VIDEO THEATER	CBS	8:00-8:30	57.5	—
2. LIGHTS OUT	NBC	9:00-9:30	50.5	—
3. STUDIO ONE	CBS	10:00-11:00	48.0	1 46.3
4. CRUSADE IN THE PACIFIC (film)	Non-Net	9:30-10:00	46.5	2 36.7
5. THE GOLDBERGS	NBC	7:15-7:30	42.5	—
6. VOICE OF FIRESTONE	NBC	8:30-9:00	37.5	4 27.3
7. KUKLA, FRAN & OLLIE	NBC	7:00-7:15	33.5	—
8. CAMEL NEWS CARAVAN	NBC	7:45-8:00	31.5	8 21.8
9. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	31.0	6 23.8
10. STRANGER THAN FICTION	Non-Net	7:30-7:45	28.5	—

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
TUESDAY				
1. TEXACO STAR THEATER	NBC	8:00-9:00	59.5	1 71.2
1. FIRESIDE THEATER	NBC	9:00-9:30	59.5	2 63.2
3. CIRCUS THEATER	NBC	9:30-10:00	57.5	3 61.7
3. ORIGINAL AMATEUR HOUR	NBC	10:00-10:45	57.5	4 53.9
5. I LOVE LUCY (film)	CBS	11:30-Midnight	37.0	—
6. CAMEL NEWS CARAVAN	NBC	7:45-8:00	36.5	5 44.5
7. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	35.0	8 27.3
8. HOWDY DOODY	NBC	5:30-6:00	34.0	10 27.2
9. THE CLUE	Non-Net	7:30-7:45	32.5	6 34.3
10. BOB AND RAY	NBC	7:15-7:30	30.5	—

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
WEDNESDAY				
1. KRAFT TV THEATER	NBC	9:00-10:00	58.0	2 60.7
2. GODFREY & FRIENDS	CBS	8:00-9:00	54.0	1 64.0
3. PAST BLUE RIDGE MOUNTS	CBS	10:00-10:45	45.5	3 46.8
4. THE GOLDBERGS	NBC	7:15-7:30	38.0	—
5. CAMEL NEWS CARAVAN	NBC	7:45-8:00	35.0	4 32.8
6. KIERAN'S KALEIDOSCOPE (film)	Non-Net	7:30-7:45	31.0	9 29.3
7. KATE SMITH SHOW	NBC	4:00-5:00	29.5	6 26.5
7. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	29.5	8 26.1
9. SPORTS SPOT	CBS	10:45-11:00	26.5	—
10. KUKLA, FRAN & OLLIE	NBC	7:00-7:15	26.0	—

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
THURSDAY				
1. YOU BET YOUR LIFE	NBC	8:00-8:30	61.5	—
2. TREASURY MEN IN ACTION	NBC	8:30-9:00	60.5	3 48.0
3. NEWS SWINGER	NBC	9:00-9:30	51.0	—
4. FORD FESTIVAL	NBC	9:30-10:00	48.0	1 57.6
5. MARTIN KANE	NBC	10:00-10:30	46.0	2 54.6
6. CAMEL NEWS CARAVAN	NBC	7:45-8:00	35.5	5 28.9
7. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	33.5	7 26.1
8. HOWDY DOODY	NBC	5:30-6:00	29.5	8 26.1
9. KATE SMITH SHOW	NBC	4:00-5:00	26.8	6 26.9
10. KUKLA, FRAN & OLLIE	NBC	7:00-7:15	22.5	9 23.8

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
FRIDAY				
1. MAMA	CBS	8:00-8:30	65.5	2 65.6
2. WE, THE PEOPLE	NBC	8:30-9:00	55.5	3 60.5
3. BOXING	NBC	10:00-10:45	51.8	4 44.7
4. FILM THEATER	Non-Net	9:00-10:00	49.5	—
5. CAMEL NEWS CARAVAN	NBC	7:45-8:00	35.0	5 31.2
6. THE GOLDBERGS	NBC	7:15-7:30	34.0	—
7. HOWDY DOODY	NBC	5:30-6:00	31.0	9 25.0
8. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	30.5	6 28.1
8. GREATEST FIGHTS	NBC	10:45-11:00	30.5	8 25.7
10. KUKLA, FRAN & OLLIE	NBC	7:00-7:15	30.0	—

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
SATURDAY				
1. ALL STAR REVUE (Olson & Johnson)	NBC	8:00-9:00	53.5	7 58.9
1. YOUR SHOW OF SHOWS	NBC	9:00-10:00	53.5	1 61.8
3. YOUR HIT PARADE	NBC	10:30-11:00	40.5	3 35.5
4. WESTERN THEATER	Non-Net	6:30-7:30	37.5	—
5. CISCO KID (film)	Non-Net	5:00-5:30	35.0	5 25.7
6. STRAUSS PLAYHOUSE	Non-Net	11:15-1:00 A.M.	29.4	4 30.4
7. TELENEWS WEEKLY	Non-Net	10:00-10:15	27.0	—
8. WILD BILL HICKOK (film)	Non-Net	1:00-1:30	26.5	10 18.3
9. BEAT THE CLOCK (Nine)	CBS	5:30-6:00	24.0	—
9. THIS WEEK IN SPORTS	Non-Net	10:15-10:30	24.0	—
9. NEWS, WEATHER	Non-Net	11:00-11:15	24.0	7 23.4
10. BIG TOP	CBS	12:00-1:00	23.5	—

\*NBC estimate for March, 1952. Does not include estimated 47,000 sets in Canadian area reached by Buffalo station.

## • Share of Total Audience Radio vs. TV BUFFALO

... According to Pulse Reports

January-February, 1952

TELEVISION: % of Total Aud.	RADIO: % of Total Aud.	TOTAL: % of Total Aud. Radio & TV	
SUNDAY	55.5	44.5	45.8
MONDAY	57.2	42.8	43.5
TUESDAY	56.0	44.0	43.2
WEDNESDAY	56.3	43.7	47.5
THURSDAY	52.5	47.5	43.8
FRIDAY	55.3	44.7	45.0
SATURDAY	59.0	41.0	44.3

6 A.M. to 6 P.M.	19.5	80.5	28.1
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6 A.M. to Midnight	37.6	62.4	32.4
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## • NEXT WEEK Top 10 TV Shows Each Day in PITTSBURGH

... According to Videodex

## • Top 5 Radio Shows Each Day in ROCHESTER

... According to Pulse

## • Shore of Total Audience Radio Vs. TV in ROCHESTER

... According to Pulse

## • Top 25 TV Shows NATIONALLY

... According to Am. Research Bureau

## FOR FULL INFORMATION

about all radio and television shows ratings audience compositions and the many other factors which determine the success or failure of a program. subscribe to part or the full services of the research organizations featured on these pages. 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.

## • Top 5 Radio Shows Each Day of the Week in BUFFALO

(311,000 Families\*)

... According to Pulse Reports

WBEN	5,000 watts	Ind.	WBEN	50,000 watts	Ind.	ABC	1,000 daytime	Ind.
WGR	5,000 watts	Ind.	WGR	1,000 daytime	Ind.	WBEN	5,000 watts	Ind.
WGR	5,000 watts	Ind.	WBEN	50,000 watts	Ind.	WBEN	5,000 watts	Ind.
WGR	5,000 watts	Ind.	WBEN	50,000 watts	Ind.	WBEN	5,000 watts	Ind.

Pulse radio surveys are conducted monthly in 38 markets, and reports are issued bi-monthly (except for New York, which is monthly). Information is obtained by the personal interview method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 5 A.M. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

NATIONAL BROADCASTING COMPANY'S shows over WBEN got the greatest number of listeners in Buffalo during weekday evenings in January and February. On Tuesday, Wednesday and Thursday, the five top-rated shows each night were from NBC. NBC's "Fibber McGee" and "Dragnet" were tied for the highest evening rating in Buffalo. Also tied for that honor, with ratings of 10.8, were "Jack Benny" and the "Lux Radio Theater" on the Columbia Broadcasting System. Sunday and Monday evenings, respectively, on which nights CBS showed its rating muscles in Buffalo. Daylight listening was topped by WBEN's early morning programming featuring Clint Buehlerman.

7 P.M. TO MIDNIGHT

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
SUNDAY				
1. JACK BENNY	CBS	7:00-7:30	10.8	10.8
2. AMOS 'N' ANDY	CBS	7:30-8:00	9.5	9.5
3. W. WINGFIELD'S ALSOP	ABC	9:00-9:15	8.3	8.3
4. HARRIS-FAYE SHOW	NBC	8:00-8:30	8.3	8.3
5. BERGER-McARTHUR	CBS	8:00-8:30	7.5	7.5
5. THEATER GUILD	NBC	8:30-9:30	7.5	7.5

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
MONDAY				
1. LUX RADIO THEATER	CBS	9:00-10:00	10.8	10.8
2. BOB HAWK SHOW	CBS	10:00-10:30	8.8	8.8
3. RAILROAD HOUR	NBC	8:00-8:30	8.3	8.3
4. GODFREY'S TALENT SCOUTS	CBS	8:30-9:00	7.8	7.8
5. TELEPHONE HOUR	NBC	9:00-9:30	7.5	7.5
5. BAND OF AMERICA	NBC	9:30-10:00	7.5	7.5

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
TUESDAY				
1. FIBBER MCGEE & MOLLY	NBC	9:30-10:00	10.8	10.8
2. BOB HOPE SHOW	NBC	9:00-9:30	10.3	10.3
3. PLAYHOUSE E. CANTOR	NBC	10:00-10:30	9.0	9.0
4. HOLLYWOOD THEATER	NBC	8:30-9:00	8.0	8.0
5. CAVALCADE OF AMERICA	NBC	8:00-8:30	7.8	7.8

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
WEDNESDAY				
1. YOU BET YOUR LIFE	NBC	9:00-9:30	9.8	9.8
2. THE BIG STORY	NBC	9:30-10:00	9.3	9.3
3. BARRIE CRAIG	NBC	10:00-10:30	9.0	9.0
3. BOLD VENTURE	NBC	10:30-11:00	9.0	9.0
5. GREAT GILBERTSLEEVE	NBC	8:30-9:00	8.5	8.5

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
THURSDAY				
1. DRAGNET	NBC	9:00-9:30	10.8	10.8
2. COUNTERSPY	NBC	9:30-10:00	10.5	10.5
3. YOUR HIT PARADE	NBC	10:00-10:30	10.0	10.0
4. MR. KEEN	NBC	8:30-9:00	9.0	9.0
5. FATHER KNOWS BEST	NBC	8:00-8:30	8.8	8.8

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
FRIDAY				
1. OZZIE & HARRIET	ABC	9:00-9:30	9.3	9.3
2. MR. DISTRICT ATTORNEY	ABC	9:30-10:00	8.5	8.5
3. THIS IS YOUR FBI	ABC	8:30-9:00	7.5	7.5
4. RICHARD DIAMOND	ABC	8:00-8:30	7.3	7.3
4. NIGHTBEAT	NBC	10:00-10:30	7.3	7.3

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
SATURDAY				
1. GANGBUSTERS	CBS	9:00-9:30	7.3	7.3
1. JUDY CANOVA	NBC	9:00-9:30	7.3	7.3
3. GRAND OLE OPRY	NBC	9:30-10:00	6.8	6.8
3. CAMEL CARAVAN	NBC	10:00-10:30	6.8	6.8
5. BROADWAY IS MY BEAT	CBS	9:30-10:00	6.3	6.3

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
6 A.M. TO 7 P.M.				
MONDAY-FRIDAY				
1. CLINT BUEHLERMAN	Non-Net	6:00-7:00	11.0	11.0
2. NEWS	Non-Net	7:00-7:15	10.1	10.1
3. ARTHUR GODFREY	CBS	10:00-11:30	9.5	9.5
4. NEWS	Non-Net	8:00-8:15	8.9	8.9
5. GRAND SLAM	CBS	11:30-11:45	7.9	7.9

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
SATURDAY				
1. CLINT BUEHLERMAN	Non-Net	6:00-7:00	11.0	11.0
2. NEWS	Non-Net	7:00-7:15	10.1	10.1
3. NEWS	Non-Net	8:00-8:15	9.5	9.5
4. NEWS	Non-Net	9:00-9:15	8.9	8.9
5. HI TEEN	Non-Net	1:30-4:00	6.8	6.8

SIGN-ON TO SIGN-OFF		Aug. Rtg.	Pos.	Rtg. Nov. '51
SUNDAY				
1. CHILDREN'S HOUR	Non-Net	11:00-12:00	8.5	8.5
2. MARTIN KANE	NBC	4:30-5:00	6.5	6.5
3. MY FRIEND IRMA	CBS	4:00-6:30	6.3	6.3
4. THE SHADOW	NBC	6:00-8:30	6.0	6.0
4. GUY LOMBARD OUCH	Non-Net	3:00-3:30	6.0	6.0

\*Sales Management estimate for 1951

**American Inventory**

**TELEVISION**—Reviewed Sunday (20), 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. Cast: Kenneth Nelson, Vera Massey, Bill Butler, Shirley Blanc, Dick Deems, Russell Gold, Doug Parkhurst, Ray Morgan, Art Cole, Frances Greet, Page Johnson and others.

"Star-Crossed" TV adaptation of "Romeo and Juliet," proved that a Shakespeare plot is strong enough to be transposed into an American folk opera. And also proved a half hour is not long enough to accomplish this effectively.

William Hodapp and John Jacob Niles combined on the book, while the latter also prepared the score which was based on authentic Kentucky mountain music. The setting transformed Verona, Italy, to the Kentucky hills. The quarrelling houses of the Montagues and Capulets became the feudin' Morgans and Cunliffs. The star-crossed lovers were Rome Morgan and Julie Cunliff.

**Follows Play**

The book followed the Shakespeare plot very closely for the most part, even incorporating here and there what seemed to be snatches of the Bard's own words. The major deviation came at the end when the blood flowed freely. Shakespeare had Romeo kill Paris (Juliet's cousin and a family-approved suitor) outside the tomb in which the gal lay drugged. Then Romeo poisoned himself, after which Juliet awoke from the spell and made it a threesome. The TV version, pressed for time, had Fred Perry (Paris) mistakenly knife Julie while scuffling with Rome. Next came Rome. As he fell, he fired from the hip and down went Fred. Actually the order is incidental; the same number of bodies was dispatched.

The casting on the whole was good, and the music pleasant. Vera Massey was a lovely Julie, and Kenneth Nelson, a youthful and properly love-struck Rome. Vocally they were most effective in the balcony scene duet (albeit the Cunliff home seemed somewhat pretentious for mountain folk). Dick Deems also stood out as a swash-buckling, bullying Red Tom (Tybalt), while Shirley Blanc played an understanding role as Julie's Granny (the nurse in Shakespeare's version).

The lack of sufficient time to establish the plot effectively unfortunately proved to be too tough a hurdle. "Romeo and Juliet" contains 24 scenes, and the plot is very meaty. Many characters and situations have to be established. Hodapp and Niles sliced this neatly to 10 scenes and did an excellent job of condensation considering that they had only 28 minutes to work with. Given another 10 minutes, and there would have been no problem. But as it stood, this viewer was left with a series of vignettes, shorn of a strong and continuous story line.

Neve Gehman.

**Broadway Matinee**

**TELEVISION**—Reviewed Friday (25) 1:30-1:45 p.m. EST. Sustaining via WABD, New York. Producers, Solow-Stark. Director, Barry Shear. Emcee, Ethel Colby. Guest: Edgar Martin.

"Broadway Matinee" features Journal of Commerce drama and film critic Ethel Colby in a 15-minute chatter-interview session about current legit shows and films. Miss Colby is attractive visually, and her manner would be equally charming if she'd only relax. On the show caught (25) she was so tense that the real warmth of her personality didn't come thru until the last three minutes of the program.

Fem obviously knows her theater, tho, and her run-down on "To Be Continued" the new Dorothy Stickney-Neil Hamilton play, was both entertaining and enlightening. She also scored with an "antique film corner" (stills from old movies). Friday's program spotlighted photos from the late Lon Chaney's "Unholy Three" flicker (1925) and the early Warner Brothers musical "Forty Second Street" (1933) with Ruby Keeler and Ginger Rogers. Miss Colby personalized latter stills via info that she had appeared in the musical herself.

Syndicated cartoonist Edgar

**Television—Radio Reviews**

**America's Town Meeting**

**TELEVISION**—Reviewed Sunday (20), 6:30-7 p.m. EST. Sponsored by Reichhold Chemicals thru McManus, Johns & Adams via American Broadcasting Company TV network. Producer, Town Hall. Director, Robert Doyle. Moderator, George Denny. Panel, Harold E. Stassen and Sen. John Sparkman.

This show marked the end of the current series sponsored by Reichhold and also the final appearance of George Denny as moderator. Next week John Daly takes over for Denny. The program, a discussion of the State Department's foreign policy, was a lively one. Both Stassen and Sparkman approached the subject with dignity and a respect for each other's opinions. If fault must be found with the show, it's only that a half-hour is much too short a time in which to attempt a discussion of foreign policy.

From the outset, Denny established that Congress, and in turn the general public, has a great deal to say about foreign policy via the vote. It was also agreed that the discussion would be limited to the period from 1945 to the present.

**Main Issue**

Stassen took the position that our foreign policy is much too soft toward communism, confused toward imperialism and just plain bad in the Far East. He advocated a "dynamic" foreign policy—a phrase which he has used often. Sparkman agreed that "we may have been a little slow" in taking a strong stand against Russian aggressions, but that we are now as firm as possible without stirring up a world conflict. He pumped for the administration's containment policy as effected by the North Atlantic Treaty Organization and Point Four programs. He also stated that Stassen, as a delegate to the San Francisco conference, had much to do with setting the current policy.

Stassen countered that his hands were tied at San Francisco because of agreements made earlier at Yalta, and that Congress, not the administration, has accomplished the most good in foreign relations. Stassen touched on a somewhat tender-point with Sparkman when commenting on the ineffective Voice of America programing. He insisted that this was because VOA was under State Department control, and that it should be a separate agency.

Sparkman claimed that VOA's weakness was a direct result of Congressional refusal to appropriate sufficient funds. He also said that Congress has the power to set up VOA as an independent agency, but has failed to act.

**Korea Debate**

The debate switched to Korea and delved into the now familiar hassle over State Department's China policy. Sparkman took the administration stand that military and naval brass, MacArthur, Marshall, Wedemeyer, Hurley and Spruance, all recommended the very actions in China which are now called wrong. He said that hindsight made it easy to now decry the actions taken earlier. The discussion degenerated, but only momentarily, into a "yes-it-was-no-it-wasn't" routine, but Denny pulled it out of the rut and moved the debate into the audience question segment.

And tho nothing particularly dramatic occurred thruout the half hour, it was a well-paced, fast-moving discussion. Despite some of the usual political hog-wash, enough healthy and honest thinking was evident on the part of both panelists.

Commercials for Reichhold Chemicals were institutional, brief and unobtrusive. Joe Martin.

Martin ("Boots and Her Buddies") guested Friday afternoon, in conjunction with the annual conference of the Newspaper Enterprise Association here this week. Guest stint was on the dull side, unless televiewer happened to be an ardent "Boots" fan.

June Budy.

**CAPSULE COMMENT**

**American Inventory (TV).** NBC-TV, Sunday (20), 1:30-2 p.m. EST.

The production of "Star-Crossed," a Kentucky mountain folk opera based on "Romeo and Juliet," showed there are possibilities in adapting a Shakespeare plot for TV use, but in this case a half hour proved to be too short a period for condensation. While the cast performed well, there just wasn't enough time for an effective story line to be established. (See full review this issue.)

**Kovacs Unlimited (TV), CBS-TV.** Mon.-Fri., 12:45-1:30 p.m. EST.

Producers of this show apparently take the title seriously, and Kovacs is on camera almost every minute, with the exception of three musical numbers. He can be funny, but too much of a good thing means inclusion of some pretty weak stuff. One solution could be increasing the amount of music and eliminating some of the poorer stuff. (See full review this issue.)

**The Big Show (Radio), NBC.** Sunday (20), 6:30-8 p.m. EST.

Season's wind-up had Tallulah Bankhead and her cohorts in a spirited mood, with excellent comedy predominating. High point of the program was an interlude from "I Am a Camera." New York Drama Critics Circle's choice for year's best play. There were excellent contributions all down the line to a sentimental finale. La Bankhead announced she would be back with the show in about four months' time. (See full review this issue.)

**America's Town Meeting (TV), ABC-TV.** Sunday (20), 6:30-7 p.m. EST.

This, the final show in the current series, was a dignified yet extremely interesting discussion of the State Department's foreign policy. And tho the two politicos, Senator Sparkman and Harold Stassen, managed to toss out some election year platitudes, moderator George Denny's handling of the discussion kept the show moving at a fast pace. (See full review this issue.)

**Police Story (TV), NBC-TV.** Friday (25), 10:10-30 p.m. EST.

Another of the TV dramatic documentaries built around the daily manhunt conducted by the forces of law and order. The formula, as to be expected because of its constant repetition, has been milked of much of its entertainment value, and needs radical revision to get away from a black and white story treatment. The script was about a thief who used his wife to pawn his loot, but who was quickly put behind bars. The production, direction and acting were all top quality. The commercials were fairly well handled.

**Broadway TV Theater (TV), ("Three Men on a Horse")** WOR-TV, Thursday (23) 7:30-9 p.m. EST.

As presented full-length on WOR-TV's new experimental (same show five nights a week) dramatic series, John Cecil Holm's 1935 farce smash was as funny as ever, despite some shortcomings in the production itself. The video version moved along reasonably fast, but it didn't build. Consequently the climax (one of the funniest fire-for-all in legit history) lacked punch. With all its flaws tho, it was decided improvement over last week's 1925 melodrama "The Trial of Mary Dugan." With smoother production, this series could out-class network dramatic shows with 10 times its budget. Ann Thomas (in the floozie role originally played by Shirley Booth) took top acting honors. (See full review this issue.)

**Draw to Win**

**TELEVISION**—Reviewed Tuesday (22), 8:30-9 p.m. EST. Sustaining via Columbia Broadcasting System TV. Supervising producer, Marlowe Lewis. Producers, Winston O'Keefe and Joel O'Brien. Director, Joel O'Brien. Emcee, Henry Morgan. Regular panelists, Bill Holman and Abner Dean. Guest panelists this show, Sidney Hoff and Eve Hunter.

This is the latest TV stanza to utilize the talents of cartoonists. It also marks the return of Henry Morgan, who in this too-off edition at least had small opportunity to flash any of his usual acerbic humor. Morgan was much too busy trying to keep the show on the road.

More than the usual quota of foul-ups occurred on the first of the series, with Morgan calling for the wrong cartoon and getting the panelists all confused with the wrong clues on one occasion. Also, the show still is in the feeling-around stage, with some of the problems far too simple and other far too tough. A leveling off can be expected after another outing or two, however.

The format calls for one cartoonist to draw a picture around a phrase, song title, etc., which the other panelists then must try to identify. A couple of attempts at twists include some "triple threat" problems, involving three related cartoons and a phone audience participation problem. The latter seems to be overdoing things, and only clutters up the show.

**Holman Valuable**

Of the panelists, Bill Holman (who draws "Smoky Stover") seems like a valuable guy, and he is slated to be a regular. Holman is something of a zany, wears a fireman's hat thruout, and if he doesn't know the answer usually comes up with one that's funnier than the correct one would be. Decision on Morgan's emceeing will have to be reserved pending smoother operation of the show itself, as he had his hands full merely getting his cues right.

The show is in the last half hour opposite Milton Berle, following Sam Levenson, with Berle due to take a summer hiatus, CBS will have an opportunity to try to develop these shows further and build some audience for the fall sweepstakes. Sam Chase.

**The Big Show**

**RADIO**—Reviewed Sunday (20), 6:30-8 p.m. EST. Sponsored by Reynolds Metals Company, American Cigars Company, Chesterfield Cigarettes and Whitehall Pharmaceutical Company, thru Buchanan Agency, Sullivan, Stauffer, Colwell & Bales; Cunningham & Walsh Agency; and John F. Murray Agency, respectively, via National Broadcasting Company network. Producer-director, Dee Engelbach. Writers: Goodman Ace, Thelma Diamond, George Foster, Mort Green, Frank Wilson. Cast: Tallulah Bankhead, Meredith Willson, Fred Allen, Portland Hoffs, Phil Foster, Ethel Merman, Groucho Marx, George Sanders, Earl Wrightson, Julie Harris, William Prince and John Van Druten.

"The Big Show" polished off its season with a sock finale Sunday (20). La Bankhead was in fine form, particularly with a repeat of her hilarious safari "upstate" to 181st Street, as well as in customary verbal brushes with La Merman and the rest of her stand-by guests.

Presentation of the New York Drama Critics Circle's Award scroll to John van Druten as author of "I Am a Camera," voted the best play of the year by the crit, was the high point of the show. Julie Harris and William Prince contributed a sharp scene from the play. Van Druten subsequently took any serious edge off the drama interlude with a gagging match with hostess-Bankhead, in which he more than held his own.

**Comedy Galore**

Otherwise, the script boiled merrily along thru its hour and a half. Groucho Marx and Fred Allen put in amusing bits of give and take, with the former straying from the script sufficiently to inject an additional quota of laughs. There were additional

**Battle Report—Washington**

**TELEVISION**—Reviewed Sunday (20), 2-2:30 p.m. EST. Sustaining via National Broadcasting Company TV, Washington. Producer-director, Theodore Ayers. A n n o u n c e r, David Brinkley. Guest, John R. Steelman.

This marked the final telecast in the National Broadcasting Company's public service series, with the program and Presidential Assistant John Steelman bowing out after 26 consecutive Sunday afternoon shows. According to Steelman, NBC has assigned the production staff of the show to the Chicago political conventions. In any event, the loss of this excellent video program is to be mourned.

The final telecast was a wonderful half hour of entertainment, education and public service. Steelman, as usual, did quite well in bridging the gap between the various live and filmed segments of the program. Of great public interest was the opening portion of the show in which Steelman engaged in a telephonic conversation with General Matthew Ridgway in which the general stated that he was not certain that an armistice agreement can be reached, that the talks should continue and that United Nations forces would be fully capable of defeating the Red Armies if large-scale warfare broke out again. NBC used film clips of Korea and Ridgway as background for the trans-Pacific phone call.

**Turkey Coverage**

The middle portion of the program was devoted to a truly fine report on the Turkish Army stationed on the Turko-Russian border. Films, commentary and interviews by the NBC photographic team of Charles and Gene Jones were excellent. Among the people photographed and interviewed were the commanding general of all Turkish ground forces, American Naval Attache Admiral Reis, United States Ambassador McCre, American Army instructors, Turkish officers and enlisted men and the Turkish Army Chief of Staff. Photography of Turkish troops on patrol, including a cavalry squadron in which both men and horses were camouflaged in white hoods, was both instructional and loaded with human interest.

The Turk general's comment on American troops in Korea: "I love them. They are my sons. Just like my own troops," was as dramatic a touch as has been seen and heard in any a moon.

Steelman also engaged in a trans-Atlantic phone conversation with NBC reporter Robert McCormick in a short commentary on progress being made by the North Atlantic Treaty Organization. The program wound up with a highly effective talk given by an army platoon leader of the 24th Division now in Korea. The lieutenant was shown on the screen only as a silhouette all thru his chat. His last few words were spoken as the silhouette took on life, with the officer finally appearing in full battle dress.

The final program in the series closed with Steelman praising the NBC staff for "strengthening our democracy" thru the "Battle Report" series. Joe Martin.

comedy stints, with Misses Bankhead and Merman advising Portland Hoffs on how to handle husband Fred Allen, and Phil Foster adding an amusing monolog on his troubles in domesticating a thoroed dog.

Songwise, Miss Merman warmed-up "Heat Wave" all over again for smash results. George Sanders put a fine baritone slant to "Someday My Heart will Wake" and teamed with Miss Merman on "Marrying for Love." Earl Wrightson added a somewhat heroic number pitching for "Freedom" in some 35 languages, but Meredith Willson's orchestra and choral background for same was extremely stirring. Even Marx got into the chant department with an amusing twist on "Show Me a Rose."

The wind-up show was generally happy and in high spirits thruout. An excellent, if somewhat sentimental, injection was a farewell chorus of "My Darling" sung by Tallulah, and the finale "Till We Meet Again," with the whole cast taking part. La Bankhead announced that she would be back for another session of "The Big Show" in about four months' time. Bob Francis.

Police Story

TELEVISION—Reviewed Friday 10:10:30 p.m. EST. Presented by Ennds tablets thru the Harry B. Cohen Agency via the CBS-TV network. Producer, Jerome Robinson. Director, John Neverson. Script, Jack Benfeger. Narrator, Norman Ross. Featured, Ralph Stanley. Cast: Madeline Sherwood, Dennis Harrison, John Bender, Ben Waffee, Victor Rendina, Helen Barron and Eugene Ruyman.

"Police Story" is another of the growing number of TV dramatic documentaries built around the daily manhunt conducted by the forces of law and order. The formula, as is to be expected (because of constant repetition) has been milked of much of its entertainment value. The cops are all decent upright citizens and the criminals, the evil knaves, never escape. It becomes as simple as the addition of two and two, and about as interesting.

"The New Orleans Story," as this episode was titled, was about a thief who used his wife to pawn his loot. Ultimately, of course, he was caught when she acted as a decoy for the police, after he had baited her around. Of characterization there was little, except that the crook was a handsome boy who wanted his picture in the papers when he was nabbed. It would be foolish to blame the writer for the limitations of this script when the formula hamstringed his creativeness.

The script had some film shots integrated which showed the detective driving his car while on the chase. The use of film in this limited manner is not enough. Exteriors should be much more functional to the story and to the characters.

It is barely possible that, in some cases, the police do not catch the criminals. This might be considered material for a script. It is also possible that some thieves might be human, that they are not black-hearted villains, but people who are sick. But generally when packagers get rights to material from the authorities they must forsake the greys for the black and white treatment. The question is what price such material, if it does not entertain.

The cast was generally excellent. Ralph Stanley was a typical detective; Dennis Harrison, a better-than-average-looking thief, and Madeline Sherwood, an attractive, ill-treated wife. The direction and production were top grade.

The commercials for Ennds stress the hazards of bad body and breath odor. The sponsor also offers a money-back guarantee. The copy was well handled. Leon Morse.

Kovacs Unlimited

TELEVISION—Reviewed Wednesday (23). Telecast Monday thru Friday, 12:45-1:30 p.m. EST. Sustaining via Columbia Broadcasting System TV. Supervising producer, Dan Gallagher. Director, Ned Cramer. Cast: Ernie Kovacs, Andy McKay, Trig Lund, Eddie Hatrak and Edith Adams.

When this stanza opened, the viewers were informed that it constituted the "shortest 45 minutes in TV—it just seems long." While offered in jest, there is something to that. And the reason is that comic Ernie Kovacs is just too much in evidence. Taken in smaller doses, it might not taste like medicine, but this way it was just overdose.

For 45 minutes Kovacs cavorted, gagged it up, made funnies and in general was ever-present. Only respites came with solos from chirper Edith Adams and pianist Eddie Hatrak, with Miss Adams on twelve. Both should get more time. Or rather, somehow, Kovacs should get less.

Not that he's unfunny—he had a few clever conceptions, not the most original in the world, but passably funny for the daytime hours. Like the playing of a record by "The Continental" with some cartoon gags illustrating each line in a wacky way. And like the take-off on "What's My Line." Unfortunately, the cast seemed so anxious to get to the next bit of gagery that they cut the latter short to the extent that it seemed pointless and left hanging.

The show's producers apparently weren't kidding by the title. Kovacs was ubiquitous to a disturbing extent, with the show finally relying on such hoary items as Kovacs playing the mad long-hair conductor and smashing up the furniture. Perhaps a little more music and a little less of the weaker material would make this a stronger show. Sam Chase.

Broadway TV Theater "Three Men on a Horse"

TELEVISION—Reviewed Thursday (24) 7:30 p.m. EST. Sponsored by General T&E and Cavalier Cigarettes via WOR-TV New York. Producer, Warren Wade. Directors, Richard Barr and Richard Lukin. Writer, John Cecil Holm. Cast: Orson Bean, Martin Kingsley, Ann Thomas, Carol Wheeler, Jack Diamond, Harry Clark, Mickey Freeman, Joe Draper, John Dorman, Lola Montes, Frank Wilson and Bill Penn.

Continued from page 3

of its network competitors right now, and it follows that with smoother production the show could out-class network dramatic shows with 10 times its budget. Audience reaction date has been very good. Station was swamped with protests Tuesday night, when "Theater" shut down for baseball.

Atom-Bomb Dud

Continued from page 3

The first 10 minutes of the telecast viewers saw the pick-up sans commentary. When audio returned, announcer was faced with the problem of commenting on something he hoped the distant cameras were picking up. The unfortunate power failure was responsible at times for a disjointed sight and sound presentation which, under the circumstances, was the best job possible.

Detonation of the bomb itself appeared as a white spot at screen's center that suddenly billowed forth into the familiar mushroom-shaped cloud. After all the preparation and waiting, that split second occurrence appeared anti-climatic to some, but on the spot interviews and explanatory remarks helped project across the microwave the horrible magnificences of a blast that even surpassed the Hiroshima explosion in power.

capsule comment

Dorothy Kilgallen (Radio). WOR, Wednesday (23). 2:30-3 p.m. EST. Dorothy Kilgallen turned deejay this week to sub for A. L. Alexander's "Mediation Board" program, while latter is recuperating from an illness. The Journal American columnist is inclined to be rather caustic on TV, but her radio personality is much softer. The lady has a gentle, pleasant voice and a pleasing manner at the mike, in fact she was more impressive as a solo-personality than as a duo with husband Dick Kollmar.

Musically, Miss Kilgallen played a tasteful and by no means proof-line-up of standard platters, including Count Basie's "One o'Clock Jump," Mildred Bailey's "Lover Where Can You Be?," Tommy Dorsey's "Continental" and Bing Crosby's "Mexicali Rose." Latter, she said, was Greta Garbo's favorite "mood-music" when the silent Swede was at her peak in motion pictures.

Draw To Win (TV). CBS-TV. Tuesday (22). 8:30-9 p.m. EST.

This new stanza features a panel of cartoonists with Henry Morgan as emcee. It has good possibilities, but the first show was too rough to get a good line on how far it's apt to go. Shined opposite the last half of the Milton Berle show, it will have all summer to try to build audience while Berle takes his hiatus. (See full review this issue.)

Broadway Matinee (TV). WABD, New York, Friday (25). 1:30-1:45 p.m. EST.

"Broadway Matinee" features Journal of Commerce drama and film critic Ethel Colby in a 15-minute chatter-interview session about current legit shows and movies. Miss Colby is attractive visually and her manner would be equally charming if she'd only relax. On the show caught, she was so tense that the real warmth of her personality didn't come thru until the last three minutes of the program. Feeling obviously knows her theater, and her run-down on the new legit play "To Be Continued" was both entertaining and enlightening. (See full review this issue.)

Battle Report—Washington (TV). NBC-TV, Sunday (20). 2:30 p.m. EST.

This, the 86th half-hour show in this series, was the final one. It was a highly interesting, dramatic and well-produced round-up of world events—a fitting climax to a first-rate public service program staged by the National Broadcasting Company with the federal government. As usual, presidential assistant John R. Feinman was an excellent narrator. Use of on-the-spot films as background to current event interviews made for strong visual appeal. (See full review this issue.)

Chicago's Weather (TV). WBKB, Chicago, Wednesday (23). 10:25-10:30 p.m. CST.

Five and 10-minute weather shows have had such strong commercial success in Chi TV that WBKB came up with a new twist—a late-evening 5-minute show featuring a 24-year-old girl professional meteorologist, Betty Jordan. Miss Jordan's information is an elaboration of the U. S. Weather Bureau forecast, as are the others. However, the novelty value of Miss Jordan's age, sex and looks was canceled by her obvious nervousness. An announcer participated to lead her around with questions. The gal still froze. She may loosen up and project with experience, but until she does, the show isn't much.

Something to Talk About (TV). WNBO, Chicago, Thursday (24). 5:45-5:50 p.m. CST.

American Family Soap, after a long run with Cliff Norton in this 5-minute segment, has switched to Chuck Acree, a radio veteran from WLS. On this show Acree sat at a desk with \$500,000 worth of sapphires in front of him. He talked about the jewels and their origin, with a healthy plug for Marshall Fields, who

CHI CHARITY DRIVES

AGVA Ruling Causes Blackout of 1 Show

CHICAGO, April 26.—Recent ruling by the American Guild of Variety Artists wherein acts must be paid for benefits, unless cleared by AGVA, has resulted in the cancellation of one TV drive here. Two others are scheduled to go on as planned, one with acts being paid scale, the other getting a green light from the union.

WNBC, National Broadcasting Company outlet, had scheduled a Red Cross blood drive show to-night starting at 10 o'clock with Bud Hauser, sponsor of "Grand Marquee" turning over his time to the show, and the station then donating additional time in order to run the program thru the early morning hours. Hauser was to have handled the emcee chores. However, when the union ruled this week that all talent appearing on the show would have to be paid, station and Hauser canceled out, reverting to its regularly scheduled shows.

Jim Moran will team with WENR-TV, American Broadcasting Company station May 2, for the third annual cancer benefit telecast, with Moran turning over the 10-11 p.m. CDT time normally occupied by his "Courtesy Hour" show to the drive, and the station donating the 11 p.m.-1:30 a.m. time slot. All talent appearing on this show will be booked thru Leo Salkin, who handles the regular "Courtesy Hour" bookings, and all acts will receive scale for their stints.

All Star Revue

TELEVISION—Reviewed Saturday (19) 8-9 p.m. EST. Sponsored by Snow Crop, Pea Milk and Kellogg via National Broadcasting Company TV. Producer-director, Joseph Santley. TV director, Grey Lockwood. Writers, Charles Isaacs, Jack Elinson. Production supervisors, Pete Barzani and Hal Kemp. Cast: Jimmy Durante, Bette Davis, Eddie Jackson, Jules Buffano, Jack Roth, Candy Candido. Musical director, Roy Bargy.

Jimmy Durante, one of the great clowns of show business, rarely does a bad show. His Saturday program, however, was quite uneven, much of comedy never achieving the quality of spontaneity. When Durante, for instance, goes on a trip and gives the Immigration officer a nose-print instead of a fingerprint, this is not the least bit funny. Just a clumsy fabrication. The fault here lies with the writers.

The chief interest of this program however, was in the television debut of Bette Davis. Her skit with Durante was far and away the best thing in the show, with Durante clowning superbly and Miss Davis displaying assurance and a good comic touch. The pair played a married couple, grown bitter with the years, and reliving some of their younger, more tender days. Flashbacks depict Durante as a child, looking like the village idiot. Scenes at school, etc., had a fine hokey touch. And finally the duo wandered into song, doing "I Love the Bees, the Bees, the Trees," rendering the oldie with fine effect.

Other than the sequences with Miss Davis, however, the routines were quite dull, including the Club Durante sessions.

The program was Durante's last show prior to his departure on a European tour.

Paul Ackerman.

supplied them. Acree has a pleasant style and covered plenty of info in short time, without seeming to rush. This is a strong 5 minutes, and an ideal format for the soap's live commercial.

All Star Revue (TV). Saturday (19). 8-9 p.m. EST.

Durante's program was spotted. His sequence with Bette Davis, however, was high in comedy value. Miss Davis displayed a flair for the TV medium. Her performance had excellent hoke quality. The writers on the show seem hard pressed for material, however. This was apparent in sequences other than the one featuring Miss Davis.

This telethon is scheduled for May 10 over WBKB, starting at 8:30 p.m. CDT and running for 22 consecutive hours. Aired in behalf of the Cerebral Palsy Fund, show will be emceed by Irv Kupcinet, local columnist, who also has worked the two previous programs for the same charity. In the past, this show, which donates the entire receipts to the charity, with nobody being paid, or with no commercial tie-up involved, has been given an okay by all unions, including the American Federation of Musicians. As of late this week, it appeared that the AFM and AGVA would again recognize it as a non-paying effort, thus clearing the way for practically all acts working in the vicinity to participate.

The Cerebral Palsy show also is getting a big build-up here with all disk jockeys on the radio outlets pushing it via their regular stanzas. Funds can be sent to the d. j. or Kupcinet, according to spots which are being used on the shows.

WWJ-TV Buys 14 Korda Pix

DETROIT, April 26.—A group of 14 Alexander Korda films has been bought by WWJ-TV for screening on Sunday night "Movie Time," making up what is believed to be the biggest block of recent films available for television in this area. Pictures are of 1950-51 vintage and include "Seven Days 'Till Noon," "Bonnie Prince Charlie," "The Wooden Horse," "Wonder Boy," "Ankel With a Trumpet," "Small Back Room," "Hideout" and "The Man in the Dingley."

While the pictures are English productions, they include 10 which were released in the past year and are still being shown in theaters. Deal was signed by Charles Gerstenson, president of Ned's Aule Supply, which sponsors the show thru the Luckoff, Wayburn & Frankel agency. Package was bought from Snader Productions of Chicago, according to Frank Picardi, WWJ-TV film editor.

CBS-TV Wants Sat. Till Midnite

NEW YORK, April 26.—The Columbia Broadcasting System is considering extending its video network to 12 p.m. Saturdays next fall, if it can get station clearances. Hubbell Robinson, CBS-TV program topper, would like to program a melodrama Saturday evenings in addition to the shows already scheduled.

Should the hour dramatic program become a reality, the CBS-TV Saturday night line-up for 1952-53 would be Ken Murray, 8-9; Jackie Gleason, 9-10; the melo, 10-11, and "Songs for Sale," 11-12. The problem, of course, is to get stations to give up the 11-12 p.m. slot to the network. Since this hour is usually sold out locally, CBS-TV may have a job working it free.

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Warner, New York  
(Wednesday, April 23)

Capacity 1,756. Price range 70 cents-\$2. Four shows daily Chain booker, Harry Mayer. Orchestra conducted by Joseph Levine.

For its second bill since its return to a combo policy, the Warner brought in the distinguished Ballet Theater company, which filled a 50-minute stage show with an abbreviated version of "Princess Aurora" and Agnes De Mille's popular "Rodeo."

Four-a-day is an unusual deal for the members of the dance troupe, but the date is a sound commercial step for them. It places the company's name in lights on a Stern marquee and gives them a fine opportunity to gain new fans.

The theater, for its part, is assured that if the flick, a South Sea adventure yarn, "Mara Maru," fails to bring them in, the much lauded Ballet Theater is a good bet to draw at least balletomanes to its only New York engagement this spring.

Ballet Audience

The audience at the dinner show opening day, was ballet wise. Its applause was generally in proportion to the skill and daring of the sequence just seen. It greeted the entrance of each of the stars with loud and enthusiastic hands and marked the conclusion of each of the two numbers with loud and prolonged applause. It was a more determined and appreciative clapping than is usually found with straight vaude.

The two numbers were well showcased. The full stage was used instead of the customary pit, giving ample room for the 40 or more dancers on stage at various times. The entire company has 65. In lieu of a free program, each routine was introduced via a curtain slide. Programs were on sale in the outer lobby.

The Dancers

Alecia Alonso danced the main part of the "Princess Aurora" with her usual grace and good feeling. A couple of moments, when pivoting on one point, there were signs of some unsteadiness, but that only sold her further. Mary Ellen Moylan showed admirable precision thru several turns. Igor Yankovitch had little to do. Royes Fernandez got hands for several good entrechats.

In the "Rodeo," Jenny Workman danced the role of the awkward heroine with a great deal of charm, and John Kriza provide the number with a lot of bounce and good cheer for a number of laughs.

The 20-piece orchestra under Joseph Levine cut a good show, the musical impact might have been better had the orchestra wound up with some kind of finale after the last curtain. Gene Plotnik.

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Night Club-Vaude Reviews

Steuben's Vienna Room, Boston  
(Thursday, April 17)

Capacity, 350. Price policy, \$1.50-\$2. Shows at 7:30 and 11:30. Owner, Joe and Max Schneider. Manager, Arnold Benek. Exclusive booker, Jack Mandel. Estimated budget this show, \$2,000.

Dr. Giovanni, making his first appearance at a Hub bistro in six years, is the mainstay of one of the staunchest line-ups here in some weeks and one, to judge from opening night reaction, that is a crowd-pleaser. The show can be trimmed but is well-rounded enough to please regular patrons, and word-of-mouth about Giovanni's dextrous and unusual pleekocket stanza should build trade to s.r.o. limits.

Surrounding acts are competent, and okay pacing gets the show under way, with well-stacked hooper Margo Wade scoring in airplane turns and tap sessions. Buster Shaver and Olive get parlor-the-course, with the pint-sized gal socking across a couple of bounce numbers. The pair's tepping, however, was best part of their stint, ending in a cakewalk for good-night effect.

Tasteful Emceeing

As always, Don Dennis' tasteful emceeing blended well with his vocals. A three-year Steuben fave, the guy has been a sort of male Lucy Monroe, working at ballparks, etc. But his specialty should be romantic ballads, as here.

Giovanni worked to a slow start, having some trouble in recruiting six men from the audience. In a matter of minutes, tho, he had the house in an uproar, producing watches, wallets and rings to the accompaniment of some clever chatter and some hilarious spontaneous reactions from his victims. Giovanni held attention thruout, winding up in a final demonstration of his talent as a dip in a routine that had the customers groggy with bewilderment and yucks. Bob Taylor.

Mocambo, Hollywood  
(Tuesday, April 15)

Capacity, 220. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Booking, non-exclusive. Press, Charlotte Rogers. Estimated budget last show, \$3,500.

Mindy Carson is back and a considerably improved performer over her last appearance here at Ciro's. Gal's got lovely looks, a voice to match and a fine sense of song projection. What she lacked then and still hasn't been able to absorb all the way is warmth—an ability to fuse with the audience and make each ringer feel he's part of her song. This trip around, she's warmed up quite a bit.

She gets help from a ringsider participation gimmick in which she picks up one of the guys to join her in a dance to the delight of the rest of the crowd as she warbles "Getting to Know You." This helps break down the icy wall that separates the performer from her audience. Another improvement is the fact that Miss Carson is now announcing her song titles as opposed to her previous device of singing sans uttering a spoken word.

Miss Carson should avoid the posed and polished look. Rein her poise, but break down and kid with the crowd a little bit, even pull a boner just to show 'em she's human. Her song treatments of "All the Things You Are" and "End of a Love Affair" were beautifully presented. Her "Cry" was also a perfectly chiseled example of the song seller's art. Her "September Song," altho dramatically sung, somehow failed to convince the ear. Possibly one so young as Miss Carson should avoid songs dealing with life's autumn.

She's gone a long way toward thawing out. If she keeps it up, she can emerge as one of the foremost song sellers in the biz. Eddie Oliver's orchestra provided capable backing for the songstress, with Dorothy Donegan's hot jazz keyboard knuckling changing pace between dance sets. Lee Zhitto.

Bill Miller's Riviera, Fort Lee, N. J.  
(Tuesday, April 22)

Capacity, 1,025. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Beth Babits-Drafus & Delany. Estimated talent budget this show, \$6,500.

The Miller luck insofar as weather was concerned held out again. With temperatures in the 70's the joint was jammed as only it can be. The first show customers didn't move out of their seats, and the second show customers spilled all over the place. In short, it was a mid-season Miami Beach crowd yelling, screaming and howling.

The opening night of the season was undoubtedly a financial success. Its merits as a show was open to question. The chief headache came from the big gag (filled by Jimmy Durante) when Jane Froman fell out at the last minute. Durante and his entourage came in for the first night which was all to the good. Unfortunately with Phil Foster on the bill, two comers on the same show was hardly an ideal format.

Durante Cuffo

Durante worked very hard, even tho he didn't collect a dime for his one-nighter. It was a cuffo, strictly a favor. But either the wife had just caught him at the Copa, or perhaps Phil Foster, working ahead, took off the edge, because Durante didn't really start to hit until Eddie Jackson joined in. From then on it was the same Durante. When the band played "Auld Acquaintance" (Continued on page 46)

The London Palladium  
(Monday, April 21)

Capacity, 2,422. Prices, 49 cents-\$2.00. Two shows nightly. Moss Empire chain booker, Val Parnell. Chief of production, department, Charles Henry. Press representative, John A. Carlson. Show played by Woolf Phillips Skyrockets orchestra.

The sob, the gulp, the tear with which Sophie Tucker greeted her 60-second ovation after four years away from England were as carefully rehearsed as the pace of her performance. But tho the response didn't vary by so much as a blink in the second house, Miss Tucker was the super-professional showman whose very tears were conditioned to fall dramatically. Still there was nothing phoney about her feeling for the audience nor theirs for her.

Massive in pink sequin with a halter of ermine sticking in her knees and cold stud flashing in her hair, she dominated the stage completely. Only Ted Shapiro at his piano dressed the expanse of stripes could have stood there unnoticed once she got going. Tucker showed less big voice than she (Continued on page 46)

China D'Or, New York  
(Wednesday, April 23)

Capacity, 350. Price policy, \$1.50 minimum week-ends. Shows at 7:15 and 11:15. Operator, Hen Moy. Booking, non-exclusive. Estimated talent budget, \$350.

A Chinese restaurant operating for a hen-party biz at dinner and tourist trade at supper, this spot has been grinding on in the same location for years. Considering the budget the show isn't a world beater, but it does all right. The current bill consists of the Andrea Sisters, Helen Merrill, Betsy Kaye and Mita Ray. The all-tern line-up is broken up somewhat by the comedy emceeing (plus song) by Jimmy Welch, but the audience here apparently didn't mind the all-gal bill.

The Andrea Sisters, one a blonde, the other a brunette, showed a lot of song and dance stuff, dressing it up in various costume changes for good returns. The kids worked in two spots, doing equally well in both. Helen Merrill, doubled out of the work with some warbling that indicated the need for plenty of noise. Her strange low throatings are suited for ballads; her rhythm numbers were not. A young, pretty blonde, she showed possibilities, but with a great deal of training first.

Dance, Contortions

Betsy Kaye, a pint-sized, big-eyed gal, did a lot of dancing in various tempi, with a gypsy number the best of the lot. Mita Ray, contortionist, did the usual tricks, ending with a prop stair hand-balancing walk to a head sidown finish.

Jimmy Welch dishes out the typical emcee bait in unabashed fashion. His bids for birthday, wedding and other party newbies were greeted with affability by a friendly crowd. Bill Smith.

Cocoanut Grove, Ambassador Hotel, Los Angeles  
(Reviewed Thursday, April 24)

Capacity, 960. Price policy, \$1.50 cover. Shows at 10:15. Owner, Schine hotel chain. Manager, Stanley Ashton. Press, Tom Jones. Estimated budget this show, \$5,000. Estimated budget last show, \$4,000.

In their first local club appearance, the Andrews Sisters belted home an array of sparkling song material that left patrons wishing this trio would hit the bistro circuit more often. Sis team drew heavily from their best-selling disks thru the years, missing only "Beer Barrel Polka" in giving customers a flashback of their top sellers.

As a special treat, gals were introduced by Red Skelton, who in his few preliminary remarks displayed an outstanding talent at handling a nitery crowd. Should he ever tire of peddling Tide, (Continued on page 46)

Raleigh Room, Hotel Warwick, New York  
(Thursday, April 24)

Capacity, 150. Price policy, \$1-\$1.50 cover. Operators, Kitzbay Chain. Manager and talent buyer, Erwin Schlicht. Estimated talent budget, \$750.

Chi-chi room in the hotel, which is a standard for showbiz names, has brought in Jerry Shard and two sidemen on the strength of his new Capital disk "Yes Sir, That's My Baby," with "Washing-ton and Lee Swing" on the flip, which is now breaking out. Shard, a shy, ingratiating chap, plays a lot of music. He takes a whack on piano, vibes, chimes and trombone for some interesting effects. With Paul Germano on bass (plus voice) and Bill Suyker, guitar, the ensemble makes good listening. There's no debating the group's basic musicianship. The difficulty will be in the lack of sufficient sight bits.

Opening with my latest recording chatter may do for a spnt that draws disk trade. It would also be more appropriate if Shard has a couple of records going for him. Shard can play, talks well and his impression of humility doesn't hurt either. With more imaginative tunes chosen for openers, addition of a little light comedy bits and up-tempo closers on sets, Shard could start cashing in. Right now the boy needs a lot of guidance. Bill Smith.

Chicago, Chicago  
(Friday, April 25)

Capacity, 4,200. Price policy, 48 to 88 cents daily. House booker, Harry Levine. Shows played by Louis Basile's house band.

Combination of the Dizzy Dean biographical film, "Pride of St. Louis," and the Ink Spots is one of the weakest the house has played in a long while. One of the first singers to make eloquent use of his hands, Bill Kenny is all that remains of the original group which drew capacity houses here in the past. Current Ink Spots are almost a caricature of the original and, while their vocals are still salable, it just isn't the quartet it used to be. Kenny still knows all the tricks and he makes up for his huskier delivery with the physical movements which have been so widely imitated. Group's best number was "Please, Mr. Sun," while "Some Rain Must Fall" and "Everybody Loves My Baby" got good laughs.

Artie Dunn, a long-beaked, skinny comic, makes the most of his bit, punching away with a series of gags which have been used many times before. He has a sharp delivery and does a good Durante bit, but he needs fresh material.

Mage and Carr, tap trio team, open the bill with three competently delivered routines. Duo has a strong seller in "Donkey" (Continued on page 46)

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## Palace Eyes 8-Act Policy for Summer After Hutton's Run Feels House Prestige, Location Strong Enough for Tourist Lure

NEW YORK, April 26.—The Palace will probably go back to an eight-act policy at the end of the Betty Hutton run, her closing date is still in doubt. The original close is set for May 9, but the gal may be induced to stay a few extra weeks.

RKO management feels that a straight eight-act bill, which ran hot and cold when it was dropped for the big star policy, will make dough during the summer months when New York is loaded with tourists. Proof of this was the big September week the Palace had with its small act show last year just before Judy Garland opened on October 16.

### Vacationer Lure

Starn houses ordinarily do good business during the summer months with out-of-towners flocking in for vacations. The Palace location is such that RKO thinks that the name value of the house, in addition to its location,

will put it in position to go thru the hot weather in good shape. The house hopes that in the fall it can go back to its big names when big marquee lure is necessary to draw them in. It is now talking to many people, among them Bette Davis, who has indicated an interest for a fall date.

## B'way Grosses Recede; Palace Only Spot SRO

NEW YORK, April 26.—With the Easter holidays over, Stem-combo takes slumped back to spotty figures. The major exception was the Palace, which is still doing SRO biz.

Radio City Music Hall (5,945 seats; April average \$150,000) went off to \$156,000 for its fourth week, with "Singin' in the Rain" plus Bela Kreml and annual Easter show. Previous week's figure was \$178,500. Bill started with \$145,500, followed by a second week's take of \$134,000.

Roxy (5,880 seats; April average \$90,000) went down to \$83,000 for its third week, with "Song in My Heart" plus a stagershow with Bill Hayes, Clifford Guest, and Divina. Previous week's income was \$145,000, after an opener of \$90,000.

Paramount (3,654 seats; April average \$66,000) did \$83,000 for its second inning with Billy Eckstine, Fran Warren, Bobby Sargent, Will Bradley, and "Band in the River." Bill, holding over for a third week, took in \$83,000 for the opener.

Warner (2,736 seats) opened its new bill of the Ballet Theater company on stage and "Mara Maru" as the pie, Wednesday. Two days biz held up in good fashion, indicating a potential weekly gross of \$35,000.

Palace (1,650 seats) did \$43,500 for the second week with Betty Hutton package against a \$60,000 opener. House did two fewer matinees last week.

## ECA Sets Up Minneapolis Office

MILWAUKEE, April 26.—Entertainment Corporation of America, booking all but two of the major clubs here on an exclusive basis, and covering the North and West territories, has opened a Minneapolis branch. Joe Billio, Twin Cities orchestra leader, has been named manager of the new office and also will continue fronting his own band.

Opening of the Minneapolis branch will facilitate handling of accounts thru Minnesota, Northern Wisconsin and the Dakotas which are now booked by ECA.

## San Antonio Stag Ban

SAN ANTONIO, April 26.—There will be no more stag parties with blue movies or floorshows within the city limits, according to an order issued by Sgt. Wilton Shaw of the vice squad.

The edict was issued by Police Chief R. D. Allen. Allen passed the order on from the new city manager, C. A. Harrell.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appear on page 46. Radio-Television Reviews on pages 13 and 14.

## KYLE'S BREAK

## Cancellation of Pitt Cafe Job in Time for Film

PITTSBURGH, April 26.—Kyle McDonnell's closing at the Monte Carlo here after two days proved a blessing in disguise. When she got back to New York on Monday (21), she found she had been signed to a pie contract with Universal-International. Miss McDonnell's manager, Henry Wieso, had been discussing with U-I producer Bob Goldstein for a part in the forthcoming "The Great Companion" as a replacement for Gloria Grahame. Goldstein asked Wieso to send her to the Coast for a test right after the Monte Carlo engagement.

Miss McDonnell came on to Pittsburgh and ran into trouble when the four-piece band had difficulty in cutting her by 18-piece arrangements that she had written for her Waldorf stay. On Friday (18) night she got together with Allan Clark, American Guild of Variety Artists, rep Nat Nazarro Jr. and Jimmy Commorodo, vice-president of the musicians' local, and the four agreed that she would be let out as soon as Clark found a replacement.

Howard Signed  
The next day Clark signed Bruce Howard to open on Monday (21), and Miss McDonnell finished on Saturday night. On Monday, Goldstein called Wieso and said he had found a test made by Warner Brothers two years ago and said that she would be fine for the role but told him he would like her to be in Hollywood by Wednesday. Wieso said she'd be there, and packed her in on a plane Monday night for the Coast. After the picture, Miss McDonnell comes back here to star in the Civic Light Opera's production of "One Touch of Venus."

## Eats, Drinks Off \$34 Mil

WASHINGTON, April 26.—Sales from eating and drinking places fell off \$34 million from February to March, according to the Commerce Department. March sales from the eat and drink spots stood at \$980 million, as compared with \$958 million in the same month of last year.

## Chi Spots to Pitch Names at Conclaves

CHICAGO, April 26.—With Chicago due to draw one of the heaviest convention turnouts of its history this summer, due largely to the Republican and Democratic national conclaves which will augment the normally large convention skeed during the warm months, theaters and clubs here are in a fever to snag the best possible draws during the period. In effect, many of the spots are actually looking to the four-month period to bail them out of a series of losers over the past winter and early spring.

Chicago Theater, which had expected to again play Milton Berle this summer, probably will lose that package as the comedian is reported to be cancelling out any contemplated vaude plans. Also expected was the Lucille Ball-Desi Arnez package, which has now been canceled. However, potential replacements include Jackie Gleason, who has built a strong rep locally with his TV shows, and Perry Como, who huddled with Balaban & Katz execs while here this week for the tobacco convention. The Sid Caesar-Imogene Coca package will definitely return to the house again this year.

## Milwaukee Spots Shake Biz Slump

### Offer Strongest Talent Line-ups In Years; Medium Pricers Short

MILWAUKEE, April 26.—Local bistros, after suffering one of the toughest Lenten seasons in years, are finally pulling out of the slump with some of the strongest talent line-ups in years being offered home-town patrons and visitors in for the American Bowling Congress meet which started March 22 and runs thru June 14.

Noticeable here, as well as thru the territory to the north which includes Minneapolis and St. Paul, and even extending up to Duluth, Minn., are two important trends: There is a definite shortage of the medium-priced acts and, especially in the past few weeks, there has been a heavy increase in the use of strippers in all but the class locations.

There also is one other factor which has caused local operators consternation in the past month. The coming of the ABC to Milwaukee's new arena was hailed as a windfall by locations just prior when the decision was made. The thousands of bowlers were looked upon as a certain source of real spending and many spots planned their bookings well ahead in order to grab name lures. To date, however, the visiting ABC teams have passed up practically all clubs, with the exception of a few located in the vicinity of the arena, and reshuffling of bookings is now under way.

Getting the bulk of the play here are the Empire Room, Schroeder Hotel, and the Tic-Toc, located directly across the street from the Schreier Empire Room has Billy DeWolfe in for two weeks, and the comic has been packing the room nightly. Also on the bill are Wynters and Angelina, dancers, and Eddie Fitzpatrick's orchestra, Tic-Toc, which finally caught a winner with Sophie Tueker last month after months of extremely poor biz, has another big one in now featuring Beatrice Kay and Jack Durant.

One of the most consistent locations is the Town Room, which has been racking up excellent grosses despite the generally poor conditions in the territory by parlaying low-budget shows with upgrading record names. Jerry Grossman, who now operates the room as well as The Pump, a cocktail lounge located upstairs of the Town Room, has set his shows inru

mid-August with the following bookings: Dante Trio, currently in the room, remain thru May 12; Bobby Wayne, May 13-26; Mary Mayo, May 27-June 9; Nino Nanni, June 10-23; Dell Trio, June 24-July 21; Val Eddy Trio, July 22-August 18. Several singers will be added to those dates which will feature this.

Grossman reported that grosses to date this year were the highest chalked up in the five and one-half years the room has been operating. He soon will open a third room in the building, called the Town Fryer, which will be devoted to restaurant biz primarily, but may feature an act at intervals.

### Act Shortages

An act shortage in the medium-price brackets, which had been developing over a period of time, has now hit full strength thru the territory. Entertainment Corporation of America, largest booking office here, reports more calls for acts than can be supplied and most in demand are girl dances and singers.

Strip policy, which had been cold for a long time, suddenly caught fire and is raging thru the entire territory. Practically all ex-obs are being booked into the territory from Chicago, which is the nearest major source of supply. Even locations which feature standard acts are calling at least one stripper to be used somewhere in their show.

## Jane Froman, Recovered, to Riviera Apr. 29

NEW YORK, April 26.—Jane Froman will start her postponed date at Bill Miller's Riviera, Tuesday (29) a week later than originally set.

When gal fell out, Miller reached out for whatever was available. For his preem (23) he flew in Jimmy Durante and his crew for what amounted to a club date. The Durante refused to take any dough. The following night Miller had the Vagabonds. The set show had Phil Foster, Riviero Quintet, Cabots and a big elaborate line. For an added boost Miller brought in the D'Assi Brothers, doubling them out of the Palace. But with the exception of the opening night with Durante as the star, business continued off.

Miller rushed all over looking for a solid attraction. Practically every agency as helping Miss Froman, under doctor's orders not to work, improved sufficiently in the meantime. This improvement plus the pressure put on her by all sides made her change her mind and play the date. Singer is in for \$8,000.

Jean Carroll who closes at the Las Vegas Thunderbird will come into the Riviera May 6th.

## Maksik Pacting On 10-Day Plan

NEW YORK, April 26.—Ben Maksik's, now labeled "Town and Country" near Coney Island, is buying acts on a ten-day basis using solid attractions. Current headliner is Toni Arden, who'll be followed by Bobby Wayne. Ella Fitzgerald will come in for a week then Jackie Miles will do a ten-day stand followed by King Cole.

After Cole will come the Mills Brothers, then Patti Page and Sarah Vaughan, which will carry the bookings into August. Club is booked exclusively by Roy Gerber and Norman Weiss.

## BOOK REVIEW

### 14th Century Pitch Story By Ex-Comic

NEW YORK, April 26.—There's hardly a guy who, having an ability to write himself said to himself, "Some day I'll write a book." Jay Williams, a former comic who graduated from the borscht belt to cafes, did write a book. In fact, he wrote four or five books.

Williams' latest, "The Rogue from Padua" (Little Brown, \$3.50) is a deeply moving, action-packed historical novel centered upon a pitchman in the 14th Century. The outside takes works the small towns in and around the Stuttgart area of Germany. How the lad takes over the local big shots is in itself a revelation in the art of making a pitch.

### Plenty Research

The yarn indicates plenty of research. It's built around a local war which grew out of the misery of the peasants. Basically, however, it's a chase, plus a love story that doesn't get in the way of the underlying excitement.

Williams used to be able to set up a situation with the best of them. The timing he developed as a comic while working night clubs years ago hasn't left him. He displays the same solid salesmanship in print.

Despite its garish jacket, "Rogue from Padua" isn't a popular novel. But what a picture it could make for a Darryl Zanuck!

## Cafe Tour for Symph Sid Unit

NEW YORK, April 26.—A "Symphony Sid" unit, tagged "Jazz Unlimited," will start a series of cafe dates and probably another series of one nighters, if the present plans work out.

Unit, booked by the Billy Shaw office, selling for around \$1,750, will start at the Rendezvous, Philly, April 30; do a week at the High Hat, Boston, and a week at the Bengali, Washington. Sid (Symphony) Torrin will emcee. Personnel will consist of Milt Jackson, Kenny Clarke, J. J. Johnson, Phil Ursu and Percy Heath.

One of the gimmicks to be used in promoting biz for the unit is to have Symphony Sid do a full week cuffio decay guest shot in whatever area the unit is set. A wire will also be available in each club set.

## Rackmil's Trip May Bring U-I Merger Closer

NEW YORK, April 26.—Milton R. Rackmil, Decca prexy, leaves for Europe next week on a business trip that may bring nearer the expected merger between the diskery and Universal-International. Blending of the two enterprises has been anticipated since Decca's acquisition of a substantial block of U-I stock late last year.

Rackmil plans to meet with J. Arthur Rank, who has been reported opposed to the merger, for confabs aimed at effectuating the deal. Rank interests control some 15 per cent of U-I shares.

## One-Stop Shops Hit Milwaukee

MILWAUKEE, April 26.—One-stop record shops, which have been springing up in many cities thruout the country as coin machine distrib, adding the platter service for their operator-customers, hit here for the first time this week. Two firms, Hastings Distributors and United, the latter distributor for Wurlitzer jukeboxes in this territory, both unveiled plans to open one-stop record service for their customers, in the near future.

Hastings, who previously operated a retail record shop, has closed the store and moved his platters to his distributing headquarters. Now in the process of building an addition on his building, Hastings already is servicing ops who want disks, but will go into the one-stop service full-scale when additional space opens up. United is completing plans to

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## 1st Quarter Pop Sales Jump Col. 32% Over '51

NEW YORK, April 26.—Columbia Records for the first quarter of 1952 racked up probably one of the greatest quarterly sales totals in its history, with regard to the pop operation. According to the office of Harry Fox, publishers' agent and trustee, the returns to publishers for the quarter ending March 31 were 30 per cent above the final quarter of 1951. The percentage figure is significant in view of the fact that the Johnnie Ray tunes, with the exception of "Brokenhearted,"

## Devine Debuts Name Policy With Anthony

MILWAUKEE, April 26.—George Devine, operator of the highly-successful Million Dollar Ballroom here, teed-off a series of name band bookings Wednesday (23) with Ray Anthony, then follows up with Stan Kenton Sunday (27). Set for the near future in the ballroom are Ralph Flanagan, Vaughn Monroe, Charlie Spivak, Jimmy Dorsey, Billy May, Woody Herman and Les Brown.

In addition to the name bands, Devine is setting up a series of promotions designed to get Milwaukeeans out of their homes and start them dancing again. A Tuesday night "Waltz Night" with all women admitted free, and male admissions cut to 30 cents before 8:30 p.m., and 54 cents after that hour, already has started and is drawing heavy crowds. Local bands play this date. Also set is a Mother's Day Dance May 11, which will be sponsored by a number of civic orgs in conjunction with Devine.

## PITT PAWNSHOP STIRS TUNGSTER

PITTSBURGH, April 26.—Pittsburgh, Pennsylvania, the Guy Mitchell hit record, received an added spurt in sales here when Al Abrams, sports editor of The Post Gazette, found out how writer Bob Merrill got the inspiration to pen the song. Abrams devoted a quarter of his widely read column to the story behind Merrill's visit here for the heavy weight championship fight between Ezzard Charles and Joe Walcott.

Altho he is a steady ringsider at most of the top rderies here, Abrams said he had just heard about the song that made the city the home of the country's most celebrated pawn shop. He added that he liked the song and said that he would like more songs written about the city even if on such a flimsy premise. Jim Winston, head of the Columbia branch here, said that the record took a jump of over 1,000 in sales the day after the story appeared.

## SPA Draws Compulsory License Battle Lines, Maps Capitol Liaison

NEW YORK, April 26.—A campaign to erase the compulsory license provision from the Copyright Act was set as a top-priority plank in the 1952 program of the Songwriters' Protective Association at a meeting of its newly constituted council Wednesday (23).

To reach their objective, the clefters will shortly form a committee to map procedural plans and explore ways of raising funds to finance Washington representation among legislators. This cap-

## Writers Fight Harbach Draft, Want Injection of New Blood

### New Leaders for Future Prosperity Is Penner Aim; Exec V.-P. Weighed

NEW YORK, April 26.—The election of a president of the American Society of Composers, Authors and Publishers was left unresolved this week when the Society's board of directors, at a meeting Thursday (24), postponed action for two weeks. Meanwhile, a new element was introduced into the political picture when it was ascertained that Otto Harbach, ASCAP, president, would be available for the post in the event the board wished to draft him.

Harbach, queried by The Billboard, stated, "There is a disposition on the part of all to be fair and unbiased, and to do what is best for the Society. ASCAP is the chief consideration. We are working toward that end." The election of Harbach, of course, would be made possible only by the rescinding of a resolution prohibiting a man from succeeding

himself for more than a second term.

### Storm Center

A storm center is stirring around Harbach. A strong publisher group on the ASCAP board is in favor of drafting him. Writer members of the board, however, are adamant that there be no rescinding of the resolution, and that a new president be elected.

One of the leaders in the movement for Harbach stated, "No man can refuse to serve if drafted. If we (the board) want to draft our present president, we can do it. This source stated, however, that as of this week, nobody had been agreed upon by the publishers. Some of the old-line publishers, however, are dead set against candidates highly thought of by the writers, such as Stanley Adams and Paul Cunningham, etc. The bitterness between the

two factions is manifest by the tirade voiced by one leading publisher: "They (certain writer members of the ASCAP board) are cheap conspirators who plot and scheme in a saloon instead of trying to write songs."

"We meet in the Paddock... It's a nice place," deftly quipped a writer. "Some of us cannot congregate in the Oak Room of the Plaza or the Colony."

The temper of the writers, however, is one of utter seriousness. A leader stated, "There will be no draft (of Harbach). Harbach will change his tune. I say this, even tho I love him."

### Need New Talent

Without casting any aspersions upon Harbach, leading writer members believe that the office of

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## Yma Sumac to Take Crack at Pop Field

HOLLYWOOD, April 26.—Yma Sumac, the Peruvian songbird who's been hitting high notes in Capitol album sales, takes her first step into the ranks of pop artists with Cap's forthcoming release. Pop invasion is a single disk backing Miss Sumac's treatment of "Wimoweh" with "Babeli." Moises Vivanco batons his ork for both sides. Vivanco arranged "Babalú" while Ralph Burns scored the mate side.

This, incidentally, marks Miss Sumac's first unpackage release. Heretofore, her wax talents have been restricted to albums. Only single release was a couplet pulled from Cap's "Flahoolley" album, but release was sent out packaged in a special sleeve.

likely of passage, the association can be expected to campaign for a substitute measure. It is pointed out that the juke box and compulsory license questions can possibly be resolved together, since both come under Section 1-E of the Copyright Act.

On the audit controversy, attorneys for both SPA and the publishers are understood to be writing up terms of a tentative agreement which will be submitted to the respective bodies for action.

lial liaison will not limit itself to action on Section 1-E. It will act as watchdog on all upcoming copyright legislation that might affect writer interests. The SPA committee will seek publisher support of its program, altho it is known that opinion among publishers on the disputed mechanical provision of the Copyright Act is divided.

### Free Negotiating

SPA feeling is that copyright holders should have the power to award or withhold recording privileges via free negotiations with diskeries. They take a dim view of the statutory ceiling on platter royalties. They point out that only in the music business can properties (songs) be taken without consent and exploited commercially (by record companies). Elimination of juke box exemption from royalty payments is a related aim of SPA. With the Bryson-Kefauver amendment un-

## Capitol, GAC Tie In On Dance Promotion

### All-Out Bally Includes Band Itineraries, Kits Distributed Thru 42 Branches

• Continued from page 1

with the booking office campaign, will send itineraries of its bands to all branch managers on a regular basis. The firm will also send special band promotion kits which will contain biographies and pictures, etc., of the ork leaders. The branch managers, in turn, will contact the promoters of the halls where the bands are to play, offering their cooperation in promotion campaigns for the one-night stands.

### Capitol Plans

Plans formulated by Capitol to help hypo their band's dance dates include contacting all deejays in the cities where the bands will play, to get plugs for the date as well as special programs set up on the ork's platters. Posters will be placed in shops advertising the one-night stands, etc. In addition, the branches will ask deejays to run special contests on their programs, and will furnish the prizes, such as a set of records by the ork.

The Capitol branches will also furnish pictures of the ork leaders to the promoters to be given away at the terp session.

## Cite Heck for Carnegie Hall BO Shortage

NEW YORK, April 26.—A federal grand jury here this week handed up a 34-count indictment against Walter C. Heck, who, in partnership with his two brothers, ran the box-office concession at Carnegie Hall until the beginning of this season. Heck is charged with making false and fraudulent admission tax returns to the tune of \$147,502. He has absolved his two brothers, LeRoy and Howard, claiming that he began withholding the funds in 1947, and used the first \$78,000 to cover up a shortage he discovered shortly after the death of another brother, Rudolph.

The Heck family began running the Carnegie Hall box office in 1891, when Rudolph Heck Sr. took over management of it. Carnegie Hall, Inc. which had leased the box office to the Heck brothers, took it over itself at the beginning of this season. An investigation of the box office grew out of a complaint of pianist Vladimir Horowitz a year ago that he had not received all monies due him from concerts there.

If convicted on all counts, Heck would face a maximum penalty of 170 years and \$340,000 in fines. He will be arraigned May 1. The case was placed before the grand jury by the Asst. Atty. Gen. serving as Ridgeway's attorney.

## Decca Renews Gordon Jenkins For Two Years

NEW YORK, April 26.—Ending trade speculation that Gordon Jenkins was due to move to RCA Victor, Milton R. Rackmil, Decca president, yesterday personally inked the diskery artist and musical director to another two-year pact. The new contract, containing added two-year option clauses, goes into effect upon the expiration of the current Decca-Jenkins deal at year's end.

The signing held special trade interest, since it set to final rest rumors that Dave Kapp's move to Victor late last year would be followed by many of his former associates at Decca. Jenkins was expected to be in the forefront of the inter-label trek. If he had taken the step, further speculation had it that Jenkins would replace Hugo Winterhalter at Victor, with the latter perhaps winding up at Decca before the reshuffling ended.

Jenkins, first to hold the diskery post of musical director, has been with Decca seven years.

Weston mixed it, contending acquisition of a third partner would trim his take from the song proportionately. Fred Rapshel, head of Disney Music, refused specific comment, saying all hit songs bring on suits and that the papers on this action were turned over to the Disney Studios' legal department.

did not clear thru the Fox office. Johnnie Ray's Columbia disk of "Cry" has hit about 1,800,000. The majority of these sales probably occurred in the quarter ended March 31.

According to Columbia Records' own estimates, the first quarter of 1952 was 32 per cent above the comparable quarter last year.

Chief Columbia disks, in addition to "Cry," which have hit the best seller lists during the first quarter of this year, include Johnnie Ray's "Little White Cloud," "Please, Mr. Sun" and "Brokenhearted"; Arthur Godfrey's "Dance Me Loose"; Tony Bennett's "Cold, Cold Heart" and "Because of You"; Frankie Laine's "Jalousie"; Jo Stafford's "Shrimp Boats," and Doris Day's "Guy Is A Guy."

## Pollack Sues Over "Boats"

HOLLYWOOD, April 26.—Copyright infringement suit involving "Shrimp Boats" was filed this week in U. S. District Court here by Ben Pollack against publisher Disney Music and co-writers Paul Mason Howard and Paul Weston. Suit asks \$100,000 damages plus an accounting of all profits, charging infringement of common law copyright, plagiarism and unfair competition.

Jerry Kales, Pollack's attorney, told The Billboard that Paul Weston was an innocent party in the case since he was brought in to collaborate on the tune after Howard had turned it over to Disney Music. According to Kales, court action is being aimed directly at Howard, who is charged by Pollack of lifting his song. Since Weston shares in the song's profits, Pollack must name him in the action which calls for a complete accounting of all profits derived from it.

Kales said a deal had been in the works whereby Pollack would be put in for a piece of the song, but

## CAPAC Fighting On Double Front

TORONTO, April 26.—Composers, Authors and Publishers' Association of Canada, Ltd. faces separate fights on two sides in respect to its claim for copyright infringements.

Recently it issued another writ against George Chow and his Phonovision Company, which has installations in a main-line restaurant here in Toronto. This suit is in addition to one begun in 1949, and which was temporarily suspended due to hearings of suit brought by CAPAC against the Muzak organization. This suit has thus far gone to the Appellate Division of the Supreme Court of Ontario, and it is expected to finish up at the Privy Council of England.

This second action was taken out by CAPAC as a matter of protection in case they did not win the other. But as a result of the suit, the music operators have

banded together in an organization to be known as the Canadian Music Operators' Association in order to raise money to fight on behalf of Chow.

Meantime 10 Ontario radio stations have begun an action against CAPAC in order to seek non-payment of fees to CAPAC as ordered by the Copyright Appeal Board. The board granted CAPAC the right to collect as their tariff 1 1/2 per cent of the station's revenue.

The 10 stations bringing the suit charge that the schedule of fees approved by the Copyright Appeal Board was not a tariff within the meaning of the Copyright Act. They seek the courts to declare these fees, royalties and charges are null and void, and therefore they shouldn't have to be paid.

Involved in the radio stations' fight are the smaller stations in the province, and the ones which one radio station executive says have the most to lose in respect to the granting of the percentage levy on revenues by CAPAC.

They include Barrie Broadcasting Company, Ltd.; Grey & Bruce Broadcasting, Ltd.; CJOY, Ltd.; Niagara District Broadcasting, Ltd.; Gordon Smith, Ltd.; Quinte Broadcasting Company, Ltd.; Maple Leaf Broadcasting Company, Ltd.; Broadcasting Station CKFI, Ltd.; Lakeside Broadcasting, Ltd.; Wentworth Broadcasting Company, Ltd.

The stations also seek return of any monies they have paid CAPAC during this year. One station executive has pointed out it isn't the intention of the broadcasters to duck their responsibility for paying for the music, but they don't approve of the form that the payment is taking.

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## SOUTHERN TRIPS

### Pub Finds Songs All Over Globe

NEW YORK, April 26.—The international level at which some publishers operate is illustrated by recent events involving Southern Music. Earlier this month Ralph Peer, owner of the firm, returned from Europe. Ben Selvin, general professional manager, departed for the Continent on Wednesday (23).

Meanwhile, the firm has completed negotiations for a number of tunes from the far reaches of the globe. One of them, "Mandolino," top disk seller in Germany, is available on 42 labels throughout Europe. From Latin America has come "Usted with an English version called "Tonight I Am in Heaven." France has contributed "Tire, L' Aguille," titled "Pretty Bride" in the English version. Several weeks ago a Maori folk tune from Australia was added. Dickering is now being conducted on the Italian front.

## Cap's Albums In New Wraps

HOLLYWOOD, April 26.—Forthcoming Capitol 45 r.p.m. albums will be free of their customary cellophane wrappings and disks they contain will be sans sleeves. Capitol is abandoning these wrappings. It was said, to help dealers by making platters more easily accessible for patrons. Further, diskery found patrons would open a disk package to listen to recordings but in buying that album would insist upon a "fresh" or cellophane wrapped box. This packaging distinction between played and fresh from stock albums has caused some difficulty for dealers, it was said, by leaving them with listening samples that couldn't be sold because they weren't factory wrapped.

In eliminating the 45 r.p.m. disk sleeves, Capitol becomes the second major to make that move. Victor first abandoned 45 album disk sleeves on the basis that centers of 45 platters were raised and therefore eliminated chances of records touching and scratching each other. Furthermore, dealers have found patrons annoyed by the tiny sleeves and the difficulty of inserting in them the thin pressings.

## Robbins vs. Weinstock Charges Infringement

NEW YORK, April 26.—Robbins Music this week filed an infringement suit against Robert Weinstock, doing business as Prestige Record Co., and Prestige Music Co. over the Jimmy McHugh-Dorothy Fields tune, "I'm in the Mood for Love." The suit charges that the defendant, without obtaining the consent of the copyright owner, published and recorded the song under the titles "Moody Mood for Love," "Mood for Love," and the same title as the song from which it was allegedly infringed.

## New ASCAP Deal Wins FM Outlets

### Additional Source Of Income Seen From "Beeper" Sets

NEW YORK, April 26.—The American Society of Composers, Authors and Publishers on Thursday (24) signed contracts with Functional Music, Inc., Chicago, and Air Music, Inc., New York, according to Jules M. Collins, ASCAP sales manager. The firms have approximately 500 outlets each. Both furnish FM background music for hotels, restaurants, banks and other industrial establishments. The contracts provide retroactive payment clauses.

The licensees have FM machines, equipped with beepers that eliminate the commercials, making the operation similar to wired music service.

The successful conclusion of these deals by ASCAP is significant in that they portend a source of considerable income. The Federal Communications Commission has not yet issued a definite ruling as to whether a station can render this type of service under its license. The matter has been before the FCC for one year. It is expected that the FCC, which is desirous of keeping the stations in business, will permit use of the FM music in this manner. This is expected to result in a great expansion of this type of music use.

Obvious competition for the beeper music service would be the wired firms which are now entrenched in many markets. The beeper service, it's pointed out, has certain advantages. The operation makes use of any FM station and a receiver, thus eliminating telephone lines.

## RCA Vic Biz in L. A. Half 45's

NEW YORK, April 26.—About half of RCA Victor's record shipments to Latin America are now 45 r.p.m.'s, with LP's accounting for some 10 per cent, and the remainder, a rapidly shrinking segment, conventional speed disks. Doughnut platters were introduced in the territory two years ago and are reported to be gaining acceptance at a fast pace.

Diskery is combing its catalog to find suitable material for transferring to 45 and plans soon to issue a Latin American collectors' series on the speed. The series will comprise etchings of proven popularity which, however, are technically not up to modern reproduction standards.

Main bar to quicker 45-r.p.m. penetration of the market is the complex matter of import restrictions which hamper exportation of players to certain countries. Some countries forbid entry of phonograph equipment entirely, while others tag it with high duties. A Victor exec estimated that if playback equipment were permitted to enter freely through Latin America, the 45 r.p.m. segment of diskery shipments would now amount to about 70 per cent.

## RIAA Sets National Publicity Campaign

NEW YORK, April 26.—Plans for a national public relations campaign by the disk industry to promote greater public use and appreciation of recorded music came closer to realization this week when the Board of Directors of the Record Industry Association of America, at a regular monthly meeting (24) authorized a committee to deal with the institutional campaign. The RIAA also okayed committees to handle other problems affecting the industry such as accounting procedures, engineering techniques, raising the cost of disk freight and parcel post shipments, etc.

The committee on public relations for the industry will be selected from key personnel of a number of diskeries, mainly from the advertising and promotion de-

## RCA Victor, King, MGM Add Artists

NEW YORK, April 26.—A number of new artists have been added to the rosters of King, MGM and RCA Victor. Dewey Bergman has signed Lisa Morrow and the Marksmen, a new quartet, to King contracts. Miss Morrow, who formerly sang with the Goodman ork, cuts her first sides Tuesday (29).

MGM has signed Ethel Bartlett and Ray Robertson, concert piano duo, to record for the label's pop classics series. Also packed was Mike Di Napoli. Latter is the pianist in the Frank Petty Trio which has recorded for the diskery for several years. Di Napoli will continue to work with the Modernaires, Little Ryan, who was a member of the Smoothies and Gabe Drake, who sang for the Woody Herman ork.

Meanwhile RCA Victor has added the Milt Herth Trio and the Brewster Boys to the pop stable. Latter group consists of Ralph Brewster, formerly with the Modernaires, Little Ryan, who was a member of the Smoothies and Gabe Drake, who sang for the Woody Herman ork.

## ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

SONGS TO BE AIRED MAY 3 OVER CBS-TV

KISS ME GOODBYE—By Bill Steiman and Herman Rusker. . . . . Sung by Nat King Cole  
WARM RED WINE—By Paul Foster and T. Duricic. . . . . Sung by Nat King Cole  
THE WEDDING OF THE DOLLS—By Al Scipano and Phil Andrew. . . . . Sung by Nat King Cole  
RAINY AFTERNOON—By Michael Flagg. . . . . Sung by Peggy Ryan and Ray McDonald  
THAT'S WHEN I'LL BE COMING BACK TO YOU—By Leo Coste and Dexter Hall. . . . . Sung by the Fontane Sisters  
CRASH, BANG, JINGLE, JINGLE—By Tracy Cornell. . . . . Sung by the Fontane Sisters  
Awards plans for the May 3 telecast will be Barry Gray, Bob Larsen and three other candidates to be selected.

## B'way Music Hiked 33 1/3% By ASCAP

NEW YORK, April 26.—Board of Appeals of the American Society of Composers, Authors and Publishers in a recent decision hiked the availability rating of Broadway Music 250 points. The Von Tilzer firm now has a rating of 1,000. This is an increase of

33 1/3 per cent over the old rating of 750. The appeals board also granted Redd Evans' Jefferson Music an increase from 60 to 75. In the case of Apollo Music and Manor Music, the board ruled that the 10 point rating credited to each should be maintained.

The presentation on behalf of Broadway Music was made by Dick Kuhn. The ASCAP classification board rejected the request for a hike. The Appeals Board, however, granted the 250-point raise after careful consideration of the firm's catalog, which includes such noted copyrights as "Put Your Arms Around Me Honey," "You Made Me Love You, FCG Me Out to the Ball Game," "Honey Boy," "Smarty," "When You're a Long, Long Way From Home," "Oh, By Jingo," "Hasta Manana," "When Old Bill Bailey Plays the Ukulele," "Dapper," etc.

Broadway Music had been rated at 750 points since 1943.

## SPA Reseats Tobias at End Of Pro-Tem Job

NEW YORK, April 26.—Charles Tobias, who has held the post of president of the Songwriters' Protective Association since the recent death of Sigmund Romberg, was elected head of the organization Wednesday (23) at a meeting of the newly constituted SPA Council. Also elected for another year were the following incumbents: Louis Alter, vice-president; Joseph Meyer, secretary; and Abel Baer, treasurer. Sam Stept was named second vice-president, replacing Jesse Greer, who said he was unable to accept another term.

Balloting for council members, concluded earlier in the week, was featured by the election of the governing group's first distaff member in the 21-year history of SPA. Dorothy Fields, one-time collaborator with Jimmy McHugh and writer of important legit and movie scores, was elected to a three-year term on the 21-member body along with incumbents Fred Ahlert, Baer, Paul Cunningham, Meyer, Stept, Milton Drake, Lou Alter and Milton Ager.

## Col Preps LP 'Quiet' Series

NEW YORK, April 26.—Columbia Records is issuing a new series of LP records titled "Quiet Music," with the initial release, consisting of six 12-inch LP's, containing background music for easy listening. Disks will include familiar tunes of all types: Tangos, waltzes, fox trots, operetta selections and themes from the light classics.

Four of the disks present a variety of artists, such as the Columbia Salon ork, the Dell Trio, Humberto Morales' ork, and organist Don Baker. The fifth and sixth sets feature the Marek Weber ork, and the Xavier Cugat crew, respectively. Covers on each set picture a relaxed young lady listening to music. Disks were produced by George Avakian.

## Denies Mills' Robnson Plea

NEW YORK, April 26.—J. Russell Robnson's \$100,000 damage suit against Mills Music took a step forward this week when New York Federal Judge Henry Goddard denied Mills' motion for dismissal, declaring that Robnson had a clear case.

Robnson alleges Mills failed to make correct royalty payments on 106 songs, including his "Margie" and "Face." The complaint is based on three separate agreements, the first of which was made with the firm of Waterston, Berlin & Snyder, which went into bankruptcy in 1929, its assets taken over by Mills in 1931. The last agreement was made directly with Mills.

## Fowler Huddles On W. Coast

HOLLYWOOD, April 26.—Bill Fowler, Capitol Records vice-president and acting general manager of Capitol Records Distributing Corporation, arrived here from his New York headquarters for two weeks of huddles with the diskery's execs.

During Fowler's Coast stay, discussions will include a review of new product, and forthcoming sales and promotional campaigns, including plans for the label's fall anticipation sales program.

## Merc Pacts Peggy Taylor, Ray Shaw

CHICAGO, April 26.—Mercury has added two new artists to its stable with the signing of Ray Shaw, understudy of Allen Jones in the local "Guys and Dolls" company, and Peggy Taylor, Chicago TV and radio thrush. Shaw, after signing with the diskery, cut his first side Thursday (24) with Ralph Marterie's band.

New Mercury girl singer, who was brought into Chicago two years ago by Dorothy Shay from Los Angeles, and who has been handled by Associated Booking here, has cut six sides for the firm, the first to be released next week. Gal also has been signed for a one-week stand on Don McNeill's "Breakfast Club" starting May 25, getting a release from her own show on WGN-TV for that period.

## Disk Dealers Will Study Price Cuts

NEW YORK, April 26.—Price cutting will be one of two industry problems expected to receive close attention at the next general membership meeting of the Association of Record Dealers. Confab at the Henry Hudson Hotel, Wednesday (30), will also discuss recently noted moves by two unions to organize record outlets in this area. ARD now claims a membership of about 150 stores in New York.



