

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Video Showmanship Grows As Candidate Campaigns Roll

FCC RULE FACING FIRE

Court Test Pends On TV Channel Allotment

WASHINGTON, May 3. — A court test of part of the Federal Communications Commission's new TV allocations will be formally filed in two weeks, it was revealed by Paul M. Seral, of the D. C. law firm of Segal, Smith & Hennessey (The Billboard, April 28 and May 3).

The court test could well become a historic one even though the litigation will involve VHF allocations to a single community and will not be aimed to upset the entire TV allocations plan. It is generally agreed in legal circles here that a single litigation against a piecemeal part of the plan could set up a chain reaction of other cases challenging the bulk of the VHF allocations. Numerous legalists here representing clients dissatisfied with what are described as "iniquities" of the plan are avowedly deliberating possible litigations, but Segal is the first to declare that he definitely will file a court action.

(First disclosure that the case was in the making appeared exclusively in these columns in the April 26 issue.)

Segal has no intention to seek an injunction against the entire plan, and is averse to another general freeze; his case will be a localized one. However, due to

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MCA Sets Two Foreign Tours

NEW YORK, May 3.—Music Corporation of America set several foreign deals this week, and signed two new orchestras. The agency is putting together a complete rodeo, which will play England. Tom Arnold, English promoter, is handling the deal. Rodeo will star Tex Ritter. Company includes Buff Brady and wife, trick riders; Charlie Schultz, arena-rodeo clown; 24 Indians and a flock of cowboys and cowgirls.

Carl Ericsson is booked for a concert tour of Denmark, Sweden and Norway, following three weeks at Cafe de Paris, London, beginning August 25. Orks signed were Henry Jerome and Frankie Carle, each for three-year terms.

GODFREY PLUGS HIS PHYSICIAN

NEW YORK, May 3.—A unique instance of cross-plugging occurred on Arthur Godfrey's Thursday (1) morning radio show when the unpredictable man apologized to his sponsor, Pillsbury, for not having any jokes ready and then proceeded to advise listeners to turn to WNYC, New York's municipal station, to hear a talk on angina pectoris by Dr. Charles Fox. He continued the spiel for the rival show for about two and a half minutes and then came back to it momentarily several minutes later. Dr. Fox is Godfrey's personal physician.

Copa Record Set With Ray

NEW YORK, May 3.—The Copa grossed close to a quarter of a million bucks with the three-weeker of Johnnie Ray which makes it a record, not only for this club, but probably for any club, anywhere.

Copa ups claim that the show did about \$75,000 a week. From personal observation Ray's closing night Wednesday (30) was as big if not bigger than the opening of April 10. The three weeks' income totaled about \$225,000.

The Copa operates on the rule of thumb basis that a take must be three times the show budget

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Politicians Strive For That Pro Touch

GOP Employs B'way Actors in Drama Seg; Kefauver Skeds Spots; Simulcasts Used

By BEN ATLAS

WASHINGTON, May 3.—The political cauldron boiled hotter than ever in TV this week as parties and candidates began to sink more time, effort and money into the new medium preparatory to the national political conventions. Some unusual gimmicks began appearing.

Capitalizing on the unpre-

cedented telecast of President Truman's hour-long personally-guided tour of the White House slated for 4:5 p.m. today the Robert J. Enders Advertising Agency, Inc., here, arranged for network spots to plug Sen. Estes Kefauver's campaign for the Democratic nomination for President. The Enders agency got TV spots immediately following the President's televised White House tour, with viewers being reminded that they are the true "landlords" of the White House and "will decide who will be the next occupant." Emphasis switched to Kefauver as "next occupant."

Interesting sidelight was a last-minute withdrawal by Station WMBR-TV, Jacksonville, Fla., from using the Kefauver "plug." Some political dupsters jestingly recalled that Florida Governor Fuller Warren is anti-Kefauver.

GOP Kicks Off
The Republican Congressional Committee, meanwhile, provided

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Friars Sign For TV Series

NEW YORK, May 3.—Lee Loeb and Seymour Felix this week signed an agreement with the Friars' Club to produce a series of filmed TV shows using some of the top name talent holding membership in the organization. According to Carl Timmin, Friars Club executive director, the organization hopes to get special releases which would permit members with video deals to make appearances on the film series.

The deal calls for the Friars to co-operate in lining up talent and script material. Filming will be done both here and in Hollywood, as the script demands.