# Music as Written

## Remington Opens

Philadelphia Branch . . . Remington Records has just opened a new factory branch office in Philadelphia. Sid Pastner has been appointed as Branch Manager.

## MGM Distributes Here For Sales Talks

Several MGM distributors were in town last week for sales conferences with the diskery execs. These included George McDuff and Charles Maurer from Detroit and Frank Zarella, Pittsburgh distributor.

## Errol Garner Will Play In Atlanta Auditorium

Errol Garner, now touring with the Piano Parade package, leaves the show for one night next Tuesday (1) to play a single engagement in Atlanta, at the municipal auditorium. Garner will be the solo attraction at the auditorium, and all he will play will be three 20-minute sets. This is the first time that Garner has played in the Deep South. Promoter for the date is B. B. Beaman, with booking handled by the Gale Agency.

## Heavy Beacon Campaign for "Sleepy Little Cowboy"

Joe Davis of Beacon Music is hitting all TV stations with a three-minute film to exploit its Beacon disk of "Sleepy Little Cowboy." The TV film consists of cartoon stills, illustrating the tune. Sound track, The Deep River Boys Beacon waxing of the song, is dubbed onto the film.

## Times Exhausts New Basic Disk Catalog

The New York Times has exhausted its supply of free reprints of the classical disk basic library listing carried in its March 9 record supplement. Requests were filled from individuals, radio stations and dealers, some of whom wanted it in bulk for customer mailing.

## Human Pianola Featured on LP's

Fred Burton, known as the "Human Pianola," will be featured on three LP's soon to be released by Parade Records. Disks will carry favorite tunes of Al Jolson, Eddie Cantor and George M. Cohan. Wally Wolinsky, Parade exec, said the sets will be issued later on 45 and 78 r.p.m.

## Arena Signs Sign Carter to Management Contract

Arena Stars this week signed Benny Carter to a personal management contract. Management firm is currently negotiating to set a new recording contract for Carter.

## Associated Booking Inks

Nappy Lamare to Contract . . . Nappy Lamare, managed by Arena Stars, was signed this week to a booking contract by Associated Booking Corporation. Lamare will bow from KTLA's "Dixie Show Boat," after two and a half years aboard, to go out on the road.

He will play Jerry Jones' Salt Lake Rainbow Rendezvous April 25-26, then move to Denver's Zanibar for a three-week stay opening April 28, and Chicago's Silhouette opening May 23. Lamare is accompanied by five sidemen.

## Lawrence to Tour With Philip Morris Show

Eliot Lawrence and his orchestra will travel with the "Philip Morris Playhouse" show, to the Louisville Memorial Auditorium, on May 16, when the show is transcribed there for airing Sunday, May 18. Lawrence, musical director of the show, will play for a dance at the auditorium after the show is over. The cigarette firm is picking up the tab for the trip.

## Decca Distrib Adds 4 Salesmen to Chi Staff

Decca Distributing Corporation, Chicago, has added four men to its sales staff. Hemp Shaw will work out of Peoria, Ill., Ken Schlosser, Springfield, Ill., Herb Chapman, Chicago, and Ed Carlson, who is in charge of the Chi office, but working out of South Bend, Ind.

## New York

The Sammy Kaye orchestra plays for the U. S. Chamber of Commerce in Washington on Monday (20). The following night the orchestra plays at Johnstown, Pa., and on Wednesday, has a date in Huntington, Pa. It is expected that

Kaye's TV show will continue throughout the summer.

Bob Dawes, road manager for orkster Billy May, will be a daddy late in the spring. . . Carlos Gastal has signed Barbara Carroll and her trio to a personal manager pact.

Dave Garroway has sent personal letters plugging Jack Haskell's Coral record, "Be Anything." Haskell is a member of Garroway's radio show.

Bob Heller, sales manager of Rainbow Records, is hospitalized for treatment of a "slipped vertebra." The diskery has set a new distributor in Detroit, according to Eddie Heller, topper.

Richard Hayes is on a deejay tour thru the East and Middle West. Singer is visiting jocks in Philadelphia, Baltimore, Washington, Chicago and Milwaukee. Capitol Record's Mary Mayo and Victor artist Harry Belafonte open for a one week stand at the Rendezvous Room, Philadelphia on April 30. . . Singer Eydie Gorme held over at Leon and Eddie's. . . Ella Fitzgerald, back from the "Jazz At the Philharmonic" European tour, plays 10 days at the Town and Country in Brooklyn starting May 9. . . Jerry Shamus and His Music opened at the Raleigh Room of the Hotel Warwick April 24 for a two week stand. . . The Modernaires play the annual Los Angeles Police Show for 10 days starting May 1. Norman Granz in town last Monday, after his return from Europe. He is now back on the Coast. . . Teddy Wilson, who leaves WNEW Monday (28), will play engagements in Boston, Washington and Philadelphia before he settles at Julliard this summer to teach. . . Artie Mogull left the Dorsey Brothers and Embassy music firms to take over as professional manager of Starlight Songs, Inc., a new ASCAP firm. . . Joe Davis of Beacon Music leaves next week (1) for an exploitation trip thru Washington, Cleveland, Detroit, Columbus, Rochester and Buffalo. . . Songwriter Al Rinker is town for a two week visit. . . George Jay of Jay and Grene on a promotion tour for Kay Brown.

Sid Goldberg and Morley Palitz, Decca execs, will be in Cleveland next week for a sales meeting of the diskery's North Central Division. . . Decca will set its own branch in Des Moines May 1, replacing the G. W. Onthank Company. Edward Dunker, who managed the Onthank outlet, will head up the branch. . . Lou Goldberg, musical director of WCOB, Boston, will play fiddle with the Boston Pope orchestra this season. . . Don Cornell, Coral chanter, will be in New York next week following engagements in Akron.

Chicago Richard Hayes, after an appearance in Cleveland, planned to Milwaukee Wednesday (23) where he toured the disk jockey shows, then came on to Chicago where he recorded for Mercury Thursday (24) and made several more radio shows. . . Georgia Gibbs, after closing the Chicago Theater Thursday (24), trained to Milwaukee Friday where she plugged her "Kiss of Fire" side in record stores and on radio shows. . . Tiny Hill set for a week at the Elks Club, Spokane, starting June 23, and opens another one-week engagement at Indiana Beach, Monticello, Ind., July 28. . . Larry Folline goes into Forest Park Highlands, St. Louis, June 27 for a week. . . Marvin Cain arrived here last week with the six sides cut by Vic Damone in Stuttgart, Germany. . . Preview Lounge debuted its new Omar Room Friday (25), bringing in Chamaco and His Rumba band. . . Decca held a party backstage at the Chicago Theater Friday (25) for the Ink Spots, who are at the B & K flagship for a week.

Philadelphia Jerry Dorn, former trombonist with Woody Herman, has settled down in this town and opened a haberdashery shop. . . Record promotion man Jack Howard back from a 3,000-mile jaunt in the interests of Bill Haley's Palda plattering of "Rock the Joint" and "Icy Heart." . . Clarence Fuhrman set for the 11th consecutive

summer at the Casino Ballroom in Willow Grove Amusement Park. . . Ames Brothers will make good an earlier booking, checked out because of an auto accident, and will lead the Latin Casino floor show for the May 29 week. . . Billy Williams Quartet added to the Philadelphia Music Festival to be staged June 13 in Municipal Stadium by the newspaper Philadelphia Inquirer. . . Pianist Johnny Paris locates at Giovanni's Restaurant now that he has become co-owner of the midtown spot. . . Red Rodney back at Lou's Moravian.

## Hollywood

Robert Merrill and his recently acquired wife, Roberta Peters, will give a Mr. and Mrs. concert at Philadelphia's Robin Hood Dell June 26, leaving June 28 for a week. . . European honeymoon. . . Spike Jones hits his Hollywood home-land May 1, following wind-up of his tour at Fresno April 30, and will start immediately preparing for his June 21 "All-Star Revue." . . Ernie Felice's first album for Capitol hit the stalls this week. . . Garwood Van will open a 16-week stand at Las Ve-

## 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	RECORDING	RELEASING
WEBB PIERCE That Heart Belongs to Me DECCA 28091—Pierce is at his best in this item. The singer seemed to himself, and it's a good one. Could be a winner.		84-85-84-85	
So Used to Loving You Time isn't on strong as the other side, but Pierce sells it convincingly.		79-80-78-78	
JIMMY WAKELY Forgive Me CAPITOL 3078—The tone now riding high in the pop field receives an appealing and warm interpretation from the country warbler. This could be a strong winner for Wakely. A good disk.		80-82-79-79	
Just Because Wakely comes thru with a strong reading of the recently revived oldie backed by a vocal quartet. A lively disk that could get plays.		77-77-75-79	
MADDOX BROTHERS & ROSE Detour No. 2 A STAR 1048—Chapter 2 in the history of "Detour" gets a colorful working over by the Maddox Brothers and Rose. Latter has a vibrant melody in her voice that comes thru readily.		77-77-76-78	
I'll Still Write Your Name in the Sand Group does a fine job an rhythm selection. One again stands out with her vocal. Dought to catch some air. Both sides are good.		74-74-74-75	
SUE THOMPSON Tadpole MERCURY 6390—Beverly tune, about a lass who wants her man, gets a fine performance from the thrush. Girl's cute voice is suited to the interesting lyrics and the tune is pleasant. Could get deejay spins.		75-77-73-75	
Junior's a Big Boy Now A cute and slick reading of a lively ditty by Sue Thompson. Lyrics are clever and singer impresses.		73-74-73-72	
JERRY BYRD Limehouse Blues MERCURY 6393—The steel guitar is a showy instrument, and Jerry Byrd is one of the best when it comes to making it perform. Here he does a rousing job on a rhythm item.		75-79-72-74	
Kohala March Byrd writes his own arrangement for this Hawaiian number. String Duane back him up on both sides.		72-76-70-70	
LEON PAYNE Weeping Willow CAPITOL 2025—Payne's low voice comes thru well on this weeper. Includes some nice steel work.		75-75-75-75	
Pole Satisfied Green Payne runs thru quite a man in this country. Pole County, Texas delizera should like it.		70-72-68-71	
GENE AULTRY Stop Your Gambling COLUMBIA 20929—The Western singer gives a pleasant reading of a tune that should have some bar interest. The Pianoles and the orchestra play a standard pastie.		74-73-73-76	
Diesel Smoke, Dangerous Curves Lacks the excitement of some of the other versions. Ors lacking in excitement, especially the electric.		70-70-69-70	
BLACKIE CRAWFORD Muttin' Deep Inside CORAL 4422—Chorus is relaxed and resonant in this country weeper. A good platter.		73-74-72-73	
Stupid Cupid Cute lyrics lend some novelty to this rustic number, a side that might draw spins here and there.		70-72-67-73	
JIM EAMES Between the Lines DECCA 28146—Tune is pleasant and retentive and Eames handles the weeper lyrics with sincerity.		72-73-71-72	
I Cried Again The girl chose someone else and the chanter mourns his loss tenderly in this standard weeper.		70-72-67-70	
DANNY BROWN If I Can't Have You CORAL 44125—Here, a one-guy guy sings of true love. It's chanted effectively by Danny Brown.		72-73-71-72	
I'm Afraid You've Waited Too Long Pretty ballad in song tastelessly.		69-69-69-69	
JOHNNY RECTOR I'm Not That Kind CORAL 44126—Bouncy, with a brisk beat, it's chanted effectively by Rector to strong orchestral support.		71-73-69-71	
If They Ever Get Together A wife and a girl friend may spell trouble, sings Rector. Item is fresh, the slight.		67-67-67-67	
VIN BRUCE Dan La Louisiana COLUMBIA 20928—This is a Cajun French song. The combination of French, a string band and a country voice is a little startling, but it will probably do alright in the bayou country. It's a nice tune and Vin Bruce, new on the label, sounds promising.		60-60-60-60	
Fillie De La White This one's about a gal of the town. Bruce gets some nice help from the sidemen, especially the piano and fiddle.		58-58-58-58	
CARL SAUCEMAN Wrap My Body in Old Glory CAPITOL 2000—Sauceman is new on the label. Tune is about the Marine War, and Sauceman handles it nicely with help from the Green Valley Boys.		70-70-70-70	
God's Secret Weapon Religious item gets a good reading from Sauceman.		68-70-67-67	

(Continued on page 34)

gas Last Frontier Hotel, September 15 following a swing thru the Midwest. . . Next big musical to start rolling on the Metro lot is "I Love Melvin." On the same lot, Maynard Ferguson makes his pie debut in "Tribute to a Bad Man," in which he toots his hot trumpet in a scene accompanying MGM tyro chimp, Peggy King. David Raksin will score the film which stars Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell and Barry Sullivan. . . Cliffie Stone's orchestra, augmented by three brass and a bary trombone, accompany on Jeanne Gayle's latest sides cut last week for Capitol. All five tunes are pop versions. This is not the first time Cap's Dave Dexter has called on the Stone group to provide instrumental backing for pop vocals.

To help provide local exploitation for the film, "Aaron Slick From Punk Creek," Paramount's Marty Lewis arranged interviews on five top local deejay shows of the studios Academy Award winning tunesmith team, Jay Livingston and Ray Evans. . . Roy Rogers last week cut for RCA Victor the ballad penned by Livingston and Evans for Paramount's "Son of Paleface," which Rogers warbles on the pie's soundtrack. Side is backed by the theme song for his TV film series, his original cleffing in collaboration with wife Dale Evans. . . Nominees for the Academy of Motion Pictures Arts and Sciences board of directors includes, in the music division, Daniele Amfitheatrof, Burton Lane, Edward B. Powell and Ned Washington. . . Johnny Green bats the Conrad Salinger score for Metro's "Carbine Williams."

Art Frew, who ankle the booking agency field five years ago when he left Associated Booking Corporation in Chicago, is trying to re-enter the skating biz. He has made overtures to Associated Booking Corporation and is now talking to McConkey Artists Corporation, for which he may work out of Chicago. Frew was with GAC's Cincinnati office for some years. . . Harry James and Betty Grable are the owners of Big Noise, one of the candidates for this year's Kentucky Derby. . . MGM records in order to stimulate co-operation between theater owners and record retailers in promoting the new "Singin' in the Rain" album, is offering a \$200 prize to the best fleek team in the country. . . Lou Chudd, of Imperial Records here, is visiting Mexico City and Cuba within the next month. Chudd intends to set up a new distribution point for his Spanish-language records on Imperial in Santiago, Cuba. . . The album covers of International Sacred records are illustrated by Keyo Luke, who played Chazley Chan's son for years in the movies. Luke is now a commercial illustrator.

Here and There Bells of Joy, gospel singers, are on a nationwide p. a. tour as a result of response to their Peacock record, "Let's Talk About Jesus." Bookings are thru the Spiritual Artist Agency, headed by Don D. Boby, who also is handling a Texas-Louisiana tour for Rosetta Tarr. Peacock artist. . . Irving Marcu, Peacock national rep, is in New York to release new recording for the company, some of which will feature Robert Harza, leader of the Christland Singers; Sonny Parker with the Gladys Hampton Boys, and Jefferson Perkins, leader of the Gospel Tones. Southern Wonders recently signed exclusive pacts with Peacock and the Spiritual Agency.

Lewis Elliott, of Martin, Tenn., has written a song titled "Foolish Nancy," with words by Johnny True. . . The Madcaps, harmonica team, recently completed a recording session for Decca in Chicago. They open May 12 at Polumbo's Philadelphia, for two weeks, followed by a week at the Capitol Theater, Washington, May 29.

Mercury Gives Chi Post to Friedman CHICAGO, April 28—Mercury this week appointed Jerry Friedman to head the new Chicago company-owned distributorship, effective May 1. Friedman has been associated with the waxery since its inception in various capacities, and managed the local distributorship when it was previously under company ownership.

Mercury Gives Chi Post to Friedman CHICAGO, April 28—Mercury this week appointed Jerry Friedman to head the new Chicago company-owned distributorship, effective May 1. Friedman has been associated with the waxery since its inception in various capacities, and managed the local distributorship when it was previously under company ownership.



# DECCA DATA

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. 12

Published in the Interests of Decca Dealers and Music Operators

No. 18

TO BUILD PROFITS

## NEW RELEASES—SINGLES & ALBUMS

**Dreams Come Tumbling Down** Andrews Sisters  
Music Lesson 28116\*

**It Only Takes A Moment (To Fall In Love)** Dennis  
Gordon Jenkins with Clark 28138\*

**If They Ask Me** 28138\*

**My Mother's Pearls** Don Cherry  
Wonder 28153\*

**Heavenly Father Evelyn Knight with Sy Oliver**  
Lonesome And Blue 28151\*

**"Two" Minute Waltz** Carmen Cavallaro  
Stars And Stripes Forever 28150\*

**Almost** Mervin Shiner and Grady Martin  
Let's Take A Trip To The Moon 28121\*

**I Love To Hear A Choo Choo Train** Jo Ann Greer  
Fine And Dandy 28149\*

**When We All Get Together Up There**  
Jimmye Davis with The Anita Kerr Singers  
Thirty Pieces Of Silver 28110\*

**I'm Losing Again** Curley Elphinstone  
I Love You Twenty-Four Hours A Day 28114\*

**Viennese Waltz Medley** Lenny Dee  
(a) Vienna Life (b) Tales From The Vienna Woods  
(c) Southern Roses (d) Artist's Life  
(e) You And You 28109\*

**Loud Talkin' Woman** Helen Humes  
From Frank Bull and Gene Norman's  
Blues Jubilee Concert 28113\*

**They Bailed The Joint**  
From Frank Bull and Gene Norman's  
Blues Jubilee Concert

**I Give My Love To You (The Farewell Song)** Alfred Apaka  
28112\*

**Please Don't Cry** Ink Spots  
It's A Sin To Tell A Lie  
That's When Your Heartaches Begin 25505\*

**NEW ALBUM**  
BING AND CONNIE  
BING CROSBY AND CONNIE BOISWELL  
Famous Vocal Duets  
9-309-\$3.75 • DL 5370-\$3.80

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

## TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	SALES
2	SOMEBODY'S STOLEN MY MONEY	Ernest Tubb	28067*
	MY MOTHER MUST HAVE BEEN A GIRE LIKE YOU	Ernest Tubb	
22	WONDERING	Webb Pierce	46364*
	NEW SILVER BELLS	Webb Pierce	
45	PEACE IN THE VALLEY	Red Foley	14573*
	Where Could I Go But To The Lord	Red Foley	
	**DON'T STAY AWAY (Till Love Grows Cold)	Grady Martin	28074*
	GET UP AND GIVE	Grady Martin	
16	MISSING IN ACTION	Ernest Tubb	46389*
	A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	Ernest Tubb	
20	TOO OLD TO CUT THE MUSTARD	Ernest Tubb and Red Foley	46387*
	I'M IN LOVE WITH HOLLY	Ernest Tubb and Red Foley	
	**MUSIC MAKIN' MAMA SECOND HAND	Lonzo and Oscar	28060*
	LET OLD MOTHER NATURE HAVE HER WAY #2	Lonzo and Oscar	
52	JUST A CLOSER WALK WITH THEE	Red Foley	14303*
	STEAL AWAY	Red Foley	
8	MILK BUCKET BOOGIE	Red Foley	27981*
	SALTY DOG RAG	Red Foley	
	**THE FIRST WHIPPOORWILL	Bill Monroe	28045*
	I'M ON MY WAY TO THE OLD HOME	Bill Monroe	

## SEPIA

	**LET'S TALK ABOUT JESUS	Sister Rosetta Tharpe with The South Wind Singers	28075*
	COME UNTO ME	Sister Rosetta Tharpe	
9	PEACE IN THE VALLEY	Sister Rosetta Tharpe with Anita Kerr Singers	48279*
	NEAR THE CROSS	Sister Rosetta Tharpe with Anita Kerr Singers	
13	A MAN AIN'T SUPPOSED TO CRY	Arthur Prysock	27871*
	I DIDN'T SLEEP A WINK LAST NIGHT	Arthur Prysock	
2	AT LAST	Buddy Johnson	27998*
	ROOT MAN BLUES	Buddy Johnson	
	**BLOW-TOP BLUES	Lionel Hampton with Dinah Washington	28059*
	MIDNIGHT SUN	Lionel Hampton	

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

## ALBUM TOP SELLERS

**KING AND I—Original Cast**  
DL 9076-\$4.75 • 9-260-\$4.95 • DL 9088-\$5.85

**LERROY ANDERSON CONDUCTS Volume 2**  
DL 881-\$4.75 • 9-274-\$4.15 • DL 7519-\$3.85

**JUDY AT THE PALACE JUDY GARLAND**  
A-899-\$4.30 • 9-287-\$3.85 • DL 5070-\$3.35

**OKLAHOMA!—Original Cast**  
DL-359-\$5.85 • 9-4-\$5.45 • DL 5000-\$4.85

**LERROY ANDERSON CONDUCTS Volume 1**  
A-810-\$4.75 • 9-151-\$4.15 • DL 7509-\$3.85

**GUYS AND DOLLS—Original Cast**  
DL-825-\$6.70 • 9-203-\$6.30 • DL 8036-\$4.85

**AL JOLSON**  
In Songs He Made Famous  
A-446-\$4.15 • 9-9-\$3.75 • DL 5020-\$3.00

**SATCHMO SERENADES LOUIS ARMSTRONG**  
A-911-\$4.15 • 9-221-\$3.75 • DL 5401-\$3.00

**ON THE MALL—MARCHES**  
With the Goldman Band  
A-704-\$4.15 • 9-295-\$3.75 • DL 5336-\$3.00

## CHILDREN'S TOP SELLERS

**The Adventures of the Lone Ranger: HE BECOMES THE LONE RANGER**  
E-39 • 1-152

**HE FINDS SILVER**  
E-39 • 1-153

**HE FINDS DAN REID**  
E-31 • 1-154

**HE HELPS THE COLONEL'S SON**  
E-31 • 1-155

**CRADLE SONG (Brahms' Lullaby) and THAT SLY OLD GENTLEMAN BING CROSBY**  
E-52 • 1-177

**THE LITTLE ENGINE THAT COULD**  
and  
**LET'S HAVE A PARTY GUY LOMBARDO**  
and His Royal Canadians  
E-57 • 1-187

78 RPM (E) Deccalite (Unbreakable under normal use)  
Records—\$1.00 plus tax  
45 RPM (I) Records (In Decorative Envelope)—95c

## BEST BETS

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

POSITION THIS WEEK	RECORD	ARTIST	SALES
1.	I DON'T MIND I NEVER LOVED ANYONE BUT YOU	Trudy Richards with George Barnes Trudy Richards	28084*
2.	LOVELY WINE Alone And Forsaken	Bill Darnel	27994*
3.	MARPEL BOOGIE RAVIOLI RAG	Bill Snyder	28086*
4.	SLOW DOWN NEVER TRUST A WOMAN	Louis Jordan	28088*
5.	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
6.	GOODY GOODY Air Mail Special	Ella Fitzgerald	28126*
7.	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*	
8.	THE BOOM SONG LITTLE TRAIN A-CHUGGIN' IN MY HEART	Jane Turzy	28062*
9.	THERE'S A CLOUD IN MY VALLEY OF SUNSHINE THE NIGHTINGALE REMEMBERS	Russ Morgan	28063*
10.	DELICADO (Delicate) See If You Like It (Va Se Gusta)	Waldyr Azevedo	28044*
11.	BE ANYTHING (But Be Mine) FORGIVE ME	Peggy Lee and Gordon Jenkins	28142*
12.	EASY ON ME WAITIN' FOR THE EVENIN' MAIL (Sitin' On The Inside Lookin' At The Outside)	Roberta Lee	28080*
13.	LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	Autry Inman	46407*
14.	OLD FOLKS I'LL WALK ALONE	Gene Ammons	28094*
15.	INVITATION THEME FOR LOVE	Victor Young	27965*

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

## TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	SALES
14	BLUE TANGO	Leroy Anderson	27875*
	Belle Of The Ball	Leroy Anderson	
9	PERFIDIA	Four Aces	27987*
	YOU BROUGHT ME LOVE	Four Aces	
	**JEANNINE (I Dream of Lila Time)	Gordon Jenkins	28076*
	INDIAN LOVE CALL	Louis Armstrong and Gordon Jenkins	
12	WIMOWEH	The Weavers and Gordon Jenkins	27928*
	Old Point	The Weavers and Gordon Jenkins	
7	BLUE TANGO	Guy Lombardo	28031*
	AT LAST, AT LAST	Guy Lombardo	
3	MY HERO	Four Aces	28073*
	SPRING IS A WONDERFUL THING	Four Aces	
	**WILD SIDE OF LIFE	Burl Ives and Grady Martin	28055*
	IT'S SO-LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	
7	YOU'LL NEVER WALK ALONE	Fred Waring	27964*
	Tulips and Heather	Fred Waring	
15	BE MY LIFE'S COMPANION	Mills Brothers with Sy Oliver	27889*
	Love Lies	Mills Brothers with Sy Oliver	
21	TELL ME WHY	Four Aces	27860*
	A GARDEN IN THE RY'N	Four Aces	
2	A GUY IS A GUY	Ella Fitzgerald	28049*
	That Old Feeling	Ella Fitzgerald	
3	THE GANDY DANCERS' BALL AROUND THE CORNER (Beneath The Berry Tree)	The Weavers and Gordon Jenkins	28054*
	The Weavers and Gordon Jenkins		
5	HONEST AND TRULY	Guy Lombardo	27995*
	One Little Word	Guy Lombardo	
3	I'LL WALK ALONE	Patty Andrews	28038*
	THAT'S THE CHANCE YOU TAKE	Patty Andrews	
2	THE BLACKSMITH BLUES	Sy Oliver with Trudy Richards	27972*
	Any Time	Sy Oliver with Trudy Richards	

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

## This Week's FEATURE

# LOUIS JORDAN

plays and sings

# SLOW DOWN and NEVER TRUST A WOMAN

Decca 28088 (78 RPM) and 9-28088 (45 RPM)

BREAKING FOR A SMASH!





"KISS  
of  
FIRE"



AMERICA'S NEWEST HIT

*Georgia  
Gibbs*

MERCURY 5823—5823x45



MERCURY RECORDS CHICAGO, ILLINOIS    MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

**THE BILLBOARD Music  
Popularity Charts**

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

**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 23, 24, 25.

Last Week | This Week

1. **1. Wheel of Fortune**  
By Benny Benjamin and George Weiss—Published by Laurel (ASCAP)  
RECORDS AVAILABLE: Bell Sisters-H. Rene, V 20-4520; Cardinals, V 958; F. Carle, V 20-4540; A. Costello-W. Scott, Crescendo C-104; Four Kings Specialty #23; J. Harriman, V 20-4349; M. Humes, Dec 48280; S. Kaye, Col 301; E. Light Ork, Prism 1010; K. Mahr, Remington R-25028; S. McDonald, Cap A. Physco, Dec 27967; J. Scott, Coral 60650; K. Starr, Cap 1964; T. Thomas King 1051; D. Washington, Mercury 8267; B. Wayne, Mercury 5779; E. W. S. Gale, Derby 787; B. Williams, MGM 11172.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated.
2. **2. Blue Tango**  
By Leroy Anderson—Published by Mills Music (ASCAP)  
RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Baxter, Cap 1964; Carle, V 20-4541; X. Cugat, Mercury 5817; D. Hayman, Mercury 5740; G. Lario, Dec 28031; J. Thomas, Mercury 8268; H. Winterhalter, V 20-4518.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth; Terry, Associated.
3. **3. Blacksmith Blues**  
By Jack Holmes—Published by BMI & Range (BMI)  
RECORDS AVAILABLE: E. Britt, V 20-4532; B. Darnell, Dec 27968; Harper-H. James Ork, Col 39673; L. McAuliffe, Col 20907; E. M. W. Cap 1922; A. Mooney, MGM 11171; S. Oliver Ork, Dec 27972.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Worth.
5. **4. Guy Is a Guy**  
By Oscar Brand—Published by Ludlow (BMI)  
RECORDS AVAILABLE: Davis Day, Col 39673; E. Fitzgerald, Dec 28031; Lee-J. Hanson Ork, Remington R-25028.
4. **5. Any Time**  
By Herbert Maddy Lawson—Published by BMI & Range (BMI)  
RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Carle, V 20-4538; E. M. W. Winterhalter, V 20-4539; A. Haley, Mercury 6059; D. Haynes, Dec 28031; Luc & Tria, Intrc 6006; M. O'Connell, Cap 1895; S. Oliver, 27972.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and WM Thesaurus; Spade Cooley, Standard; Lenny Herman, Lang-Worth; Alan M. Associated.
10. **6. I'll Walk Alone**  
By Jules Styne and Sammy Cahn. Published by Mayfair (ASCAP)  
RECORDS AVAILABLE: G. Ammon, Decca 28094; P. Andrews, Decca 28031; D. Cornell, Coral 60650; J. Froman, Capitol 2814; R. Hayes, Mercury 5815; Holmes, MGM 11198; P. King Singers, Victor 20-4642; G. Lombard, V 27468; M. Martin, Decca 23340; L. Prima, Mercury 5218; B. Taylor-P. King Columbia 39654; M. Whitting, Capitol 2800.
9. **7. Kiss of Fire**  
By Lester Allan and Robert Hill—Published by Duchess (BMI)  
RECORDS AVAILABLE: B. Eckstine, MGM 11225; G. Gibbs, Mercury T. Martin, V 20-4621.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Shep Fields Ork, Lang-Worth.
- **8. Be Anything (But Be Mine)**  
By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)  
RECORDS AVAILABLE: R. Brown, Atlantic 962; W. Brown, Mercury D. Dawn, Jubilee 6002; A. Dean, MGM 11197; D. Estes, V 20-4576; F. Franklin, International 101; G. Gibbs, Mercury 5740; J. Gray, Dec 27968; M. Humes, Dec 48284; A. Holmes, King 35145; Les Tres Diamantes, V 20-4576; V. Lynn London 1169; B. McLaurin, Derby 785; J. Ray, Okeh 6840; C. Smith Atlas 1003; C. Taylor, Mercury 8262; J. Valli & H. Winterhalter, V 20-4518; Williams, V 20-4406.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Jerry Standard; Glenn Usher, Associated.
8. **9. Pittsburgh, Pennsylvania**  
By Bob Merrill—Published by Oxford Music (ASCAP)  
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39663.
6. **10. Cry**  
By Churchill Robinson—Published by Mellow (BMI)  
RECORDS AVAILABLE: E. Barton, Coral 60592; R. Casey, Cadillac 100; Chapman, Dec 27857; B. Farrell, MGM 11133; Four Knights, Cap 115; D. Hightower, Dec 48254; A. Holmes, King 35145; Les Tres Diamantes, V 20-4576; V. Lynn London 1169; B. McLaurin, Derby 785; J. Ray, Okeh 6840; C. Smith Atlas 1003; C. Taylor, Mercury 8262; J. Valli & H. Winterhalter, V 20-4518; Williams, V 20-4406.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Jerry Standard; Glenn Usher, Associated.

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**JOHNNIE RAY**  
 Don't Blame Me \* Coffee and Cigarettes \* Walkin' My Baby Back Home \* Out in the Cold Again \* Don't Take Your Love From Me \* The Lady Drinks Champagne \* All of Me \* Give Me Time  
 "Lo" CL 6199 \* 45 Set B-280 \* 78 Set C-280

# this week on COLUMBIA

**COLUMBIA'S No. 1**  
**DORIS DAY**  
**A GUY IS A GUY WHO, WHO, WHO**  
 78 rpm 39673 • 45 rpm 4-39673

three in a row... "Shrimp Boats" - "Ay-Round the Corner" - and now

## JO STAFFORD

presents a haunting new folk tune

### "RAMINAY!" (The New Orleans Chimney Sweep)

with

### "Within Your Arms" (Dans Ses Bras)

Both with Paul Weston and his Orchestra and the Norman Luboff Choir

78 rpm 39725 • 45 rpm 4-39725



**OTHER NEW RELEASES**

**TONI ARDEN**  
**I'M YOURS**  
**KISS OF FIRE**  
 39737, 4-39737

**MITCH MILLER**  
**HORN BELT BOOGIE**  
**SERENADE FOR HORNS**  
 39727, 4-39727

**JIMMY DORSEY**  
**THE NIGHT IS FILLED**  
**WITH ECHOES**  
**TELL ME TRUE**  
 39728, 4-39728

**JANETTE DAVIS**  
**GONNA GET ALONG**  
**WITHOUT YA NOW**  
**HOLD THE PHONE**  
 39689, 4-39689

**JACK RHODES**  
**I'VE LIVED A LOT IN**  
**MY TIME**  
**ETERNITY**  
 20932, 4-20932

**CURLEY DAULTON**  
**ALL MY LIFE I'VE**  
**DREAMED**  
**BETWEEN MIDNIGHT**  
**AND DAWN**  
 20933, 4-20933

**DAISY MAE & OLD BROTHER CHARLIE**  
**COTTON LISLE STOCK-**  
**INGS AND A TWO**  
**DOLLAR DRESS**  
**THE BOY ACROSS THE**  
**STREET**  
 20935, 4-20935

**your check list - COLUMBIA'S TOP TWELVE**

Based on actual sales reports for week ending April 25

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

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

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

**ROSEMARY CLOONEY**  
**Tenderly**  
**Did Anyone Call?**  
 39648, 4-39648

**PERCY FAITH**  
**Delicado**  
**Festival**  
 39708, 4-39708

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

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

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

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

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

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

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

# 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).

## Records Most Played by Disk Jockeys

Based on reports received April 23, 24 and 25

Records listed here in numerical order are played over the greatest number of record sheets. 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 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks   Last   This	(to date)   (week)   (week)	TITLE	Artist	Label
11	1	1	1. WHEEL OF FORTUNE (R)	K. Starr	Capitol
7	3	2	2. GUY IS A GUY (R)	Doris Day P. Weston	Mercury
13	4	3	3. BLUE TANGO	I. Anderson	Decca
12	5	4	4. BLACKSMITH BLUES	E. M. Morse	Capitol
2	7	5	5. KISS OF FIRE	G. Gibbs	Mercury
13	2	6	6. AT LAST	R. Anthony	Capitol
6	13	7	7. I'LL WALK ALONE	D. Cornell	Cornell
21	6	8	8. ANY TIME	E. Fisher-H. Winterhalter	Victrola
8	8	9	9. BLUE TANGO	H. Winterhalter	Victrola
5	11	10	10. THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	Victrola
8	11	11	11. BLUE TANGO	L. Baxter	Capitol
5	16	12	12. FORGIVE ME	E. Fisher-H. Winterhalter	Victrola
7	9	13	13. PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol
5	15	14	14. BE-ANYTHING (But Be Mine)	E. Howard	Mercury
10	22	15	15. WHEEL OF FORTUNE	Bell Sisters	Victrola
1	—	16	16. I'M YOURS	D. Cornell	Cornell
11	14	17	17. WHEEL OF FORTUNE	B. Wayne	Mercury
2	18	18	18. WHAT'S THE USE	J. Ray	Capitol
24	10	19	19. CRY	J. Ray	Okeh
1	—	20	20. KISS OF FIRE	T. Martin	Victrola
1	—	21	21. DELICADO	P. Falch	Capitol
8	27	22	22. PERFIDIA	Four Aces-A. Alberts	Okeh
4	23	23	23. GANDY DANCERS' BALL	F. Laine	Capitol
1	—	24	24. I'LL WALK ALONE	J. Froman	Capitol
1	—	24	24. I'LL WALK ALONE	R. Hayes	Mercury
2	28	26	26. BLUE TANGO	G. Lombardo	Decca
15	—	26	26. TELL ME WHY	E. Fisher-H. Winterhalter	Victrola
1	—	28	28. JUNCO PARTNER	R. Hayes	Mercury
1	—	28	28. HALF AS MUCH	R. Clooney	Capitol
7	—	30	30. HAMBONE	F. Laine-J. Stafford	Capitol

## VOX JOX

By JOE MARTIN

### Gimmix

John Wrisley, WFGM, Fitchburg, Mass., took advantage of the interest in the national election year by running a Central New England poll among listeners for their favorite disk artists. Winners were Johnnie Ray, Doris Day, Billy May, the Marksmen and Les Paul. When Les Paul and Mary Ford did a personal appearance on the Jim Bollinger show, WINN, Louisville, Ky., Jim dug out waxing made by Les with Gene Austin and transcriptions cut by the guitarist under the name of "Rhubarb Red and His Rubes." Eddy Joseph, WHLK, did a special show from the local armory when the Junior Chamber of Commerce staged a "Better Homes Show" in Niagara Falls, N.Y. Lou Barile, WKAL, Rome, N.Y., now has a "Lou Barile Record of the Week" featured on local juke boxes. Bob Brown, WOC, Davenport, Ia., is now devoting two shows a month on his regular afternoon series to the story and music of top artists and composers. Tom Edwards, WERE, Cleveland, reports great success with a gimmick which offers listeners a set of four wallet-size photos of record artists. Listener is required to send in 10 cents and a stamped, self-addressed envelope. Profit of four cents per package goes to a local charity each month. Clark Reed, WAKR, Akron, O., now admits listeners to his Friday afternoon disk show by ticket only. Show has been sold out for more than eight months with host of disk names making personal appearances.

### Chatter

After 10 weeks on WMLN, Mt. Clemens, Mich., deejay Ross Smitherman got a petition signed by 864 local high school students which asked that his nightly show be increased from one hour to two. Station recently went to 1,000 watts. Dennis Murphy, KIND, Independence, Kans., claims never to have spun a Johnnie Ray disk. Clarence Hamann Jr., WJMR, New Orleans, La., wants to thank the many disk distributors and manufacturers for their co-operation in helping make the "Poppa Stoppa" show a success. "Add my name to the list of those griping about not receiving records." Bob Byron, WPEP, Taunton, Mass., Jay Nelson, formerly of KENI, Anchorage, Alaska, has joined KING, Seattle, Wash., and has taken over the "Club 1090." Alan Curtis switched from WFGM, Fitchburg, Mass., to WNNH, Rochester, N.H. "Great to see record companies re-releasing a lot of the old favorites." Jay Giles, WSOY, Decatur, Ill., Bill Buff, KOLO, Reno, Nev., has a new Western show aired mornings and featuring Noble Crew as "Sierra Sidewinder." Can use Western platters. Byron Taylor, KFXD, Nampa, Idaho, says he's grateful for all the records received, whether late or not. Reports that indie distributors give excellent service.

### Ad Lib Cuttings

Aaron Allen, formerly of KTFE, San Antonio, has joined K W D, Seguin, Tex., and started a one-hour "Songs of the Soil," show on which he also plays guitar. Jerry Leighton, WSZA, Huntington, W. Va., is now in video full time, having moved his "Datin' With Leighton" radio show over to WSZA-TV—including The Billboard charts. Jack Larkin, manager and ayem spinner on WLTN, Merrill, Wis., is now the proud papa of his second daughter. Joe Vincent, WHOS, Decatur, Ala., is back at work after two months at home. John Wrisley, WFGM, Fitchburg, Mass., program manager and feature deejay, is being con-

(Continued on page 33)

## Best Selling Sheet Music

Based on reports received April 23, 24 and 25

Tunes listed are the national best sheet music pattern. 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 in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks   Last   This	(to date)   (week)   (week)	TITLE	Artist
10	1	1	1. WHEEL OF FORTUNE (R)	Laurel
7	6	2	2. BLUE TANGO (R)	Mills
16	2	3	3. ANY TIME (R)	Hill & Range
7	3	4	4. BLACKSMITH BLUES (R)	Hill & Range
12	4	5	5. PLEASE, MR. SUN (R)	Weiss Barry
6	8	6	6. GUY IS A GUY (R)	Ludlow
2	7	7	7. BE ANYTHING (But Be Mine) (R)	Shapiro-Bernstein
6	10	8	8. PITTSBURGH, PENNSYLVANIA (R)	Oxford
2	11	9	9. I'LL WALK ALONE (R) (F)	Mayfair
20	9	10	10. CRY (R)	Mellow
12	5	11	11. BE MY LIFE'S COMPANION (R)	E. H. Morris
1	—	12	12. PERFIDIA (R)	Peer
3	15	13	13. FORGIVE ME (R)	Advanced
1	—	14	14. KISS OF FIRE (R)	Duchess
19	14	15	15. LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier

## 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 B. Pezmar's Audience Coverage Index. The index is projected upon radio logs made available to Pezmar's ACI by the Accurate Recording Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of tied tunes alphabetically). This music checked is predominantly over 60 per cent alive.

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

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POSITION	Weeks   Last   This	(to date)   (week)   (week)	TITLE	Artist
1	1	1	1. GUY IS A GUY	Ludlow-BMI
2	1	1	2. I'M IN LOVE (R)	Fernando-ASCAP
3	1	1	3. ANY TIME (R)	Hill & Range-BMI
4	1	1	4. ROUND THE CORNER (R)	Frank-ASCAP
5	1	1	5. AT LAST (R)	Frank-ASCAP
6	1	1	6. BE ANYTHING (But Be Mine) (R)	Shapiro-Bernstein-ASCAP
7	1	1	7. BE MY LIFE'S COMPANION (R)	E. H. Morris-ASCAP
8	1	1	8. BLUE TANGO (R)	Hill & Range-BMI
9	1	1	9. BROKEN HEARTED (R)	DeSylva, Brown & Henderson-ASCAP
10	1	1	10. CRY (R)	Mellow-ASCAP
11	1	1	11. FOR THE VERY FIRST TIME (R)	Barlow-ASCAP
12	1	1	12. FORGIVE ME (R)	Advanced-ASCAP
13	1	1	13. GANDY DANCERS' BALL (R)	Dixey-ASCAP
14	1	1	14. GOING ON A HAYRIDE (R)	Chappell-ASCAP
15	1	1	15. HAPPY AND TRULY (R)	Ludlow-ASCAP
16	1	1	16. NEW CROP (R)	Life-BMI
17	1	1	17. I HEAR A Rhapsody (R)	Broadcast Music-BMI
18	1	1	18. IF SOMEONE HAD TOLD ME (R)	Warman-ASCAP
19	1	1	19. I'LL WALK ALONE (R) (F)	Adam, Van-Abbot-BMI
20	1	1	20. NEW CROP (R)	Doctors-BMI
21	1	1	21. HOODLIN' RAG (R)	Bingman, Veech & Conn-ASCAP
22	1	1	22. PERFIDIA (R)	Peer-BMI
23	1	1	23. PITTSBURGH, PA. (R)	Oxford-ASCAP
24	1	1	24. PLEASE, MR. SUN (R)	Weiss Barry-BMI
25	1	1	25. SINGIN' IN THE RAIN (R) (F)	Robins-ASCAP
26	1	1	26. TELL ME WHY (R)	Signet-BMI
27	1	1	27. UP AND DOWN NAME (R)	Life-BMI
28	1	1	28. WHEEL OF FORTUNE (R)	Laurel-ASCAP
29	1	1	29. WOULD YOU (R)	Robins-ASCAP
30	1	1	30. WOULD YOU (R)	Robins-ASCAP

### Top Ten in Television

POSITION	Weeks   Last   This	(to date)   (week)   (week)	TITLE	Artist
1	1	1	1. GUY IS A GUY (R)	Ludlow-BMI
2	1	1	2. ANYTIME (R)	Hill & Range-BMI
3	1	1	3. BE MY LIFE'S COMPANION (R)	E. H. Morris-ASCAP
4	1	1	4. BLUE TANGO (R)	Hill & Range-BMI
5	1	1	5. CRY (R)	Mellow-ASCAP
6	1	1	6. I HEAR A Rhapsody (R)	Broadcast Music-BMI
7	1	1	7. PLEASE, MR. SUN (R)	Weiss Barry-BMI
8	1	1	8. SINGIN' IN THE RAIN (R) (F)	Robins-ASCAP
9	1	1	9. WHAT GOOD IS A GUY (R)	Mellow-ASCAP
10	1	1	10. WHEEL OF FORTUNE (R)	Laurel-ASCAP

## England's Top Twenty

POSITION	Weeks   Last   This	(to date)   (week)   (week)	TITLE	Artist
9	1	1	1. UNFORGETTABLE	Boone Music, Ltd.—Boone Music
7	2	2	2. CRY	Francis Day—Mellow
10	4	3	3. SLOWCOACH	Stirling—
14	3	4	4. THERE'S ALWAYS ROOM AT OUR HOUSE	Cambell-Cornelly—Sanity-Jay
11	6	5	5. LITTLE WHITE CLOUD	Larry Saver, Ltd.—Saver
4	7	6	6. BE MY LIFE'S COMPANION	Morris—E. H. Morris
17	5	7	7. MISTAKES	Lorraine Wright—Billie Music
6	8	8	8. WE WON'T LIVE IN A CASTLE	Cambell-Cornelly—Oxford Music
7	9	9	9. SATURDAY RAG	John Fields—
3	10	10	10. TELL ME WHY	Signet—
8	11	11	11. I WANNA SAY HELLO	Stirling—Johnston-Morris
3	12	12	12. AT LAST, AT LAST	Pickwell—Duchess
3	13	13	13. PLEASE, MR. SUN	Chappell—Weiss & Barry
14	10	14	14. DOMINO	Lewis—Pickwell
7	16	15	15. ONLY FOOLS	Sun—
1	—	16	16. NEVER	Robins—
18	13	17	17. AT THE END OF THE DAY	Chappell—Chappell
15	15	18	18. WHY WORRY	MacFadden—Lands
1	—	19	19. AROUND THE CORNER	Frank—
1	—	20	20. ANY TIME	Victoria—Hill & Range

\*Publisher not available as The Billboard goes to press.



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FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

*a most unusual Instrumental*

*Stan*

## KENTON

**"DELICADO"**  
and  
**"BAGS AND BAGGAGE"**  
RECORD NO. 2040

### BEST SELLING POPULAR ALBUMS

(Based on Actual Field Reports)

A NEW CIRCUS ALBUM!



## "CIRCUS PARADE"

MERLE EVANS Conducting

RINGLING BROS. AND BARNUM & BAILEY BAND

ALBUM NO. 313

	QUANTITY		
	45	78	33 1/3
"WITH A SONG IN MY HEART" Jane Froman	309		
"KITTEN ON THE KEYS" Ray Turner	306		
"LEGEND OF THE SUN VIRGIN" Yma Sumac	299		
"HOUSEPARTY HOP" Ray Anthony	293		
"TODAY'S TOP HITS, Volume III" 8 Top Artists	9104	X	X
"ACCORDION POWERHOUSE" Ernie Felice	307		
"CIRCUS PARADE" Ringling Bros. and Barnum & Bailey Band	313		
"EASY DOES IT" Benny Goodman	295		
"THREE WISHES FOR JAMIE" The Original Broadway Cast	317		
"VOICE OF THE XYBAT" Yma Sumac	244		
"BOB CROSBY AND HIS BOBCATS" Bob Crosby	292		X
"MODERN SOUNDS" Shorty Rogers	294		
"AN AMERICAN IN PARIS" Paul Whiteman	301		X

### TOP SELLERS...POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"WHEEL OF FORTUNE" "I WANNA LOVE YOU" Kay Starr	1964		"LET OLD MOTHER NATURE HAVE HER WAY" "GIVE ME MORE, MORE, MORE" Margaret Whiting	1965	
"THE BLACKSMITH BLUES" "LOVE ME OR LEAVE ME" Ella Mae Morse	1923		"GOD'S LITTLE CANDLES" "WONDERING" Joanne Gayle	2018	
"I'LL WALK ALONE" "WITH A SONG IN MY HEART" Jane Froman	2044		"MISTAKES" "PERFIDIA" Ben Light	2023	
"I WAITED A LITTLE TOO LONG" "IHO HO HA HA ME TOO" Kay Starr	2062		"TIGER RAG" "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford	1920	
"BLUE TAMCO" "PLEASE, MR. SUN" Les Baxter	1966		"YOU WILL NEVER GROW OLD" "YOU WEREN'T THERE" Nat (King) Cole	1968	
"DELICADO" "BAGS AND BAGGAGE" Stan Kenton	2040		"WON'T YOU SURRENDER" "PRETTY AS A PICTURE" Dean Martin	2001	
"AT LAST" "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912		"WHAT DOES IT TAKE TO MAKE YOU TAKE TO ME" "SOMEWHERE ALONG THE WAY" Nat (King) Cole	2069	
"HONEST AND TRULY" "WHEN THE SWALLOWS COME BACK TO CAPIS-TRANO" Billy May	2054		"WHEN YOU'RE SMILING" "ALL I HAVE TO GIVE YOU" Dean Martin	1975	
"TWO LITTLE KISSES" "WHO'S EXCITED!" Jan Garber	2033		"HEBBING BOATS" "SIN" Mickey Katz	1961	
"I'M A SCHLEMEIL OF FORTUNE" "THE LITTLE WHITE KNISH THAT CRIED" Mickey Katz	2046		"HAMBONE" "THE GANDY DANCERS' BALL" Tennessee Ernie	2017	
"WASHINGTON AND LEE SWING" "YES SIR, THAT'S MY BABY" Jerry Sherd	2021		"TRY ME ONE MORE TIME" "FOGOT RIVER" Margaret Whiting	1984	
"THE HEART OF A CLOWN" "WHAT A DIFFERENCE A DAY MADE" Nellie Lutcher	1978		"DON'T MAKE ME CRY AGAIN" "WAITING IN THE LOBBY OF YOUR HEART" Hank Thompson	2069	
"BE ANYTHING" "RIGHT OR WRONG" Helen O'Connell	2011		"NODDIN' RAG" "YES! YES! YES! YES!" Joe (Fingers) Carr	2009	
"MY LITTLE GIRL" "PERME POLKA" Johnny Pecon	2061		"I COULD WRITE A BOOK" "I'LL WALK ALONE" Margaret Whiting	2000	
"THE LITTLE BROWN GAL" "WHATSA MALLA U" The Dinning Sisters	2004				

### TOP COUNTRY and HILLBILLY

	QUANTITY			QUANTITY	
	78	45		78	45
"THE WILD SIDE OF LIFE" "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942		"THERE SHALL BE SHOWERS OF BLESSINGS" "THE LETTER EDGED IN BLACK" Tex Ritter	2034	
"EVERYBODY'S GOT A GIRL BUT ME" "PUT YOUR ARMS AROUND ME" Tennessee Ernie	2042		"KINFOLKS IN CAROLINA" "RAINY DAY FEELIN'" Merle Travis	2014	
"TATTLE TALE TEARS" "HAVE I WAITED TOO LONG" Faron Young	2039		"IT'S OUR GOODBYE" "WOMEN BEWARE" Jimmie Skinner	2007	
"SATISFIED" "HIDE ME ROCK OF ACES" Martha Carson	1900		"WARM, WARM KISSES" "SUSPENSE" Jimmy Lee	2051	
"DIESEL SMOKE, DANGEROUS CURVES" "ALMANAC SONG" Billy Strange	2022		"TEN TO ONE I LOVE YOU" "I'VE GOT NEWS FOR YOU" Rod Morris	2022	
"LONESOME DOLLAR BILL" "CADILLAC BLUES" Jess Willard	2043		"GOODBYE, LITTLE GIRL" "LOVE SONG OF THE WATERFALL" Jimmy Wakely	2028	
"GIRL WITH A PAST" "YOU'RE IN LOVE WITH YOU" Jimmy Heap, Perk Williams	2035		"WORDS" "I'M MISSIN' LOTS OF LOVIN'" Terry Preston	2024	

### TOMORROW'S HITS—TODAY

	78	45
"I'M CONFESSIN'" "CARIACA" Les Paul and Mary Ford	2060	
"WEEPING WILLOW" "POKE SALAD GREEN" Leon Payne	2055	
"I LOVE TO HEAR A CHOO CHOO TRAIN" "TO BE LOVED BY YOU" Clyde McCoy	2045	
"WRAP MY BODY IN OLD GLORY" "GOD'S SECRET WEAPON" Carl Slocum	2060	
"LORD BLESS HIS SOUL" "MORRIS" Mel Blanc	2048	
"TATTLE TALE" "ANYTHING THAT'S PART OF YOU" Bob Eberly	2036	
"DON'T MAKE ME CRY AGAIN" "WAITING IN THE LOBBY OF YOUR HEART" Hank Thompson	2063	
"SHOWSHOE THOMPSON" "FATBACK LOUISIANA, U.S.A." Tennessee Ernie	2066	
"I'M SO EASY TO SATISFY" "WHAT IS I DO?" Gracie MacKenzie	2059	
"GOODY GOODY" "IT'S BEEN SO LONG" Joanne Gayle	2037	

### NEW RELEASES

	78	45
"HONEY TONE BLUES" "ZITHER BLUES" Jan Garber	2068	
"WHAT DOES IT TAKE TO MAKE YOU TAKE TO ME" "SOMEWHERE ALONG THE WAY" Nat (King) Cole	2069	
"THE MORN WITH TWO MOUTHPIECES" "I MAY HATE MYSELF IN THE MORNING" The Lancers	2070	
"BET-I-CHA" "I PASSED YOUR HOUSE TONIGHT" Dean Martin	2071	
"OAKIE BOOGIE" "LOVE YA' LIKE HADD" Ella Mae Morse	2072	
"CURTAIN OF TEARS" "PLEASE COME BACK" Skeets McDonald	2073	
"ROSALIE" "MEXICALI ROSE" Ben Light	2074	
"MOBLIN' BABY OF MINE" "I'LL NEVER BE THE SAME" Gene O'Quinn	2075	
"FORNMENT" "AGAIN AND AGAIN" Lou Dinning	2076	
"I WANNA REST" "OLD BLIND BARNABUSS" Martha Carson	2077	

MAIL TO YOUR NEAREST



DISTRIBUTOR

CUST. ORDER NO.	DATE
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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# 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 23, 24 and 25

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 ratings are weighted according to size of market area. Records listed numerically according to greatest sales. The "W" side of each record is also listed.

Weeks (Last 10)	Position (This Week)	Title	Artist	Label
12	1	1. WHEEL OF FORTUNE Belle of the Ball	K. Starr	Capitol
17	2	2. BLUE TANGO	L. Anderson	Decca
12	3	3. BLACKSMITH BLUES Lone Me or Leave Me	E. M. Morse	Capitol
8	4	4. GUY IS A GUY Who, Who, Who	Doris Day	Weston
3	5	5. KISS OF FIRE Lasting Thing	G. Gibbs	Mercury
8	6	6. PITTSBURGH, PENNSYLVANIA Dad With the Suspenders	G. Mitchell	Miller
7	10	7. I'LL WALK ALONE That's the Chance You Take	D. Cornell	Capitol
24	6	8. CRY Little White Cloud That Cried	J. Ray	Okeh
7	9	9. FORGIVE ME That's the Chance You Take	E. Fisher-H. Winterhalter	Mercury
22	7	10. ANY TIME I Never Before	E. Fisher-H. Winterhalter	Mercury
2	22	11. I'M YOURS My Mother's Pearls	D. Cornell	Capitol
8	12	12. BLUE TANGO Gypsy Trail	H. Winterhalter	Mercury
4	17	13. WHAT'S THE USE Mountain in the Moonlight	J. Ray	Capitol
22	15	14. TELL ME WHY Garden in the Rain	Four Aces	Alberis
11	11	15. PERFIDIA You Brought Me Love	Four Aces	Alberis
2	19	15. DELICADO Festival	P. Faith	S. Freeman
1	17	17. KISS OF FIRE For Use Very First Time	T. Martin	Mercury
6	13	18. BE ANYTHING (But Be Mine) She Toss	E. Howard	Mercury
5	18	19. WHISPERING WINDS Love, Where Are You Now	P. Page	Mercury
1	19	19. I'M YOURS Just a Little Love	E. Fisher-H. Winterhalter	Mercury
3	16	21. BLUE TANGO At Last, At Last	G. Lombardo	MGM
5	25	22. AROUND THE CORNER Henny Drops Her Curtain Down	J. Stafford	Capitol
6	21	23. GARDY DANCERS' BALL When You're in Love	L. Laine	Capitol
15	13	24. PLEASE, MR. SUN (Here Am I) Broken Hearted	J. Ray	Capitol
11	25	25. TULIPS AND HEATHER Phase, Mr. Sun	P. Como	Mercury
4	28	26. THAT'S THE CHANCE YOU TAKE Fergie Mc	E. Fisher-H. Winterhalter	Mercury
2	23	27. KISS OF FIRE Beneath the Sun	B. Eckstein	MGM
10	27	27. BE MY LIFE'S COMPANION Love Lies	Mills Brothers	Decca
5	27	27. BLUE TANGO Please, Mr. Sun	L. Baxter	Capitol
1	27	27. SEPTEMBER SONG I Want My Mama	Liberace	Capitol

## • Best Selling Classical Albums

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

1	1.	Puccini: La Bohème; L. Abbado, J. Perrot, A. Toscanini, conductor	V (33) LM-5006
2	2.	Mozart: Symphonies at the Exhibition, Chicago Symphony Ork. Kubelik, conductor	MGM (33) MG-50000
3	3.	Debussy: La Mer, NBC Symphony Ork. A. Toscanini, conductor	V (33) LM-1221
4	4.	Vivaldi: La Traviata (Complete Opera); L. Abbado, G. DeSantis, J. Perrot, R. Merrill, J. Breland, J. Perrot, M. Sullman, NBC Symphony Ork. & Chorus, A. Toscanini, conductor, Wilkowsky, director	V (33) LM-6003
5	5.	Bethoven: Symphony No. 9; & Hellingsberg, R. Amsel, G. Mallo, R. Marr, Vienna Philharmonic Ork. & Vienna State Opera Chorus; F. Weingartner, conductor	Capitol (33) SL-165

Best Selling 45 R.P.M.

1	1.	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork. P. Monteux, conductor	V (45) WDM-920
3	3.	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork. V. Golschmann, conductor	V (45) WDM-1078
2	2.	Stravinsky: Music of Johann Strauss; Milwaukee Symphony Ork. E. Ormandy, conductor	V (45) WDM-252
4	4.	The Great Caruso; M. Lombardi, RCA Victor Ork. G. Callias, conductor	V (45) WDM-1606
—	4.	Resnais: William Tell Overture; NBC Symphony Ork. A. Toscanini, conductor	Capitol (45) WDM-605

## DEALER DOINGS

### News and Views

John Pommer, Pommer's Record Center, Troy, N. Y., admits disk jockeys are fine promoters of platter sales, but he thinks they too often favor tune versions they individually prefer, instead of trying to please their listeners. He suggests, "If they (deejays) want to get the public's true vote, why don't they play the same selection by various artists. Let the listening public decide which is the best arrangement."

Turntable Record Shop, Columbus, O., writes: "The death of 78 r.p.m. singles is nearer than most dealers will admit. We find that many of our few remaining 78 buyers can use 45. When we are out of a number on 78 and have the 45, the customer will usually say, 'Give me the 45 then, I have a three-speed player.' We find that the 78 market is diminishing so rapidly that we are closing out all 78 albums and have stopped buying." Mrs. P. D. Seilday, of Modern Electric, Vermillion, S. D., feels that there is an important need for lower-priced LP's. "There are many students that would like to buy classical music on long play, but the price for each record is too high."

Bill Bird, of Gregory's Music Store, Plainfield, N. J., states: "I think if all record companies would use the optional center on 45's, every dealer would be able to sell more of them. They would be less trouble and no extra expense."

Herbert Gray, of The Music Box, Hillsdale, N. J., informs: "We have marked down all albums 25 per cent, and we are not ordering any for stock, only what we get orders for."

### Musical Therapy

Here's a heart-warming note from Mrs. Louis Dean, of the Dean Record Shop, Hyannis, Mass.: "We just had the thrill of a lifetime. We asked our local radio station, WOCB, to pick out surplus record samples — both manufacturers' and those we supplied for pop disk jockey shows. They did, picked out 80, and we delivered them to the local Red Cross headquarters. The head of the Red Cross Service Unit, Camp Edwards, called me later and said it was just like Christmas at that hospital when the records were received. They did a real job of morale building." Mrs. Dean hopes the idea will spread nationally.

### Bouquets

Pace Music, Saginaw, Mich., writes: "I just want to say that on the whole we get excellent co-operation from our salesmen and distributors. Some in particular go all out to be of service." The following kind words come from Dorothy H. Richards, of Richards Music Company, Saiford, Ariz.: "Salesman Jack Harris, of Midland Specialty, El Paso, is so good that he doesn't seem like a salesman, but rather like a good friend to the dealers he calls on. Mr. M. B. Krupp, another distributor in El Paso, almost always has what we order in stock, and he never makes a mistake. Lawrence Salzman, of Sunland Supply, El Paso, is so kind and conscientious he even tells us what records to order from other distributors when he's certain they will be hits. Fine guys!"

### PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might advertise and promote attractions for amusements and shows. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Ad-Workshop Dept., The Billboard, 168 W. Randolph St., Chicago 1, Ill.

## • Best Selling Children's Records

Based on reports received April 23, 24 and 25

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

Weeks (Last 10)	Position (This Week)	Title	Artist	Label
8	1	1. PETER COTTONTAIL (One Record)	C. Avery	Capitol
33	2	2. SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Deems Day	Vocalion
40	4	3. ALICE IN WONDERLAND (One Record)	K. Barlowe-E. W. K. Barlowe	Decca
5	3	3. EGGERT THE EASTER EGG (One Record)	R. Rogers	Vocalion
116	5	5. CINDERELLA (Two Records)	M. Blane B. May	Capitol
71	7	6. TWENTY PIE (One Record)	M. Blane B. May	Capitol
49	8	7. LOWE RANGER VOL. 1 (He Becomes the Low Ranger) (One Record)	G. Trenholme	Decca
4	3	8. EGGERT THE EASTER EGG (One Record)	R. Rogers	Vocalion
2	11	8. PETER COTTONTAIL (One Record)	C. Avery	Capitol
73	9	10. BOB ON THE FARM (Two Records)	P. Cole-B. May	Capitol
55	9	10. LITTLE ENGINE THAT COULD (Two Records)	P. Wang	Vocalion
5	12	10. IT'S HOWDY DODDY TIME (One Record)	Howdy Doody-B. Smith	Vocalion
33	—	10. WINNIE THE POOH & THE HEFFALUMP WINNIE THE POOH & THE TIGGER	Walt Disney	Capitol
52	—	10. LITTLE RED CABOOSE (One Record)	Sparkie-R. Carter CBS Drk.	Capitol
52	—	15. PETER AND THE WOLF (Two Records)	Sterling Holloway	Vocalion

## • Best Selling Pop Albums

Based on reports received April 23, 24 and 25

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

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

1	1.	AN AMERICAN IN PARIS	G. Kelly-E. Gledhill-J. Green	MGM
2	2.	WITH A SONG IN MY HEART	J. Freeman	Capitol
3	3.	I'LL SEE YOU IN MY DREAMS	Boris Day-Original Cast	Capitol
4	4.	JOHNNIE RAV	J. Ray-Four Lasts-B. Cole Quartet	Capitol
5	5.	SINGIN' IN THE RAIN	Original Cast	MGM
6	6.	SHOW BOAT	Original Cast-K. Grayson-A. Gardner-H. Keel	MGM
7	7.	TOP POPS	F. Carle	Vocalion
8	8.	SOUTH PACIFIC	Mary Martin-Eric Pleshch	Capitol
9	9.	DUO VADIS	Original Cast-M. Rossi	MGM
10	10.	LEGEND OF THE SUN VIRGIN	Yola Sings-M. Vinograd	Capitol

Best Selling 45 R.P.M.

5	1.	WITH A SONG IN MY HEART (Four Records)	J. Freeman	Capitol
2	2.	JOHNNIE RAV (Four Records)	J. Ray-Four Lasts-B. Cole Quartet	Capitol
3	3.	AN AMERICAN IN PARIS (Four Records)	G. Kelly-E. Gledhill-J. Green	MGM
4	4.	I'LL SEE YOU IN MY DREAMS (Four Records)	Boris Day-Original Cast	Capitol
6	5.	SINGIN' IN THE RAIN (Four Records)	Original Cast	MGM
8	6.	SHOW BOAT (Four Records)	Original Cast-K. Grayson-A. Gardner-H. Keel	MGM
4	7.	TOP POPS (Four Records)	F. Carle	Vocalion
7	8.	GLENN MILLER CONCERT (Four Records)	G. Miller	Vocalion
9	9.	MONKEY TONK PIANO (Three Records)	F. Carle	Vocalion
10	10.	GLENN MILLER (Four Records)	Glenn Miller	Vocalion
—	10.	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pleshch	Capitol

## • Classical Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-39 POOR

MAHLER: EINES FÄHRERDEN GESELER (SONGS OF A WAYFARER) AND HUGO WOLF: SONGS — Blanche Thomson-Sol Ariana Bault, Cond. William Hughes (1-12")

Decca's Wagner will find this casting of Mahler and Hugo Wolf songs exciting fare, beautifully interpreted by Blanche Thomson. At her best in concert performance, Miss Thomson proves her right to the title of a few artists in the existing Mahler set. Vocally, she is most effective in the lovely and difficult piano-song passages of Mahler's "Wenn Mein Schicksal Meiner Lieber" and "Der Zivill-Bismarck." Specially recommended by William Hughes is the Hugo Wolf songs, Miss Thomson does her best work in "Verschönerung Lieber" and "Schneeflocke des Jünglings," both of which demand the most of her intelligence and careful reading. Attractively packaged with adequately translated libretto, this album would prove a fine addition to the Modern Collector's Library.

MOZART: QUINTET IN A MAJOR, K-581 FOR CLARINET AND STRINGS — Benny Goodman-American Art Quartet (1-12")

Benny Goodman has been at work seriously for some time now in perfecting his legitimate clarinet tone and approach to classical music. During the past year or so he has been studying with Reginald Kell, now firmly settled in this country. Most interesting facet of the close relationship between the two clarinetists is now taking place. Both Kell and Goodman hit the gram market at the same time with their individual readings of the Mozart A Major Quintet. And good at this performance! It is questionable whether the usual Mozart will buy

it in preference to the well recorded on Decca. There are, in addition, three earlier editions of the same work on other labels. Many of the Goodman's playing fans, however, may want this as an example of their idol's progress in serious music.

WINSKY-KORSIKOVA: CONCERTO FOR TROMBONE AND MILITARY BAND AND FESTIVE MOODS FOR STRINGS — Boris Shuman-Symphonic Artists Band-Tiber Serly, Cond. Radio Artists String Quartet (1-12")

That's a real novelty. It is an unlikely by Russian-born early in his musical career and has little of the Russian flavor that was to imbue his later work. Shuman's genius shines in a few moments in the piece's first part. The disc side is filled out with three short pieces in folk style by the same composer. On the reverse side, the Radio Artists String Quartet, and otherwise identified, turns in pleasant readings of three selections by Grieg, Lyadov and Rik that comprise an effective suite. Recording is high-quality. Packaging is attractive and sturdier than most.

HAYDN: MISSA SOLEMNIS IN B FLAT MAJOR — Orchestra Symphonica di Verona Alex Larsen, Cond. (1-12")

Verona (ES) SLP-541

The last of 16 masses Haydn wrote, this one takes the name of "Harmonization" due to the important harmonic function it assigns the woodwinds. Composition has been rated among the important in the form. The work is given a four-square performance, with serious, earnest, and orchestra all showing to good advantage. It's an LP first.

Shining thru with a Great **NEW** Release

**"DELICADO"**

and

**PLINK, PLANK, PLUNK**

THE THREE SUNS

20-4677  
47-4677

This week's

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

Release 25-18

Ships Coast to Coast, Week of May 4

**POPULAR**

**THE BELL SISTERS and HENRI RENE and his Orchestra**  
Mata, Mata (Harry, Harry)  
Boo-Boo 20-4685—(47-4685)\*

**MINDY CARSON with Orchestra** conducted by Earl Sheldon  
Come Out, Come Out Wherever You Are  
Ho-Ho 20-4681—(47-4681)\*

**PERRY COMO with Mitchell Ayres and his Orchestra**  
Why Did You Leave Me?  
Lonesome—That's All 20-4687—(47-4687)\*

**SIX FAT DUTCHMEN** under direction of H. Loeffelmacher  
The Saxophone Scatolich  
The Spasmators Leader 20-4686—(47-4686)\*

**SELEN'S TROPICANA BOYS**  
Son So So Ho—Garcacha  
Magdalena—Garcacha 20-4678—(47-4678)\*

**COUNTRY — WESTERN**

**ROSALIE ALLEN**  
Bills of Price  
Tomber 20-4683—(47-4683)\*

**CHET Atkins and his Galloping Guitars**  
Spanish Fandangos  
You Mean Little Heart 20-4684—(47-4684)\*

**RHYTHM-BLUES**

**JOHN GREER and his Rhythm Rockers**  
Lonesome and Blue  
I Need You 20-4685—(47-4685)\*

**SACRED**

**GEORGE BEVERLY SHEA**  
My God and I  
Whenever He Watches 20-4679—(47-4679)\*

\*45 rpm. cat. no.

*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.

- \$ I'm Yours/Just a Little Lovin' Eddie Fisher 20-4680—(47-4680)\*
- \$ Busybody/I Don't Mind Pee Wee King 20-4655—(47-4655)\*
- \$ Someone Calls Me Daddy/Don't Ever Take the Ribbons From Your Hair Eddy Arnold 20-4646—(47-4646)\*
- \$ Blue Tango Hugo Winterhalter 20-4518—(47-4518)\*
- \$ Anytime Eddie Fisher 20-4359—(47-4359)\*
- \$ Kiss of Fire Tony Martin 20-4671—(47-4671)\*
- \$ That's the Chance You Take/Forgive Me Eddie Fisher 20-4574—(47-4574)\*
- \$ There's a Blue Sky Out Yonder/Stop Your Gambling Spike Jones 20-4669—(47-4669)\*
- \$ Perfidia/At Last Glenn Miller 27-0157—(42-0157)\*
- \$ Tell Me Why/Trust in Me Eddie Fisher 20-4444—(47-4444)\*
- \$ I Just Telephone Upstairs Hank Snow 20-4632—(47-4632)\*
- \$ Tulips and Heather/Please, Mr. Sun Perry Como 20-4455—(47-4455)\*
- \$ Lady Love/Idaho State Fair Vaughn Monroe 20-4611—(47-4611)\*
- \$ I May Hate Myself in the Morning Steve Gibson 20-4670—(47-4670)\*
- \$ Got You on My Mind John Greer 20-4548—(47-4548)\*

*Coming Up...*

★ Indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling 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 Disk Jockeys Pick: The Retailers Pick: The Operators Pick: Billboard, April 26th Issue.
- ★ **I'M YOURS**  
Eddie Fisher 20-4680—(47-4680)\*  
The Retailers Pick: Billboard, April 26th Issue.
- ★ **THREE WAYS OF KNOWING**  
Johnnie and Jack 20-4586—(47-4555)\*  
Country and Western Disk Jockeys Pick: Billboard, April 26th Issue.

**TIPS**

**WHY DID YOU LEAVE ME!**

Perry Como 20-4687—(47-4687)\*



**BET YOU DIDN'T KNOW**

that when Ray Milland, Academy Award winning actor, was doing a guest appearance on the STARS REVIEW THE HITS, a radio program on which RCA Victor records are played, he confessed that he wasn't particularly interested in acting. "Then why do you act?" asked the announcer. "SSSS," replied Mr. Milland. We think his honesty (and his diction) merit an Academy Award. And our personal nomination for an Academy Award is Perry Como's recording of WHY DID YOU LEAVE ME?

**BET YOU DIDN'T KNOW**

that "The Bell Sisters" are really the Strother Sisters. They are both beautiful teenage girls, and were discovered for RCA Victor by Maestro Henri Rene, who is well out of his teens. The latest record by The Bell Sisters with Henri Rene and His Orchestra is RUTZA, RUTZA (Harry, Harry), coupled with BOO HOO.

**BET YOU DIDN'T KNOW**

how many un-related stars named Martin there are in show business. They are Tony Martin, Freddy Martin, Mary Martin and Dean Martin to mention a few. The one we have currently in mind is Tony Martin, whose RCA Victor recording of KISS OF FIRE is tops on the best seller lists everywhere. Have you heard it?

**BET YOU DIDN'T KNOW**

that a Russian delegate to the United Nations dropped into a Broadway record shop recently and was shown a 45 rpm player for the first time. The proprietor explained that the machine revolved 45 times per minute. "Magnificent!" the Russian cried. "Wonderful! Imagine! 45 revolutions every minute!" There's nothing very revolutionary about the recording of COME OUT, COME OUT (Wherever You Are) by Mindy Carson, but we think it makes for fine, lively listening.

The stars who make the hits are on

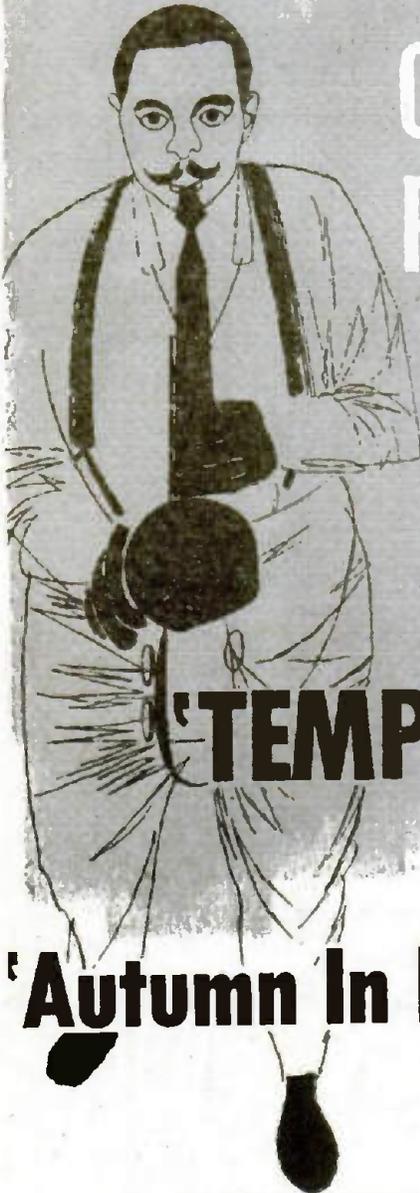
**RCA VICTOR Records**

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# THE GREAT! THE GREATEST!



**CHARLIE  
PARKER**  
WITH  
STRINGS

## 'TEMPTATION' AND 'Autumn In New York'

"... NO ONE LIKE PARKER TO IMPROVISE ... NO ONE LIKE  
PARKER TO PLAY THE MELODY. HERE HE DOES BOTH SUPERBLY  
... BACKED BY A LUSH STRING ORCHESTRA ... A GREAT



RECORD FOR 'POP' AND JAZZ BUYERS"  
**NORMAN GRANZ' Jazz**

MERCURY 11088 • 11088X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

## THE BILLBOARD Music Popularity Charts

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

### • Best Selling Pops by Territories

Based on reports from key dealers in each of these cities,  
secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from  
two dealers in the nation's largest record markets. Altho the number of stores queried in each market  
does not necessarily constitute a scientific survey sample, there are enough reports to avoid any  
possibility of the 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.

#### LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. GUY IS A GUY—Doris Day—Columbia
5. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
6. CRY—J. Ray—Orch
7. SEPTEMBER SONG—L. Liberson—Columbia
8. DELICADO—P. Faith—S. Freeman—Columbia
9. KISS OF FIRE—G. Gibbs—Mercury
10. TELL ME WHY—E. Fisher—H. Winterhalter—Victor

#### NEW YORK

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. KISS OF FIRE—G. Gibbs—Mercury
4. GUY IS A GUY—Doris Day—Columbia
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. I'M YOURS—E. Fisher—H. Winterhalter—Victor
7. CRY—J. Ray—Orch
8. I'LL WALK ALONE—D. Corwell—Coral
9. I'M YOURS—D. Corwell—Coral
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

#### ST. LOUIS

1. BLUE TANGO—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. I'M YOURS—D. Corwell—Coral
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. I MAY HATE MYSELF IN THE MORNING—B. McLean—Orch
6. KISS OF FIRE—B. Eckline—MGM
7. KISS OF FIRE—G. Gibbs—Mercury

#### CINCINNATI

1. WHEEL OF FORTUNE—K. Starr, Capitol
2. KISS OF FIRE—G. Gibbs—Mercury
3. I'LL WALK ALONE—D. Corwell—Coral
4. BLUE TANGO—L. Anderson—Decca
5. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
6. WHISPERING WINDS—P. Page—Mercury
7. PERIFIDA—Four Aces—A. Alberts—Decca
8. YOU'LL NEVER WALK ALONE—F. Waring—Decca
9. BE ANYTHING (But Be Mine)—E. Howard—Mercury
10. GUY IS A GUY—Doris Day—Columbia

#### CHICAGO

1. KISS OF FIRE—G. Gibbs—Mercury
2. BLUE TANGO—L. Anderson—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. GUY IS A GUY—Doris Day—Columbia
6. I'M YOURS—D. Corwell—Coral
7. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
8. CRY—J. Ray—Orch
9. ARMY TIME—E. Fisher—H. Winterhalter—Victor
10. DELICADO—P. Faith—S. Freeman—Columbia



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## POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"KISS OF FIRE," "A LASTING THING" Georgia Gibbs	5823		"MAX FROM THE INCOME TAX," "SOPHIE TUCKER FOR PRESIDENT" Sophie Tucker	5829	
"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard	5815		"FRENCH," "WHAT IS THIS THING CALLED LOVE" Jerry Mullan's Harmonica and Ralph Marterie & His Orch.	5824	
"WHISPERING WINDS," "LOVE, WHERE ARE YOU NOW" Patti Page	5816		"BLUE TANGO," "JUNGLE FLUTE" Xavier Cugat & His Orch.	5817	
"JUNCO PARTNER," "SUMMERTIME" Richard Hayes	5833		"IT'S A SIN TO TELL A LIE," "IT HAD TO BE YOU" Dick Hayman & His Orch.	5825	
"JUST BECAUSE," "HOW COULD YOU" Rusty Draper	5820		"DIANE," "SEPTEMBER SONG" Billy Daniels	5806	
"DIESEL SMOKE, DANGEROUS CURVES," "BUSYBODY" Tiny Hill	5840		"LA RIVERDECI: GOODBYE FOR A WHILE," "GOOD MORNING, MORNING GLORY" Vic Damone	5831	
"I DON'T MIND," "HINDUSTAN" Peggy Taylor & Jimmy Palmer & His Orch.	5826		"THE WILD SIDE OF LIFE," "JUST LOOKIN'" Tiny Hill	5830	
"BOULEVARD OF BROKEN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orch.	5827		"NOMING PIGEON," "AND SO I WAITED AROUND" Kay Brown	5819	
"LIMEHOUSE BLUES," "PLINK, PLANK, PLUNK" Bobby Maxwell	5844		"SABALU," "MORE THAN LOVE" Richard Hayes & Xavier Cugat & His Orch.	5780	
"I'LL WALK ALONE," "TATTLETALE" Richard Hayes	5821		"SINGIN' IN THE RAIN," "ALL I DO IS DREAM OF YOU" Eddy Howard	5832	
"WON'T YOU SURRENDER," "FESTIVAL" Ray Cua and Xavier Cugat & His Orch.	5819		"WALKIN' TO THE MAILBOX," "TO BE LOVED BY YOU" Helen Grayco	5838	
"MY THRILL IS LOVING YOU," "THAT'S HOW IT GOES" Billy Daniels	5822		"AY-ROUND THE CORNER," "CHIU CHIU" Xavier Cugat & His Orch.	5818	
"TOOY, TOOT, TOOTIE," "DANCIN' SMOG" Jimmy Palmer & His Orch.	5814		"A FAMILY THAT EATS TOGETHER," "GOD HAS BEEN GOOD TO ME" Eddy Howard	5827	
"STOLEN LOVE," "WISHIN'" Eddy Howard	5784		"I'M GONNA HATE MYSELF IN THE MORNING," "AIN'T GONNA WORRY NO MORE" The Dreamers	5843	
"A CUV IS A CUV," "IT'S SO LONG AND GOODBYE TO YOU" Peggy Taylor	5841		"SILENCE AND TEARS," "FOOLISH LOVER" Sonny Howard	5846	
"COPYCAT," "WALK RIGHT IN" Lola Amecche	5812		"I DIDN'T GO TO YOUR WEDDING," "5-10-15" Slash Carter	5845	
"NO STRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch.	5834		"YOU'RE NOT WORTH MY TEARS," "SNIP ANOY" Rose Marie	5811	

## NEW RELEASES

	QUANTITY			QUANTITY	
	78	45		78	45
"SATURDAY RAG," "I'M SORRY" Bobby Wayne	5847		"ROMAN GUITAR," "BELLA SORRENTINE (Cohen Cap)" Emil Dewan Quintrones	5850	
"GYPSY MAMBO (Mambo Caracol)," "NEGRA LEONOR" Xavier Cugat & His Orch.	5849		"LONESOME AND BLUE," "ALONE" Herb Lanes	8280	
"DEVIL OF A WOMAN," "BOUNCING ON THE SAVOY" Rusty Draper	5851		"YOU BETTER GO NOW," "STAIRWAY TO THE STARS" Beryl Booker	8279	
"MAD ABOUT THE BOY," "I CAN'T FACE THE MUSIC" Dinah Washington	5842		"MARDIE," "WIGGLE WAGGLE" James Moody & His Orch.	8278	
"THAT'S A FINE, FINE, FINE NOWDY YA DO," "FINE ICE MAN" Rose Marie	5848		"AIN'T NOTHIN' BUT A CHILD," "BROWN SKINNED WOMAN" Sunnyland Slim	8277	

## COUNTRY and WESTERN RHYTHM and BLUES

	QUANTITY			QUANTITY	
	78	45		78	45
"TAPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thompson	6390		"TROUBLE IN MIND," "NEW BLOW-TOP BLUES" Dinah Washington	8269	
"LIMEHOUSE BLUES," "KOHALO MARCH" Jerry Byrd	6393		"TELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington	8267	
"AY-ROUND THE CORNER," "WISHIN'" Lulu Belle & Scotty	6389		"NO MAIL BLUES," "GONNA NEED MY HELP SOME DAY" Memphis Slim	8266	
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bros.	6388		"BE ANYTHING (BUT BE MINE)," "HEAVEN KNOWS WHY" Wini Brown	8270	
"MOUNTAIN JAM," "BABY MY HEART" Eddie Hill	6392		"HEY HEY," "WALKIN' THE LONESOME ROAD" Big Bill Broonzy	8271	
"WHEN THE PEARLY GATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story & His Ramblin' Mountaineers	6386		"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinichette	8272	
"YOU'VE BEEN CHEATING ON ME, DARLING," "SPRING OF LOVE" Paul & Roy	8374		"SAD NEWS FROM KOREA," "LET ME FLY YOUR KITE" Lightning Hopkins	8274	
			"SITTIN' HERE WONDERIN'," "JANUARY 11, 1945, BLUES" Luther Stoneham	8275	
			"DON'T WANT NO WOMAN," "LOUISE" L. C. Williams	8276	

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**BOBBY WAYNE**

The "Wheel of Fortune" Boy

**"SATURDAY RAG"**

FLIP SIDE

**"I'M SORRY"**

MERCURY 5847-5847X45



**BOBBY MAXWELL**

Better Than His "CHINATOWN" Hit

**"LIMEHOUSE BLUES"**

AND

**"PLINK, PLANK, PLUNK"**

MERCURY 5844-5844X45



**DISC JOCKEYS  
DEALERS AND  
OPERATORS  
ALL AGREE**

**RICHARD  
HAYES**

IS A

**'WORTHLESS  
MAN'**

English

Translation of

**"JUNCO PARTNER"**



**• The Billboard Picks** (APRIL 19th ISSUE)

JUNCO PARTNER.....Richard Hayes.....Mercury 5833

This disk is exciting from start to finish. It's a Cajun tune with a exotic beat. Hayes belts over the lyrics with gusto. The old backs him solidly through.

**• The Disk Jockeys Pick** (APRIL 26th ISSUE)

JUNCO PARTNER.....Richard Hayes.....Mercury 5833

**• The Retailers Pick** (APRIL 26th ISSUE)

JUNCO PARTNER.....Richard Hayes.....Mercury 5833

**• The Operators Pick** (APRIL 26th ISSUE)

JUNCO PARTNER.....Richard Hayes.....Mercury 5833

Down the road came a Junco Partner  
Boy he wore loaded with misery  
He was knocked out, knocked out loaded  
Boy he wobbled all over the street  
Singing 'tis months  
Ain't no sinner  
What I did ain't no crime  
I just shot up a Cajun hat bend  
He was in it all the very time  
Well when I had plenty of money  
Boy I had a friend all over town  
Now I ain't got no more money  
And my best friend had put me down  
Well I done pawned my watch and pistol  
Boy I'm gonna pawn my boy and chain  
Would have pawned my Ticco Bello

But the poor gal wouldn't sign her name  
So give me water, water when I'm thirsty  
Or a mighty good drink when I'm dry  
Give me kindness when I'm sickly  
Give me heaven when I die  
Well if I had a million dollars  
Just one million to call my own  
I would buy me a land geared tractor  
I would raise me a tobacco farm  
Down the road, down the road, down the road  
Come a Junco Partner, partner, partner  
Boy he was loaded with misery  
He was knocked out, knocked out loaded  
He was singing of his song to me  
Down the road, down the road, down the road  
Come a Junco Partner, partner, partner

MERCURY 5833-5833X45

**PUBLISHED BY FREDERICK MUSIC CO. CHICAGO, ILL.**



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MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

**THE BILLBOARD Music  
Popularity Charts**

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

**• Most Played  
Juke Box Records**

Based on reports received April 23, 24 and 25

Records listed are those receiving the greatest play in the nation's juke boxes. List 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 1.

POSITION	WEEKS LAST TO DATE	THIS WEEK	TITLE	ARTIST	RECORD
11	1	1	WHEEL OF FORTUNE	K. Starr	Capitol 1964; (45) 1-1964—ASCAP
6	2	2	GUY IS A GUY	Doris Day	Capitol 78139673; (45) 14-19673—BMI
11	4	3	BLUE TANGO	L. Anderson	Decca 78127875; (45) 19-27875—ASCAP
12	3	4	BLACKSMITH BLUES	E. M. Morse	Capitol 7811922; (45) 1-1922—BMI
22	5	5	ANY TIME	E. Fisher-H. Winterhalter	Vocalion 4359; (45) 14-4359—BMI
7	7	6	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 78139663; (45) 14-39663—ASCAP
5	10	7	I'LL WALK ALONE	D. Cornell	Capitol 78160659; (45) 19-60659—ASCAP
23	6	8	CRY	J. Ray	Decca 78160840; (45) 14-60840—BMI
6	9	9	BLUE TANGO	G. Lombardo	Decca 78128931; (45) 19-28931—ASCAP
2	19	10	KISS OF FIRE	G. Gibbs	Mercury 7815823; (45) 15-82345—BMI
7	11	11	FORGIVE ME	E. Fisher-H. Winterhalter	Vocalion 4574; (45) 14-4574—ASCAP (G. Auld, Coral 60718; T. Edwards-L. Holmes Ode, MGM 11170; P. Lee-G. Jenkins Ode, Decca 28142)
5	13	11	BLUE TANGO	H. Winterhalter	Vocalion 4518; (45) 14-4518—ASCAP
20	8	13	TELL ME WHY	Four Aces A. Alberts	Decca 78127860; (45) 19-27860—BMI ID. Washington, Mercury 8267; S. McDonald, Capitol 1947; M. Bailey, Coral 60425; Four Tunes, Victor 47-447; Russ Morgan, Decca 27964; N. Kaye, Capitol 2799; T. Glenn, Royal Roof 543; B. Warner, Mercury 5767; G. Martin, Decca 27926; The Sentinels, King 4513
4	15	14	BE ANYTHING (But Be Mine)	E. Howard	Mercury 7815815; (45) 15-81545—ASCAP
8	13	15	HAMBONE	J. Stafford-F. Laine	Capitol 78139672; (45) 14-39672—BMI IP. Harris-Bell Sisters, Victor 28-4581; R. Saunders Ode, Decca 6862; T. Dorsey Ode, Decca 28057; A. Starobin-F. Payne, Remington R-25024
10	12	16	PERFIDIA	Four Aces A. Alberts	Decca 78127967; (45) 19-27967—ASCAP J. August, Mercury 5589; O. Brubek Trio, Fantasy 513; G. Miller Ode, Victor 37-8937; B. Savage, Capitol 2019; Ben Light, Capitol 2023; The Muckers, Coral 60693
7	17	17	WHEEL OF FORTUNE	Bell Sisters	Vocalion 4520; (45) 14-4520—ASCAP
15	16	18	PLEASE, MR. SUN	J. Ray	Capitol 78139636; (45) 14-39636—BMI FL. Hope Ode, Aladdin 3128; J. Raymond, Remington R-25023; E. Light Ode, Prism 1809; G. Auld, Coral 60647; L. Boxter, Capitol 1966; B. Keary, Decca 27946; T. Edwards, MGM 11134; P. Come, Victor 20-4933
6	17	18	WHISPERING WINDS	P. Page	Mercury 7815816; (45) 15-81645—ASCAP
3	24	20	WHAT'S THE USE	J. Ray	Capitol 78139648; (45) 14-39648—ASCAP FL. Doherty, Capitol 1949
3	27	20	LADY LOVE	V. Monroe	Vocalion 4611; (45) 14-4611—ASCAP
11	20	22	(Here Am I) BROKEN HEARTED	J. Ray	Capitol 78139636; (45) 14-39636—ASCAP LA. Raymond, Remington R-25023; E. Light Ode, Prism 1809; A. Dale-R. Charles Singers, Decca 27961; R. Anthony Ode, Capitol 1954
14	21	22	STOLEN LOVE	E. Howard	Mercury 7815771; (45) 15-77145 Mercury 7815774; (45) 15-77445—BMI (E. Hill, Mercury 638); The Larks, Apollo 1190; G. Lombardo, Decca 27962; J. Lippin, Specialty SP-427; Three Suns, Victor 28-4510; E. Touss, Remington R-25025
1	—	22	IDAHO STATE FAIR	V. Monroe	Vocalion 4611; (45) 14-4611—ASCAP IP. Victor, Coral 60674
1	—	22	ONE LITTLE CANDLE	P. Come	Vocalion 4631; (45) 14-4631—BMI IF. Warner, Decca 27964
4	23	26	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	Vocalion 4574; (45) 14-4574—ASCAP (Eve Straker Ode, MGM 11212; D. Cornell, Coral 60659; P. Anderson, Decca 28049)
7	24	26	WISHIN'	E. Howard	Mercury 7815784; (45) 15-78445—ASCAP (C. Hawkins, Decca 28056; E. Barton, Coral 60451; R. Morgan, Decca 27975; G. Mackenzie, Capitol 1983; G. Lord, MGM 11173; T. Phillips Ode, King 13363)
4	26	28	GANDY DANCERS' BALL	F. Laine	Capitol 78139665; (45) 14-39665—ASCAP (The Weavers Gordon Jenkins, Decca 28054; R. Link-L. Webb Ode, Coral 60677; Tennessee Ernie, Capitol 2017)
11	—	28	COME WHAT MAY	P. Page	Mercury 7815772; (45) 15-77245—ASCAP FL. Hara, London 1347; Four Tunes, Victor 47-448; H. D. Cornell, Capitol 1944; J. Scott, Coral 60656; T. Dorsey, Decca 28057
1	—	28	JUNCO PARTNER	R. Hayes	Mercury 7815833; (45) 15-83345—BMI



*it's here!*

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MARY

# PAUL and FORD



" I'M CONFESSIN' "

" CARIOCA "

GET YOUR ORDER IN  
NOW!



NO. 2080

# HOT COUNTRY TIPS

## "MOUNTAIN JAM" and "BABY MY HEART"

by  
**EDDIE HILL**  
*(The Hot Guitar Man)*

MERCURY  
6392

## LEON PAYNE sings "WEEPING WILLOW"

CAPITOL  
2055

Here's the one You're  
Hearing on the  
Air!

## "MY HOBO HEART" and "MY BUDDY OVER THERE"

by  
**PeeWee Maddux and His  
Lazy River Boys**

vocal by AL BRITT

MGM  
11224

*Acuff Rose* PUBLICATIONS

# THE BILLBOARD Music Popularity Charts

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

## • Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received April 23, 24 and 25

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on reports from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist
10	1	1	DON'T JUST STAND THERE	Carl Smith
				Capitol 20993; 14534-20993-BMI
8	3	2	WILD SIDE OF LIFE	H. Thompson
				Capitol 1942; 1451F-1942-BMI
18	2	3	WONDERING	W. Pierce
				Decca 46364; 14519-46364-BMI
3	10	4	ALMOST	G. Morgan
				Capitol 20906; 14534-20906
5	4	5	EASY ON THE EYES	E. Arnold
				Victor 20-4569; 145147-4569-ASCAP
3	7	5	GOLD RUSH IS OVER	Hank Snow
				Victor 20-4522; 145347-4522
2	8	7	DON'T STAY AWAY	Lefty Frizzell
				Capitol 20911; 14534-20911-BMI
28	6	8	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
				Capitol 20962; 14534-20962-BMI
1	—	8	HALF AS MUCH	Hank Williams
				MGM 11202; 1451K-11202-BMI
19	5	10	GIVE ME MORE, MORE, MORE	Lefty Frizzell
				Capitol 20985; 14534-20985-BMI

### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	YOU'RE HERE, SO EVERYTHING'S ALL RIGHT	Lefty Frizzell	Columbia 20911
2.	IT'S GOODBYE AND SO, SO LONG TO YOU	Lone Pine	Victor 20-4882
3.	WILD SIDE OF LIFE	Burl Ives	Decca 20655

## • Best Selling Retail Folk (Country & Western) Records

Based on reports received April 23, 24 and 25

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.

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist
5	3	1	EASY ON THE EYES	E. Arnold
				Victor 20-4569; 145147-4569-ASCAP
4	5	2	WILD SIDE OF LIFE	Hank Thompson
				Capitol 1942; 1451F-1942-BMI
8	1	3	DON'T JUST STAND THERE	Carl Smith
				Capitol 20913; 14534-20913-BMI
4	2	4	DON'T STAY AWAY	Lefty Frizzell
				Capitol 20911; 14534-20911
5	6	4	GOLD RUSH IS OVER	Hank Snow
				Victor 20-4522; 145347-4522
12	7	6	WONDERING	W. Pierce
				Decca 46364; 14519-46364-BMI
24	4	7	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
				Capitol 20962; 14534-20962-BMI
1	—	8	ALMOST	G. Morgan
				Capitol 20906; 14534-20906
1	—	9	HALF AS MUCH	Hank Williams
				MGM 11202; 1451K-11202-BMI
18	8	10	GIVE ME MORE, MORE, MORE	Lefty Frizzell
				Capitol 20985; 14534-20985-BMI

### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	THREE WAYS OF KNOWING	Johnnie and Jack	Victor 20-4555
2.	ANYTHING THAT'S PART OF YOU	Eddy Arnold	Victor 20-4569
3.	MISSING IN ACTION	Ernest Tubbs	Decca 46369

Faron Young's Latest  
"I HEARD THE  
JUKE BOX PLAYING"

"I'M A FREE MAN NOW"  
RECORD 6434

RECORD  
CORP.

1626 Federal St., Philadelphia 46, Pa.

## • Folk Record Releases

Almost—Grady Martin—Merle Hines (Let's) Dea 28121  
Baby, My Heart—Eddie Hill (Mountain) Mire 6392  
Between the Lines—Jim Eaves (I) Dea 28140  
Bryant's Scuffle—Jimmy Bryant (Yodelling) Cap 2057  
Cold Empty Arms—Slim Whitman (The) Imperial 8147  
Dare La Lealano—Wo Bruce (File) Col 2093  
(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).

## • Most Played Juke Box Folk (Country & Western) Records

... Based on reports received April 23, 24 and 25

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks in chart	Title	Artist	Label
26	1	1. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol
			Carl Smith	Capitol
3	4	2. WILD SIDE OF LIFE	Hank Thompson	Capitol
2	5	2. DON'T STAY AWAY	Lefty Frizzell	Capitol
10	6	4. DON'T JUST STAND THERE	Carl Smith	Capitol
4	3	5. GOLD RUSH IS OVER	Hank Snow	Capitol
11	7	5. SILVER AND GOLD	Pee Wee King	Victor
10	2	7. HONKY TONK BLUES	Hank Williams	MGM
14	8	7. WONDERING	W. Pierce	Decca
3	—	9. EASY ON THE EYES	E. Arnold	Victor
1	—	10. HALF AS MUCH	Hank Williams	MGM

### Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers, operators, disk jockeys but do not have strength to be listed in the best-selling (most played) category.

1. SALTY DOG RAG ..... Red Foley ..... Decca 27981
2. THREE WAYS OF KNOWING ..... Johnnie and Jack ..... Victor 20-4555
3. I'VE TURNED GADABOUT ..... Spike Jones ..... Victor 20-4568

Rope em in with Four Big Folk Hits ON Columbia



B/W "ARE YOU TEASING ME?"

"IT'S A LOVELY, LOVELY WORLD"

Sung by ... **CARL SMITH**

78 rpm 20922\*—45 rpm 4-20922



78 rpm 20917\*  
45 rpm 4-20917

"THERE'S NO REASON"

Sung by ... **NEAL BURRIS**

# GENE O'QUIN

'COME AROUND TO ME'  
'YOU BETTER CHANGE YOUR WAYS'

CAPITOL 2050  
**CENTRAL SONGS, INC.**  
4327 SUNSET BLVD. HOLLYWOOD 27, CALIF.

"NO PLACE TO HANG MY HAT"

"WISH BONE"

Sung by ...

THE MERCER BROTHERS



78 rpm 20927\*  
45 rpm 4-20927

all on COLUMBIA country and western RECORDS

**COLUMBIA RECORDS**

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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).

FOLK TALENT AND TUNES

Communications in care The Billboard, 6060 Sunset Blvd., Hollywood 38.

By JOHNNY SIPPEL

Disk Jockey Doings

Frank Simon, the West Virginia Mountain Boy, who has worked on stations in the East, has joined KXLA, Pasadena, Calif. h. b. station. Simon has cut four sides for Four Star. Station's staff now includes: Tom Brennen; Deacon Moore. Joe Allison, George Wilhelm and Cousin Lou Slavens. Irvia Faldman and Melvin Pult are running several daily Western shows at WBIP, Booneville, Miss., according to Vernon Wroten and Jack Gardner, of the station. . . . Smokey Graves, WLVA, Lynchburg, Va., writes that Slim Harper, formerly with WXGI, Richmond, Va., has joined the station, replacing Curley Garner, who has rejoined Glen Thompson in Fayetteville, N. C. . . . Cookie and Ollie, who were doing live and d. j. shows at KPFB, Joplin, Mo., for the past three years, have moved to WSIP, Paintsville, Ky., where both are doing d. j. shows. They are also appearing on the Silver Sage Round-Up conducted Saturday nights by the station.

Lee Sutton, KMA, Shenandoah, Ia., conducted a contest, asking listeners to guess the names of members of the Harlan County Four, new King artists. . . . Gabe Tucker, KLEE, Houston, is working Sundays at Magnolia Gardens, the local h. b. show place. . . . Happy Ison, WVOW, Logan, W. Va., and his wife, Esther, became parents of a daughter, Deborah Ellice, April 13, it's their third child. . . . Lute Williamson, WHYN, Holyoke, Mass., reports that Yodeling Slim Clarke (Continental) has moved from WARE, Ware, Mass., to WABI, Bangor, Me. He'll return to WARE in the fall. . . . Pat Cook, KSTL, St. Louis, is opening a h. b. spot at Chain of Rocks, park, St. Louis. He

opens May 4 with Dave Landers (MGM), Johnny and Jack, 11 and Cowboy Copas, 18. He is calling the operation "Pat Cook's Rhythm Round-Up and Jamboree."

Jim Palmer reports his station, KSIM, Sikeston, Mo., is using more live talent. New personnel includes Johnny Smith and the Colorado Troubadors; Onie Wheeler and the Lonesome Ozark Cowboys and Slim Sparks and the Blue Shadow Boys. . . . E. E. Siman, KWTO, Springfield, Mo., reports that Hank (Sugarfoot) Garland is now working with Eddy Arnold's show. . . . Uncle Dudley Hackworth, KTFS, Texarkana, Tex., writes that Eddy Arnold has been booked for the Four States Fair, Texarkana, opening Sept. 12. . . . Bob Lee is now doing h. b. spinning at WPEO, Peoria, Ill. . . . Elmer Snodgrass, WAKE, Greenville, S. C., is promoting Bill Monroe and Carl Story May 3 at the local hall. . . . Fred Wamble, WYOK, Birmingham, is promoting Martha Carson and the Carlieses thru the South in April.

Artists' Activities

First Australian country entertainer to report to this column in five years is Tim McNamara, who is heard on 2SM, Sydney. He is under contract as a writer to Southern Music of Australia and records for the Australian Record Company, which distributes Capitol records there. He reports that Australian fans are hungry for information about American stars. Biggest favorites are the late Jimmy Rodgers, Harry Tarrant, Hank Snow, A. P. Carter and his family and Ernest Tubbs. . . . As a promotion stunt, Johnny Lee Willis sent out an Oklahoma guarantee, signed by Gov. Johnston Murray, backing Willis' first Victor disk, "Thingamajig."

Folk Record Releases

Continued from page 32

- Dearest Near—Webb Pierce—Southern Valley Boys (11) 4 Star 1600
Delmar No. 2—Madeco Bros & Rose (11) 4 Star 1604
Dixiel Smokey, Damorous Curves—Gene Astay (5)ep Col 20929
Empty Pockets, Broken Heart—Vaughan Shields (11)ep Imperial 8152
File de la Ville—Viv Bruce (Bar) Col 20925
Forgive Me—Jimmy Wakely (11)ep Cap 2017
Go's Secret Weapon—Carl Sawcman (11)ep Cap 2060
Grandest Thing on Earth—Billy Briggs (Texas) Imperial 8150
Hartley, Dero Inside—Blackie Crawford (5)ep Coral 64128
I Cried Again—Jim Essex (Between) Dec 28140
If I Can't Have You—Osney Brown (11)ep Coral 64120
If They Ever Get Together—Johnny Reitor (11)ep Coral 64129
I'll Still Write Your Name in the Sand—Madeco Bros & Rose (Delmar) 4 Star 1604
I'm Afraid You've Waited Too Long—Dixie Brown (11) Coral 64130
I'm Losing Again—Ken Marvin (11)ep Mer 6391
I'm Not Tired—Kitty—Johnny Reitor (11) Coral 64129
In a Hundred Years or More—Slim Whitman (11)ep Capitol 20517
It's All Between the Lines—Webb Pierce—Southern Valley Boys (Darkest) 4 Star 1600
I've Got My Love—Ken Marvin (11)ep Mer 6391
Joan's a Big Boy Now—Sue Thompson (11)ep Mer 6390
Just Because—Jimmy Wakely (Foghorn) Cap 2078
Kansas March—Jerry Bird (Lincoln) Mer 6393
Let's Take a Trip to the Moon—Grady Martin—Merwin Niner (Almost) Dec 28121
Lonesome Blues—Jerry Byrd (Kobalt) Mer 6393
Mountain Jam—Eddie Hill (Dob) Mer 6392
My Love Song—Laurie Brown (11)ep MGM 11221-B
Poke Salad Green—Lynn Payne (Weeping) Cap 2055
So Used to Loving You—Webb Pierce (11)ep Dec 28091
Steep Year Gambling—Gene Astay (Dixiel) Col 20929
Stepped Up—Blackie Crawford (Hartley) Coral 64128
Suspense—Jimmy Lee (Warm) Cap 2051
Yodeling—Sue Thompson (Joan's) Mer 6390
Texas New Mexico Joe—Billy Briggs (Grandest) Imperial 8150
That Heart Belongs to Me—Webb Pierce (Se) Dec 28091
The "Hot Applehead"—Waltz—Lennie Bros. (My) MGM 11221-B
Warm, Warm, Kisses—Jimmy Lee (Suspense) Cap 2051
Weeping Willow—Lynn Payne (Poke) Cap 2055

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.

Continued from page 20

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for ratings (1-5 stars). Includes entries for Eddie Hill, Webb Pierce, Jimmy Lee, Ken Marvin, Jimmy Bryant, Vaughan Shields, and Slim Whitman.



WEBB PIERCE

... Going to the TOP of the CHARTS!

LATEST RELEASES on DECCA

'SO USED TO LOVING YOU'
'THAT HEART BELONGS TO ME'

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'WONDERING'

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BEVERLY HILLS, CALIFORNIA

Still Going STRONG . . .

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 Retail Rhythm & Blues Records

Based on reports received April 23, 24 and 25

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores...

Table with 5 columns: Position, Weeks Last, Title, Artist, Label. Top entries include '5-10-15 HOURS' by Ruth Brown and 'NIGHT TRAIN' by J. Forest.

Coming Up

Table with 3 columns: Position, Title, Artist. Entries include 'LOOKIN' FOR MY BABY' by The Ravens and 'GOIN' HOME' by Fats Domino.

Rhythm & Blues Record Releases

ACE of Clubs—Joe Houston (Jumbo) Imperial 5183. Be Anything (But Be Mine)—Bobby Smith (Shoopy) Apollo 1291. Big Red Daddy—Bill Black (Imperial) 8151.

Most Played Juke Box Rhythm & Blues Records

Based on reports received April 23, 24 and 25

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators...

Table with 5 columns: Position, Weeks Last, Title, Artist, Label. Top entries include '5-10-15 HOURS' by Ruth Brown and 'NIGHT TRAIN' by J. Forest.

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Willie May Thornton, Peacock recording artist, is on tour with the Johnny Otis aggregation, while Clarence (Gatemouth) Brown, along with Paul Monday, also Peacock artists, are playing Southern niteries.

Roy Eldridge, just back from a three-week European trip through France, Sweden, Finland and other countries with the "Jazz at the Philharmonic" package, opens in Rochester on May 1 for one week, then plays two weeks in Philadelphia at the Blue Note Cafe...

Mat (King) Cole, Timmie Rogers and Sy Oliver's band. Also has Louis Jordan set for the May 9 week... Jimmy Thomas has the musical nod for the opening of Ted Johnston's Cotton Club, Lawnside, N. J. ... Louis Judge, Camden, tenor saxist, teamed with Philadelphia's tenor man Jimmy Oliver...

Your New RHYTHM & BLUES LABEL HI-LO RECORDS Presents New Stars

REV. W. MORRIS O'NEIL & CONGREGATION

1401 He'll Never Let Go My Hand SPIRITUAL

1402 Good Story Blues Lady Ginger Soap Vocal BLUES

1403 'Wonderful Who's Blues HERBERT NICHOLS & HIS RHYTHM Quartet Jazz PIANO

1404 She's Funny That Way Please Don't Blame Me A New Voice

1405 Heart and Soul Love Me, Pretty Baby Vibraphone Solo

1406 Kiss of Fire Whispering Winds Sweet Sax

1407 Rippin' and Runnin' Look What 'Cha Done Blues Shouter

COMING SOON 3 Long Play Records 10" ATTRACTIVE LAYOUTS.

Distributors contact: HI-LO RECORDING COMPANY

737 FOX ST., NEW YORK 55, N. Y. DAYTON 3-0494

Decca Artists Larry Cummings and the Rhythm Aces are playing nightly at the Trocadero in Kansas City... Joe Holiday plays the Glass Bar in St. Louis May 2... Babe (Edward) Baker's deejay show in Cincinnati has become one of the top r.&b. disk programs in the city...

Annie Laurie and Stick McGhee's ork out on a one-nighter tour thru the South starting in May. The singer has just cut two new sides on the Okeh label which will be released next week... The Larry Darnell, Wynonnie Harris, Eddie Durham ork package due back in New York in June after a series of one-nighters thru the Middle West... Lynn Hope and his ork open at Week's Cafe in Atlantic City June 22 thru June 29... The Orioles play the spot a few weeks later starting July 18.

Edna McGriff, who has stirred up a lot of action with her disk-ing of "Heavenly Father" on the Jubilee label, has been booked into the Earl Theater for one week starting May 2... The Griffin Brothers open at the Dell Farms Club in Dayton on May 26. After that they play the Trocadero Club in Columbus June 18 thru 22... The package featuring the Clovers, Billy Ford ork and Mr. Google Eyes has been set for another month of one nighters thru the West and South and will tour until July 15.

Earle Theater, Philadelphia, has Sugar Chile Robinson and Griffin Brothers opening April 25 to follow current show headed by



NOBODY'S DIZZY to pick up on

Dizzy Gillespie

"THIS IS HAPPINESS" "LOVE IS HERE TO STAY" and his first on Atlantic—his Greatest! Atlantic No. 966



Odelle Turner WAKE UP with her

"ALARM CLOCK BOOGIE" backed with "DRAGGIN' HOURS" ... a real "beat" R & B number! Atlantic No. 964

anytime—anyplace—anywhere—



Laurie Tate makes a disc, it's got a high HIT POTENTIAL!

"CAN'T STOP MY CRYING" and

"ROCK ME, DADDY" With JOE MORRIS & Ork. Atlantic No. 965

HOT ALL OVER the CHARTS

"5-10-15 HOURS" b/w "BE ANYTHING" RUTH BROWN Atlantic No. 962

"MIDDLE OF THE NIGHT" and "ONE MINT JULEP" A Red Hot pair by THE CLOVERS Atlantic No. 963

"SWEET SIXTEEN" Joe Turner's Sizzler Atlantic No. 960

ATLANTIC RECORDS

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Be sure and see our other ad on page 42

REACHING FOR #1 Hitting in All Territories... "HEAVENLY FATHER" EDNA McGRIFF 5073

SAVOY DOES IT AGAIN! It Jumps on Both Sides. A DOUBLE HIT! Savoy #843 "Fowlers Boogie" b/w "Night Crawler" SAVOY RECORD CO., INC.

Going Strong! LAWDY MISS CLAWDY by LLOYD PRICE #428 Specialty records

Sure Fire Hit! SO TIRED by ROY MILTON #429 Specialty records

# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

### How Ratings Are Determined

Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. H. S. indicates record is not suitable for a specific usage.

### The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential; 10; establishment (record) artist's—promotion from, legit and other "plug" aids; 10; manufacturer's distribution power; 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>Heavenly Father</b>		80--82--79--79
This is a surprising switch in voice for Miss Knight. She tackles the current r. and b. click tune with a great deal of warmth and adds some first-rate phrasing for one of the best discs she's turned out in many a moon. If the tone breaks thro in the pop field then this version will get a big hand of the action.		
<b>NEAL HEFTI ORK</b>		82--84--81--81
<b>Longness and Blue</b>		
CORAL 60726—Here's a tune that could happen, and if it does, this version could be the big one. It's a Benjamin and Weiss tune based on a riff in their "Wheel of Fortune." Miss Wayne does a grand job on the lyric and the Hefti ork, using sudden crescendos, backs her in exciting fashion.		
<b>Why Not?</b>		71--74--69--69
Instrumental shows off the slick style of the Hefti ork. Characteristic of the ork is its looseness, and a wonderful sound is gained with the crescendoing brasses.		
<b>EDMUNDO ROS ORK</b>		70--71--70--69
<b>Madlena</b>		
LONDON 1165—Ros gives samba full ork treatment. Overall effect of instrumental is pleasant.		
<b>Playtime in Brazil</b>		65--66--65--64
This side is also a samba with Ros handling the vocal.		
<b>LEE MONTI TUTONES (Jack Malloran Choir)</b>		68--70--65--67
<b>Come Home to My Arms</b>		
SMALL 5-473—The Jack Malloran Choir blends in fine style on tune with familiar folk ring. Lead singer is first-rate.		
<b>Roarin'</b>		66--68--64--66
This is a well recorded side. The Lee Monti Tutones come thro nicely, and the Choir handles the lyrics really.		
<b>ART MORTON (Harry Geller Ork)</b>		65--65--65--65
<b>So Exciting</b>		
HARMONY 3001—"El Chico," which is doing very well indeed as "Wax of Five" elsewhere, is showcased here under another name and with other lyrics. Performance is good.		
<b>Buy Her a Hat</b>		55--55--55--55
Slight material gets tasteful treatment by chanter, chorus and ork.		

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>THE THREE SUNS</b>		74--79--71--72
<b>Delicado</b>		
VICTOR 20-697—The Three Suns get a fullness in here that makes them sound like larger group. Jockeys should like.		
<b>Pink, Plunk, Plunk</b>		72--77--69--70
Trio has a fine time with the Leroy Anderson ditty. Both sides should do okay with the jockeys.		
<b>FELIX KING ORK</b>		73--77--70--72
<b>Shadow Waltz</b>		
LONDON 1190—Here's a very pleasant item for listening or dancing. Old fave gets a subdued piano reading by King with lovely string backing.		
<b>Filtration Waltz</b>		71--74--68--71
Tempo is up here, vibrating add sweep while King shows nice keyboard style.		
<b>LOU DYNING (Nelson Riddle Ork)</b>		72--72--72--72
<b>Again and Again</b>		
CAPITOL 2025—Lou Dying turns in a lively and happy vocal on this slight but pleasant ditty over a rhythmic ork arrangement.		
<b>Torment</b>		68--70--67--67
Torey turns about a girl without her guy receives an effective warble from the ork.		
<b>CHRIS HAMILTON</b>		72--73--71--72
<b>Saturday Rag</b>		
LONDON 1220—Hamilton really knows his way around a Hammond. Helped out by a rhythmic ork, he makes the organ bounce on this snappy tune.		
<b>Dixie Fingers</b>		68--70--67--66
This is a snappy side with Hamilton setting a scuzzing pace.		
<b>HARRY BELAFONT (Hugo Winterhalter Ork)</b>		70--71--69--70
<b>Chimney Smoke</b>		
VICTOR 20-4675—Mellow vocalizing by Belafonte of the attractive folk-style ditty. Ork and chorus are strong in the backing. Ops will like timing (2:00).		
<b>A-Roving</b>		68--68--68--68
This an authentic folk song, is changed with simple appeal. It's a romantic ditty with a fresh sound. Fine work.		
<b>THE NORMANNAIRES</b>		65--68--61--66
<b>Play Ball You All</b>		
IMPERIAL CROWN 1103—Here's an interesting novelty timed with the opening of the baseball season. Sportscaster Mel Allen had a hand in the tune.		
<b>Casey Jones</b>		61--62--59--62
The Normannaire play around with the saga of the railroad. Result is very pleasant.		
<b>AL MORGAN (The Keynotes)</b>		72--73--71--71
<b>If I Had My Way</b>		
LONDON 685—Oldie gets a nice try by Morgan with swell instrumental backing.		
<b>You Tell Me Your Dream, I'll Tell You Mine</b>		69--69--69--70
Morgan shows up well on this old standby of all amateur harmonizing sessions. Tempo is faster than normal.		
<b>TINY HILL ORK</b>		75--76--74--75
<b>Bodybody</b>		
MERCURY 5846—Switch on "Slow Poke" tic-toc beat and all is neatly run thro by Hill and the countryish ork.		
<b>Diezel Smoke, Dangerous Curves</b>		72--73--71--72
Good coverage of the powerful opus which is already getting attention via several earlier datings.		

(Continued on page 37)

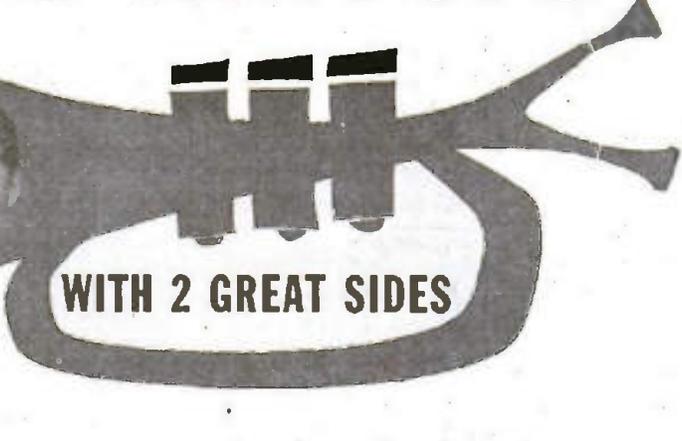
## Advance Record Releases

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>APOLLIN AND APOLLIN—Los Disting-Nelson Riddle Ork (Formet) Cap 2076</b>		
<b>All I Do Is Dream of You—Eddy Howard Ork (Sings) Mer 5832</b>		
<b>A-Roving—Harry Belafonte-Hugo Winterhalter Ork (Chimney) V 20-4676</b>		
<b>Big Pipe Boogie—Blackops (Night) Dec 28139</b>		
<b>Be Anything (But Be Mine)—Perry Lee-London Jenkins Ork (Formet) Dec 28142</b>		
<b>Bugle Call Rag—Modernaires (Goody) Coral 60724</b>		
<b>Burlyhead—Tiny Hill Ork (Diezel) Mer 5840</b>		
<b>Buy Her a Hat—Art Morton-Harry Geller Ork (Sail Harmony) 3001</b>		
<b>Caracas—The Les Paul-Mary Ford (Ed) Cap 2008</b>		
<b>Casey Jones—Normannaire (Play) Imperial) Crown 1101</b>		
<b>Chimney Smoke—Harry Belafonte-Hugo Winterhalter Ork (A-Roving) V 20-4674</b>		
<b>Come Home to My Arms—Lee Monti Tutones-Jack Malloran Choir (Roarin') Sharp 5-47</b>		
<b>Diezel Smoke, Dangerous Curves—Tiny Hill Ork (Bodybody) Mer 5840</b>		
<b>Dixie Fingers—Chris Hamilton (Saturday) London 1200</b>		
<b>Doodle Dee Do—Joan Grant (I'll) Dec 15016</b>		
<b>El Chico—Montana Ork (Tangal) London 208</b>		
<b>Esperanto—Ray Bach Ork (Harvest) Coral 60701</b>		
<b>Ev'rytime—Neal Hefti Ork (Greer) Coral 60727</b>		
<b>Fire and Dandy—Jo Ann Greer-Dave Barbour Ork (I Love) Dec 20349</b>		
<b>Filtration Waltz—Felix Ork (Shadow) London 1190</b>		
<b>Forbye Me—Perry Lee Gordon-Jonnie Ork (Ball) Dec 28142</b>		
<b>Goody Goody—Modernaires (Bugle) Coral 60726</b>		
<b>Gay Is a Get—Perry Taylor (Ed) Mer 5843</b>		
<b>Harvest Recluse—Ray Bach Ork (Esperanto) Coral 60701</b>		
<b>Heavenly Father—Frae Warren (Leave) MGM 11237</b>		
<b>Heavenly Father—Eryka Knight-Sy Oliver Ork (Loveless) Dec 20351</b>		
<b>Horn With Two Mouthpieces—Lancers-Nelson Riddle Ork (I May) Cap 2070</b>		
<b>I Don't Mind—Street Sirens (Smokin') MGM 11236</b>		
<b>If I Had My Way—Al Morgan-Keynotes (Yard) London 685</b>		
<b>If They Ask Me—Gordon Jenkins Ork (I) Dec 28148</b>		
<b>I Grabbed for the Engine—Foslane Sisters-Mitchell Ayres Ork (When) V 20-4667</b>		
<b>I Hear the Burellin Rag—Ray Noble Ork (Whistle) V 20-4668</b>		
<b>I'll Sail My Ship Alone—Joan Grant (Doodle) Dec 15016</b>		
<b>I'll Always Remember—Glen Davis (Is) Organ Harmony 330</b>		
<b>I Love to Hear a Choo Choo Train—Jo Ann Greer-Dave Barbour Ork (Fire) Dec 28140</b>		
<b>I May Hate Myself in the Morning—Lancers-Nelson Riddle Ork (Horn) Cap 2070</b>		



Singsational new vocal group!

# the lancers



WITH 2 GREAT SIDES

'THE HORN WITH TWO MOUTHPIECES'  
'I MAY HATE MYSELF IN THE MORNING'

record no. 2070



THE BILLBOARD

Music Popularity Charts

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

I'm Confessin' That I Love You—Les Paul-Mary Ford (Coral) Cap 2080
I'm So Easy to Satisfy—Ginette MacKenzie-Buddy Cole Ork (What?) Cap 2059
In My Dream of a Hundred Girls—Glen Dash (FBI) Omega Rhythm 330
It's Only a Matter of Time—Gordon Jenkins Ork (FBI) Dec 28148
It's So Love and Goodbye to You—Peggy Taylor (Cap) Mar 5041
Jack and the Beanstalk—Paul Winchell-Jerry Mahoney (BB-1-S-1-S-1-P-P-1) V 20-4651
Just for Tonight—Jackie Brooks-Eddie Wilcox Ork (You're) Derby 795
Lama There Alone—Fran Warren (Heavenly) MGM 11837
Lonesome and Blue—Evelyn Knight-Sly Oliver Ork (Heavenly) Dec 28151
Lonesome and Blue—Neal Hefti Ork (Why) Coral 60728
Madeline—Edmundo Ros Ork (Play) London 1165
Meet Me on the Corner—Champ Butler-Percy Faith Ork (You) Col 39717
Miss—Dan Anthony (Night) Capitol C-5001
M-I-S-S-I-S-S-I-P-P-I—Paul Winchell-Jerry Mahoney (Jack) V 20-4651
Mistakes—Squadronaires—Ronnie Aldrick, cond. (Sire) London 1201
Night After Night—Dan Anthony (Mint) Cameo C-5001
Night Train—Mascas (Bag) Dec 28139
Play Ball, You All—Norman (Casey) Imperial Crown 1101
Playtime in Brazil—Edmundo Ros Ork (Madison) (London) 1165
Roarin'—Lee Mont-Tetones-Jack Halloran Choir (Coral) Sharp 5-47
Saturday Rag—Chris Hamilton (Dor) London 1200
Shadow Waltz—Felix Kling Ork (Filtration) London 1190
Sings in the Rain—Eddy Howard Ork (Columbia) Mer 5832
Slow and Easy—Squadronaires—Ronnie Aldrick, cond. (Mistakes) London 1201
Smaller Is Dream—Street Singers (F Den) (MGM) 11236
Snow in Love's Lane—Frankie Laine—Paul Weston Ork (That's) Col 39716
So Exciting—Art Morton—Harry Geller Ork (Buy) Harmony 3001
Stars and Stripes Forever—Carmen Cavallaro (Two) Dec 28150
Surre Thing—Neal Hefti Ork (Erytime) Coral 60727
Tango D'Amore—Mantovani Ork (E) London 208
That's How It Goes—Frankie Laine—Paul Weston Ork (Sire) Col 39716
Tartan—Lena Dilling-Nelice Riddle Ork (Arista) Cap 2076
Two—Maurice Waltz—Carmen Cavallaro (Sire) Dec 28150
You (Who Love at One)—Champ Butler-Percy Faith Ork (What) Col 39717
Until You're Fallen in Love—Lenny Herman Ork (What) Dec 28136
What'll I Do?—Ginette MacKenzie-Buddy Cole Ork (FBI) Cap 2059

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 36

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale from 90-100 TOPS to 0-39 POOR.

POPULAR

- JO ANN CREER (Dave Barbour Ork) I Love to Hear a Choo-Choo Train 68--68--68--68
FINE AND DANDY Miss Green does a chorus of the title in a slow and sultry style... 72--73--71--71
LENNY HERMAN ORK Want You 73--75--73--73
UNTIL YOU'VE FALLEN IN LOVE This is a cheerful, buoyant tune which gets a nice reading by Herman... 72--72--70--74
FONTANE SISTERS (Mitchell Ayres Ork) When I Dream I Always Dream of You 75--77--73--75
I GRABBED FOR THE ENGINE Bouncy novelty, bristly, enlivened, is done to a turn by the girls... 73--75--71--73
RAY NOBLE ORK I Hear the Bluebells Ring 75--75--74--76
WHISTLE, MY LOVE New ditty from the forthcoming Walt Disney flick "Robie Hood"... 74--75--73--74
CARMEN CAVALLARO "Two" Minute Waltz 76--76--74--77
STARS AND STRIPES FOREVER Another bright, fast-tempo piano rendition of the famous Sousa march... 72--73--70--73

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale from 90-100 TOPS to 0-39 POOR.

POPULAR

- GORDON JENKINS ORK It Only Takes a Moment DECCA 28148—A very good vocal by singer Clara Dupont on this pleasant new tune and a smooth ork arrangement makes this wearing an item that the deejays could love. 75--77--74--74
If They Ask Me The singer turns in an effective reading of this new ditty over a lovely and bright Gordon Jenkins ork backing. 72--72--72--72
CISELLE MACKENZIE (Buddy Cole Ork) I'm So Easy to Satisfy CAPITOL 2080—Frank takes the torchy ballad in her own distinctive style. Good wax. 75--75--75--75
What'll I Do? The Irving Berlin title is given a pleasant revival here. Should stir some nostalgic memories. 74--76--72--74
PAUL WINCHELL-JERRY MAHONEY M-I-S-S-I-S-S-I-P-P-I VICTOR 28149—There are a couple of studies in this version of the novelty, done to a turn by the talented quartet. Might come in for some deejay attention. This side can go for kids. 77--78--78--75
Jack and the Beanstalk The Winchell pipes get a versatile workout in this tune from the little flick. Definitely for kids. 75--77--76--72
CHAMP BUTLER (Percy Faith Ork) Meet Me on the Corner COLUMBIA 39717—Jumpy ditty shows as a powerful effort by singer with plenty of action potential. Ork support is loosed. Good side side. 80--81--79--80
Two (Who Love as One) A beautiful chanting by Butler of a pretty romantic ballad. Can catch if pushed. 72--74--74--68
The Carioca CAPITOL 2080—Paul has a solid follow-up to his smash "Tiger Rag" with this exciting and powerful rendition of the lively evergreen. The quartet brings the ditty brightly and rhythmically to its date via the use of "dub-in." This should be a healthy coin catcher. 88--88--87--89
I'm Confessin' That I Love you Mary Ford makes this side her own with a warm, soft reading of the lovely title. Both solo and in duets with herself by the aid of "dub-in." Paul backs her tentatively on the guitar. Fine wax for the jacks. 84--86--82--84
MANTOVANI ORK El Checho LONDON 208—Tango is the origin of "Miss of Fire," current ditty. The Mantovani reading is a smooth one. If tune becomes big enough to handle an instrumental, this one will be hard to beat. 78--82--78--74
Tango D'Amore Another smooth bit of winking by the Mantovani group. Lush strings stand out. Both sides are from an album. 76--79--75--73
THE SQUADRONAIRES (Ronnie Aldrick, Cond.) Slow and Easy LONDON 1201—This is an exciting side with real imagination in the arrangements. Saxos get the spotlight, but the brasses also have their moments. Male group vocalizes pleasantly. Both sides are first-rate and should hold interest for jockeys. 78--84--75--75
Mistakes The band again comes thru with a wonderful sound and a stand-out beat on this instrumental winking of the title. 73--75--71--73

(Continued on page 8)

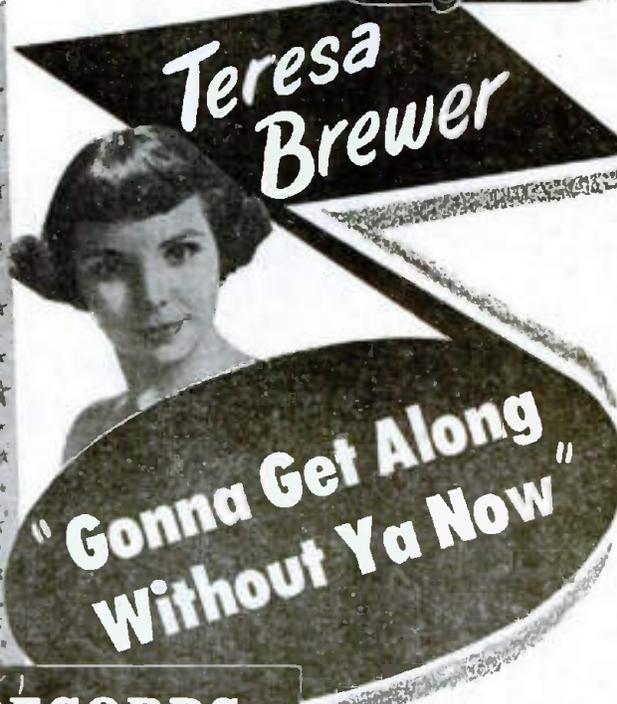
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Teresa Brewer

"Gonna Get Along Without Ya Now"

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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)

### Advance Record Releases

Continued from page 37

#### POPULAR

When I Dream (I Always Dream of You)—Fortune Sisters—Nipper (11) 20-4647  
Whistle My Love—Ray Noble (11) Hear 20-4648  
Way West—Neal Hefti (11) Coral 60728  
You're Making Me Cry—Jackie Brooks—Eddie Wilson (11) Derby 795  
You Tell Me Your Dream, I'll Tell You Mine—All Morgan-Keynotes (11) London 885

#### POPULAR ALBUMS

Babe In Arms Album (1-12")—MCA Martin-Mari-Dopier, Jack Cassidy-Lehman Engel, cond.—Col (33) ML-4429  
Bango Rhythm Album (1-10")—Teresa & Her Banjo-piers—Goodnight, Vienna: 1 to a Sling; Santiago Waltz; Gramma; Cupid's Army; Ay, Ay, Ay; I'll Be Back; Baby's Sweetheart—London (33) LPB-418  
Barber Shop Harmony Album (1-10")—Mid-States Four—Priscilla Halbrook—Carolina Sunshine; Flirtations; Josephine; When I Lost You; I Want to Get Up and Down the Moon; Good Old Days; Rural Rhythm—London (33) APB-1009  
Breyer, Teresa, Album (1-10")—Teresa Breyer—Old Man Mose; I Beeped When I Scaled Beeped; Jazz Me Blues; Copenhagen; Gently Breezy; When the Train Came In; A Man Wrote a Song; You've Got Me Crying Again—London (33) APB-1006  
Fisher's, Maggie, Piano Playhouse Album, Vol. 2 (1-10")—Margaret & Forrest Ferrin—My Fairy Valentine; Little Girl Blue; I Have Dreamed; Stella by Starlight; Cheek to Cheek; Portrait of Jennie; Sentimental Rhapsody; Poinciana—MGM (33) E-326  
Hawaii Cabaret Album (1-10")—Hawaii Cabaret Boys—Armando Orefice, cond.—Graciosa; Sonamara; El Carnaval de Uruguay; Maresa; Alejandro; El La Plantacion; La Compara; Rumba Blanca—London (33) LB-545

Kent, Charlie, Piano Medley Album (1-10")—Charlie Kent—The Very Thought of You; The Touch of Your Lips; Goodnight, Sweetheart; If I Love You; The Carousel Waltz; Sam I Am; Out! All Over; With a Song in My Heart; Where of Whose; There's a Small Hotel; Sleepy Head; You're Driving Me Crazy; My Blue Heaven; Surfer With the Fringe on Top; Oh, When a Beautiful Morning; People Will Say We're in Love; Sleepy Time Gal; Ukulele Lady; Gilly—London (33) LPS-476

Listen to My Music Album (1-10")—Ted Heath Orchestra—Entry of the Gladiators; Casey Jones; L'Heure Bleue; I Want to Be Happy; Limehouse Blues; Turkey in the Straw; A Kiss in the Dark; The Black Bottom—London (33) LPB-511  
Miller, Glenn, Concert Album (1-10")—Glenn Miller Orchestra—Anchors Aweigh; My Buddy; I Got Rhythm; Jamb With the Light Brown Water; Dr. Army Team; On the Alamo; Limehouse Blues; Villaviva (33) LPT-30

Morgan, Ross, Presents Polka in the Morgan Warner Album (1-10")—Ross Morgan Orchestra—Moccasin Bird Hill; Flying Eagle Polka; Mooch De Mooch; Metro Polka; There's a City Called Hambrandy; Laughing Trombone Polka; Famous (Fiddler's) Polka; Mountain Laurel Polka—Dec (33) DL-5400

Pop Parade Album (1-10")—Art Mooney Orchestra—Stretcher Orchestra—Frank Warren—Bill Hayes—Leroy Holmes—Tommy Edwards—DeMars Sisters—Blacksmith Blues; That's the Chance You Take; I Hear a Rhapsody; Tulips and Heathers; I'll Walk Alone; Forgive Me, Festival; Be Anything—MGM (33) E-352

Twilight Mood Album (1-10")—Three Suns—Marsa Hanson—My Reverie; Moon Glow; Intermars; Smokey Ring; My Silent Love; Moonlight Sonata; April in Paris; Lullaby—V (33) LPM-3012

#### CLASSICAL

Bach's Royal Instrument, Vol. 111 Album (1-12")—E. Power Biogs—Tocata and Fugue in D Minor; Passacaglia and Fugue in C Minor; Fugue in G Major—Col (33) ML-4500  
Friedl, Russell, Plays His Own Unforgettable Melodies Album (1-10")—Rudolf Friml—L'Amour Toujours; L'Amour; Song of the Vagabonds; In-clude Love Call; Downey Serenade; Only a Rose; Rose Marie; One Hour's Sympathy—Dec (33) DL-5389  
Mahler, Symphony No. Eight in E Major Album (1-12")—Vienna Symphony Orchestra—Karlmann-the-Herzog-Scherchen, cond.—E. Maehle; D. Hiltach-R. Aschlye; Millesovac-E. Hajkat-G. Oegal-H. Wierner-F. Schetz  
Rimsky-Korsakov: Concerto for Tsimok and Military Band and Festive Woods Album (1-12")—David Sutherland-Symphony Artists Band—Tear Sheet, cond.—Circle (33) L-51-103  
Schubert, Impromptus, Op. 90 and Op. 142 Album (1-12")—Rudolf Friml—Col (33) ML-4527  
Schoer, Eino, in Sacred Arias by the Great Masters Album (1-12")—Eleanor Steber—Columbia Symphony Orchestra—Revof, cond.—Wayne With Venture Clad, Mercedeson, Near Ye, Tread; J. S. Bach, My Heart Ever Faithful; J. S. Bach, Singing, Weeping, Heart, I Know That My Redeemer Lives—Col (33) ML-4521  
Strauss, Blue Danube Waltz, Op. 314, and Tales from the Vienna Woods, Op. 325 Album (1-10")—Philadelphia Orchestra—Eugene Ormandy, cond.—Col. (33) AAL-13  
Tchaikovsky, The Month Album (1-12")—Morton Gould Orchestra—Col (33) ML-4487

#### CHILDREN

Animal Fair—Archie Godfrey (Bull) Playtime: 378 PVD  
Blubber Boy, the Walrus—Percy Faith Orchestra & William Keene (Johnny) Col MJV-129  
Bull Frog on the Beach—Arthur Godfrey (Animals) Playtime: 378 PVD  
Jonsey Brown Who Tured Green—Percy Faith Orchestra & William Keene (Blubber) Col MJV-129  
Tom & Jerry Find A Moles Lamp (Paris 1 and 2)—Best Worries—MGM 5-23

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POPULAR

- MARY SMALL DIDJA EVER A BEAUTIFUL WASTE OF TIME 15163 and 45-15163
- CECIL YOUNG QUARTET RUSHIN' ON HOME RACE HORSES 15175 and 45-15175
- TEDDY PHILLIPS DO LA LA 15170 and 45-15170
- WISHIN' & FLOWERS SUNSHINE 15156 and 45-15156
- JACK RICHARDS and The MARKSMEN THERE'S A BLUE SKY WAY OUT YONDER YOU'RE NOT WORTH MY TEARS 15161 and 45-15161

FOLK-WESTERN

- MOON MULLICAN A HILLION REGRETS SHOOT THE MOON 1043 and 45-1043
- COWBOY COPAS 4 BARE WALLS AND A CEILING I CAN'T STOP LOVING YOU 1046 and 45-1046
- HAWKSHAW HAWKINS and RUBY WRIGHT OVER THE HILL HAWKSHAW HAWKINS I'M SLOWLY DYING OF A BROKEN HEART 1047 and 45-1047
- BOB NEWMAN A-ROUND THE CORNER LONESOME SAILOR'S DREAM 1027 and 45-1027

SEPIA-BLUES

- SONNY THOMPSON MELLOW BLUES PARTS 1 & 2 4488 and 45-4488
- THE SWALLOWS BESIDE YOU YOU LEFT ME 4525 and 45-4525
- EARL HOSTIC FLAMINGO I'M GETTING SENTIMENTAL OVER YOU 4475 and 45-4475
- LOVER, COME BACK TO ME THE MOON IS LOW 4511 and 45-4511
- TINY BRADSHAW THE TRAIN KEPT A-ROLLIN' KNOCKIN' BLUES 4497 and 45-4497
- WYONIE HARRIS MY PLAYFUL BABY'S COME HERE COMES THE NIGHT 4507 and 45-4507

**Federal**

- THE DOMINOES WHEN THE SWALLOWS COME BACK TO CAPIS-TRANO THAT'S WHAT YOU'RE DOING TO ME 1059 and 45-1059
- THE ROYALS EVERY BEAT OF MY HEART ALL NIGHT LONG 12064 and 45-12064
- LITTLE ESTHER THE STORM SUMMERTIME 12056 and 45-12056
- RING-A-DING-DOO THE CRYING BLUES 12055 and 45-12055

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218 "The Breeze and I"	226 "Remembering"
204 "Ain't She the One"	"Stardust"
"Jalousie"	"Come Back to Sorrento"
"Brazilian"	"Many Happy Returns of the Day"
216 "Poor Butterfly"	"Because"
"I Hear a Rhapsody, Tulips and Heathers; I'll Walk Alone; Forgive Me, Festival; Be Anything—MGM (33) E-352"	222 "My Romance"
	"Indian Love Call"
	224 "The Very Thought of You"

**ALBUM V-101 GRAND MOGUL SUITE**

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"Mediterranean Theme"
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210 "Aisha's Dance"
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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)

Album and LP Reviews

POPULAR

GLENN MILLER CONCERT (Vol. 1) 80

GLENN MILLER CONCERT (Vol. 1) 80
—Glenn Miller Orchestra (13-10\*)
V (33) LPT 30
Anchors Aweigh; My Buddy; I Got Rhythm; Jennie
With the Light Brown Hair; On Army Team; Da Da
Alamo; Lincolnton Blues; Villa.
There is no reason why this second collection of
Glenn Miller band off-the-air recordings should be
considered so well commercially as did the first
LP set. The selections here are about as strong as
were those in last year's issue. It has already
been proven that to many thousands of disk buyers
the Miller band is very much alive. And despite
the warlike atmosphere made by other
artists to come up with the "Miller sound," no
one has yet been able to capture it. This is a
superb package of Miller band recordings of
ballads and swinging tunes. It's more than
a "collector's issue," it's a first-rate album.

BABES IN ARMS—Mary Martin-Mardi 77

BABES IN ARMS—Mary Martin-Mardi 77
Byrnes Jack Cassidy-Lehmann Engel,
Cond. (13-10\*)
Col (33) ML 4488
This is another in the label's growing collection
of re-created Broadway show scores on wax. As yet,
it should be welcomed by many a disk buyer. Ca-
lifornia weeper Gardner Lindgren has done a fine
job in selecting the tunes, performers and or-
chestrations. Packaging, too, is excellent. In the
15 years since the show debuted on Broadway,
most of the Rodgers and Hart tunes have become
standards. This is the show for which were written
such masterpieces as "Johnny One Note," "The
Lady Is a Tramp," "Where Or When," and "My
Funny Valentine." For Milt Green and Wynne
Morray in the original cast, see Mary Martin
and Mardi Byrnes. Little need be said about Mary
Martin. Miss Byrnes, however, impresses as a first
rate singer. Male vocals are all handled with
agility by Jack Cassidy. In all, this is a well
come package and should stir up fond memories
for many and good business for disk dealers.

POP PARADE — Art Mooney Ork-Ted 75

POP PARADE — Art Mooney Ork-Ted 75
Strawer Ork-Penn Warren-Bill Hayes-
Bobby Holmes Ork-Tommy Edwards-The
De Marco Sisters (13-10\*)
MGM (33) E 132
Beckwith Blues; That's The Chance You Take; I
Hear A Rhapsody; Tallis And Weather; Fill With
Alone; Foggy Me; Feeling; Do Anything
BGM has joined the distributor who are releasing
pop tunes of the day on LP records with this new
set consisting of eight best selling titles. None
of the waxes on this set are the most wanted
versions of the tunes, but all of the tunes are
current, so it should still have strong appeal. The
best sides in this set are the lovely Fran
Warren "I Hear A Rhapsody," the swinging "Feeling"
with the De Marco Sisters, and the Tommy
Edwards "Foggy Me." All in all a good package
nicely programmed.

MAGGIE FISHER'S PLAYHOUSE (Vol 1) 72

MAGGIE FISHER'S PLAYHOUSE (Vol 1) 72
Margaret & Forrest Parrin (13-10\*)
MGM (33) E 124
My Funny Valentine; Little Girl Blue; I Have
Dreamed; Stella By Starlight; Cheek to Cheek;
Portrait of Jennie; Sentimental Rhapsody; Pola-
Cah.
This is the first waxes of piano made by the
young piano team of Margaret and Forrest Parrin,
who are featured regularly on the radio program,
Piano Playhouse. And the team has turned out a
disk that should please many ears, as well as
making them many more. The tunes are all stand-
ards, except for "I Have Dreamed" from the
current musical show "The King And I," and each one
gives the team a chance to show off its superb
piano technique. They add a lively rhythmic beat
to "Polka-Lane" and lend a delicate and dreamy
touch to the moody "Portrait of Jennie." The
recording is excellent, and the cover is attractive.

LISTEN TO MY MUSIC — Ted Heath Ork 72

LISTEN TO MY MUSIC — Ted Heath Ork 72
(13-10\*)
London (33) APB 1006
Entry of the Gladiators; Carry Jones; L'Honneur
Bleu; I Want to Be Happy; L'Amour; When;
There's In the Street; A Kiss in the Dark; The
Black Bottom.
Sales potential of the collection of dance instru-
ments is completely dependent upon the amount
and kind of exposure it will get. If it gets the air-
play and promotion it deserves, a good market can
be built. If not, only the group familiar with his
work will want this. Both the arrangements and
performances rank with the best of music dis-
tributed by the best American dance acts. In other
words, this is a fine band—and it's excellently
recorded. Aside from having a first-rate collection
of performances, an attractive album cover,
London could have handled some more titles. One
tries to describe a band which is still somewhat of a
mystery to most Americans. Deejays able to get
this album will find eight fine performances. Jobs,
too, could make good use of some of the eight
selections, when made available as singles.

TERESA BREWER—Teresa Brewer 70

TERESA BREWER—Teresa Brewer 70
(13-10\*)
London (33) APB 1006
Old Man Mose; I Beeped When I Shoulda Beeped;
Jazz Me Blues; Coonatin; Grizzly Bear; When the
Train Came In; A Man Wrote a Song; You've Got
Me Dying Again.
It was on the London label that Miss Brewer had
her big hit disc, "Music, Music, Music." Since
then, at almost London has restricted itself to
recording English artists and Miss Brewer has
come up with another real big one. Yet, her recent
Carol releases have done quite well commercially.
Here are eight Brewer performances—some of which
have been released as singles. For her fans, the
album is a must item. Otherwise, there isn't
much of particular interest. Should the come thro
with another hit record, this package will be in for
some strong action. Until then, it's good catalog
merchandise. Some of the selections ("Old Man
Mose" and "Jazz Me Blues") are still good single
items—available. Backgrounds by the Jack Pells
ork and two-bit emcee are strong. Packaging is
just routine.

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

CHARLIE KUNZ PIANO MEDLEY—Charlie 69

CHARLIE KUNZ PIANO MEDLEY—Charlie 69
Kunz (13-10\*)
London (33) LPS 436
The Very Thought Of You; The Touch Of Your Lip;
Goodnight Sweetheart; If I Loved You; The Car-
peted Walk; June Is Bustin' Out All Over; With
A Song In My Heart; Where Or When; There's a
Small Hotel; Slowly; You're Driving Me
Crazy; My Blue Heaven; Surfer With the Prince on
Top; Old What a Beautiful Morning; People Will
Say We're in Love; Sleepy Time Gal; Ukulele Lady;
Gully.
Anyone who likes a lot of piano selections on one
disk will be interested in this set. It contains
18 tunes, nine per side, like the set previously re-
leased by London featuring Kunz. In addition the
tunes are wisely programmed, three each from
the musicals "Carousel" and "Oklahoma," and three
each by the well known composers Rodgers and
Hart, Walter Donaldson, Richard Whiting, and Ray
Hebbel. In other words, the set contains a wealth
of wonderful ditties. Kunz, backed by a rhythm
orchestration, does a capable job with the 88,
and his arrangements are not as hot, nor involved
as they could be thought.



BILLBOARD PICK JUNCO PARTNER (Frederick) — Richard Hayes (Mer.) rates a Billboard PICK for a disk that "is exciting from start to finish." Reviewers hail it "Disk of the Week" and report, "... platter is a sure hit . . . has the ingredients of a big seller."

"SLEEPER OF THE WEEK" YOU (Republic) — (non exclusive BMI) Sammy Kaye (Col.) with Tony Russo on the vocal is the "Sleeper of the Week." Adapted from Musette's waltz in Puccini's "La Boheme," "YOU" comes up as "a ballad that could very easily go to the head of the list." Billboard touts it as "excellent."

RATED SOLID JUST A LITTLE LOVIN' (Hill & Range) — The smash success of Eddie Fisher's I'M YOURS should not overshadow the backing, which is JUST A LITTLE LOVIN' (Vic.). Billboard gives it a solid 85-rating (excellent) and Variety finds it worthy. Tune is an Eddy Arnold (Vic.) folk success.

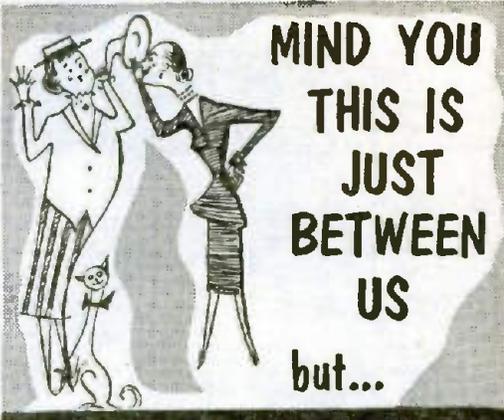
"ROUSING NUMBER" AIR MAIL SPECIAL (Regent) — Billboard singles out Ella Fitzgerald (Dec.) for praise of this "old Benny Goodman opus and Ella delivers one of her wonderful scat singing performances." Trade review calls it "a rousing number that moves solidly."

TOP LEVEL RAINBOW STREET (Rudder) LOW DOWN MAMA FROM NEW ORLEANS (Rudder) — The Satisfiers (Rudder) offer a top level disk with two sides recommended to juke boxes and deejays. "Polished, pleasant and stylish" are the reviewer's verdict.

C & W PICK THREE WAYS OF KNOWING (Peer) — Billboard's "Country and Western PICK" column finds the Johnnie & Jack (Vic.) platter firmly entrenched. Ditzy could move into pop class with this disk.

SWIFTLY PACED HI HO TRAILUS WHIP (Little Jaz) (non exclusive BMI) — Anita O'Day (Coral) backed by the Alvy West orch. delivers a swiftly paced number in fine style. Vocalist earns special praise for this "change of pace item."

STRONG COMER LOVE SONG OF THE WATERFALL (American) — Coming up strongly on Billboard charts is this Slim Whitman (Imperial) disk. Newest release is by Jimmy Wakely-Les Baxter (Cap.) which Daily Variety says, "the type of lyric Wakely handles best."



Bob Eberly



has a hit in Tattle tale

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**WARREN**

sings

"HEAVENLY FATHER"

and

"LEAVE THEM ALONE"

MGM 11237 78 rpm; K11237 45 rpm

**BILLY ECKSTINE**

Sings...

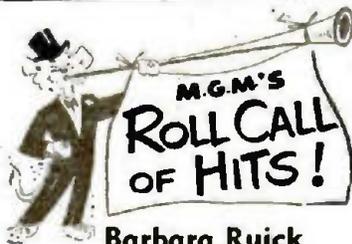
"KISS of FIRE"

and

"NEVER LIKE THIS"



MGM 11225 78 rpm  
K11225 45 rpm



**Barbara Ruick**  
I'D WANNA WALK RIGHT  
OUT OF THIS WORLD  
and  
HOW ABOUT YOU?  
MGM 11221 78 rpm; K11231 45 rpm

**Debbie Reynolds**  
AM I IN LOVE?  
and  
WHAT GOOD IS A GAL?  
MGM 30568 78 rpm; K30568 45 rpm

**Ziggy Elman and His Orchestra**  
WITH A SONG IN MY HEART  
and  
ALL I DO IS DREAM OF YOU  
MGM 11197 78 rpm; K11197 45 rpm

**Tommy Edwards**  
MY GIRL  
and  
PIANO, BASS AND DRUMS  
MGM 11209 78 rpm; K11209 45 rpm

**Tex Beneke and His Orchestra**  
SINGIN' IN THE RAIN  
and  
THE WEDDING OF THE  
PAINTED DOLL  
MGM 11189 78 rpm; K11189 45 rpm

**Arthur Smith**  
JUST LOOKIN'  
and  
FIDDLE-FADDLE  
MGM 11191 78 rpm; K11191 45 rpm

**Honk Williams**  
HALF AS MUCH  
and  
LET'S TURN BACK THE YEARS  
MGM 11202 78 rpm; K11202 45 rpm

**Pee-wee Maddux**  
MY BUDDY OVER THERE  
and  
MY HOBO HEART  
MGM 11224 78 rpm

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**THE BILLBOARD Music Popularity Charts**

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**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 charts.

**KISS OF FIRE** ..... Louis Armstrong Ork ..... Decca 28177  
The fabulous Louis does a fine job with a light and happy reading of the Largo, over a lush ork backing. Flip, "I'll Walk Alone," is another good Armstrong vocal.

**A LITTLE KISS GOODNIGHT** ..... Doris Day Guy Mitchell ..... Columbia 39714  
This cute ditty, which has been around for a few weeks, is beginning to build strongly. Day and Mitchell turn in an engaging performance, and the Westos are backing it appealingly. Other side, "Geatly Johnny," is based on an old folk tune.

**RAMINAY** ..... Jo Stafford-Paul Weston Ork ..... Columbia (see number available)  
A haunting and compelling item based on a chimney sweep's street chant is given a warm performance by the singer. The choir and ork lend tasteful support. Flip side, "Within Your Arms," is a smooth ballad.

**The Disk Jockeys Pick**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. I'M YOURS ..... Eddie Fisher-Hugo Winterhalter Ork ..... RCA Victor 20-4680
2. I DON'T MIND ..... Trudy Richards ..... Decca 28084
3. ONE LITTLE CANDLE ..... Perry Como ..... V 20-4631
4. COIN ON A MAYRADE ..... Peggy Lee ..... Capitol 2025
5. SLEEPLESS ..... Tony Bennett ..... Columbia 39695

**The Retailers Pick**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. YOU ..... Sammy Kaye Ork ..... Columbia 39724
2. THAT'S HOW IT GOES ..... Frankie Laine ..... Columbia 39716
3. I'M YOURS ..... Four Aces-Al Alberts ..... Decca 28362
4. I WAITED A LITTLE TOO LONG ..... Ray Starr ..... Capitol 2062
5. HALF AS MUCH ..... Rosemary Clooney ..... Columbia 39710

**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 tune juke box operators think tomorrow's hits will be:

1. I'M YOURS ..... Eddie Fisher-Hugo Winterhalter Ork ..... RCA Victor 20-4680
2. KISS OF FIRE ..... Tom Martin ..... RCA Victor 20-4671
3. INDIAN LOVE CALL ..... Louis Armstrong-Gordon Jenkins Ork ..... Decca 28076
4. HONEST AND TRULY ..... Guy Lombardo Ork ..... Decca 27995
5. HALF AS MUCH ..... Rosemary Clooney ..... Columbia 39710

**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. BUSYBODY ..... Pee Wee King ..... V 20-4655
2. SOME ONE CALLS ME DADDY ..... Eddy Arnold ..... V 20-4646
3. TATTLE TALE TEARS ..... Faron Young ..... Capitol 2039
4. JUST LOOKIN' ..... Tiny Tim ..... Mercury 5830
5. LOVE ME OR LEAVE ME ..... Marty Robbins ..... Columbia 20925

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**The Bell Sisters**

with

**HENRI RENE**



and his orchestra

singing . . .

The "MAMA MAMA" Song

**"RUTZA  
RUTZA"**

(HURRY, HURRY)

backed with

**"BOO-HOO"**

RCA VICTOR 20-4665-47-4665

**RCA VICTOR RECORDS**

# On the Stand

## Ralph Marterie

Reviewed April 18 at Melody Mill Ballroom, Willow Springs, Ill. Managed by General Artists Corporation.

Saxes: Jack Gaylo, Lenny Gasliardo, Kenny Mann, Larry Regan, and Charlie Spero.

Trombones: Paul Severson, Bobby Spears, Jim George, and Paul Crumbaugh.

Trumpets: Art Schindelback, Corny Panico, and Warren Kime. Rhythms: Henry Riggo, drums; Hank Paustenbach, bass, and Matt Alagna, piano.

Leader and trumpet: Ralph Marterie.

Arrangers: Paul Severson, Paul Crumbaugh, Matt Alagna, Herman Gerst, Bill McRay, and Mike Simpson.

Band manager: Charlie Spero. Vocalist: Nancy Thomas.

Planned for more than two years before the actual formation began, the Ralph Marterie band has been building up a nationwide rep thru its well-handled one-nighter tours and its top-plus Mercury etchings. Now, with about six-months of touring under its belt and the initial shake-down about over, the band is ready to hit the location trail, with the Melody Mill first on the list, then the Meadowbrook and the New York Paramount following.

The result of long planning, an obviously heavy investment financially, and the work of six excellent arrangers, is immediately evident with this large, all-Chicago aggregation. The band has obviously been built to draw the younger dancers, and is powerful on the up-tune side. Its book, one of the largest yet heard with a band as young as this one, includes all the current pop hits, plus a healthy sprinkling of oldies, standards and novelties. Most

importantly, all are arranged with dancing and listening in mind, and both objectives are ably fulfilled.

### Develops Variations

While much of the lead work is handled by Marterie, a hot trumpet man in radio circles before he took up fronting, some excellent variations have been developed. An example is the arrangement on "In the Mood For Love" where the lead is handled by the four trombones with a soft sax background, while on "My Silent Love" the five reeds take the lead with a muted brass backing. Further versatility is displayed on "People Will Say We're In Love," where the saxes and the rhythm join for a listenable effect.

In many of the arrangements, a straight rhythm bridge is used, segueing from full band into the bridge, then back to the entire group. In all arrangements, a sharpness stands out, which requires top sidemen, such as those playing with Marterie, to handle.

### Adds Fem Chirp

To date Marterie has stressed orchestration in his one-ners, but effective with the Melody Mill booking he has added a fem chirp, Nancy Thomas, who works well with the org, but who is young and still needs stage experience to go with her strong pipes. Gal is a tall, good looking singer, who could develop into a valuable addition to the group. She is best on the jump numbers, but can handle a ballad satisfactorily.

To augment the chirp, Marterie has built several tunes around a rhythm accompaniment to an ensemble made up of about 12 sidemen. This gimmick is used sparingly, hence is quite effective.

Over-all, this is a good, solid band, one which has not proved

into prominence with meteoric speed, but rather has been brought along to develop its greatest potential before it hits national prominence. With the coverage it will get via radio from the Melody Mill and the Meadowbrook, plus the all-important Paramount date, it should move into the top circles before many more months. Norman Weiser.

## Cap Plans "Heart" Pitch for Martino

HOLLYWOOD, April 26.—Capitol Records this week signed Al Martino, youthful Philadelphia vocalist, and intends to build him as the "Heart" singer as opposed to Columbia's "Cry" boy, Johnny Ray. Martino first caught Cap ears with his cuttings for a Philly indie, BBS Records (formerly Crosley Records) of "Here in My Heart," backed by "Take My Heart." Both tunes are original cleffings by Bill Borelli, who also owns the Philly indie.

On the strength of these sides (plus two unreleased sides cut for the Philly indie), Martino was signed to a personal management pact by Nick Savano, who in turn sold him to Capitol's Vovle Gilmore 24 hours after acquiring him as a talent property. Martino is now on the Coast. His initial Capitol release is scheduled for July 1.

Borelli is due here next week to conclude a reported distributing arrangement with Monarch Records to handle Martino's BBS platters here.

## Liberce Firm to Promote Concerts

HOLLYWOOD, April 26.—Lee Liberce has formed a corporation in conjunction with Manager Sam Lutz for the purpose of promoting his own concerts. Firm is known as International Artists Corporation and lists Liberce as prexy. Lutz as vicepre, with other officers including attorney John R. Jacobs, brother George Liberce and flack Red Doff. Firm is incorporated for \$1,000.

According to Lutz, Liberce will promote his own concerts thru the International Artists Corporation and thereby hold firmer control over the way the promotion is handled. Fact that Liberce's weekly KLAC-TV show has lifted him on a wave of local popularity that pays off heavily at the concert b. o. may also figure heavily in the desire for the artist and his manager to promote the lucrative concerts.

Lutz said International will consider promoting concerts by other artists once it establishes itself in the field.

## Capitol Trainees Take H'w'd Course

HOLLYWOOD, April 26.—Third batch of Capitol trainees this year arrived at the distery's Hollywood headquarters to undergo a two-week intensive training program designed to prepare them for promotion within the company's ranks. Employee training program, inaugurated last year, has proved successful for Capitol by allowing it to keep on tap a readily prepared personnel pool from which it draws appointees for advancement to position of greater responsibility.

Latest batch includes branch managers Al Levine (New York), Paul Goetz (Cincinnati), George Mansour (Pittsburgh) and Bill Walton (Charlotte). Dave Penley, Atlanta salesman, is also among the trainees preparing himself for future appointment as a branch manager.

## DeVol Sets Up KTTY Gimmic

HOLLYWOOD, April 26.—Frank DeVol has launched a tie-in gimmick with his KTTY show designed to boost attendance at his Lido Ballroom, Long Beach, where he bats his band Friday and Saturday nights. Idea of the plan is to cash in on his TV shows audience at the ballroom b.o. Each Friday night dancers at the Lido pick the three best dancing couples in the house. Three couples then appear on DeVol's KTTY show, with Veloz and Yolanda (who thereby get a plug for their dance studio), choosing the winning couple.

On DeVol's June 7 TV show, each week's winning couple will return to vie for the top prizes. These include a five-day expense-free stay at Las Vegas' Desert Inn as first prize, with suits and six dozen shoes as second and third prizes. Each week's TV show winner gets a Heilbron watch, Prizes and b.o. boosting campaign was set by Bobby Weiss.

## Rexford Kidiskery Using WPIX Show

NEW YORK, April 26.—It is probably the first instance of a kidiskery making use of television, the Rexford Record Corp., has set up a large-scale promotion in the New York area on its moppel line of Records of Knowledge. The TV show around which the campaign focuses is aired once weekly on WPIX, New York indie. The program, called "The Happy Students," dramatizes the firm's kidisks and is produced in conjunction with the MacLevy Talent Studios, a New York chain of theatrical schools for children.

The campaign is being implemented by such dealer aids as window streamers, counter cards, wire counter display racks, advertising mats, suggested window displays and dealer sales contests. In addition, a tie-in has been effected with the MacLevy Studios so that any purchaser of an album will receive a \$5 gift certificate calling for a free talent analysis and dance or voice lesson.

In the meantime the firm is adding to its list of distributors. The most recent appointment went to Brason Associates in Chicago.

## Ristaucrat Preps New Radio-Phono

APPLETON, Wis., April 26.—Ristaucrat, Inc., manufacturers of selective and non-selective juke boxes, exclusively 45 r.p.m., and commercial music systems, also using only 45 r.p.m. disks, will in the next 30 days, introduce a new radio-phonograph combination which will feature the firm's automatic restacker. The new unit will also incorporate a radio tuner, and a repeat button which will allow any record on the post to be repeated if so desired.

Joe Cohen, Ristaucrat sales manager, said firm will turn out 50,000 combinations during the balance of 1952. In addition, 5,000 chassis are now being built for an organization which will use them for commercial music installations.

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It's new in Cost-High in Value! Fill In and Mail This Coupon Today.

## Sides in Current Release

Continued from page 19

ROBBERS	Saturday, Mar	Booby Wayne, Mer (p)
ROBEAM	Hot! Me Close	Billy Eckstar, MGM (p)
SAINTLY JOY	Why Did You Leave Me	Perry Como, RCA (p)
SAINTLY JOY	HO HO	Mindy Carson, RCA (p)
SAINTLY JOY	You'll Never Be Mine	Alan Dean, MGM (p)
SAINTLY JOY	Come Out, Come Out, Wherever You Are	Mindy Carson, RCA (p)
SHAPIRO, BERNSTEIN	Ho, Ho, Ho	Ray Starry, Cap (p)
SHAPIRO, BERNSTEIN	Ho, Ho, Ho	Bell Sisters, Newel Rec, RCA (p)
SHAPLON	Hills of Prade	Recalce, RCA (p)
SHAPLON	Ruta Ruta (Hurry Hurry)	Bell Sisters, Newel Rec, RCA (p)
SHAPLON	Swing & Tempo	Recalce, RCA (p)
SHAPLON	Don't File the Scene Sully	Libere, Hampton, MGM (p)
SHAPLON	Auctioneer's Low Song	Doree & Bill Post, MGM (p)
SHAPLON	More Bell Songs	Miss Miller, Col (p)
SHAPLON	Serenade for Harold	Miss Miller, Col (p)

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LATEST RELEASE  
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**"TRUMPET"**  
Is totin' again with a new Hit—  
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2510 Holmes Kansas City, Mo.

**GIVE to conquer CANCER**  
AMERICAN CANCER SOCIETY

# Writers Fight Harbach Draft

Continued from page 17

presidency must be kept open for new, aspiring, talented men. "Will you limit the opportunities of members?" it was asked. And again, "If a man knows the ASCAP story and can project it to the public, he should have a chance. Who are we to place impediments in his way? Strength of catalog must not be a criterion."

This philosophy, of course, touches upon an increasingly dominant theme in the Society's deliberations. This is the necessity of acquiring leadership with the vision and capacity to guide the Society in such a way that its prestige and power on economic and cultural levels remains unimpaired.

Harbach is expected to call a meeting of the executive board soon, possibly May 8. In any event it will be as soon as all members can attend. Meanwhile, everybody carries over in the office.

### Maneuvers

The maneuvering between now and the date set for the election is likely to be heavy. Various facets of the problem of ASCAP leadership complicate the matter. At the board meeting Thursday (24), for instance, consideration was given to the advisability of having an executive vice-president or general manager, in order to relieve the strains attached to the office of president. It pursued to a conclusion and adopted, such an idea might result in the presidency becoming a non-salaried position. Certain writer members, however, believe these suggested revisions in the structure of the ASCAP leadership are merely "delaying tactics." The Society, it

was pointed out, is operating under a Consent Decree. Any change would have to meet the approval of the Department of Justice.

### The Resolution

The much-bruited resolution was introduced years ago by Johnny O'Connor. Gene Buck had been ASCAP president, at a salary. Deems Taylor followed him, doing the job as a labor of love. It was then resolved to give Taylor a \$23,000 per annum salary, with the proviso that the president should not be able to succeed himself for more than one term. The resolution can be rescinded by a two-thirds vote of the board. The president is elected by a two-thirds vote. Therefore, if two-thirds of the board want someone for president, the same two-thirds can rescind the resolution.

The writers claim this won't happen.

## RHYTHM AND BLUES NOTES

Continued from page 35

Gambey's in Baltimore... Harry Polk has dusted off the cobwebs from the guitar and left Philadelphia to join up with Hammond organist Jackie Davis and trio in Washington, D. C. Club Chat-eau, Philadelphia, is the newest room in that city to go in for instrumental groups, kicking off with the Elmer Snowden Quartet. Jimmy Preston takes over from Johnny Sparrow at Club Bill and Lou, Philadelphia. Eric Hopkins, featuring trumpeter Tommy Sims moves in at Spider Kelly's, Philadelphia, as Clarence (Mop) Dudley moves out for an engagement in Akron.

## One-Stop Shops

Continued from page 17

rearrange its showrooms to provide for a special record department where the operators can get the upcoming hits on all labels. Service is expected to start within the next few weeks.

Not all local juke distributors are sold on the record service. Sam London, Seeburg distributor here and in Minneapolis, will not add platters to his stock, claiming records and juke are two separate businesses and should be handled as such.

# VOX JOX

Continued from page 24

gratulated for first anniversary on job and six years in radio... Sid Dickler, in addition to picking up more air time on WHOD and WMCK in the McKeesport, Pa., area, is also working as a free lance record and artist promotion man... N. C. Milwee, night deejay on WVJ5, Owensboro, Ky., has been promoted to assistant program director...

Changes at KURV, Edinburgh, Tex., have Bryant Asbuckle taking over as program director for Jack Moran, who went to KUNO, Corpus Christi, Tex., and Dick Diebel, formerly KVAL, Brownsville, Tex., replacing Bob Stockles, who went to KBRS, Springdale, Ark... Hal Murray's coast-to-coast Mutual network "Dixie-land Matinee" is being taped

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Record Pressings—Shellac, Vinylite, Flex 78 rpm., 45 rpm., LP—aged inspections; rush orders. Silver Record Pressings Corp., 469 W. Broadway, New York City, Oregon 3-7380.

at WKAT, Miami Beach, so that the two-beat combo, "Preacher Rollo and his Saints," can go on a 13-week tour... Don John Ross, WJTN, Jamestown, N.Y., is back doing amateur shows under the aegis of Luges-Pantages office... Donald J. Opheim has taken over as record librarian at KFAM, St. Cloud, Minn., replacing Dudley Dana who joined Voice of America... Eric Deblin, who runs a five-hour segment built around The Billboard's Honor Roll of Hits, is now inviting teen-ager participation

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For the name of your distributor, write Young People's Records  
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"The finest sound on record"

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Write for prices  
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Here's The Billboard's weekly "Minor Roll of Hits" carried out to 30 places. Includes labels, record numbers and artists, according to popularity—complete on an attractive, easy-reading 8 1/2 x 11 sheet, printed both sides.

With top-selling folk records, 45 and 33 RPM albums, plus The Billboard's picks for record corners—there's nothing like TTT to spur your business—to use as a customer prospect promotion piece—to keep them coming back to your store time after time!

Today's Top Tunes shows you exactly what records to order—what others to play down—thus substantially cutting returns—and increasing profits.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.  
Yes  Here's my dollar, please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.  
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Order Sample Shipment Today, 50 copy trial order of this week's TTT costs you only **\$1**  
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To Order Your Market Place Ad USE THIS HANDY FORM TODAY

**1** First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. 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:  
 Regular Classified  
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**3** Now check off the classification you want your advertisement to appear under:  
 Employer-Employee Meeting Place  
 The Record Exchange  
 Business Opportunities  
 Distributors-Agents-Dealers  
 Parts-Products-Services

**4** And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:  
Gentlemen: Run this in your "Market Place" as indicated below:  
 Next issue only  Next 3 issues  Next 52 issues  
\$ \_\_\_\_\_ Payment enclosed  Bill me  
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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Usual first ad style, one paragraph, no display, first line set in 6 pt. bold, balance 6 pt. light.  
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3 or more CONSECUTIVE or 16 insertions, per word \_\_\_\_\_ 10  
52 CONSECUTIVE insertions, per word \_\_\_\_\_ 10  
Minimum \$5

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Any advertisement using display make-up or white space. Figure space between classified ad borders permitted only on 28 of 28 lines or more.  
Per word line \_\_\_\_\_ \$1.00  
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52 CONSECUTIVE insertions, per word line \_\_\_\_\_ .50  
1 inch equals 16 word lines

**ALL ORDERS AND INQUIRIES TO MUSIC MARKET PLACE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.**

Legit Reps Chosen for Donaldson Committee

NEW YORK, April 28. — The Ninth Annual Donaldson Awards officially got under way this week with the naming of the Donaldson Awards Committee.

The 14 members representing all branches of legit theater are: Vivienne Segal for the actresses, Myron McCormick for the actors, Julie Syvne for the producers, Richard Watts Jr. for the critics, Agnes de Mille and Jerome Robbins for the dancers, Alfred Harding for Actors Equity, Ben Irving for Chorus Equity, Oliver Saylor for the press agents and managers, John Effrat for the stage managers, Morris Seamon for the treasurers, John McDowell for the

stagehands, Stewart Chaney for the scenic designers.

The winners are selected by a secret and democratic vote of the people working in the theater. Ballots and eligibility lists will be distributed during the second week in May to all Broadway theaters currently lighted, to union offices and via current mailing lists. Ballots will also be available after May 12 to those writing in or calling at the New York office of The Billboard.

The Ninth Annual Donaldson Awards covers the season beginning May 1, 1951, and ending next Wednesday (30). Winners in the 27 categories will be announced early in June.

Shop Talk

ANTA's Season

Top Last Year . . .

At The Billboard's season termination point, April 30, The American National Theater and Academy's year stacks up well ahead of its first. "Desire Under the Elms" and "Mrs. McThing" have earned money, and "Golden Boy" broke even. The "Four Saints in Three Acts" all up some profits, there's still about 3 or 4G in the till. "Desire," with most of the Broadway principals, opens at London's Old Vic July 2. ANTA bows out of co-sponsorship of "Saints" when Ethel Linder Reinert presents it at the Paris Festival, with seven sell-out houses starting May 30. A Continental tour is planned after that. As for ANTA's last offering, "Sunday Breakfast," by Emery Rubio and Miriam Balf in their Broadway bow, casting was just about com-

pleted this week. Stella Adler directs, with sets by Ben Edwards. Anthony Ross and Phyllis Povah head the cast.

Whether ANTA's managing director Robert Whitehead continues next season depends on the org's decision on establishing an acting troupe. A brain-child of Whitehead's, it was postponed this season due to lack of funds. He plans to wait and see about next year, meanwhile preparing Arthur Laurents' "Time of the Cuckoo" on his own next fall.

Group to Sponsor

"Macbeth" Recitals . . .

Muziel Kirkland and Straat Colworth will star in a dramatic recital of "Macbeth," sponsored by the Philadelphia Art Alliance at the Plays and Players Theater. William Miles directs, with the intention of touring the summer circuit, using crowd-hat residence members to fill out the cast.

Theron Bamberger has optioned for Broadway "Count Your Blessings," by Carl and Dorothy Alenworth, and "Be Your Age," by Mary Orr, and Reginald Denholm, which he will try out at his Bucks County Playhouse, New Hope, Pa.

T. C. Upham will return to manage the Cape May (N. J.) Playhouse. His absence last year was the first in 13. . . Gen Conovese and Edward Woods in Atlantic City have raised 80G on Billy Gilbert's 150G musical, "Buttrio Square," scheduled for Broadway in October. . . Jose Ferrer leaves "The Shrike" May 31, to act in the "Moulin Rouge" film. The show will suspend unless a satisfactory replacement is found. . . Phil Sillars may take a rest from "Top Banana" in August. Meanwhile, Paul Stone and Michael Sloane have bought "Room Service" rights for him. . . Margaret Sulavan has ditched "St. Joan" plans in favor of Terrance Rattigan's "The Deep Blue Sea" for Broadway in the fall. . . Howard Hoyt is making arrangements to revive "On Your Toes" for straw-hat circulation. . . International Ladies' Garment Workers' Union is building a 250G theater at Unity House in the Poconos.

Chorus Equity Draws

Slate of Officers . . .

Chorus Equity Association has announced its regular ticket of officers to be voted between now and the org's annual meeting, June 8. They are chairman of the executive committee, to serve one year, Paul Dulizelli recording secretary, one year, Enid Harding; executive committee, three years, Jeffrey Warren, Joy Rankin, May Muth, John Faulkner, Feodore Tedik, Vivian Smith and William C. Smith; replacements on the executive committee, one and two years, respectively, Douglas C. Luther and Eddie Becker; council for three years, Miss Muth and Dick Rouslin, and for one-year replacements, Allan Lowell.

Mal Ferrer is being sought to stage Chris Anderson's production of "Miss Hamlet." . . Haila Stoddard replaced June Havoc in Montreal while the latter vacations from "Affairs of State." . . Paul Gerard Smith has taken over direction of "Shuffle Along" from ailing collaborator, Jack McGowan. . . Harriet Kaplan has

(Continued on page 43)

Foreign Review

RELATIVE VALUE Savoy Theater, London

A comedy by Noel Coward. Directed by the author. Setting by Michael Ralph. Manager, Micky Orr. Stage manager, Clive Woods. Press representative, Vivian Berryn. Presented by J. M. Tennant, Ltd. and John C. Wilson.

Charles . . . Richard Leech  
Alice . . . Renee Hill  
Moxie . . . Angela Baddeley  
Polly . . . Gladys Cooper  
The Hon. Peter Innes . . . Simon Lock  
Lady Hayling . . . Dorothy Batey  
Miranda Frayle . . . Judy Campbell  
Earl of Marshwood . . . Ralph Michael  
Dor Lucas . . . Hugh McDermott

"Relative Values" is a slick, sophisticated comedy full of the old Coward bounce and bite. It takes equally balanced smacks at both aristocrat and commoner. Set in one of those country mansions which used to be every Englishman's castle, it romps along with an engaging charm toward an indefinite end, which doesn't matter to anyone anyway, as long as there are laughs along the line.

Coward has resurrected a family of strictly prewar snobs, headed by the Countess of Marshwood, played by Gladys Cooper. To her comes news that her bottle-brained son, the Earl, is planning to marry a frail by the name of Miranda Frayle, who, in her spare time, is a Hollywood star.

This naturally upsets the Countess. Not, these needless days, that she minds on account of the girl's grammar or occupation. Few families could find any such objection to having someone on a Metro pay roll in the house. But there is a larger objection to Miss Frayle. It seems she is the long-lost sister of Moxie, the Countess' maid. And this is an almost insuperable barrier to the romance. What the Marshwoods would welcome from the financial angle, Moxie absolutely bans from the snobbish one. Not for anything would she allow a sister of hers to marry into the upper crust.

Here, of course, is a set-up Coward loves to knock down. Having accomplished that he adds another element—the Hollywood leading man who comes a-wooing Miranda in phrases of burning unoriginality from every film you've ever seen.

There is, naturally, a neat enough solution to the tangle, which ties the right boy up with the right girl in the approved fashion. While a third act is obviously tagged on, Coward has packed it with some of the play's most amusing dialog.

This is no major come-back for Coward. Rather it is a rehash of everything he's ever written before. But acted with verve, and directed (by Coward himself) with cunning, it passes a pleasant evening. Gladys Cooper is a tailor-made dowager; Judy Campbell, an engaging Hollywood hoyden, and Hugh McDermott, so true to real film life he probably won't be allowed to set foot in a film studio again. But the show is definitely Angela Baddeley's. Her character study of the intelligent, conscious Moxie gives depth and insight to an otherwise shiny, surfaced, highly colored but strictly two-dimensional play.

Leigh Vance.

Broadway Openings

CANDIDA

(Opened Tuesday, April 23)

National Theater

A comedy by George Bernard Shaw. Staged by Herman Shumlin. Setting by Donald Oenslager. Costumes by Motley. Musical manager, Joseph Momm. Stage manager, Robert Woods. Press representative, Maurice Turet. Produced by Thomas Edmondson.

Miss Fawcett . . . Pamela Simpson  
Reverend James Morel . . . Ron Randall  
Rev. Alexander Hill . . . Frank Leslie  
Mr. Burgess . . . Bramwell Fletcher  
Candida . . . Olivia de Havilland  
Eugene Marchbanks . . . Terrance Kilburn

This reporter has stated on previous occasions that "Candida" is not his dish of tea. He has never been able to accept George Bernard Shaw's quaint conceit that a posturing, little, neurotic weakling like Marchbanks would possibly have been taken seriously by people of common sense even in Victorian England. Candida is pictured as a woman of depth and comprehension, and her priggish husband as in no way a fool. How either of them could have stood assinine, young Marchbanks around the house for more than ten minutes is something even Shaw cannot put over on this paw. Maybe, the Sage was just having his little joke. If so, it has never seemed a particularly amusing one.

Be that as it may, actresses love to play Candida, and there is no reason why Olivia de Havilland shouldn't take a crack at it, if she wants to. She has been doing so with considerable success on the road, and now brings the ancient comedy to Broadway for a limited run. Even if the run were not so announced, its stay would likely be limited, for while Miss de Havilland is lovely to look at and displays great personal charm, her Candida stems from the head rather than the heart. She is acting all over the place, substituting energy for the character's notable serenity.

In worse cast is Terrance Kilburn, making his Stern debut, as Marchbanks. Shaw's love-sick young poet is a pretty sickening chore for any actor, but Kilburn starts his attack with all stops open, and as a result is out on the well known super emotional limb for the rest of the play. Ron Randall comes off much better as the somewhat pompous reverend, playing him for what real humor and vitality is to be found in the play. Pamela Simpson gives a sturdy stock company performance of the Victorian secretary and Frank Leslie is the worshipful curate. Bramwell Fletcher, however, does get real character into the lusty old scallawag who is the heroine's father.

Herman Shumlin's special direction for the New York run has not helped matters any. His overall treatment seems particularly colorless. Only in the final scene, where Candida makes her final choice, does it seem to perk-up any steam. The whole production has a drabness, possibly catching on from Donald Oenslager's excellent, stuffy, parish house study in which it is played. Even if a reporter liked "Candida," he couldn't like this version of it.

Bob Francis.

TO BE CONTINUED

(Opened Wednesday, April 23)

Booth Theater

A comedy by William Marchant. Staged by Guthrie McClintic. Setting by Donald Oenslager. Costumes by Motley. Company manager, Grace Taylor. Stage manager, John W. Trelk. Press representative, Bob Jacobson and Anne Nopert. Presented by Guthrie McClintic.

Claude Franklin . . . Neil Hamilton  
Annie . . . Mary Glida  
Dolly . . . Dorothy Richway  
Billie Martinson . . . Luella Gear  
Ted Poncek . . . John Drew Devereaux  
A Young Woman . . . Grace Kelly  
An Older Woman . . . Jean Dixon

The prime trouble with "To Be Continued" is that you can't believe any of it, and probably wouldn't want to, if you could. William Marchant's first Broadway effort can rate him a playwright of some promise. "Continued" is written wittily and with considerable amusing touches in the dialog. But as an exercise in sophisticated comedy its substance is even less than its credibility. It will not be with us long.

This is too bad, since its scope embraces some most engaging players, and it has been impeccably produced and directed with style by Guthrie McClintic. Donald Oenslager has contributed one of his handomest studio-living room backgrounds, and the costumes derive from such clothes experts as Mattie Edith Lutyens, Falkenstein, Hattie Carnegie and Marian Wright. However, it seems extraordinary that so canny a judge as McClintic should have become intrigued with its production. Overall, "Continued" is a terrific waste of time and talent by all hands.