"Lucy" First TV-er to Reach Ten Million

NEW YORK, May 3.—"I Love Lucy" is the first regular TV show to reach more than 10,000,000 homes. According to the American Research Bureau's national report for April, "Lucy," which had a rating of 63.2, the highest of the month, was seen in 10,000,000 homes. Its total audience was an estimated 30,740,000 persons. The show is piped into 62 TV markets, but is actually in range of viewers in all 64. It has been building steadily since its debut last October.

"My Friend Irma" was back in seventh place in April, after being absent from the list of top 25 for two months. The show hit sixth place, according to ARB ratings, in January, shortly after its bow. Its resurgence follows its change of slotting from 10:30 Tuesday to 8:30 Friday. (See ARB's list of top 25 TV shows in this issue.)

PROFITS . . . with the Flip of a Switch

With a flip of a switch this amazing pencil writes red, blue, green, orange, yellow and black. For you it's PROFITS with the flip of a page when you turn any of our four big classified sections this week. Hundreds of bargain plans are ripe for the picking in Outdoor, Coin Machine, Music Market Place pages. Plus the general classified section in the Merchandise department. Use these sections, too, to move your goods and services fast—for as little as \$3 a week.

What Do You Want to Buy or Sell?

See pages 45, 57, 71, 91.

Disk Price War Levels Off In N. Y.; Leap-Frogs to Coast

By IS HOROWITZ

NEW YORK, May 3.—Although there have been no significant additions to the ranks of record price-cutters here in recent weeks, the smoldering price war has served to intensify the plight of

marginal dealers, while others with a firmer grasp on the business are fast adjusting to a situation which shows no early signs of abating.

The 30 per cent discount pattern on LP's does not appear to be spreading consistently to other territories. But it has leap-frogged to certain out-of-New York cities, with the most recently noted addition, San Francisco, where several important outlets are now following the discount line.

At the distributor level the effects of the price hassle is being noted with new clarity. Business is being done they report, but a good part of the profits are currently little more than bookkeeping entries. Collections, normally made within 30 days after the purchase of stock, are often delayed 60 to 90 days. Usually, no more than 10 per cent of the dealers withhold payments over 30 days. Now, reports a distributor with several well-diversified lines, more than half the dealers exceed the 30-day norm.

Many of the overdue outlets are turning over a respectable

amount of merchandise. But unless their normal rate of sales has increased sizably over pre-price-

(Continued on page 17)

Autry's Vaude Rate Up 33%

HOLLYWOOD, May 3.—Proof of the boost that comes from a potent TV show was evidenced this week in the case of Gene Autry, who plays one of his rare vaude stints for a week at the Oriental Theater, Chicago, May 29. It's understood that Autry's guarantee and percentage deal have been sweetened up 33 per cent over what the Columbia pic cowboy star got for his last stint there in 1949.

Autry's heavy sked of 26 TV films and six features for Columbia has cut down his p.a. activities. He'll play a week-end rodeo this summer and may play 30 days of auditoriums and arenas, starting in November.

Colgate Trend Is to Film All TV Properties

HOLLYWOOD, May 3.—Portions of next year's "Colgate Comedy Hour" series will be on film, according to the sponsor's radio-TV head, Leslie Harris. Bank-roller would like to totally convert its TV programs to film and is currently pondering how to hurdle two major stumbling blocks: Star commitments to picture studios restricting film appearances; heavy demands from film unions. After a solution is reached on these problems, the filmed portions will be gradually extended until, Harris hopes, the entire show will be on celluloid. All its TV dramatic shows will definitely be filmed.

Colgate is particularly impressed with Hollywood's commercial producers and will swing its entire bulk of commercials to the Coast. In addition, Colgate has been intrigued by the

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NEWS REVIEW

2d A-Bomb Show Video Screen Hit

HOLLYWOOD, May 3.—Klaus Landsberg, already the first in TV history to televise an A-bomb explosion, this week returned to Nevada for a second tele peek at nuclear detonation. Telecast (Thursday morning, 8:30-10 a.m. EDT) unfolded with the polish of

a carefully produced show. Three cameras were perched atop a 9,000-foot peak (Mt. Charleston) 40 miles from the blast area to deliver a breath-taking spectacle not approached, either in clarity of detail or definition, in the initial telecast.