Marchant would have you believe that a rich gentleman can happily maintain a wife in Connecticut and a mistress in New York for 26 years without friction, the while appearing his Mondays thru Thursdays in town. The situation remains intact, until the mistress is needed by a pal into tipping off the wife, with the object of getting the man entirely for herself. But Marchant's people are civilized, so civilized in fact, that when the two women have it out together in his last act, they discover they really like each other. It seems the wife has known about the arrangement all along. There will be no divorce and matters will happily continue status quo. The husband seemed left out in the middle, but by this time this reporter didn't care very much what happened to them.

Dorothy Stickney is entirely lovely as the mistress—vague and slightly fluttery—but most of what she has to say is hardly worth the effort she put in to learn it. Luella Gear gets some very touches in the arrangement who stars up the small fracas, and Jean Dixon arrives for the final blow-up to make an impossibly motivated wife authoritative in her own right. Neil Hamilton manages to make the harried husband look young enough to be drafted, which is odd after 26 years of living in sin, but plays him with considerable charm. Mary Glida makes a highly upright maid fleetingly amusing, and there are further short contributions from personable Grace Kelly and John Drew Devereaux.

Between them they make "Continued" look sleek and at times brilliant. It is a pity that it can't sound so. . . Bob Francis.

Dramatic Routes

Affairs of State (Royal Alexandra) Toronto.  
Belle and Yox (Hanna) Cleveland.  
Bell, Book and Candle (Great Northern) Chicago.  
Communist Party (Colonial) Boston.  
Constant Wife, with Katherine Cornell (Gayety) Washington.  
Gentlemen Prefer Blondes (Shubert) Boston.  
Guns and Dolls (Shubert) Chicago.  
Member of the Wedding (McCoy) Providence, R. I. 26 (Shubert) New Haven, Conn. May 1-3.  
Mr. Roberts (Orpheum) Springfield, Ill.  
The (Alameda) Deatur May 1 (Shrine) Mosqueo Florida 2-3.  
Moon Is Blue (Harris) Chicago.  
Moon Is Blue (Tower) Atlanta 28-30.  
(Cardinal) Southampton, S. C. May 1.  
(National) Greenboro, N. C. 3; 1-3; Raleigh 2.  
New Face (Forsyth) Philadelphia 1-3.  
Remains to Be Seen (Blinger) Chicago.  
Schwartz, Maxine (Consensus) W. 17, month Boston.  
Shuffle Along (Shubert) Philadelphia.  
South Pacific (Huron) Pittsburgh.  
Two on the Aisle (Cass) Detroit.

Off-Broadway Reviews

A MIDSUMMER NIGHT'S DREAM

(Opened Thursday April 17)

Capitol Theater Studio

A comedy by William Shakespeare. Staged by Maria Ley Pevator. Setting by Leonard Meyer. Stage manager, Bob Kaitima. Presented by the Dramatic Workshop and Technical Institute.

Thesus . . . Hal Willard  
Zelus . . . Louis Dutch  
Lysander . . . Louis Cilan  
Demetrius . . . Sid Danie  
Philstrate . . . Bill Barr  
Quince . . . Hal Rorat  
Snog . . . Richard Bermudez  
Bottom . . . Premier Maldonado  
Flute . . . Clifton Freddy  
Sneep . . . Billy Ponderer  
Botolph . . . Charles Cressop  
Hippolyta . . . Frances Auren  
Hermia . . . Dawn Steinkamp  
Helena . . . Jeanne Lind  
Oberon . . . Lionel Decker  
Titania . . . Mary-Anne Brooks  
Puck . . . Anne Rose Quinlan  
Psephenus . . . Sandra Melnick

In transporting itself from the little President Theater to the second floor of the Capitol Theater building, the Dramatic Workshop and Technical Institute has lost a great deal as a showcase for young aspirants. The new accommodations seem hardly adequate for anything more than the simplest fare, and certainly not for the pastoral pageantry of Shakespeare's "A Midsummer Night's Dream." On the other hand, the current crop of students seems to have not too much to showcase anyway; so there's no great loss.

The this reporter respects any group which, presented with a real challenge, struggles to surmount obstacles, it is, nevertheless, (Continued on page 43)

**NEWS NUGGETS:**

## Tatum-Garner Hit Midwest Paydirt

CHICAGO, April 26.—The Art Tatum-Erroll Garner piano concert package which is now heading east after playing the Midwest, hit paydirt in Detroit and Chicago, despite a series of mishaps, then went into Kansas City and Minneapolis, before working its way back to New York.

Concert moved into Detroit April 13 and Tatum, who was scheduled to meet the cast there, but who was delayed three hours due to car trouble. Playing the Masonic Temple, the concert, first jazz show in the Motor City in two years, went on without Tatum, chalking up 3,600 admissions for an \$8,000 gate. Tatum arrived at 11 p.m. and with special union permission, was allowed to go on.

Chicago date was played last Sunday (20) at the Civic Auditorium with Herb Carlin promoting. Date was given some heavy flack, with Martha Glaser brought on from New York to handle the promotion.

After completing the aud-arena circuit, the Moe Gayle package may be trimmed for nilly dates.

### Chicago Amphitheater Adds Convention Bldg. to Tiff . . .

CHICAGO—International Amphitheater here, site of the Republican and Democratic national conventions in July, has been renamed the Chicago Convention Building and International Amphitheater. William Wood Prince, president of the Union Stock Yards & Transit Company, owner of the building, said the name is more appropriate in line with this summer's doling and additional conventions expected to be attracted by the new air-conditioning equipment being installed.

### Icer With Barbara Ann Grosses 5836 in Detroit . . .

DETROIT.—Return booking of the "Hollywood Ice Revue," starring Barbara Ann Scott, drew about 45,000 people at Olympia Stadium here for five performances in four days, closing Monday (21). Total pull for the full 25-performance run was estimated at 250,000 with the gross reported at \$583,313. Repeat appearance was much better than expected, according to Nick Londres, Olympia exec, who viewed the ice show primarily as a break in the jump between Indianapolis and Toronto. Attendance was hurt by warm week-end weather, with the mercury hitting 85 degrees.

### Detroit Home Show Draws Up to '51 in Early Days . . .

DETROIT.—Detroit's Builders' Show drew 45,000 in the first four days thru Monday (21) at the State Fairgrounds, according to Kathryn Prost, show manager. Gate for the full 10-day run ended Sunday (27), was expected to hit 300,000. Night attendance has been strong, day attendance relatively light, with warm daytime weather blamed. Four fairgrounds buildings are being used for the show.

### Pitlochry Theater Plans Fall Season . . .

May 17 has been fixed as the opening date for the Pitlochry Festival Theater this year—its second season. Pitlochry is Scotland's only theater under canvas, which opened last year and ran for 19 weeks. Included in 1951 repertoire was the Maxwell Anderson premiere here of "Mary of Scotland."

The 1952 season opens—with a bolder slant audience—with James Bridle's "Tobias and the Angel," already well-known in Britain. Also in the repertoire is the world premiere of a forgotten Walter

**Auditorium Managers:**  
Help us build a list of promoters who are capable of directly promoting and underwriting attractions in your building. The increased availability of large attractions and package shows depends upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local show-promoters in your area. Send us the names of the promoters in your area to the writer, Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

Scott piece, "Devorgoll," Shaw's "Too True to be Good," J. M. Barrie's "Dear Brutus." Britain's Poet Laureate John Masfield has translated a piece set in 16th Century Norway, "The Witch" by H. Wiers-Jensen, and there is also a play by contemporary Dutch author Ben van Eysselsteijn, "Double Redoubled."

### Burl Ives Goes Big in Scotland . . .

Burl Ives went over big here in a one-night stand in Glasgow, but unhappily played to a poor house as a rest-meager advance publicly. He returns later in the month for a tour of smaller towns, and, with his Glasgow reputation, should sing to packed houses. Scotland likes folk-singers—Josh White has the status of a legend in this country, after arriving with nothing but a guitar and three thousand shrieking fans between him and the bread-line.

But quality counts. White is fine and Ives is fine. We just suspect that an invasion of guitar-and-song boys may be due, and unless they can produce the goods they are liable to lay large eggs. Second-rate folk-singers are already sprouting under every stone in Britain, and most of them will empty houses faster than a fire alarm.

### Expect 250 Car Entries In Chi Motorcade Show . . .

CHICAGO—Second annual Motorcade of America, slated for the International Amphitheater here May 1-4, has received entries of 150 sports cars, custom built and roadster jobs, and antique automobiles. Indications are that the total will reach 250 by the show's opening. Besides automobiles, show will have exhibits of racing airplanes, racing boats and motorcycles.

### Disk Jockey to Promote Polka Night at Erie, Pa. . .

ERIE, Pa.—Don Evans, WJET, Erie, Pa. disk jockey, will promote a Polka Night at the Armory here early next month, with Chuck Smith, Cleveland, and his orchestra featured. Show also will be attended by Mayor Thomas Flatley, who will crown the city's Polka King and Queen.

### Holyoke Arena Taken Over By Kanes and Goldblatt . . .

HOLYOKE, Mass., April 26.—Ralph E. Kane, Jack Kane and Sol Goldblatt, new owners of the Valley Arena here, took over the sports palace last week from Orest A. Belmont, arena owner since the death of his uncle, Homer Rainault, in 1944. Announcement of the sale was made March 24. The new owners formerly operated night clubs in Norfolk, Va.

## Nets Go Dancing

• Continued from page 1

would be devoted to a concert of progressive jazz, with Kenton handling the commentary, and the remaining 25-minutes given over to dance music. Another aspect of the NBC remote plans is to have all bands into their segment since the death of his uncle, Homer Rainault, in 1944. Announcement of the sale was made March 24. The new owners formerly operated night clubs in Norfolk, Va.

### No Mexico

The American network had hoped to pick up a band on a weekly basis from Mexico, but the legal department nixed this because of the American Federation of Musicians' restriction.

When the full-scale summer band remote schedule is under way, across-the-board block programming will generally be obtained by the networks, with CBS opening at 10:30 p.m. and the other three webs beginning an hour later. On some evenings earlier pick-ups will also be added. The only anticipated change from this schedule will come during the period of the national political conventions.

## American Show Gets Boff Biz In Tokyo Bldg.

TOKYO, April 26.—E. K. Fernandez's All-American Circus got off to a strong start in its month-long stand here in the Kokugikan Arena, and since its bow has been forced to do three shows daily to care for the entertainment-hungry natives. First show begins at 10 a.m., second one at 1:30 p.m. and the night performance at 5 p.m.

The circus is sponsored jointly by the Mainichi Newspapers and the Daiei Motion Pictures Company with the support of the Ministry of Welfare and Metropolis, and is the first American troupe here since the Hagenback show played this capital city over 20 years ago.

### To Play Thru May 8

Organization will remain here thru May 8, and then move to Osaka for its first under-canvas stand. After three weeks at Osaka, other Japanese towns are scheduled before the aggregation embarks for Hong Kong where a four-week run is planned.

Opening performance was marred by an accident to Frank Phillips, who was clawed by one of his pumas. As a result Phillips missed several performances.

### Talent Line-Up

Performers are all quartered in a downtown hotel and are enjoying their choice of American foods. Acts on the program include Riggs Brothers, bars; Hickmans, acrobats; Frank Phillips, wild animals; Elaine and Walter Henrichs, riding acts; Great Cepler Family, high wire; Tiny Twist and Julian Jacobs, dog acts; Mildred Welbes, monkeys; Cliftons, trampolines; Tom and Tiny Twist, balancing and ladders; Claytons, trampolines; Riding Duttons, dressage; Herbie Weber, slide-for-life; Otis, comic mule; Marilyn Rich, trapeze; Tom Hickman, Roebuck Calahan, and Beatrice Dante, chimps.

Belfords, acrobats; Great Latino, foot slide; Captain Guy Leslie, seals; Miss Dolly Jacobs, elephants; Dewaynes, teeterboard, and Fred Valentine's Flyers.

## Milwaukee Bd. Selects Krahn

MILWAUKEE, April 26.—The Milwaukee Auditorium-Arena Board this week elected Elmer A. Krahn, business manager, American Federation of Labor Press, as board president, succeeding Walter V. Johnston, who resigned several months ago due to ill health. Johnston, however, remains a member of the board. Clyde A. Fuller, who acted as temporary president after Johnston's resignation, has been elected first vice-president; Joseph Lademan, second vice-president; Virgil H. Hurlless, secretary, and Joseph Krueger, treasurer. Hurlless is the Milwaukee city comptroller, and Krueger is city treasurer.

John Kalupa, who assists Hurlless in his civic duties, was named assistant secretary of the audience board, while Joseph Reidmuller, who serves Krueger as an assistant in the city post, will act as assistant treasurer of the board.

## Arena Routes

Biggest Show of '52 (Cincinnati Garden) Cincinnati, O., 30 (Hooport Arena) Troy May 1, (Lafayette) Louisville (Orpheum) Springfield, Ill., 3 (Aud.) Kansas City, Mo., 4; (Field House) Mobile, Ill., 5; (Riviera) Des Moines, Ia., 6; (May) Dayton, Ohio, Circus, Duluth, Minn., 7; (May) Hamilton Circus, Washington, D. C., 20-May 3, Altona, Pa., 5-10. Howland Ice Revue (Forum) Montreal, Can., 4-11. Ice Gardens of 1952 (Pacific) Denver, 20-May 4; (Pan-Pacific) Los Angeles June 1. Polack Bros' Eastern Circus (Madison) Fort Worth, Texas, 1-3. Polack Bros' Western Circus (Auditorium) Sacramento, Calif., 1-3. (College) Austin, Tex., 7-10. Polack Bros' Western Circus (Auditorium) Wichita, Frank, Circus, Providence, R. I., 28-May 3; Syracuse, N. Y., 5-10.

## Especially Planned Musical for Arenas Authorized by AMA

John Murray Anderson Producer; Association Booking Session Held

• Continued from page 1

of the package-type shows with their vaudeville format, execs attending the meeting apparently agreed not to let their earning power and success blind them to the very real possibility of being trapped into losses by overdoing a good thing. While there is interest in the arena field on the part of many show endeavors of this type, consensus is that about one such special presentation a month is the safest ratio for all towns.

In addition, the bookers felt that variation is vital and that the too frequent booking of nearly similar attractions would be bad judgment. Any limitation placed on the booking of package offerings will actually benefit the performers as well as the buildings, execs feel.

### Gale Sets Two Shows

Success of the currently touring Frankie Lane-Patti Page - Billy May ork package and its predecessor, Nat King Cole-Duke Ellington set, is not to be denied, however. On the basis of the phenomenal success of these units, the Gale Agency received the okay on producing two more packages for next season.

The Roller Derby, which mushroomed to popularity, next season will play shorter runs and more dates. Bookings up until now have often consisted of from 18 to 21 days; too long a period for most buildings to be committed without losing other worthwhile endeavors. One-week runs are likely to be the rule, with execs further adopting the suggestion of Leo Seltzer that the top-grossing towns be refashioned for an additional six-day period.

Recent revived interest in the six-day bike races led to additional consideration for the cycling guys. A compact route with an anticipated 10 stands is planned. Lengthy and consecutive run is expected to make it

## "Biggest Show" Tops '51 With 140G in 11 Days

NEW YORK, April 26.—In spite of a slow start during its first dates thru the South, "The Biggest Show of 1952," with Frankie Lane, Patti Page, the Billy May ork and other acts, has hit estimated grosses of \$140,000 during its first 11 days on the road. This is about 15 per cent higher than the grosses for the same period of "The Biggest Show of 1951," which toured last fall.

Biggest grosses on the one-nighter tour to date were at Guelph, Ont., where the package hit \$18,000, and Montreal, where the show took in \$30,000 for two performances. Grosses in the Southern cities were disappointing, with Raleigh, N. C., the low point at \$5,000. However, since the show has come North, it is clicking strongly at the box-office.

### More Planned

Both the General Artists Corporation, which set the "Biggest Show of 1952," and the Gale Agency, which booked the package, intend to continue to send the big-name package under the same title. They are now considering another arena and auditorium package for the fall that will feature another set of big name attractions. According to the Gale Agency, the road situation has changed a bit this year, with advance sale for the package slower than last year, but the door sale a lot heavier than heretofore.

possible to entice the best of European speedsters to appear here. This, it is felt, should build interest and, of course, add to the gross.

### Autry Route Set

The perennial top-grossing Gene Autry was also inked in. He will play approximately the same number of dates, including about 12 in the east. A paying policy of playing mostly new towns with a year or two lapse before rehashing previous stands will be followed by Autry.

When the honey schedules are set up in June and basketball is inked in some time in July, aspirants will have to use a slide rule to find a fair-to-good date left at some of the big arenas. The big leers, Ice Capades, Ice Follies and Ice Cycles, were routed last month. Any change in the set routing of the blade endeavors, as rumored, would involve considerable juggling at this time with one or two of the known obstacles regarded as nearly insurmountable.

A committee was appointed to conduct an extensive survey of advertising and exploitation in all buildings on various types of attractions. Reason for this is that nearly all buildings seem adroit in selling one or more, but seldom all, of the available attractions. Assimilating of "how-to-do-it" information is expected to lead to interesting disclosures, a good deal of which can be passed on to aid group members.

### Interest in Field High

While many groups were anxious to work into the arena field, untried no doubt by the sizable earnings reported by low-cost enterprises, the preliminary sifting was accomplished in advance of the meeting and no open door policy was maintained. Music Corporation of America offered a package group which the managers are considering.

Walter Brown, of the Boston Garden, AMA president, presided at the session, which drew a record attendance with only one or two members absent because of illness. Their buildings had representatives on hand, however.

Also invited in for some of the proceedings were representatives of non-member arenas, including several representing buildings now under construction. Several applications for membership were received. Announcement of these will be made only upon their acceptance.

## Towering Problem

• Continued from page 1

mittes makes its own individual interpretation of the criteria for radio-TV construction. Airline officials are hoping to get the FCC's reaction to a proposal setting up one tower for all TV stations in a city. Cities where TV applicants are having trouble getting antenna sites approved by the regional sub-committees include Boston, Chicago, Nashville and Norfolk.

## Show Insured

• Continued from page 1

kine slated to be made at that time. The show, packaged by Jerry Layton, is tentatively slated to get the 8-8:30 slot Thursdays, starting May 8. This is the first 30 minutes of the period formerly occupied by "Stop the Music."

### PROMOTERS

Get on our Mailing List! Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for arenas and arenas we can refer inquiries from your territory to you. Please state the date and type of event or attraction, how long you have promoted in the past, specify whether or not you were financially responsible or secured financing. Write: Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

# Hocus-Pocus

By BILL SACHS

"NOTHING too much doing in New York magically," type-writes George Schandler, Brooklyn baffleer gradually turning comic. "The big screw here," he continues, "is that Frank Garcia, alias Frank Brooks, is now Frank Garcia again, having given up his comedy-team connection and going back to magic as a single act a better act. He recently filmed a five-minute spot for the Bonomo TV show. As for myself, nothing terrific. Just back from Ithaca, N. Y., to find that showbiz is dead here for the lesser names. Played New City in New Jersey a week, and that's about it, outside of a few club dates. The magic has been leaving my act little by little and I'm now left with two tricks and an audience participation ventro gag. Comedy is the thing, and as you see by the letterhead, that's how I'm selling the act. Richard Himber and son did a spot on Sam Levenson's TVer recently. With the passing of Ralph Read, it has been announced that Bruce Elliot will edit the Tarbell Course for Tannen. Memory with Les Spiewak and sleight-of-hand Harry Larayne are working on a deal

together. Sounds like a school for these arts. Summer season and the resorts are almost ready, and many acts will soon be heading that way out of here as soon as the warm weather sets in. Charles Esposito is the new president of the Bridgeport, Conn., Ring of the International Brotherhood of Magicians. Other officers chosen at the recent election were Edward Wilkinson, vice-president; John Suits, secretary; Charles Gamba, scribe; Harry Harger, assistant scribe, and W. C. Weber, historian.

**JAY PALMER AND DOREEN** returned to New York April 23 after an Alaskan tour for USO. After a few weeks' rest they departed for Europe for 10 weeks for the same org. "We had a wonderful tour of Alaska," they postulate. "Some of the outposts were made by dog sled." Magic Hobby Club, Columbus, O., largest and most active magic club in the State, recently elected the following officers: Wally Willis, president; Dr. Roth, secretary-treasurer; Wally Dyrart, first vice-president; Dallas Fraser, second vice-president; and Joe Kemp, third vice-president. The group meets the third Friday of each month at Bob Nelson's Magic Shop in Columbus. Magi in the territory are welcome to attend.

Lester Lake (Marvel) has quit the road to become manager of department at Walgreen's drug store in downtown Cincinnati. Max Terhune, magician, vent and Western film player, has a new TV show, "Alibi Tent Show," appearing Tuesdays and Thursdays at 6 p.m. over a Los Angeles station.

Byrnie L. Perkins (Byrnie the Magician), after telling us how he's been reading this column in Variety for to these many years, informs that he's presently his magic on a semi-pro basis within a 100-mile radius of Grand Rapids, Mich. He recently signed to make a series of commercial TV films to advertise a bread product, and May 3 will present his spook version of "Zombie" in conjunction with the Phil Baker unit of Siskin's "Asylum of Horrors" at Keith's Theater, Grand Rapids. Byrnie is secretary of the Grand Rapids Magicians' Club. A. A. George, Zanesville, O., attorney and father of the internationally prominent magician, Grover George, whose name for many years has been a household word in Central and South America, sends us a clipping of a four-column story, with photos, by Karl S. Dixon, which appeared in the Zanesville Sunday Times Signal of April 13. The interesting yarn tells of Grover George's start as a magician, his various experiences with the late Howard Thurston and his grand success as a magician in South America.

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## Roadshow Rep

**SCHAFFNER PLAYERS**, owned and operated by Mr. and Mrs. Nell Schaffner, are in rehearsal in Wapello, Ia., quarters for the show's 27th consecutive season on the road. The Schaffners returned recently from a winter in Florida and currently are mapping plans to debut the org in mid-May. . . . **Herbert Kamp**, who died in the J. N. Adam Memorial Hospital, Perryburg, N. Y., recently of a heart attack, was a tab show and vaude performer for over 45 years. He played the Kemp trip for many years and for the past five years was associated with the Ray S. Kneeland Amusement Booking Service, Buffalo. . . . **Comics on the Old Reliable New Orleans Minstrel Show**, which opened the season in Jackson, Miss., April 14 include Lollipop Jones, Memphis Lewis, Billy Cornell and Bat Lumkin.

**EARL (TOBY) NEWTON**, who died in Veteran's Hospital, Oakland, Calif., April 15 was widely known among rep and tent showmen in the Midwest and the South. Born in Ohio in 1890, Newton joined Minorelli Brothers show when he was 19 years old. Two years later he produced and starred in "Uncle Tom's Cabin." The past 15 years he spent in California and was associated with such well-known professional groups as Porter's Tent Show and Jennings' Players. Two years ago he settled in Live Oak, Calif., where he purchased a home and trailer court. He remained active, however, operating his Toby's Tent Show which offered big and vaude entertainment. . . . **Jasper Jackson**, one-time Negro minstrel and later owner-operator of Jasper Players, will try a platform show in the Southwest this summer. He'll open soon near Biloxi, Miss. Jackson is the son of Keets Jackson, old-time minstrel comedian with Richards & Pringle and other burnt cork orgs.

**COL. LAWRENCE LLOYD** letters from Denver that he has placed several school shows in the central part of Colorado and is now readying a trailer-museum presentation to play New Mexico this summer. . . . **W. J. McDonald** is back in the East after a West-to-East Coast trip with his solo show. He'll make some New England resort dates during the summer after a month's layoff in New Jersey. . . . **Howe's Family**

Show, which has been in Nevada recently, is en route back East. They report seeing only one trouper recently, Leon Mixer, who is working to good business with a "elever puppet show." Mixer is en route to California on a trip that lasted most of the winter and started in Harrisburg, Pa. He will reverse his route following a brief visit in Sacramento. . . . **Violet Walters** is producing old-time melmers in Montross, Va. . . . **Chris Tate**, formerly, which has been around Edmont, Alta., of late, will move east soon. . . . **D. C. Simon** writes from Haskell, Tex., that he has had a good season with his solo show. He'll switch to a platform type presentation May 1.

## Drivin' Round The Drive-Ins

**MAX SKELTON**, manager of Tem-Bell Drive-In Theater, Temple, Tex., last week announced the completion of a \$100 remodeling program there. Also installed was a Merry-Go-Round in addition to fences, painting and general overhauling. The five Skelton brothers also announced they plan to build a new drive-in there. . . . **Chris Muenich** has been named manager of Sunset Drive-In at Yoakum, Tex., operated by Yoakum Theaters, Inc. . . . **W. L. Golling**, manager at Marshall, Tex., for East Texas Theaters, Inc. has announced that the circuit plans to build a drive-in there on a 15-acre tract. . . . **Mr. and Mrs. C. R. Stevens** announce that construction has been started at Amherst, Tex., on a 250-car capacity drive-in on a 10-acre tract. Spot will be RCA equipped. Stevens operates the Lamb Theater there.

**THE 309 Drive-In Theater**, Montgomery, Pa., reopened for the season as a first-run movie emporium. The open-air is in the process of installing a large playground for children. Also new is a refreshment stand located in the center of the theater. In the Wilmington, Del. area, the Brandswine Drive-In, operated by Mel Geller and Sam Taustin, reopened for the season with an enlarged Kiddie Towne which included a picnic pavilion seating 250 youngsters. Gifts were given to the children on opening day, with pony cart rides as an added feature. Also opened for the new season in the area was the Pleasant Hill Drive-In, operated by Robert P. Mack. First of the open air theaters in Eastern Pennsylvania to open for 1952 was the Renninger, two miles below Schuylkill Haven, Pa. Drive-in is scaled to a 50-cent plus tax admission to all over 12 years old, with free admission for all children under 12. Also opened for the new season are the Reading (Pa.) Drive-In and the Harrisburg (Pa.) Drive-In.

**JAY FINN**, former manager of E. M. Loew's Theater, Hartford, Conn., has been appointed manager of the circuit's Riverdale Drive-In, West Springfield, Mass. Ray Tate, formerly with the F&M Theater Circuit in St. Louis, is manager of Loew's Hartford Drive-In at Newington, Conn. . . . Federal Judge John P. Barnes Monday (21) dismissed a government anti-trust suit against six Chicago area drive-in theaters. He ruled that he had no jurisdiction. Judge Barnes urged anti-trust division lawyers to appear at once to get a final Supreme Court ruling on the case which involves charges of price fixing. In dismissing the six counts Judge Barnes held that movie operators, altho using film made out of Illinois, were essentially intra-State in organization and thus immune from anti-trust law. Named in the counts were law. Named in the counts were Law, ABC Theatrical, Ltd., Posen; Double Drive-In Theaters, Inc., Morton Grove; Oak Lawn Drive-In Theater, Inc., Oak Lawn, and the Essaness Theaters Corporation.

## Paterson Wins AOW Contests Second Time

### New Titleholders Get Their First Leg on Big Trophy

**ELIZABETH N. J.**, April 26.—For the second time in the 12-year history of the America on Wheels chain, the Paterson (N. J.) Arena skating club rolled away with the huge sterling silver trophy symbolic of the chain championship at Twin City Arena here, April 14-18. The Paterson club won the first time in 1949 as a newcomer to the championships. Last week's championships covered every phase of roller skating—dance, figure, free style, mixed and ladies' pairs and racing in every division, including sub- novice. Because each club varies in the amount of talent available, AOW has instituted a handicap system designed to equalize opportunities for all clubs. A handicap percentage is assigned each club, based on the total number of participants from each club and the possible points each can win. Actually, Twin City Dance and Figure Club earned the most points 76, but their 18 per cent handicap reduced their total number of points to 13.68. Paterson scored 54 points, and its 40 per cent handicap gave it a total of 21.60.

Two prior trophies have been won by the Twin City club and are now in permanent possession of that group because each trophy was won three times. The trophy which the Paterson club will have in its possession for the next year was new in 1951. Last year's winner, the Skating Club, of Boulevard Arena, Bayonne, N. J., has the only claim on it.

Over 300 participants skated in the 1952 contests to make the championships a huge success. AOW officials calling it second in quality and quantity only to the nationals of the United States Amateur Roller Skating Association. To encourage interest in skating, pupils from all local schools were invited to attend the contests. There was no admission charge for spectators or contestants, and free souvenir programs were distributed.

As in former years the contests were climaxed by a formal dinner-dance in Military Park Hotel, Newark, N. J., at which contestants and officials were guests of the chain. Awards were presented there by William Schmitz, AOW general manager. Contest judging was done by the USARSA.

Final standings for the contesting clubs were as follows: Paterson 21.60; Twin City, 13.68; Alexandria (Va.) Skating Club, 13.42; Capitol Skating Club, Trenton, N. J., 10.85; National Skating Club, Washington, 10.36; Skating Club of Boulevard, 8.00; Skating Club of Mt. Vernon, N. Y., 8.00; and Bladensburg (Md.) Skating Club, 4.4.

## BMI Non-Radio Fields Probed

**NEW YORK**, April 26.—At a four-day "clash" here recently, non-radio field representatives of Broadcast Music, Inc., the music licensing organization, considered the reactions of music users in various fields and discussed techniques for obtaining licenses and the combating of infringements. Such music users as skating rinks, hotels, night clubs, etc., come under the BMI classification of non-radio users. Skating rinks making use of recorded music have a license based on admission. The confab, first of its kind, was held so that field men could exchange experiences. BMI decided to license non-radio users in 1946. This division has shown gradual growth, and officials predicted a big future for it.

## RSROA's N. Y.-Jersey Combo Competition Big

**NEW DORP, N. Y.**, April 26.—A new crop of 32 artistic champions sprouted Wednesday night (16) as the Roller Skating Rink Operators' Association dropped the curtain on its 1952 New York-New Jersey championships, following a three-day run at Harry Kleinman's plush Staten Island Rolladium here. The meet carded dance, figure, pair and four skating events for skaters from both States, but speed competition for the New Yorkers only.

Attendance was good thruout and went over the thousand mark for senior events on the final night. The entry was close to 400 skaters, boys and girls in all divisions. Team honors went again to the Roland and Margaret Cioni coached Eastern Parkway Club, Brooklyn.

The meet, which qualified place-winners for forthcoming Northeastern Regionals in Waltham, Mass., was the first joint New York-New Jersey contest ever held. It also introduced new RSROA rules to metropolitan area skaters. One provided for eliminations in free style and pair events as well as in dance. Another entirely separated figure and free skating, making each a complete event with its own set of place winners.

New New York-New Jersey artistic champs: Senior division: Men's figures, Robert LaBriola, Eastern Parkway, Brooklyn; men's singles, Robert LaBriola, Eastern Parkway, Brooklyn; ladies' figures, Patricia Barrett, New Dreamland, Newark; ladies' singles, Vernie Bauer, Gay Blades, Manhattan; pairs, Joe Davis and Vernie Bauer, Gay Blades, Manhattan; four, Gullio-Grasso-Joseph-Joseph, Gay Blades, Manhattan; dance, William Calderone and Miriam Centaro, Bay Ridge, Brooklyn.

Intermediate division: Men's figures, Don Maddaloni, Eastern Parkway, Brooklyn; men's singles, Frank DeJohn, Empire, Brooklyn; ladies' figures, Elizabeth Klein, Eastern Parkway, Brooklyn; ladies' singles, Gloria Aiello, Eastern Parkway, Brooklyn; pairs, Frank DeJohn and Eugenia Myers, Empire, Brooklyn; four, Hart-Davis-Torello-Maloney, Empire, Brooklyn; dance, Roger Dowdall and Rosemary Frashella, Bay Ridge, Brooklyn.

Junior division: Boys' figures, Ken Schaffer, Eastern Parkway, Brooklyn; boys' singles, Ken

## Toppi Maps 2d Philly ROLLERY

**PHILADELPHIA**, April 26.—Jimmy Toppi, sports promoter, who already operates a roller rink in his Met, local amusement and sports arena, will launch a second roller rink. He has purchased the Alhambra Theater in South Philadelphia, and after removal of all theater equipment will relight the building as a rink.

## N. St. Mary's Kids Set for Texas Meet

**SAN ANTONIO**, April 26.—Joe Spillman, manager of North St. Mary's Roller Rink, said that he will be represented by seven competitive skaters and men's and women's hockey teams in the first annual State championship meet of the Texas Roller Skating Rink Operators' Association meet to be held in Temple, May 3 and 4.

Schaeffer, Eastern Parkway, Brooklyn; girls' figures, Virginia Faye, Park Circle, Brooklyn; girls' singles, Irene Kuroski, Bay Ridge, Brooklyn; pairs, John Shepperie and Lorraine DeSabato, Queens, Elmhurst; dance, Bob Tutrone and Marion Mule, Bay Ridge, Brooklyn.

Novice division: Men's figures, Ken Trotter, Hillside, L. I.; Richard Cass, Wal-Cliff, L. I.; ladies' figures, Joan Drake, Queens, Elmhurst; ladies' singles, Eugenia Meyers, Empire, Brooklyn; pairs, George Morabito and Lili Herrera, Gay Blades, Manhattan; four, Perry-Ditomasso-Saltzman-Sicher, Empire, Brooklyn.

Juvenile division: Boys' singles, Ed Kline, Empire, Brooklyn; girls' figures, Margaret Klein, Eastern Parkway, Brooklyn; girls' singles, Carol Olson, Bay Ridge, Brooklyn; pairs, Fred Bennett and Mary Gray, Buffalo; dance, Bruce Tichenor and Sheila Sptreigan, Hillside, L. I.

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60' x 90'. With Skates, Sound System and Cooler. In good condition, used few years. Selling because new have permanent rink. Reason, \$6,000.00. Contact SKATELAND Kingsport, Tennessee. Phone 9122

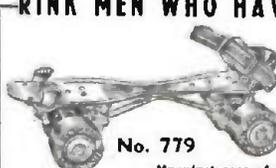
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WILL HAVE NO OTHER. THERE IS A REASON.  
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Manufacturers of All Kinds of Roller Skates  
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# The Final Curtain

**BANKS—Lella.**  
61, veteran British actor and producer, April 21 at his home in London. At one time he had appeared on Broadway and in Hollywood films. His first picture in 1923 having been "The Honors of Jeff." He was one of the few fellows of the Royal Society of Arts and had served as president of the group. In 1930 he was made a commander of the Order of the British Empire.

**BEADY—Alice.**  
65, for 18 years livestock superintendent at San Diego County Fair, Del Mar, Calif. April 24 at his home in Occidental. Funeral April 26 in that city.

**BEVAN—Lena Barbara.**  
Wife of William B. (Bully) Bevan, film character actor, April 21 at her home near Encinitas, Calif. In addition to her husband, she is survived by two daughters.

**POE—Robert L.**  
In Danbury (Conn.) Hospital April 13. He was an orchestra leader in that city.

for many years. Survived by his mother, daughter, two sisters and two brothers. Burial in Center Cemetery, Danbury, April 11.

**HEERMAN—Harry.**  
50, April 15 in St. Louis. Survived by his widow and daughter. He was a well known dignitary at conventions. Burial in Mt. Olive Cemetery, St. Louis.

In Cherished Memory  
of  
**HARRY DECKER**  
May 4, 1948  
Devoted Husband of ANN  
Loving Father of MARYANN

**HOFFMAN—Jacob E.**  
62, April 18 of pneumonia at Missouri Baptist Hospital, St. Louis. Survived by his widow and one son, Ralph, who is well known in outdoor show business. Services April 22 and interment in Park Lawn Cemetery, St. Louis.

**MCABNEY—W. A., Sr.**  
61, former showman, prominent hotel man and a civic leader in Tearkanna, Tex., April 8 in that city.

**NEWTON—Earl (Toby)**  
62, widely known in rep and tent show circuit, in Veterans' Hospital, Oakland, Calif., April 15. His widow survives. Burial in Golden Gate National Cemetery, Oakland. Details to Redwood.

**RAKSTRAW—Henry G.**  
April 14 in Byrie, O. He was known professionally as Frank (Sue Fire) Queen. Survived by a son, Robert, of Mendota, O., and two daughters, the elder named Geraldine. Mother of the younger daughter was known professionally as Bonnie Lopez. Burial in Riverside Cemetery, Deland, O.

**REID—Gordon.**  
39, Burbank, Calif. auto race driver, April 20 at Dayton (O.) Speedway. (Details in General Outdoor section.)

**SOLOMON—William.**  
64, veteran outdoor showman, April 17 in Phoenix, Ariz. (Details in Carnival section.)

**SPRINGFIELD—Harold.**  
63, in Bridgeport, Conn., on April 17, 1952, a former stage impersonator in vaudeville until retirement 10 years ago. Survived by a sister, Mrs. Lillian E. Quimby, Bridgeport, Conn. Burial in Mount Grove Cemetery, Bridgeport, April 21.

**SMITH—Omer.**  
52, cafe pianist, April 17, when his automobile collided with a truck near Princeton, N. J. Surviving are his widow, Mary, and a daughter. Services at his home in Philadelphia and burial in that city.

**TORGUVE—Abraham.**  
59, April 24 in Jewish Hospital, St. Louis. He was a well known musician, formerly with the Boston Symphony Orchestra and then the St. Louis Symphony. Survived by widow, a son and two daughters. Burial in Chesed-Sheva-Emetz Cemetery, St. Louis.

## Marriages

**BROWNING—BOBOTER.**  
William Browning, bass drummer with the Ringling-Barnum circus, and Martha Boboter, non-pro, March 10 in Waco, Tex.

**COBARI—REES.**  
Mike Cobari, manager of the Blue Angel, Philadelphia night club, and Lillian Rees, former night club dancer, April 27 in Philadelphia.

**HUMPHREY—MOORE.**  
Claude Humphrey, jazz drummer, and Dorothy Rita Moore, daughter of Chicago restaurant and cafe owner Max Elie, in Chicago April 26.

**RINGLING—BON REIGNEUR.**  
Mrs. Irene Ringling, widow of Robert Ringling and vice-president of the Ringling Bros. and Barnum & Bailey Circus, and R. C. Bon Reigneur, wholesale food executive, April 22 in Peiham, N. Y. (Details in Carnival section.)

## London Dispatch

By LEIGH VANCE

## Rome Round-Up

By SYD STOGEL

Continued from page 2  
the stage until she had come back for some half-dozen encores... Another international songster who made a hit in Rome recently was Charles Trenet.

### Welles Writing Book May Be Pk Later

Orson Welles is finishing his novel, "Monsieur Akadin," which will be published in France and the U. S. He hopes to make a film out of the book, with himself in the lead role... Macario, just back from a French tour, has brought his last year's successful musical, "Vote for Venus," to Bologna, at the Duse Theater... Also at Bologna are Renzo Ricci and Eva Magni in "Antony and Cleopatra" and "Caesar and Cleopatra"... In contrast to Rome and Milan critics last year, Bologna theater scribes did not go all-out in lauding the shows.

Roberto Montero has finished "Heart of Rome," which stars American actor John Fontini in the role originally begun by the late Ermanno Randi... Julien Duvivier's flick version of Giovanni Guareschi's best-seller, "Don Camillo," is breaking records up North, after a slow start in Rome. The pic stars French actor Fernandel and Gino Cervi (now in the U. S.). A bill has been introduced in Parliament to aid Mrs. Concettina Coppola, penniless 70-year-old widow of the author of "O Sole Mio."

### Film Festival Set: Maffei Reopens

The Venice International Film Festival this year will open on September 25 and close on October 5... Producer Enrico Morretti says Joseph Cotten will do a pic for him in Technicolor here in September... The Ponti-De Laurentis outfit (fast becoming one of the top flick producers in Italy) is negotiating with Gregory Peck to star in "Ulysses"... One of Turin's most famous theatrical landmarks, the historic Maffei Theater, has re-opened. The Maffei was to Italy what the Palace is to American show biz, and for some 50 years it featured the top names in Italian vaudeville. In October, 1942, the Maffei was completely demolished by bombs, and several dozen people, including a number of chorus girls who stayed on stage to prevent panic while the crowd rushed to air-raid shelters, perished in the wreckage. Now the Maffei has been rebuilt and is open again—as a movie house!

### Miss Volpini to Star in Pic of Own Book

Pretty Flora Volpini, author of last year's literary hit, "The Florentina," will play the lead part in the film version of the book... Oro Films is preparing "The Queen of Sheba" which will star Gino Cervi as Solomon and Eleanora Ruffo as the Queen of Sheba... The famed Milan Little Theater (which is currently appearing in Rome) goes to Paris for a week of appearances at the Theater de Paris from May 6 to 12... Talk continues here of plans to organize a "State Theater" similar to France's Comedie Francaise, with a permanent seat at Venice.

**VANCUER—Edward W.**  
April 13 at Olivia, Minn. He was county agent for Waukegan, North Dakota, for 27 years and was secretary of Wells County Free Fair, Freehand, N. D., for 20 years prior to retirement several years ago due to ill health. Survived by his widow, three sons and one daughter. Burial April 17 at Lakeside, Minn.

**WALKER—Hazel Langdon.**  
22, widow of Fred Grant Walker, 40 years a Billboard staffer in New York, and a writer, singer, playwright and lecturer in the Veterans' Hospital, Los Angeles. She leaves three daughters, Mary Lasswell, Patricia White and Edie Laurelle Willson. Burial in the family plot in St. Louis.

**WHITTY—C. H. (Macbie).**  
concessionaire with West Coast shows April 10 in General Hospital, Los Angeles. He had grouped with the Greif's Greater and Martin's United shows. Survived by his widow, Fay. Interment April 12 in Red Shift, Calif.

## Births

**AVEY—**  
A daughter, Katherine Muesen, in Chicago April 18 to Mr. and Mrs. Randolph Avey. Father is sales representative for Barnes-Caruthers Theatrical Enterprises, Chicago.

**CAMPE—**  
A son, Michael James, April 21 in Huntsville Ala. to Mr. and Mrs. John Camp, concessionaires with the Gold Medal Shows.

**McDANIEL—**  
A son, Lon Ann, to Mr. and Mrs. A. G. McDaniel in Fort Worth, April 11. Father is a member of the commercial department of WMAP.

## Midsummer

Continued from page 44

less, judicious for a company to forego a production when limitations make the attempt foolhardy. With the Workshop, "Dream" is somewhat of a tradition, but under present circumstances, with physical and actor limitations, it would have been better not to have done it at all.

The real challenge here belongs to an audience, and much credit is due those, who unlike this reporter, are able to stay to the bitter end. With so much inept, amateurish inadequacy to choose from, it is difficult to cite anything which might be regarded rewarding, unless it would be the costumes, for which no one is given credit.

Certainly the playing and the direction as far removed from Shakespeare as thought possible. Never has there been a Puck like the young lady who plays him in nasty, half-crazed fashion. Never has there been an assortment of such heavy-handed, unfunny elowns as this group. Never, this reporter is sure, has such light, fluff material been directed as a dirge. So busy are the players in projecting Shakespearean intentions with their imitable Bronx, Brooklyn, Midwest and what-have-you accents, that all comedy and fantasy are forgotten. It's best that all should be nameless. Even scenically "Dream" is a fiasco. A forest projection is thrown from the rear of the tiny auditorium onto the stage backdrop, and actors within the projector's beam are quickly converted to shade trees or grassy turf. You literally can't tell the actors from the trees.

All this reads like pretty harsh stuff, but this reporter is nonetheless saddened at seeing the Workshop, which heretofore has been justifiably lauded for fine creative work, definitely hit the skids. If the move from the President Theater may be regarded as re-encouragement, however, wouldn't it be far wiser to reduce the whole program to scale? If the group can no longer afford a six purse, it would seem judicious to make as much as possible out of their sow's ear. Dennis McDonald.

## TV Drama Poll

Continued from page 3

several points less than three of the other hour-long dramatic shows. In the Advertiser study, 58 per cent of those who had ever seen "Studio One" considered it "excellent." The Robert Montgomery show was deemed "excellent" by 46 per cent, and "Philco Playhouse" by 42 per cent. TV drama was preferred to motion picture drama by 49.6 per cent against 38.7 per cent. But 56.7 per cent of those interviewed preferred Broadway plays to TV plays, as opposed to 32.5 per cent preferring the latter.

## Shop Talk

Continued from page 44

left Music Corporation of America's play department to become production co-ordinator for Irving L. Jacobs... Marc Blitstein is busy with "Reuben, Reuben," to be produced by Cheryl Crawford in the fall; "Three Penny Opera," to be produced by the New York City Center Opera Company and scheduled for Broadway in the fall, and a concert version, June 1, of "Regina"... Barbara Bakley will replace Julie Harris in "I Am a Camera," when Miss Harris leaves for filming of "A Member of the Wedding."

**Marlin, Van Sleet to Give Williams' Script Preem**  
Emlyn Williams' "The Wind of Heaven," which had a long run in London a few years back, will be given its U.S. preem this summer by William Van Sleet and Paul Marlin, producers of the Chagrin Falls (O.) Summer Theater. The show is to be brought to New York in the fall... The Brattle Theater, Cambridge, Mass., thumped up 11 weeks with "Billy Budd"... Cova Chapman... This ties the Broadway run, and it's still going... Swedish version of "Kiss Me Kate" ended a sellout, seven-month run at Oscar's Theater, Stockholm... "South Pacific" goes into rehearsal there August 1. "Gigi" opened Thursday, produced by Gilbert Miller, with Lars Schmidland and Per-Axel Branner... Yale may do a musical of "The Birds," May 1-3 adapted from "Aristophanes" by Walter F. Kerr, Herald-Tribune critic, with music by Fenne Heath, starring Bibi Osterwald... University of Michigan's Ann Arbor Festival will present Sylvia Sidney in "Goodbye, My Fancy" May 12; Joan Blondell, "Come

Back Little Sheba," May 19; Betty Field and Burgess Meredith (who will replace Jessica Tandy and Hume Cronyn in New York on June 9), "The Four Poster," May 26; a new George Balaban play, "A Dale With April," with Constance Bennett, June 2, and Edward Ashley and Margaret Phillips, "Venus Observed," June 9... "Pain" for London Fall, "Shrike" Pays Off... "Paint Your Wagon" will be produced by Jack Hylton in London in the fall... "First Lady" kicks off May 28 at the City Center with Edna Best and Helen Gahagan co-starred... "The Shrike's" 50G nut has been paid in full in eight weeks, with 150G extra for film sale... "Mrs. McThing," by Mary American, vacations the end of June, playing the Central City, Colo., Drama Festival, starting August 2... "Point of No Return" was selected best play by Outer Circle, out-of-town critics group; Kim Stanley, of "The Chase," best supporting actress... Franklin Gilbert has acquired the musical of James M. Barrie's "What Every Woman Wants" by Peter Frye... Has bought Theodore Aptstein's "Illusion," first play offered by the New Dramatists Workshop for aspiring playwrights.

## CARD HOLDERS?

NEW YORK, April 26.—Appearances by non-pros on audience participation radio and TV programs were labeled "unfair competition" this week by radio-TV columnist Bill Coleman, who urged that the American Federation of Radio Artists and Television Authority investigate the matter. Coleman's column appears weekly in "The Tablet" and "The Catholic News," official Diocesan newspapers for Brooklyn and New York. Coleman proposed that AFRA and TVA take action against the non-pros in his April 26 column, pointing out that "when amateurs entertain by competing in amusing or difficult feats, they deprive professionals of a livelihood." Some shows, he added, "even go so far as to audition the amateurs a day or two before the show to make sure of their entertainment value. "Quiz shows," said Coleman, "might be excluded from consideration, as would those programs on which union card-holders are used exclusively."

## Hits Amateurs Participating On Radio, TV

NEW YORK, April 26.—Altho Gulf's option on the John Daly radio news strip via the American Broadcasting Company was slated to run only thru yesterday (25), the sponsor has extended it for another week. ABC was regarded as having won its battle with the Columbia Broadcasting System for the Gulfplay summer radio billings when Gulf took out its option, but CBS this week induced Gulf to give its argument another listen during the coming week.

**Dominique Blanchard To Do Spanish Film**  
Dominique (Donaldson Award winner) Blanchard to Spain to become the only non-Spanish speaking star of Rafael Gil's next film... Surtre's production of the "Respectful Prostitute" is before the cameras... "Death of a Salesman" will definitely come into the Theater Vieux Columbiere, played by the Belgian Nationale Theater... Ballets des Marquis Cuevas slated for three performances before departure for South America... "Circus on Ice" by the Bouline Brothers the present fare at the Cirque d'Hiver. The show starring Catherine Saller, and Fredi Emanuel, along with Heather Gray, Ren Branchi, Bill Burns, Margaret Dumford, etc., sneaked in without much advance publicity, but has been managing to draw successively good business. Maybe because of the hot spell we've been having here... Elsa Maxwell reserved a table to include Bing Crosby, Jack Benny, Clark Gable and Jose Ferrer, who plan to fly over for the Red Cross "Night of Champagne" on June 5 and return to the States the next evening... Radio Luxembourg sponsoring a talent contest, to take in all and every county: 58 works of unknown composers will be judged by a jury of five well-known composers, the names of which group, to remain secret, until the prizes have been awarded.

## Gulf Ponders ABC or CBS

NEW YORK, April 26.—Altho Gulf's option on the John Daly radio news strip via the American Broadcasting Company was slated to run only thru yesterday (25), the sponsor has extended it for another week. ABC was regarded as having won its battle with the Columbia Broadcasting System for the Gulfplay summer radio billings when Gulf took out its option, but CBS this week induced Gulf to give its argument another listen during the coming week.

## Judy Garland

Continued from page 3

times had the audience on seat's edge. Jesse, James and Cornell, tap-acro team, helped keep the pace high with their clever novelty terp turns. Bob Williams' standard dog act delivered its usual and well deserved top hand, followed by the highly polished ball act of the Sweets. Max Bygraves, English comic whose brief vocals held more promise than his flat humor, was the weakest on the bill, but his do or die personality helped cross the dead spots. Louis Adrian batoned the pit orb in backing the opening acts with Jack Cathcart taking over the podium for Miss Garland's portion. Show was produced by Sid Laif.

## Chi Stadium 1st Week Light; Eye Strong Finish

**Cole Show Faces Pick-up as Schools Shutter for Week**

CHICAGO, April 26. — Cole Bros.' Circus winds up the first week of its 18-day run in the Chicago Stadium today after pulling light crowds all week with a few exceptions. Matinees went off before small turnouts since opening Saturday (19) but evening shows, while far from big, were somewhat better.

Business thus far is lagging behind a year ago although show execs explain that last year, Chicago's annual spring school vacation came during the show's first week, while this year the kids are out during the second week of the run. They expect the real test to come during the next eight days, which includes two week-ends.

Show executives also announced that despite reports to the contrary, no negotiations were carried on with the American Guild of Variety Artists and no contract was signed for the run here, which is the sole date under the Cole title.

Performance, which has been going off with clock-like precision all week, is generally running 2½ hours with a 12-14 minute intermission.

### New Acts

Included in this year's talent line-up are a large number of acts new to the Stadium show. Newcomers on the program include Hip Raymond and Company.

(Continued on page 57)

## Chi Revives Lakefront Fair For '53 Run

**New Corporation Eligible to Get State Aid Funds**

CHICAGO, April 26. — First steps toward the revival of Chicago's lake front fair as an annual event to start in 1953, were made here this week when the Chicago District Park Board designated a new corporation to receive State aid funds intended to promote fairs. Tentative opening date is May 1, 1953.

According to James Gately, board president, the new agency, incorporated as the Chicago Park Fair, includes George Halas, president of the Chicago Bears professional football team; David Mayer, State Street merchant, and Willard L. King, attorney.

As a result of this move, the new corporation will be eligible for more than half of an estimated \$1,400,000 a year revenue raised by the State thru a 1 per cent tax on pari-mutuel wagering at Illinois racetracks.

The new corporation is a non-profit organization that will elect officers who will serve without pay. The park board will retain supervisory rights over the fair.

The grandstand and several unnamed buildings located on the present fairgrounds, as well as underground utilities, will be retained, Gately said. Other temporary structures are at present being razed.

## Ocean City Rejects 3% Luxury Levy

OCEAN CITY, N. J., April 26. — Local voters Tuesday (15) defeated for the third time a referendum calling for imposition of a 3 per cent sales tax on amusements and luxury items.

Atlantic City remains the only Jersey shore resort with the 3 per cent luxury tax.

## Dayton Crash Kills Driver, 3 Spectators

DAYTON, O., April 26. — Gordon Reid, 29, Burbank, Calif., auto race driver, and three spectators were killed here Sunday (20) when the car driven by Reid plunged into the grandstand at Dayton Speedway before an estimated 14,000 race fans. Fifty spectators were injured.

The accident occurred during the running of a 10-mile qualifying heat, the first event on the program. The crash came in the fifth lap when Reid's car went out of control on the north turn, tore thru a wire fence and smashed into the grandstand corner. Just inside the fence it struck two barrels of paint, scattering the contents over the crowd. The paint led to most of the injuries suffered by spectators, causing burns.

Reid, who was slated to drive at the Indianapolis 500-miler, May 30, is survived by his widow, Betty, four children, and his mother, Mrs. Hazel Reid, all of Burbank.

## St. Louis Police Show's Running Time is Sheared

**Opening Performance Of 3 Hrs. 45 Mins. Causes Sharp Cuts**

ST. LOUIS, April 26. — St. Louis Police Circus, currently running in the Arena, is loaded—if not overloaded—with talent, and in the early performances of the run, which opened Sunday (20) shows ran as long as 3 hours and 45 minutes before the shears were applied.

Paring down of running time was achieved in successive performances, but after four days the night shows were running from 8:15 to 11 p.m., with a 15-minute intermission. Need to pare the running time was compelling because of early performances.

(Continued on page 67)

## Bridgeport Plans 5th Barnum Cele

BRIDGEPORT, Conn., April 26. — The fifth annual Barnum Festival, a three-day celebration observing the birthday of P. T. Barnum, will be held around July 4.

Among various events scheduled are a parade, yacht regatta, king and queen contest and Jenny Lind contest. Ringmaster and general chairman is William Carlson.

## Tiger Bill's Wild West Adds Daily Street Parade

McGEHEE, Ark., April 26. — Tiger Bill's Wild West Show has added a street parade to its regular schedule and gave its first march here Friday (18). Tiger Bill Snyder said he planned to give parades in all but the largest towns on his route.

In the line-up here were cowboys, cowgirls, Indians, covered wagon, two chariots, clowns and sound car. Calliope is to be included but it was temporarily out of order here. Another truck will be equipped with sound system and will carry the Western band as a parade feature.

Red Rumble, with Kelly-Miller the past several seasons, has taken over as agent for the Tiger Bill show. The outfit is making a number of larger spots with telephone promotion and plays between one and two weeks of smaller spots between them. Lot-and-license auspices are arranged in the smaller towns.

Business with the opera has been only fair, with promotion

## JERSEY OPS FORM GROUP TO COMBAT POOL, RINK TAX

**Seek Lifting of Federal Excise Tax to Compete With Public Units**

NEW YORK, April 26. — Twenty-five operators of entertainment enterprises located thru-out New Jersey met at Palisades (N. J.) Amusement Park Monday (21) to form a solid front in combating what they termed as "unfair" aspects of the federal tax structure. A number of Pennsylvania operators also attended. Specifically, the Jersey operators plan to protest the exclusion of their commercial enterprises when the government lifted the 20 per cent excise tax on similar endeavors operated by municipal, county or state governments. The easement of the tax structure in favor of public units creates an unfair competitive situation that

endangers their many sizable investments, the operators claim.

Robert A. Guenther, Olympic Park, Maplewood, operator of one of the largest swimming pools in the east, was named president. J. G. Whitehouse, Maple Crest Beach Club, Hackensack, was named treasurer and Irving Rosenthal, co-owner of Palisades, which also contains a large swimming pool, was named secretary. Group adopted the title of the New Jersey Sports and Recreation Association.

### Seek Concerted Action

The loosely formed as an organization, considerable potency is expected to result from the

planned concerted action since many of those in attendance are credited with having considerable power and prestige in their own communities.

Rosenthal said that action would take the form of personal contact with members of Congress and that the initial meeting and future gatherings are designed to correlate efforts along this line. He said that all operators have been affected and worried about the tax situation and that up until now they had more or less acted on their own. This, he said, was largely wasteful effort that could not be hoped to bear fruit.

The need for action was demonstrated by the turnout of fun-spot execs. Everyone answered the summons, indicating that they were only awaiting leadership in combating a problem that is threatening to all operators, and even acute to some.

### May Spark Movement

Rosenthal said that the operators meeting here were hopeful that their action would be duplicated thruout the country with groups formed in each state. He intimated that compact organizations within a state provided the most forceful manner in which

(Continued on page 57)

## RATED SPIC 'N' SPAN

## Wallace-Clark Sparks Raves in Early Stands

HOT SPRINGS, April 26. — The spic and span Wallace & Clark circus opened its second season here Friday (18) with new canvas and equipment much in evidence and with a full force of capable staffers and performers on hand. The show, owned and managed by Norman (Luke) Anderson, demonstrates that it did well in 1951 and it seemed primed to repeat this season.

After a second day (19) here, it made a Sunday run to Wynne, Ark., first eastward hop on a route which will take it to entirely new territory.

A new marquee on the show will attract trade attention wherever the show goes. It's a five-pole and its 60-foot length makes it three times as deep as

most. The 40 by 34 space behind the entrance curtain is used as menagerie, and the show's two elephants, two camels and alpaca are shown there. The camels, new this year, were purchased from Louis Goebel. A calf is expected soon.

Cage animals, including the show's hippo, which Anderson believes is the largest with a U. S. circus, are in the Side Show top. A long semi-trailer houses the hippo, bear and lion. A four-wheeled trailer carries assorted monkeys. Also on the midway are a new Gorilla Show operated by Frank Ellis, a pony ride, and Frances Anderson's concession stands.

### Lacing Eliminated

The new big top, white with red and blue trim, is a 90 with one 40 and four 20's. It is spooled on the show's Sanguin-Miller canvas loader as one piece and the lacing operation is entirely eliminated for Supt. Shorty Lynn and crew. Anderson said he believed it was the largest single piece being spooled, since shows with larger tents unlace parts of their tops before spooling. It's

(Continued on page 57)

## 140 Wild Animals Valued at 35G Flown to N. Y.

NEW YORK, April 26. — A cargo of 140 wild animals arrived at International Airport here Monday (21). Valued at \$35,000, the shipment was said to be one of the largest ever flown here.

Shipment was in charge of Howard Berry, head of the primate department of Woodland Park Zoo, Seattle, where most of the animals are going. Some will be consigned to National Zoo, Washington, and the Philadelphia Zoological Society.

Animals, raptured in and near Thailand, included tigers, lions, elephants, leopards, panthers, a bear, tapirs, gibbons and many birds.

## Indianapolis Fair Contracts Herb Shriner

**Comic Set to Head Record Budget Coliseum Show**

INDIANAPOLIS, April 26. — Herb Shriner, television-radio comic, has been signed by the Indiana State Fair to head an all-Indiana show in its Coliseum the first four days of this year's centennial fair. Chicago office of the William Morris Agency, which handled the deal and is also lining up the supporting talent, is said to be operating under a budget of record proportions for the fair.

Shriner, known as the Wabash Philosopher, recently wound up a weekly television stint on a coast-to-coast network that included Indianapolis. His appearance here will be return engagement for the comedian, who supported Olsen and Johnson when those veteran zanies were the name attraction at the '46 fair.

Last year's Coliseum attraction, which featured Dennis Day, singer-comic, was hard hit by the weather when temperatures soared into the high 90s to keep patrons out of the non-air-conditioned building. Bob Hope racked up an estimated \$71,000 in his four performances at the '50 fair.

## Salt Lake Fair Inks Siebrand For Fun Zone

**Thrill Show, Races, Wrestling Signed For Grandstand**

SALT LAKE CITY, April 26. — Siebrand Bros. Circus and Carnival this year will make its first appearance as the midway attraction at the Utah State Fair here, J. A. Theobald, secretary-manager, announced. Org. which has contracted to furnish 22 rides, and 14 shows, combined with a three-ring circus, will make its only appearance in the State here, Theobald said.

A varied grandstand program has been lined up this year, replacing the thrill circus that last year played thruout the entire run. Two days of stock car races will be put on by National Speedways (Al Sweeney - Gaylord White), Joie Chitwood thrill show will be in for the final two days of the fair, and wrestling produced by the Swedish Angel and Dave Reynolds, will be the attraction on Wednesday night. A five-day fireworks display will also be presented.

"Holiday on Ice" will again take over the Coliseum for 15 performances. Opening night's performance will be witnessed by 1,500 members of the Utah Municipal League.

Free attractions will include the Utah State Fair Band and a balloon ascension and parachute drop contracted thru Victor Heister with Ralph Williams doing the stunts.

More space is being allotted to exhibits this year, according to Theobald, and floral decorations will again play a big part in beautifying the grounds, he said.

## "Mrs. America" Eliminations Set

NEW YORK, April 26. — Events scheduled to hold "Mrs. America" contests this year include Le-Sourdville Lake, Inc., Middletown, O.; Palisades (N. J.) Amusement Park and the Maine State Fair Association Lewiston, according to Bert Nevins, who originated and administers the annual competition.

Finals are scheduled for the Convention Hall, Asbury Park, N. J., September 7.

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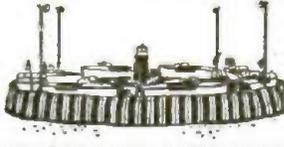
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## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Oscar Haas and Walter Kand, called by Mrs. Haas the oldest living team of bar performers, are now putting in their time around Sedalia, Mo., manuring the lawn and garden and getting in an occasional practice session on the backyard bars.

Gretzko Family, high wire, this season will go out minus the services of Ricci, who recently married and left the act, reports Otto Gretzko, head man of the unit. Line-up, in addition to Otto, will include daughters Shirley and Gloria, the latter to be billed as the youngest wire walker in the business. Currently with Shrine circuses in the Northwest, Otto will spend a few days at Rochester, Ind., before heading for Colorado drive-in dates in June to be followed by fairs and celebrations in the Midwest.

Benny Fox, of the Betty and Benny Fox high-pedestal dance act, stopped over in Chicago last week between army camp show engagements. They open their outdoor trek May 25 at Williams Grove Park, Mechanicsburg, Pa. Meanwhile, the duo has a new pole made and recently took delivery on a new GMC truck and a Columbia house trailer.

Sam Howard, owner-manager of Aqua-Thrills, was featured in a television commercial movie made recently in Coral Gables, Fla., for Grape-Nuts Flakes. In the film script, which will be used with the Roy Roger's video program, Sam does his old specialty, a full gamer somersault from a 30-foot springboard to a 25-foot board below, then a two-and-one-half somersault into the water, blindfolded. Howard recently dined with George Tilyou, Eastern park biggie, who is spending some time on the beach at Coral Gables.

mount for the first time at the Cleveland sports show.

Jack Knoll, high performer, is framing an animal show to tour with his high act. Plans are to take the new unit on an industrial tour set thru the Hetzer Agency.

The Carltons, father-and-son hand-balancing act, are on the night club circuit, closing recently at the Lockout House, Covington, Ky. . . . Billie and Gene Lambert, acro, closed a week's engagement at the Chicago Theater Thursday (24).

Corinne and Bert Dearo, cloud swing and slack wire, headed for the Duluth, Minn., Shrine circus following the similar event at Omaha. The duo winds up its indoor route there and makes ready for parks and fairs. En route to Omaha they experienced a four-hour delay in getting across the flooded Missouri River.

Duenna Zaccchini has left the flying act to prepare for a blessed event.

Prof. George J. Keller, wild animal trainer currently with Cole Bros. Circus at the Chicago Stadium, will head for the Orran Davenport's Winnipeg Shrine Circus following the close in Chicago, and will then join Tom Packer's Circus for its run. Keller will follow with fairs for George A. Herold. A cheetah has been added to the act. . . . Irah J. Watkins, boss man of the chimp act currently at the St. Louis Police Circus, is skedded to play Palisades Park, Palisades, N. J., July 14-28.

Irah Watkins and his chimps, back for the second year with the St. Louis Police Circus, will make a third straight annual appearance at Palisades (N. J.) Park July 14-28.

## Ward Beam Sets 79 Fair, 55 Still Dates

GOSHEN, N. Y., April 26.—Ward Beam, veteran operator of the auto thrill show bearing his name, will open his 30th season May 27 at Menands Speedway, just outside Albany. A total of 134 dates have been booked for the season, 79 of them fairs and 55 still dates, according to Beam.

Of the 55 still dates, 37 are in cities with over 100,000 population, he said. During the fair season the veteran thrill show op will have two units, one playing 11 weeks of annuals, the other, six weeks. Route will take the units into 19 States.

Staff will include Peter Grant, who will handle the still date unit; James R. (Cap) Ramsey, who will head up the billboard crew; Morris Nelson, who will manage the Western fair unit, and Charlie Ormans, who will direct the press department. Morris Nelson and Bodie Bodine will perform the mike chores.

Rolling stock will include 14 1952 Plymouths, 7 trucks and 2 buses, Beam said.

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## Greenville Kick-Off Big for Mills Show

Big Holds Up Well at Next Two Stands; Imported Acts Stud Two-Hour Program

By CHARLEY WIRTH

CINCINNATI, April 28.—Opening the 13th season at its winter quarters city, Greenville, O., Saturday (19), Mills Bros' Circus was in Sidney, O., 21, and Urbana the following day, where it was caught by the writer. Business was capacity at both performances at Greenville, auspices of Auxiliary Police. At Sidney, under the Shrine, it was also capacity. At Urbana, on the fairgrounds, auspices of the Junior Chamber of Commerce, the house was two-thirds filled at the matinee. Weather was ideal. The Mills org, as in previous years, is playing sponsored dates.

The Froes Mills—Jack, Jake and Harry—again have come up with a program that is registering. It is Jack's intention to cut the two-hour running time. Program has variety and novelty and moves with precision under direction of Bert Wallace. Joe Rossi and his 12 band boys cut in first-class style. The bill has many importations from England, Chile, Italy, Germany, France, China, Belgium, South America, Austria and Holland.

Show is presented in three rings under the 130-foot top with three 40's used last year. Management has 7 bulls, 36 head of horses and 18 ponies. There are about 100 pieces of rolling equipment. Prices are \$1.25 for adults; 75 cents for children, and \$1.25 for reserves, plus tax. Seating capacity is approximately 5,000.

A colorful spec, "The Conquest of Coronado," was the opener and features Ma Luisa Gonzalez and the Wallaby girls in dance specialties. Riding dogs and monkeys are next presented by Bert Wallace and Ed (Bill) Brandt. An

## Hagen-Wallace Gets Top Biz In Tenn., Ala.

CLARKSVILLE, Tenn., April 28.—Hagen-Wallace Circus broke into Tennessee this week for the first time this season and business continued as good as in Alabama. Ideal weather here helped to bring out the crowds with the night show going off before almost a full house. Matinee turnout was hurt by schools closing late.

Decatur, Ala., played Saturday (19), came up with perfect cooperation from the weather man and two three-quarter shows. Show did big business Friday (18) in Haleyville, Ala., where patrons turned out in large numbers to pack the tent for both performances. Latter stand was under Civilian auspices.

## R-C Contracts Hollingsworth As Gen. Agent

PUEBLO, Colo., April 28.—B. P. (Bert) Hollingsworth, veteran show agent, has been named as general agent of the new Robinson-Cole Circus, exec announced here. Hollingsworth was formerly with Anderson Bros., James Bros. and Tom Adkinson circuses.

According to officials, the new show will go out on eight trucks and trailers and will open May 25 in the Midwest. The opera will be presented in two rings and a stage and three elephants and a high school horse are scheduled to join. A six-piece band will provide the music.

The show will play under auspices and the advance will include two billposters and an advertising rep, it was announced here.

interesting number follows—the leaps over elephants, done by the Ugo Troupe. Comedy juggling is presented by Harry Huster, and the Three Droguets (two men and a girl) offer a speedy and meritorious hat juggling turn. Jack Don't Pearl, producing clown, is on next.

Lively numbers are presented by the 12 Wallaby Girls and a boy, and the Bogino-Togai Troupe—three men (one doing comedy) and three girls—whose acro stunts command attention. A swell chimp act is presented by Hugo Schmidt. His three animals do hand and head stands and somersaults from teeterboard. Performing dogs are presented by Jeannette Wallace and Margie Butcher—a treat for the kiddies. A couple of standout acts follow: The Antonettes (two men, two boys and two girls) present teeterboard work, one of the

(Continued on page 54)

## SCRIBES SCORE

### RB Tabs Record Magazine Notice

NEW YORK, April 28.—With pasteposts low and the job just begun, the press crew of the Ringling Bros. and Barnum & Bailey Circus is tabulating what may well be the greatest magazine send-off the Big One has ever had.

Particularly pleasing to Roland Butler, department head, is the fact that many of the hits, mostly in journals in the multi-million circulation class, broke in the early spring to give the Big Show a double dividend.

Hits in the slick periodicals are welcome at any time since the Ringlings stand to benefit because of their unusual nationwide routing. Double benefits accrue when the series precede by weeks or days, or coincide with the opening run at Madison Square Garden here since they not only whet the appetite of millions of prospective patrons in the hinterlands, but they also serve to make for additional box office action in New York.

Early yarns were mostly set last season and this past winter in winter quarters. Influx of special writers and photographers at Sarasota quarters was the heaviest in Butler's memory and the time and effort put into guiding

## Ia. Mud Mires Kelly-Morris; Blows One Town

FAIRFIELD, Ia., April 28.—Kelly-Morris Circus, hard hit by rain and muddy lots, canceled its Wednesday (23) stand here under Jaycee auspices, when rolling stock and equipment was unable to get off the muddy lot in Chariton, Ia., played the day previous. Tentative rain date was set for Sunday (27).

A few trucks made the jump here but up to noon reports from Chariton indicated most of the equipment was still deeply mired. Business at the latter town was fair, considering the weather and the lateness of the afternoon performances. Matinee and night show both drew half houses.

Hannibal, Mo., played Friday (18) under auspices, did big business with an overflow packing the afternoon show and almost a full house at night. Afternoon show at Kirksville, Mo., pulled less than 200 with the night show not much better.

## WILD WEST WOE; SHOW PRINTERS OUT OF PAPER

McGHEE, Ark., April 26.—It's no easy matter to bill a Wild West show, according to Tiger Bill Snyder. Since opening Tiger Bill's Wild West, first to hit the road in several years, he has found that to stock paper for Wild West shows is available.

Plates and left-over paper from the dozens of Wild West shows that tramped in the past were scrapped when show printers were asked to turn in paper and metal during the war. Snyder said his search turned up only a few copies of an eight-sheet. Rodco paper is available but Snyder said it is not what he wants for a Wild West show. Paper of the 101 Ranch which survived the scrap drive was used up in 1946 by the Jimmie Woods show.

To fill the shortage, Snyder has found a page from a lithographed herald of the Pawnee Bill Wild West, and he's having it reproduced for Tiger Bill, half, one, three and eight sheets.

the journalists apparently is paying off just about 100 per cent.

Lengthy run at the Garden here is just about as good, and in some respects a much better, hunting ground for scribes and photoogs since the show is in operation and there are always many new and diverse attractions that offer good copy possibilities. The resultant demand for free viewing and backstage privileges on the part of magazine representatives alone are tremendous. The shepherding job is also big, since many of the authors are considerably less than

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## ARMSTRONG STILL WITH IT

### Performer Turned G.I. Reports on German Shows

CHICAGO, April 26.—Corporal Earl Armstrong, former top man in the Roscoe Armstrong comedy Ford act, now a G. I. with the U. S. Army Engineers in Germany, caught the opening of the Circus Krone in Kaiserlautern, April 8, and in a letter to The Billboard describes the performance as "spectacular" and strong on animal acts.

"Among the top animal bits are 10 par bears, and two brown bears worked by William Shafer, and the cat routines presented by Mohamed Ben Aberachman, Augusta Krone and Tromba," Armstrong wrote. "Other outstanding performances were turned in by the 12 Mohameds, pyramids and tumbling, and the 12 Krone elephants, handled by Frieda Krone."

Others in the line-up included Five Katyanas, aerial ballet, iron jaw and casting; Tay Ru, hand balancing and finger stand; Rolly and Arzy, musical clowns; Alois Stuecker, scale (8); Flying Concras, flying return (8); Nine Casis, bareback riding; Three Ricordis, musical clowns; New China Troupe, juggling and contortion, and the famous Krone horse acts.

Armstrong, who also had the opportunity of catching Circus Grock in Hamburg on April 8, reports the featured artist, Clown Grock, has a routine that is well known to the natives but still goes over big. Grock has surrounded himself with a sizable troupe, Armstrong states, including Towas Duo, jugglers who also use dogs in the act; Two Benner, acro and tumbling; Three Hotleys, trampoline; Three Barings, comedy horse act; Two Heinkes, bicycles; Gay and Gay, comedy

## Rain, Muddy Lots Smack Kelly-Miller Early Operations

Show Blows Sulphur Springs, Tex.; Shorten Performances Elsewhere

By TOM PARKINSON

COMMERCE, Tex., April 26.—Rain storms for the first three days of the season forced Al G. Kelly and Miller Bros' Circus to blow one stand and abbreviate operations on other days. Show opened at Hugo, Okla., winter quarters Sunday (20).

Lost was Sulphur Springs, Tex., Tuesday (22), where bulls towing the first truck on the lot sank to their bellies in mud. Despite the downpour, a large crowd was on hand to watch. Both performances were canceled after the lot was

declared hopeless and a quick check revealed no building large enough for the show to exhibit it. Trucks remained on the road thru-out the day.

Here in Commerce, Wednesday (23), not all of the show got on the lot but both performances were given. Sun was shining but the earlier rains set a high price for the lot. A few trucks got on with comparative ease and then the entrance became impassable. Extra tractors were hired and at one stage, elephants had to pull a cast-iron pillar out of the mud. Four elephants, two tractors and the circus's own power were required to move most of the vehicles which did get on the lot. Horses and elephants balked in the jelly-like mud.

As a result, altho all canvas was unloaded to dry, only the big top was raised. Two pit shows and concessions also opened, but most of the show's rolling stock again was left on the road. Cookhouse was set up at a substitute site without the top. Graffe show stayed on the truck.

The Hugo opening called for a matinee only and the new 100 by 300-foot big top built by Central Canvas Company, Kansas City, Mo., was up before the rains came.

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## King-Cristiani Straws 'Em In Va., W. Va.

BECKLEY, W. Va., April 28.—Helped by ideal weather and publicity from its revived parade, King Bros.-Cristiani Circus is racking up big business in this part of the country. Matinee performance here drew a three-quarter house but the night show was played to an overflow of patrons.

Roanoke, Va., played Saturday (19), yielded two overflows, while Lynchburg, Va., the previous day came up with two capacity houses. So great was the evening crush at the latter town, the night performance was an hour late.

Danville, Va., business Thursday (17) was equally as strong. Wednesday (16) at Raleigh, N. C., had a half-house matinee and a three-quarters night crowd.

## R-B Garden Take Holds Steady Pace

NEW YORK, April 26.—Ringling Bros' circus matinee business at Madison Square Garden this week continued at capacity, despite the fact that moppets are back in school after the Easter holidays. Night houses, however, are somewhat lighter, with the turnout on last Monday (21) rather scant.

While many patrons shy from keeping offing up for the late-evening night sessions, a bigger reason for jamming the matinees is the inducement of half-rate ducafs for kids. No admission allowance is made for moppets attending the night shows. On several afternoons this week the hordes were all but hanging from the rafters.

Big One got its first unpredicted publicity break Thursday (24) when the lion, Jackie, escaped from its cage and went to sleep on a backstage stair landing for the better part of an hour. No one was injured.

## Calif. Opens Strong For Polack Western

SANTA ROSA, Calif., April 28.—Capacity crowds lined up for a week-long tour of California for Polack Western Unit here Monday and Tuesday (21-22). Five performances were given in the two days, a morning matinee the second day accounting for the extra show.

Following its annual custom, Polack made a 2,500-mile jump here from Indianapolis. Latter date took a slight drop due to no performance on Good Friday. The day's rest was welcomed by the personnel since the schedule at the Indiana capital city called for three shows on seven of the nine playing days.

A tight California route includes a week in Stockton, 11 days in Sacramento, and 12 each in Oakland and San Francisco before the show heads down the San Joaquin Valley for its week in Los Angeles the end of June. Show will remain in California until the first of Au-

gust, cross the Nevada line to Reno, and then make a two-month swing thru the Pacific Northwest.

Despite a Masonic ban on advertising solicitations in California, advance receipts are holding up well in the latter towns. Show is using a special 12-page souvenir program book, composed entirely of reading matter and pictures prepared by the press department.

Advance promotions in Santa Rosa and Stockton were handled, respectively, by Art Hansen and Dixie Hebert, both of Jimmy Rison's staff, with Rison himself in charge of Sacramento. Mickey Blue is in Oakland, George W. Westerman in San Francisco, Joe O'Donnell in Fresno, and Sam Ward in Los Angeles.

T. Dwight Pepple, who has completed his bookings here on the West Coast, spent a week with the show before heading back east.

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Starting May 15th

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REFERENCE We must have references from people who have worked with you...

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A real live Penny Ferry Co.-Round with 7 lights, ladder, top and fence, hinges and strings, ticket box...

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In Circus Job where Concession Privileges can be secured, have nearly equipped Concession Trailer...

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BOB ALLEN

Formerly of Williamsport, Pa., call collect

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To complete crew, Book U.P.C.'s 25% daily. Top sponsors, all seasons. No collect.

DON DUNCAN Hotel Harrington, Port Huron, Michigan

WANTED!

Experienced Phonemen and Promoters for New Pennsylvania State Convention...

UNITED SERVICE COMPANY P. O. Box 436, Reading, Pa.

PHONEMEN-6 WANTED

Only sober, experienced Promoters Mills show. Circus deal sponsored by Elks Club...

W. G. PHILLIPS Circus Office, 418 1/2 Rochester, N.Y.

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Candy Floss, Snow Cone Agent at once. Chinese, please do not answer.

JACK BELL, & COLE & WALTERS CIRCUS April 15th, Indiana: 30, West City, May 1, Dighton: 3, Scott City: 3, Leon, Ill. Kansas.

CIRCUS WANTED

For some time this season. Sponsored by Isaac Walton League Sportsmen...

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4-PHONEMEN-4

Jaycee's Circus Headquarters. 8 to 3 daily.

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J. BOYLE 796 Olive St., Office 228, St. Louis 1, Mo.

WANT Promoters & Phonemen

Four dead ready now. U.P.C. and Tickets. Call Wagon, Hill, 47048. No collect calls please.

Mills Bows to Big Business

Continued from page 53

youngsters doing a triple to chair. Les Rosetta, man and woman, do perfect balancing on a revolving ladder...

Cloud swings are presented by Louise Weir and Pat Kirby, and swinging ladders by Heather Campbell, Betty Sharples, Sylvia Ashman, Kathleen O'Reilly, Thelma Kemp, Beryl Smith, Rita Stroud, Muriel Maxwell and Christine Mays...

The Imps, two girls, one man and a boy on trampoline; Three bell. The second concert announcement is followed by clown bougie.

The Antonettes, two men, two boys and a girl, have an excellent Ringo and tramp turn. Equally good are the Two Tentsins, Chinese dibbalo. Menage display in all rings is all that one can ask for, the horses being handled by Pat Kirby, Margie Butcher, Clarence Canary, Jeanette Wallace, Genevieve Tharp, Bill Brandt, Beryl Smith, Rita Stroud, Thelma Kemp, Heather Campbell and Muriel Maxwell...

Four Kentons, three men and a woman, accomplish some good feats on an aerial anchor, one being the swinging of the men by the woman. There was a big hand for this one as well as for the elephant display that followed. Hugo Schmidt works five bulls in the center ring and there are single bulls in the end rings. Elephant riders are Muriel Maxwell, Rita Stroud, Thelma Kemp, Olive Ashley, Genevieve Tharp, Amelia Martinez and Freddy Schmidt. Miss Tharp is featured in a horse carry. Between these displays is a clown walkaround. Ajaxes, comedy, gymnasts, and the Wang Hong Chu Troupe, three men and two girls, are in the next number, all good, especially the last named, who work on a bar and do acro and juggling.

First announcement introduces Billy Hammond, concert feature. Rosetta performs on bicycle on elevated platform and La Rebecca, man and woman, do barrel kicking.

A program highlight is Eris, who stands on his finger, does one-hand stands on a cane and other feats. A woman assists. The artist is introduced by an ensemble of eight girls. Heavy applause. Clown wedding follows. A Liberty horse number that goes over well is Bert Wallace and Jeanette Wallace, six, followed by Frank walking elephant, presented on the track by Virgil (Kentucky) Sagraves. The Valentinos, two boys and one girl, perform creditably on the swinging perch. Next is a floral aerial ballet on webs around the track by Pat Kirby, Sylvia Ashman, Beryl Smith, Kathleen O'Reilly, Betty Sharples, Rita Stroud, Thelma Kemp, Christine Mays, Genevieve Tharp, Luisa Vasquez, Martinez and West line-up. Camp-Billy Hammond, director and trick horse, Peanuts, in fancy riding, movie tableau and horse catching; Clarence Canary, horse catching, fancy roping, and with Joan Forward, whip cracking; Red Russell, fancy roping and trick riding; Janie Stray, Frank Bruck and Tex Heintleman, trick riding.

Side Show is comprised of animals. Staff, Dept. Heads Jack and Jake Mills, managers; Ed Miller, treasurer; Rose Mills, secretary; Howard W. Anderson, Jr., general manager; Fred Waddell, chairman; Harry and Fred Murray, superintendent concessions; Muriel and Greer Strangman, Dean McShaffery and Leonard Goldstein, press; Ed Brady, vocal, general superintendent; Fred Wallace, chairman director; Joseph Israel, band leader and mixer; Arthur Leonard Taylor, purchasing agent; Arthur Leonard, street and transportation superintendent; Wayne Ward, wardrobe mistress; Felix (Fats) Brazon, property boss; Hugo Schmidt, general superintendent; Virgil Sagraves, elephants and animals superintendent; Ed Langehans, painter; Bob Robertson, steward; John Kibbe and Walter William Mack, 28-hour man; John Stanley, reserved show superintendent; Hazel Leboeuf, downtown; Berta LaPard, reserved seat ticket lady; superintendent; Jack LaPard, directing clown; Ray Haddix, Marshall Thayer and Dean Thomas, mechanical depart-

ment; Bill Lee and Clarence Luby, front door; Tom Viola, rigger; Bill O'Day, salt-maker; Clarence (Hinkley) Wilson, Side Show carver; Mirra Karsse, Side Show (theater); Ida Taylor, red wagon. Ovals: Joseph Rossi, conductor and cornet; Karl Waldrom, fiddle; Eddie Snow, viola (Penny); LeBoeuf, trumpets; Emille Paulucci and Louis Nash, trombones; Alfred Orsella, bass; Felix (Fats) Brazon, baritone; Wiley B. Scott, B-flat sax and clarinet; Frank Tovar, tenor sax and clarinet; Cliff Galt, alto sax and clarinet; Lower, bass drum; Oradi Traubill, calliope.

Clown Alley: Jack LaPard, Whimsical Walker and Company. All Weir and singing dog; Tyrone, Harry (Atom) Simms; Little Geoff, Dewbury, Jodie Gombell, Harry Ruster, Ed Carlson, Red Chalmers, Norbert, Prevoet, Felix Bogino and Chico Strouatt.

Concessions: Raymond Preland, assistant superintendent; Willard Bowman, outside waitress; Paul Redson, inside waitress; Peter Karjania, manager; Harold Powell and Robert Tracuz, show tinner; Louis and Edie Simon, dress jacket; Max Gross, manager; Ed Dockery and Benny Lewis, popcorn, with Bill Johns, manager; Ed and Edna Buerdel, Bud and Ed, cotton candy; Hugh Schmidt, specialties; Milton Neuman, manager; stand; Raymond Best, Chas. Brown, Ed and Wardino, cracker-jacks and peanuts; and Floyd Aree, commissary potter.

Opening Notes

GREENVILLE, O., April 26. — Mayor Marion Perry presented Jack Mills with keys to the city as the highspot of the special circus parade held Friday afternoon (18). Parade turnout was big. People thronged streets for and five deep, watched from store and office windows and even from roof tops. Mayor Perry stated it was the largest crowd in Greenville's history for a one-day event.

Four school bands, color guards from three service groups, National Guard rolling equipment, a caravan of convertibles, several old-fashioned cars, a riding academy delegation and local dignitaries participated, plus circus personnel and animals. Parade took nearly an hour to pass a given point.

Ohio Supreme Court Judge James Garfield Stewart, former Cincinnati mayor, made a hit as toastmaster at the traditional banquet, given by the Mills brothers in the high school gym after the opening matinee. Rev. Doc Waddell, besides opening both performances with prayer Saturday (19), gave the banquet invocation. Over 600 were in attendance. The gym was colorfully decorated and circus music was played.

Circus fans John Jamison and T. L. Sangston, McCelandtown,

Pa., were among earliest fans to show for the week end, followed by Doc and Ivy Wilson, Rockford, Ill.; Ralph Spidell, Chambersburg, Pa.; Russ Wilson, New Castle, Ind., who sat in with Joe Rossi's band; Mr. and Mrs. Harold Nowells, Elkhart, Ind., and John Weikle, Owensboro, Ky. Auspice delegations came from as far as Janesville, Wis., and Paris, Ill. More than 50 sponsoring clubs were represented. Others included Hilda Lederer, Jack Leontini, Roy Jones, Paul Little, John Chamos, members of the immortal Annie Oakley's family, Judy Luyton, legless youngster from Dayton, O., for whom the show's Dayton Legion auspice is raising college education funds; Arthur Mays, chief clerk of the Wisconsin Legislature; Mr. and Mrs. Earl Davis, Columbus (O.) Zoo; Albert Haas, show's insurance man, Kansas City, Mo.; Nowells, police dispatcher at Elkhart, Ind., is spending a two-week vacation on the show, his 11th.

Opening day was sunny and warm. Mayme Ward outdid herself with production of costumes for the '52 show. Ushers, front door men, band and others in public view are decked out in new uniforms. Show's fleet, numbering nearly 100 motorized units, is elaborately painted, with some fancy Churchil turning out some fancy lettering on trucks.

Midway sports a new banner line, also a string of floodlights plus chandeliers. Padroom, cook-house and concession tents are new. Big top, given flameproofing, looks like new. Carnival man Jimmy Chamos, whose home is in Greenville, had two rides on the lot opening day. Show placed an engraved stone marker on grave of Alonzo Dever, elephant man who died when show played Greenville a year ago.

General Agent Howard Ahrlart, his wife and parents were back for the opening, along with show's press and promotional staffs. Advocate, Greenville edition, put out a special circus edition. Program uses more all-girl ensembles to introduce feature acts than ever before, plus enlarged web ladder and special ground ballets. Joe Rossi's top notch band came in for much acclaim with its intricate arrangements. Bull act, under Hugo Schmidt, also was subject of much laudatory talk. For opening, Felix (Fats) Brazon's prop gang had things clicking smoothly, especially in view of elaborate props used by several of the acts.

R-B Tabs Record Mag Notice

Continued from page 53

well versed in Big Top lore. With Butler holed up on a top floor of the Peadally Hotel aids Frank Braden, Allen Lester, Eddie Johnson, Bill Roddy and Bill Fields, have taken innumerable representatives of the nation's magazines on what amounts to the five-dollar tour thru the Garden.

Tabulation on incomplete At week's end notices of scheduled stories were still flowing into the press office. One of the best is a circus cover on "Coronet," which hit the newstands late this week, and information that the May 16 issue of the same periodical will carry a 16-page section of photos by Maxwell Coplan.

Another big one was the April 9 "Look," which devoted one of its cover pictures to the Big Show plus a lavish inside spread, a sort of triple barreled effort since it aided the show, the magazine which sponsored the fashion spec and the fabric houses and designers who made the latter possible. It is likely that other publicity will follow as a result of this tie-in.

"Life" this year chose the new high wire act, Camillo Mayer Troupe, for its usual annual pictorial essay. Odd stunts of the troupe leader lend themselves admirably to photographic endeavor. Circus obviously ranks high as a subject appealing to both professional and amateur photographers. "Photography" book devoted covers to Ringling. It's a safe bet that all photo journals will carry photos of R.B. personnel or endocovers at least once during the season.

Extensive Coverage Other coverage of the circus includes a page in "Theater Arts," the cover on the April issue of "Cue," cover and story in the April issue of "Park East"; "The New York Times Magazine"; a lengthy illustrated feature in the

April issue of "Boy's Life"; a special piece in "Newsweek"; "American Boy"; "Mademoiselle"; "People Today"; "Police Gazette"; "The Saturday Review of Literature"; "Quick"; "Hebrew Monthly of America"; May issue of the "Ladies Home Journal"; the June issue of "Child Life"; "Parents' Magazine" for April; cover on the February "People," and the just concluded two-part profile on equestrienne director Pat Valdo in the "New Yorker."

National newspaper coverage having substantially the same publicity value as the slick journals includes a nifty piece in full color by Anita Loos in a May issue of "The American Weekly"; a story on Elsie and Paul Jung by Dorothy Roe, Associated Press women's editor; a "high fashions" feature for NEA newspaper clients; "Louisville Courier-Journal" Sunday magazine, and whole units devoted by syndicated columnists Henry McLemore and Hal Boyle.