Olympics Draw American Talent To Scandinavia

COPENHAGEN, May 3.—Holding of the Summer Olympic Games in Helsinki, Finland, July 19-August 3, is resulting in the biggest influx of foreign entertainers of all categories into Denmark, Sweden, Norway and Finland that has been experienced since prewar years. While numerically American acts may not head the list, some of the largest salaries will go to such American top bracket talent as Lena Horne, Gypsy Rose Lee and the Bernard Brothers.

Lena Horne, rated as the top-salary artist to play here in years, is set for a run at the China Theater, in Stockholm, and for a Stig Lommer revue in Copenhagen. Gypsy Rose Lee plays six weeks at the China, Stockholm, and possibly at the Bristol Hotel, in Oslo, Norway. Bernard Brothers played month of February at Tivoli's Glass Hall, in Copenhagen, but are slated to return here shortly to work in an H. C. Andersen film to be used for video in America—and probably will line up a cabaret revue engagement while here. Dot and Dick Remy and Chuck Brown and Rita, also played February in the Glass Hall, followed by a month at the Polkan's Theater, in Stockholm. Chuck Brown and Rita are currently topping the bill at the (Continued on page 48)

Brooks Costume Co. To Move Quarters

NEW YORK, May 3.—The Brooks Costume Company, suppliers of costumes for Broadway, TV, circuses and ice and roller skating shows for 40 years, has signed a 21-year lease for 55,000 square feet of space in a Shubert-owned building at 3 West 61st Street. The firm will move from its Avenue C, the Americas and 44th Street address on July 1.

With many new musicals upcoming for Broadway and the lifting of the TV freeze, President James E. Stroeck looks to a banner year. There will be no interruption of service during the move to the Columbus Circle area, which gives promise of becoming a new center for TV and stage activity.

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 1584 Broadway New York 36, 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.

Name
Address
City State
Occupation or trade affiliation

Obviously, Landsberg has learned quickly how to counter the handicaps of televising an A-bomb blast. Using specially prepared filters (a set of five different combinations), he was able to bring out in bold relief the coiled clouds of erupting gases within the stem of the mushroom cloud. Also he was able to better gauge his distance this time, moving in for an awesome close-up of the unfolding mushroom.

This time, Landsberg used his own KTLA commentary personnel, Gil Martin and Stan Chambers, with the entire pick-up running along smoothly. During the first telecast, a pooled effort from the production standpoint, resulted in commentators stumbling over themselves and production in that respect was loose and somewhat haphazard.

Lee Zhitto.

E. G. Robinson Dupe of Reds

WASHINGTON, May 3.—Edward G. Robinson went under oath before the House Un-American Activities Committee for the third time in a year to deny vigorously that he was ever a Communist or fellow traveler. Appearing at his own request, he testified that he had been "duped and used" by Communist front groups, but never had been active part of them. He showed gratitude when acting committee chairman Francis Walter (D., Pa.) told him: "This committee has never had any information presented that you were anything more than a very choice sucker. I think you were No. 1 on every Communist sucker list in the country."

Robinson's voice, as he testified, was hoarse from a nation-wide tour in the anti-Communist play "Darkness at Noon." He said attacks on him considered "things out of context," such as his activities during the last war when Russia was an ally and he was on the National Council for American-Soviet Friendship. He pointed to numerous contributions to anti-Communist organizations, dating from 1939.

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Highlight Reviews

TELEVISION

Multi-Candidate Forum, Via ABC, Is Good Show & Pubserv at Its Best

By JOE MARTIN

This is exactly the kind of television program which must eventually make the voting public ever so much more selective in casting a ballot. On a single platform were lined up five presidential possibilities and the representative for sixth. And while their comments on pressing questions of our times gave some insight into the candidates' thinking, much more was evident. The way in which the questions were answered again proved to be as interesting, if not more so, than the answers themselves. Here was an ideal opportunity for the voter to get a close look at Stassen, Kefauver, Warren, Harriman, Kerr and the Eisenhower rep, Hoffman. Missing were Taft and Russell, who did not accept the invitations extended, and Sen. Brian A. McMahon, who tossed in his hat too late to receive an invitation.

The questions put to each candidate, in turn, had been decided on earlier via a special balloting arranged by Life magazine and the League of Women Voters. Among the pressing domestic issues, the women polled had decided that good government was most important. In the field of foreign affairs, the women had selected the question of economic aid to foreign countries as most pertinent.