Hundreds of thousands of prospective clients will be reached thru house organs published by large corporations, and other specialized publications. Among them are "Toy Trains" circulated among the nation's legion of model builders; the publication of the American Can Company; "Cellucotton Circle," published by the Cellucotton Products Company; The New York Central Railroad magazine; "Feed's Illustrated"; "Plymouth Cordage" and many others plus innumerable guides published by hotels and similar endeavors.

It should be pointed out that the bulk of the hits have been scored without the aid of new or sensational features. Butler and his crew have simply sold circus, the traditional aspects principally, since they, like the writers and photographers, got their first peek at new attractions when the show went into final rehearsals at the Garden.

AT LIBERTY June 1, 1952 CHIMPANZEE ACT Just completed movie contact and now available for Fair, Indoor and Outdoor Circuses, Celebrations and Television, etc. 2 Chimpazee featured act then can work on stage without scratches. Write, Wire or Phone AL ANTONUCCI P. O. Box 1271, Culver City, Calif. EXbrook 7-9120

ADVERTISING SOLICITORS Steady work on any of these publications: American Legion monthly; City Employees quarterly; Medical Directory; Union Labor Directory; Signaling Guide Book; Building Code-Plumbing Code; Railway Journal; Army Post magazine; Social Register; Coast Guard Guide. G. E. FEENEY 1301 C Street, N. W., Washington, D. C.

PROMOTERS -Get on our Mailing List -Each week The Billboard receives inquiries asking for names of individuals who might undertake and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. -Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you are financially responsible or secured responsible underwriting. Write to: The Billboard, 120 W. Randolph St., Chicago 3, Ill.

COLUMBUS, O., PHONEMEN MUST have own phone. 6 weeks' work, U.P.C. and program for strong auspices. Start May 5. HARRY OGDEN EV 0462 evenings only

FOR SALE Five hundred feet of Netting Fence five and one half feet high, three quarter inch rope top and bottom, three foot Rods or Circus backyard fence, 15 cents running foot. Wire size of Two Trampolines for drill, \$10.00 per each set. Complete factory-built standard Tub for small slipshant, \$18.00; genuine Hawaiian O. Skirts, \$10.00 each. PAUL, M. LEWIS, Fox Road, Jackson, Michigan.

CLOWN WANTED To clown in Fibing Act. Must be sober and reliable. Sleeping accommodations furnished. Write or wire, stating salary immediately. BOB FISHER P. O. Box 997, Jacksonville Beach, Fla.

WANTED HIGH POLE OR HIGH WIRE ACT MAY 19 THROUGH 24 AS FREE ACT Good sponsors. WIRE: EAST ST. LOUIS PRESS East St. Louis, Ill.

I WANT THREE Experienced Phonemen who can sell HANBERRY CLEAN. Who are not afraid to sell for money. Work one to November. If you show the right to drink, then say where you are, otherwise can we see you. November 1st, 1952. Room opens May 1st. Leaton Park, Xenia, Ohio. MILLS BRO'S. CIRCUS DEAL Ask for Williams.

TELEPHONE SOLICITORS Best deals; work South the year round. Experienced men only. Phone, write, wire MICHAEL HUNT 100 South Royal Mobile, Ala. Phone 3-2158

TELEPHONE SALESMEN WANTED Selling top priority advertising for an ad established newspaper. Pay every day. We have the leads! You sell it, we get it in for you. CALL OR WRITE AT ONCE RAY NELSON 704 Parkman, Boston, Mass. Rm. 2, E. M. J. Phone: Emerson 5-5000

PHONEMEN WANTED V.F.W. State Convention. Pay every day. Ticket Deals Only. Answer: ROBERT PAUL 229 Main St. Stamford, Conn.

2 PHONEMEN Show sponsored by 17 combined Lions Clubs. Contact PROMOTION DIRECTOR 3494 S. Broadway Denver, Colo. Phone 9-9101

ED FLERLAGE PLEASE CONTACT GEORGE 1451 Hill St., S. E., Grand Rapids, Mich. Mornings 9-12, evenings 7-10. Has complete details and information.

# Dressing Room Gossip

## Frank Wirth

Show opened its spring tour at Johnstown, Pa., April 18-19. Andy Anderson is equestrian director. Otto Kuhnert and the riggers hung as much of the show as they could before the scheduled hockey game. Aida introduced a new device, thought up by her husband, Walkmir. It is a wind machine mounted high on the rigging that emits many gaily colored bubbles, creating a truly celestial effect. Skip Manley is Walkmir's personal rigging man. A local photo exhibited a large blow-up of Arden Beecher, clown, in his showcase. It attracted much attention.

Montes de Ocas Duo, retired for two years, bored with the inactivity of their lush Brazilian home, have returned to the spotlight. Mickey King, on web and doing one-arm swings, is scoring. The Great Arturo is doing single high wire. Kinko and Mary have a new Travelo trailer. Another home-on-wheels belongs to Will Hill. Jack MacDonald and family, of Idlewild Park, visited the LaBlondes and Roy Barrett. Mickey Sullivan is band leader.

Owner of the Showboat, our nitery rendezvous, hosted an impromptu party for Al Hyman, Ronnie Lombardi, Joe Pilla, Nick Bangor, Happy O'Connell, Arden Beecher and Billy Barton. Acts at Johnstown were Will Hill's ponies and elephants, Howard and Wanda Bell, Kinko, Arturo, Captain Hayer, and Charles Night. LaBlondes, Flying Eldons, Montes de Oca, Mickey King, Noel's horses, Billy Barton, Aida; clowns: Herb Taylor producing; Charles Frank, Roy Barrett, Arthur (Dutch) Jordan and Charles Young.—BILLY BARTON.

## Polack Western

Jump from Indianapolis to Santa Rosa, Calif., was made in good time. Rex Rasmstrom drove the Northern route alone and truck and trailer contingent went the Southern trek. Bob and Ann Porter picked up their new trailer in Chicago. Aida and Betty Bell visited their children in Dallas and picked up their trailer. Art Springer visited his relatives in Los Angeles. Dennis Stevens, Laurence Cross and the writer spent a few day at the Alameda, Calif., home of the writer's cousin, Virginia Powell. Harold and Mildred Ward visited the Clyde Beatty show.

In Santa Rosa, the fairgrounds pavilion again was reminiscent of a tent show with arena, back door and adjacent room facilities. The Gerardos have a unique arrangement for carrying their combination rigging and living truck. The Wallendas did a complete paint job on their rigging. Gene Darrell, Santa Rosa CFA, entertained the clowns at his home with an after-show party. Mary Paul rejoined after a brief stay in Los Angeles.

A hospital show was given with all clowns; Francis Brunn, Excess Baggage, Theron Troupe, the Myrons and Joe Lemke's Chimp College participating. Our promotion men, Jimmy Rison and Art Hanson, greeted us at our first West Coast date of the season. Houses were capacity. Visitors: Gene Darrell, John Brent, Bert Martin, Don Francis and Virginia H. Powell.—HARRY DANN.

## WARNER BROS.' CIRCUS

Wanted Billposter and Lithographer who can drive a truck. Candy Butchers and other useful people. Columbia, Miss. April 30; Collins, May 1; Hainesburg May 2 and 3; Slidell, La. 6; Hammond, 7.

## PHONEMEN

Specialist—LIONS  
Want men who are interested in money and a full season's work, Banner Men especially.

## DICK ROGERS

SW 4237, SW 4145 Akron, Ohio

## 2 PHONEMEN-2

Want Phonemen for U.P.C.'s and Banquets on a Ring Circus promotion. If you don't know circus don't answer this ad. No valet calls or news. Louie Greve—Bill Benton, call me.

## CIRCUS MANAGER

Television, Game.  
Phone: 4-7526 AND 4-7534

## King-Cristiani

Our annual trek thru West Virginia will soon be over and most of the personnel will welcome a few straight roads. Show has been moving well despite the long jumps, and not a matinee has been lost.

High Hart, timekeeper, is spending his first season with a motorized show and says he likes it. The concert is pulling big again. Line-up includes Tama Frank, Butch Frank, Patsy and Barbara Fairchild, Ann Sutton; Los Del Paus, gaucho whipcrackers, and Sheik Lawrence, wrestler.

Marion Cristiani is doing a good job of pinch-hitting for Mrs. June Cristiani in the big elephant number. The latter is recuperating from several operations, but hopes to be back in the ring soon. Hugo Zaccini has a new maroon and gold robe with futuristic face protector.

The street parade is getting good press and radio comment. Brownie Gudath's clown car is going over big and we are unloading 28 people and a mule from an ordinary stock car each day. Prof. A. Lee Hincley and his boys play the fastest number of the show during the bar acts. Ma Hincley is handling the mail and is agent for The Billboard.

A large group of circus fans, headed by Mr. and Mrs. Calvin L. Davis, recently visited from Petersburg, Va., driving 300 miles to catch the parade and show. L. Wilson, coach and family were missing due to illness.

Other recent visitors included Dave Fineman, Graves Perry, Dick Wayne Barlow, Al Hoffman, Pete Neese, Dr. Troutman, John Williams and sons, Col. Hiatt, Col. Jimmy Bagwell, Midge Lewis, E. W. Adams, W. A. Normandin and George Strongman.—COL. HARRY THOMAS.

## Roger Bros.

Brunswick, last stand in Georgia, greeted us with two good houses. Si Rubin had a birthday at Augusta and received many gifts. At Savannah we played date and date with Larry Sunbrook's rodeo, so there was plenty of visiting. Parson Red has added a new routine to the elephant act. Al Dean is wearing some loud sport shirts. At Brunswick the following did a noon broadcast: Jackie Tolliver, Sue Bible, Jack Lorenzo and Danay Styrn. Leonard Simon is doing a good job in the office wagon.

Little Jackie Tolliver tops the performance with the amount of times she's in the big top. Charles Ryan is boss canvasser and not Charles Davis, as previously reported. George (Yellow) Hutchins is sailmaker. Chester Cable has gone on a diet and only makes the cookhouse two or three times a week.

Visitors have included Jimmy Troy, Flexi Morales, Charles Poplin, Walter D. Nealand, Boots Sallee, Eddie Koons, Billy Sheets, Joe Hayworth, Dan Reilly, and Ralph Green, owner of Pawnee Bros. Circus.—BUCK LEAHY

## Hagen Bros.

The new Indian finale went in in Shawnee. Jim Corley, producer, has done a good job to make an exciting and colorful spectacle, and credit should also go to those who helped him, including Fancher Pierce in staging authentic Indian war dances as well as extensive wardrobe work; Roy Adkisson for his unique lighting effects and everyone who helped on wardrobe and production. Daily features three rings of principal riding acts; Indian dances featuring Torchy Townsend, Fancher Pierce and Claudia Banta; racing horses on the track ridden by Jack Banta, Ginger Moody Somers, Eddie Atkins, Claire Ratley and Freddy Conley; clown war dance with Roy  
(Continued on page 74)

## WANTED

2 experienced Contracting Agents, Jim DeForest, Blackie Ringold, contact WALLACE BROS.' CIRCUS  
Silver City, N. M., April 29; Lordsburg, 30; Clinton, Ariz., May 1; Safford, 2; Wilcox, 3; Douglas, 4; Bisbee, 5; Tucson, May 6 and 7.

## Polack Eastern

Show opened to a full house at the C. H. S. Auditorium, Kalamazoo, Mich., under auspices of Peninsular Commandery No. 8, Knights Templar, and was presented as the Fifth Annual Commandery Circus. Ben Yeary handled the promotion. His next post will be in Grand Junction, Colo., prior to our date there in June.

There were not enough dressing rooms, so many of us used classrooms in a school, closed for the Easter vacation. Silvers Madison, Frenchie Duran; and Red Vigo got plenty of exercise, as the bulls and horses were housed some three miles from the auditorium. Pop Hausman came over from his home in Lansing and distributed pictures he took on the show opening week. The stage was a bit crowded for the heavy show, but was expertly handled by Nate Lewis. Bobby Harrison and his prop crew did a fine job. Don Dorsey lived thru a long moment when one of his guy lines pulled out of the floor and had to be held by two of the crew until he finished his act. The Zoppe Troupe were able to do a swell job of riding, even tho the back of their ring had a square side. The Easter holiday gave everyone a chance to do some shopping. Harriet and Nate Lewis went to Chicago and came back loaded with summer clothes.

The Zoppe Troupe ordered new wardrobe. Don Dorsey went to his home in Fall River, Mass. to pick up his outdoor rigging and visit his family before leaving for Canada. Henry Kyes, Four Name-dills, Norberty Trio, Gerogetto Brothers, Fred and Betty Proper, Joe and Silvers Madison and Frenchie Durant had a chance to rest during the holiday prior to the Kalamazoo opening. Most of the show went to New York to catch the Big One. Bob Lorraine ordered new pictures and shopped for a new wardrobe. Bob Courtney went to Norwood, O., to visit his wife and son. The Geetschi Brothers and Lola Dobritch visited in Toledo a few days, en route to Michigan. Frieda and Ernie Wiswell have given up living in hotels. They now have their truck on the show. The Clousons have  
(Continued on page 65)

# Under the Marquee

Jaka Disch cards from Cudahy, Wis., that Mrs. Disch is much improved after being confined to home for several months. He also reports that Charles W. Tiede, Racine, Wis., CFA proxy, has returned home after a month in Sacramento.

Harold S. Harris, Halifax, N. S., veteran advance man, headed for the CFA convention at Gainesville after he caught the Big One's opening at New York. He will be away from home for close to two months.

MBI Herriott, formerly horse trainer Cole Bros' Circus, recently suffered a stroke resulting in paralysis of his left side. His son, John, is with the Army in Korea. Herriott would like to hear from friends, who may address him at Room 111, Community Hospital, St. Peter, Minn.

The American Guild of Variety Artists made it possible for Joy Thomas, of the Joy and Roy Thomas producing clown act, to fly to Muscatine, Ia., for hospital treatment under supervision of her family doctor. She is now at 1323 East Second Street, Muscatine, but is unable to walk yet.

Hutcherson and W. Howard Eames, members of Kay Bros. Tent, CFA, Petersburg-Colonial Heights, Va., recently caught the King Bros. & Cristiani Circus in Hickory, N. C., and Lynchburg and Roanoke, Va. They reported every inch of track taken up by spectators and several hundred turned away at a night performance Friday (18) in Lynchburg. Roanoke was even larger, with three shows necessary to accommodate crowds. The parade is going over big everywhere.

Marsha Hunt, 8-year-old daughter of the circus owners, received a number of publicity breaks during her recent engagement at Hamid's Steel Pier with her baby elephant. King Features Syndicate did a feature on the

youngster and she was seen on a number of television newsreels. Young Marsha will be featured in the center ring of the Hunt show, which opens Saturday (26) in Annapolis, Md.

Bill Woodcock writes that he closed with the Omaha Shrine circus Saturday (19) and left to join Warner Bros. Circus at Bay St. Louis, Miss. The Gathersburg, Md., Businessmen's Association will sponsor Hunt Bros' Circus May 3 at the fairgrounds, there.

Harry Bert, promotional representative, was a recent visitor to Toledo, where he closed with an auspices for a showing of the Big One this summer. While there he visited with Charles (Kid) Mohr, snipe plant owner and assistant manager of Toledo's Paramount Theater. Josh and Lillian Kitchens and their Liberty horse act started their West Coast  
(Continued on page 65)

## WANTED

WALTER ROGERS, CONTACT CHESTER GREGORY, NICK "BADEYE" BENGOR, CONTACT BOB STEVENS AT ONCE.

Candy Butchers, Workingmen, Electricians, Clowns.  
Lordsburg, April 30; Clinton, May 1; Safford, 2; Wilcox, 3; Douglas, 4; Bisbee, 5; Tucson, 6 and 7; all Arizona.

## WALLACE BROS.' CIRCUS

## WANT

One More Contracting AGENT  
Also Cornet Player for Union Band.  
DUB DUGGAN  
Hagan-Wallace Circus  
En Route

# SPRING AND 25th ANNIVERSARY CLEARANCE SALE

OUR TWENTY-FIFTH YEAR IN AMERICA, AND OUR 75TH YEAR IN BUSINESS. THE HEAD OF OUR FIRM, HENRY TREFFLICK, WAS BORN IN FOCKELMANN'S ZOO, IN HAMBURG, GERMANY, ON JANUARY 9, 1908.

## CHIMPANZES

Cage Animals, Collar & Chain Broken, \$450.00 up  
Babies, Can Be Handled Immediately,  
Male and Females 600.00  
Female, About 3 Yrs. Old, As Is, 200.00  
Come and Look Over

## BABOONS

Dog Face, Young \$ 50.00 each  
Medium 75.00 each  
Large Full Grown 100.00 each

## MONKEYS

Rhesus \$35.00 each  
Javan 35.00 each  
Squirrel Monkeys 25.00 each  
Capuchin Ringtails 35.00 each  
Cinnamon Ringtails 30.00 each  
African Green 25.00 each  
Monas \$35.00 each  
Sooty Mangabeys 35.00 each  
White Face Ringtails 30.00 each  
Spider Monkeys—Mother and Baby Combination 75.00 set

## ANIMALS

1 Male African Spotted Leopard  
2 Yrs. Jungle Bred \$500.00  
1 Pair Golden Cats 250.00 pair  
1 Pair Himalayan Sun Bears 250.00 pair  
Giant Ant Eaters 175.00 each  
Agoutis 25.00 each  
Focas \$ 35.00 each  
Coati-Mundis 25.00 each  
Sloth Bears, Two Toe 50.00 each  
Pigtail Monkeys, Tame 75.00 each  
Marmoset Monkeys 25.00 each

## SNAKES

RETICULATED PYTHONS — All Good Feeders  
14 Ft. \$250.00 ea. 16 Ft. \$300.00 ea. 17 Ft. \$350.00 ea. 18 Ft. \$400.00 ea.

Indian Cobras \$35.00 ea.  
Green Mambas 35.00 ea.  
Ball Pythons 25.00 ea.  
African Pythons 35.00 ea.  
South American Boas, 6 to 10 ft., \$24 to \$40 ea.

## SPECIAL

Undernourished Rhesus Monkeys, thin but healthy, will develop into robust animals with proper diet. Special \$10.00 each.

## TREFFLICK BIRD & ANIMAL CO., INC.

228 FULTON STREET, NEW YORK CITY  
All live stock shipped F.O.B. N. Y.—Live Arrival Guaranteed

## DRIVE-IN THEATRES

## AMUSEMENT PARKS

WRITE FOR OUR MONKEY RENTAL PLAN. WONDERFUL ATTRACTION TO DRAW CROWDS.

## EARLY BONANZA

### Sultry Spell Aids Eastern Funspots

NEW YORK, April 26.—Early opening Eastern funspots hit the jackpot this past week-end when temperatures soared to 80 degrees and the first big stirring of the populace outdoors took place. On both Saturday and Sunday (5-6) highways leading from the cities were jammed. The beaches and inland amusement parks drew mid-season crowds and, even more important, patrons spent freely.

In the New York area Coney Island and the Rockaways drew turnouts that were not far short of July figures. Bonanza business was registered by all units that were open. Those that had not yet unshuttered missed a big one. Rockaways' Playland tagged the biggest Sunday play it has ever registered at this time of the year. This, together with sizable lakes racked up thruout the preceding week, gave the park the best early start it has ever had.

#### Palisades Benefits

Across the Hudson River in Jersey, Palisades Amusement Park also scored big on the week-

end after a very good week during which thousands of school children attended the funspot. The week-play at Palisades was also described as the biggest that the park has ever registered at this time of year.

The weather was such that nearly everyone who could, got out of doors. Since many warm weather activities are not yet in operation, those that were open last week-end benefited to an even greater extent than they would have normally in the face of full competition.

From New Jersey and New England the reports were pretty much the same. Endeavors that were open scored big. Crowds were big at Atlantic City and other shore resorts as folk headed for the shore. Resultant traffic jams served to point up the difficulty of week-end highway travel. Traffic congestion in the metropolitan area has no doubt cut into the potential attendance at many spots and may have increasingly adverse effect.

#### 50,000 at Bronx Zoo

The Bronx Zoo reported 50,000 attendance and Palisades Park a similar number. While uncountable, crowds at Coney Island and other beaches were estimated as high as 1,000,000.

Many of the operators who reported free spending as well as big crowds regarded their initial experiences as a good omen for the future. With the good weather prevailing to date business has been good, and thus, they feel will continue.

### Summit Beach Picnic Dates Hit New High

AKRON, April 26.—With its renovation program completed and the city's transportation strike ended as of Wednesday (16), Summit Beach Park here, under management of Ed M. Palmer, is looking forward to the new season with increased optimism. Palmer has scheduled week-end operation to start May 3 and the spot will go into full five-day operation beginning May 30. Park is closed on Mondays thruout the season.

Palmer said that the funspot will continue its 12-cent gate policy, with each patron receiving a ticket good for any ride on the grounds. Park also plans to hold the line on its 1951 prices. Included in the revised physical make-up of the spot are two Kiddielands, replacing the one used last season. New steel teeter-totters and swings have been installed near the Kiddielands and a new free act platform has been constructed closer to the lake.

Also new to the over-all operation this year is a program to popularize the swim pool. Thru a deal worked out by the park and local civic, industrial and welfare groups, a \$5 season pass will be awarded to worthy youngsters to be designated and sponsored by individuals of the various organizations.

Early this year the park put into motion a concerted drive for increased picnic business. A run down of the contracts signed to date indicate that the funspot will play host to the largest number of such events in its history.

Roller skating which has been offered at the site of the old dance hall, destroyed by fire last year, will be discontinued with the opening of the season, Palmer said. Instead, round and square dancing will be presented each Wednesday, Saturday and Sunday nights.

New to the dual Kiddielands will be a Fire Engine ride, recently installed. Other rides include the Airplane, Roller Coaster, Railroad, Miniature Train, Boats and Kiddie Autos. Major rides include Ferris Wheel, Tilt-a-Whirl, Bug, Pretzel and Merry-Go-Round.

#### Weberskis Add Ride

SPRING VALLEY, Ill., April 26.—A new Mangels Kiddie Roto Whip is being added to the lineup at Midway Kiddiland here, it was reported by Stanley and Anna Weberski, owners. They also are installing new shelters above their rides.

### POOF! THERE GOES VIDEO

NEW YORK, April 25.—Irving Rosenthal regarded the early successes of his Palisades Amusement Park, across the Hudson River in Jersey, as an indictment of the power of television, at least insofar as its effect on business at his garish funspot is concerned.

On last Wednesday (16), a nickel day in the midst of the Easter school holiday, the park had 21,000 romping moppets, according to Irving. Ride patronage was such that ticket sellers developed callouses and supplying the eateries became a problem. A holiday week-end and record crowds for this time of year followed.

"Poof on television and its effect on our business," said Irving. "We're here to stay and we'll get bigger crowds than we ever had before. It will be a great year."

Having disposed of the competitive element, Irving and his cohorts will continue to angle for all possible plugs on video.

### Upped Spending By Canadians At Old Orchard

OLD ORCHARD BEACH, Me., April 26.—Higher spending by Canadian patrons is expected at Old Orchard Beach Park here as a result of the ending of limits on currency Canadians had been permitted to carry across the border.

Beach visitors also are expected to stay longer, according to Howard A. Duffy, who with Wilfred L. Duffy is co-manager of Old Orchard Beach Pier and Whiteway. In explanation, the former observed that area visitors last year were restless and seemed intent on touring most of the time but that he believed they would be more relaxed this season and stay longer.

Howard Duffy added that, given comparable weather to '51, grosses would rise between 5 and 10 per cent. The Duffy-managed fun areas will open for week-end May 25, and will start daily operation May 30.

### Finish 250G Rebuilding at A. C. Steel Pier

ATLANTIC CITY, April 26.—Reopening of George A. Hamid's Steel Pier for the Easter week-end marked completion of a \$250,000 remodeling and streamlining job at the amusement center.

Tadeusz Glogowski, Polish refugee, directed pier renovations. Glogowski widened Music Hall on the pier, increasing seating capacity of the vaude house from 3,200 to 4,700.

Celebrating the pier's 55th anniversary this season, Hamid estimates that at least half of the 15 million persons who visit Atlantic City during spring and summer will visit the pier. It will continue week-end operations until June 15, when it will go on a daily schedule.

With the enlarged Music Hall, the pier's summer show program includes for the single admission some 100 features, including double film features, name bands, star vaudeville shows, circus and water thrill acts, Funhouses, concessions and exhibits. Marine Ballroom houses the name bands. Ocean Stadium, where water shows are staged, seats 3,000 people. Also among the pier's features is the Marine Diving Bell, which goes down 50 feet into the ocean. Among features planned for the season is a wax museum of criminal characters.

### Dallas Week-End Biz Hurt by Rain and Cold

DALLAS, April 26.—Bad weather again, cut into what was expected to be heavy winner for State Fair Midway Saturday and Sunday (19-20). Slow drizzle fell all day Saturday but weather cleared in mid-afternoon Sunday, resulting in good business Sunday night.

It was the second week-end the weather has kept winnings down. Midway opened Saturday (12) for season with cool, windy weather keeping crowds fairly scant.

Recent rains have been first good downpours the region has had in months. Section has been in grip of year-long drought.

Varied activities at State Fair Park drew many visitors over the week-end and midway opened Saturday at noon, but rain finally set in for good. Crowds have been flocking to the park all week for Sports and Vacation Show, Flower Show and other activities, but rain continued thru early days of the week.

Sports and Flower shows both wind up Sunday (27) and the midway expects good business over week-end. State Fair of Texas is advertising various events on the grounds, including five museums at the park, with large ads in both Dallas papers.

Midway Supt. Fred Tennant Jr. announced that the Fair Park grandstand had been committed for five week-ends for performances of the Gainesville Community Circus. Disabled American Veterans will sponsor three public performances of the circus in front of the grandstand May 30-31. Chance-Vaughl, aircraft factory, will sponsor four performances for estimated 30,000 workers and their families, June 5-7.

Grandstand also will be scene Tuesday (29) of free Theatre-Duffel fireworks presented by Jax Brewing Company.

Along with these special promotions each week, park will go all

out to promote traditional big days, July 4, Juneteenth and Labor Day. Professional football game between the Dallas Texans and Detroit Lions in the Cotton Bowl near midway entrance is scheduled for September 12 before the midway closes for the season.

Comprehensive paint-up, fix-up work during the winter has flashed up the midway considerably. Midway served as setting for pictures made by Holiday Magazine Sunday night (13) of R. L. Thornton, president of the State fair. Holiday is doing a series of pictures in Dallas to accompany a forthcoming story.

### Vaughn Monroe Into Kennywood As Hometown

PITTSBURGH, April 26.—Hometown (Jeanette, Pa.) boy, Vaughn Monroe, arrives at Kennywood Park here Thursday (29) for the Jeanette, Pa., picnic, shortly after the season's opening. Local fun spot specializes in picnic business. The season, now under way looks "pretty promising," according to execs. Park, which opens tomorrow for Sundays only, will commence full-time operation Wednesday, May 24.

New addition to the ride lineup is an Octopus. Miniature Railroad, equipped with new cars, now is operated over an entirely new route overlooking the Monongahela River.

Miniature golf course has been re-done on the same site as last year, with all holes changed and the layout made tougher.

A new kiddies rest room-nursery, shaped like a round ball and decorated in the form of a full moon with a cow jumping over it, is under construction at the Kiddieland, with completion scheduled for June 1.

Park will operate with dancing three, instead of six nights a week with a house ork in Wednesday and Saturday nights, and a name band touring the area in for another night.

### Rains Slough Puritas; Bow Set for May

CLEVELAND, April 26.—Altho heavy rains washed out Puritas Springs Park's scheduled Easter Sunday (13) week-end operation debut, James E. Gooding, manager, has taken an optimistic slant on the crowd-pulling potential of his funspot once Old Sol takes over command of this area from Jupiter Pluvius.

Augmenting the rides this year is a recently purchased and installed Whip. A new Roller Coaster was added last season. Gooding says that his picnic bookings, which were highly satisfactory last year, already have surpassed 1951 figures. He expects to see more increases as the season progresses.

New restrooms have been installed thruout the park this year. Excepting that installation and the usual clean-up and paint-up campaign applied to the funspot each year, little in the park's appearance has been changed. It will continue to operate under a free gate and will hew closely to its price policy of last season, Gooding said.

A number of free attractions will be used this year, with the first slated for sometime in June. Major rides, in addition to the Whip and Coaster, include Moon Rocket, Hey Day, Flying Skooter, Rolloplane, Whip, Bug, Dodgem, Ghost Train, Funhouse, Rocket Ship and Merry-Go-Round.

Kiddieland attractions include a Coaster, Miniature Train, Ghost Ride, Baby Rocket Ship, Boats, Kiddie Autos, Merry-Go-Round and Baby Whip. The roller rink will continue in operation this season.

### Banner Picnic Business Set For Belmont

MONTREAL, April 26.—Belmont Park here faces a bumper year in picnic business, Manager Rex D. Bilings disclosed this week with the announcement that already 277 picnics have been scheduled.

Figure represents an increase of 143 over last year at the same point. Commenting on the sharp increase, Bilings pointed out the funspot now has two year-round picnic solicitors.

Economic conditions in the area are good and only the weather is a worry. Last year the park was hard hit by the weather, particularly on week-ends.

One new riding device, a Bulgy and Buggy Ride, manufactured by the Allan Herschell Company, has been added. Park has been given its customary face-lifting and paint job. Other improvement projects embraced the enlarging and up-dating of toilet facilities.

Free act schedule follows: Aerial Winters, May 10-25; Clearans, May 26-June 15; Allan & Company, June 16-28; Flying Eldoras, June 29-July 6; Josephine Berosini, July 7-27; Loof Rios, July 28-August 10, and Holger Rasini, August 11-Labor Day.

### Woodside Has Big Pre-Season Debut

PHILADELPHIA, April 26.—Week-end operations began Saturday (19) at Woodside Park here with perfect weather, record attendance for pre-season opening and good business, said Austin F. Platt, public relations director.

Patronized beyond expectations was Goliath, the new Holmes Cook course. Another new piece of equipment receiving excellent reception was Fascination, new to this area. The game is operated by John and Arlene Merrell.

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For Maryland's largest Park, 1st class portable Whip (adult).

Large Ferris Wheel, a real opportunity in a Park that packs them in.

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**GWYNN OAK PARK**  
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**WANTED FOR KIDDLAND**

Near Saratoga Springs, New York. Will book or lease Train, Pony Cart, Boat, Baby Merry-Go-Round, Live Ponies.

**Robert D. Kellogg**  
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**FOR SALE**

15 SKI-BALL MACHINES  
STEAM TABLES  
ICE CREAM MACHINE  
GAS HEATERS  
1,000 CHAIRS  
MANY ARCADE ITEMS

All in good condition. Everything must go—at one-third actual cost.

**GLEN PARK**  
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**FOR SALE**

20 SCOOTA BOATS (no motors)

That run on overhead wire.

\$1,000 cash takes the lot.

**NAUTICAL AMUSEMENT CO., INC.**  
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**FOR SALE OR LEASE**

Ready for operation

**CRYSTAL LAKE PARK**  
DANVILLE, VA.

Well established concrete swimming pool, 110x210 in 10 acre park. Bathroom and lunch counter fully equipped. 1 HP Kiddle Airplane Swing, Concession Buildings, large parking area, picnic grounds, living quarters, bus service. Responsible operator of RIDES, BINGO, RINK, etc., opportunity to clean or re-secure reputation of Danville, Va., on Rt. 58.

ANY SIZE  ANY CAPACITY

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**PROMOTERS**

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Each week The Billboard receives inquiries asking for names of individuals who might undertake and promote attractions for amusement and recreation. We can refer to our files from your territory to you.

Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially successful or re-secure reputation of Danville, Va., on Rt. 58.

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**MINIATURE GOLF**

Park owners need our packaged course for new profits 15,000 to \$1 area. A Cook course has never failed. Thoroughly tested. Every way superior.

23 Pearl St. New London, Conn.  
22 Holmes Cook Miniature Golf Co.  
Willow Grove, Pa. New London, Conn.

**Euclid Beach Sets Up Sked For Week-Ends**

CLEVELAND, April 26—Spick and span following a late winter and early spring clean-up program, Euclid Beach Park here, one of the oldest in Ohio, opened for week-end operation Saturday (19). It is adhering closely to its successful policy of last year and will go all out in attempting to lure big industry, civic and other organizational plethoras to its grounds. At the moment the plethoras scheduled for this season have surpassed last year's.

H. C. Shannon, the funspot's manager, said this week that the park is planning no change in its price policy of last year and that it will continue its program of dancing on Wednesdays, Saturdays and Sundays. Local orris are to be featured and plans call for a change in attractions each week. Spot goes into seven-day operation May 17, Shannon said.

Euclid Beach has retained its large ride set-up of other years and it includes the Aero Dip, American Race Derby, Dodgem, Laugh in the Dark, Flying Turns, Thriller, Racing Coaster, Bubble Bounce, Carousel, Auto Trains, Diesel Train, Flying Skooter, Whip, Bug and Rocket Ship.

Admission to the park will be free as in other years, said Shannon, who is looking to the new season as one of the most fruitful in years.

**N. Y. Kiddie Spot Prepped by Kellogg**

SARATOGA SPRINGS, N. Y., April 26—Robert D. Kellogg plans to open a Kiddieland on U. S. Route 9 near here May 15 with a line-up of four rides, Monkey Show, popcorn, candy apples, cotton candy and novelties.

Plans are being made to add two more kiddie rides and a major unit later in the season, along with a Penny Arcade.

Kellogg, who is well known as a former popcorn-candy apple floss concessionaire at large East-coast fairs, has an extensive park advertising campaign under way, featuring bicycle and pony giveaways.

**Jersey Group Combats Taxes**

Continued from page 49

congressmen could be approached and influenced.

Operators have long accepted the fact that it is virtually impossible to compete in public pool or rink enterprises on price. Rosenthal said. This challenge had long been met by providing better services and extra features, he said. However, the elimination of tax on public enterprises made it almost impossible to compete now because of the necessarily vast difference in ticket prices.

The tax-paying operators of recreational enterprises are being laxed double, actually, Rosenthal said, and they are just as entitled to tax relief as the public endeavorers.

**May Broaden Scope**

Altho he insisted the new group was now interested only on obtaining relief from the taxes on units competing with publicly financed recreational units, there is little doubt that the group will seek additional exclusions from the excise taxes on admission if they are successful in the current program.

Attending the meeting were Rosenthal; Vernon D. Platt, Pleasantville, Pa.; Frank M. Crumback, Narberth, Pa.; Oscar DuMont, Sugar Beach, Almonesson; John F. Sisco, Green Spring Lake, Bloomington; Jack B. Greene, Green Valley Park, Newfoundland; W. L. Facher, America on Wheels, Elizabeth; Jack Pozner, Columbia Park, North Bergen; J. Edelstein, Olympic Park Roller Rink, Irvington; Mrs. S. S. Mitchell, Mitchell Manor, Cedar Grove; Arthur E. Litzinger, Crystal Palace Roller Rink, Philadelphia; Nick Lonigay, Hackensack Pool, Hackensack, N. J.; B. V. Olivia, Pascaek Swimming Club, Hillsdale; J. G. Whitehouse, Maple Crest Beach Club, Hackensack; Walter A. Baxter, M. Kemble Swimming Club, Morristown; John Barnes, Willow Grove Park, Willow Grove, Pa.; Elmer E.

**ROLLER COASTER SET TO MUSIC**

CHICAGO, April 26—Dan Belloc, Jub Records, has cut a new tune on that label, complete with actual sound effects, called "The Roller Coaster Song," which will be promoted via amusement parks throught the summer. Tune, with lyrics devoted entirely to the merits of riding a roller coaster, will be used on park hideaway phonos and Merry-Go-Rounds. In addition, it is planned to use the Belloc disk as a spot announcement on radio and television this summer to promote park attendance.

**Siegel Sues To Reopen Detroit Spot**

DETROIT, April 26—The possibility that Eastwood Park, closed three years ago by legal action, may be re-equipped and reopened, was indicated this week by Bernard Siegel, a member of the Kerner family, part owners of the property.

A suit against the City of East Detroit, which refused renewal of the park license, is pending in Federal Court here and Siegel said that if a favorable decision is reached, new rides will be installed in the park. Rides formerly in the spot have been almost entirely dismantled and sold, many of them to West Indies ride operators.

**'51 Cincy Zoo Net 55G**

CINCINNATI, April 26—Clemens H. Bayer, treasurer of the Cincinnati Zoological Society, reported a 1951 zoo net profit of \$55,125 at the annual society meeting recently. This compares with a net of \$46,604 in 1950. Zoo revenue last year was \$386,718, operating expenses were \$271,701 and accrued expenses were \$39,892. President E. W. Towsley, who reported paid attendance of 924,560 last year, put the 1952 attendance goal at 1,000,000.

**FOR SALE OR LEASE**

Ready for Operation

**CRYSTAL LAKE PARK**  
DANVILLE, VA.

Well established concrete swimming pool, 110x210 in 10 acre park. Bathroom and lunch counter fully equipped. 1 HP Kiddle Airplane Swing, Concession Buildings, large parking area, picnic grounds, living quarters, bus service. Responsible operator of RIDES, BINGO, RINK, etc., opportunity to clean up 3 1/2 miles east of Danville, Va., on Rt. 58.

**FOR SALE FLY-O-PLANE RIDE**

Perfect condition  
Will deliver and set up.

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**WANTED**

Kiddle Rides, including Ferris Wheel, Merry-Go-Round, Car Ride, Boat Rides, good condition. Park location for entire season. Preference basis. Contact

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**WANT A FIRST CLASS ARCADE MAN**

Must be sober.

Apply Jefferson Beach, St. Clair Shores, Mich.

**"SKEE-BALL" ALLEYS**

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**America's Favorite "SKILL" Game**

**FOR PARKS—RESORTS—ARCADES—LOCATIONS**

HIGH EARNINGS — TROUBLE-FREE OPERATION

80 GAMES PER HOUR — 5c OR 10c SLOTS OPTIONAL

**NOW IS THE TIME TO REPLACE YOUR OLD ALLEYS WITH NEW 1952 MODELS**

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**ALSO COASTERS — PLANS — CARS — EQUIPMENT STUNTS FOR FUN HOUSES & DARK RIDES**

**FUN LAND AMUSEMENT PARK**

Located in the heart of the Billion Dollar "H-Bomb" project. Permanent—Amusement Playground, 52 weeks all year Season.

August—Sand Bar Ferry Road—Georgia  
**FREE GATE—Weekdays and Sundays—FREE PARKING**

**—WANTED—WANTED—**

Will buy, book or lease major and Kiddle Rides that do not conflict with those we now have: Ferris Wheel, Octopus, Tilt-a-Whirl, Fly-a-Round, Flat Rides, Pony Rides.

**—LEGITIMATE CONCESSIONS—**

Suitable for high-class permanent park, catering to the better class of patronage. Shooting Gallery, Fun House, Crystal Maze, Frozen Custard, Snow Cones, Waffles, French Fries, Weight and Age Scales.

**WRITE—JOE HAWORTH, General Manager—WIRE**  
"We are growing by leaps and bounds"

**High Quality KIDDIE RIDES**

ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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MUST BE THOROUGHLY EXPERIENCED OR WILL RENT

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Also have new Masonry Concession Building with living quarters. For Novelties, Candy Apple and Cotton Candy, Juice and Crab, Games, etc. Apply:

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**Eastwood Park Dismantled!**

**ALL TYPES OF PARK EQUIPMENT FOR SALE**

Complete FUNHOUSE—All equipment manufactured by National Amusement Device Company.

40 H. Shooting Gallery; Swimming Pool equipment of all kinds.  
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2 Amusement Parks in Western Michigan

Both with Merry-Go-Rounds, Trains and plenty of other rides and equipment. All equipment must be operated while in for this season.

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**New Liberty Park**

Union Road & William Street  
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WANTED — Reliable, sober Merry-Go-Round Operator, also Ferris Wheel Operator. Steady work, no tear down. Ride help on all rides.

CAN PLACE capable Concession Operators and Stock Man. Long Range Shooting Gallery Operator.

WILL BOOK Photo Gallery or Photomatic Machines. Address

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Sensational 2-Player, Coin Operated Basketball Game

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# Saskatchewan to Operate Without Livestock Exhibits

### Action Stems From Hoof, Mouth Disease; Province Sets Ban on Animal Shipments

REGINA, Sask., April 26.—For the first time in history, fairs in Saskatchewan will operate this summer without competitions for cattle, sheep and swine.

Cancellation of the livestock classes stems from an outbreak of hoof-and-mouth disease in the Regina district early in March and consequent imposition of a quarantine which bans the movement of animals and feed within a specified area.

The quarantine is not expected to be lifted until the end of July or August, depending on further outbreaks.

The restrictions extend only to within a few miles of Regina, fairs all over the province have decided to do without livestock this year. The decision was made partly to avoid any spread of the disease and partly because of the recognized fact that none of the purebred breeders will be in-

clined to move their animals to the summer shows.

**Discontinue Grants**  
At the same time, the Saskatchewan agriculture department discontinued grants to summer fairs for activities involving clove-hoofed animals — cattle, sheep and swine—for the duration of the quarantine but has suggested substitute programs be arranged for this year. The grants are paid on an earned basis, a fraction of the money paid out for livestock classes in most cases,

and the government has indicated that payments would be made for substitute programs.

The provincial government's action followed a meeting of the Saskatchewan livestock board in Regina which recommended cancellation of livestock congregations until after the quarantine is lifted. The move was concurred in by the extension department, University of Saskatchewan, which directs activities of agricultural societies and boys' and girls' farm club work in the province.

The Regina meeting was attended by representatives of Class A, B and C fairs.

#### Plans Films

The Regina Exhibition Association is planning a program of films and demonstrations along livestock lines to interest rural visitors. Heavy horse competitions will be carried on, with additional prize money for six-horse.

(Continued on page 67)

## MCA Re-Inks Sacramento Stand Show

SACRAMENTO, April 26.—Music Corporation of America will produce and stage the grandstand show at the California State Fair for the third consecutive year. W. C. Wright, president of the fair board, announced this week. A contract was signed here with MCA to produce the night performances during the 11-day run for \$55,000.

Don Mulford, MCA representative, said that the present plan call for two instead of three separate programs. Mulford will again produce the shows during the run, August 28-September 7.

## Sweetwater, Tex., Picks Fred Stewart as Prexy

SWEETWATER, Tex., April 26.—Fred Stewart was elected president of the Sweetwater Six County Livestock Show at the board's annual meeting held here recently. Willis Davis was named vice-president; John Pepper Jr. was named second vice-president, and J. C. Pace Jr., secretary-treasurer.

## Edmonton Ex Ups Auto Fees

EDMONTON, Alta., April 26.—Automobile entry fee to the grounds at this year's Edmonton Exhibition will be raised from 25 cents to 50 cents, directors of the exhibition board announced.

A letter from Gov. Gen. Vincent Massey expressed his regrets that he would be unable to open the fair in July. Directors agreed that they should forego an official opening this year, but urged that arrangements be made to have a distinguished Canadian open the show next year, when Edmonton will celebrate its 75th anniversary.

James Paul, exhibition manager, reported that the federal government had ruled that no steel would be made available for a grandstand attractions platform.

## Det. Appoints Labor Relations Committee

### Acts to Avoid Possible Future Strikes; Execs Inspect Strates Model Shows

DETROIT, April 26.—Organization of the Michigan State Fair was rolling on several fronts this week, following a long delay created by the fair's recent troubles. Secretary James M. Hare and Harry Wright, new president of the Board of Managers, were off to Savannah, Ga., for a quick inspection of the Strates Model Shows, considered the No. 1 contender for the midway this year. Meantime, the W. G. Wade Shows, only other organization still under consideration, by coincidence set up their show on a lot less than a

mile from the fairgrounds, at John R. and Eight Mile roads.

Recalling the labor difficulties that seriously hampered the 1951 fair, the board set up a special labor relations committee that includes Frank N. Kinsora, president of Motion Picture Operators' Local 189; Mrs. Helen Berthelot, Charles Wartman, Joseph Kurka and Eldon MacLachlan. This special body will act to smooth out any labor problems before they reach the strike and picketing stage as they did last year.

Agricultural activities for the fair are proceeding thru the regular routine required for preliminary organization. An important new exhibit building, to be 100 by 150 feet, was approved by the board, to be erected as a permanent structure by the Ford car dealers of Detroit.

One effective reduction in gate admissions was approved, with children under 14 to be admitted free this year. Former rule set the limit at 12. The adult admission remains fixed at 60 cents.

Move announced by the new management to establish "sound business practices" was marked by the first consultation of Hare and members of the board with David M. Idall, managing director of the 5,500-seat Fox Theater for over 20 years. Idall told The Billboard that he will act as a voluntary consultant, without pay, in his capacity as a private citizen only, and will decline any official position. He is expected to take an active part in planning or supervising talent policy for the Coliseum, as well as general entertainment policies of the fair.

## Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended April 25. 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 22, O. See each issue of The Billboard for corrections and additions.

- Alabama**  
Ozark-Dale Co. Am. Legion Fair, Nov. 3-8. John Turley.
- California**  
Calistoga-Calistoga Fair Assn. July 4-8. Roy F. Schoepf.
- Colorado**  
Sterling-Logan Co. Fair & Round-Up, Aug. 27-29. H. E. McKenzie.
- Connecticut**  
Durham-Middlesex Co. 4-H Fair, Aug. 18-16. Joyce Moad. Portland, Conn. North Sheltoning-New London Co. 4-H Club Fair, Aug. 19-20. Lois DeWitt, RFD, Lebanon.
- Idaho**  
Orange-New Haven Co. 4-H Fair Assn., Aug. 18-16. Jane Benham, Hamden, Conn.
- Illinois**  
Pachaug-Pachaug Orange Fair, Sept. 3-6. E. L. Thornton, Jewell City, Conn.
- Indiana**  
Sept. 12-18. Mora E. Hough, R. R. 1, Winchester Center-Winchester Orange Fair, Aug. 21-24. Harriet Ramsey, RFD 3, Winsted.
- Iowa**  
Windsor-Locks-Hartford Co. 4-H Fair Assn., Aug. 22-23. Mary Combs, Thompsonville.
- Florida**  
Live Oak-Summers Co. Fair Assn. Oct. 27-Nov. 1. Floyd Eubanks.
- Tallahassee-North Fla. Fair Assn.** Oct. 27-Nov. 1. J. W. Malone.
- Idaho**  
Weiser-Weiser Round-Up & Fair Assn. July 31-Aug. 2. Claude Wade.
- Illinois**  
Moline-Rock Island Co. Fair Assn. 10-13. Wayne Penner, Eldorado, Ill.
- Virginia-Cass Co. 4-H Fair Assn.** Aug. 28-30. William V. Apple.
- Kansas**  
Anthony-Anthony Fair Assn. July 23-26. J. J. Truby.
- Burlington-Croley Co. Fair Assn.** Aug. 25-29. Raymond Vaughan.
- Clintonwood Falls-Chase Co. Fair Assn.** Aug. 27-30. Fred A. Hays.
- Cheney-Sedgewick Co. Fair Assn.** 21-23. Frank A. Ryniker.

(Continued on page 67)

## Des Moines Offers Record 200G Premiums

### Prize Money List To Top '51 Totals By Over \$40,000

DES MOINES, April 26.—Iowa State Fair this year will offer more than \$200,000 in prizes for competitive rural events, an increase of more than \$40,000 over last year, Lloyd B. Cunningham, secretary, announced.

"The fair made a good profit last year and we feel we should pass a part of that profit back to the public to encourage competition in our livestock, agricultural, 4-H, FFA and similar departments," Cunningham said.

Premiums offered for some of the major departments include \$23,620 for horses; \$45,330 for cattle; \$21,000 for swine; \$7,503 for sheep; \$9,000 for poultry and pigeons, and \$3,433 for agriculture.

Cunningham estimated that 4-H prizes will total more than \$28,000 and FFA prizes nearly \$5,000.

## Marshfield, Mass., Hikes Gate Price, Hypos Youth Lure

MARSHFIELD, Mass., April 26.—Marshfield Fair has increased its outside gate admission price from 80 cents to 75 cents, but will retain its 50-cent and \$1 tab on the grandstand, Horace C. Keene, secretary, announced this week.

Event will hypo its youth attractions this year by the adoption of a 4-H program and also will enlarge its arts and crafts and home economics exhibits. In another pitch to the younger set, two children's days have been scheduled.

## Little Rock Surpasses '50 With 20G Net

LITTLE ROCK, April 26.—The '51 edition of the Arkansas Livestock Show racked up a net profit of \$20,711, an increase of \$4,587 over the year previous, it was disclosed by Senator Clyde Byrd, secretary-manager, at the annual meeting of the board.

Total income was \$163,117 with expenses at \$142,406. Altho expenses were boosted by higher salaries and other economic conditions, profits still showed an increase, Byrd said.

The secretary-manager listed five major problems facing the 1952 show, including insufficient rest room facilities on the grounds, a parking shortage (some motorists had to park 20 blocks from the grounds in '51, Byrd said), insufficient housing for livestock, and a growing lack of space within the grounds to accommodate crowds which ran from 30,000 to 40,000 persons daily, plus lack of funds for completion of the Coliseum. Byrd expects the Coliseum walls to be completed by August 15.

Meeting to push arrangements for the 1952 show, the board of governors also elected two new members. All others were re-elected. New members are J. T. Adams, of Batesville, named from the second Congressional district to succeed Oren Vaughan, of Searcy, and H. E. Tabor, of Berryville, to replace Ed May, of Leslie who died last year.

T. H. Barton, of El Dorado was re-elected president. Other officers reneged are A. Howard Stebbins, Little Rock; J. H. Crain, Wilson, and Dave Grundfest, Little Rock, vice-presidents; Walter C. Guy, Little Rock, treasurer, and Byrd, secretary-manager.

## Sidney, Neb., Event Prunes One Day

SIDNEY, Neb., April 26.—Cheyenne County Fair, this year will pare one day from its run and will operate August 20 thru 22, W. E. Cunningham, secretary, announced this week.

Newest attraction in front of the grandstand will be stock car racing by a local club, he said.

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BIG ELI WHEEL No. 1,000, manufactured by Eli Bridge Company, Jacksonville, Ill., and purchased by Floyd E. Gooding, is shown in a recent celebration marking the completion of the thousandth wheel. Man on left is unidentified. Others from left to right are Donald H. Luttler, Big Eli production manager; Lee A. Sullivan, Eli president; Gooding, and Ben O. Roodhouse, Eli sales manager.

## CASEY BREAKS INTO WINNIPEG

Winnipeg, April 26.—E. J. Casey, owner of the shows bearing his name, has realized an 18 year ambition to play within Winnipeg's city limits. The Canadian show owner recently signed a contract to set up in the heart of the city May 26-31 under auspices of the Winnipeg Symphony Orchestra. Casey's operations in the Winnipeg area were confined to the city's suburbs where he had built up a large following.

## O. C. Buck Off To Flying Start In Ideal Weather

Kids' Matinee Tops Record; First Three Nights Net Big Takes

TROY, N. Y., April 26.—O. C. Buck Shows got off to a flying start at their opening stand here. Org unveiled Thursday (17) in warm, clear weather and business soared beyond expectations.

First three nights yielded thumping grosses and kids' matinee Saturday was the biggest the show has ever experienced here. The take for the moppets' 9-cent special exceeded the previous record kids' day by 33 1/2 per cent.

Rides, Shows Idled  
Show lot at the Troy Armory Grounds is limited in space, making it impossible for all of the show's equipment to be set up. Three shows, one wheel, two rides, the light towers were not unloaded and the free act, the Silver Condors, did not erect its rigging.

The 10th Armory and the Troy Tippet Cadets sponsor the stand.

Paces Back-end  
Smitty's Minstrel Show, which has a cast of 12, with a five-piece orchestra, paces the back-end units, gross-wise.

New additions to personnel here included Mr. and Mrs. Ed Carpenter, with Al Stewart's long-range gallery, Jack Burke, Steve Zankura, Mr. and Mrs. Joe Rice with glass pitch, Dutch De Witt, Mr. and Mrs. Frank Voght, waffles; George Blizard, pitch; Mr. and Mrs. George (Shorty) Edmunds and father; Jack (Fatima) Stein, who manages Jack Quinn's concessions; Mr. and Mrs. Pete O'Connell; Bill Bowman with a short-range gallery, and Mr. and Mrs. Buddy Cooper with a long-range gallery.

Luke Selter, show's general manager-electrician, who has been a patient in Albany City Hospital for the past two weeks, is recovering but will be unable to return to the show for some time.

Visitors to the lot included Harry Agne of King Reid Shows, Gettelle brothers of Springfield, Mass.; Whitby Beardsley of Coleman Bros' Shows and Paul La Crosse.

## ACA Gets Good Opening Crowd Despite Rain

HOT SPRINGS, April 26.—Rain failed to dampen the spirits of the large crowd which turned out for the 1952 season opener for the Amusement Company of America Shows & Midway here Monday (21).

Hot Springs Mayor Floyd Housley headed the list of local dignitaries who participated in the opening day ceremonies.

Housley cut the ribbon stretched across the entrance to the midway, as other civic leaders looked on.

Opening day ceremonies were arranged by a special committee from the Hot Springs Junior Chamber of Commerce which sponsored the local appearance of the ACA.

## Gooding Chillicothe Gross Hits New High

Tee-Off Stand for First Unit Gets Ideal Weather, Thumping Kid Matinee

CHILICOTHE, O., April 26.—The first Gooding unit on the road this season, operated by John Enright and Joe Gaskell, opened here (18) to the best grosses ever attained at the spot, according to F. E. Gooding, president of the organization.

Ideal weather undoubtedly played a prominent part, with temperatures for the initial week-end ranging from the high 70's to the low 80's. The kids' matinee Saturday (19) topped previous records by a good margin.

Lauther to Join  
Four additional units left the barn in Columbus this week to open in Tarentum, Pa.; Fairmont, W. Va.; Muncie, Ind.; and Cleveland. They will be operated by Bill Leisure, Charles O'Brien, Gerald Frantz and Randolph Andrews, respectively.

Carl J. Lauther, veteran Side Show operator, recently signed again to present his new Freak and Human Oddities Show for the season and opens with the Gooding Greater Show in Muncie, Ind. Lauther starts his fourth year with the Gooding org.

Recent contracts inked for the season include the West Side Nut Club Festival, Evansville, Ind.; Mitchell (Ind.) Persimmon Festival; Bloomington (Ind.) Fair; American Legion Free Street Fair, Kokomo, Ind.; and the newly revived Decatur, Ind., Free Fair.

Build New Show

Construction of the new office-owned Minstrel Show was under way this week, with the purchase of two new truck units for the stage and front wagons. Stage will be 24 by 30 feet, and the front will extend to 80 feet. New canvas has been ordered from the U. S. Tent & Awning Company and blues are now under construction in the shop.

Show will be of highly modern design thruout, according to Gooding, and the talent has been secured and contracted by Irving Miller, whose "Brown Skin Models" have played theaters the past two-score years.

Minor in Quarters

H. B. Miner arrived in Columbus this week after closing the Du Land, Fla., shop, where he headed a crew building new show fronts. His crew preceded him by two weeks. A. L. Converse called from his Indianapolis quarters to advise that he would join the unit opening in Cleveland this week.

General Agent Hal F. Elfort is

now at the Columbus office sending out publicity for the different units and will also handle special events and promotions on the nine shows on the road.

Routing this year is the largest numerically in the history of the organization, according to Gooding, who said the unit would play a total of 131 fairs and celebrations, including the Ohio State Fair, Kentucky State Fair, Mississippi State Fair, North Alabama State Fair, Columbus (Ga.) Fair, Huntsville (Ala.) Fair and the Dechan (Ala.) Fair. Show is booked until the first week in November.

## Groscurth Bows To Sunny Skies, Good Grosses

OWENSBORO, Ky., April 26.—C. C. (Specks) Groscurth's Blue Grass Shows opened their '52 season here Saturday (19) to ideal weather and grosses that topped any opening day in the seven years the org has bowed here.

Equipment and rides were repaired for the opening and the addition of several Downey light towers helped to flash the midway layout. Ride line-up included 8 major and 6 kid devices and 8 shows, two of the latter not going up due to limited space.

Back-end units include Col. Lew Alters' Side Show, which is equipped with new canvas and banners; "Buttons and Bows," "Tiny Town Revue," a new animal show, including chimpanzees and monkeys; Harvey Wilson's Glass House, Ray Marsh Brydon's gal revue and Fun House, and Bob and Myrtle Jeter's Arcade. Charley Miller has the cookhouse.

Grant Chandler, superintendent, is building a new office on a semi-trailer recently purchased by Groscurth. The new wagon will include a private office for Groscurth as well as one for Secretary M. G. Stokes.

Groscurth was recently released from an Owensboro hospital following an operation and will return soon. Ralph Wilkerson, Kansas City insurance exec, was an opening day visitor.

## Bill Solomon Dies in Phoenix

PHOENIX, April 26.—Funeral services were held here Tuesday (22) for William (Bill) Solomon, 68, veteran outdoor showman, who died Friday (18). He was the brother of Sam Solomon, former owner of Sol's Liberty Shows, who flew here from Miami for the funeral.

Solomon was in show business for the past 40 years on the Carl Folk Shows, Siebrand Bros' Circus and Carnival as well as his brother's show. He was a member of the Showmen's League of America and the Arizona Showmen's Association.

Burial was in Beth Israel Cemetery here.

## Buff Hottle Gets Off to Fair Start Despite Weather

GRETNA, La., April 26.—Buff Hottle Shows got away to a fair start at Marrero, Ga., a week ago despite a meager break from the weather. Last week at Morgan City, Ga., business was also reported good.

Marrero date proved okay, although rain fell on three days. Personnel is looking for a good week here.

Ben Herman, business manager, said results at the first two dates indicated a good season ahead.

## Rain Nixes Planned WOM D. C. Preem

WASHINGTON, April 26.—Scheduled opening of the World of Mirth Shows at the Bennings Road showgrounds here Thursday night (24) had to be postponed because of rain. Attempted bow last night was also hampered as the wet weather continued, and execs are only hopeful that the show will finally be able to spring tonight. Stand is for 10 days and ends a week from tonight.

Novel midway set-up is being utilized by the shows here for the first time. Customers will face the eastward unit after passing thru the marquee and after that the bingo, both located as usual, but after them come the new television theater and the cookhouse.

Six Philco video sets, with three facing each side of the midway, are carried in a new especially built wagon. Programs that might ordinarily detract from patronage will be screened nightly and the showings advertised.

Tentative plans now call for Barnes Bros. Circus to join the show line-up in New Brunswick, N. J., several weeks earlier than anticipated.

## Down River Gets Pay Dirt As Temperature Hits 85

DETROIT, April 26.—Opening with a two-week stand, April 10-27, at its old-time lot on Jefferson Avenue at the River Rouge Bridge, the Down River Amusement Company had its first look at real money over the past week-end.

Weather was ideal in the middle of last week and continued over the week-end when the temperature hit 85 degrees. Business Sunday (20), according to owner Severin Hilo, was the highest ever

recorded on this lot, with the four kiddie rides playing to 2,717 youngsters in one day.

Add New Tower  
Most of the equipment has been repainted with the trucks scheduled for a fresh coat early this spring. New light towers have been added.

Down River's current stand is in suburban River Rouge, across the street from its own winter quarters, and is being auspiced by the local Kiwanis Club. Show moves to Flat Rock next week, to play a spring festival under American Legion auspices, and then to Roseville for the Volunteer Fire Department.

Hold to Mich.  
The show will be confined this year to Michigan, with the list of (Continued on page 62)

## Crafts No. 1 Ready to Open In San Gabriel

NORTH HOLLYWOOD, Calif., April 26.—Orville N. Crafts will debut his No. 1 unit, Crafts 20 Big Shows, next Tuesday (29) in nearby San Gabriel, thus giving his organization three shows on the road. The equipment of this unit was combined with that of Fiesta and Exposition at the National Orange Show, which closed March 16, but returned to the barn here following that engagement.

The 20 Big unit, managed by Frank Warren, will carry 10 major and 10 kid rides, 20 concessions and 12 40-foot light towers. The show will have concessions for the opening date and Torrance which follows. However, at Monrovia, where it closes May 18, the (Continued on page 62)

## W. Page Org Gets Okay Biz In W. Q. Bow

SPRINGFIELD, Tenn., April 26.—Page Bros' Shows premed its '52 edition here at its winter base Saturday (19) and good weather brought out a satisfactory spending crowd. Org. completely repainted and refurbished, opened with nine rides and seven shows.

Staff includes W. E. Page, owner; E. H. Broome, manager; Mrs. W. E. Page, secretary; Ronnie Cline, electrician; C. C. Leisure, general agent; and Tommy N. Harris, billposter.

Concession row includes Max Levine, 5; Howard Piercy, 6; Mrs. E. H. Broome, 1; Shortie Baker, 5; Sam Johnson, 2; H. T. Gentry, 4; S. T. Sargent, 1; Tommy Humphrey, 3; Ronnie Cline, 2, and Steve Johns, 2.

## Cavalcade Folk Join New Union At Decatur, Ala.

DECATUR, Ala., April 26.—Al Wagner's Cavalcade of Amusements, showing here this week, was unionized by the recently created Carnival and Amusement Workers' Union, I.T.J.U., No. 450, AFL, here Thursday (23).

About 200 members of the show's personnel signed up, committing themselves to \$4 a year annual dues. Harry Karsch, union organizer, in from the union's St. Louis base, spoke to the personnel before they signed up.

Karsch, it was reported, extended little specific promises of what the union's benefits to membership would be this year but suggested that benefits in future years would be substantial.

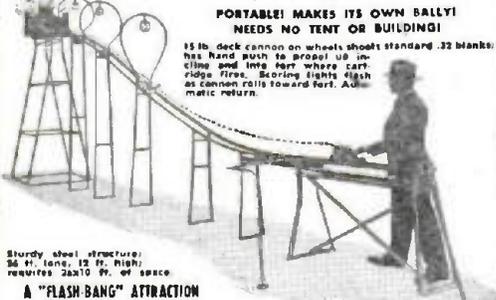
Rain cuffed the Cavalcade here Monday and Wednesday of this week, but when clear skies prevailed all segments of the show reported good business.

## Streator, Ill., Celebrates Inks Biggers' Unit

STREATOR, Ill., April 26.—Clark Biggers' Cavalcade of Fun has been inked to provide the midway attractions at the three-day V-J Celebration and Music Festival here August 14-16, Roy B. Rathbun and La Vonne Rannine, co-chairmen of the event, announced. This year's celebration will be held in the city's 11-acre public park, close to the downtown area.

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Union, Miss., this week; then per route.

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Is a Pittsman and was last known to be working gas meter, but may be working dime stores with gaudies. He weighs about 185 lbs., 5 feet 10 inches, clean cut, is a wonderful talker. Has high forehead and bald spot in middle; 32 years of age. Is accompanied by wife; first name Irene; coal black hair, high forehead, very attractive; sometimes wears glasses; about 30 years old. Call collect WAtor-7346 evenings, Columbus, Ohio.

**SUNSET AMUSEMENT COMPANY**  
Dordeg Foreman wanted, 2nd Men who drive. Exclusives open. Photos, Custard or Ice Cream, Long Range, Can Cook Short Range, Set Spindles, Country Store, Penny Pitch, Milk Bottles, Punk Rack, Fish Bow, Cane Rack and Basketball. Address: EXCELSIOR SPRINGS, MISSOURI.

<b>STOCK TICKETS</b> One Roll ..... \$ 1.50 Five Rolls ..... 4.50 Ten Rolls ..... 6.50 Fifty Rolls ..... 22.00 100 Rolls ..... 40.00 <b>ROLLS 2.00 EACH</b> Double Coupons Double Prices No C.O.D. Orders Send: Single Tkt., 12c	<b>We Manufacture</b> <b>TICKETS</b> of every description <b>THE TOLEDO TICKET CO.</b> 3965 Cawaba St. Toledo 12, Ohio	<b>SPECIAL PRINTED</b> Cash With Order Prices: 5,000 ..... \$ 4.90 4,000 ..... 7.20 6,000 ..... 8.70 8,000 ..... 9.40 10,000 ..... 10.50 20,000 ..... 15.50 30,000 ..... 20.50 100,000 ..... 33.00 200,000 ..... 53.00 500,000 ..... 128.00
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## Midway Confab

F. W. and Johala Miller have contracted to provide a French Casino, Posing Show and another Girl Show on the W. G. Wade Shows for the season. The Millers were with John Quinn's World of Pleasure Shows last year. . . . Cameo Del Rio was tendered a birthday party on Lew Alter's Side Show on the Blue Grass Shows in Owensboro, Ky., April 20. Guests included George Spears, Lenny Law, Camellana Rose, Frances Jablonski, Addie Evans, Ruby Neal, Marty

Carolina, Curly Rogers, Gloria di Swansenn and Lew Alter. Danny Pinelli is still confined in Donnelly Hospital, 2200 Hamilton Avenue, Trenton, N. J., and would like to read letters from friends. . . . Aaa Ross left his head-quarters last week for Detroit to join Motor State Shows for an April 25 opener. . . . While Cavalcade of Amusements were in Selma, Ala., Mr. and Mrs. George Harr entertained several friends, including Whitey Weiss, Mr. and Mrs. George Christensen, Pauline Boyd, Mr. and Mrs. Heavy Caldwell and Norman Littlefield. Harr retired from outdoor show business three years ago and since that time has been operating the Valley Creek Antique Shop in Selma. Mrs. Christensen has the front gate on Cavalcade.

## Strates Scores Solid Stand At Wilmington

WILMINGTON, Del., April 28.—James E. Strates Shows enjoyed good business all week here and was ahead of last year. Weather was more favorable than last year, with one day of rain. Altho attendance fell off, the night was not lost as the rain stopped at 7 and the lot's good drainage helped. Strates moved here from Washington via the Baltimore & Ohio Railroad which gave a four or five-hundred haul to the lot at Price's Corner instead of the six-mile haul from the Pennsylvania Railroad, used formerly. After closing Saturday (19) the show went on via the Pennsy to Philadelphia for the two-week stand at the Municipal Stadium.

Eight thousand customers came thru the gate Friday (18), and the biggest hit matinee Strates ever had in Wilmington was scored Saturday (19) followed by a packed midway that evening.

**Building Continues**  
All rolling stock on the show has been painted. Two more dual-wheeled pneumatic-tired wagons are under construction as well as a new front for Jack Norman's Broadway to Hollywood revue. Baby Dumplin has rejoined the cast after an absence of one year. New faces include Kirsten Dahl, and the revue has an entire new chorus. A special rain number with novel lighting effects is a highlight of the Norman show.

Claude Bentley's Side Show has been working. Terrell Jacobs' Circus is spreading with a big front in addition to the marquee of former years. Jacobs' show highlights a mixed group of lions and tigers, and the Wirth equestrian family has joined.

Jacobs told The Billboard he had not sold a band wagon to King Bros' Circus, but merely leased it for the season. Starr DeBelle, press agent for the Strates show, planned an eight-page spread in "Leatherneck" magazine of the Marines which covered the show during its stand in Washington.

Jean Schafer, who works the pit in the Snake Show on the Down River Shows, now playing River Rouge, Mich., was struck by a car near the lot Tuesday (22), suffering a concussion and other injuries. She is in Wayne County General Hospital, Eloise, Mich.

Claude (Jimmy) Ellis visited the lots in and around St. Louis recently while in town shopping for the C & R Novelty Company and Gift Shop which he and his wife plan to operate in Tuscola, Ill. Mrs. Ellis is the former Rita Porter, dancer. Pending location of a shop site, Ellis and Paul Redmon plan to build jewelry joints and have them out before May 1. By July 4 they expect to have about a dozen of them in operation at Illinois and Indiana fairs.

Jack Lampton, formerly with the Gooding Amusement Company, is returning to show business after operating a hotel for several years near Columbus, O. He has been signed as general manager of the Wade Greater Shows this season to replace O. (Buck) Saunders, who is convalescing following a serious operation.

Ina Weiss received word that her brother, Sam, and her mother died recently in Canada. The Weisses were slated to leave Miami to join their show April 23, according to Mrs. Kay Delones.

## Eisenman Named Navy Relief Show's Civilian Consultant

OCEANSIDE, Calif., April 28.—Monroe Eisenman, former general agent and now manager of the Harry Gordon amusement zone here, has been named civilian consultant for the Navy Relief Society Carnival and Rodeo committee which will stage its annual event at Camp Pendleton for three days starting June 6. Pendleton is the largest Marine camp in the world.

Eisenman said that preparatory work for the function had been under way for a week or two. With his appointment final, Eisenman said that contracts for rides and concessions would be negotiated.

The appointee is serving his first year in this city as the resident manager for Gordon. Prior to coming to Oceanside, he had his own show in the East and for several years was the general agent for the West Coast Shows and M. E. Arthur's Imperial Exposition.

## American Carnival Ass'n, Inc.

By MAX COHEN  
ROCHESTER, N. Y., April 28.—Recent visits include one to Galety Shows at Brighton, N. Y., where had two rides were in operation. Membership cards for 1952 are now available and listing sheets are currently available upon request.

## A SHOWMAN'S LAMENT

How my heart is filled with yearning  
As again the grass is turning  
To hitch-hike here, to hitch-hike there  
To play a still date or a fair.

Again to hear the clanging hammers  
Driving stakes to hoist the banners  
On the midway talkers cry  
Telling you what is inside.

Children scream in warm delight  
As magic fills the summer night  
To feel the sawdust as I walk  
And here the monkeys as they squawk.

Alas, alas, I can not go  
The green the grass and gone the snow  
I can not walk thru green grassy way  
For I am in the U. S. Navy.

America's Finest Show Canvas  
TENTS—SIDESHOW BANNERS  
CONCESSION TENTS  
IMMEDIATE DELIVERY  
FLAMEFOIL FABRIC  
Available in all colors.  
All sized colors also available.  
Bernie Mendelstein—Charles Driver  
**O. Henry Tent & Awning Co.**  
482 N. CLARK ST. CHICAGO 40

### Carnival Wanted

for  
**Annual American Legion Homecoming Celebration**  
July of August  
Let us know your open dates  
American Legion Post 301  
Kouts, Indiana

### WILLIAM T. COLLINS SHOWS WANT

Purebred for Ferris Wheel, Octopus, Roll-a-Plane and Kiddie Rides. Second Men on all rides. Want Man to take care of Beachlight and Towers, also front Gate. Highest salary, bonus and good treatment to reliable Operators. Lester Yeloy (Dipper Shorty), got in touch with me. Opening on the 1st May 1st—Official opening May 18. ADDRESS:  
**William T. Collins, Mgr.**  
801 East 79th St. Minneapolis, Minn.

### STRANGE and WEIRD ATTRACTIONS

Shrunken Heads, Bedlam, Devil Child, Fish Girl, Ace Boy, Wild Her, many others. You ideas made up. Free to talk. Write  
**YATES' CURIOSITY SHOP**  
3528 E. Van Buren St. Phoenix, Arizona

### WANTED BURDICK'S SHOWS

Opening April 26th in Goldsboro, Tex., for ten days.  
Show People of all kinds. Agents for office owned Concessions, Operators of Grab, Electrician, Man and Wife to run Snake Show, Ride Help. Opening for General Agent who can produce. Will book Stock Concessions of all kinds, book Hissid, or any other Auto Ride.  
**BURDICK'S GREATER SHOWS**  
ERA BURDICK

### SLUM SPINDLES

Safely flash any merchandise. Work for 10c, 15c, 25c or 50c. Was had success with our well known Deluxe Model Spindles. Price \$49.50, \$50.00 deposit, balance C.O.D.  
**E. MAX SMITH ENTERPRISES**  
Russells Point, Ohio

### HUBERT'S MUSEUM

278 W. 42nd St. New York, N. Y.  
Open all year round  
Want Franks and Novelty Acts. State salary and all particulars in first letter.

### HANKY PANK AGENTS

Who can drive trucks. Read flash stores. Michigan's largest show. Best factory towns. See Fairs start July. Four State Fairs. Contact at once.  
**HERB PENCE**  
15326 South Park 608 Detroit, Mich.  
Phone: PReston 3 4237

### Dyer's Greater Shows

Want capable Athletic Show Manager and Talent; we have complete outfit. Will book show, Melroseone. What have you? Want Firm and Second Man on Caterpillar drivers, give names.  
Mounds, Ill., this week. Murphysboro, next week.

### WOLF GREATER SHOWS

11 Rides—4 Shows—25 Concessions  
Fairbairn, Minn., May 10; Webster City, Ia., May 13-17  
Want Concessions. No graft or pygmalion. Want Shows with their own equipment. Want Kings Help. Bred some drivers with licenses. Want Goodhouse Help. Agents for Dart Halliwell's 802 2715, Fairbairn Station, Minneapolis, Minn.

### Strawberry Festival Strawberry Festival Raines Amusement Co.

Lead call for Stock Concessions of all kinds. Have opening for Corn Game and Crab Stand, see NUS Camp, Fun Pond, Penny Pitch, Balloon Darts, Summer, Clothes Pin, What's New Show. This is not a promotion. It's Annual Strawberry Festival, thousands of pickers. Contact JOE MOORE  
Raines Amusement, Minfield, Ark.

# Crawshaw Org Gets Winner In First Try

HANEY, B. C., April 28.—Royal Canadian Shows moved here this week after getting its biggest opener on record at Central Park, a suburb of Vancouver. Ideal weather all week brought a big turnout almost every night and spending was well ahead of a year ago, according to Jerry Crawshaw, org's manager.

Show is flashed, with three new neon light towers which helped to draw patrons from the nearby arterial highway. Promotion at Central Park included a freckles contest judged by Dave Dauphinee, superintendent of the midway at the Pacific National Exhibition. More newspaper advertising space is being bought this year and a line of lithographs has been ordered ranging from one sheet to 24 sheets.

Staff includes George Crawshaw, president; Jerry Crawshaw, manager; Dick Crawshaw, treasurer; Jim McAllister, general agent; and Cece Jones, electrical superintendent. Rides former are Wally Castineck, Tilt-a-Whirl; Lloyd Davis, Ferris Wheel; Jim Gald, Merry-Go-Round; Jerry Rockford, Octopus; Tony Bodner, Chairplane, and Bill Block, kid rides. Jerry Mackie has a derby here and Alec Maltosos is in charge of the cookhouse.

# J. Anderson Sets Up Own Operation

TORONTO, April 28.—Jack Anderson, salesman with Robertson Bros. Chocolates, is leaving that firm April 30 to go into business for himself. Anderson explained that the Robertson firm has been sold, and the new owners decided not to sell any of the lines that he had been responsible for the past 25 years.

Anderson, who is widely known among circus and carnival people in Canada, started in the carnival business with Frank Bird at Ottawa, then joined Herb Payne at the Canadian National Exhibition before beginning his long association with Robertson's.

# DETROIT, MICHIGAN--THE BIG 4

WANTED FOR THE FOLLOWING:

MAY 8-18  
**BUSINESSMEN'S  
YOUTH CLUB SPRING  
FESTIVAL**  
BOSTON BLVD. AT  
BROADSTREET

MAY 20-JUNE 1  
**AMERICAN LEGION  
FESTIVAL AND  
MARDI GRAS**  
EASTERN MARKET,  
RUSSELL AT ERSKJNE ST.

JUNE 4-15  
**WEST SIDE  
OPTIMIST CLUB  
BOYS' FESTIVAL**  
WEST WARREN AT  
LIVERNOIS

JUNE 18-29  
**HAMTRAMCK  
OPTIMIST CLUB ANNUAL  
SUMMER FESTIVAL**  
in conjunction with the  
**METROPOLITAN  
CLUB CIRCUS**  
in KEYWORTH STADIUM

LEGITIMATE CONCESSIONS of all kinds. Especially want Popcorn, Cotton Candy, Candy Apples, Photograph Gallery and High Striker. RIDES—Can place for entire season: Tilt-a-Whirl, Rock-a-Plane, Dark Ride, Looper, Kiddie Airplane, Kiddie Train, Kiddie Boat Ride and Penny Arcade.

Write, Wire or Call **C. D. MURRAY, Mgr., Ray Williams Show**  
9600 Broadstreet, Detroit Phone TEkas 4-6413  
FERRY & CHENE MARKET, & VERNOR & ST. JEAN TO FOLLOW

## WANTED

### RIDES

## WANTED

### SHOWS

## WANTED

### CONCESSIONS

FOR GIANT INDEPENDENT FAIR AT OHIO FAIRGROUNDS

JULY 14-15-16-17-18-19

Two world-famous names will show in the Grandstand as Free Attractions, three shows nightly, assuring a steady flow of people on the Midway. This is a Big One! A million people within 25 miles of the Fairgrounds, and our name shows will get them there.

WANT TO RENT: Large Rubber Monster, or something similar, for Street Promotion, two weeks in advance of opening date. Also want anything relating to the Atomic Age. (Food, Popcorn, Pop, Peanuts, Floss, Fries, Apples have been sold.) No questionable concessions of any kind. The lid is on. For details write

**BOX D-193**  
2160 Patterson St. Cincinnati 22, Ohio  
Enclose self-addressed envelope and photos of equipment if possible. Do not send deposit.

## DRAGO AMUSEMENTS

LAST CALL. Opening Kokomo, Ind., May 1. LAST CALL.

Wanted: Few more Hunky Panks, String Came, Bumper, Country Store, Coke Bottle, Pitch-Till-U-Win, Hoop-La, Watch-La, And-Up-Dart or any others that work for stock. Wanted: Mechanical Midway Athletic Show, Penny Arcade for small per cent. No gypsies or drunks wanted. All those booked with me acknowledge this call.  
For Sale: Late model Roll-a-Whirl, first class show. Cheap for cash.  
**PAUL DRAGO**  
1731 E. Markland Ave., Kokomo, Ind. Phone 4907

## WANT—Freaks, Talkers

Palace of Wonders, Coney Island, N. Y., For No. 2 Show. Summer Season 1952

Talkers Must Possess Unquestionable Experience. Salary Commensurate With Ability. Top Salary to Freaks With Strong Box Office Appeal. Write—Wire—Phone.  
**DAVID ROSEN**  
4016 ATLANTIC AVENUE, SEA GATE, BROOKLYN 24, N. Y. (ESplanade 2-2178)

## CAVALCADE OF FUN SHOWS

WANT

Foremen and Second Men for Wheel, Octopus and Tilt. No drunks. TOP WAGES FOR GOOD MEN. Winter quarters now open, so come on. Hunky Panks of all kinds. NO GYPSIES—NO GRIFT. AGENTS WANTED: Need Agents for Hoop-La, Punk Rack and Center Outfits. Drunks, save your time and mine. LARRY LEVITT, COME ON. Contact Don Bissler for questions.  
WINTER QUARTERS AT OREM, ILL. FAIR GROUNDS. C. BIGGERS SR.

## W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

Want Hunky Panks and Shows. This is the show that knows and plays Indiana's best spots. "First in".  
Bedford, Indiana, April 28 thru May 31 Jeffersonville, Indiana, May 5 thru 17  
AM replies: W. R. GEREN

## MOUND CITY SHOWS

WANT

WANT

Foremen for Ferris Wheel, Merry-Go-Round, Octopus, Second Men on all Rides. Open now. Fine Concessions of all kinds.  
Celebrations start week of May 8—W.R.M. Celebration, Richmond Heights, Mo. Then Maplewood, Mo.  
ADDRESS: 1417 GRATTAN ST., ST. LOUIS 4, MO.

## BEAM'S ATTRACTIONS

Opening May 3rd, Windsor, Pa. Free Gate on all Celebrations. Long season ending November. Navy ren outstanding Virginia Fairs.  
Can place any clean Show such as Tilt-a-Whirl, Monkey on a small reputation. Have a first class Motorcade for a reliable operator. Want support Man for Merry-Go-Round who can drive semi. Water Games, Cork Gallery and Glass Pitch are open.  
**STEVE DECKER**  
1101 Graham Ave., Windsor, Pa. Phone 698-R

## NO TELEVISION CONTRACTS TRIPS TO HOLLYWOOD MINK COATS CONVERTIBLES

BUT A long season of top salaries paid nightly

Dancers of All Kinds NOW SHOWING WITH BLUE GRASS SHOWS

Henderson, Ky., now; week of May 5, Evansville, Ind. Reply in detail.  
**Ray Marsh Brydon**

## FOR SALE

SET OF BANNERS FOR SEX OR DOPE SHOW—\$100.00.  
DOZEN MAJOR OLLIVETTS (SPACE LIGHTS)—\$5.00 each.  
SPOTS, ETC.  
A LOT OF P.-A. SETS \$60.00 each.

## WANT—SIX-CAT AGENTS—WANT

Hugh Murray, Bill Milton, Bill W. Hales, Ralph Jacobs, \$35.00 per week guarantee, Joe Fowler and Casey and all above contact me immediately wire.  
**FRANK HARRISON JR.**  
c/o Gen. Del. or Western Union, Winston-Salem, N. C.

## HARRY POLISH FISHER AT LIBERTY

MANAGER & LEGAL ADJUSTER  
& ADVANCE MAN  
124 Turk Street, San Francisco, Calif.  
Phone: PRINCE 3-8412

## FOR SALE

Merry-Go-Round with transportation, spotlight, generator, transformer, truck, etc. Contact  
**NATE COHN**  
105 Montgomery St. San Francisco, Calif.

## DUDE BREWER WANTS

Bucket Agents that can produce. Come on.  
Mounds, Ill., now.  
**CARE DYER'S SHOWS**

## LAS VEGAS, NEVADA

### ELKS HELLDORADO

A Big Days and Nights (May 15 to 18 inclusive)  
100,000 Visitors—Friday and Saturday—Open All Night  
NOW BOOKING SHOWS AND CONCESSIONS  
Have good location for Grand or Side Show—also have outfit.  
CALICO DAYS, Yuma, Calif. to follow.  
**CRAFTS FIESTA SHOWS**  
7283 Bellaire, North Hollywood, Calif. Phone: 5Umet 2-3131

## WANT FOR J. & B. SHOWS

For Firemen's Annual Carnival, Groveton, Va. (suburb of Alexandria, Va.), nine days, May 8-17.

Want Concessions that work for stock. Can place one Major Ride. Also can place Shows—Monkey, Snake or Wild Lils, or any other Show that is clean. Lot laid out Tuesday, May 6. Slim Barry, come on. No gypsies. All replies to

### JOHN HAYES, J. & B. SHOWS

2021 CHAMBERLIN AVE. RICHMOND, VA.

## GIRLS

## GIRLS

\$75.00 WEEK

For dancing Girl Show and Posing Show. Oriental, Hula, Shake and Strip Dancers, also want Girl to feature. Want Carve-man and Ticket Seller, also want Girl Show Talker. Can place Candy Pitchman. Feed Brockelman, wire.

Show opens May 2-10, Monroe, Mich. Write or wire.

### F. W. MILLER

Care Wade Shows, Monroe, Mich., now.  
P.S.: Want to buy set of Girl Show Banners

## WANTED

Experienced Help for Ferris Wheels and Merry-Go-Rounds. Must be A-1. Good pay. Also want Foreman who can take care of unit of 4 to 5 rides.

### MILLER AMUSEMENT ENTERPRISES

La Grange, Illinois Phone: La Grange 5044

## Kellie GRADY Shows

WANT FOR MT. PLEASANT, TENNESSEE, THIS WEEK. Playing Industrial Towns of Tennessee, Kentucky and Alabama.

SHOWS—Any Shows not conflicting, especially well-framed Girl Show with own transportation. RIDES—Kiddie Rides and Tilt-a-Whirl. CONCESSIONS—All open except Cookhouse, Rings, Fire-orn, Glass Pitch and Photon. WANT—Ferris Wheel Foreman. Fairhouse Harleie Davis contact.

LIVE AND LET LIVE PRIVILEGE.

All answers PHIL BOCCO, Mount Pleasant, Tenn., this week.

# PENN PREMIER SHOWS

### CONCESSIONS

Can place Hunky Punks and all legitimate Concessions. Want Derby Racer immediately. Buster Westbrook wants Agents. Those I know, come on.

### SHOWS

Can place Arcade, Snake Show or any Shows not conflicting. Earl Meyers can place Fire Eater, Pin Cushion, Sword Swallower or any other good working acts. Also Ticket Sellers and Concessions. Want man and wife to take over Monster Show. Can place Girls for Girl Shows.

### HELP

Can place Ride Foreman for set of Kiddie Rides. Must be sober and able to drive semi. Good proposition. Want Foreman for Chairplane and other Ride Help that drive. In all departments. Don't wire, but come on.

Address all mail and wires to

**Lloyd D. Seifans, Penn Premier Shows**

Perth Amboy, N. J. this week, followed by Dover and Washington, N. J.

All phone calls to

**HARRY (BUSTER) WESTBROOK, Exec. Mgr.**

Packer Hotel, Perth Amboy, N. J.

## PECK AMUSEMENTS Want

FOR TWO SPOTS IN ROCKFORD, ILL., MAY 21, 24 AND MAY 26-JUNE 1: THEN PER ROUTE ILLINOIS AND INDIANA.

Guess Your Age, Patch-Tilt-U-Win, Short Range, High Striker, Coke Bottle, Cork Gallery, Gold Fish or any game of skill concession.  
Ride Foreman—Merry-Go-Round, Octopus, Wheel, Chairplane. Want Man to handle two Kid Rides. Top wages. If married, get agent for wife.  
Agents for office-owned Concessions.  
Bingo Bob, contact me; Bill Hemielt, contact

Open May 12, Sheldon, Ill. All replies to

**C. S. PECK**

495 S. YATES ROKANKAKEE, ILL.

### JACK NORMAN WANTS

DUE TO DISAPPOINTMENT HAVE OPENING FOR

## 2 TOP GIRL SHOW TALKERS

OPENING IMMEDIATELY

(Pat Gordon, have good proposition for you.) Drunks and agitators, stay where you are. (Lise Boston no longer connected with me.)  
Can also place Dancing Girls, must be young and attractive. Can also use A-1 Candy Man who can work without heat.

Contact: JACK NORMAN, c/o James E. Strates Shows, Philadelphia, Pa.  
(Municipal Stadium) this week; Plainfield, N. J., next week.

## Want—RIDE HELP—Want

Operators for Ferris Wheel and Dodgem. Man to take charge of Kiddie Rides. Top wages. Al Davis, come on.

### WONDERLAND PARK

W. Fort St. & Pennsylvania Rd. Wyandome, Mich.

## GUST KARRAS SHOWS

Opening Apple Blossom Festival, St. Joseph, Mo., May 19th. Best spring spot in the state. CONCESSIONS—Can still place a Park's not conflicting.  
RIDE HELP—Want Men who are strictly sober, capable of driving semi, can place Merry-Go-Round Foreman, also Second Man for Merry-Go-Round, Tilt and Ferris Wheel. SHOWS—Can book Snake or Mechanical Show.  
FOR SALE—Two new 1951 Roman Torgets, with both electric and cork guns. Reasonable. Contact

**GUST KARRAS, 124 No. 8th St., St. Joseph, Mo.**

## EASTMAN SHOWS

Opening May 19th, Falconer, N. Y. "OLD HOME WEEK" followed by Bradford, Pa. Community Celebration, then eight Firemen's Celebrations before the Big Southwestern Convention at Olean, N. Y.  
Want any Concession not conflicting. Good opening for Arcade. Want Shows. Dave Logan and Dick Palmiere, contact. No gypsies or flats.  
Want Wheel Man for El No. 5, must be sober and have New York license. All mail to

**L. H. EASTMAN, Manager**  
SALAMANCA, N. Y.

## E & B AMUSEMENTS

Want Ride Foreman for Rolloplane, Ferris Wheel and Chairplane. Good salary, good weather, long season. Want Concession Help—Custard, Bill Game and Candy Flax Agents. Work on percentages. Or what can you do? Now playing 18th Street and Third Ave., Bronx, N. Y., until April 27.

Phone: JOHN A. BASS, Fieldstone 7-0157  
SCOTTY, COME IN.

## WILSON FAMOUS SHOWS

OPENING MAY 17, CANPON, ILLINOIS; THEN SILVIS

Want legitimate Concessions, Shows with own equipment, Manager for Fun House, Foreman for Wheel and Siffplane, Help on all Rides who drive, also Agents wanted. For sale or will trade on Jet Gun or Kink Night Bomber, Microscope Football, Scales and 13-Way Grip.

Address ASTORIA, ILL.

## WANTED

Side Shows, Photo Shop, Lone and Short Range Shooting Galleries, Stock Concessions not conflicting. Agents for office-owned Concessions. Everyone connected with us report for opening May 9 at Sloss Falls, S. D.

## ROYAL UNITED SHOWS

1615 S. 5th Avenue, Sioux Falls, S. D. Phone 26274

## Del. Firemen Seek Lenient Game Laws

NEWARK, Del., April 28.—A resolution asking Governor Elbert N. Carvel to call a special session of the State Legislature to permit the game of chance firemen's carnival was passed unanimously Wednesday night (23) at a meeting of the New County Volunteer Firemen's Association in the Aetna firehouse.

The meeting was called after action by Col. Harry S. Shew, superintendent of State police, last week, in which all games of chance were eliminated at carnivals. At least four volunteer fire companies in New Castle County are scheduled to sponsor carnivals as a means of raising money, and others have similar plans. The carnival traditionally is one of the big money-raisers for the volunteer fire companies, each of which gets an annual appropriation of only \$1,200 from the State and \$1,000 from the county.

The volunteers, representing 16 New Castle County companies, approved formation of a "political action committee to work with fraternal and religious organizations desiring privileges now denied us." The association further called upon every member to circulate a petition in his community in support of the move for a special legislative session.

Indications that the move would become State-wide were contained in views expressed by representatives of volunteer fire companies from Kent and Sussex counties attending the meeting.

George S. Denton, county association president, who presided, pointed out that many companies may have to discontinue summer carnivals, one of their chief sources of revenue.

## Down River Wins

Continued from page 59

celebrations to be played almost the same as last season, except for five of the least profitable dates which have been replaced by more promising events. Hilo said. Only four fairs—Crosswalk, Big Rapids, Rockwood, Free, and Wayne County 4-H—are on the list.

New attractions added this season include: Tilt-a-Whirl from Seltzer Manufacturing Company, office-owned; kiddie boat and train, owned by Yle Ferguson, from King Manufacturing Company; Rock-o-Plane, owned by Harold Lucas, from Early Aircraft Corporation; snake, two-headed baby, and arcade shows, and a Blackout Taxi, designed by Stanford A. Baker and aceduled to John Hilo bought two trucks from John Quinn, who recently sold the World of Pleasure Shows title, and Ferguson bought a 28-foot semi and tractor to haul their respective rides. Show will carry 10 rides and 35 concessions, in addition to shows, this season.

Ferguson, formerly with the Happyland Shows, has joined as assistant to Hilo, replacing Bill Postelwaitte, who joined the new management of the World of Pleasure Shows, in a similar capacity.

Roster of the show includes: Beverly Hilo, owner-manager; Victor Ferguson, salesman; George Schimberg, chief electrician; Bert Kilworth, billposter and publicity; Johnny Anderson, searchlight and transportation chief; mail clerk and agent for The Billboard; Ken Rich, carpenter.

Office-owned attractions—Merry-Go-Round, Albert Bouquier, foreman; Francis Dionis, assistant; Ferris Wheel, Francis Koss, foreman; Charles Dunham, village, assistant; Rock-o-Plane, Victor Jacques Jr., Tilt-a-Whirl, Lawrence Erwin, foreman; James McGowan, assistant; El Auto, Barth Oulivskan; Kiddie Rocket, Tom Bonrow.

Concessions—Katherine Russell, Vic Huel, and Bill Beaudice. Independent rides—Mr. and Mrs. Harold Lucas, Rock-o-Plane and Tilt-a-Whirl; Williams, Snake Show, with Jess Schaefer in the pit; Harry Pitt, Two-Headed Baby; Victor Ferguson, concessions—Jim Ferguson, confection wagon; Harry Dunn, Kiddie Boat and Train; Donald Kidd, cone table; automobile gallery; Jimmie Waldron, bingo caller.

Independent concessionaires—Mr. and Mrs. Roger Meece, rockers; Sammy Boloff; S. Bliek Hennessy, Frank Debes, George Ries, Vern Patterson, Pete Madry, J. Harold Fraser, E. Crayton Smitty; Pinner, Roy Mathis, S. J. H. Carroll, Mr. and Mrs. Rex; Earl Wright, Ollie Bryer; George Schimberg; Leta Nelson, J. and Herman Smith.

### ATTENTION, SHOWMEN

Have on hand at all times—Rattle Snakes, Hot or Bland also Kings, Bulls, Whips and Bulls. Also 1000 lbs. of 1000 lbs. \$1000 Guaranteed Fresh Stock. Orders shipped by express, collect on deposit.

### TEPEE REPTILE GARDEN

Route 2, Del Rio, Colorado  
Phone Look Out 2954

## From the Lots

### Wilson Greater

ALBUQUERQUE, N. M., April 26.—Business has been good the past few weeks despite cold weather. Lloyd (Mickey) Wilson is owner-manager; Betty Wilson, secretary-treasurer; H. J. (Bill) Farcat, general representative. Wilson is on a business trip to Phoenix and Mrs. Dave Fredrickson has returned from a trip to Detroit.

Concessionaires include L. Fitzgerald, Coke bottles and buckets; Mrs. Fitzgerald in office-owned candy pitch and handles mail; J. Yapp, ride man and electrician; Mrs. J. Yapp in office-owned candy floss; George Burton, ball game and show mechanic; Mrs. George Burton, set joints; Mr. and Mrs. Judge Castle, bingo, fishpond, ball game; Mr. and Mrs. W. Osborne, ball game, nail joint, clothes pin and balloon darts; Mr. and Mrs. Jim Willis, short range gallery and swinger; Brownie Gallimore, derby; Mr. and Mrs. Parker, short range gallery; the Tuckers, photos, bumper and popcorn. (Tucker operates own Loop-o-Plane.) Mr. and Mrs. Dave Fredrickson, jewelry; Dave Fredrickson, Billboard agent; Frank Reabe, night watchman and ticket seller. Mr. and Mrs. Scott have add-em-up darts.

### J. A. Gentsch

NATCHEZ, Miss., April 26.—Org was here last week, auspices of the fair association. First half crowds were light, but picked up the latter half. Mr. and Mrs. Red Baleman joined with concessions. Bruce and Linda McLaughlin have opened a new cookhouse. Captain Harrell's fighting lions have been added as free attraction. Mrs. Gentsch had a Sunday buffet dinner for friends and relatives in her new home here. Mrs. Shanaway remained in hospital here.—FAY CURTIS.

## Crafts No. 1

Continued from page 59

committee of the Monrovia Days will operate the stands. Torrance is under the auspices of the American Legion and Monrovia sponsored by the Junior Chamber of Commerce. The show also will be featured at the Chula Vista annual event later in the month.

Crafts' second unit, Exposition Shows, managed by Roger Warren, closes tomorrow in Taft and moves on to Los Banos for the "It's May Day in Los Banos" celebration with the Mother Lode Fair in Sonora, Regatta Days in Oroville, and Horned Toad Derby in Coalinga following in that order. Shows carries 10 rides, 3 shows and 30 concessions.

The third unit, Fiesta, headed by Leo Haggerty, is currently in Trona with Ridgecrest to follow. Closing there May 11, the show jumps about 300 miles to Las Vegas for the Elks annual Healdorado celebration, May 15-18. On this date the equipment will be augmented with 10 major and 10 kid rides, 5 shows and 50 concessions in the line-up. Calico Days in Yermo, Calif., follows with the date ending May 25.

## RIDE HELP WANTED

Two Ferris Wheels, two Merry-Go-Round Foremen. Good wages.

BOX #513

The Billboard  
188 West Randolph, Chicago, Illinois

## WANTED

AGENT FOR COUNT STORE  
With Suburban Ben's Show. PHONE!  
**SAM ANNIER**  
Gateway Hotel, El Paso, Tex.  
After midnight.

## WANTED

Experienced Ride Help for Ferris Wheel, Rock-o-Plane and Tilt-a-Whirl. Must be sober and reliable.

**DELGARIAN AMUSEMENT CO.**  
2303 N. Mainville Chicago, Ill.

## KEVIN M. DONOHUE

Please communicate with family at home by writing or phoning COLUMBUS 3-7454 because of illness.

## WANTED!

At least two rides (or more)

## 21st ANNUAL GRANVILLE, N. Y., FIRE DEPARTMENT CARNIVAL

SATURDAY, JULY 26, TO

SATURDAY, AUGUST 2 (INCL.)

**GUARANTEE \$1,000**

or will share 80% and 20% of gross.

Write, wire or phone

**MORRIS ROTE-ROSEN, Secretary**

Granville, New York Phone 272

## Nessler's Greater Shows

WANT FOR GREENCASTLE, INDIANA,

FRATERNAL ORDER OF POLICE JUBILEE

CONCESSIONS: Bingo, Glass Pitch, Nov. etc. or any kind that works for Stock. HELP: Tilt Foreman, must drive. RIDES: Will book one Major Ride, prefer Orleans.

ADDRESS: West Terre Haute, Ind. April 28-May 3.

## RIDES FOR SALE

2 Wheel—25 Kid and Jongo Wheel (1000 similar to 25 with few other changes); lot few minor. 33 Ft. Allan Hershall Merry-Go-Round; new cast aluminum Indiana, 2 Kid Rides, both Cars and Planes. Also new Kiddie 16 Horse Merry-Go-Round. 6 Frisby's, \$1000.00. If interested, wire or call, no letters answered. See my ad on Page 62, Spring Special issue, dated April 18.

WRITE, CALL: C. A. GOREE (Phone 472) Erie, Texas P.S.: 18 Allan Hershall Wooden Horse for sale, \$20.00 each as is.

## Paul's Amusement Co.

Opening Russellville, Ark. May 3 to 10—two Saturdays. All people contracted for this season. Will book a few more Hunky Punks. Want Ride Foreman for Ferris and Kid Rides. Want Agents for Item Riders.

**Geo. and Skeeter McMillan**  
Canaway, Ark.

## LEO CARRELL

—WANTS—

Help in all departments; Ticket Sellers, man or woman; Ticket Clerk; Chimp and Punter; Workmen.

c/o Royal American Shows, Tampa, Fla. Will pay 50¢ from Memphis, Tenn.

## CLIFF PATTON WANTS

Girl Show Workers, Betty and Bob Hunt if at liberty come on.

Chas F. C. BOGLE SHOWS

Chanute, Kan., week April 27.

## WANT

Man to operate kiddie ride; short moves on 4. If married can use wife on concessions. Write or wire

**RICHARD NEMEC**  
94 Harrison Ave., Franklin Square L. I., New York

## CALL

Want organized Bingo or Operator for one. Long season. Workers in all departments. Wintertowners now open. Write:

**W.B.J. SHOWS**  
Swanton, Ohio Open May 11th

## GIRLS WANTED

Girls for Girl Shows; experience not necessary. Joan Martin, answerer. Candy, Helen Adams, answerer.

**TED PORTER**  
52 Temple Detroit, Mich.

## NEW AUTO RIDE

FOR SALE  
This beautiful ride is the original factory shipping case. If you are looking for an attractive ride, this is it. Ride has a new top and side with auto button starting and stopping. If interested, drop me a line.

**L. H. KATZENMOYER**  
618 Mampden Blvd., Reading, Penna.

### COMING EVENTS

**California**  
 Chowchilla—Junior Fair, May 8-11. Ed C. Anderson Jr., 701 S. 2nd St.  
 Hayward—Hayward-Bowling Ranch Rodeo, May 17-18. Cecil Jones.  
 Los Banos—It's May Day in Los Banos, May 1-4. Sidney V. Smith.  
 Paso Robles—Paso Robles Round-Up, May 3-4. Al Franzen.  
 San Diego—Home Show & Food Show Jubilee, April 28-May 3. Jim Wood, 524 Broadway.  
 Soopers—Mother Love Fair & Rodeo, May 8-11. C. B. Mathews, Box 108.

**Connecticut**  
 Bridgeport—Shiners' Expo. & Fair, May 16-20.

**District of Columbia**  
 Washington—Shrine Circus, April 28-May 4. Frederick Wilken, 1815 E St., N. W.

**Florida**  
 Jacksonville—N. H. Food & Home Show "in Qator Bowl", May 19-24. Paul W. Blum.

**Indiana**  
 Indianapolis—500 Mile Auto Race, May 30. Santa Claus—Centennial Celebration, May 26-June 1. Chamber of Commerce.

**Iowa**  
 Pella—Tulip Time, May 15-17. Robert C. Lautenbach.

**Massachusetts**  
 Boston—New England Home Show, Mechanics Bldg, May 9-11.

**Michigan**  
 Holland—Tulip Time Festival, May 14-17. Lawrence A. Wad.

**Minnesota**  
 Duluth—Shrine Circus, April 28-May 4. Wallace A. Tenquist, 201 E First St.

**Missouri**  
 Saint Joseph—Apple Blossom Festival, May 15-17. Frank S. Records, Chamber of Commerce.

**Nebraska**  
 Omaha—Police Circus in Arena, April 20-May 4. Edward H. Rohde, 1200 Clark St.

**Nevada**  
 Las Vegas—Elks Helldorado & Rodeo, May 15-18. E. J. Gubler.

**New York**  
 Matinees (Byracuse)—Third Ward Men's Club Celebration, May 22-31. George Mandy, 103 Sherman Ave.

**New York**  
 New York—N. Y. Fair of Italian Arts, May 28-June 12. Gene Rea, 11 W. 42d St.

**North Carolina**  
 White Plains—Fruit & Flower Show, May 8-10. C. J. Nuttall, 660 Madison Ave., New York.

**Oklahoma**  
 Tulsa—7th State Band & Music Festival, May 8-10. Milburn E. Carver.

**Oklahoma**  
 Tulsa—Tulsa Home Show, May 15-18. Chas. H. McKinley, 1035 Burn, Bldg.

**Pennsylvania**  
 Pittsburgh—Home Show, May 6-11. John Owen.

**South Carolina**  
 Charleston—Arlene Festival, April 30-May 2. Paul Quantelbaum Jr., 302 King St.

**Tennessee**  
 Humboldt—West Tenn. Strawberry Festival, first week in May. W. W. Tidwell, Chamber of Commerce.

**Tennessee**  
 Memphis—Memphis Cotton Carnival, May 12-17. Hugo N. Dixon.

**Texas**  
 Baird—County Sheriff's Poole Rodeo, May 1-3. J. Rupert Jackson Jr., Box 878.

**Texas**  
 Corpus Christi—Bayside Days Centennial Celebration, May 1-4. B. L. Collins.

**Texas**  
 Houston—Internal Industrial Expo, May 4-8. Ed Lemmer, 41 San Jacinto St.

**Texas**  
 Lindale—Blackberry Festival, May 30-31. Harry M. Hicks.

**Texas**  
 San Antonio—Home Show, May 6-11. Carl Olson, 824 Gunter Bldg.

**Texas**  
 Sherman—Red River Valley Livestock Expo, April 28-May 2. Melvin Sizak.

**Utah**  
 Richmond—Black & White Days, May 16-17. B. Millon Webb.

**Utah**  
 Spanish Fork—Junior Livestock Show, May 29-30. Glen R. Larsen.

**Utah**  
 Vernal—Junior Livestock Show, May 27-28. C. H. Accord.

**Vermont**  
 Hartland—Sportsmen's Show, May 29-June 1. Mrs. Ruth E. Adams, White River Jct., Vt.

**Virginia**  
 Rocky Mount—Spring Carnival, May 28-31. James S. Marshall.

**Virginia**  
 Winchester—Apple Blossom Festival, May 1-3. Tom W. Baldrige.

### WANTED SEAT BUILDER

Familiar with European-type seating for constructing large 1-Ring Circus.

KARL WALLENDA, please reply.

**TONY DIANO**

CANTON, OHIO

### HAGENSICK'S RIDES

Opening May 3, Downtown, Quinton, Ohio. Free Lookbook. Free, Ringo, Glass, Whip, Balloon, Dart, Hot Cats, Humbug, Snake Concessions. Rides and Shows not conflicting. Celebrations start in June.

**C. E. HAGENSICK, Mgr.**

### RINGLING BROS., B. & B.

Philadelphia, Pa. Best money spent, choice location; space still available. Concessionaires, contact.

### C. GOLDFINE

SOUTH CITY DRIVE-IN, Broad & Patton Aves., Philadelphia, Pa. Phone: A.M.—479-2482. Evening—HO 2-9886.

### F. W. PAULI

Men and Women Agents for Fish Pond, Duck Pond, Pitch-Tilt You-Win and Sea Fishing. Good preparation, big fish. Agents. Have lots of fish for sale. Care Brown & Wallace Show, Abingville, Mo. This week; then as per route.

### Club Activities

#### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, April 26.—With one more meeting to go before the summer suspension, attendance has been holding up well. Past president Lou Keller was in the chair at the April 24 meeting. Also at the table were Past President Bob Parker, Treasurer Walter Driver and Secretary Joe Streiblich.

Welfare committee reported Herman Pulda confined to Hines Hospital here, Louis Belden to Alexian Bros. Hospital, and Frank Ehrenz to his home.

Members present after extended absence were Jess Jordan, Virgil Sebs, Harry Loveston, Irving Zaichik, Jack Krut, Harry (Be) Levine, Ed Wall, Ed Kornrumpf, Past President Bob Parker, Jack Duffield, Ned Torti and Cecil Meyers. Rube Liebman came in for the meeting.

Ways and Means committee has decided on an auto award in their 1952 drive. Members and their families will be the guests of Cole Bros. Circus, April 29.

Harry F. Bosen has been elected to membership. Bob Mulvihill and Morris Brown were among callers.

### Winter Quarters

#### Peck Amusement

PEOTONE, Ill., April 26.—Shows will open at Sheldon, Ill., May 12 at the American Legion Spring Festival. Season will be 22 weeks with celebrations and fairs, which will take the org thru the northern part of Illinois, with three fairs in Indiana. A new hand-car ride was recently purchased. Recent visitors were Mr. and Mrs. Glen Cramer and daughter Jo Ann; Charles Jerome and Sam Solomon.

Personnel includes C. S. Peck, general manager; Robert Peck, business manager; Richard Kern, manager of concessions and electrician; Jackie Kobsons, assistant manager of concessions. Glen Cramer will have four concessions and Virgil Sitton two and a show. Other concessionaires will be Charles Jerome, Mr. and Mrs. Moses Privitt and Mr. and Mrs. C. A. Cave.—C. S. PECK.

#### Eastman

SALAMANCA, N. Y., April 26.—Work is nearing completion in quarters here for the May 19 opening at the Falconer (N. Y.) Old Home Week. All rides have been overhauled and painted and the crew is now repairing trucks. Mrs. Eastman has ordered canvas for the bungs and is busy overhauling her trailer.

Recent visitors were Milo Lawson Sr., Mr. and Mrs. Milo Lawson Jr., Mr. and Mrs. Frank Appurth and family, Mr. and Mrs. Nelley and daughter, Mr. and Mrs. Bruce Horton, Mr. and Mrs. Paul Fisher and James Reynolds. F. W. Edson and family are expected here May 3 to prepare their concessions. Victor Schawel, Merry-Go-Round Foreman, is due back next week.—L. H. EASTMAN.

### WANT OPERATOR

For Number 5 EIL (first and second Tilt-a-Whirl). First and Second must drive semi. Pay every night if you want it.

### LOVE STAR AMUSEMENTS

1701 Harrison, Amarillo, Texas Phone 25783

### INLAND SHOWS WANT

FOR OPERING MAY 3, WINDOM, MO. Concessions of all kinds. Shows with own equipment. Agents for Office Glass Concessions, Jim Walker, what happened? Will book one Flat Major Rides and Shows. Windom, Mo. Winter quarters now open—Hillside, come on. CONTACT JACK BARNES, Nativity, Ave., Hillside, Mo. Phone 2100. P.S. Due to weather conditions April 19 opening was postponed. If you're interested, contact again or come on.

### CARNIVAL & RIDE OPERATORS

**W. E. CUNNINGHAM**  
 Sydney, Neb., Secretary, Cheyenne County Fair Board, for Concessions, Aug. 26, 21 and 22, 1952. Free fare. Population of County, 14,000; of Sidney, 3,000.

## W.G. WADE SHOWS

OFFICIAL OPENING—MONROE, MICH.  
 9 Days—Friday, May 2-Saturday, May 3  
 Location—Lorenzer Field

### Due to Disappointment, Can Place

Circus Side Show  
 Can join on wire!

ALL MERCHANDISING HANXY PANES OPIN.  
 ALSO SOME SALES CONCESSIONS.  
 Harry Mamas Wants—Foreman for Octopus—to join on wire. Callery and Counterman for Biango.  
 Pretzel and Caterpillar—Can offer season's routing.

**W. G. WADE SHOWS**  
 Monroe, Mich.—FIRST 18—on our renowned Burdick St. for follows Monroe.

## WADE GREATER SHOWS

OPENING DATE, APRIL 29  
 8 Mile & Schoenherr Roads at  
 City Limits of Detroit  
 (4 Blocks From Old Eastwood Park)

### CAN PLACE

Snake, Mechanical and Wildfire Shows.  
 Nello Pacini, Bob Stewart, Friday Robinson, please contact.

Bill Games, Fish Pond, Huckleby Buck, Photos, etc., upon Reasonable privilege.  
 We are now starting our famous route of all Celebrations and fairs with this unit.

**WADE GREATER SHOWS**  
 Jack Lampton, Mgr. Wire as above or c/o W. G. Wade Shows, Detroit.

# Royal Exposition SHOWS

SAVANNAH, GA., CHOICE COLORED LOTS THIS WEEK AND TWO WEEKS TO FOLLOW. THEN CHARLESTON, S. C. TWO WEEKS. THEN TO AUGUSTA, GA., COLORED LOTS, THREE WEEKS.

Want Shows on follows: Colored Girl Show or Revue, Yellows and others, answer quick; these spots should be a clean up for you. Want Side Show, Snake Show and Fan House.

Want Long Range, Short Range, Coke Bottles and other Ball Games, Bellows Darts, Jewelry, etc.

Splinter Royal wants P.C. and Peck Store Agents for Alley and Pin Store to join on wire. All address per route.

### ROYAL EXPO SHOWS

P.S.—Wgm Merry-Go-Round and Wheel Foreman. Must drive semi. Salary no object if you are worth it and don't drink.

# WALLACE BROS. SHOWS

15 FAIRS      LAST CALL      15 FAIRS  
 OPENING MEMPHIS COTTON CARNIVAL, MAY 9  
 HELP JOIN AT ONCE  
 WANT - - - WANT - - - WANT

RIDES—Book Octopus, PLACE FROZEN CUSTARD  
 SHOWS—Side Show, Snake, Fun House, Iron Lung, Posing Show (for after Memphis); Mechanical Show (Tasha, contact if not booked); Monkey Show, Motorcade (lowest, advtch).  
 FOREMAN and Help on Dodger, Merry-Go-Round, Spiffins, Ferris Wheel, Tilt, Kid Rides—  
 RIDE-HELP—Call at once. Man for light towers, Truck Drivers, Help for Atlanta.  
 AGENTS—Merry-Go-Round, Call L. M. Hugo, Wash. Showers, Fish Bowl, Hunky Pank Agent, Contact Gene C. Lee, 1628 Chatter Drive, Phone Contact 8071, New Orleans, La. Show opens May 9. E. W. Brown wants Hunky Pank Agents.

CONCESSIONS—Ball Games, Balloon Duffins, Dart, Photo, Novelties, Nash, Crab, String Game, Ice Cream, French Fries, Age and Weight, Hit-Strikes, Bumper, Country Store, String Game, Pitch-U-Win, Long and Short Range Gallery, Coca-Cola, Dip, Pronto Pups, Root Beer.  
 WANT Billposter who can post. All replies  
**F. E. FARROW, Mgr., Box 1104, Jackson, Miss. Phone 3-7611 after 6 P.M.**

# L.J. HETH Shows

LAST CALL      LAST CALL      LAST CALL  
 OPENING MAY 12TH IN DOWNTOWN BIRMINGHAM, ALA.

SHOWS: Manager with People for Girl Show, Side Show, have outfits for 5-in-1, Motorcade, Monkey Show, Animal Show (Mr. Davis, answer), Want Gask for Snake Show.

RIDES: Account disappointment want live Pony Ride, Kiddie Train, Pony Cart Ride.  
 HELP: Foreman for Ferris Wheel, Merry-Go-Round, Octopus, Kiddie Ride, Second Man on all rides, all must be licensed drivers.  
 CONCESSIONS: Frozen Custard, Lead Gallery, Novelties, other Hunky Panks.  
 NOTICE! NOTICE! OUR FAIRS START WEEK JULY 8TH IN PADUCAH, KY. 17 BONA FIDE FAIRS TO FOLLOW.  
 NOTICE! NOTICE!

ALL REPLIES: 3123 NORTH 28TH PLACE, NORTH BIRMINGHAM, ALA.

### WANT MERRY-GO-ROUND

2 of 3 abreast with or without transportation. Merry-Go-Round, must be in A-1 condition, no junk. Will give you a long season to play big city 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 30 years.  
**BOX 751 THE BILLBOARD**  
 144 Broadway, New York

## COASTAL Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

### Wants for Celebrations and Fairs

We held contract for largest May Day Celebration in the South, bar none, week of May 26th to May 31st, at Beaufort, S. C., with same spots we have shown for 10 years to follow. Also 12 of the best B circuit fairs in the Carolinas. Want Hunky Panks, couple to take charge of our own Biango, guarantee action every week; Grind Store and PC Agents. Want Ride Help on Merry-Go-Round, Eli Wheel, Spiffins, Rolloplane, Chairplane, Top salary. Can place Grind Shows. Want Motorcade, Can place useful show people in all departments. No racket, no gypsters. This show is clean and flashy; uptown locations every week. Want to hear from those who worked for me before. Ray Beatty, Fols Wolk, Ake and Rity, Red Sheaver, etc. Time is short, wire or come on; no time to write. No phone calls. All contact Sherman Husted, manager, Myrtle Beach, S. C., Colored Celebration, week May 5-10; Macks Corner, S. C., May 12-17; Eatonsville, S. C., May 19-24; then the big one where we all get it together, Beaufort, S. C., May 28-31.

### GOOD PROPOSITION

For man and wife to operate combination Glass-Fun House on a fast moving show. Open May 25th. Must be sober and drive this semi.

**Write Fun House**  
 Box 155      Wymore, Neb.

## WOLFE AMUSEMENTS

*The Show that gets up on Sunday*

**ALBEMARLE, N. C. This Week: BASSETT, VA. Follows**  
**—WE ARE HEADED NORTH TO THE SMOKESTACKS—**

Want Bingo for season—going to real Bingo territory—also Custard and French Fries, Hot Penny String Game, Hoop-La, Glass Pitch, Ball Game, Cigarette Gallery, Pitch-Till-You-Win, Pan Game, Swinger, Photos, Coca Bottles, Balloon Darts, Bumper, Cone Race, Hot Game.

Place Penny Arcade and Mechanical Shows. Have 10 Banner Line Side Show Front and Back—what have you got to put in it?

Ride Men on Kiddie Rides and Chairplane Foremen. Pay every Monday and bonus. Over 12 Fairs in Maryland, Virginia & Carolina and Alabama. Close in December.

All correspondence to  
**BEN WOLFE, Mgr.**  
**ALBEMARLE, N. C. THIS WEEK**

P.S.: Want Girls for Girl Show.

## THOMAS

*Shows*

**CAN PLACE**

Monkey Show, Snake Show, Mechanical City, Unicorn, Fat Girl or any Grind Shows, Joe Sciorio's wacky Girls for Revue. Can place following: Custard, Ice Cream, Novelties and Hoop-La. Want Readers for Mitt Camp, Harry Schreiber, want Percentage Agents, also Agent for Fla. Store, Coast Store and Cots. Can use General Help in all departments. All wires and letters:

**L. I. THOMAS, Mgr.**  
 Richards, Va. this week.

P.S.: Top Feldman, get in touch with Schreiber.

## BROWN & WALLACE

*Shows*

**WANT HELP**—Foreman for Spiffers; top salary. Want Foreman for Merry Wheel (Johnny Lyle), contact Charlie Sanders. Good opening for one or two other Foremen and Second Men; tender men who drive semi. Long season, good wages, good treatment. **WANT CONCESSIONS**—Age, Snake, Long and Short Range Galleries, Cork Gallery, Glass Pitch, & Cate Banner, Skier, from California, contact Fitzie Brown. First-class Penny Arcade. **WANT SHOWS**—Mechanical, Wild Life, Monkey Show. Good opening for Motorcade, Homer Lee and Dennis wants Talker for high-class Musical Show. Conrad and Johnson, Cook House old time on.

**BROWN-WALLACE SHOWS**  
 Asheville, N. C., this week.

## CONTINENTAL SHOWS

Good opening here for Long Range and Short Range Gallery, Cigarette Gallery, Custard, Pitch-Till-You-Win, Darts, Arcade, or what have you?

Mickey Ryder, come on; what are you waiting for, a special invitation?

This week, Hudson, N. Y.; then Kingston, N. Y., May 5 to 10.

**ROLAND CHAMPAGNE**  
 Hotel St. Charles, Hudson, N. Y.

## GROVES GREATER SHOWS

*"AMERICA'S CLEANEST MIDWAY"*

Jenninge, La., auspices Fire Department, April 28-May 3.

**WANT**—Foreman Smith & Smith Chairplane and big Eli Wheel, Second Men on all rides, Married men, use wires ticket boxes or concessions. Want Agents, Penny Pitch, Ball Games. Can place a few Hunky Punks, C. E. Daniels, get in touch. Can place Independent Shows, Would like to hear from Saturday matinee promoter, Dick Thornton, if on liberty, get in touch. All replies.

**ED GROVES, MGR.**  
 Jennings, La., April 28-May 3.

## CAVALCADE OF AMUSEMENTS

Want capable Assistant Manager who knows Rides and can make himself useful and handle the side show. To that man I can offer a responsible position. Must know how to handle people and capable of managing this side show.

**AL WAGNER, MGR.**  
 Huntsville, Ala. this week; Marietta, Ga., next week.

## COOKHOUSE

We need a Cookhouse that can take care of a 10 Ride Show. Must be clean and cater to show personnel. Can place Penny Arcade and Fun House. Always need good, sober Help.

**BAKER UNITED SHOWS**  
 Lawrence, Ind., this week. All telegrams and phone calls to Tom L. Baker, 2257 Madison Ave., Indianapolis, Ind. Phone Garfield 4584.

All mail to Ernest Allen, Lawrence, Indiana

## Want for Mammoth Sesquicentennial Celebration

AT BATAVIA, N. Y., MAY 19 TO 25

INDEPENDENT MIDWAY

Legitimate Concessions of all kinds, Ball Games, Guess Age and Weight, French Fries, Ice Cream, Novelties, Custard, Dart Games, Penny Arcade, Pitches, Hoop-La, High-Striker, etc.

Write to **PETER MUIO, 131 1/2 Jackson St., Batavia, N. Y.**

## GLADES AMUSEMENT CO.

Opening May 3, Shoptown, N. C., can use for the entire season on Eastern Shore Maryland and Virginia and all winter's work in Florida.

Two or three Eld Rides, Animal or large Snake Show. Must be well framed. Any legitimate Concessions, only one of a kind. No flats, percentage or pypples.

## Carnival Routes

\* Continued from page 52

Central Am. Co.: Myrtle Beach, S. C.;  
 Mounts Corner 4-10.  
 Central States: Dodge City, Kan.; Junction City 4-10.  
 Ceila & Wilson: Petersburg, Va.; Washington, D. C. 5-11.  
 Chas. J. Miller: Richmond, Ind.; 2-10.  
 Charles Am. Co.: Owsessville, Kan.  
 Coleman Bros.: Middleton, Conn.  
 Clinch, Wm. T.: Indianapolis 1-10.  
 Columbia: Ellery, Mo. 3-10.  
 Coney Island: Harlan, Ky.  
 Continental: Hudson, N. Y.; Kingston 9-10.  
 Conroy Fair: O'Neil, Ill. 1-10.  
 Crafts Expo: Los Banos, Calif. 1-4; Sooria 3-11.  
 Drexel Plaza: Ridgecrest, Calif., 20-May 4; Lone Pine 3-11.  
 Crafts 20 Big: San Gabriel, Calif., 20-May 4; Torrance 3-11.  
 D. L. Lott: Covroboro, Ky. 3-10.  
 Davis Am. Co.: St. Helens, Ore.  
 Dion, Ted: Washington, La.  
 Douglas Greater: Bremerton, Wash.; Holquism 4-10.  
 Down River Am. Co.: Flat Rock, Mich.; Roseville 4-10.  
 Dress Am.: Kokomo, Ind. 1-10.  
 Drew, James H.: Ashland, Ky.  
 Dumont: Richmond, Va.  
 Dyer's Greater: Mounts, Ill.; Murphysboro 4-10.  
 Eastern Am. Co.: Seco, Mo.  
 Edin's Expo: St. City, Mo.  
 Empire State: Elmer, N. Y. 3-10.  
 Evans United: Richmond, Mo. 3-10.  
 Festival of Fun: Pulaski, Tenn.  
 Fleming, Mac: God, Brook, Ga. 5-10.  
 Francis, John: Metropolis, Ill., 1-10.  
 Franklin, Don: McKinney, Tex.; Greenville 5-10.  
 Gordon State Rides: (Kalamazoo Park) Walnutport, Pa., 13th May 10.  
 O. & H.: Amooor, W. Va.; Buckhannon 4-10.  
 Gem City: Bessemer, Ala.  
 Gentash, J. A.: Oxford, Miss.  
 Georgia Am. Co.: Duluth, Ga.; Toccoa 4-10.  
 Gladstone Expo: Jackson, Tenn.; Humboldt 4-10.  
 Gold Bond: Creve Coeur near Peris, Ill.; Gold Medal; Sheffield, Ala.  
 Gooding Am. Co., No. 1: Sullivant & Sandusky, Columbus, Mo. 3-10.  
 Gooding Am. Co., No. 3: Fairmont, W. Va.; Gooding Am. Co., No. 8: Cleveland, D.  
 Gooding Am. Co., No. 9: Tarentum, Pa.  
 Grady, Kellie: Mt. Pleasant, Tenn.  
 Grand American: Peats, Mo.; Moberly 5-10.  
 Greater Deland: Marksville, La.  
 Groves Greater: Jennings, La.  
 Hal's Shows of Tomorrow: (Independence & White Ave.) Kansas City, Mo.  
 Hannon, Martin: Harrisburg, Pa.  
 Happy Attr.: Moundsville, W. Va.; Weston 5-10.  
 Harrison Greater: Kerkon, N. O.; New Hope 4-10.  
 Haywood: Oswego, Kan.  
 Miller's Acme: Laurel, Md.  
 McEly, Buf.: Baton Rouge, La.  
 Imperial: Fairbury, Ill.; Pekin 4-10.  
 Interstate: Livingston, Tenn.  
 Johnny, D. 1 & 2: Lewisburg, Tenn.; Waverly 4-10.  
 Jollytime: Roanoke Rapids, N. C.; Jarrat, Va. 3-10.  
 Keystone Attr.: Burham, Pa. 3-10.  
 Keystone Expo: Whitmire, S. C.  
 Lawrence Greater: Wagnersho, Va.  
 Lee United: Rialta, Mich.  
 Leone Star: Elberton, Ga.  
 Maddox Bros.: McPherson, Kan. 8-10.  
 Manning, Ross: Jersey City, N. J.  
 Martin Greater: Columbia, S. C.  
 Marks, John H.: Charlottesville, Va.  
 M. D. Am. Co.: Haxleton, Pa.  
 McFarland: Jackson, Mich., 4-10.  
 Midwest: Oardersville, Nev.; Fallon 5-10.  
 Mighty Hammond: McMinnville, Tenn.  
 Mighty Hooper: Beas: Bedford, Ind.; Jeffersonville 4-10.  
 Mighty Page: Buena Vista, Va.  
 Miller: Alma, Mo.  
 Modri: Sherman, Tex.  
 Moore's Modern: Gladewater, Tex.  
 Myers: Scribble, Ga.  
 Newater's Greater: West Terre Haute, Ind.; Greencastle 5-10.  
 New England Am. Co.: Athol, Mass.  
 Nolan Am. Co.: Croftsville, O. 8-10.  
 Palmer: Albemarle, N. C.  
 Page Bros.: Hopkinsville, Ky.; Murray 5-10.  
 Page Bros. No. 2: (Fair) Nashville, Tenn.  
 Penn Premier: Perth Amboy, N. J.; Dover 4-10.  
 Perce's Pioneer: Waverly, N. Y.; Towanda, Pa. 4-10.  
 Playtime: Quincy, Mass.  
 Pavilion Greater: Okeastur, O.; Oudick 4-10.  
 Pruitt Broadway: Fayetteville, N. C.; Charlottesville, Va. 3-10.  
 Price's Expo: Madill, Okla.  
 Roney United: St. Paul, Minn., 3-10.  
 Reid King: Orens Falls, Mo. 3-10.  
 Ross City Rides: Parnell, Mo.; Lutzville 4-10.  
 Rocco Greater: St. Paul, Minn., 1-10.  
 Royal Canadian: Princeton, S. C.; Cal., 2-10.  
 Russellton May 1-3; Oliver 9-7.  
 Royal Expo: Savannah, Ga.  
 Royal Midwest: DeLancey, O. 5-10.  
 Scales's Just for Fun: Warren, Ark.  
 Schardt Bros.: El Paso, Tex.  
 Smith, George Clyde: Cumberland, Md., 1-10.  
 Snap Greater: Carthage, Mo.  
 Southern Valley: Pine Bluff, Ark.  
 Strader, W. A.: Hutchinson, Mo. 3-10.  
 Star Am. Co.: Clinton, Ark.; Marshall 5-10.  
 Steel City: Huntington, W. Va.; Waverly 4-10.  
 Stephens, D. A.: Dallas, Ga.  
 Strates James E.: (Municipal Stadium) Philadelphia, Pa.; Philadelphia, Pa. 2-3-10.  
 Strates Model: Baltimore, Md., 1-10.  
 Sunn-Land: Chase City, Va.  
 Superior: Elmer, N. Y.; Greenville, S. C.  
 Tatham Bros.: White Hall, Ill.  
 Thomas Joyland: Richards, Va.  
 Tucker, Johnny T.: Greenville, S. C.  
 Tivoli Expo: Joplin, Mo.; Leavensport, Neb., 5-10.  
 Turner, Dr. M.: Venon, Ill.; Penna 5-10.  
 20th Century: Alton, Ill.  
 United Expo: Belleville, Ill.  
 United States: Lenox, N. C.  
 Veterans United: Worthington, Minn., 10-17.  
 Virginia Greater: Brudenton, N. J.; Hoboken 3-10.  
 Visions Bros.: Bristol, Pa.  
 Wade, W. C.: Moore, Mich. 3-10.  
 Wade Greater: 18 Mile & Schoenher; Road; Detroit, Mich.  
 Wallace Bros.: London, Ont., Can.  
 Wallace, J. E.: Montpelier, Va.  
 West Coast: Pittsburg, Cal.; Vallejo 3-10.  
 West Coast Expo: Kodi, Calif.; 2-4; Cheshilla 5-10.  
 Wilson Greater: Alton, N. C. 2-10.  
 Wolf Greater: Fairbaird, Minn., 2-10.  
 Wolfe Am. Co.: Albemarle, N. C.; Bassett, Va. 4-10.  
 World of Mirch: Washington, D. C.  
 World of Pleasure: Mt. Clemens, Mich., 3-10.

## BLUE GRASS SHOWS

L. C. (SPECKS) GROSCURTH PRESENTS

FEATURING THOROUGHbred ENTERTAINMENT

**WANTED**

Legitimate Stock Concessions and Hunky Punks of all kinds. Can place Novelties and Short Range Gallery on exclusive basis. Shows—Can place non-conflicting Shows of all kinds with own transportation. Special proposition to high-class Motor-drome. Help—Can always use good Ride Help who can drive semi. Want Operator for Candy Floss machine.

NOTE—Lettie Chew and Helen De-laney, get in touch immediately. Rate good proposition.

AN address  
**C. C. Groscuth, Mgr.**  
 Henderson, Ky. this week.

## CAVALCADE OF AMUSEMENTS

*The Nation's Largest and Finest Midway*

Can place Foreman capable of handling men and must understand Photo-Depicta Toboggan Merry-Go-Round in first-class condition. Salary \$15.00 per week; bonus at end of the season. Can place Ferris Wheel Help and one more Foreman. Want Train Puller, Salary \$50.00 per week. Also want Chalkers and Train Hands. Can place Mule Skinners. Have Snake Show, want responsible Operator for same. Can place neatly framed Wild Life Show. Can place Long Range Gallery, Photos, American Polarity, Fish Bowl and any Hunky Punks not conflicting. Want capable Men for show-owned Grab, also Waiters for Cookhouse. Address:

**AL WAGNER, MGR.**  
 Huntsville, Ala. this week; Marietta, Ga., next week.

## NAVY RELIEF CARNIVAL & RODEO

Camp Joseph H. Pendleton, Oceanside, Calif.

Largest Marine Base in the World

3—Big Days and Nights—3 JUNE 6-7-8

Want Hunky Punks, Ball Games, Balloon Stores, Hi-Striker, Gold Fish, Guess Year-Age, Cork Guns, EB Guns, straight Stock Wheels, Long Range Gallery, Derby Races, Grabs and Cookhouse. For booking information contact:

LT. COL. E. H. BORETTIES  
 Chairman, Carnival Committee

MONROE MOE EISENMAN  
 Adviser and Consultant

COL. J. M. BATHUM  
 Executive Chairman, Navy Relief Carnival and Rodeo Committee.

Camp Joseph H. Pendleton, Oceanside, Calif.

No collect wires.

## CAPITAL CITY SHOWS

WANT FOR DALTON, GA., WEEK MAY 5 TO 10. MRLS WORKING FULL TIME. FOLLOWED BY DAYTON, TENN., STRAWBERRY FESTIVAL ON THE STREETS. LARGE ATTENDANCE DAY AND NIGHT. WE HAVE 16 FAIRS STARTING JULY 7 AND ENDING NOVEMBER 8.

CONCESSIONS—Cork Gallery, Coke Bottle, Ball Games, Long and Short Range, Any Merchandise Hunky Pank. Want large flashy Bingo. V. L. Collier wants Coast Store Agent and Swinger Agent. SHOW—Snake or Monster, Wild Life, Unicorn, Crime or Fat Show. Good proposition for Penny Arcade. Eddie Green wants Girls for Fat RIDES—Kiddie Auto, Train, Cart, Little Dipper. HELP—Can always use good Ride Men that drive semi. WANT PAINTER—Duffy, Riley Bain, Tex Roberts, contact.

All replies **J. I. Keef, Fairgrounds, Cedarturn, Ga.**

## ROCKY MOUNTAIN EMPIRE SHOWS

Will book Novelties, Snake Bottle, Roman Target, Basketball, Hoop-La. Want Shows—Mechanical, Hussion, Shaky, Penny Arcade, Monkey. Will book one Major Ride not conflicting. Can use reliable Agents for Concessions and Second Men on all Rides. Write, get in touch with me at once. Contact:

**FRANK O. SWARTZ**  
 Colorado Springs, Colo.

## PRICE'S EXPOSITION SHOWS

WANT FIRST SHOW IN MEDILL O.KLA. IN 6 YEARS

CONCESSIONS: Balloon Darts, String, Coca-Cola, Hoop-La, any Hunky Punks SHOWS: Snake, Athletic, any Grind Show with own transportation. HELP: Will book Merry-Go-Round for season.

HELP: Pin store Agents. Only 3 Grind Shows on Show. No Skilions. (Fussy, contact me; C. B. Pools, call me collect. Sam Tucker, Capt. First and Second Men on Rides, Ferris Wheel, Merry-Go-Round, Coaster, Rio Rides.

CONTACT: **MICKEY PRICE, MGR., MEDILL, OKLA., THIS WEEK.**

## LAST CALL. CONCESSION PEOPLE

All People contacted report West Plains, Mo., May 2. Have opening for one Man in Rides and Pin Shows. Need his Car and Fan Game Operator. Want Bince Casselman. Boys to take care of Grind Shows.

All Contact **VINCE McCALE**  
 801 Peating, Mo. (Phone 5031), until May 6; then West Plains, Mo.  
 P.S.: Shanty and Chris, come on.

## GIRLS—GIRLS

Long season. Good pay. Bonus and transportation. Kooch, Hula, also unusual lecture. Canvas Help; Cathy, Vickie, Sheila the Pealor, Red Duke. Wire or call

**HONEY LEE WALKER**  
 Negley Hotel, Florence, Ala., or care  
 Denton Golf Medol Shows.

## FREE GATE PEE DEE SHOWS

Opening Saturday, May 10, Morrow, Fremont, Spring Festival

Can place Bingo that works for work, small Cookhouse or 80 Down Grab that takes show people. Will Camp (no kids), also Fish Pond, Pitch-Till-You-Win, Ball Game, Penny Pitch, Hunk Striker, Guess Age or Weight, Short Range Gallery, Cigarette Gallery. Will place any Hunky Punks, one or midway Pan Game, Over and Under cups; must have other Concessions. Can place Shows, Any Show with own outfit. Rides: Place one Kiddie Ride, need Foreman for small Merry-Go-Round, Foreman for Wheel, Foreman for Chairplane who can drive semi; also other Rides. Write me if you were financially responsible or secured responsible understanding. Write to Mrs. Addie Mae Department, The Billboard, 156 W. Randolph St., Chicago 3, Ill.

## NOTICE, GERRY

Low Pass wants Girls for 3 Girl Shows for now and the big one, Christianburg, Va. Betty, Teddy, Bowen and Penny; Betty O'Hara, Jeanie Martin, Dixie Gay and others wanted. Clemmie Coffee, contact Low Pass.

**A. M. P. SHOWS**  
 Buchanan, Va., this week; Christianburg next week.

## PROMOTERS

Get on our Mailing List

Each week The Billboard gives inquiries asking for names of individuals who might advertise and promote attractions for auditoriums and arenas. We can get inquiries from your territory by mail. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible understanding. Write to Mrs. Addie Mae Department, The Billboard, 156 W. Randolph St., Chicago 3, Ill.

**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.  
Phone Financial 4-1110

**JONES GREATER  
SHOWS**

(The Old Reliable West Virginia Show)  
Opens here May 22 with downtown  
Charleston as follow.

WANT CONCESSIONS OF ALL KINDS.  
Everything Open.  
WANT RIDE HELP: First and Second  
Men on all rides, Electrician and Lot Man.  
WILL PLACE SINGLE HIGH FREE ACT.  
SHOWS: Will give X on back-end to re-  
liable Showmen with two or more shows.

All address:  
**FRANK T. GRIFFITH**  
Office and Winter Quarters  
610 Baltimore St., Huntington, W. Va.

**Veterans United Shows**

Opening May 10, Worthington, Minn.

Want Concessions and Shows of all kinds.  
Ride and Concession Help Will Book  
Till, Hottelplane or Spitzire.

Box 622, Worthington, Minn.

**WANTED**

Rides and Concessions for August 15, 16,  
17 & 18 in Cadillac, Michigan for Dia-  
mond Jubilee and Pageant. Contact

**JOHN CUNDIFF**  
Chamber of Commerce  
Cadillac, Michigan

Available for  
**RAILROAD CARNIVAL  
COLORED REVUE**

Line of Girls, Comedians, etc. Good  
production. Salaries must be pay-  
ment by office. MR. JERRY CARMAN,  
Box Park Ave., Bldg., Detroit, Mich.

**SRADER SHOWS**  
OFFICIAL OPENING MAY 19

Want Squires, Rock-Plane or Radio  
plane, Baby and Baby, Candy Bottle,  
Hoop-La, Fish Pond, Ball Game, Long  
or Short, Bank Jewelry, Six 25c  
Buckets, Country Store, Prizes Pitch,  
Ride Help on Merry-Go-Round, Tilt, Octo-  
pus. Shows with without cash require-  
ment. M. A. SRADER, General Delivery,  
Mutchinson, Arkansas.

**FOR SALE**

Due to other business interests. This is  
a real buy. Double drive in excellent  
condition. Needs paint. A real money  
maker. Best 1150-60 takes M. Contact

**WIDE-A-WAKE ENT.**  
P. O. Box 364 Winamac, Ind.

**TRAILER FOR SALE**  
WITH CANDY FLOSS MACHINE

Will sell either separately.

Call President, Rhode Island.  
Elmhurst 1-7638 or Temple 1-5393

**MACK HOGE WANTS**  
FOR MIGHTY HAMBURG TREE SHOWS

Pin Store Agent, Skillmont Agent and Line-  
up Store Agent.

Address: McMinnville, Tenn., week of  
April 28 to May 3.

**WANT**  
SMALL CARNIVAL FOR  
Richlands, Va., Call Show and Fair  
for week of May 15 & 16. Must have all  
legitimate Concessions. Contact

**M. L. WHITTAKER**  
Fastwell, Va.

**MERRIAM'S MIDWAY SHOWS**  
Overnight Shows, Fairgrounds,  
Boone, Iowa.

Want Shows and Concessions. Want  
Foreman for Wheel and Spitzire, also  
second Men. Move on till Saturday, May  
18. All replies to

**ALVA MERRIAM**  
Oden, Iowa

**OHIO VALLEY AMUSEMENT CO.**  
WANTS  
Concessions all kinds, Lions Spring Festi-  
val on Main Street, McClintock, Va.,  
May 3-10, seven nights. Veterans' Cele-  
bration, Wheel and Spitzire, May 12-18.  
Other good opportunities. Come on set-  
ting up May 1. Earl South, can use your  
ride and concessions. Long Star Rides  
on midway. Contact: Frank Sweeney,  
Glendale, W. Va. Phone Roundville  
3092.

# Dressing Room Gossip

Continued from page 55

one of the fanciest apartments in their new truck to be seen any-  
where. The Armada Troupe (teeterboard) left for Canada to have their passports renewed. Mrs. Conn spent a few days on the show. Red Carter reports Mrs. Carter's health improved. George and Ruby Cutschall visited many friends on the Big Show in New York. Ed Raymond had a chance to prune his trees and start spring planting while at home over Easter.

Willis Alley handled the new Shrine date at Canton, O. Business was great at the new Memorial Auditorium. The fire department had to be called in to use their ladder truck due to the height of the ceiling. Aerial acts really worked high. The show never looked better. Nate Lewis was pleased with the way Red Lux's boys conducted themselves during the Canton and Norfolk dates. Don Dorsey had a chance to break in his new trapeze. The Ruggera cloud ballet now has a Spanish motif. Vera Roberts has a new evening gown for her act. The Six Marvels joined and are real show-stoppers. Lady Barbara has joined with her dogs and ponies. Olin McDermitt has become efficient with the shovel. Sam Wardina left to resume his duties with the Mills show. Ted Deppish spent much time back-stage and had a lot of fun with Ernie Wiswell.

Visitors included Judge Hunt, Dan Fosgate, Bill Minchhart, Mr. and Mrs. Frank Foster, Tony Diano, Mr. and Mrs. Roy Wild, Art Hill, Red Mallory, Pop Hausman, Rusty Rusterholtz, Clyde Bryant, Ella Hartline, Jere Crist, Michiel Shipley, Mr. and Mrs. Harry Yowell, Otto Pugh, Wayne Miller, Antoinette Kuhn, Virginia and Walter Johnson, Nick Lardaz, Marie and Joe Madden, Mary Jane Moore and Edward Riel.—BOB LORRAINE.

## Kelly-Morris

Both weather and business showed a decided improvement the past week with Hannibal, Mo., coming thru with packed houses for both matinee and night shows. Saturday was left open due to long jump necessitated to get away from flood country. Eddie Frisco and Tom Hodgins spent the entire day off on the highway, fixing the horse truck and then the writer was picked up for no tail light that night going in.

Walter Rauderbusch and Blanche the elephant, received a big spec-  
tacle in the Springfield, Mo., paper regarding a non-serious highway over-weight charge. Bozo and Mrs. Harrell rejoined in Centerville, Ia., and had harrowing tales to tell of the flood hazards in Omaha. Tommy Comstock took delivery on a trailer and is having it repainted. Sammy Steffen, our drummer, catches all the eues and some bumps that aren't even supposed to be in. Bill Morris was quite amused when this column carried story that "Bill" rather than

"Billy" Morris, his son, had fallen from a pony.

Here and there: A party was held in Hannibal by Bob Moore, Jack Mahon, Freddie Klaus, Tom Hodgins, Tillie Epps and Joe E. Hodgins. Jim R. (Tex) Stewart makes a good fall guy for the "Echo" gag. Roy Hershberger is now leader of the Palomines in Garland Entry. Bill Harris has added Diane, elephant, to the plank walk. Harry Doren and Leon Winker, of the advance, visited during our two days off. Gene Burr left in Moberly, while Bernad and Kincaid, Noyville McDowell, Ed Smith and Robert Timman are recent additions to our personnel. Minnie Lightie is dispensing very good food in the cookhouse.

Recent visitors have included Bill Buschbaum, daughter and Bill Jr.; Ruby and Harry Hag; Fritz and Betty Kay, of the Sensational Kays, and Jackie Miles.—JOE HODGES HODGINS.

## Under the Marquee

Continued from page 55

Shrine dates last week at Tacoma, Wash., to be followed by Portland, Ore., and Yakima, Wash. They were interviewed by Tommy Bartlett on his "Welcome Travelers" show when in Chicago.

Bill Green, promotion chief of the Toledo Sports Arena, shows off for a vacation when that edifice closes May 1 for the season. Bill, who formerly handled press on the Polack Bros.' Eastern Unit, plans to take in the CFA meeting at Gainesville, Tex., and visit other circuits.

Low Rich, known professionally as Boro Kelly, has been appointed marshal of clowns for the 1952 Barnum Festival parade to be held in Bridgeport, Conn., in July.

Mrs. Adamae Salo, a snake charmer on the Ringling-Barnum show from 1942 to 1947, is now residing in North Hollywood, Calif.

## WANTED Carnival or Rides

For July 4th Celebration. Good at-  
tendance assured.

Also want a Donkey Ball Game.  
**Spring Valley  
Chamber of Commerce**  
Spring Valley, Miss.

## WANTED

Side Show People, Acts, Baby Girls, Talk-  
ers and Amuse Attraction. Long season

**HELEN GOLDEN**  
PORT RICHEY FLORIDA

## WANT CARNIVAL

For two weeks during Tomato Season  
Weeks of June 9-16-23. Two East Texas  
towns population 1,500 and 3,500

**H. D. FIELDS**  
102 M. Regalade St., Jacksonville, Texas

## LIBERAL REWARD FOR WHEREABOUTS OF MAURIN H. STRIEGEL

known as "Mike." Last address given—  
425 S. Wright St., Columbus 40, Ohio.  
Please notify: Bonney Bros., Oldsmobile,  
103 N. Green St., Huntsville, Alabama,  
or Phone 111, collect.

## BASEBALL BATTING PRACTICE GAME \$1,200.00

2 Pitching Machines, Aluminum Frame-  
work. Net for Baseball 34x50 ft. Home  
lotion size rubber ball. Sets, backstops.  
Complete, ready for fair or permanent  
location. ALSO NEW PITCHING MA-  
CHINES SOLD SEPARATELY.

J. S. MURDAR  
16285 Wornard Detroit 17, Mich.

## United Exposition Shows WANT

Ride Help that drive. One Night wants  
Half and Half and any other side show  
location. Grand Store Agents, come on,  
holders' pay day. Address: Belleville,  
Illinois (Fairgrounds), this week.

**Morris Hannum Shows**  
One of the Great Eastern Shows

Featuring Sensational JIMMY SHAFFER'S High Pole Act  
Want Shows. Will place any non-conflicting Shows with own equipment. Real  
preposition for Side Show, Sam Winkles, telephons.

CONCESSIONS: Hot Photos, Ball Game, Hunky Punks of all kinds.  
HELP: Wheel and Chairplane Foremen and Help on all other Rides, come on.  
Will place you. Good wages, long season. All replies to

**MORRIS HANNUM**  
Pena Harris Hotel, Harrisburg, Pa.

**N. Y. GAIETY SHOWS**  
OPENING MAY 10—TWO SATURDAYS, ONE SUNDAY. THACA, N. Y., FOLLOWING  
WEEK. SESQUICENTENNIAL AT BATAVIA, N. Y.

Want Tilt, Octopus, Want Foreman to  
operate brand new Kiddie Auto. Help  
on Merry, Chairplane Wheel, Sky-  
lighter. Prefer men who drive. Want  
Concessions of all kinds. Want Side  
Show, Girl Show, Wild Life, Mechag  
local. Will furnish tops. All our cele-  
brations have parades, fireworks.

**HELP WANTED**  
Bingo Caller, Bingo Counterman, Con-  
cession Help who can drive.  
Phone, write to  
**ANGELO DESIDERIO**  
59 Coakley Ave., Rochester, N. Y.  
Phone Glenwood 3184W  
write  
**Anthony Santillo, 106 Madison St., East Rochester, N. Y.**

**GARDEN STATE RIDES**  
LOWER PROV.

Annual Fair, Lower Prov. Val. Fire Dept. Want for Penna's First Spring Fair, Collee-  
ville, Pa.—12 Big Rides, May 21-23. Two Kid Dares, Fireworks May 20. Entertainment  
Nightly, Exhibits, Free Oats, Free Parking  
Can plane Custard, Aze and Snaps, Sewell and Ballons, Hots, Demonstrators and  
Pitons, H. S. Barber, Dick, Guy, Greyhound, Hoop-La, Huckle Buck, Cake Bottles,  
Cigarette, Pitch, Ballroom Pitch, Floss, Candy, Hunky Punks of all kinds, Jewels, Buckets  
Kick Rides, Over Tilt, etc. What have you? RIDES—Want Merry-Go-Round,  
Octopus, Kattalane and Tilt. This is a real ride spot. Mort Iron, contact. SHOWS—  
Want Monkey Spectator, Hairywood Wild Life, Grand Award of all kinds. WANT  
RIDE HELP—First and Second Men for Wheel, Foreman for Chairplane. Best drivers  
preferred. Sixtieth Anniversary celebration to follow. All postal.

**R. H. MINER** 1st Chamber St., Philadelphia, N. J. Phone 5-5666.

**A.M.P. SHOWS**  
Suggery

CONCESSIONS: Hunky Punks of all kinds, Photos, Jewelry, Buckets, Hitters and  
others not conflicting. SHOWS: Themes, acknowledge this ad. Side Show, Girl Show  
and Animal Show. HELP: Foreman for Merry-Go-Round and Chairplane. Second Men  
on all rides. Man to handle Kiddie Rides.

All replies to **A. M. PODSOSINSKI**  
This week Buchanan, Va.; next week, Christiansburg, Va.

**HARRISON GREATER SHOWS**  
WANT FOR SOLDIERS' PAY DAY, EDENTON, N. C., FOLLOWED BY  
BIG MARINE PAY DAY, NEW BERN, N. C.

Can place Slum Concessions of all kinds. Want Floorcoverings, Apples, Floss, French  
Fries. A few choice Concessions open. Want Octopus Foreman of once. Ray Hudson,  
answer Jack Lance, get in touch. Eddie Young and Lish no longer with this show.

All mail and wires this week to  
**FRANK HARRISON, Edenton, N. C.**

**INTERSTATE SHOWS WANT**

SEDMOS: Will book organized Minner's Shows with 12 to 14 people. Good opening for  
Merchandise, Wild Rides, Fall Game House, Fun House or any worthwhile Grand Shows.  
RIDE HELP: Want Foreman for Merry-Go-Round, Ringo-Plane, Man to handle four  
Kick Rides, section Men on all rides. HELP: Want Man to handle front marquee and  
sell tickets. Want Electrician and Mechanic with tools (Richard North, get in touch  
with M. B. Ronald). CONCESSIONS: Want Hunky Punks of all kinds, Ball Games,  
Water Games, High Striker, Jewelry, Novelties, Aze and Snaps, French Custard, Rose  
Candy, French Fries, Will book Halls, Buckets, Six Cans. Want Agents for Red Hots,  
Slum Sales. Will give suitable man head of store. All replies to M. B. Rosen, Moo-  
lingston, Tenn., this week.

**JOHN FRANCIS SHOWS**

Opening Friday, May 7, Metropolis, Illinois, for 18 days in the heart of the city. Then  
five weeks in Atlantic beach plant vicinity.  
Can place a few good, clean Concessions. Can also place raffle, sober Ride Hots.  
Palm Celebrations and Street Fairs in Kentucky and Tennessee have some open time.  
Address John Francis, Mgr., Metropolis, Ill., May 1-10

**WANT TO BUY  
MERRY-GO-ROUND  
KIDDIE RIDES**

Must be in A-1 condition.  
State price, make, year.

**S. ROCK**  
197 Mayflower Drive  
Rochester, N. Y.  
Phone Hillside 4262

**WANT RIDE HELP**

Foreman and Second Men for Cater-  
pillar, Flying Scooter, Dodgem, Little  
Dipper Rides. Bill Williams, Earl  
Weekly, answer. Wire, Johnny Mor-  
ran. Permanent address.

**World of Pleasure Shows**  
82 Orchard St., Mt. Clemens, Mich.

**WANTED**

**Complete Carnival  
WYOMING STATE FAIR  
DOUGLAS, WYOMING**  
for  
AUGUST 27, 28, 29, 30

**GORDON L. ROUSH**  
Secretary-Manager  
P. O. Box 507

**WANT TO PURCHASE**

An Illusion Show such as Girl in  
Spider Web or any other interesting  
Walk-Thru Exhibit. Write immedi-  
ately to

**BUDLEY COOPER**  
401 Granby St.  
Norfolk, Virginia

**LAST CALL**

Lee Hos wants sober, reliable Count and  
Peak Store Agents. Opening May 1 down-  
town Indianapolis, Indiana. Capital City  
Amusement, Pat Stanley, Eddie Kirk-  
land, reply or come. "Red"  
Muddy, contact at once. Also Hunky  
Punk, reply at once. Hunky Punks, contact  
me by wire c/o Western Union.

**LEE HOS**  
c/o Western Union Indianapolis, Ind.

**ROYAL MIDWAY SHOWS**

Opening 6:30 May 5, Defiance, Ohio.  
Stock Concessions all kinds, X on Photo,  
Jewelry and Lead Gallery, Girl Show  
with 4 of without equipment. We have  
tent, Ride Help—First and Second Men,  
contact Bud Breckman.

**RONIE HARRIS**  
General Delivery Defiance, Ohio

# Atlanta, Ga., Gives Rogers Good Turnouts

ATLANTA, April 28.—Rogers Bros' Circus, playing here under Jaycee auspices, did big business at both its matinee and evening performances. Afternoon show went off before nearly a full house while the night crowd filled around three-quarters of the seats.

Griffin, Ga., played Monday (21), was just as good with the top half for the afternoon performance and just missing a full house at night. A heavy advance sale at Thomaston, Ga., played Thursday (17), brought out a half filled tent for the afternoon but the night crowd topped this considerably.

# Flushing Kiddie Spot Biz Up 20% Over Holiday Week

FLUSHING, N. Y., April 26.—Easter vacation produced good reports for Kiddie Park, Inc., here, reports Albert M. Seymann, secretary-treasurer, who with Frank Sadowski, president, operates the park. Seymann and Sadowski, who are optimistic over prospects for the season, believe that good weather, new attractions and the mailing of advertising circulars were responsible for the good business.

The spot reopened April 1 after reconditioning of equipment and the addition of coin-operated midgemot movies. Humpty Dumpty scale, a Thunderbolt mechanical horse and a live pony track on a concession basis. All of these features have netted good returns, said Seymann, who believes that installation of mechanical timers on rides is responsible for the 20 per cent increase in business shown to date. The timers eliminate the need of counting revolutions of each ride.

Park line-up includes boats, Merry-Go-Round, Ferris Wheel, Whip, Train, Rocket, pony buggy, Fire Engine and Chairplane.

# Map Midway Plans For Ind. Festival

NORTH WEBSTER, Ind., April 26.—Seven Gooding Amusement Company rides and about 25 concessions plus shows are slated as features of the eighth annual Mermaid Festival here, June 24-25, which heralds the Indiana summer resort season. Preceding the festival will be the annual Mermaid Ball, June 21.

Sponsored by the local Lions and Lady Lions clubs, the 1951 event drew an estimated 50,000 people to North Webster, and sponsors expect and equally big turnout this year. Last year more than 35 theaters, schools, Chambers of Commerce, sororities and clubs co-operated in selecting contestants for the festival's "Queen of the Lakes" beauty contest.

# Brownstown, Ind., Adds Eat Stands

BROWNSTOWN, Ind., April 26.—Patrons at the Jackson County Free Fair this year will find more food available on the grounds since the construction of two new eat stands, each 30 by 85 feet. Richard Elliott, secretary, announced. Other new buildings include a 50 by 100-foot cattle barn, and plans are to construct a new horse barn in time for the August 3-9 fair.

Lucky Lott thrill show in for one night performance and two afternoons of harness racing will be the featured grandstand attraction. Special events scheduled are a tractor pulling contest and a ladies' dress revue.

# Arlington, Neb., Heats Dance Hall

ARLINGTON, Neb., April 26.—Washington County Fair here has completely winterized its dance pavilion to get year-around revenue. A new gas heating system has been installed, according to H. C. McClellan, secretary.

Plans for the August 28-30 fair will feature 4-H achievements with a local amateur contest set for Saturday night.

# Gainesville Org Bows May 7; Sets Five Outside Dates

GAINESVILLE, Tex., April 26.—Gainesville Community Circus is set to open its 1952 season with four performances here May 7 thru 9. There will be three night shows and a Thursday matinee. A parade is scheduled for Wednesday at 4 p.m.

The show will exhibit under its 110-foot big top with three 50-foot middle pieces and will introduce a three-lion act worked by David Hoover this year.

A total of 107 delegates to the annual Circus Fans Association convention has been registered, the convention to be held the three days of the circus engagement here.

The convention will have a special showing of "The Greatest Show on Earth," during the three-day program. There will be an annual banquet, Koo Koo Club meeting, a chuck wagon feed and the delegates will attend the Circus Queen's coronation ball.

The Gainesville circus has the following out of town Texas dates already booked: Irving, May 15 and 16 for Kiwanis club; Dallas, May 30-31 for Disabled Veterans at Fair Park arena, and the following week June 5-7, four performances will be given in the same location for the 24,000 employees of Chance-Vought Aviation Corporation and their families.

Three other engagements will be in June and July.

The fans association convention already is assured of being the second largest in the history of the organization. The Antoinette Concello Tent in Gainesville now has 23 members.

# Saskatoon, Sask., Sets Parade Plans

SASKATOON, Sask., April 26.—The Saskatoon Travellers' Day Parade Association has decided that entries in its exhibition week parade must be either floats or fully decorated vehicles.

Actions similar to that taken by Calgary Stampeders officials is felt necessary in fairness to firms who spend time and money on entries that are a credit to the parade.

Aim of the Saskatoon organization is to eliminate vehicles with only "a couple of pieces of crepe paper strung across them as a decoration." Entries will be checked before the parade starts and those not considered fully decorated will be barred.

Parade this year will have 10 bands.

# Wetaskiwin, Alta., Mulls Plant Plans

WETASKIWIN, Alta., April 26.—Future development of the fairgrounds has been under discussion by the Wetaskiwin Agricultural Society, the board of trade, the recreation commission, school board, Reserve Army, Canadian Legion and Kiwanis and Gismen clubs.

Plans include the grouping of agricultural society buildings in one corner of the grounds, school buildings in another section, provision of parking space and the setting aside of a site for an arena. Grounds would also have an outdoor theater, picnic area, band shell, enlarged playground, a larger race track and a bigger midway area. The Army plans a drill hall on the grounds.

# Philly Zoo Giraffe Chokes to Death

PHILADELPHIA, April 26.—Jim, the Philadelphia Zoo's giraffe, choked to death recently on his own cud that lodged in the windpipe, an autopsy disclosed. The animal was brought here 14 years ago from Nairobi, East Africa, coming over with a mate who died several years ago.

# Freeport Track To Preem May 3

NEW YORK, April 26.—Jake Kedenburg will open the auto racing season at Freeport, L. I., Municipal Stadium next Saturday night, May 3. Non-Ford stock racing, introduced last year, again will be featured. It is also planned to present motorcycle races later in the season.

# DOG SHOWS

**Arkansas**  
Fort Smith—May 19. Moss & Mulvey, Greensboro, N. C.  
Little Rock—May 6. Mrs. J. Plant, 1025 Skyline Drive.

**California**  
Sacramento—May 11. Margaret Zandovich, Santa Cruz.  
Santa Cruz—May 4. Mrs. R. Schrandt, San Francisco.  
Santa Monica—May 17-18. D. Wright, 220 Los Angeles St., Hollywood.  
Van Nuys—May 11. Mrs. G. Orenberg, Camarillo, Calif.

**Connecticut**  
Willimantic—May 11. Neill Simmons, Newport, R. I.

**Illinois**  
Peoria—May 25. Bow Org. Detroit.

**Iowa**  
Cedar Rapids—May 3. Emma Montross, 2621 Wilson Ave., S. W.  
One Mohegan—May 4. Mrs. O. Wilson, 2001 Webster Blvd.  
Ottumwa—May 2. Emily Hunt, 1805 S. Market St., Ottumwa, Ia.

**Kansas**  
Topeka—May 18. Mrs. M. Hoover, 1001 Kansas Ave.

**Kentucky**  
Lexington—May 4.—Moss & Mulvey, Greensboro, N. C.  
Louisville—May 10. M. L. Sharpley, c/o Louisville Times.

**Massachusetts**  
Boston—May 1. R. Wasonoff, Scituate, Mass.  
Dorham—May 31. Foley, 2000 Ranstead St., Philadelphia.  
Springfield—May 10. Foley, 2000 Ranstead St., Philadelphia.

**Minnesota**  
Benton Harbor—May 4.—Bow Org. Detroit.  
Minneapolis—May 4.—Barbara Braler, 633 Court House.  
St. Paul—May 3. E. Tollerud, Minneapolis.

**New Jersey**  
Madison—May 21. Foley, 2000 Ranstead St., Philadelphia.  
Patuxent—May 21. Foley, 2000 Ranstead St., Philadelphia.  
Spartanburg—May 21. Foley, 2000 Ranstead St., Philadelphia.

**New York**  
Garden City, L. I.—May 17. Foley, 2000 Ranstead St., Philadelphia.  
Watkinsburg, L. I.—May 18. Foley, 2000 Ranstead St., Philadelphia.

**Ohio**  
Canton—May 31. Bow Org. Detroit.  
Lima—May 11. Bow Org. Detroit.

**Pennsylvania**  
Lancaster—May 11. D. Epler, Box 37, Columbia, Pa.  
Pittsburgh—May 17. Foley, 2000 Ranstead St., Philadelphia.

**Rhode Island**  
Cranston—May 4. Foley, 2000 Ranstead St., Philadelphia.

**Tennessee**  
Jackson—May 4. Cecil May, Nibest, Miss. Memphis—May 4. Mrs. R. Davis, 361 S. Rear St.

**Texas**  
Texarkana—May 4. Moss & Mulvey, Greensboro, N. C.

**Washington**  
Richland—May 3. Mrs. V. Allan.  
Tacoma—May 23.  
Yakima—May 4. Mrs. G. Sutherland, House 8.

**West Virginia**  
Wheeling—May 18. Mrs. J. Musgat, Shadydale, W. Va.

# Oberlin, Kan., Ups Seat Capacity

OBERLIN, Kan., April 26.—Decatur County Fair this year will almost double its grandstand capacity, boosting the number of seats from 1,200 up to 2,000, Ralph J. Brown, secretary, announced.

The expanded seating will be used to good advantage for its attractions which will include two afternoons of hot rod races, one matinee saddle club drill, two evening variety shows and a third night home talent show.

# Hertzberg Collection Gets Fairchild Paintings

SAN ANTONIO, April 26.—Frank Leslie Fairchild has donated a collection of circus paintings to the Harry Hertzberg circus collection at the San Antonio Public Library. Fairchild is president of the Sprague Meter Company, Bridgeport, Conn. He presented a group of 16 paintings which cover everything pertaining to the big top. These include the show boss, clown alley, the Side Shows, the cat trainer, the acrobats and the circus' back-grounds. Outstanding among the groups of paintings are three clowns, Lou Jacobs, Felix Adler and Emmett Kelly.

# St. James, Minn., Sets Old-Time Theme

ST. JAMES, Minn., April 26.—Washington County Fair in commemoration of its 75th year, this year has adopted old time features, including barbershop quartets, square dancing, horse racing and a Diamond Lid stunt, according to Hubert Ranson, secretary. Grandstand attractions have been contracted with a thought toward old times.

# Irene Ringling Weds Food Exec

PELHAM, N. Y., April 26.—Irene Ringling, widow of Robert Ringling, and vice-president of Ringling Bros. and Barnum & Bailey Circus, and R. C. Bon Seigneur, Evansville, Ind., wholesale food executive, were married here Sunday (20).

The two were expected to return to Evansville, next week, where Bon Seigneur is vice-president and general manager of Hestmer, Inc., wholesale foods concern.

# Int. Revenue Dept. To Sell Niermann Personal Property

DAYTON, O., April 26.—To satisfy, in part at least, U. S. income tax liens totaling approximately \$650,000, real estate owned by Gerald T. Niermann, president of the Lakeside Park here will be sold in May.

William Boese, of the Dayton office of the U. S. Internal Revenue Bureau, said Niermann's home at 3372 Home Avenue across from Lakeside Park, will be sold May 6.

On May 7, 8, 9 and 13, other properties, including four lots on Lakeview Avenue, one improved with a house, and a lot on Home Avenue, will be sold. Bayview Lodge, on Lake St. Marys, about 15 miles south of Celina, has been seized and is set for sale May 27.

The lodge consists of 42 acres of land, on which are located a clubhouse and nine cottages. Harry Moonach had made an offer three weeks ago to buy it and has been operating it during that time under a \$5,000 deposit. He later withdrew his offer and the lodge was closed by federal agents.

Niermann also faces an indictment charging him with failure to pay approximately \$75,000 in back income taxes.

# Geauga Preps Launch, Ride

GEAUGA LAKE, O., April 26.—A new launch with capacity of 75 to 80 people and Fly-O-Plane are the principal additions. Patrons will see at Geauga Lake Park when the spot opens for week-end operations Sunday (27). Daily operation, except Mondays, starts Decoration Day. Other additions are new Coaster cars, supplied by National Amusement Company, and cars for the Loop-O-Plane.

Missing this year, said Charles W. Schreyer, Park executive, will be the bowling alley and roller rink, housed in the former dance hall, which were destroyed by the \$100,000 fire Wednesday (9). The latter, however, is expected to be replaced this season. Officials plan to replace the bowling alleys later. The park also is re-doing all fronts.

Officials predict a good season, basing their belief on generally good business conditions and an increased number of picnic bookings.

No free acts are used at the park, but fireworks will be offered on Decoration Day, July 4 and Labor Day. Prices will be kept at last year's scale.

# Plan 100G M-G-R For Brooklyn Spot

NEW YORK, April 26.—A new Merry-Go-Round, housed in its own special structure at a total cost of about \$100,000, is being planned for Prospect Park, Brooklyn. The unit will replace one that burned.

New building will be octagonal, constructed of brick and have a slate roof and cupola. It will be located adjacent to the zoo.

# Williams Grove Draws 26,000

MECHANICSBURG, Pa., April 26.—An estimated 26,000 attendees at the initial big car auto race at Williams Grove Speedway here last Sunday (2).

Tommy Hannershitz, Reading, Pa., won the feature.

# Okla. Okay For Hagen Despite Rain

STILLWATER, Okla., April 26.—Hagen Bros' Circus continued to buck rains in Oklahoma this week but despite the inclement weather, was doing good business in most spots. Matinee here Tuesday (22) went off before the show flow crowd with the night show drawing a good three-quarter house. Lot was a sea of mud due to several days of rain prior to the org's appearance here.

Week-end business in Oklahoma City, where four performances were given, brought out strong afternoon crowds but weak night attendance. Rain on both days hurt.

# Biller Sold To Sturmaks

NEW YORK, April 26.—The bankrupt Biller Bros' Circus was sold at auction for \$5,000 at the United States Court House, Foley Square, here Thursday (24). Former owners, including Hy and Arthur Sturmaks, reportedly acquired the property.

# Imports Electric Eels for Exhibit

NEW YORK, April 26.—Henry Friedman arrived here last week with an exhibit of electric eels which he has been showing for the past two years in Brazil and other South American countries. Friedman said that he intended to exhibit the creatures, which he caught himself in the Amazon basin, at fairs and other events in this country.

Animals demonstrate their electrical potency by lighting fluorescent tubing and incandescent bulbs, ringing electrical bells, etc. Friedman originally went to South America to set up extensive coin machine operations.

# Howe's Business Continues Slow

HOPKINSVILLE, Ky., April 26.—Howe's Famous Hippodrome Circus continued its run of tough luck here Thursday (17) with the big top about one-third full for the matinee and less than 400 patrons out for the night show.

Springfield, Tenn., played the previous day brought out a half house in the afternoon with the night performance viewed by a crowd that filled the stands about 75 per cent.

# Tenn. Rain Hurts Wallace-Clark Biz

HOHENWALD, Tenn., April 26.—Wallace & Clark Circus ran into considerable rain here Wednesday (23) cutting deeply into both matinee and evening performances. Big top was about a quarter filled for both shows.

Business at Hot Springs Friday and Saturday (18-19) was just the opposite with nearly full houses at all stands. The Saturday matinee brought out youngsters in droves to overflow the tent.

# Columbus, O., Okay for Mills

COLUMBUS, O., April 26.—Mills Bros' Circus, despite rain here Wednesday (23), did big business at both performances. Matinee pulled almost a full house with a half house at night. Heavy advance, promoted by the Rainbow Division Veterans organization, helped to stimulate interest.

# Hayfork, Calif., Adds Day, Will Run 3 Days

HAYFORK, Calif., April 26.—The Trinity County Fair will run for three instead of the usual two days, with the board of supervisors selecting August 22-24 for the event. J. B. Berry, secretary-manager, announced.

The supervisors also approved a premium list of \$17,637 and \$193 for special prizes as recommended by Berry.





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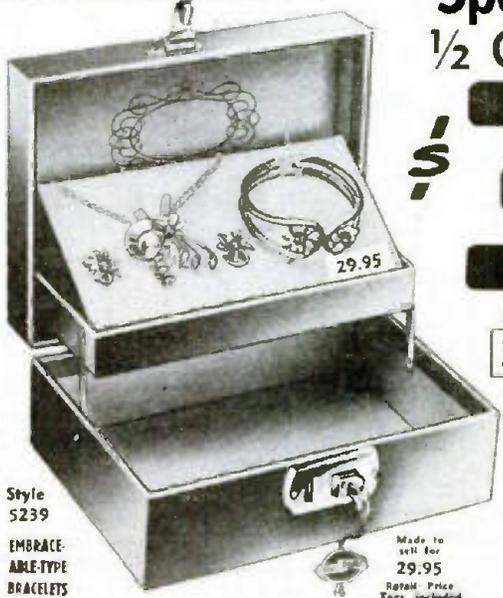
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# Merchandise Topics

## New York

Sark Sales Company announces that it has taken over exclusive manufacture and distribution of Sark, popular cross-word card game. The game, according to firm officials, has established tremendous appeal, despite limited promotion, as a party game in which any number of persons may play, or as a solitary game. Each set, containing deck of cards and score pad, retails for \$1. . . . Shorbert Manufacturing

Company reports that its "Fashion First" line of costume jewelry for premium, gift and prize users, ranging in price from \$12 to \$48 per dozen, is of advanced 1952 styling. Each item comes in gift boxes.

Sparkling pin and earring sets are offered the trade by Jack Roseman Company at \$12 per dozen boxed. . . . Rivoli Scarf & Novelty Company offers gift and souvenir users novelty scarfs with a variety of themes. They are priced to retail at \$1 to \$2.

Key chain novelties in the form of plastic miniatures of a loving cup, Holy Bible and Big Squirt—a water novelty, are being pushed by Plastic Processes. The items are small enough to be vendied, the firm states.

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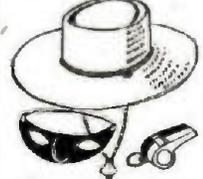
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20 inch Spread Eaten Parasol, 6.50  
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Picture of the pattern & Button, 2.50



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## Chicago

Nesco, Inc., has introduced its new circus lunch box, bearing pictures of clowns, acrobats, wild animals, etc., in four colors on the item's exterior. According to the firm, the item is popular both with adults and moppets. The all-welded box contains a separate tray. The box measures 8 3/4 by 5 1/4 by 4 1/2 inches. . . . The new Haddon Products clock, Golden Anniversary, is being pushed by the firm as an ideal item for premium users. The product features completely electric operation, a new accurate time-telling principle which allows for an operal and lack of moving parts. 24K gold plate finish, and synchronous oscillating action of the pendulum. . . . Miniature charm knives are offered the trade by N. Shure Company at \$10.50 per gross. The items come with highly polished blade and brass-lined pearl effect celluloid handle with shackle.

Bonnie Chamberlain. Clowns work the wedding gag and after another bull number they return with a clown band. The bulls at this spot include two worked in the center by Logan and two pony and elephant combinations handled by Isla Miller and Flo McIntosh. Scheduled but omitted here in the same display are dog acts worked by Mary Thorn and Tommy Bentley.

**Menage Shows Off**  
The menage acts show off the K-M horses in numbers. Riders are Flo McIntosh, Grace McIntosh, Isla Miller, Barbara June, Friglitendahl, Mary Ann Evelyn, Rossi, Tommy Bentley, Harry Rooks and Shirley Logan.

Eddie Murrillo has a new partner, Peter, for his comedy casting act, and they follow the same routines for the same good results. Comedy is effective and act wins endorsement of the audience.

By the time Liberty horses came on at Commerce, the ground was too muddy for normal presentation of acts. Harry Rooks and a Palomino act had firm ground, but Eddie Murrillo's black and white horses were worked with difficulty in the mud. Similarly, the Florence Trio, wire, had some rigging trouble because of soft ground, but they carried out the act okay. Clowns, including Horace Laird, Frank Cain, Shorty and Mrs. Sylvester and Bill Bailey as well as Griffin, make a final appearance. Seven girls work the ladder number, and the concert announcement is repeated. Tommy Bentley is scheduled to make a slide for life at this point, but the turn was omitted at the Commerce matinee.

The finale is the big elephant number climaxed by a long-mount. Isla Miller, Shirley Logan and Bonnie Chamberlain usually work this act. However, here on the center ring four-bull act, with Shirley and Fred Logan, appeared. In this and earlier ones, bulls worked with difficulty as tubs sank into the mud.

### Staff

Pete Lindemann handles the equitation director's post and Charles Culbert is announcer while Cabbert and Tom hand come up with a good repertoire of circus music. Staff of the show has been changed in only a few spots this season. Obert Miller is general manager. Co-owners are Kelly and D. R. Miller. Ira Watts is back as superintendent. Ahead are Art Miller, general agent, and Al Lindemann, finance manager. Richard O. Scatterday is national advertising rep. G. O. Day is the auditor. Additional staff personnel includes Fred Logan, elephant; Whitney Thorn, electrician; Pete Smith, big top canvas; Tangle Eye Blue, Side Show canvas; Ed Phasar, ring stock; Dutch Narfski, animal; Raymond McMillan, giraffe; Ed Wright, transportation superintendent; Deacon and Dave McIntosh, mechanics; Charles Washburn, Side Show band; Joe Lewis, Oortla Show; Gene Stevens, concessions; Tam King, pony show; Tex Clayton, pony ride; Larry Carlton, painter; Paul Williams, props; Frank Franco, cookhouse; Laura Shea, wardrobe; Ted Ray, front door; Ira Watts, superintendent of tickets; Mrs. Watts, school department; Dileen Oliver, 24-hour man; Claude Craig, tie set; Mel Lewis, Side Show manager with Pearl Perla, Tall, Van Type magic, and Marge Van Type, award box; Mrs. Edna Stevens, Side Show door; Olla Hill, superintendent of parties; Jack Fulton, water wagon; Tommy Thompson, purchase agent; Gene Nelson, Hubba Vex and John Hernandez, trampoline; Russell Harrison and Herb Ottengrand, trombones; Charles Pournier, baritone; Carl Berggren, bass; John McChethen, drums, and W. A. Stevens, cellophone. Stevens is also mail agent. The show reportedly is short of working men.

## Weather Hits Kelly-Miller

Continued from page 53

Also new is the show's horse and elephant tent. Five cage trucks again are displayed in the Side Show top. A fair crowd was on hand despite the rain. Paris, Tex. (21), was another wet one but both shows were given to fair business.

At Hugo the equipment, still unexposed to mud, shone with newness and paint, and here at Commerce, the show's appearance was still fresh. Roadway line-up of trucks here gave an unusual demonstration of the show's size and appearance. Because of mud, several of the circus's four-wheel trailers were brought on the lot by elephants rather than the usual trucks, and the show took on the appearance of a rail outfit.

### Adds New Gear

Besides the canvas, new equipment this season includes five trucks, four of which replace other vehicles, and an all-new four-wheel wagon for the downtown bally. The latter is pulled by a six-horse hitch. Horses are plumed and wardrobe for the driver is on order. Wagon itself is decorated in the flashy Kelly-Miller motif. The forward third is a cage containing a polar bear. The rear third opens to reveal a refrigerator and deep-freeze unit comprising a Philco de-ice. K-M also retains the wagon used previously for bally and on the lot, and D. R. Miller said he was not yet certain about what bally use, if any, would be made of it this year. In other advertising moves, the elephants will make junkets to an auto agency each noon and the show again is carrying an airplane equipped with loud-speakers for ballying at each stand. The usual large quantities of paper and heralds are being used.

Performance-wise, the show was seen here at a disadvantage. However, the program schedules a hefty helping of elephant acts;

well-populated menage, web and ladder turns; the Murrillo casting act; several numbers of the Kay Colleano Troupe, and acts by the Florenz Trio. Attention has been given to the wardrobe department with good results.

Opening spec shows all the people plus camels, elephants, horses and ponies. Some of the weight props used last season have been eliminated this year.

### Dogs, Monks Open

First display shows riding dogs and monks worked by Mary Thorn, Harry Rooks, Flo McIntosh and Whitey Thorn. In the second slot are Shirley Logan, cloud swing; Mary Carlton, traps; Colleanos (3), balancing ladders; Grace McIntosh, traps, and Evelina Rossi, cloud swing. Then Freddy Logan, elephant superintendent, brings in three elephants for separate rolling globe and plank acts. Clowns follow with their first appearance, led by Producer Billy Griffin.

Jimmy Colleano has the five-ring top to himself for wire work which includes good juggling and dancing on the strand. After a lie-in walkaround by two bulls, pony drills are worked by Harry Rooks, Mary Thorn and Flo McIntosh.

Eight display lists the Skating Carltons (2); Colleanos (4), juggling, and trampoline work by the Murrillos, Frank Cain and Benny Rossi. Clowns repeat, then four elephant acts are worked by Isla Miller, Shirley Logan, Flo McIntosh and Bonnie Chamberlain. Concert announcement brings in a line of riders, led by Don and Hope McLennon, plus Chief Eagleman's Indians.

Dutch Narfski brings the hippo around the track for the 11th stanza. But here at Commerce, the hippo was still aboard a truck on the road. In the web number are Lucille Eagleman, Shirley Logan, Ora Eagleman, Evelina Rossi, Mary Carlton, Winnie Colleano and

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# Pipes for Pitchmen

By BILL BAKER

**KIM HODIAK**, pipes from Cleveland that he'd like to read pipes here from Hank Frederick, foot worker of note, who Hodiak last saw working Sattler's, Buffalo. Hank hails from Allentown, Pa., and Hodiak worked with him when he played New Orleans a few years ago.

"HAD A LONG conversation with Walt Dube, recently," cards Henry H. Varner, from Room 206, Medical Department, Akron City Hospital, "and we can't understand why we don't hear more from the boys working Montreal, Hull and Toronto. Are they so busy that they can't pipe

in once in awhile? How about Doc Fagley, of sharpener note; Slim Tyler and Danny Mahoney? The weather has turned warm and I think I have only a few more weeks left here. My arm seems to be healing fairly well."

**HENRY H. TUMINI** is in Gibsonton, Fla., planning a gas saver device which he plans to work this summer.

**BRYANT MANGUM**, who has been following carnivals and writing sheet for the past 40 years, is confined in the Center for the Blind, Butte, N. C. He says that altho he was blind when he entered the Center six months ago, he now can see a bit as the result of undergoing an operation on his right eye. He says that he'd like to hear from all the showfolk and paper men who know him, including Doc Dale, Robert McLean and W. Y. Rowe. He received gifts recently from Heavy and Clyde Forkner and Mr. DeLesk, circulation manager of the Southern Farmer. He says that he also has received numerous letters from friends during the six months he has been at the Center, where he is being taught to use a typewriter. Rayner Carroll, former clerk at Millbrook Hotel, Fayetteville, N. C., is a fellow student and well known to showfolk, as is Bill Burnette, one of the Center's instructors, Mangum says.

**HARRY HERMAN**, who died at his home in St. Louis April 15, was widely known as a flower pitchman and a familiar figure at conventions all over the country.

**ARNE TERKILDSON** is opening what he terms a County Fair Market, May 10, on Route 51, Lehigh, Pa., close to the Monessen-Chariot Road intersection, with two acres of parking. Terkildson has worked out a prospectus listing at least 15 major classifications, including concessions for pitchmen, wire workers and truck auction men. Operating under a circus tent, the spot will have a kiddie-land and refreshment stands. There also are possibilities for kitchen gadgets, hosiery, trick tools, crockery, glassware, lamps and novelties. Terkildson decided upon the venture after noting the success of the Quakertown Fair, near Philadelphia, which draws 35,000 people on Saturdays and of a fair at Englishtown, L. I., N. Y.

**M. M. WOLFF** strikes a nostalgic mood in the following effusion from his San Diego, Calif., headquarters. "I wonder how many modern pitchmen know what a Baker burner was, how it smoked, how sooty it was and how it helped to draw good tips?" Wolff queries. "Just finished reading Dave Rose's recent pipe about the Detroit bunch in the 1920's. But he didn't mention several high-class men. There was Sam Barrett, topnotch stroppler and paste worker, dispensing his wares in window demonstrations and at the shops. In his field, he had no superior. Also there was Doc Vernell, the Hungarian Kid, who was rated as an ace among red men. And how about Jud Bosworth, who attracted big crowds and sold the famous Mineral Water Salt? And last, but not least, was Oliver Fitzmorris (Harry (Calculator) Williams), who was rated the best single-handed high pitchman in America by those who were in a position to know. It made no difference to him as we affectionately called him, whatever he happened to be working, be it calculators, med or astrology charts. He claimed to know nothing about the last named but how he could sell it. Med or the Jam, it made no difference to him and he worked both with success. He originated his own pitches, putting much time into the most important part of each pitch, the psychological factor, of which he was a master and his delivery was without peer. Few ever left his lip and he sold them 100 per cent. He passed out many, many glass watches at a dn each. I knew about 15 of the people Dave Rose mentioned and I have split time with them. I've been a pitchman since 1901, but times have changed and the good old free and easy days have gone, never to return. Williams was the originator of the modern 'square ten) as you call it, Jam, which he called 'the no heat, anti-black eye jam.'"

# Dressing Room Gossip

Continued from page 55

(Shorty) Adkisson, Lloyd Senter and the writer; participation by entire performing personnel in Indian wardrobe in all rings and on the track, and production of a giant American flag from the big top dome.

Our aerial ballet is enhanced by all new red velvet capes, head-dresses and new web siber wardrobe. The new back door curtains, bright new paint jobs on props and rolling stock and brilliant lighting in the big top and on the midway give the show real flash. In Norman and Oklahoma City, Okla., we had heavy rains and high winds and in El Reno we had a near-cyclone, but crowds turned out to pack the big top in all three stands.

We were visited by Mr. and Mrs. Howard Suesz in Oklahoma City, and Mrs. Suesz's bridge club visited. A special chicken dinner was given in their honor in the cookhouse by Dan Stewart. In Norman, Mrs. Harry Allen's relatives visited, including George and Helen Luttrell, Thurman and Belle Burkett, Bob and Lorene Burkett and Byron, Lloyd and Bonnie Burkett. Jack and Claudine Banta were visited by their family for several days, and Jack and Medea's new baby, Ladana, is a beauty. Other Bantas to visit were their parents, Marjorie Spiva, Dewey and Blanche Banta, Inez Santiago and baby and Medea, in Oklahoma City, Ed Birchall, Lorin Daniels and Jack Morris were clowns for a day with other visitors were Fay Ward, sister of Harry James, and her husband, dramatic showman Jack Stanley; the LaZellis; Mr. and Mrs. Clifton Wilhelm and Mrs. Ova Lewis.—JOHN TOY.

## Rink Wright

Show went on as usual despite the flood waters. Many were turned away April 18-19. On Saturday Mrs. Wright was presented with an orchid, compliments of clown alley. The Wrights were visited by their daughter, son-in-law and grandchildren, Ellery Reynolds visited. Antioch Shrine staged a party between shows on Saturday. The Zucchini, Hubert Castle, Ridolas, Smiley Daly and Chick Yale left for the St. Louis Police Circus and the remainder of the acts went to Duluth, Minn., for the Orrin Davenport Circus. Jackie LeClair is stopping at the Mayo Clinic, Rochester, Minn., for a check-up, due to an old hip injury. Jackie was Cornell Wilde's double in the one-leg hock catch scene in "The Greatest Show on Earth."

Bozo and Mrs. Harrell will be with Kelly-Morris Circus until opening with Tom Packs. Bob White did a good job as equestrian director. Harry Haag has a new wrinkle for presenting a dog act. He is impersonating Marceline, the French clown.—DICK LEWIS.

## Cole Bros.

Show is running off in good time each day and the clown routines many of them new, are getting good hands. Roy Thomas reports that his wife was recently released from a Muscatine, Ia., hospital and would like to hear from friends. Her address is c/o Leonard Curtis, 1323 East Second Street, Muscatine.

Valentine's catcher, Dave Abbott, is suffering a sprained ligament in his knee but is carrying on.—AUSTIN TRULL.

## Ringling-Barnum

Packed houses with the mat-lines filled to the rafters with small fry was a daily occurrence the past week. Weather was on the warm side, in fact so warm that the air-conditioning unit was used in the arena. The 50th annual Bellevue Hospital show was given on Monday morning, with many of the clowns and acts working. Jeannie Sleeter worked the elephant act. Current issue of The New Yorker has come out with an interesting article about Pat Valdo under "Profiles." Conclusion of the story by Robert Lewis Taylor will be in the next issue. Editor and Publisher featured an article about Dick Miller and his photographic accomplishments.

Doc Henderson was a hit on the TV show, "Strike It Rich." Garry Moore rated a good show for his

TV spot when Jeannie Sleeter, Agnes Stewart, the Bakers, Jackie Gerlich, Otto Griebling and Freddie Freeman appeared. Others who have spent considerable time on TV and radio shows were Felix Adler, Emmett Kelly, Ruth White, Count Nicholas, Paul Horompo, Frankie Saluto and Jimmy Armstrong. Ben O. Wilson, again is Mac McCarthy's assistant in the wardrobe department. Jean Carson is in charge of the ladies' wardrobe. Duane Thorpe is assistant to Pat Valdo, replacing Bob Dover who is doing a hitch in the army at Camp Leonard Wood, Mo.

Mickey Freeman drove from the Middle West to visit her husband, Freddie. Paul Wenzel's intricate wire masterpieces are much in evidence in the show, including spec. Former Ringling acrobats, Anzi and Ugo Bogino, visited on their return from a visit to Italy. Genevieve McCarthy and Harold (Tuffy) Genders celebrated their birthdays the past week. Albert White makes the most of his lead spots in spec and finale. Charley Bell and his tiny dogs get a big hand in spec.

Visitors: Harold, Minnie and Allan Alanza; Dr. and Mrs. Ganey; Hilda, Andre and Simone Pinceman; Dr. W. M. Mann, Veronica Lake, Charleton Heston, Lydia Clark, Jackie Bostock, Dolly Copeland's aunt, Mike Bergen, Mike Mallais, Paul Lang, Mac McGuinness, Joan Sharkey, Kathy Kramer and Patty Walsh.—MARY JANE MILLER.

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## Chi Policy on Shuffle Games Discussed by 50 Operators

### Newly Formed Amusement Guild To Ask License for Operations

CHICAGO, April 26.—Fifty Chicago games operators met Monday (21) night in the Hotel Sherman here to mull over adverse developments in the city's policy toward bowling and shuffle games which threatened to close the city entirely to shuffle-type games.

The operators were members of

the newly formed Chicago Amusement Operators' Guild. The meeting was moderated by Charles Schutz, chairman of the Guild's executive committee. The Guild's purpose: To convince the city that it should pass an ordinance permitting and licensing the operation of shuffle games.

Schutz said membership in the Guild had been growing rapidly, but that the group needed many more members to be effective. Schutz said any Chicago coin machine operator could belong. Another meeting of the Guild's executive committee was scheduled for Monday night (28).

Friday, the Guild—thus far functioning more as a committee than an association—received its incorporation papers from the State. The current legal battle over shuffle games began in November, 1950, when a Chicago distributing

company brought suit in Superior Court asking that the city be compelled to license a bowling game under the Windy City's coin-operated amusement games license ordinance. (Chicago prohibits the operation of "bagatelle," "pigeon-hole" and "pinball" games, but permits licensing of "amusement" games which do not come under the scope of the prohibition.)

On January 17, 1951, Superior Court ruled that the bowling game in question was not a "bagatelle" or "pinball" within the meaning of the Chicago ordinance. The city appealed, and the Appellate Court two weeks ago reversed the lower court, agreeing with the city that the bowling game in question was a "pinball" within the meaning of the ordinance.

Meantime, a total of 11 addi-

(Continued on page 92)

## Open New Bally Plant Addition For Govt. Work

CHICAGO, April 26.—Bally Manufacturing Company this week opened an addition to its main plant, designed to increase the firm's defense production facilities.

The addition, said Herb Jones, vice president, gives the firm 5,000 more square feet. Bally's main plant now has 115,000 square feet of manufacturing space, and two smaller plants have a combined area of 30,000 square feet.

All of the additional space, Jones said, will be used for special processing work in connection with one of Bally's government contracts. The addition has been equipped for painting, baking and impregnating operations.

Jones also announced that Bally is now making first shipments on its contract for Navy munitions components. He said the company's Air Force contracts recently were tripled.

Despite the government work, Jones declared Bally is producing its coin machine equipment to the limit of material allocations.

### MORE METAL

## DPA States Decontrol Plans Hold

WASHINGTON, April 26.—Plans for relaxing metals controls, in spite of the recent loss of steel production and the unsettled steel labor situation, are going ahead, it was announced by Defense Production Chief Fleischman this week.

Loss of about 800,000 tons of various metals due to mill shut-downs in preparation for the scheduled steel strike represents only some 3 to 4 per cent of a quarter's output. The negligible loss will not affect softened controls, it was stressed.

Fleischman declared that controls on steel and aluminum will be "substantially relaxed" about the end of this year. However, he predicted no relaxation of controls on copper.

He said that DPA would issue a formal announcement in two or three weeks outlining the method to be used in relaxing controls on steel and aluminum.

## 37,803 FOREIGN COINS NET \$1,712

NEW YORK, April 26.—Some 37,803 foreign coins from 29 different countries found in its purses from January 1, 1948 to December 31, 1951 were sold by the Board of Transportation for \$1,712.52. The purchaser, William Holtzman & Company, has guaranteed that the coins will be sold only to persons or collectors who will not use them in any devices bearing coin slots.

Sale makes a new departure. In the past, the foreign coins were disposed of by dumping them at sea.

## Juke Damage Rises As Big Mo. Floods

CHICAGO, April 26.—The pounding Missouri River—on its annual spring rampage—caused thousands of dollars damage to the juke box industry thru loss of equipment and play.

The toll, reports indicated, would continue to mount before the record flood crest empties into the Mississippi River. At the week's end the raging river had safely coursed past Kansas City where emergency manned and reinforced dikes protected that city.

Above and below Kansas City the river broke over its banks to inundate whole towns and agricultural areas. Roads were blocked, transportation was at a virtual standstill in some areas and disaster measures were in effect.

Operators and distributors in the five-State area of South Dakota, Nebraska, Iowa, Kansas and Missouri have been hit hardest so far. However, a cresting Mississippi already has caused some damage in Minnesota and Wisconsin and was expected to cause additional damage in Iowa and Illinois.

In addition to damage to equipment, the juke box industry was heavily hit thru loss of play. Many cities and towns were completely evacuated and in others people remained at home to protect their belongings.

A typical example of equipment damage was reported by Mike Imig of Yankton, S. D., former president of the South Dakota Phonograph Operators' Association and one of the largest operators in the State. He reported

## J. H. Keeney Hosts 75 Ops At Open House

CHICAGO, April 26.—J. H. Keeney & Company played host to over 75 operators and distributors during its four-day plant open-house this week (21-24). Paul Huebsch, sales manager, reported that while major visitor interest centered on the vending machine line (cigarette, candy and sandwich units) and new cigarette penny inserter due to the influx of cigarette operators attending the National Association of Tobacco Distributors convention, lively interest also was evidenced in the firm's shuffle games.

Shuffle equipment on display in Keeney's showroom included the newly revived 4-way Bowler Conversion, Super Deluxe 4-Player League Bowler and the 8-Player League Bowler.

Prior to the open-house, production on the six and four player models had been increased to fill continuing orders, Huebsch stated.

that Harold Scott of Moberge, S. D., also an official of the association, and Gordon Stout at Pierre, S. D., suffered some loss of machines. In the Omaha area, Imig said, he understood that all machines had been moved from Council Bluffs, one of the hardest hit towns. He said one operator had just installed more than 100 machines in an amusement park and all of these had to be removed to safer ground.

Sioux City, Ia.; Leavenworth, Kan., and innumerable other towns up and down the Missouri reported much the same story. Imig said that at one point boats were operating on Highway 50 which connects Yankton to Sioux City.

### NEW QUARTERLY PLAN

## NPA Order Relaxes Metal Buying Policy

WASHINGTON, April 26.—A new National Production Authority order issued this week allows buyers of controlled materials to obtain delivery of an entire quarterly supply in the last month. Under the old directions buyers who could not place orders during the first two months of any quarter of the year were prohibited from asking delivery of the entire allotment the last month.

NPA emphasized that the regulation still stands which prohibits placement of orders for more than 40 per cent of controlled materials during each of the first two months of any quarter. It was pointed out that persons who ordered less than 60 per cent of the controlled material the first two months would be helped by the latest regulation.

Elimination of structural steel controls as soon as possible was recommended by the Structural

## MGR Ads New Factory

PHILADELPHIA, April 26.—Merry-Go-Round Sales Company has taken over a two-story building here to be used exclusively for the manufacture of its Lun-A-Ride, which will have its initial showing in New York next week, President Sam Kohn announces. New factory will include a foundry, machine shop, paint shop and assembly line. Kohn said. Firm's coin operated horse, Thunderbolt, will continue to be manufactured in the company's present quarters.

## BILLBOARD ADS PULL FOREIGN OPS TO CHICAGO

CHICAGO, April 26.—Al Stern, head of World-Wide Distributors, reported this week that the firm has had a considerable influx of visitors from out-of-State and one each from Sweden and India.

Both overseas visitors, Stern said, were large-scale operators and were attracted to World-Wide by the firm's advertisements in The Billboard. They are in this country to buy new and late model used equipment.

Language proved no barrier, according to Stern, as both were able to speak English. The advertisement's picture of World Wide's building proved to be the particular drawing point, he added.

Stern also reported that brisk sales of used equipment indicates that buying for summer resort locations now has started.

## Lun-A-Ride First Showing Slated for N. Y.

NEW YORK, April 26.—Premier showing of the much advertised and long awaited Lun-A-Ride Rocket Patrol, manufactured by the Merry-Go-Round Sales Company, Philadelphia, will be held at Conat Sales Company Inc., here all next week. A completely new unit, the ride is designed for location placement.

Sam Koen, president of Merry-Go-Round Sales and Nat Cohn, head of Conat, will fill dual roles as hosts. In addition, all other top execs of both companies will be on hand to greet visitors. Included are expected to be all area distributors.

Refreshments will be served on one day, Thursday, May 1, from 11 a.m. until 3 p.m.

Steel Fabricators Industry Advisory Committee at a meeting with NPA this week. Committee members cited "a rapidly improving supply-demand situation," along with a decrease in order backlogs.

## Truck Strike Hits Milwaukee Coin Activities

MILWAUKEE, April 26.—A strike of 2,000 AFL truck drivers here had put a definite crimp in the business activities of vending games and juke box operators and distributors this week.

The strikers were patrolling the highways in an effort to enforce a complete blockade, virtually shutting down the movement of all equipment. The strike was begun April 16.

Sam London, of the S. L. London Music Company, Inc. Seeburg distributors, said he had a large shipment of used juke boxes slated for export which he was unable to move to a rail depot until he had obtained union permission to haul the machines in his own truck.

### Uses Own Truck

Richard Manhardt, of the Vic Manhardt Company, Inc. distributors of the Evans line, said he was forced to drive to Chicago to obtain some amusement games. He, too, said he was forced to get union permission for the trip.

Manhardt said he talked to several operators who were unable to get games they had ordered and that both distributors and operators were not getting parts. For example, he said it was necessary to get hubs for juke boxes and games via parcel post.

The strike revolves around union disagreement with a wage decision by the Wage Stabilization Board which boosted pay for the drivers but cut in half a pay hike awarded previously by an arbitrator.

## Morris Novelty New Gottlieb Distributor

ST. LOUIS, April 26.—The appointment of Ben Axelrod as manager of new and used coin machine sales at Morris Novelty Company, Inc. (The Billboard, April 26) brings to Morris the D. Gottlieb distributorship which has been held by Axelrod's Olive Novelty Company for the past 12 years.

The transfer of distributorship was effected at the Gottlieb Chicago headquarters Friday (25) when Morris and Axelrod visited the plant.

Axelrod will assume his new position May 1, when the latest Gottlieb game will be on display in Morris' air conditioned showrooms at 3007 Olive Street.

## Calendar for Coinmen

- April 28—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- April 28—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
- May 3—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.
- May 6—Westchester Operators' Guild, Inc., first annual banquet, Bill Reiber's Restaurant, Elmford, N. Y.
- May 6—Central Association of Music and Coin Machine Operators, bi-monthly meeting, Bellevue Hotel, Kansas City, Mo.
- May 8—Michigan Automatic Phonograph Owners' Association monthly meeting, Macabees Building, Detroit.
- May 8—Phonograph Merchants' Association, monthly meeting, Hollenden 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 Phonograph Operators' Association, monthly meeting. Site to be announced.
- May 13—Automatic Phonograph 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.
- May 26—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
- May 27—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.

## Cole Service Schools Held In Chi, L. A.

CHICAGO, April 26.—Cole Products Corporation announced that starting this week special service schools would be conducted in its New York and Los Angeles headquarters. Two-hour instruction periods, for operators and their servicemen, will be held each Tuesday and Thursday starting at 8 p.m.

Richard Cole, vice-president, stated that a field engineer had been assigned to conduct the classes in each city. New York classes will be held at 11 W. 42d Street, the division sales office under George Grubert. Los Angeles classes will be conducted at 2251 W. Pico Boulevard, division office under Albert Silberman.

Cole also announced executive and sales personnel appointments. Stanley S. Gaines, formerly division manager in Chicago, was named assistant to the vice-president. He also will be in charge of public relations. Clifford A. Connor was appointed divisional sales manager in Denver, covering Colorado, Utah, Wyoming, New Mexico, Western Nebraska and Western Kansas.

New district managers are Albert Conn, Chicago, and Harold A. Norris, New Orleans.

The 30-day free test of its Cole-Spa vender was being continued, Cole said.

## DIME BARS WIN CANADIAN OKAY

OTTAWA, April 26.—Increased production of dime candy bars and general confections over the dime price during the past year was reported by the Canadian government.

The former major market items, in the form of nickel and 7-cent bars, have lost favor to the higher price goods, it was stated. Quoting output for the last two years, officials pointed out that while 29,690,524 dozen solid 5 and 7-cent chocolate bars were produced in 1950, only 11,526,377 were marketed last year. Also, while 30,902,402 dozen 5 and 7-cent chocolate-coated bars were made in 1950, this price item dwindled to 17,139,775 dozen in 1951.

Carrying on the price line comparison, it was revealed that 1950 production of dime chocolate bars was 3,105,064 dozen, which was increased to 7,547,390 dozen bars in 1951.

## Re-Skied Joint Wis. Cig Ops, NAMA Meet

MILWAUKEE, April 26.—The joint session of the Wisconsin Cigarette Operators' Association and the Badger section of the National Automatic Merchandising Association, originally scheduled for Sunday (26) drew a last-minute cancellation due to inability to obtain program materials.

Plans had been made to conduct a business methods clinic, using visual training materials prepared by NAMA (The Billboard, April 19).

Herb Geiger, an official of the Wisconsin Cigarette Association, notified members that the clinic had been rescheduled for Monday, May 5, at the Wisconsin Hotel. The meeting will start at 1 p.m.

## Cig Machine Output, Delivery Pic Brighter

CHICAGO, April 26.—Five cigarette vender manufacturers exhibiting at the National Association of Tobacco Distributors' convention here this week concurred on the improved production outlook. Barring changes in government policy as announced during the past several weeks, second and third quarter output will be upped successively 25 and possibly 30 per cent over first quarter volume, it was indicated.

Delivery schedules being quoted by the five firms range from 30 and 45 days up to six weeks.

With prices, models, construction and finishes remaining unchanged, the big interest expressed by

price adjustments for cigarette vending machines installed after July 1, 1950. An earlier regulation issued in May, 1951, allowed sellers whose costs had gone up to raise their ceiling prices, to obtain the same percentage mark-up received during the base period. The May, 1951, regulation did not allow price increases, however, for machines placed in a new location after the summer of 1950, which saw a substantial jump in prices of cigarette manufacturers.

The new regulation allows the same price adjustment for machines installed by an operator after July 1, 1950, to bring them in line with the ceilings of similar machines in operation after January 1, 1947, which was set as a cutoff date to prevent dealers with extensive records from obtaining advantage over those with less extensive records. The 1947 date also recognizes the fact that most operators raised their prices to reflect the manufacturer's price increases in 1946.

## NATD Forum: How Can Wholesalers Best Get Into Tobacco Vending?

### Session Hears Charges of "Unfair Competition" From Juke, Game Ops

CHICAGO, April 26.—How wholesalers can get into vending, unfair competition and profit possibilities from newer type vending machines were the principal topics at a comparatively quiet vending machine forum held Tuesday (22) as a feature of the National Association of Tobacco Distributors' convention and exhibit at the Palmer House.

Approximately 150 wholesalers, independent operators, manufacturers' representatives and a sprinkling of suppliers attended the session which was chaired by Charles J. Cooper, Cooper Tobacco Company, Inc., Lancaster, Pa. Cooper is head of NATD's Vending Council (see separate story in this section).

Last year's vending machine forum brought forth some heated discussions of direct-to-location sales of equipment—a question almost completely ignored this year. When Chairman Cooper suggested that the forum discuss the

problem of "illegitimate competition from racketeer elements," it seemed for a time that the meeting might approach last year's session in spirited comment. But when Cooper was asked what the question meant (he read it from a prepared list), he said he could not clarify the meaning.

The forum's general subject was, "How can the wholesale tobacco distributor take advantage of the expanding vending machine market?"

As an introduction, Cooper reported, "A comprehensive analysis and survey made by the NATD established the fact that 16.7 per cent of all cigarettes sold at retail in 1950 were dispensed thru the

(Continued on page 80)

## NATD Council OK's Membership Limit; For Jobbers Only

### Annual Meeting Looks Over Best Ways for Getting Into Vending

CHICAGO, April 26.—Members of the National Association of Tobacco Distributors Vending Council held a breakfast meeting here Tuesday (22) during the association's 20th anniversary convention and decided to continue to limit membership in NATD's vending division to tobacco wholesalers who operate tobacco vending machines.

The breakfast meeting, as well as the open vending machine forum which followed, was chaired by Charles J. Cooper, Cooper Tobacco Company, Lancaster, Pa.

Cooper introduced the subject

of membership in NATD's vending division by pointing out that "we have not thus far accepted members in the division who only operate and are not wholesalers." Then Cooper asked, "Is this a sound policy?"

Pro and Con

One member of the council suggested that independent operating companies might be considered for membership for two reasons: (1) The division could use their economic support (dues) and (2) might find their past experience in automatic merchandising valuable.

This suggestion was discounted by a second wholesaler-operator who said independent operators ought not to be considered for membership because "they could use their NATD membership to get on manufacturers' direct lists."

(Editor's Note: NATD formed its vending machine division a year ago in recognition of the importance of automatic merchandising in the distribution of tobacco products. Since the division's formation, a number of articles have speculated on how NATD activities would dovetail with, or run counter to, the activities of the National Automatic Merchandising Association. Many companies are members of both NATD and NAMA. The council's decision to limit membership at least for the coming year makes the position of both associations clearer.)

Cooper summed up the opinion of the majority of the council that NATD "is not an association of vendors; this group is formed

(Continued on page 80)

## Set St. Louis NABV Meeting

CHICAGO, April 26.—National Association of Bulk Vendors announced this week that a regional meeting has been set for May 25 in St. Louis. It will be held in the Statler Hotel, starting with brunch at 11:30 a.m.

The meeting is one of a series of NABV regional gatherings set to explore problems and general business procedures for bulk equipment operators this year. Non-members are also invited to attend.

The convention committee for the 1952 NABV convention and exhibit, September 15-16 at the Morrison Hotel, Chicago, is setting up a business program and taking exhibitor applications. Members are Phil Sparacino, chairman, S & S Vending Company, Chicago; Charles Buckman, Buckman Novelty Company; Sterling Douglas, Ball-Gum, Inc., Chicago; Rolfe Leonard, Leaf Gum Company, Chicago; Leonard Quinn, Confection Products Company, and Nathan Rake, Rake Coin Machine, Philadelphia.

## Rudd-Melikian Starts TV Ad Run on Bantam

PHILADELPHIA, April 26.—Rudd-Melikian inaugurated its first television advertising test campaign on WCAU-TV Sunday (20), marking the first time that a coffee vending machine has been advertised on television.

The purpose of the Rudd-Melikian campaign is to broaden the market for the company's newest unit, the Coffee Cub, and to invite direct inquiries from businessmen and small firms in the Philadelphia area. The WCAU-TV test will determine the extent of the company's fall TV advertising in Philadelphia, and set a pattern for what may be a broad national television advertising campaign.

Instead of using spot announcements, a regular program feature has been selected for the test. The program is called "Tomorrow's Weather" and is a five-minute weather round-up to be heard and seen every Sunday night. A mailing to business firms in the Philadelphia area is backing up the show, along with streamers and other point-of-sales display materials.

The Coffee Cub advertised on the television program is being promoted for use in public places or in small firms with traffic of 20 or more persons a day, such as gasoline service stations, offices and small industrial plants.

## SWEET TREAT

### Push-Button Bakery Set For Philly

PHILADELPHIA, April 26.—The largest automatic bread and cake bakery in the world erected for the American Stores Company was opened here this week with a preview showing for business executives and representatives of advertising outlets. Almost completely push-button controlled, the huge plant will be formally dedicated May 7, according to Samuel Gould, assistant to the firm's president.

Built on a 34 acre tract, the bakery is three stories high and contains 280,000 square feet of floor space. Adjoining it in a continuous structure is a one-story warehouse which contains 510,742 square feet of floor space. Included in the facilities are 20 storage silos equipped with an air conveyor system for the transfer of bulk cargo from rail or highway carriers. Each silo has a capacity of 120,000 lbs.

Automatic scales weigh flour and other ingredients and conveyors carry them in proper order. Shortening moves by gravity into mixers and automatic dividers cut up the dough into proper portions. It's virtually entirely automatic via the push-button system with only coin operation missing from the machinery.

## NO SALES TREND

### Eastern Will Exhibit at Food Confab

NEW BEDFORD, Mass., April 26.—Eastern Electric, Inc., manufacturers of the Electro cigarette vender, will exhibit their product at the National Restaurant Association convention to be held the week of May 5 at the Navy Pier, Chicago. Company officials said they believe that it will be the first time that a cigarette machine has been exhibited at the restaurant operators' meeting, or any similar gathering.

President Anthony M. Caruso and J. T. Teahan, vice-president, were emphatic in denying that the planned showing implied a trend toward the sale of Electro units directly to locations. Instead, they said, the move was designed only to stimulate interest of the food handlers in having Electro units in their locations.

It will be made clear to location owners attending the show that Electro is sold only to bona fide operators, Eastern executives said. A register of inquirers will be kept and their names will be furnished to any operator who requests them.

## OPS Sets Price Policy on Cig Vender Ceilings

WASHINGTON, April 26.—Operators of more than one cigarette vending machine have been authorized by the Office of Price Stabilization to use a uniform ceiling price for all machines which had a uniform price during the general freeze period of December 19, 1950, to January 25, 1951. The sales tax is not included.

The authorization became effective April 23 and was designed to correct inequities by allowing

## CANDY VENDERS FOR SINGAPORE?

SINGAPORE, April 26.—Candy venders are on the "want" list of Frazier & Neave, hard candy and toffee manufacturers here.

The firm, located on Siak Street, P. O. Box 1321, states that it is considering marketing its products thru vending machines.

The Right Combination  
for  
More Profits—Steadier Income

# VICTOR

## BABY GRAND & CHICLE TREETTS CHLORO 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 Venders



**Now DELIVERING!**  
Victor's New  
**BABY GRAND CHICLE MACHINE**  
Holds 150 lbs. of Chicle Treetts. Vends 2 for 1¢.  
Chicle Treetts, 45 lbs.—New Chicagoville Chicle  
Chews, 40¢ lb., 210 lbs.—25 lbs. cans.  
No changes or conversion necessary to vend  
Chlorophyll Gum  
Case of 4.....\$37.00—Single.....\$13.45  
**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., 114 Tremont St.  
Boston, Mass.**

**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!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year or \$3  2 years at \$5  3 years at \$6  
Foreign rates upon request. 962

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....



## Coin Operator Donates \$100 At CSCA Meet

HARTFORD, Conn., April 28.—Members of the Connecticut State Coin Association met Thursday (17) at DePasquale's restaurant here.

Joe Daniels, Waterbury, Conn., coin operator, turned over \$1000 he received as an award in settlement of a grievance aired before the CSCA's committee panel to the suburban Newington, Conn., Home for Crippled Children.

Daniels' gesture, described as typical of the high morale prevailing throughout the association, received a standing ovation. However, Daniels warned that "money is not the test of an association's strength" but that it depends on the spirit of the group.

Abe Fish, honorary president of CSCA, said "Daniels' act served to lighten our some 80 members still lighter together."

The association's president, James Tolsano of Superior Music, Hartford, reported on the progress of the group's membership campaign. He announced the following new members:

Patsy Santangelo, New London; Bill Eckstrom, Bristol; Christy Tolides, Collinsville; James Choti, Norwich; Peter DeMaria, Thompsonville; Joe Farina, New Britain; Irving Cohen, Waterbury, and the Connelly Brothers, Clarence Sorrentino, Raymond Divinerio and Harry Bromberg, all of New Haven.

Sorrentino, new regional delegate from the New Haven area, urged that the membership campaign be pushed to include every active coin machine operator in the State.

## PENNY POSER

### Congressman Hits Banks In Shortage

PHILADELPHIA, April 26.—Banks—the big ones and not the piggy types—are mainly responsible for the penny shortage. After visiting the Philadelphia mint, Cong. Gordon Canfield, of New Jersey, said that children had been unjustly accused of causing the shortage by keeping the coins in their piggy banks.

Shortly after the children were named "chief offenders" in testimony given to the House Appropriations Committee, Congressman Canfield said he and several others visited the local mint to obtain some facts. The superintendent of the mint, according to Canfield, said 30 per cent of the pennies returned by Federal Reserve Banks as worn out are good coins, very good, in fact.

"That being true," the congressman said, "the chief offenders in the penny shortage are probably the banks themselves."

Edwin H. Dressel, superintendent of the mint here since 1935, would not talk about the condition of pennies or the lack of them. "No comment," was his only reply to questions.

## Parks, Carnivals Buy Card Venders

CHICAGO, April 26.—Amusement parks and traveling carnivals are putting in the final orders for the season for new coin equipment, with the accent on card venders, according to Frank Meneuri, Exhibit Supply Company.

Along with the card venter demand, orders for card stocks are also on the increase, Meneuri said. Other types of coin operated equipment on the order lists of the outdoor show trade run the gamut from target type units and fast-action games to various standard arcade favorites.

An inducement to the card venter customer, Exhibit pointed out, was the new trade-in allowance now in effect. The mechanism of each old model card venter that is turned in brings 6,000 cards.

## Liggett & Myers Net

NEW YORK, April 28.—Liggett & Myers Tobacco Company realized a net income of \$3,912,000 for the first 1952 quarter. Earnings for the like period last year were \$5,522,000.

## EXHIBIT'S COIN RANCH SET FOR PLAYLAND PARK

CHICAGO, April 28.—A six-unit Exhibit Supply Company Dude Ranch will be a feature of the Playland Amusement Park at 79th and LaGrange Road when it opens for the season Sunday (27).

The coin-operated Ranch, which has been sold as a package by Exhibit, is grouped under one top. The Playland Ranch will include two Big Broncho Horses, two of Exhibit's Dale Six-Shooters and two Silent Salesmen Card Venders.

## NCWA Exhibits Pass 100; Set Show Schedule

WASHINGTON, April 26.—Over 100 lines of confectionery and allied lines will be included in the National Candy Wholesalers' Association convention exhibit at the Palmer House in Chicago May 19-21, executive secretary C. M. McMillan reported this week.

In addition to the record display, four business sessions will explore various facets of the candy business. A special women's program and the final banquet on closing night are other scheduled convention attractions, McMillan announced.

One of the business sessions will include a report by Robert K. Smith, chairman of the NCWA Committee on the problem of discrimination in schools. He will reveal some of the successful approaches which have been used to combat the anti-candy tendency of school officials in various sections of the country.

Exhibits will officially open Monday (19) at 4 p. m., close at 9 p. m. Tuesday (20) they will open at 2 p. m., close at 8 p. m. Final day of the convention, Wednesday (21), they will open at 1 p. m. and close at 4 p. m.

## 8 Toledo Java Units on 5c

TOLEDO, April 28.—The only coffee venders here, eight units installed by Canteen Service Corporation, are 100 per cent on nickel operation.

Canteen officials state that they are waiting delivery of additional machines, following installation of which the cup cost will be moved up to "8 to 9 cents."

## Hike Heft: Weighty Words by Weidman

DETROIT, April 28.—Putting extra weight into some of the lighter types of floor model venders or using alternate means to place them in a rigid position, is recommended by Albert A. Weidman, Weidman National Sales.

The usual venter is of console height, with an empty compartment in the lower section. Weidman puts a few bricks in the bottom, or a bag filled with sand, to make the machine "hefty."

Another method is to drill a hole thru the rear of the upper compartment and screw the machine into the wainscoting on the wall. Either method gives rigidity, and overcomes the hazard of the overly vigorous customer, who may pull at the machine too hard on occasion and cause damage. It will discourage to some extent the theft of machines.

## West. Ops Admit 4 New Members

WHITE PLAINS, N. Y., April 28.—Four new operating firms were elected to membership in the Westchester Operators' Guild, Inc., at the regular monthly meeting held at American Legion hall here Monday (21).

New members, all operators of cigarette machines, are Tarry Vending Corporation, Tarrytown; Kaydell Cigarette Service, Tarrytown; Highland Vending, Peekskill and American Automatic Vending Company, Peekskill.

## Ideal Bidding For More Bev, Dairy Volume

BLOOMINGTON, Ill., April 26.—Ideal Dispenser Company has launched a two phase mail advertising campaign aimed at bottlers of soft drinks and milk dealers.

Theme of the dairy campaign is the increase venders can give annual milk volume. "510,000,000 pounds of milk yearly over present sales" is the key line.

Keyed to the beverage market, Ideal stresses this statement in its soft drink program: "Keep in step with thirst." Both markets are receiving special illustrated, four-page folders via direct mail.

## New Ky. Operator

COVINGTON, Ky., April 26.—Jem Corporation has been chartered by the State to operate vending machines, soda fountains, etc. Authorized capital stock is \$15,000. Incorporators: James E. Beard, Meyer S. Johnson and Edwin C. Heide.

**WHAT ARE YOU VENDING?**

Stick Gum? Ball Gum? Tea Gum? Bulk Merchandise? Minty Stamps? Perfumes? Combs, Sanitary Products or other Merchandise?

**ADVANCE**  
Is the Vendor for You

Want more information? Write today to

**J. SCHOENBACH**  
Factory Distributor of  
Advance Vending Machines  
1645 Bedford Ave., B'klyn, 25, N.Y.  
President 2-7900

**Baby Grand, \$13.00 ea.**

Packed 4 venders to case.  
Sample—filled with gum—\$15.95.

**CHICLE TREET GUM.**  
45¢ per lb.  
300 pieces to pound, vends 2 for 1¢, returns approximately \$1.50 per lb.

NOTE NEW ADDRESS

**Bernard K. Bitterman**  
4709 E. 27th Kansas City, Mo.

**SPECIAL SALE ON CIGARETTE VENDORS**

Factory Reconditioned Each

15 Uneda Pak, 4 col.....	\$8.00
25 Uneda Pak, 5 col.....	\$9.50
25 Uneda Pak, 8 col.....	\$9.50
25 Uneda Pak Model A.....	\$9.50
15 Uneda Pak Model 506, 9 or 9 col.....	\$5.00
25 Duffermer Champion, 9 col.....	\$9.00
25 Duffermer Model W, 9 col.....	\$9.50
To See With Order, Bal. C.O.D.	

WANT TO BUY  
Popcorn Machines, Silver Kings,  
Northwestern Nut Machines, Slot  
Counter Games.

**CAMEO VENDING SERVICE**  
432-D West 42 St., New York 18, N. Y.  
L59acrc 3-1134

**PEARL KNIVES, \$4.35 PER GROSS**

Add Ohio's hottest ball gum premium to your venter. Quadruple your sales by using the world's finest miniature pen knife. Free sample on request. Terms: 1/3 dealer—Balance C.O.D.—freight prepaid.

**OHIO COMPANY**  
P. O. Box 3451 Cleveland 11, Ohio  
P.S. At least send 3¢ stamp for a sample!

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

**SMOKESHOP "612"**  
PACK CAPACITY



The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
250 B West 37th St., New York 18, N.Y.  
Phone 7-3123

**BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan**



WRITE FOR DETAILS

**ROY TORR** LANSDOWNE, PENNA.  
Serving and Financing Operators Since 1970

**GRIFFIN HAND LOTION & HAIR OIL DISPENSER FOR PUBLIC WASHROOMS**



New Available only \$12.50 ea.

Prevent money making. Very attractive. Unlimited locations. Women's Workmen's Union Distributors.

Mfd by Merchandising Dispensers, Inc.  
1792 W. Adams Los Angeles 18

### Eastern Milk Ops Peg Top Payment at 10%

NEW YORK, April 26.—Stressing the merits of milk machine service and the nutritional value of the vended product while making the payment of commissions a secondary factor has aided some operators in this area to limit the top rates they pay for spots to 10 per cent, according to findings of the Rowe Manufacturing Company, Inc.

The top figure of 10 per cent is paid in peak volume outlets, with the operators generally paying an average of 5 per cent or even less, Rowe execs said.

Rowe said that one large Eastern operator, using dual flavor Rowe venders to sell 10 cent half-pints of milk and chocolate milk, has set payments on the daily per machine volume. The company pays no commission when the units sold number less than 70. Scale begins and increases at quarter-cent levels until a maximum of one cent per unit is awarded when sales exceed 351 packages.

### Haelan New Bowman Gum Company Name

PHILADELPHIA, April 26.—The corporate name of Bowman Gum, Inc., was changed to Haelan Gum, Inc., at the firm's stockholders' meeting. Management remains the same.

Re-elected to their respective offices were William S. Savage, president; Joseph J. Donahue, treasurer, and Hirsch W. Stalberg, secretary.

All Bowman products will be marketed under the name of Bowman Gum Division of Haelan. An exception will be the firm's Chlorophyll Tabs, which will be sold under the new firm name.

### Thatcher Glass Sales

NEW YORK, April 26.—Thatcher Glass Manufacturing Company, Inc., grossed \$23,235,488 for the 12 months ended March 31, a 12 per cent increase over the previous fiscal year. Net income after deducting a \$489,583 loss on the sale of its Ocean plant was \$1,019,038.

### Rowe Intros "Empty" Sign On Candy Unit

CHICAGO, April 26.—Rowe Manufacturing Company, Inc., announced a new "empty" indicator for its candy venders this week. Shown at the NATD convention here, the two Rowe candy models continue to list at \$178 for the seven and \$188 for the eight-column units. Latter offers two special columns for nickel gum and mint packs.

Stands for both models are extra at \$21.50 each. A penny changer is an optional extra at \$12.50; a nickel changer is standard equipment.

### L. A. Firm Sets Hair Oil Vender

LOS ANGELES, April 26.—Merchandising Dispensers, Inc., has been set up here to manufacture and sell the Griffin hair oil and hand lotion vender designed by J. J. Griffin, who will serve as president and handle sales. Harold W. Collins is vice-president and treasurer in charge of finances and production.

The dispenser, priced at \$12.50 f.o.b., is 10 1/2 inches tall, 7 1/2 inches wide, including plunger, and projects 4 1/2 inches from the wall. It weighs four pounds empty and holds about 400 penny applications. Cabinet is baked enamel green pastel. Griffin said the machine has been in location tested for the past three years.

Merchandising Dispensers reports a tie-up with the L. B. Laboratories for supplies of specially prepared homogenized hair oil and hand lotion.

Distributors to handle the unit are being appointed thruout the nation.

### TV Aids Marlon Pitch to Venders

NEW YORK, April 26.—Stepped up TV sponsorship has boosted the sale of Marlon Teens, milk chocolate confectionery, to vending ops, execs of the Marlon Confections Corporation reported here this week. Video sked includes weekly screenings of the Roller Derby over WCBS-TV.

Firms plugging its chocolate product despite the proximity of hot weather since, it says, the cellophane-wrapped confectionery will hold up well in machines in hot, humid weather.

### New S. C. Wholesaler

COLUMBIA, S. C., April 26.—Cannon Wholesale Candy & Tobacco Company, Inc., of New Ellington, S. C., has been chartered by the secretary of state.

Capitalized at \$30,000, the new concern will deal in tobacco, candies, drugs, dry goods, notions and paper products, and also operate cigaret vending machines. Ralph M. Cannon is president.

### Spacarb Plans Demonstrations To Span Nation

NEW YORK, April 26.—First in a series of training sessions staged by Spacarb, Inc., Stamford, Conn., is set for Washington next Monday and Tuesday (28-29). Company execs said clinics will follow in all other major cities, with the next scheduled for Boston in May.

Spacarb cup vending equipment, Bert Mills' Coffee Bar and, in the East only, Fred Hebel ice cream venders will be set up for demonstration purposes. Spacarb factory trained personnel will lecture on such subjects as water system, water level control sirup system, C.O.2 system, refrigeration and electrical system. Formal schooling sessions will be followed by periods for open discussion.

Washington showing will be in charge of H. J. (Pete) Foster, vice-president and sales manager, with Albert Guzzi, field manager. On hand to answer specific questions. I. Hayne Houston, Spacarb president, also is scheduled to attend the initial training session.

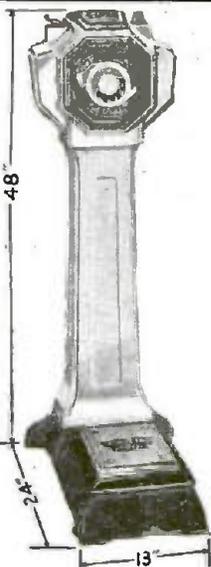
In an effort not to interfere with the daytime schedules of legal managers and their employees, the sessions will be staged at night, from 7 to 10 o'clock.

Washington school will be sponsored by Spacarb Mid-Atlantic Distributors, Inc., with Bayne E. Phipps, president, as host.

### Chicle, Beech-Nut First Quarter Income

NEW YORK, April 26.—American Chicle Company earned a net income of \$982,320 for the first 1952 quarter, compared with \$903,237 for like 1951 period.

Beech-Nut Packing Company net income for the first quarter this year was \$653,285. In the like 1951 period, firm earned \$1,743,194, including a profit of \$888,577 from the sale of securities.



48  
24  
13

**\$25 DOWN**

**Balance \$10 Monthly**

**ALL WEATHER SCALE**

**COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS**

**WRITE FOR PRICES**

*Invented and Made Only by*

**WATLING**

Manufacturing Company

9550 W. Fullen St., Chicago 44, Ill.  
Bldg. 1809 — Telephone: Columbus 1-2773  
Cable Address: WATLINGVY, Chicago

**NORTH-WESTERN MODEL 49 \$17.35 EACH**



**LEAF CHLOROPHYLL GUM**

It's now it's exciting! It's profitable! It works perfectly in all vending machines that handle 219 count ball gum. Build your route—hundreds of new locations—start all year now! Don't miss it!

Green color, finest chicle, mint flavor. Make BIG profits with the North-Western Ball Gum Vender and Chlorophyll Ball Gum.

**60c LB.**

30 Balls to lb., 25 lbs. to case.

**Silver King Hunter Ball Gum Vender \$45.00**



Reconditioned and Refinished \$19.50

**Master II Novelty Vender \$39.50**

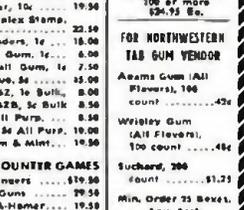


Master II, 16 to 34 Cans... \$10.00

**RECONDITIONED VENDERS**

SK 12 or 32 Bulk	\$ 8.50
SK Hot Nut, 32	12.50
SK Charm King, 12	8.50
NW Deluxe, 12 & 24	12.50
NW Ball Gum, 12	7.50
NW Med, 12, 16 Pkt.	7.50
NW Med, 48, 16 Bulk	9.50
Alax Hot Nut, wht.	29.50
Alax Hot Nut, 32	19.50
N. Y. Stamp, 12 & 36	15.50
Phillies Clear, 10	19.50
Shipman Duplex Stamp, 12	25.00
By. Cd. Venders, 12	11.50
Yu-Chu Ball Gum, 12	6.00
Columbus Ball Gum, 12	7.50
Columbus Dns, 32	25.00
Columbus 62, 12 Bulk	8.00
Columbus 62B, 32 Bulk	8.50
Master 12 All Purp.	8.50
Master 12 & 36 All Purp.	10.50
Rowe 34 Gum & Mint.	19.50

**NORTH WESTERN TAB GUM VENDOR \$25.95 Each**



25 to 100, 125-45 ea. 100 or more \$24.95 Ea.

**FOR NORTHWESTERN TAB GUM VENDOR**

Asama Gum (All Flowers), 100 count... \$25.00

Wrigley Gum (All Flavors), 100 count... \$25.00

Suchard, 200 count... \$12.25

Min. Order 75 Boxes. Any Ass't.

**SILVER KING 16 or 32 Ball Gum \$19.95 Ea.**



DOUBLE BAR Vender \$1.40

TRIPLE BAR Vender \$1.75

**Master II Novelty Vender \$39.50**



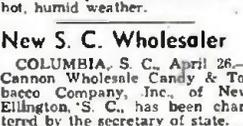
Shipman Triple Vendor, 16 or 32 Ball Gum, 12 or 24 Cans... \$39.50

National Post-Office Service, 12 or 24 Cans... \$69.00

Acorn II & 32 Cans \$19.50

New Model 49 Vender, 12 or 24 Cans, 12 or 24 Cans... \$19.50

**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 ideas in 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 fortunes to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine 2140 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VEND for:

1 year \$3  2 year \$5  3 year \$6

Payment enclosed  Please bill me

Name .....

Address .....

City .....

State .....

Occupation .....

**OUR PAINTS ARE NOW VENDERIZED**

PREVENTS PEELING, FLAKING AND RUSTING!

**CIGARETTE MACHINES Silver Quarter Operation King Size Cols. Included**

Uneda Model 500, 15 Col.	\$ 50.00
Uneda Model 500, 9 Col.	50.00
210 Pack Cap.	97.50
Uneda Model A, 9 Col.	95.00
225 Pack Cap.	95.00
National 7-30, 9 Col.	100.00
270 Pack Cap.	100.00
Outright Model 100, 9 Col.	100.00
200 Pack Cap.	100.00
Dudman Model 2, 7 Col.	85.00
210 Pack Cap.	85.00
Rowe Imperial, 9 Col.	92.50
240 Pack Cap.	92.50
Rowe Royal, 7 Col.	97.50
240 Pack Cap.	97.50

**\$5.00 LESS for 20c VENDING**

**CANDY MACHINES**

Stoner Senior, 8 Col.	140.00
140 Bar Cap. 22c	140.00
180 Bar Cap. 22c	140.00
Vendall Candy (New)	140.00
Boxed Candy (New)	140.00

**\$92.50 \$82.50**

Dugher Char.-Uneda Model 6, 180 Bar Cap. 22c, 8 Col. Special cap. \$92.50

**ALL EQUIPMENT UNCONDITIONALLY GUARANTEED! TRADE PRICES! 1/2 Dep. with 60 Day Balance C.O.D.**

**UNEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW

166 Clymer Street, Brooklyn 11, N.Y. • Evergreen 7-4568

**VENDING MACHINE DISTRIBUTORS**

We are placing on the market two brand new machines. The machines are: A small, compact, inexpensive Coffee Machine and a Gum Ball Machine which plays a merry little tune each time a gum ball is dispensed. Chlorophyll ball gum if desired. Besides these two new machines, we have our regular line of special vendors for sales distributors.

If you are experienced in selling, a connection with our company should prove to be very profitable for you. The main qualification is that you have a clean record of selling and positively will keep it that way. No others need apply. Our men receive the highest profits in this type of selling, which can easily be proven. All replies will be held strictly confidential. If you are interested in having good machines to sell, working with a large National concern with good references, and if you want the most profitable deal out, write and give full information about yourself to:

**NATIONAL ADVANCED VENDING COMPANY**

410 Main Street Dubuque, Iowa

**RAKE COIN MACHINE EXCHANGE**

109A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.



Like "Old Man River" it keeps on rolling, just keeps on rolling along.



### ROLLING EYES CHARMS

Of ALL THE CHARMS we make this is the ONLY CHARM on which you just can't seem to catch up on orders. Every week, there are introduced Rolling Eyes, we have consistently SOLD MORE ROLLING EYES than we can manufacture. Operators are buying it that good.

150¢ per 1,000

When you build a better Charm—Operators beat a path to your door.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place, Jamaica 2, N. Y.

### CIGARETTE MACHINES SPRING SPECIALS

- 7 Col. S. DuGrenier, 210 Pks. \$85.00
- 7 Col. V.D. DuGrenier, 296 Pks. 85.00
- 9-11 Champion DuGrenier, 290 Pks. 115.00
- 9 Col. BA National, 350 Pks. 125.00
- 8 Col. PK National, 340 Pks. 145.00
- 10 Col. PK Manual, 420 Pks. 145.00
- 6 Col. Rowe Imperial, 180 Pks. 85.00
- 2 Col. Rowe Imperial, 250 Pks. 115.00
- 8 Col. Rowe Royal Shift, 300 Pks. 115.00
- 10 Col. Rowe Royal, 400 Pks. 115.00
- 8 Col. Rowe President, 380 Pks. 125.00
- 10 Col. Rowe President, 475 Pks. 125.00
- 10 Col. Rowe Crusader, 475 Pks. 170.00

The above machines completely overhauled and refinished in two-tone bakel-on-ename. At least one column hinge and quarter operation. Bank Phillips Clear Machines, 72 Cigarettes..... \$32.50 King-Size Kills for practically all types of Cigarette Machines. Write for details. Parts for all types of Cigarette Machines. Also a full stock of display glasses and mirrors for all machines. 1/3 deposit required with all orders. Balance C.O.D. P.O. Philadelphia.

**CENTRAL VENDING MACHINE SERVICE CO., DEPT. 53**  
3967 Parrish St. Philadelphia, Pa. EV 4-4244 BA 2-8710

### CHARMS NEWER

From the World's LARGEST MANUFACTURER OF CHARMS

- Playing Cards
- Silver Tippees
- Bullets
- New Caskets
- Compass Photo
- Photo and Engraving
- Sweet Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete sample price for low, low prices.

**PENNY KING CO.**  
2510 Mellon Street  
Pittsburgh 3, Penna.

### IN STOCK VICTOR'S

- BABY GRAND CHICLE TREETETS VENDOR**
- also **JUMBO 100**
- ORDER TODAY
- VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOant 7-1448

### Promotional Salesmen \$1,000 Per Week

It NOW being made by our boys. If YOU are a PROMOTIONAL SALESMAN who can really sell, WRITE OR WIRE the full information about our NEW EXCLUSIVE VENDING UNITS... for our AUTHORIZED DISTRIBUTORS. IMMEDIATE DELIVERY for your sales. THIS IS HOT.

**VENDOMATK SALES & MFG. CO.**  
2808 Tampa St. Tampa, Fla.

# Coinmen You Know

## Chicago

Jimmy Martin, James H. Martin Company, is on the mend following a serious eye operation. Although keeping him away from the tobacco convention here last week, Jimmy will soon be home from his stay at the Michael Reese Hospital.

Jack Mill, Rowe Manufacturing Company, was prominent at his firm's display at the Palmer House confab. Some of the Lehigh Foundries' representatives on tap for the tobacco event were J. B. Holliday, Elmer Siegle, Walter Starr, Ben Spira and Fred Stumm.

Low Jaffe did some steady foot work at the National Association of Tobacco Distributors' convention. He was kept busy at the Eastern Electric booth and suite

greeting friends... S. Goldstein, William Russell and Jack Friedman were some of the Dad's Root Beer boys heaping compliments on Cole Products' cup machine at the convention. The vendor was in the booth busily dispensing the Dad's product via all three of its selector buttons.

Ben W. Fry, president of National Vendors, was on hand with merchandising director Tom Hungertford, Tom Donohue, secretary, and A. F. Diederich, vice-president, during the four-day meet. All were enthusing over reception of the new 8 ML cigarette model. National representatives also present included Lou Magerer, Ike Gordon, Al Horth, Ed Brown and his son, Henry, Marvin Pierson and Jack Kalner.

Al Weidman, Robert Kline, Don Ordway and Dan Cohen helped

man the DuGrenier booth. Frank DuGrenier was present to round out the firm's representation.

The staff at Empire Coin Machine Exchange apparently blossomed into an outburst of spring activity last week. Gilbert Kitt, head of the firm, is reported to have gone on a spree selling late model shuffle games and Bingo five-balls. Vince Shay says he has encouraging news that the H. C. Evans Company may be out soon with their new 100-selection Century juke box. Kitt and Shay are Illinois and Indiana distributors of the Evans line.

As to the other Empire staffers, Howie Froer reports he has stepped up promotional mailings on new pages and newly reconditioned shuffle games. Stanley Levine's long wait has ended—he got his new Buick last week and is off on a trip visiting Illinois and Iowa operators. The honeymoon is over for Shirley Rubolino and she is back at her job in inventory once more. Jerry Bremner has the shipping room boys stepping in crating and sending out new orders.

Herb Perkins, head of Purveyor Shuffleboard Company, says an outbreak of "feverish" spring activity has kept the firm busy. He reports that a rash of business for resort areas has kept his staff humming. Spring also has broken out in another form, that of car buying. Three salesmen recently purchased new Fords and Herb himself, purchased a new Mercury sport coupe. Charles Peters of the sales staff, is back in town after a road trip in the West.

Al Stern, of World-Wide Distributors, says the demand for the new Williams game, Majorettes, has been so great his firm is having trouble keeping abreast of orders. Monty West and Fred Sker handled all of the out-of-town customers and a multitude of inquiries thru the mail. Sales on the firm's formula top also remained high.

Matt Blesius, sales manager of Mills Automatic Merchandising Company, has returned from a vacation in Florida. He reports that sales of the firm's tab gum vander and rebuilt candy vander are showing steady increases.

Joe Schwartz, of National Coin Machine Exchange, says Hit 'N' Run game has been well received by operators as evidenced by repeat orders. Happy days are back at Monarch Coin. Clayton Nemeroff, a partner in the firm, says a shipment of crates and cartons has caused the firm's delivery problems.

## Milwaukee

Fish has been a featured item on the menus at the Hastings household here. Sam Hastings, music machine operator and head of the Hastings Distributing Company, had luck with him on a recent fishing trip to Wolf River in Northern Wisconsin. Hastings reports he returned with 20 large pike.

(Continued on page 87)

## 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 of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 26	Issue of April 19	Issue of April 12	Issue of April 5
Alan Hot Nat.	\$79.50	\$79.50	\$79.50	\$79.50
Asco Hot Nat. Sc.	19.50	19.50	19.50	19.50
Barak Phillip Clear Mach.				
75 Cigarettes	19.90	15.00	15.00	15.00
Columbus Dan. Sc.	15.00	15.00	15.00	15.00
Columbus Peanut, 1c.	9.95	8.00	8.00	8.00
Columbus 462, 1c. bulk	8.00	8.00	8.00	8.00
Columbus 462, 5c. bulk	8.00	8.00	8.00	8.00
DuGrenier Challenger Sc. (3 col.)	22.50	22.50	22.50	22.50
DuGrenier Champion (9 col.)	75.00	75.00	75.00	75.00
DuGrenier Champion (13 col.)	92.50	92.50	92.50	92.50
DuGrenier Model S (7 col.)	85.00	85.00	85.00	85.00
DuGrenier Model W (9 col.)	65.50	65.00	65.00	65.00
Eastern Electric Sc. bulk	155.00	155.00	155.00	155.00
Easa Foot Ester		119.00		
Exline 1c.	6.95	6.95	6.95	6.95
Exhibit Card Vendor, 1c.	15.00	15.00	15.00	15.00
Exhibit Fast Vender		95.00		
For Vender	119.50	119.50	119.50	119.50
Keweenaw Deluxe Cig. Vender		119.50		
Keweenaw (9 Col.) Est.		150.00		
Korb Shop Show	69.50	69.50	69.50	69.50
Lampis Ring Size		110.50		
Lubich PK-10 Col.	100.00	125.00	100.00	100.00
Maver Sc.	7.45	7.45	7.45	7.45
Martin Hawley, 1c.	8.90	8.90	8.90	8.90
Martin No. 2 1/4 & 5c. comb.	10.00	10.00	10.00	10.00
Martin No. 6 & 5c.		10.00		
Mills Candy (5 col.)	79.50	79.50	79.50	79.50
Mills Merchandiser		135.00		
Mint Pup		135.00		
Microscope Card Vender (7 col.)	29.50	29.50	29.50	29.50
National Elec. Cig. Mach.	125.00	124.50	125.00	124.50
National 9-A (9 col.)	105.00	105.00	105.00	105.00
National 750	85.00	85.00	85.00	85.00
National 930	79.50	100.00	79.50(2)	100.00
Nationals 950	140.00	125.00	140.00	125.00
Nationals 950	70.00	70.00	70.00	70.00
New York Stamp, 1c. & 3c.	32.50	32.50	32.50	32.50
Northwestern 30 Ball Gum	7.45	7.50(2)	7.45	7.50
Northwestern 30 1c. Postage	7.50	7.50	7.50	7.50
Northwestern Cokes 1c. 800 Sc.	13.95	13.00	13.95	13.00
Northwestern Moon 4c. 1c. bulk	6.95	6.95	6.95	6.95
Pen Cars Sm.	49.50	49.50	49.50	49.50
PK King Size	85.00	89.50	125.00	125.00
Rome Candy (8 col.)	130.00	155.00	130.00	130.00
Rome Crusader (10 col.)	75.00	70.00	70.00	70.00
Rome Electric (8 col.)	75.00	70.00	70.00	70.00
Rome Imperial (6 col.)	75.00	70.00	70.00	70.00
Rome Imperial (8 Col.)	115.00	92.50	115.00	92.50
Rome President (8 col.)	115.00	145.00	115.00	145.00
Rome President (10 col.)	115.00	115.00	115.00	115.00
Rome Royal (8 Col.)	80.00	95.00	80.00	95.00
Rome Royal (8 Col.)	80.00	95.00	80.00	95.00
Rome Royal (10 Col.)	95.00	140.00	95.00	140.00
Skipman Overies Stamp, 1c & 3c.	22.50	22.50	22.50	22.50
Salopian 3-Way Stamp Vender	39.50	39.50	39.50	39.50
Silver King Ball 1c.	8.50	8.50	8.50	8.50
Silver King Sc. bulk	8.50	8.50	8.50	8.50
Silver King Charm King, 1c.	8.50	8.50	8.50	8.50
Silver King Hot Nat. Sc.	22.50	22.50	22.50	22.50
Silver King Vender	22.50	19.50	22.50	19.50
Sivas Brush-Up	50.00	50.00	50.00	50.00
Urethane Water 1/8 Col.	60.00	60.00	60.00	60.00
Urethane Model A (8 Col.)	70.00	70.00	70.00	70.00
Urethane Model A (9 Col.)	70.00	95.00	70.00	95.00
Urethane Model B (7 Col.)	82.50	82.50	82.50	82.50
Urethane Model C (9 Col.)	75.00	97.50	75.00	97.50
Urethane (9 Col.) Model 500	85.00	85.00	85.00	85.00
Urethane (13 Col.) Model 500	97.00	97.00	97.00	97.00
Urethane Pat Model 500	130.00	130.00	130.00	130.00
U-7 Col.	179.00	179.00	179.00	179.00
U-Select-It	49.50	49.50	49.50	49.50
U-See Ball Gum, 1c.	6.00	6.00	6.00	6.00

### ARE HOT WINNER!



EVERY KID WILL WANT ONE! Bright and clear, the SIREN with metal insert. Guaranteed to be a \$1.00 machine for less than anything on the market. All SIRENS are built to last and the kids will love to use them. Vends effectively in all machines!

### WHISTLE

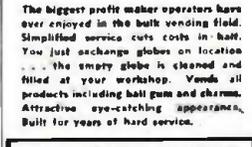
WORKS LIKE A CHARM • VENDS LIKE A CHARM  
WATCH THE KIDS FOLLOW THIS LEADER!  
BEAUTIFUL ATTRACTIVE...  
Paul A. Price Co.  
728 Broadway New York 38, N. Y.

### BUY THE BEST!

- OAK'S ACORN
  - LEAF GUM
  - MINI CIGARETTES
- Regular and Chlorophyll CHARMS  
Comp. Ass't. of all the best  
IMMEDIATE DELIVERY  
IN THE U.S.: OAK SALES CO.  
2035 Fifth Ave., Phila 15, Pa.  
IN CANADA:  
INTERNATIONAL VENDING  
811 Broadview, Toronto, Ont., Can.

### HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY... LESS WORK  
The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location... the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive, eye-catching appearance. Built for years of hard service.



THE NORTHWESTERN CORPORATION  
829 S. ARMSTRONG ST., MORRIS, ILL.

### 30 DAY MONEY BACK TRIAL

**Northwestern Sensational TAB GUM**  
Try this famous vander 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 you will gain a satisfied customer.

**GUARANTEED USED MACHINES**  
DELUXE 1c and 3c Combination...  
MAYBE, 3c...  
CHALLENGER, 3c 3 Col., Plastic Globe...  
HUNTER 1c (No. 100)...

**MERCHANDISE AND SUPPLIES**  
SEMOBIA PISTACHIO...  
ZENOBIA PISTACHIO...  
PASTACHIO Vendors...  
PASTACHIO 3-Star...  
MIXED NUTS...  
VIRGINIA PEANUTS...  
SPANISH PEANUTS...  
ITALIAN ENICE...  
BOSTON BAKED...  
LICORICE LOZENGES...  
Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
438 WEST 42nd STREET, NEW YORK 36, N. Y. • (Cricklering 4-0147)  
4105 16th AVENUE, BROOKLYN 3, N. Y. • (GEdney 8-3600)

## MOA Fall Confab Plans Still Muddled, No Dates Selected

Miller to Announce Time, Place When Arrangements Definitely Set

OAKLAND, Calif., April 26.—Plans for a fall convention of the Music Operators of America were still in the discussion stage this week.

George A. Miller, president of MOA, said the convention probably would be held in Chicago, possibly September 11-13, the

three days prior to the NAMA convention (The Billboard, April 12). Although he indicated that an announcement may be forthcoming shortly, Miller said he was withholding any definite statement until he was positive all arrangements were satisfactory to the executive board.

Miller previously had said he felt certain a convention should be held in September and a poll of his executive board showed a majority of the board agreed with him.

Miller feels that a convention should be held because of the necessity for a large scale public relations program by operators to raise money to support MOA and to bring all operators together for a discussion of common problems.

A committee also is expected to be formed at the convention to work with a companion group from the Record Industry Association on such mutual problems as variable decibel level on disks. There already has been an exchange of view between the two groups on the subject (The Billboard April 19).

## Juke Fee Retained By Concord Council

CONCORD, N. H., April 26.—City council here souleached attempts to have a \$10 annual license fee on juke boxes repealed. A motion by Councilman Thomas B. Jennings to throw out the ordinance was killed by a 10-4 vote.

Attorney Richard F. Upton argued in favor of the step on behalf of Fred Faretta, whom he identified as owner of all local juke boxes "and hence the only taxpayer affected by this licensing procedure."

The council already had taken in \$270 in fees for juke licenses for the fiscal year starting May 1.



EDWARD A. SCHMIDT

## Wurlitzer Ups Schmidt to New Export Position

NORTH TONAWANDA, N. Y., April 26.—Edward A. Schmidt Jr., who has been with the Rudolph Wurlitzer Company for 17 years, this week was appointed assistant manager of the firm's export department here.

Arthur C. Rutzen, general export sales manager for Wurlitzer, said Schmidt's transfer to North Tonawanda consolidates all of the company's export activities into a single department. Schmidt formerly handled the export sales for Wurlitzer's piano division at DeKalb, Ill.

Rutzen further described the move as part of a stepped-up export program and one which would broaden Wurlitzer juke box sales overseas. The firm also exports electronic organs as well as juke boxes and pianos.

## Milwaukee Tavern, Juke Biz Steadies

MILWAUKEE, April 26.—A survey of the tavern business here and its effect on juke box collections indicates that the business of music operators has become more steady.

With the quota of taverns limited arbitrarily by the city council to approximately 1 to each 500 persons by population count, the total of such locations shuttered since 1940 has hardly been noticeable. During the 12-year period since 1940, only 39 taverns have closed.

And although tavern business at present is not at the high level it has enjoyed in previous years, industry spokesmen were almost unanimous in insisting that general conditions are good.

### Juke Licenses Up

As to the effect of the slight dip in the number of taverns and their level of business on juke boxes, records show that coin phonograph licenses have climbed to new heights.

According to Stanley J. Witkowski, city clerk, one major factor that has kept tavern operations at a profitable level has been the predominant number of corner or neighborhood style bars.

Witkowski said that "outside of the downtown spots we have relatively few 'night club' style places. Most of our taverns appeal to the family trade and this type of business, while it may be slower, is steady in the long run."

The small drop of 39 taverns in a 12-year period, he added, was not due to slack business but rather to the common council's practice of not re-issuing expired licenses. New licenses are difficult to obtain currently because of a definite program of tavern limitation in certain areas.

Both Wiley Young, president of the Wisconsin Tavern Keepers' Association, and Harry Coffey, of the Wisconsin Beverage News, concurred in view that tavern business was good last year "and seems to be maintaining its level so far this year."

Jack Ward, business agent for (Continued on page 84)

PORTLAND, Ore., April 26.—Despite the existence of a unique legal situation, the tavern business here, and consequently juke box collections, were reported to have held up well during the past year.

The taverns weathered a recent price increase in fine shape and neighborhood bars, in particular, were described as being in much better circumstances than those catering to transient trade.

The legal situation stems from a city commission policy demanding pledges from tavern owners not to allow pinball operations in their establishments as the basis of license renewals.

The Oregon Liquor Control Commission, final authority on tavern licenses, refused to uphold the city's pledge-demand but many license renewals were delayed. New applicants underwent especially rough treatment before the city commission.

The city now has abandoned its policy of demanding pledges pending the outcome of a court case challenging the constitutionality of the ordinance.

Juke box operators, who estimate that close to 92 per cent of their machines are in tavern-type locations, report that the most significant prospect of a change in conditions is one for the better. It rests on a petition, filed at the State capital, which would authorize the sale of liquor by the presently licensed drink and food-serving establishments.

As the law now stands, it permits customers in these places to drink only their own liquor. However, if the petition allows these establishments to serve liquor over the bar, operators predict the possibility of greatly expanded collections.

The petition, which is sponsored by labor groups, differs from previously unsuccessful efforts in that it would leave it to the legislators to set up standards. To pass, the petition first must clear the State Legislature and then be ratified by the voters in the November elections.

## SIXTH OF A SERIES

## List 4 Economic Blocks Faced by Juke Industry

The Billboard recently asked officers of juke box operator associations what chief problems face the industry in the coming year. Following is the sixth in a series of comments in answer to this question.

CHICAGO, April 26.—Charles Kantor, former president of the Automatic Phonograph Owners' Association of Cincinnati, finds that the problems facing the juke box field in the coming year are the same general economic problems faced by industry everywhere.

Kantor lists his problems under four headings: 1. Material shortages. 2. Tax increases. 3. High cost of living. 4. Increased material costs.

Most of the points made by Kantor center on how they have affected the play of juke boxes. Under the current general situation Kantor finds that most of the problems he lists have affected play adversely.

For example, under point one Kantor says that "lack of material in some of the large plants, which has caused lay-offs, automatically cuts down juke box play."

This problem of enforced lay-offs, due to lack of materials which have been channeled into defense production, is one which has caused mounting concern across the country. The automotive center of Detroit is one instance where lay-offs have now become so acute the area has been termed "critical" by the government.

The increase in taxes, Kantor

says, speaks for itself. Newspapers indicated mounting public concern over the soaring tax rates. Taxes, naturally, are a great limiting factor in the amount of money available for juke boxes.

Operators from across the nation repeatedly have voiced growing anxiety over the bite taken from profits by taxes—particularly in view of the fact that the government has limited the price-advance to a nickel.

Under point three, high cost of living, Kantor states that the "rising cost of living commodities deprive individuals of spending money which causes decreases in juke box plays."

Here again Kantor points out how one of the basic economic problems, faced by every industry, probably has caused deep inroads in operator profits.

Operators from many parts of the nation, Chicago, for example, have said recently that because of the high cost of living more and more of the public is staying home and that the lush postwar years have passed. Taverns in the Chicago area have reported a considerable drop in trade.

Under point four, Kantor cites the "rising increase in the cost of items which we use in the music business" and adds "still the lake is 5 cents a play." Although he says he is an advocate of the view that "a fast nickel is better than a slow dime," Kantor points out that no matter how an operator believes "OPS has held 10-cent play a violation."

## Appoint Scott, Katz Philly Area Rock-Ola Reps

CHICAGO, April 26.—The Herman Scott-Al Katz partnership in Philadelphia was named this week as distributor of the Rock-Ola Manufacturing Company line for Eastern Pennsylvania and Southern New Jersey.

Scott and Katz have been active in the coin machine field for 15 years and both are operators of large routes. Art Weinand, vice-president and director of sales for Rock-Ola, said this was his partner's first venture into the distributing end of the business.

Both flew to Chicago early this week. Weinand said, and the arrangements for the distributorship were concluded Tuesday, (22).

The complete Rock-Ola line is now on display at the firm's headquarters, 2014 Fairmount Avenue, Philadelphia.

## Rock-Ola Revamps Office Space Setup

CHICAGO, April 26.—The long-range program of consolidation at the Rock-Ola Manufacturing Company to conserve on overhead to offset labor costs, currently has been centered on the firm's office arrangements. Art Weinand, vice-president and director of sales, reported this week.

The company's entire office setup is being revised and when finished all will be concentrated into one general office. Weinand said this phase of the program was expected to be finished within several weeks.

Weinand said the progress already made had resulted in a more efficient operation at the firm's West Side plant here. When finished some time this fall, the firm will occupy only the first three floors of its six-story building and materials will flow thru the plant in a continuous U-shaped pattern.

## OPS KEEP OLD JUKES

## S. C. Distributors View All Pre-'46 Boxes as Junk

Wornout, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-47. Here is the fourth in a series on how distributors across the nation have been meeting the situation.

By C. R. SANDERS JR.

COLUMBIA, S. C., April 26.—Music machine distributors in this area view virtually every machine turned out before 1946 as junk and they pay for them accordingly when taken in on trades.

Most operators keep the machines and use the parts which are interchangeable. This actually gives them a greater yield than selling junk machines.

Because of this, the wholesale junking of obsolete equipment done by some distributors is not practiced here. The operators sim-

ply prefer to keep their old machines for their parts replacement value.

D. H. Fisher, branch manager of the Sparks Specialty Company, local Seeburg distributor, says his firm seldom takes in any pre-war models. Those that the firm does take, Fisher said, are traded only as junk.

He reports that there still are a few calls for obsolete machines for use on low-income locations but he adds that it does not pay a distributor to take them in.

Much the same story is told by M. L. Morgan, manager of the F. A. B. Distributing Company, local Wurlitzer dealer. According to Morgan, his firm will not accept any Wurlitzer model trades prior to the 600 and as things stand now they accept few 700 and 750 models. The 700 series models which the firm does take, go on some "country routes."

## CAPAC Fighting On Double Front

Continued from page 18

The music operators are planning to tax each operator in Canada at the rate of \$1 a machine to pay any costs toward fighting CAPAC in their action against Chaw. Thus far enough money has been raised from the large distributors to pay the expected costs of 1952.

A provisional committee of Reg Gilehrst, Al Clavir, Art Lipton, Al Siegel, W. G. Fielding, Romeo

Laniel and George Chow has been set up, and counsel Sam Rogers, the same one used by the Canadian Association of Broadcasters, has been retained.

Thus far there has been nothing official, but it is understood that the radio groups and the music operators would like to have the record companies make a contribution to their fight. This is particularly true of the music operators.

## 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:

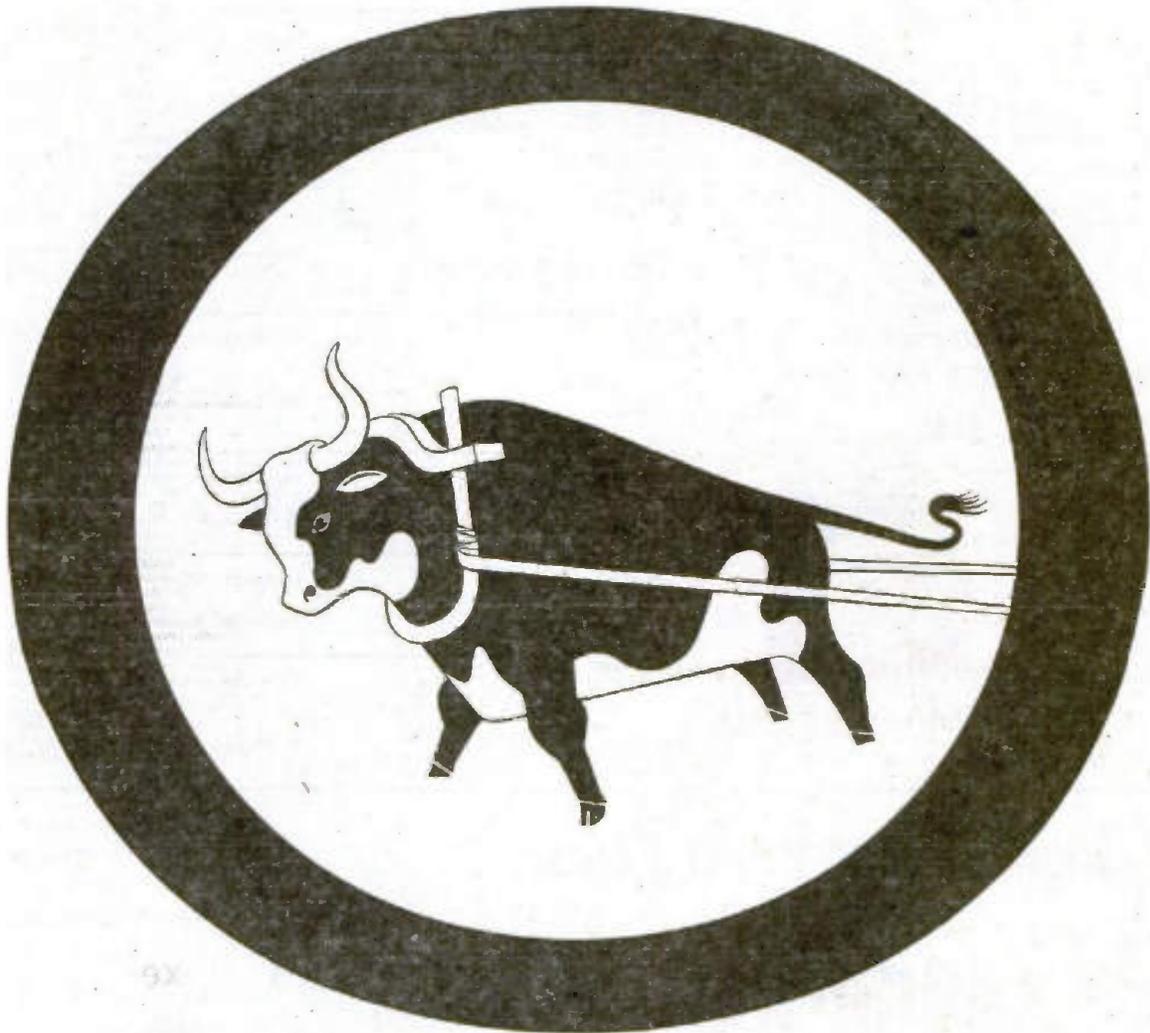
ONE STOP RECORD SHOPS IN MILWAUKEE. Hastings, Wurlitzer add disks to juke service for customers (Music Department).

CAPITOL, GAC TIE IN ON DANCE PROMOTION. Diskery and agency to push bands, disks, etc. (General-Music Departments).

SPA ALIGNS COPYRIGHT ACT BATTLE LINES. Eyes change in Section 1-E on licensing, juke exemptions (Music Department).

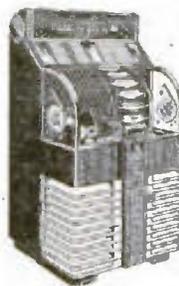
RIAA TO PUSH INTEREST IN RECORDED MUSIC. Group plans institutional campaign (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.



## Strong as an Ox!

Model "D" *digs in*, accepts the burdens of play around the clock—rough and tumble locations—minimum service attention! Put it in those spots of yours where you need a money-making jukebox that stands up under use and abuse.



The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

**AMI** Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

**Record Reviews**

80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
50-59 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 37

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
LES PAUL & MARY FORD EVELYN KNIGHT (Sy Oliver Ork) Lonesome and Blue DECCA 28151—Tune here is the latest from the pen of the "Wood of Fortune" team, Benjamin & Weiss. The Sy Oliver studio orchestra delivers a powerful background for Miss Knight's cabaret-voiced reading of the ballad. Disk may even be strong enough to get the ditty moving toward the hit class.	82--83--81--82	

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
THE MADCAPS Night Train DECCA 28139—The Madcaps, a harmonica duo with rhythm accompaniment, do an exciting job on this instrumental airing of the country's low r&b tune. The group sets out the ditty with some wild harmonica work backed with a mighty beat. If promoted the item could gather coin.	80--80--78--82	
Bag Pipe Boogie Title of this one describes it effectively. It's given a solid reading by the Madcaps that holds all the way. Fine for beers.	76--76--73--79	

SMALL SPOTS PAY OFF!  
SMALL SPOTS PAY OFF!  
SMALL SPOTS PAY OFF!

**RISTAUCRAT S-45**

Day by day the Ristaucrat S-45 is receiving more attention from Operators who have found that the small locations can pay off! Collections are steady and profitable, because the S-45 requires little attention and practically no servicing. Try the S-45 in small spots for NEW profits.



Contact Your Distributor Today

RISTAUCRAT, Inc.

1216 E. WISCONSIN AVENUE

APPLETON, WISCONSIN

**POPULAR**

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
RAY BLOCH ORK Españolismo CORAL 44701—A few years back this was a strong-selling instrumental disk on the Signature label. Perhaps the time is ripe now for renewed activity on the disk. It's a natural for juke.	77--81--75--75	
Harlem Nocturne This is one of the big and lush Bloch ork disks originally issued on the Signature label. It's a first-rate instrumental reading of the standard work. This, incidentally, is the second disk on the price to have been issued in recent weeks. Could get some action.	73--77--71--71	
PEGGY LEE-CORDON JENKINS ORK Be Anything (But Be Mine) DECCA 28342—Miss Lee-Jenkins on the Decca label with a tender and warm reimagined rendition of the hit ballad, backed neatly by the chorus and arr. However, there are so many instances of this tune that her version will have a tough time breaking thru.	76--77--75--76	
Forgive Me The track turns in another fine side with an appealing reading of the ditty now stirring up action via the Eddie Fisher disc. Coverage here is so late this one can't share much luck.	74--74--73--75	
THE MODERNAIRES Bugle Call Rag CORAL 44722—Still one of the best vocal groups in the business the Modernaires come thru with another ditty, rhythmic reading of an oldie—just as they did with "Daisy Doodle." Experience, tho, has proven that the public isn't as impressed with this type of disk as are the reviewers. It deserves to be a big seller, anyhow.	76--80--72--75	
Coody Coody The group comes up with a rocking coverage on the oldie. Ditty is getting a new lease on life these days via a string of new recordings. The Modernaires and the ork set to a big beat, and sock the lyrics all the way.	76--80--72--75	
NEAL HEFTI ORK Ea'rytime (FRANCOIS WAYNE) CORAL 45727—Miss Wayne continues to impress with her wonderful vocal warmth and music-making approach. Here, she and her husband, Neal Hefti, deliver a strong coverage on the new ballad. Fine work, this.	76--78--73--76	
Sure Thing A fine instrumental from the pen of arranger HEFTI. It combines some fine modern touches with shades of Count Basie items of some years ago. Should help establish band as a contender for trip honors.	73--75--70--73	
JANE GRANT I'll Sail My Ship Alone DOT 13016—GAI, who stepped up a fuss just a while back with "Coody Coody," does an okay job with material somewhat less attractive.	60--60--60--60	
Doodle Dee Do Energetic chanting of a swingy ditty in Miss Grant's breezy style. Backing has a ragtime flavor.	76--78--73--77	
JACKIE BROOKS (Eddie Wilcox Ork) You're Making Me Cry DEBY 795—Solid beat holds together & torchy item delivered effectively by Brooks.	73--73--72--74	
Just For Tonight The Dequesim-Woods number is read in weeper style by the big-voiced chanteuse.	70--71--69--70	
FRAN WARREN Heavenly Father MGM 12327—Fran Warren hands this poignant ballad, already a big hit in the A-B field, a lovely and moving rendition, backed by a fine vocal and arr. arrangement. With the proper exploitation this could become a big one for the charts. Should get a lot of spins.	80--82--79--79	
Leave Them Alone A story of a soldier on a 24-hour pass is told tenderly by the singer, while the chorus and ork lend fine support. A good disk for the deejays.	78--80--78--76	

**Strike Delays New Hastings Addition**

MILWAUKEE, April 28.—Completion of a new addition, the second within a year, to the Hastings Distributing Company headquarters here has been delayed by a construction workers strike.

Sam Hastings, head of the firm, said that when the addition is finished it would be used to increase the firm's showroom space for merchandise and premiums and would provide more room for the firm's new one-stop record service for juke box operators.

Firm's record shop until recently was housed in a separate location. It was moved to the firm's main building but caused crowded conditions because the new addition remains unfinished. The addition's foundation has been laid and Hastings predicted it would take only a few weeks to complete the structure, once the workers get back on the job.

**Milwaukee Tavern**

Continued from page 82

The local bartenders' union, was the only one queried who intimated that all was not bright in the tavern picture. However, he felt that the situation was not alarming.

**Union's Membership**

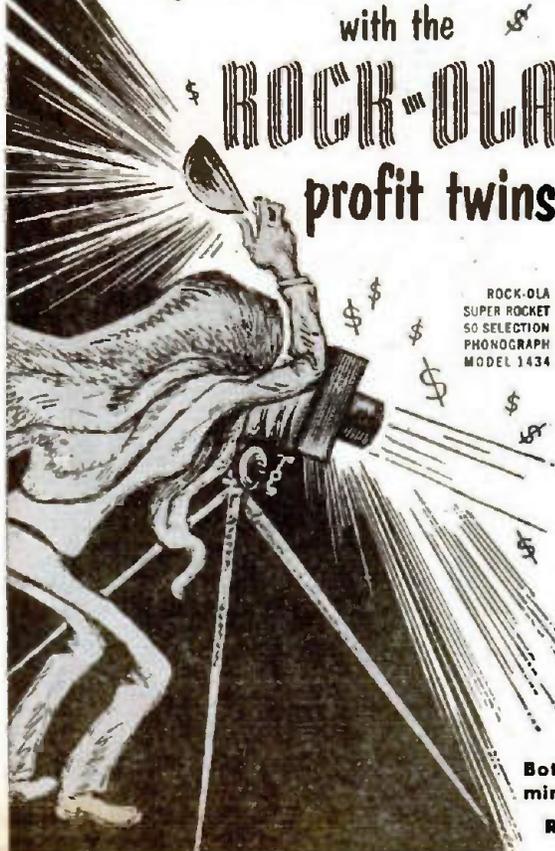
He said that the union's membership had changed somewhat because of a general slow-down in tavern trade and that the high cost of living and taxes were keeping more persons at home.

Most of the larger music machine operators agreed that the collections in tavern locations had slipped slightly during the past year. One of the major operators said that some 90 per cent of his machines were in taverns and that the locations that had always showed good returns were continuing to do so. However, he said marginal locations had become a headache.

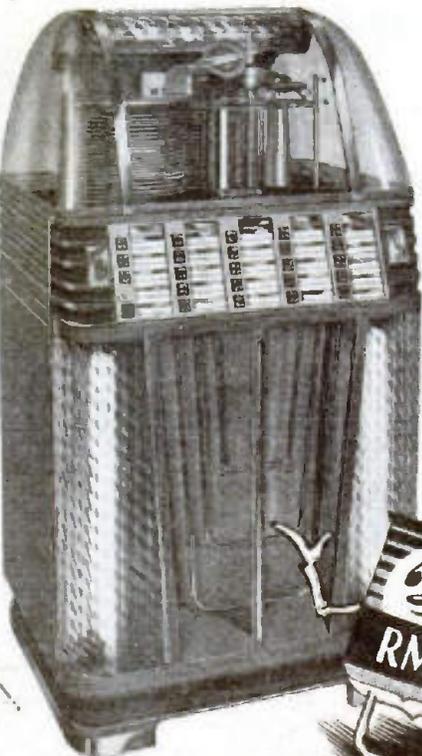
Altho most of the operators said that the majority of their phonographs were in taverns, many said that their most profitable single locations were all-night restaurants.

**"Brighten Your Profit Picture"**

with the  
**ROCK-OLA**  
profit twins



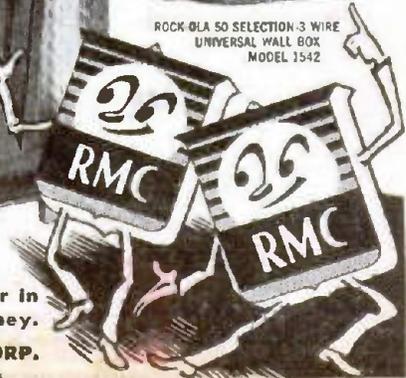
ROCK-OLA SUPER ROCKET 50 SELECTION PHONOGRAPH MODEL 1434



- ★ Twin Features
- ★ Single Button Selection
- ★ Dual Title Strips
- ★ Positive Electric Accumulator
- ★ Multi-Selective Choice After Coins Deposited
- ★ Location Proven
- ★ Simple to Operate



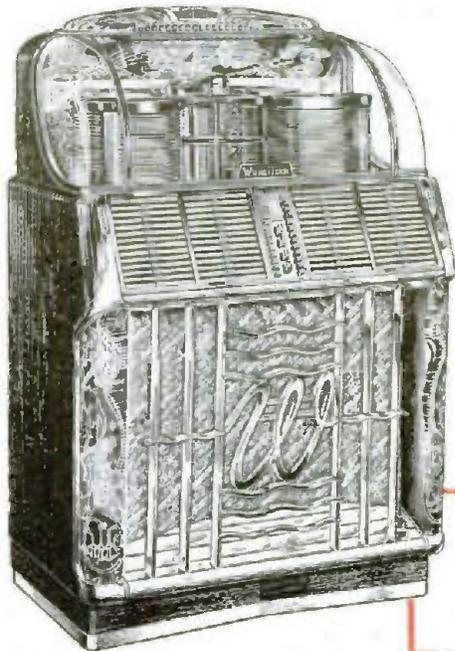
ROCK-OLA 50 SELECTION-3 WIRE UNIVERSAL WALL BOX MODEL 1542



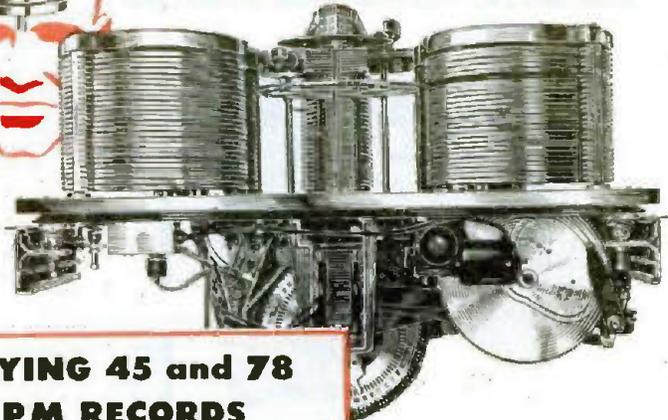
Both designed with the operator in mind to help you make more money.

**ROCK-OLA MANUFACTURING CORP.**

800 North Kodzie Avenue • Chicago 51, Illinois



Offers the Fascinating  
**WURLIMAGIC BRAIN**



**PLAYING 45 and 78  
RPM RECORDS  
INTERMIXED**

# it's Loaded

with **Cash Box Filling Features**

.....  
*Meets Every Musical Taste with*

# 104

**Easily Selected Tunes**

Compare the  
**WURLITZER**

*Fifteen Hundred*

with Single Speed Phonographs

... then Ask Yourself

**Why Buy Two When One Will Do?**



*Coin Catching*  
**WALL BOX**

Shows 104 Tune Titles  
on Rotating Pages

*Single Button Selection*

*See Your Nearest WURLITZER Distributor*

**The Rudolph Wurlitzer Company, North Tonawanda, New York**



**EVANS' JUBILEE 40/45**  
20 Records—40 Selections  
45 RPM

**EVANS' JUBILEE 40/78**  
20 Records—40 Selections  
78 RPM

**DESIGNED FOR PROFIT!**

PICTURE WINDOW VIEW OF RECORD CHANGING ACTION

IMPROVED INDIRECT KEYBOARD ILLUMINATION

GORGEOUS "LIVING RAINBOW" LIGHTING... LOCATION-LENGTH VISIBILITY for LOCATION-WIDE ATTRACTION!

QUICK SERVICE FACILITIES

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operation!

WATCH FOR IT!

**EVANS' CENTURY 100/45**  
50 RECORDS—100 SELECTIONS  
45 RPM

**H. C. EVANS & CO.**

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CHICAGO 7, ILLINOIS

**DETROIT, MICH.**  
10217 LINWOOD

**LANSING, MICH.**  
1224 TURNER

**Music Systems Inc.**

**CLEVELAND, OHIO**  
2600 EUCLID AVE.

**TOLEDO, OHIO**  
1302 JACKSON

Check this list of best way equipments.

Write-Write-Phone 1/2 deposit, balance C.O.D.

**SEEBURG**

1485L .....	\$289
147M .....	169
146M or S .....	139

<b>Hideaways</b>	<b>Wall Boxes</b>
M148M .....	3W1-L56 .....
M246M .....	3W2-L56 .....
M146M .....	W1-L56 .....

Rock-Ola 1426 .....

Rock-Ola 1422 .....

AMI Model A .....

EXPORT INQUIRIES INVITED—50 Cycle Motors Available.

# 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 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 on location, territory and other related factors.

	Issue of April 26	Issue of April 19	Issue of April 12	Issue of April 5
<b>AIREOM</b>				
1200A .....			\$39.50	
Buend Bomber .....			89.50	
Comet 400 .....	\$79.00	\$79.00	79.00 119.50	\$75.00 79.00
Comet 500 .....	129.50	129.00	129.00 129.50	129.00
Deluxe 46 .....	49.00	49.00	49.00	49.00
Fiesta .....			65.00 79.50	
<b>AMI</b>				
Model A .....	225.00 275.00	225.00 295.00	245.00 294.00	245.00 295.00
Model B .....	375.00 395.00	395.00 399.50	390.00 450.00	394.50 445.00
Model C .....	475.00 495.00	495.00 499.50	475.50 685.00	475.00 499.00
Midway .....	335.00	349.50	525.00 545.00	
Midway, 1950—40 selection .....	425.00			
<b>CHICAGO COIN</b>				
Mit Parade 45 .....			165.00	165.00
<b>FILM</b>				
Midway .....	49.50			
<b>MILLS</b>				
951 Constellation .....	75.00	75.00	75.00 139.00	75.00
Empire .....	22.50		39.50	
Thru .....	22.50		29.50	
<b>PACKARD</b>				
Manhattan 76 .....	89.00 119.00	89.00 119.00	75.00 89.00	79.50 89.00
Model 7 .....	44.50		119.00	100.00 119.00
Pia Mar .....	64.50			99.50
400 Midway .....		64.50		
<b>ROCK-OLA</b>				
Commander .....	39.00 49.50	39.00	39.00	39.00
Master .....			45.00	45.00
Rever 50-51 .....	495.00(2)	495.00	495.00	495.00
73 .....	49.50			
1422 .....	99.00(2) 99.50	99.00(2) 115.00	99.00(2) 115.00	99.00(2) 99.50
1426 .....	145.00	145.00	145.00	145.00
1428 .....	129.00 149.00	129.00 159.00	129.00 159.00	129.00 149.50
1428 Blonde .....	199.00 175.00	175.00	175.00	194.00 175.00
1432 .....	275.00	275.00	275.00	275.00
1432 .....	449.50	449.50		
<b>SEEBORG</b>				
Classic .....	49.00	49.00	49.00	49.00
Colonel .....	22.50 49.00	49.00	49.00	49.00
Empire .....	59.00	59.00	59.00	59.00
Gen .....	44.00	44.00	44.00	44.00
K-146 M Midway .....	99.50 139.00	159.00(2)	125.00 137.00	139.50 159.00
K-147 M Midway .....	139.50 159.00	159.00(2)	149.50	179.00
H-147 M Midway .....	169.50	169.50 175.00	169.50 175.00	219.00 249.00
H-148 M Midway .....	219.00 249.00	179.00 199.00	167.00 179.00	179.00 219.00
H-246 M Midway .....	159.00 199.00	199.00		
Hickory .....	59.00	59.00	43.00 59.00	59.00
M-100-A 78 RPM .....	695.00	695.00		
L-7 .....	22.50			
Map .....	49.00	49.00	48.00	49.00
Mayfair .....	44.00	44.00	44.00	44.00
Rear .....	49.00	49.00	49.00	49.00
Victory .....	22.50			
48 .....	275.00			
48 .....	100.00 130.00	110.00		110.00
146 Midway .....		150.00		150.00
146 M .....	139.00 149.00	139.00 149.00	125.00 137.00	149.00 149.50
146 S .....	149.50	149.50	139.00 149.00	149.50
146 S .....	139.00 149.50	139.00 149.50	125.00 139.00	149.50
146 SM .....			149.50	
147 .....	160.00	160.00	160.00	160.00
147 M .....	169.00 179.00	169.00 179.00	150.00 169.00	179.00 179.50
147 S .....	179.50	190.00	179.00	190.00
148 .....			275.00	275.00
148 B .....	275.00	275.00	275.00	275.00
148 M .....	279.00	279.00 299.50	275.00 279.00	279.00 299.50
148S .....			275.00	
148 SL .....	289.00	289.00	289.00	289.00
1943 WC Special .....	44.50 59.00	59.00	59.00	59.00
8800 .....	49.50			
<b>WILLIAMS</b>				
Music Mite .....	99.50	99.50	79.50 99.50	99.50
<b>WURLITZER</b>				
P39 .....	49.50	39.00	39.00	39.00
500 .....	22.50 49.00	49.00	49.00	49.00
616 .....	22.50 49.50			
600K .....	49.00	49.00	49.00	49.00
650R .....	49.00	49.00	49.00	49.00
750 .....	22.50 49.50			
750E .....	79.00	79.00	79.00	79.00
750L .....	89.50	89.50	79.50 89.00	
750E .....	49.50 79.00	79.00	79.00	79.00
750E .....			87.50	
800 .....	69.50	69.50(2)		
850 .....	22.50 35.00	35.00 59.00	59.00	59.00
850 .....	49.50 59.00			
940 .....	59.00	54.50 59.00	59.00	59.00
945 .....	165.00(2)	169.50(3)	150.00 159.50	170.00
1015 .....	169.50(2)	170.00	175.00	175.00(2)
1015 .....	175.00(2)	175.00(2)	179.00(2)	179.00(2)
1015 .....	179.00(2)	179.00(2)	189.50 250.00	189.50 250.00
1015 .....	189.50 250.00	299.50 250.00		
1017 .....	149.50	150.00 195.00	125.00 150.00	150.00 195.00
1080 .....	145.00 179.00	144.50 199.50	145.00 175.00	170.00 175.00
1100 .....	49.00	175.00 310.00	179.00	179.00
1100 .....	299.50 300.00	299.50 310.00	308.00 363.00	390.00 363.00
1100 .....	345.00 375.00	343.00 350.00	375.00 395.00	375.00 395.00
1100 .....	395.00	375.00 395.00		
1117 .....	350.00	349.50		
1250 .....	399.50 479.00	419.50 479.00	399.50 450.00	475.00
Victory .....	39.00	39.00	39.00	39.00

## Court Upholds Injunction on Toledo Union

TOLEDO, April 26. — In a denunciation directed at Local 410-T, AFL Teamster Union, Common Pleas Judge John W. Hackett Wednesday (23) refused to lift a temporary injunction restraining union picketing at the Baltimore Cafe here (The Billboard, April 26).

The decision climaxed five days of hearings on a suit brought by the cafe operators against the local. Branding the union an organization which grew out of a conspiracy to gain a monopoly of the juke box business here, Hackett said he could find no reason for changing the restraining order issued by him Thursday (17).

Hackett held that M. L. Okun, attorney for the defendants, failed to establish that a trade dispute existed, and declared that under the circumstances, even peaceful picketing was unlawful. He further held that the organization was set up as a screen for an operators' association which seeks to gain a monopoly of the vending machine business here and then extend its control into other businesses.

### Secondary Boycott

Asserting in his opinion that actions of 410-T members constituted a secondary boycott, Hackett pointed out that if employees desired to improve working conditions or wages, they might have appealed to local labor officials for assistance in forming a union rather than identifying themselves with a Cleveland official.

William Coy, a defendant and an organizer of 410-T with William Presser, Cleveland, by his own testimony admitted that a charter was not issued to the organization, Hackett observed.

Okun asked that a \$200 bond, set at start of the case, be increased pending a possible appeal. The judge said the amount was sufficient pending hearing of the case on its merits. He also refused to release payroll vouchers brought to court earlier by Harry Gometz, operator of the Star Vending Company, Toledo.

In his argument preceding Hackett's ruling, Okun declared that the union was a legitimate one and obtained its charter from Local 410 in Cleveland. He said members of the Tri-State Vending Machines Operators' Association had testified that only \$1,001 was collected for organization purposes, and that none of this money ever was given to Presser. He further argued that a labor dispute exists and that the case is an attempt of "union busting."

## Chi Operators Meet Attracts 79 Members

CHICAGO, April 26. — Some 79 members of the Recorded Music Service Association, local organization of music machine operators, attended the group's bi-monthly meeting Wednesday (23) at the Brown & Koppel Restaurant.

Ray Cunliffe, co-president of the association who chaired the meeting, said the main points of discussion were depreciation schedules and recent government rulings which affect the industry. The members were cautioned to watch depreciation rates because they are subject to revision by the government.

A luncheon was served and door prizes were awarded. Beginner's luck on the prizes were scored by the Green brothers of Tower Music Company. It was their first meeting as new members of the association and they won first prize of \$100. Second prize of \$20 went to Eddie Holstein, of Ace Music Service Company; third prize of \$15 went to Herb Goldensen, of the J. & H. Music Company; fourth prize of \$10 to Roosevelt Jones, and fifth prize of \$5 to Bert Bondioli, of B. & B. Novelty Company.

Plans for the group's golf tournament in June also were discussed but no definite time or place was selected. Next association meeting will be held in June.

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

# Coinmen You Know

Continued from page 81

**Pittsburgh**  
Sidmor Vending Company has established another route with a score of machines out on location all reconditioned for more sales.  
Howard Crombie, sales manager, Tri-State Automatic Corporation is busy with the new drive-ins opening up. W. F. Hamel, divisional sales manager, Cole Products, Inc., reports that when one theater installed vended products, a retailer a couple doors away had to discontinue them for lack of biz even though the retailer was selling the product at a lower price.

Raymond W. Watts, division sales manager, Mills Automatic Merchandising Corporation, reports that neighborhood firehouses are a good spot for penny gum machines. Danny O'Neill finds dime play all right in the better class locations. Glean Gillette observes that business in this area is currently better than in Ohio.

Sidney Reinwasser has just acquired access to a coin-operated timing attachment operators can use on any appliance, radio or TV set. H. Pitchford believes that production of his own Pitchford electric shaver may run around 500 units a month, with the shaver costing about \$125. In some sections operators point out that the margin of profit today is governed by the cost of living, particularly if the person has a family of any size.

Joseph McGlenn reports members of the National Automatic Merchandisers' Association are already busy on the September show. Harry Rosen, president, Milk Vending Service Company, has been kept pleasantly busy by the nuptial activity of his daughter and a young Galahad from Clairton, Pa. Operators keep going back to Herbert Roenthal, sales manager, Banner Specialty Company, for more Big Broncos.

### Miami

A & T Vending Company has been purchased by Sam Horwitz from Eddie Rosen and Herbert Lane. The shuffle, music and pin game route consists of approximately 115 pieces, with about 90 in the latter category. Legs Biggs will continue as mechanic and routeman under the new owner.

Johnny Morgan, Beach Amusement Company, reports a drop in game and music volume on Miami Beach from a year ago, but adds that cigarette sales there are good. Beach Amusement put out its hundredth cigarette vender recently after having operated in

the tobacco field less than six months.

Sue Baron, of Pan American Distributing Corporation, says coin machine operators are enthusiastic over a new ditty on an Intro label titled "Relax and Take It Easy." Road salesmen recently in Jacksonville report a pilferage epidemic is sweeping that city's vending machines, especially cigarette units.

Frank Salerno, who sold his downtown Miami Arcade a few months ago to Bush Distributing Company, was in town on business. Salerno now operates an Arcade under the name of Amusement Equipment Corporation, at La Playa Beach, an amusement park outside of Havana.

Harry Goldberg, H & G Vending Company, has expanded and diversified his line of vending machines to include scales and combs. The strike in the Sunshine Company plant in New York has forced Cookies, Inc., to fill in with brands other than Miks which the firm is finding difficult to obtain at present.

Max Shaw, accountant at Toran Distributing, can't wait to hit the road with his new Hudson in June when he heads north on vacation. Sales manager Ell Ross, hopped to Havana on a business trip.

Ron Rood, head of Southern Music Distributing Company, Orlando, was in town on a business trip. Rood is Rock-Ola distributor for Florida and Southern Georgia but up to now hasn't been active in the Miami area. He reports that North and Central Florida experienced the best tourist season in history and that business conditions in general in those areas are good. Rood said that Bill Whitcomb, who worked for his organization from 1948-'50 before becoming branch manager in Jacksonville for Bush Distributing Company, has rejoined Southern Music as sales manager. J. T. Elkins will continue as Jacksonville branch manager for Southern Music.

### Philadelphia

Electro-Pitch Company is franchising operators for its locally manufactured automatic baseball pitching machines. Louis E. Schwarz and Martin L. Schwarz are the owners of a new coin machine Arcade called "Pennyland." Ralph Price, local branch manager for Berlo Vending Company, was named representative of Philadelphia Variety Club and to the executive board of the Philadelphia March of Dimes. Harold Rodner, vice-president of the Warner Brothers Service Corporation, operating vending ma-

chines in the theater lobbies of the movie chain, has recovered following surgery at the Baptist Hospital in Boston.

Much interest is manifested in the report that Cigaromat, manufacturing the automatic coin ma-

chine cigar dispenser, is moving to Philly to be on the scene in this center of the cigar-making industry. Woodside Amusement Park, opening for the season this week-end, included a new amusement machine Arcade with the Fascination game set up in rows

of 40 tables. In addition to the park's amusement machine Arcade, the mechanical Big Bronco, horse rides, are entirely new here.

Bill Rodstein, former president of the Amusement Machine Assoc. (Continued on page 88)

## THE MARKET PLACE

for the

### COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Specialties

★  
**CLASSIFIED ADVERTISING**  
★

### Business Opportunities

Coin radios; new type cassette; write for full particulars and prices. Brooklyn, 1652 N. Damen, Chicago 47, Ill.

Coin radios and televisions; buy direct from manufacturer and save; steel cabinet, modern design, coin receptor. Write for prices and full story, Coin Radio & Television Corp., 190A Duane St., New York City.

### Help Wanted

We need Promotional Salesmen; write immediately for full details, starting for whom sold. Vendomatic Sales & Mfg. Co., 2808 Tampa St., Tampa, Fla.

### Parts, Supplies & Services

Attention, Bulk Vendors—Pee Wee Boston baked beans, red hot, rainbow peanuts, Spanish salted peanuts, Virginia salted peanuts, burnt peanuts and chesty nuts; write for lowest prices and pack. Texas Candy & Nut Co., McKinney, Tex.

Free—122 Page Parts & Supplies Catalog No. 20; advise type machines you operate. Block Marble Dept., Philadelphia, Pa.

Music Operators—Protect your cash. Steel doors with silver wood or lined oak that matches finish on all seeking 100 selection phonographs; walnut and blonde mahogany for Evans Conventions. Sample door, Seaburg \$3; Evans, \$3.50. Lots of 10, \$7.25; 10 or more, \$2.50. Gillette Distributing Co., 2436 N. Cicero Ave., Chicago 39, Ill.

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; lowest prices; send for prices and samples. Simon Rubin, 817 West End Ave., New York, N. Y.

### 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, low local competition; excellent for selling. Write Box M-7, The Billboard, Cincinnati, O.

\$4500 will handle juke and Pin Ball Route; 50 machines; owner has other business; good territory. Box 512, Billboard, Chicago, Ill.

### Used Coin-Operated Equipment

A-1 Bargain Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

Atomic Bomber, bought new, excellent condition, \$60. Pinoscope, \$30. Williams All Star, \$35, used in park; excellent condition. Kelly Ingoe, Rt. 9, Box 350, Roanoke, Va.

For Sale—Complete Penny Arcade, tent, booster, sleep overcab Ford Van; also 18 nut vendors. Louis Valenti, Perry, N. Y.

For Sale—Mills, Jennings, Pace, Walling Bells; beautifully reconditioned Bally Clover Bell; used pin games, alley, etc.; trades accepted; 12 years of reliable dealing. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WA1942 2-4378.

For Sale—Perfect conditioned Coney Island; \$475; Leaders, \$400; Bright Lites, \$350; Turf Kings, \$185; Crickets, \$49; Hot Rods, \$65; various flipper dime write. One third deposit, balance c.o.d. W. E. Keeney Mfg. Co., 5229 S. Kedzie, Chicago; Phone Hermslock 4-3844.

For Sale—15 Andrews 4 Compartment Penny Vending Machines; new condition; make offer. Burr L. Robbins, 8 Deer St., Rutland, Vt.

For Sale—21 used Parkers tables in good condition, \$50 each; also Scientific Speedball, \$125. Box 183, Weis, N. H.

Genco Screwball, \$32.50; United Amusement, \$42.50; coin operated Pool Table, \$30; Exhibit Strike Bowler, 2 player, \$35; Packard Rideaway, \$50; Rowe Royal, 8 col., \$95; President, 8 col., \$125; Ig Hershberg Vendors, \$2.50; Mason Mini Vendors, \$2.50; Salt City Amusement, Hutchinson, Kan.

Good, clean U-Select-It 72 bar candy machines; ready for location, \$35; 1/3 down Goodman Vending Service, Lebanon, Pa.

One used Value-O-Graph Machine for sale. Genco Vending Corp., 27 Moore St., Brooklyn, N. Y.

Reconditioned Silver Kings, 12 or 52 models, \$4.50 each; 28 pound stands, \$3.95 each. Logen Co., 627 Milwaukee, Chicago 22, Ill.

Real low prices—U-Select-It Candy Machines, 72 bar size, \$27.50 each. Latest model, 8 column cigarette machines, Unesco quarter operation, \$35 each. Also real low prices on all other makes. Write what you have to sell. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Topper Merchandise Vendors, 3 months old, \$10.95 each; Model V's, thoroughly reconditioned, \$7.75 each; custom built Vendors, \$11.95 each; many other buys in U-Select-It and National Candy Machines. Write for price list, Bernard K. Bitterman, 4709 E. 27th, Kansas City 11, Mo.

Will trade Turf Kings (like new) for Mmic, Cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

Wurlitzer Skoe Ball, 14 ft., \$79.50; Genco Bank Rolls, 14 ft., \$69.50; Kegeney Air Raider, \$75; Bally Undersea Raider, \$65; QT Belgian Pool Tables, \$75; Exhibit Dale Guns, \$49.50; all in A-1 condition. S. I. Gussler, 3465 Atkinson, Detroit 6, Mich. TY19 3-1564.

4 Wilcox Coy Records, used very little, \$100 ea.; 1 Microscope Flying Saucer, like new, \$75; George Miller, 500 N. Ninth St., La Fayette, Ind.

9 new Munro Marlock stamp vending machines; \$175 gets them; never been unpacked. J. E. Scott, 717 S. 5th St., Parkersburg, Ark.

50 Brawley chainlink coin-radios, new October, 1951; excellent condition; several unplayed; best offer, all or part. Anderson, 4607 Fairway Drive, Tampa, Fla.

### Want to Buy

Wanted—Late model pinball machines; give machine name, condition and best price. Write P. O. Box 286, Mansfield, O.

Wanted—Star Series at \$65; ABC at \$225, and Turf Kings at \$150. Pennsylvania Vending Corp., 1822 Carson St., Pittsburgh 3, Pa.

Wanted—United 5 player at \$225 and 6 player at \$250. Pennsylvania Vending Corp., 1822 Carson St., Pittsburgh 3, Pa.

Wanted To Buy—20 used coin-operated television sets. Hartley Coin Machine Co., 1245 Squire Lake Rd., Pontiac, Mich.

## To Order Your Market Place Ad

# USE THIS HANDY FORM TODAY

**1** First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. 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 you want your 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

REGULAR CLASSIFIED	DISPLAY CLASSIFIED
<p>Usual worded copy, no paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.</p> <p>per word ..... \$ .30</p> <p>3 or more CONSECUTIVE or 36 insertions, per word ..... \$ .10</p> <p>30 CONSECUTIVE insertions, per word ..... \$ .14</p> <p>Minimum \$1</p>	<p>Any advertisement using display make-up or white space. Figure space between cut-off rules. 3 pt. rule borders permitted only on ads of 30 lines or more.</p> <p>per space line ..... \$1.00</p> <p>3 or more CONSECUTIVE or 36 insertions, per space line ..... \$ .75</p> <p>31 CONSECUTIVE insertions, per space line ..... \$ .90</p> <p>3 inch space to space lines</p>

## OUR PRICES ARE

# LOW... LOWER... LOWEST!

All Machines Thoroughly Reconditioned

Bowling Champ..... \$ 69.50	<b>SHUFFLE GAMES</b>
Stop & Go..... 109.50	United 6-Player, Formica top..... \$295.00
Tumbleweed..... 84.50	United 5-Player..... 245.00
Buccanar..... 39.50	United 4-Player..... 220.00
Fighting Irish..... 99.50	● UNITED TWIN REBOUND..... 175.00
Humpty-Dumpty..... 29.50	● CHICKEN & PLAYER, FORMICA TOP..... 275.00
1-2-3..... 39.50	Chicoin Shuffle Horse
Wisconsin..... 29.50	Shoon..... 125.00
Thing..... 79.50	Chicoin Trophy Bowl..... 49.50
Tri-Score..... 79.50	Univ. Super Turin..... 49.50
Cyclone..... 149.50	Bally Hook Bowler..... 175.00
Caravan..... 69.50	Bally Shuffle Line..... 125.00
Canast..... 69.50	Keeney League Bowler, 4-Player..... 225.00
All Baha..... 29.50	● WPS. DOUBLE HEADER..... 49.50
● ROCKETTES..... 134.50	<b>PHONOGRAPHS</b>
Double Shuffle..... 79.50	● WURLITZER 850..... \$ 35.00
3 Mucksters..... 49.50	Wurlitzer 300..... 69.50
Barnacle Bill..... 49.50	Wurlitzer 750E..... 89.50
Sharpshooter..... 79.50	Wurlitzer 1250..... 479.50
Bally Turf Kings..... \$199.50	Wurlitzer 1015..... 169.50
Bally Champions..... 89.50	Rock-Ola 400 Highway..... 64.50
● BALLY GOLD CUP..... 29.50	● ROCK-OLA (432 (51-50))..... 449.50
Bally Citations..... 69.50	● SEEBORG 146..... 110.00

**One-Stop Service—Records—Parts—Premiums**

# COVEN

distributing company

3161 Elston Chicago 68, Ill.

Independence 3-2710

The Flood Names in Coin Machines. Excludes With Bally Products and Wurlitzer Phonographs.

# Coinmen You Know

Continued from page 87

ciation and still identified with the industry thru his coin machine arcade operation, has now entered the rebuilding field in setting up the Crown Builders firm. Jack Beresin, head of ABC Vending Corporation and the Berlo Vending Company, was given the Great Heart Award of local Tent 13 of the Variety Club for his services to the local club and to Variety Clubs International. A former chief Barker of the local tent, Beresin is now first assistant chief Barker of Variety Clubs International.

### New York

Jack Marraffa, who won't return to Italy for a month or so to look over a string of juke boxes operating there, is spending much of his time plugging a prototype songbird, Maria Elama, currently appearing at the Orchid

Room, Jackson Heights, L. I. Jack, a partner in the C&M Enterprises, Genoa, spends about one-third of his time in Italy.

Abe Josephohn & Company, manufacturers representatives for several large candy firms turning out products for vending, has moved to larger quarters at 1850 Broadway, New York. Metropolitan sales staff includes Abe Josephohn, Charles Miller, Ed Livingston and J. George Benton.

### Hartford, Conn.

Abe Fish, honorary president of the Connecticut State Coin Association and owner of General Amusement Games Corporation, Hartford, believes that amusement game equipment will continue to do scores for many months. Pledges of \$439,200 were made recently by more than 150 members of the special gifts division, 1952 Hartford Jewish Federation campaign, at a dinner in the Tumble Brook Country Club, according to

Samuel Roskin, of Roskin Distributors.

### Cleveland

Amusement Machines Association staged its annual dinner dance for the music and pinball machines trades at the Latin Casino night club Sunday (20). Columbia Records sent in The Four Lads for the floorshow which was headed by Lenny Kent, Sonny Skylar and Carol Bruce. Operators who attended from out-of-town included Tommy Bridges, Zanesville; Max Brown, Newark; W. R. Graf, Lancaster; Mr. and Mrs. C. L. Hopkins, Galion; Charles Gleich, Lockbourne; Vern Yontz and his son, Byesville; Guy Constantini, Hope Dale; John Podocis, Murray City, and Jack Dietrich, Logan.

Operators attending from Columbus included Mr. and Mrs. Dick Ustler and Carol Bruce, Dressel, M. Schwarz, Herb Willis, Mark Howard, G. D. Ferguson, Bill Grace, Frank Casanta, B. F. Reinmund, Bill Brobst, Bob Ehmann, Bob Gease, Wolf Solomon, A. H. Harwick, Bob Warner, Ed Nyrop, Carl Leckrone, Guy Odd and representatives of the Anthony Coin Machine Company.

### Indianapolis

The Central Novelty Company, operated by Ray Randolph, moved its headquarters from 531 West Washington Street to 22 East 21st Street. Seeking Company, Inc., reports business going along as usual, with demand for games fair. Joe Flynn, who has been named general sales manager at Shaeffer Music Company, Columbus, Ohio, is arranging to move his family there shortly.

Claude Thomas, who was formerly bookkeeper at Caln-Calkloutie, Inc., has joined the Armstrong Automatic Vending Company in the accounting department. Sam Weinberger, of the Southern Automatic Company reports business satisfactory. Demand for games is about normal. (Continued on page 89)

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 25 \$275.00(2)	Issue of April 19 275.00(1)	Issue of April 12 275.00(2)	Issue of April 5 275.00(2)
ABC (United).....	265.00	275.00(1)	275.00(2)	295.00(2)
ABC (Universal).....		275.00	295.00(2)	300.00
Advance Rols (Genco).....	39.50	39.50	25.00	39.50
All Babe (Gottlieb).....	29.50	29.50(2)	29.50	45.00
Allice in Wonderland (Gottlieb).....	39.50	54.50	39.50	54.50
Aqueduct (United).....	49.50	69.50	75.00	89.50
Ariosa (United).....	32.50	32.50	89.50	109.00
Baby Face (United).....			14.50	14.50
Balloon (Gottlieb).....	24.50	24.50	24.50	24.50
Bank-a-Ball (Gottlieb).....	75.00	79.50	79.50	89.50
Barbecue Bill (Gottlieb).....	85.00	119.50	180.00	119.50
Basketball (Chicago Col.).....	49.50	75.00	89.50	49.50
Basketball (Gottlieb).....	99.00	134.50	74.50	134.50
Basketball Champ (Chicago Col.).....	225.00	275.00	225.00	275.00
Beach Club (Gottlieb).....	114.50	114.50	114.50	114.50
Bermuda (Chicago Col.).....	79.50	58.50	79.50	79.50
Big Top (Genco).....			119.00	79.50
Bingo Bingo.....	39.50	79.50	59.50	60.00
Black Gold (Genco).....			79.50	79.50
Blue Skies (United).....	124.50	124.50	89.50	124.50
Bomber (Chicago Col.).....	104.50	85.00	109.50	104.50
Bonus (Williams).....	69.50	79.50	69.50	79.50
Bowling Charm (Gottlieb).....	325.00	365.00	310.00	315.00
Bright Lights (Bally).....	395.00	355.00	365.00	375.00
Bright Spot (Bally).....	425.00	435.00	375.00	400.00
Brocade (Bally).....	345.00	385.00	345.00	345.00
Bucanero (Gottlieb).....	39.50	59.50	49.50	29.50
Buffalo Bill (Gottlieb).....	55.00	65.00	49.50	70.00
Bulls Up (Echtel).....			14.50	14.50
Build and Burn (Gottlieb).....	50.00	79.50	49.50	79.50
Camel Caravan (Genco).....	69.50(2)	69.50(2)	69.50	69.50
Canasta (Echtel).....	114.50	69.50	114.50	114.50
Canasta (Genco).....	69.50	75.00	69.50(2)	119.50
Caravel (Bally).....	109.50	119.50	119.50	119.50
Carolina (United).....	49.50	55.00	49.50	59.50
Carrom.....	35.00	40.00	45.00	49.50
Casino (Chicago Col.).....	29.50(2)	49.50	29.50(2)	49.50
Champion (Bally).....	50.00(2)	74.50	60.00(2)	75.00
Champion (Chicago Col.).....	75.00	85.00	85.00	85.00
Cherry (Genco).....	79.50	85.00	85.00	85.00
Citation (Bally).....	48.00	49.50	30.00(2)	45.00
College Daze (Gottlieb).....	65.00(2)	65.00(2)	69.50	79.50
Count's Fair.....	74.50	89.50	74.50	89.50
Covey Island (Bally).....	79.50	89.50	79.50	89.50
Contact (Echtel).....	445.00(2)	365.00	400.00	424.50
Control Tower (Williams).....	450.00	410.00	445.00(2)	465.00(2)
Cover Girl (Gottlieb).....			14.50	175.00
Crazy Ball (Chicago Col.).....	29.50	29.50	14.50	45.00
Cyclone.....	149.50	169.50	149.50	29.50
Dallas (Williams).....	49.50	79.50	49.50(2)	79.50
De-Ser (Williams).....	109.50	119.50	74.50	89.50
De-Wa-Ditty (Williams).....	39.50	39.50	39.50	45.00
Dolly.....			14.50	14.50
Double Feature.....	164.50	99.50	164.50	164.50
Double Shuffle (Gottlieb).....	79.50	94.50(2)	39.50	94.50
Drum (Williams).....	124.50	90.00	124.50	124.50
Eimer.....	49.50	49.50	49.50	49.50
El Paso (Williams).....	49.50	49.50	49.50	49.50
Fast Ball.....	69.50	69.50	14.50	14.50
Fighting Irish (Chicago Col.).....	99.50	129.50	89.50	99.50
Fighting Phils.....			39.50	39.50
Fire Star (Universal).....	164.50	225.00	164.50	225.00
Flying Power (Genco).....	239.50	239.50	239.50	245.00
Fire Star (United).....			250.00(2)	128.00
Flying Saucers (Genco).....	35.00	49.50(2)	42.50	49.50(2)
Flying Saucers (Genco).....	108.00	179.00	99.50	129.00
Football (Chicago Col.).....	99.50	75.00	64.50	64.50
Four Horses.....	114.50	125.00	99.00	99.50
Frankie (Williams).....	154.50	114.50	154.50	114.50
Frankie (Williams).....	99.50	114.50	64.50	79.50
Georgia (Williams).....	124.50	144.50	124.50	144.50
Glenn Alimony (Gottlieb).....	69.50	69.50(2)	69.50	79.50

### ALWAYS FIRST IN VALUE!

**ARCADE**

Exhibit's Saddle Horse  
**BIG BRONCO**

**PONY EXPRESS**  
Perfect Condition  
Limited Quantity  
**\$375**

**RECONDITIONED AND REFINISHED**

Seeburg SHOOT THE BEAR..... \$325  
E. SIX SHOOTER..... 195  
TELEQUIZ, w/tilm..... 129  
Chk. Coin PISTOL..... 125  
TEAM HOCKEY..... 110  
Matscope SKY..... 105

**FIGHTER**..... 100  
BAG-A-BUNNY..... 100  
Eze FOOT EASE..... 95  
Ames JACK RABBIT..... 95  
C. Coin GAME..... 95  
Keeney AIR RAIDER..... 95  
Wms. STAR SERIES..... 95  
Wms. QUARTER..... 95

**BACK**

UNDERSEA RAIDER..... 85  
Ez DALE GUN, lns..... 85  
QUIZZER w/tilm..... 75  
Ez DALE GUN..... 75  
CRICKET 5/16..... 69  
Chk. Coin HOCKEY..... 69

Mercury 13-Way ATHLETIC SCALES..... 49  
TEN STRIKE..... 49  
HEAVY HITTER..... 45  
POWER & JOKER..... 45  
Williams ZINGO..... 45  
CLIDER..... 29  
Get. CRIP TESTER..... 19

**COUNTER GAME**  
**CLOSEOUT**  
Genco's PEE WEE  
Originally \$49.50  
New only \$25  
Brand new!  
If 10 in addition  
ONLY 10 LEFT!

**VENDING**

Keeney's  
**Electric CIGARET MACHINE**  
"The Pack You See is The Pack You Get!"

**BINGO & BALLS**

**NEW**  
Bally ATLANTIC CITY  
Universal 5 STAR..... \$275

**RECONDITIONED**

Bally CONEY ISLAND..... 445  
United LEADER..... 385  
Keeney SOLID PA..... 385  
Bally BRIGHT..... 345  
United ZINGO..... 266  
United ABC..... 275  
Universal 5 STAR..... 275

**Authentic SHUFFLE GAME FORMICA TOPS**

Contains silk screened tops at the right price!  
Highest quality silk screened during manufacturing process. For United 2, 3, 5, 6 Player and Keeney LEAGUE BOWLER.

8" Size \$19.50  
9" Size \$22.50  
Individually Packaged.

**SPECIAL OF THE WEEK**  
New CHICKEN COIN  
**HIT PARADE**  
AS R.P.M.  
Phone, with PEDestal  
Bowler \$34.50  
Closeout \$195

**CONVERSIONS**

**JUNIOR PINCH**  
LITEBALL PINS  
For C.C. BOWL ALLEYS  
Unit: TWIN BOWLERS  
Complete: 18 pins in  
minimum! All the Pleasure  
of Keeney's 6  
Players..... \$22.50

**NEW KEENEY SHUFFLEBOARD ATTACHMENT**  
2 PLAYER MATCH LEAGUE BOWLER for long boards.  
6 PLAYER REBOUND CONVERSION for short boards.  
New delivery!

**SHUFFLE GAMES**  
NEW KEENEY  
**Super Deluxe LEAGUE BOWLER**

OPERATES 3 WAYS:  
1. On "mystery score"  
2. Match Your Score"  
3. On "mystery score"  
4. Match Your Score"

**NEW CLOSEOUT!**  
Chk. Coin SHUFFLE HORSESHOES—\$175.

**RECONDITIONED AND RESURFACED**

Mechanisms completely overhauled. Resurfaced. Includes complete removal of old surface, new coating of lacquer. New instruction card.

Genline Formica Top installed on United & Keeney Games—\$15.00 Extra

**UNITED**

4-PLAYER REBOUND  
w/Original Formica..... \$295

6-PLAYER REBOUND \$265  
4-PLAYER REBOUND \$245  
4-PLAYER REBOUND \$230  
TWIN SHUFFLE..... 199  
SHUFFLE SLUGGER..... 179  
SHUP. EXPRESS..... 159  
SHUFFLE ALLEY..... 79

**CHICKEN COIN**

ACE BOWLER..... 995  
TWOPLY BOWL..... 75  
SHUP. BOWLING..... 75  
BOWLING ALLEY..... 35

**WILLIAMS**

DOUBLE HEADS..... 99  
DE LUKE BOWLER..... 39  
TWIN SHUFFLES..... 29

**KEENEY**

4-PLAYER WRITTS BOWLER..... \$235  
BOWLER..... \$235  
LEAGUE BOWLER..... 199  
DUCK PINS..... 75  
LUCKY STRIKES..... 35

**UNIVERSAL**

HIGH SCORE BOWLER..... \$179  
SUPER TWIN BOWLER..... \$115

**BALLY**

HOGK BOWLER..... \$175  
SPED BOWLER..... 79  
SHUFFLE BOWLER..... 79

**GENCO**

SHUFFLE TARGET..... \$136  
BOWLING LEAGUE 19

Joe Klein & Wally Pinte

1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

### CLOSEOUTS THAT CLICK!

<b>MUSIC:</b>	<b>ALLEYS:</b>
Wurlitzer 1217. New..... \$375	Hook Bowler..... \$195
Seeburg 146M..... 145	Bally Baseball..... 85
Seeburg 146M (Cellar)..... 100	Shuffle Code..... 150
Rock-Ole '50-'51..... 485	Universal Hi Score..... 95
	Keeney League Bowler..... 150

<b>ONE BALLS:</b>	<b>SPECIAL:</b>
Futurity..... Write or Call	Williams Horse..... \$250
TURF KINGS..... Write or Call	Feathers..... \$250
Jockey Special (AS IS)..... \$15	

**REDD AMI DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-8040  
In Mass., R. I., N. H., Vt. and Me.

### BETTER BUY from BANNER

**SPECIALTY CO.**

199 W. Orange Street, Philadelphia 32, Pa.  
Gottlieb 2-2790

1500 Fifth Ave., Pittsburgh 19, Pa.  
Grant 1-1223

United Twin Rebounds.....	\$179.50
Keeney Four Bowlers.....	199.50
Williams Double Headers.....	79.50
Wurlitzer 1217.....	129.50
Wurlitzer 1100's.....	\$16.00
All games are electric, finished and ready to go.	

**SAVAGE NOVELTY CO.**  
419 THIRD ST., BELoit, WISCONSIN





# Shuffle Games

	Issue of April 26	Issue of April 19	Issue of April 12	Issue of April 5
ABC Bowler (Keeney).....	\$25.00	\$30.50	\$39.50	\$39.50
Box Bowler (Chicago Coin).....	95.00	99.50	95.00	95.00
Bowling (Bally).....	49.50	89.50	75.00	89.50
Big League Bowler (Keeney).....	215.00/p	215.00/p	225.00/p	255.00
Bowling (Chicago Coin).....	245.00	265.50	255.00	265.50
Bowling (Gottlieb).....	24.50	23.00	24.50	29.50
Bowling Alley (Chicago Coin).....	35.00	35.00	35.00	45.00
Bowling Champ (Keeney).....	99.50	109.50	99.50	109.50
Bowling Champ (Keeney) 2 Player.....	165.00	135.00	165.00	135.00
Bowling Classic (Chicago Coin).....	75.00	85.00	75.00	85.00
Bowling League (Genco).....	20.00	24.50	24.50	24.50
De Luzzo Bowler (Keeney).....	390.00			
Deluxe Bowler (Williams).....	45.00	49.50	45.00	49.50
Double Bowler (Keeney).....	75.00	110.00	75.00	110.00
Double Bowler (Keeney).....	125.00	125.00		
Double Bowler Rebound (Keeney).....	49.50	55.00	39.00	49.50
Double Header (Williams).....	59.50	59.50	59.50	75.00
Double Shuffle Alley (United).....	75.00(12)	74.50	89.00	99.50
Double Shuffle Alley Express Rebound (United).....	99.50	100.00	99.50	100.00
Double Shuffle Alley Express (United).....	50.00	69.50	50.00	79.50
Double Shuffle Alley Express Rebound (United).....	139.50	139.50	139.50	159.50
Duct Pin (Keeney).....	95.00	95.00	95.00	95.00
Five Player Shuffle Alley (United).....	245.00	240.00	245.00	255.00
Five Player Shuffle Alley Rebound (United).....	285.00(12)	275.00	280.00	275.00
Five Player Shuffle Alley Rebound (United).....	275.00	275.00	285.00	285.00
Four Player Shuffle Alley (United).....	225.00	235.00	220.00	225.00
Four Player Shuffle Alley Rebound (United).....	245.00	249.50	245.00	265.00
Four Way League Bowler (Keeney).....	195.00	195.00		
Four Way Match Bowler (Keeney).....	225.00	225.00		
Slider (Genco).....	29.00	29.50	29.00	29.50
NI Score Bowler (Universal).....	125.00	149.50	95.00	125.00
Host Bowler (Bally).....	135.00	135.00	135.00	135.00
Host Bowler (Bally).....	179.50(12)	179.50	179.50	179.50
Host Bowler (Bally).....	195.00(12)	195.00	195.00	195.00
Host Bowler (Bally).....	129.50	149.50	129.50	149.50
Host Bowler (Bally).....	175.00	210.00	175.00	210.00
Host Bowler (Bally).....	215.00	215.00	215.00	215.00
Host Bowler (Bally).....	225.00(12)	225.00	225.00	225.00
Host Bowler (Bally).....	225.00	225.00	225.00	225.00
Host Bowler (Bally).....	165.00/p	165.00/p	165.00/p	165.00/p
Host Bowler (Bally).....	219.50	175.00	35.00	35.00
Host Bowler (Bally).....	35.00	35.00	35.00	35.00
Host Bowler (Bally).....	295.00	295.00	225.00	295.00
Host Bowler (Bally).....	24.50	25.00	25.00	25.00
Host Bowler (Bally).....	125.00	129.50	79.00	125.00
Host Bowler (Bally).....	19.50	24.50	24.50	25.00
Host Bowler (Bally).....	29.50(12)	34.50/p	34.50/p	34.50/p
Host Bowler (Bally).....	39.50/p	39.50/p	39.50/p	39.50/p
Host Bowler (Bally).....	99.50/p	99.50/p	99.50/p	99.50/p
Host Bowler (Bally).....	75.00	139.50	75.00	139.50
Host Bowler (Bally).....	165.00	169.50	169.50	169.50
Host Bowler (Bally).....	325.00	325.00		
Host Bowler (Bally).....	209.50	249.50	249.50	275.00
Host Bowler (Bally).....	315.00	315.00	315.00	325.00
Host Bowler (Bally).....	40.00	49.50	49.00	49.50
Host Bowler (Bally).....	59.50(12)	129.50	59.50	129.50
Host Bowler (Bally).....	275.00	260.00	275.00	285.00
Host Bowler (Bally).....	295.00(12)	309.50	310.00	310.00
Host Bowler (Bally).....	309.50	310.00	315.00	320.00
Host Bowler (Bally).....	55.00	55.00	55.00	69.50
Host Bowler (Bally).....	24.50	29.50	24.50	29.50
Host Bowler (Bally).....	49.50/p	49.50/p	49.50/p	49.50/p
Host Bowler (Bally).....	145.00	145.00	145.00	179.50
Host Bowler (Bally).....	45.00	49.50	44.50	45.00
Host Bowler (Bally).....	75.00	79.50	75.00	79.50
Host Bowler (Bally).....	59.50	59.50	59.50	59.50
Host Bowler (Bally).....	30.00	30.00	30.00	30.00
Host Bowler (Bally).....	24.50	24.50	24.50	24.50
Host Bowler (Bally).....	129.50	169.50	129.50	179.50
Host Bowler (Bally).....	179.50	179.50	179.50	179.50
Host Bowler (Bally).....	79.50	95.00	95.00	129.50
Host Bowler (Bally).....	139.50	85.00	139.50	139.50
Host Bowler (Bally).....	149.50(12)	149.50(12)	149.50(12)	149.50(12)
Host Bowler (Bally).....	155.00	199.50	175.00	199.50
Host Bowler (Bally).....	75.00	89.50	75.00	89.50
Host Bowler (Bally).....	275.00	275.00	275.00	275.00
Host Bowler (Bally).....	75.00	99.50	75.00	99.50
Host Bowler (Bally).....	109.50	125.00	125.00	125.00
Host Bowler (Bally).....	35.00	39.50	35.00	39.50
Host Bowler (Bally).....	45.00	49.50	45.00	49.50
Host Bowler (Bally).....	350.00	350.00		
Host Bowler (Bally).....	75.00	89.50	75.00	89.50
Host Bowler (Bally).....	25.00	39.50	34.50	39.50
Host Bowler (Bally).....	75.00	79.50	75.00	79.50
Host Bowler (Bally).....	99.50	109.50	95.00	109.50
Host Bowler (Bally).....	24.50	24.50	22.50	24.50
Host Bowler (Bally).....	85.00(12)	119.50	85.00	140.00
Host Bowler (Bally).....	49.50(12)	65.00	49.50	65.00
Host Bowler (Bally).....	185.00	185.00	185.00	185.00
Host Bowler (Bally).....	165.00	165.00	165.00	165.00
Host Bowler (Bally).....	195.00(12)	135.00	195.00	199.50
Host Bowler (Bally).....	199.50	199.50	199.50	215.00
Host Bowler (Bally).....	24.50	25.00	24.50	25.00
Host Bowler (Bally).....	35.00	35.00	35.00	35.00
Host Bowler (Bally).....	199.50(12)	199.50	199.50	240.00
Host Bowler (Bally).....	240.00	240.00	240.00	250.00
Host Bowler (Bally).....	89.50	89.50		

# Coinmen You Know

**Continued from page 90**

Tucson and took off again for Las Vegas. . . Bob Rech, who is in the music operating business with Jimmy Jackson in Palm Springs, was in town and stopped off at the Minthorn Music Company for Seeburg supplies.

Paul Meyers has opened the Coast Export Company on Pico for handling of the finebuilt record press exclusively for export. Firm also will handle other recording equipment for overseas shipment. A. P. Schmid is handling the shipping. . . Lew Feldman, of the Acme Vending Supply Company, is planning to launch nationwide sales on a new item. He has been working on it for some time and will release information about it soon. . . Stan Russo, Western representative for Stoner Manufacturing Company, is back from a business trip to Fresno, Bakersfield and other inland California towns. . . Woodie Leslie, Coan representative, is back at his home in Monrovia following a business trip to the Bay area.

Ed Ratajack, Western regional representative for AMI, spent several days here with Nick Carter, owner of the Nickabob Company, local AMI distributor. Upon concluding his visit here, Ratajack left for San Francisco to visit with Walter Huber, AMI distributor in the Bay area. . . S. L. Griffin, of the Valley Machine Company, Pomona, in town Tuesday (22) on business and stopping in at Paul Laymon's.

Clyde Truss, a former Los Angeles operator now living in Oceanside, was a West Pico visitor, renewing old acquaintances. . . Lawrence Reya, who operates music in Latin spots in the Colton area, here on a shopping tour. . . Del Hungerford, El Monte operator, has added the running of a Kiddeland to his chores. . . Al Anderson, of Shafter, has opened an automobile parts store in that city. He is reported doing good with the new venture.

Sid Snyder, of the music department of the S. & A. Novelty Company in San Bernardino, in town on business. . . Dean Brown, Glendale music operator, in town on one of his infrequent trips to this locality.

Tom Wall, of California Games, has bought a bar at the corner of Sepulveda and Sherman Way. It's a partnership deal, Wall says, but his partner is not in the coin machine business. . . Carl Robinson, former Associated Operators of Los Angeles manager, is associated with the legal firm of Samuel Miller here. . . Ralph Mohr, of the Mohr Brothers, Redondo Beach, in town and making a stop at the C. A. Robinson Company to visit Charlie Robinson, Al Betteiman and Fred Geant.

**Washington**

Larry Rosenthal, of Larstan Vendors, Inc., now is operating cup drink machines at the University of Maryland. . . Sid Losenberg, head of Westway Vending Company, is moving to larger quarters.

Melvin Banner, president of Banner Vending Company, is in New York for a few days. Jack Rice, also Banner, reports his wife has returned from the hospital and is feeling fine. . . Michael Coin Devices, headed by Michael Bushdid, reports business was slow in the Easter season. . . Max Silverman, Quality Music, believes that Eddie Fisher's "I'm Yours" will be a natural for music operators.

Joe McDonald, who operates in near-by Virginia, finds collections holding up. . . Mrs. G. L. Sinclair, Northern Virginia Music Company, reports play ahead of last year. . . Jim Schwartz, Schwartz Bros., Mercury Distributors, hopes Georgia Gibbs will visit his company and meet local operators during her coming Washington trip.

L. M. Tigner, National Apple Service, reports business slow, but picking up gradually. . . Charles Bowles, East Coast Music Company, recently was elected vice-president of the Washington Music Guild. . . The G. E. Macke Corporation recently installed vend-

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Worn parts replaced  
Amplifier reconditioned  
Speaker inspected  
Tonehead renewed  
Cabinet professionally refinished

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148-ML ..... \$279  
147-M ..... 179  
146-M ..... 149  
H148M Hidesaway ..... 159  
H246M Hidesaway ..... 139  
H146M Hidesaway ..... 139

**WURLITZER**

1080 ..... \$179  
1015 ..... 179  
1017A Hidesaway ..... 145

**AMI**

40 Selection Hidesaway, 1950 Model, Like New ..... \$425

**AIREON**

500 Coronet ..... \$129

**ROCK-OLA**

1426 ..... \$159

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted - or With Davis & Point Guarantee for \$35 Additional Per Machine.

<b>SEEBURG</b>	<b>WURLITZER</b>	<b>ROCK-OLA</b>
1941 R.C. Special \$59	750 ..... \$79	1422 ..... \$99
Evening \$50	740 ..... 79	Commander ..... 39
Nighttime \$50	950 ..... 59	MILLS
Colonel \$49	850 ..... 49	951 Constellation ..... \$75
Major \$49	500 ..... 49	<b>AIREON</b>
Classic \$49	600K ..... 49	Deluxe '46 ..... \$49
Regal \$49	600R ..... 49	400 Coronet ..... 79
Cam \$44	Victory ..... 39	<b>PACKARD</b>
Mayfair \$44	24 ..... 39	Manhattan 76 ..... \$19

**WALL BOX SPECIALS**

Seeburg W1-154, Sp. Wireless, Refinished ..... \$12.50  
Seeburg 3W2-156, Sp. 3 Wire, Refinished ..... 15.00  
Seeburg W4-156, Sp. 10c, 25c, Wireless, Refinished ..... 37.00  
Seeburg 3W5-156, Sp. 10c, 25c, 3 Wire, Refinished ..... 37.00  
Wurlitzer 1020, Sp. 10c, 25c, Reconditioned ..... 37.50  
Wurlitzer 3031, Sp. Reconditioned ..... 11.95  
Packard Pla-Mor, Sp. Reconditioned ..... 9.95  
AMI Sp. 10c, Reconditioned ..... 29.00  
Wurlitzer 219, Stopper ..... 22.50

**TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE**

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NOT COIN OPERATED  
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Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

1556 W. CARROLL AVE CHICAGO 7, ILLINOIS

**H. C. EVANS & CO.**  
SEE EVANS' CONSTELLATION AD ON PAGE 86

## BUY WITH CONFIDENCE! NATIONAL Reconditioned Shuffle Game Values!

UNITED	6 PLAYER, WOOD TOP	\$265.00
	6 PLAYER, FORMICA TOP	295.00
	6 PLAYER, FORMICA TOP, 7-10 Pickup	319.50
	6 PLAYER, TOTALIZER	WRITE
	5 PLAYER, \$245.00	4 PLAYER, 225.00
	TWIN REBOUND SHUFFLE ALLEY	170.00
	SHUFFLE SLUGGER, \$99.50	SHUFFLECADE, 195.00
	SUPER DELUXE LEAGUE BOWLER, NEW	WRITE
	DELUXE LEAGUE BOWLER, AV. COST	329.50
	6 PLAYER LEAGUE BOWLER, WOOD TOP	275.00
	6 PLAYER LEAGUE BOWLER, FORMICA TOP	295.00
	BIG LEAGUE BOWLER, JUMBO LITE-UP	225.00
	LEAGUE BOWLER, FLY-A-WAY	195.00
	DOUBLE BOWLER	75.00
CHICAGO COIN	6 PLAYER BOWLING ALLEY, FORMICA TOP	275.00
	SHUFFLE HORSESHOES	125.00
	TROPHY BOWL or BOWLING CLASSIC	49.50
	BALLY HOOK BOWLER, \$175.00	BALLY SHUFFLE LINE, 125.00
	GENCO SHUFFLE TARGET \$129.50	GENCO 6 PLAYER, 149.50
	UNIVERSAL SUPER TWIN \$49.50	WMS. DOUBLE HEADER, 79.50
	UNIVERSAL HIGH SCORE BOWLER	179.50

## NATIONAL COIN MACHINE EXCHANGE

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**SPECIAL! PANORAMS - GUARANTEED RECONDITIONED - WRITE!**

<b>RECONDITIONED EQUIPMENT</b>	<b>NEW EQUIPMENT</b>
Bright Spot \$425	1947 Derby \$179
Coney Island \$425	1948 Derby \$179
Keeney & Wau. Match Bowler	Keeney 2-Way Bowling Champ
United 5-Player	Keeney Deluxe Bowler
United 5-Player	Bally Hook Bowler
Williams Double Header	

Write for Complete List All Types New and Reconditioned Equipment.

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### BIG SPRING SPECIALS!

Reconditioned Alley Games

UNITED TWIN SHUFFLE ALLEY	REBOUND	\$175
4 PLAYER		220
5 PLAYER		265
6 PLAYER		265
UNIVERSAL SUPER TWIN		\$39
KEENEY DOUBLE BOWLER		\$ 75
BIG LEAGUE BOWLER		215
CHICAGO COIN CLASSIC		\$ 69
TROPHY BOWLING ALLEY		39
HORSE SHOE		125
BALLY HUFFLER		\$125

PLASTIC TOPS

Shift Available for CHICAGO COIN

Lots of 4	\$14
9 Pcs.	
Lots of 4	\$16

WILLIAMS BASEBALL

Lots of 4	\$16
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REAL VALUES

Williams DOUBLE HEADER BASEBALL

only \$79

Conco SHUFFLE TARGET

Now only \$129

United SKEE ALLEY

Now only \$79

### Chi Shuffle Policy

Continued from page 76

tional suits were filed, each with the purpose of seeking a court order which would bring the games within the meaning of the amusement games licensing ordinance. The first of these cases was heard last week and this week in Circuit Court, Monday (21), the Circuit Court ruled against the distributor, holding that it (the Circuit Court) was bound by the two-week-old Appellate Court decision and that the games in question were the same as the bowling games.

Attorneys said both cases would be appealed to higher courts in an effort to determine finally the status of Chicago's shuffle and bowling game operations.

### Coinmen You Know

Continued from page 91

ing machines in the new general accounting office in Washington. Meyer Gelfand states they sell coffee, beverages, candy, cookies and cigarettes.

Myron A. Loewinger reports business steady but growing more competitive. . . . Melvin Banner, of Banner Vending, has been in New York a few days. . . . Max Silverman, Quality Music Company, believes business will pick up after a slow Easter season. Silverman reports "Kiss of Fire," by Tony Martin, doing well. . . . Kwik Kafé, of Washington, Inc., has installed a machine in the Bureau of Engraving, reports James H. Bowen.

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### UNITED'S 6-PLAYER SUPER SHUFFLE ALLEY

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New fast replay game • Write for price.

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Great competitive 2-Player Game. Price \$125.00 ea. New original crates.

### UNIVERSAL'S JUMBO PIN GAME ACROSS THE BOARD

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Price \$295.00 ea. New original crates.

### UNIVERSAL'S SHUFFLE TOURNAMENT

Conversion for Shuffleboards. Price \$125.00 ea. New original crates

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Top Ring Shuffle Alley	\$24.50 EA.	Pin Boy Bowling
Louise Shuffle Lane		Bowlette
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#### SHUFFLE GAMES

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Chicago Coin Bowling	\$49.50
Alley	
Universal Twin Bowler	
Deluxe Bowler	
Speed Bowler	

#### USED

Dale Gun	\$49.50
All Star Baseball	49.50

#### NEW GAME SPECIALS

Tri-Score	
Star 'n' Go	

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Saratoga	49.50
Wisconsin	29.50
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Merry Widow	29.50
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Trade Wines	29.50
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Crazy Ball	29.50
Casino	29.50
Starry	29.50
Duo-Wa-Ditty	29.50

#### FIVE-BALLS

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Sommersone	29.50
Virginia	29.50
Tennessee	29.50
Dallas	49.50
Maryland	29.50
Lucky Innings	29.50
Rondeau	29.50
Major League Base	29.50
Ball	29.50
Moan Glow	29.50
Acadecode	49.50
81 Paso	49.50

#### NEW LOW PRICES!

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Samba	89.95
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Five Player	245.00	KEENEY LEAGUE BOWLER	195.00	Universal Super Twin Bowler	79.00
Four Player	220.00	Keeneey Double Rebound	75.00	Universal Twin	49.00
Twin Rebound	175.00	Keeneey Bowling Champ	39.00	Universal Twin Bowler with Big Pin Conversion	59.00
Shuffle Sluggers	99.00	Chicago Coin 6-Player	233.00		
Twin Shufflerade	195.00	Chicago Coin Shuffle	115.00		
Ski Alley	79.00	Chicago Coin Trophy Bowl	69.00		
Shuffle Alley	45.00	Chicago Coin Bowling Classic	69.00		
Express	39.00	Bally Hook Bowler	175.00		
Shuffle Alley Flying Pins	39.00	Bally Shuffle Line	125.00		
		Bally Speed Bowler	39.00		
		Conco Target	129.00		

#### SHUFFLEBOARD SUPPLIES

Shuffle Game Wax	
Cash Oil	\$ 3.30
Fast Wax, Case (12)	4.10
Pucks (Set of 8)	14.00
Score Sheets 10 Pads	1.50
Fluorescent Lights, per	21.50
Used Rock-Ola Shuffleboard Lites, Pr.	12.50
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United 6-Player	
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Wm. Majorettes	
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Hit the Big Pin	
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#### NEW MODEL ELECTRIC SCOREBOARDS!

1AR-6-DO Tickets	
Red-White-Blue	
Locky Seven	
Seven-Blaves	

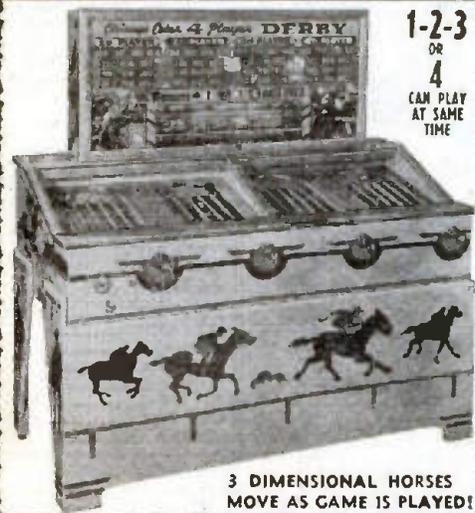
Horseshoe Overhead (15-21-50 Pts.)	\$175.00
March Score Overhead (15-21 Pts.)	Each \$125.00.
Carnival	\$48.50
Emuley Dot	69.50
Hot Rod	69.50
Gin Rummy	69.50
Roll-a-Dice	75.50
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United 6-Player	\$310.00
Keen. Double Bowler	110.00
Keeneey Leag. Bowler	219.50
Conco Shuf. Target	129.50
Chicago Horse-Shoe	179.50
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Brown and Black	69.50
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OR  
4  
CAN PLAY  
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TIME

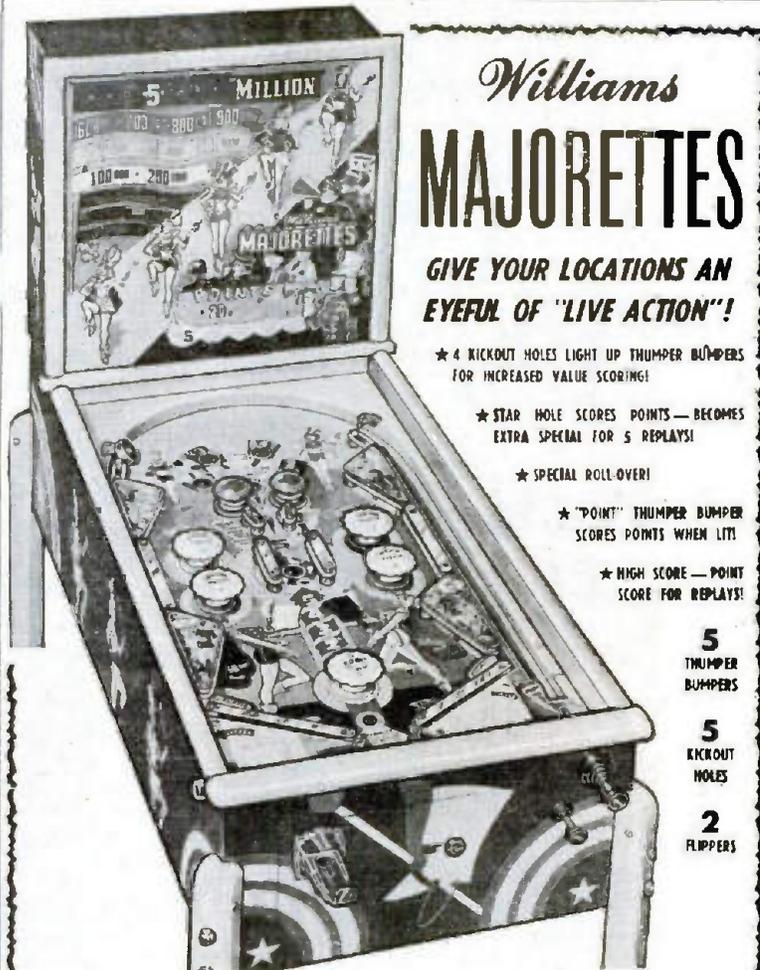
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MOVE AS GAME IS PLAYED!

- ★ 4 TIMES THE EARNING POWER OF A SINGLE PLAYER GAME
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- ★ 4 KICKOUT HOLES LIGHT UP THUMPER BUMPERS FOR INCREASED VALUE SCORING!
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- ★ HIGH SCORE—POINT SCORE FOR REPLAYS!

5  
THUMPER  
BUMPERS

5  
KICKOUT  
HOLES

2  
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BUY  
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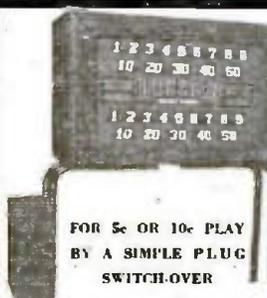
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Two-Faced — adjustable for all boards. Chrome tube supports.

**Horseshollar OVERHEAD**  
(15-21-50 points)

**Marvel Score OVERHEAD**  
(15-21 points)

**\$125.00** each  
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FOR 5c OR 10c PLAY  
BY A SIMPLE PLUG  
SWITCH-OVER

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WALL MODELS  
Horseshollar (15-21-50 pts.)  
Marvel Score (15-21 pts.)  
**\$95.00** each

TERMS: 1/2 dep., bal. C.O.D. or sight draft.

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The sensational proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors. Write us for distributors' prices and all other information. Place orders now for early delivery.  
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<p><b>ONE BALLS NEW</b> ACROSS THE BOARD WINNER FUTURITY</p> <p><b>USED ONE BALLS</b> TURF KING 1345.50 CHAMPION 145.00 WINNERS 249.50 CITATION 145.00 Ready for Location</p> <p><b>FIVE BALLS NEW</b> COTY HIT and RUN CHI COIN KING PIN UNITED STEEL CHAS GENCO SPRINGTIME</p> <p><b>FIVE BALLS USED</b> Shoer 8 99.50 Wild West 175.50 Hot Rod 69.50 Genco Trl. 69.50 Score New 190.00 Holiday 45.50 Major League 54.50 Basket 54.50 Sword 48.50 Molloy 48.50 KICKOUT 171.50 Bowling 88.50 Gump 89.50 Maryland 89.50 Breakway 89.50 Jack &amp; Jill 89.50 MANY OTHERS</p>	<p><b>BINGO GAMES</b> NEW UNITED BOLERO ATLANTIC CITY</p> <p><b>USED</b> BALLY BRIGHT LITES BALLY BRIGHT</p> <p><b>SPOTS</b> UNITED ABC UNIVERSAL 5 STARS BALLY CONEY ISLAND UNITED LEADER UNITED 3-2-1 Keeney LITE-A-LINE</p> <p><b>USED CIGARETTES and CANDY VENDORS</b> # National Kleenex 9.50 # Col. 9.50 1 Eastern Electric 155.00 5 1/2 National Mechanical 75.50 1 PX Mechanical Lites 18 Col. 95.50 Ready for location—15c play</p> <p><b>5 MILLS Candy</b> Machines 6 Col. 75.50 75 Bar 75.50</p> <p><b>NEW LOW PRICES WRITE—WIRE—PHONE</b></p>	<p><b>CHI COIN 4 PLAYER DERBY</b></p> <p><b>SHUFFLE ALLEYS</b> NEW 8 PLAYER KEENEY SUPER MYSTERY LEAGUE BOWLER 6 PLAYER BOWLING LEAGUE DELUXE UNITED 4 PLAYER DELUXE CHI COIN 4 PLAYER BOWLER ALL ABOVE FORMICA TOP</p> <p><b>IMMEDIATE DELIVERY ON THE NEW KEENEY 4 PLAYER CONVERSION FOR SHUFFLEBOARD</b></p> <p><b>NEW KEENEY ELECTRIC COARSTERS VENDORS WITH CHANGERS</b></p>
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all the news of your industry every week in The Billboard... **SUBSCRIBE TODAY**

see page 3 for rates

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UNITED 2, 4, 5 or 6 Player  
AMI Models A, B or C  
**KING'S AMUSEMENT COMPANY**  
1505 Caney Island Avenue  
Brooklyn 30, N. Y.  
ES 7-0766

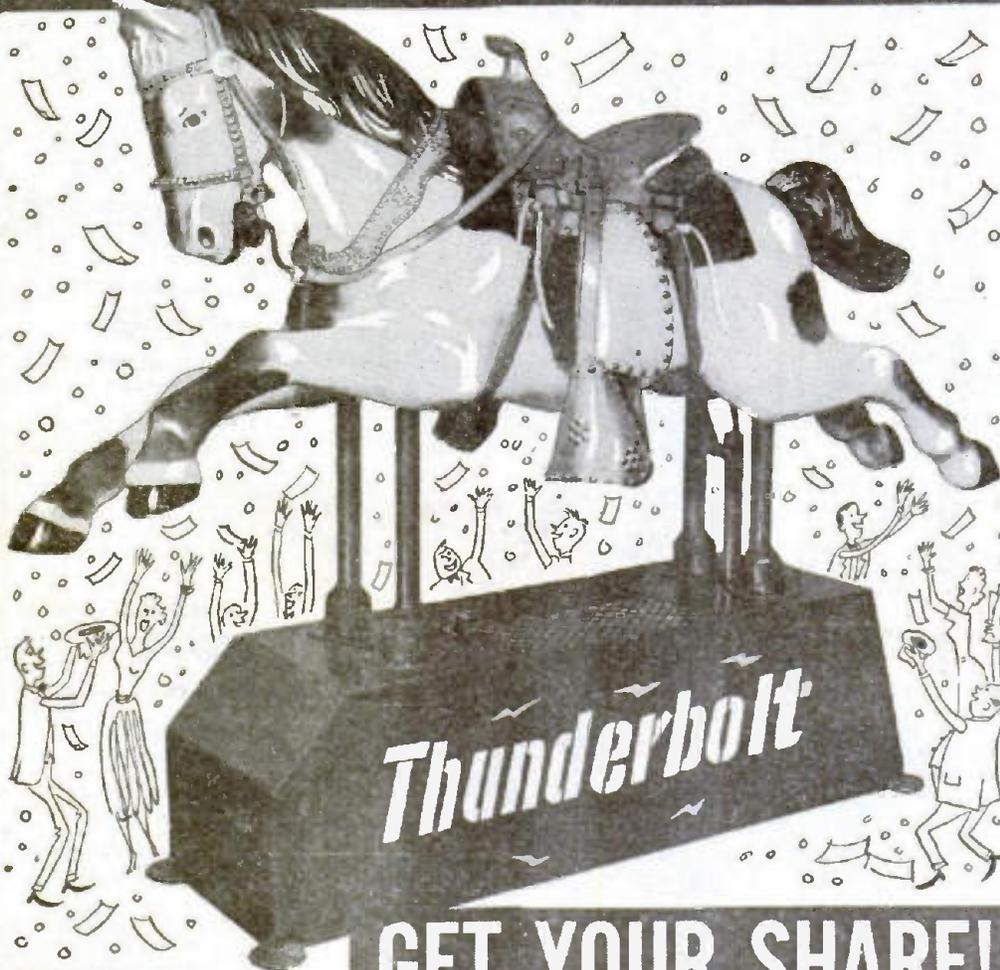
Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"

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ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
240 Jefferson St., Lexington 2, Ky. 2014 E. Muncie Ave., Ft. Wayne 4, Ind.  
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# Thunderbolt

# GET YOUR SHARE!

THESE ARE THE THUNDERBOLT DISTRIBUTORS

**EASTERN VENDING SALES CO., INC.**  
940 Linden Ave., Baltimore 1, Md.  
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Automatic Enterprises  
2321 W. Pico Blvd.  
Los Angeles 6, Calif.  
Calif., Ariz., Utah, Nev.  
Wolf Dist. Co.  
8600 W. Colfax  
Denver, Colo.  
N. M., Colo., Wyo.

Anderson Amusements  
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P. B. Marks Sales  
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Winnipeg, Man. Can.  
Manitoba  
Manufactured by Merry-Go-Round Sales Philadelphia, Pa.

# BUY IT! Roc-A-Ride Sales

EXCLUSIVE FACTORY DISTRIBUTORS  
1507 N. 33rd Street, Philadelphia 21, Pa. Phone: STEVENSON 4-8580 or STEVENSON 4-8630

**Music Clearance**  
HIDEAWAYS AND WALL BOXES

4 M16 SEEBURG HIDEAWAYS	.....	\$170.00 ea.
Completely shopped		
2 M16 SEEBURG HIDEAWAYS	.....	135.00 ea.
Completely shopped		
2 M17 SEEBURG HIDEAWAYS	.....	150.00 ea.
2 M18 SEEBURG HIDEAWAYS	.....	160.00 ea.
2 M17 WURLITZER HIDEAWAYS	.....	150.00 ea.
2 PORTABLE PACKARD HIDEAWAYS	.....	90.00 ea.
30 SEEBURG 3W/2A 5-WIRE WALL BOXES	.....	13.00 ea.
10 SEEBURG WILDA WIRELESS WALL BOXES	.....	8.00 ea.
As is but guaranteed complete		
7 WURLITZER 3030 WALL BOXES	.....	35.00 ea.
Exceptionally clean		
21 PACKARD WALL BOXES—Complete	.....	8.00 ea.

ATTENTION, IMPORTERS—WE HAVE AN ASSORTMENT OF OVER 250 LATE 3 BALLS AVAILABLE. WRITE FOR COMPLETE LIST.

EXCLUSIVE GOTTLIBER, WILLIAMS AND SEEBURG DISTRIBUTORS  
Remember IN NEW ENGLAND IT'S TRIMOUNT!

**TRIMOUNT**  
40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. LU 8-172-9400

For Better Buys Buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Aqueduct	.....	\$ 75.00	Citation	.....	\$ 50.00
Baby Face	.....	25.50	Bowling Champ	.....	75.00
Camel Caravan	.....	50.00	Champion (Daily)	.....	95.00
Thrill	.....	27.50	King & Sons	.....	125.00
Tahiti	.....	85.00	Golden Gloves	.....	100.00
Catalina	.....	75.00	Puncher	.....	145.00
Monterey	.....	75.00	Winners	.....	125.00
Champion (CQ)	.....	21.50	Lite-A-Lines	.....	200.00

**BOWLING GAMES**  
Keeney League Bowler \$225.00 • Keeney King Pin \$50.00

We Shall Be Pleased to Demonstrate This New Equipment

Keeney Deluxe 4-Way Bowler, 8 1/2" or P Keeney 8-Way Bowler  
Keeney Electric Cigarette Vendor  
Keeney Refrigerated Sandwich Machine  
Keeney Television  
Atlantic City—Hit & Run—Stuffed

Established 1913

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1100

### MUST SELL!

Puddin'	.....	\$25.00	Blues	.....	\$25.00
Carolina	.....	25.00	Star Dust	.....	25.00
Robin	.....	25.00	Scramble	.....	25.00
Wood	.....	25.00	5-3-2	.....	25.00
Just 21	.....	25.00	Spurway	.....	25.00
Super	.....	40.00	Card	.....	50.00
Wacary	.....	40.00	Tri-Scop	.....	75.00
St. Louis	.....	40.00	Hot Rod	.....	45.50
Canals	.....	50.00	Quarter	.....	65.50
Shanty	.....	60.00	North	.....	65.50
Town	.....	60.00	New Wave	.....	65.50
Seeburg	.....	65.50	Yours	.....	65.50
Hobby	.....	65.50	Peppers	.....	205.50
New United 2	.....	65.50	New Genie	.....	205.50
player	.....	65.50	Shout	.....	205.50
Hockey	.....	180.00	Ballon	.....	205.50
New EM 1st	.....	180.00	New Wink	.....	205.50
GUN	.....	275.00	Secret	.....	205.50
Keeney 1st	.....	275.00	man	.....	180.00
player re-	.....	275.00	Auto Drive	.....	180.00
bound	.....	275.00	Saucer	.....	180.00
New Wink	.....	300.00	Un. County	.....	300.00
Jockey	.....	300.00	Pair	.....	300.00
Un. ABC	.....	300.00	Thing	.....	50.00
perfect	.....	300.00			

For Pennsylvania and Nevada Only THESE MACHINES REGISTERED WITH THE GOVERNMENT We will take best offers on the following:

- 4 Bally Draw Sell, large red button, 5c.
- 20 New Mills Vesp Pockets, 5c.
- 7 Columbia, 5c.
- 4 Mills 21 ready, 10c.
- 2 Mills Golden Path, 25c 3/4.
- 1 Mills Black Cherry, 50c.
- 3 Mills Black Cherry, 50c.

TERMS: 1/3 Dep., Bal. C.O.D.

**K. C. SPECIALTY CO.**  
410 Market Street, Philadelphia, Pa.  
Mar. at 7-8333 or 7-8331

### CLOSE OUTS

1 Ball

SPECIAL ENTRY	.....	\$ 27.50
JOCKEY SPECIAL	.....	32.50
GOLD CUP	.....	37.50
CITATION	.....	42.50
CHAMPION	.....	47.50
TURF KING	.....	169.50
PHOTO FINISH	.....	49.50
WINNERS	.....	99.50

FUTURITY—WRITE

Phonographs

AIREON FIESTA	.....	\$69.50
AIREON CORONET	.....	69.50

All are clean and in operating conditions will state or discount for freight load pickup.

Half cash, balance sight draft.

**HERMITAGE MUSIC CO.**  
423 Broad St.  
NASHVILLE 3, TENN.

### GUARANTEED USED ONE BALLS

Ready for Location at Lowest Prices

TURF KING	.....	\$199.50
WINNER	.....	124.50
CHAMPION	.....	99.50
PHOTO FINISH	.....	89.50
CITATION	.....	74.50
GOLD CUP	.....	64.50
JOCKEY SPECIAL	.....	54.50

1/3 deposit with all orders

**SICKING, INC.**  
America's Oldest Distributor  
Established 1895  
1401 Central Pkwy.  
Cincinnati 16, Ohio

### ARCADE

LOCATION EQUIPMENT AND SUPPLIES

All American Baseball \$100.00  
Bat-A-Ball, up to 1000  
model new \$75.00  
Football, Checker, Pool, etc. 125.00  
Hockey, Seeburg or Mura, 85.00  
Fungo Joe Ray Gun 75.00  
Fan Blinks 75.00  
Whisper Revolver 85.00  
World Series Baseball 100.00

ALL OUR USED MACHINES ARE FACTORY RECONDITIONED THE MURKIN—LOOK AND WORK LIKE NEW.

Complete Line of Arcade Machines, Parts and Supplies for Your Every Need. Illustrated in Our Catalog—FREE Upon Request.

**MIKE MURPHY**  
377 Tenth Ave. (at 42nd St.)  
New York 18, N.Y. BU-gram 9-6677  
40-YEARS SERVICE—EST. 1912

### Shuffle Alley Express

Converted to Six Player, Formica Top, large Pins, 70-75 starting completely re-hashed and ready to play.

5-1/2 Section Guaranteed,  
1/3 Deposit With Order.

**ROYAL MUSIC CO.**  
24 Park St. Tel. 6277  
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### COBRA CARTRIDGES

Replugged and Rechecked, for each ORIGINAL PERFORMANCE GUARANTEED, 10 DAY SERVICE VIA AIR MAIL.

**ELECTRONIC INDUSTRIES**  
8911 N. 16 St.  
Phoenix, Arizona



**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.**

608 N. Broad Street, Philadelphia 10, Pa.  
Phone: FRmont 7-4493

"You can always depend on Active—ALL WAYS"



Designed by World Famous Manufacturer of Amusement Rides

The variable speed control allows the smallest tots to ride safely; should a larger child or teenager desire more action a gentle pull on the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at sensible prices. Write today for full information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

**FOREIGN BUYERS**

EVERYWHERE

We can fill all your requirements for the finest pin games, music machines, arcade machines and more. Our shipments are properly crated for export, and deliveries are prompt and efficient.

Send For Our Lists

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Exclusive A.M.I. Dist. Ex. Pa.  
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**WANTED PINBALL MECHANIC**

Route in Chicago Area.  
Good pay. Must be married.

**BOX 507**  
Care The Billboard  
188 West Randolph St.  
Chicago, Illinois

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

**Keeney's SUPER De Luxe LEAGUE BOWLER**

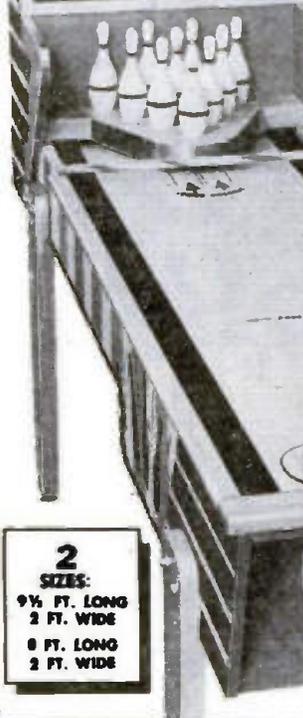
300	300	300	300
100-200	100-200	100-200	100-200
70-80-90	70-80-90	70-80-90	70-80-90
40-50-60	40-50-60	40-50-60	40-50-60
10-20-30	10-20-30	10-20-30	10-20-30
7-8-9	7-8-9	7-8-9	7-8-9
4-5-6	4-5-6	4-5-6	4-5-6
1-2-3	1-2-3	1-2-3	1-2-3

**MATCH THIS SCORE**

140	170	200	230	1	4	7
180	180	210	240	2	5	8
150	190	220	250	3	6	9

**SCORES**

0 2 2 2 5 6 7 10 12



**2 SIZES:**  
9 1/2 FT. LONG  
2 FT. WIDE  
8 FT. LONG  
2 FT. WIDE

Order FROM YOUR KEENEY DISTRIBUTOR

**IT'S KEENEY AGAIN!** **NEW**

**NOTHING LIKE IT BEFORE!**

UP TO 4 PLAYERS CAN SHOOT FOR INDIVIDUAL HIGH SCORES

WHILE EACH PLAYER PARTICIPATES IN "MATCH THIS SCORE"

**KEENEY'S SUPER DELUXE LEAGUE BOWLER**

MEETS EVERY LOCATION REQUIREMENT WITH "MATCH THIS SCORE" EITHER PREDETERMINED WITH FIRST COIN INSERTED OR ON "MYSTERY" BASIS WHEN LAST SHOT IS MADE. SCORE OF 140 TO 259 MUST BE MATCHED EXACTLY BY 1-2-3 OR 4 PLAYERS. A REAL ATTRACTION!

**NEW**

- ★ KEENEY LITE-UP PINS
- ★ 20-30 Automatic Scoring
- ★ Up to 4 Players Each Game
- ★ Plastic EVER-SLUCK Silent Playfield

Install KEENEY'S SUPER DELUXE LEAGUE BOWLER TODAY!

Remember "MATCH THIS SCORE" TAKES IN MORE!

**J. H. Keeney & CO. INC.**  
2400 W. FIFTH STREET, CHICAGO 32, ILLINOIS

**Brand New!**

**Buckley CRISS-CROSS JACKPOT BELLS**

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

**BUCKLEY WALL AND BAR MUSIC BOXES** 20-30-45 Record Selections 5c or 10c Play

**Buckley Manufacturing Co.**  
4223 W. Lake St. Chicago 24, Ill.

**★★ BADGER BARGAINS ★★**

Wurlitzer Med. 1150	450.00	Bally Big inning	1125.00
Wurlitzer 1120's	245.00	Wally Trout King	775.00
Wurlitzer Model 1013	189.50	Quizzer With Films	61.50
AMM Model 8	215.00	Bally Curvans	65.00
AMM Model A's	225.00	Bally Partridge (New)	50.00
Seeburg 166	149.50	Bally Bright Lites	295.00
Pachard Wall Beare	6.75	Bally Champion	149.50
Exhibit Big Shooter	195.00	Williams Heyburner	323.00
Williams Music 1110	75.50	Seeburg Bear Gun	299.50
Money Bowling Champ	99.50	AMM Photomatic	395.00
Seeburg 186 Sales-Matic	725.00	AMM Voice-Graph	295.00
Genco Shuttle Target	115.00	AMM Panoram Park	245.00
Keeney 4-Way League Bowler	195.00	Exhibit Gun Patrol	325.00
Keeney Lite-Up Bowler	195.00	Exhibit Jet Guns	245.00
Williams Double Header	69.50	Williams Start Plus	249.50
Unreal ABC	295.00	Bally Spot-Lite	100.00
Exhibit Pone Square	35.00	Universal Sitar	149.50

**BADGER SALES CO.**  
1251 WEST PICO BLVD.  
LOS ANGELES, CALIF.

**BADGER NOVELTY CO.**  
2546 N. 30TH ST.  
MILWAUKEE, WIS.

**CHLOROPHYLL 1c BALL GUM**

Something entirely new, now offers a terrific new field for profit making in such sections as Taverns, Gas or Oil Stations, Banks, Coffee 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 unlimited demand and acceptance. We are making a special introductory offer in lot of 25 USED 1c Ball Gum Vendors, either Columbus or Northwestern, complete with CHLOROPHYLL ball gum, enough to bring you \$212.50 - your complete cost including the gum and machines \$200.00. Open lots of 25 BRAND NEW Deluxe Plastic Globe Topper, plus CHLOROPHYLL ball gum brings return of \$275.50 - your complete cost for both machines and gum \$275.00. You realize for these machines will then net you \$50.00 per machine. **LEADS TO THE BEST HARVEST - ORDER NOW**

**ARCADE EQUIPMENT**

Ace Bomber	\$ 95.00	Muta. Photo, early	\$350.00
Boomerang	45.00	Auto. Drivemobile	150.00
Bally Big inning	65.00	Star Games	100.00
Bally Defender	95.00	Pop Set	49.00
Bally Heavy Mitter	45.00	Music Pen	100.00
Bally Rapid Fire	125.00	Photo'n & Ball'n	185.00
Ch. C. Hockey	75.00	Quizzer & Film	100.00
Ch. C. Pistol	100.00	Street Scrup Up	50.00
Chicken Sam	105.00	Shoot Your Way to Tokyo	50.00
Ch. C. Basket Ball Champ	135.00	Silver Bullets	100.00
Ch. C. Goalie	135.00	Seeburg Bear Gun	125.00
Dais Gun	75.00	Six Shooter	275.00
Police Pool Table	75.00	Supreme Baseball	100.00
Ev. Super Bomber	100.00	Texas Lookey	50.00
Keeney Sub Gun	75.00	Ten Strikes	75.00
Ev. Six Stripes, New	99.50	Undersea Rudder	75.00
Mercury Athletic	100.00	Wreck Car Recorder	100.00
Scales	70.50	Wurlitzer Baseball	150.00
Muta. Photo, late	650.00	Western Baseball	50.00
Muta. Spectroph	425.00		

**SPECIAL:**  
TUBE RINGS \$165.00  
UNITED STEEPLE CHASE 350.00

**COUNTER GAMES**

E.M. Ditch Hunter	\$11.50	Exhibit Stride	\$ 75.00
Used		Genco Glider	30.00
AMM-Kidnapper, new	32.50	United Dole Shuttle	50.00
Kidnapper, new	32.50	United Express	40.00
Ad. Catcher, new	34.50	Express	75.00
Ad. Shocker, new	34.50	Photo Ring	75.00
Shipman's Path	19.50	Unit. Turb. Bowler	43.00
Leaf Time	19.50	Wms. Turb. Shuttle	35.00
Gold Three-Way	19.50	Wurlitzer Header	100.00
Grappers, used	18.50		

**JUMBO PIN GAMES**

Champion	\$ 50.00
Gold Cue	50.00
Special Series	50.00
Photo Pinch	75.00
Jackey Special	50.00
Champion	75.00

Crating \$10 extra.

**AMI** Distributors for Northern Ohio  
**NOV DELIVERING MODEL B**

**Cleveland Coin MACHINE EXCHANGE, INC.**

M. S. GISSER Sales Manager

2021-2025 Prospect Ave., Cleveland 15, Ohio  
AN Phones: Tower 1-6715

**GENCO**

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

**WE NEED THE SPACE - OUT THEY GO!**

Seeburg Wall Beare, Ea.	145.00	Keeney Double Bowler Rebound	442.00
Seeburg World of Spookers, Ea.	280.00	Bally Super Champ	60.00
Wurlitzer 100% Ea.	133.00	Keeney Ten Pin	140.00
Wurlitzer 100% Ea.	75.00	Genco Baseball	49.50
Wurlitzer 150% Ea.	75.00	Bullseye Bomble	75.00
Wurlitzer 950	50.00	Wms. All Stars, Ea.	44.50
Wurlitzer 91A	50.00	Wms. Repable Pin Game	64.00
Wurlitzer 3030 Wall Beare, Ea.	33.50	Genco Stadium	45.00

In each lot we cashed 100.00.

**OLSHEN DIST. CO.**  
1180 BROADWAY ALBANY 4, N. Y.

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 REFLECTOR

**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 evrywhere are earning fat profits with ATLANTIC CITY. Order from your Bally distributor today.

**NEW DOUBLE-SCORE**  
 FEATURE GETS BIG, FAST EXTRA PLAY

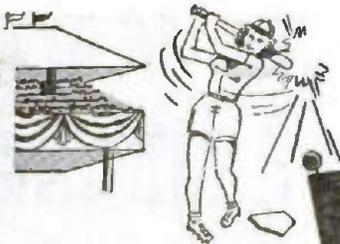
NEW STYLE "SPOTTEM" APPEAL ATTRACTS EXTRA COINS EVERY GAME POSSIBLE TO SPOT SIX NUMBERS

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

**Bally** MANUFACTURING COMPANY  
 DIVISION OF LION MANUFACTURING CORPORATION  
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**Take the Lead—IN PLAY...  
IN EARNINGS with**

**HIT 'N' RUN**

**GOTTLIEB'S  
NEW**

**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!"*

*You are cordially invited to the Premier Showing of*

**LUN-A-RIDE "ROCKET PATROL"**

*The sensational new money-maker now on display in the showrooms of*

**CONAT SALES COMPANY, Inc.**

631 10TH AVENUE

NEW YORK, N. Y.

Refreshments from 11 a.m. to 3 p.m. Thursday, May 1, 1952

★ *See it in action!* ★ *See certified reports of its phenomenal earnings during its three-month test period!* ★ *Don't miss this new "FIRST" in the coin machine industry!*

*Your Locations Demand...*

# SAFETY!

*Be Sure... Buy the only quality Automatic Mechanical Horse on the market Listed under...*



## UNDERWRITERS' LABORATORIES



RE-EXAMINATION SERVICE

*WHEN YOU BUY LOOK  
FOR THE NAME...*

**"BIG  
BRONCO"**



See It Today at Your Nearest  
Exhibit Distributor

ESTABLISHED 1901

### THE EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

# United's BOLEERO



**NEW, FAST  
REPLAY GAME**  
WITH  
**1, 2 OR 3 CARD PLAY**  
ONE COIN PER CARD  
**PLUS POPULAR  
6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> Extra Ball  
Purchase Feature**

APPROX. SIZE  
2 FT. BY 4 FT.

AVAILABLE IN 5¢ or 10¢ PLAY

WRITE  
FOR YOUR FREE  
UNITED PARTS  
CATALOG

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS  
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# 15,000,000 45 RPM's Set For Juke Box Use in 1952

## Hiked Production, Distribution To Shoot Figure Higher in 1953

By NORMAN WEISER

CHICAGO, April 12.—More than 15,000,000 45 rpm records will be channeled into the juke box field this year. It has been learned, and said half producer-war, which will be more than doubled in 1953.

The rapid increase in the use of the new speed platters in juke boxes can be attributed to two basic factors:

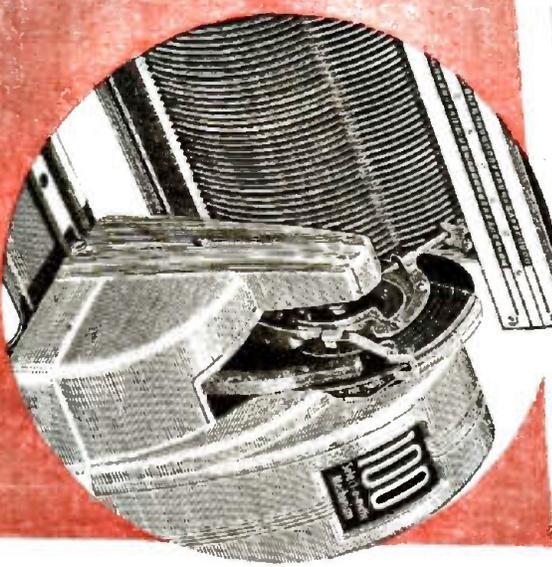
1. The tremendous increase in production of juke boxes using 45 rpm records exclusively. This what it will be once the bars down machine production efficiency of distribution of 45 rpm records throughout the country example set by Mercury, production of 45 rpm records is about 20 per cent over

that of the comparable period the field has been producing last year. Now both 45 and 78 45 rpm machines exclusively

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