The convention of the League of Women Voters was the site of

the forum. On stage were the candidates and moderator John Daly. Sequence in which candidates were permitted to present their views was decided by drawing lots. Replies to the questions must have been known in advance to many viewers because the various candidates have usually made clear the positions in the earlier portions of the current campaigns for nomination to the presidential slot. Many, however, were able, via this telecast, to learn more about the prospective candidates' ability to speak extemporaneously, etc. Evident to this viewer were many little intimate, human touches upon which an opinion of a man may be based.

It was, for example, evident that Hoffman was a poor substitute for Ike Eisenhower's gold stars and friendly face. Impressions left by the other candidates for the nomination were, to this viewer, as follows: Harriman was the dignified, scholarly gentleman who shouldn't be associated with "politicians." Kefauver was the guy who lives next door and is running for treasurer of the local Kiwanis; Stassen was the slick, educated politician whose answers were a little too glib and full of platitudes; Kerr was the typical old-line political ward-heeler who knew his way around a platform; Warren was a nice guy who shouldn't be mixed up in this

whole affair and perhaps wishes he wasn't.

Other viewers undoubtedly received and kept other impressions of the six men on the platform. Perhaps, too, some of the women viewers would just as soon vote for John Daly or Dennis James. In any case, this was public service video at its best. Daly, of course, did a masterful job in introducing each speaker. Dennis James handled the dignified commercial pitches for Old Gold cigarettes. There were a few camera fluffs, but not enough to make too much difference. Radio version was aired via NBC.

League of Women Voters' National Convention

TELEVISION — Reviewed Thursday (1), 8:30 p.m. EDT. Sponsored by P. Lorillard Company thru Lennen & Mitchell, via American Broadcasting Company TV network from Cincinnati. Produced by Life magazine, with ABC-TV and the League of Women Voters. Producer, Richard Neale. Director, Joseph Scibetta. Moderator, John Daly. Panelists, W. Averell Harriman, Sen. Estes Kefauver, Paul Hoffman, Harold E. Stassen, Sen. Robert Kerr, Gov. Earl Warren.

LEGITIMATE

"Male Animal" Emerges From 12-Yr. Hibernation as Yr.'s Best Comedy

By BOB FRANCIS

The New York City Theater Company has really outdone itself with a revival of the James Thurber Elliott Nugent comedy, "The Male Animal," as the opener for its spring season. An audience hasn't had so many laughs in the City Center in a long, long time. "Animal" is just as funny as when it had first-nighters howling 12 years ago last January at the Cort Theater. A two-week stand for it at the City Center seems ridiculous. Some enterprising backers should certainly take hold to continue it in another theater for a crop of audiences both old and new.

Fresh and Green

It is amazing that "Animal," after an intervening war and its aftermath, should seem as fresh and green as it does. It is probably because its thoughtfulness is so artfully concealed by its com-

pletely wacky and affectionate confusions.

As may be remembered, it concerns the predicament of a young professor who finds himself in hot water with stadium-minded trustees, because he intends to read to his English class a touching last letter of Bartolomeo Vanzetti. This sort of conflict is as pertinent today as it was originally. But it is the hilarious metamorphosis of a mousy man of good will into a tiger in defense of his lair, when he suspects that his wife is in love with a rearing, perennially adolescent football hero, that makes "Animal" the joy that it is.

So Elliott Nugent comes back to play the professor, looking as young and seedily ingenious as he did the first time. His celebrated drunk scene with his "unconfused liberal" student, in which he discusses the sex-urge

of the sea lion is again a small masterpiece of comic timing. He plays the role with a detached seriousness which makes the unexpected turning-of-the-worm all the funnier. It is once more a wonderfully subtle portrait thru-out.

Preston, Scott Co-Star

Co-starred with him are Martha Scott to make a slightly dimwitted wife most appealing, and Robert Preston, giving a splendidly comic performance of the innocently involved, mentally-arrested campus hero.

One of the best devised pieces of comedy business is the latter's (Continued on page 47)

"The Male Animal," reviewed at City Center Theater, New York, Wednesday, April 30.

TELEVISION

3d Week's Test of WOR "Theater" Brings Full Stature to Drama Seg

By LEON MORSE

The "Broadway TV Theater" stepped into full stride with its presentation of Samson Raphaelson's "The Jazz Singer," the third play of its legit scries which repeats the same script each week-night. The play is undoubtedly dated and contains enough corn to feed an entire family. Nevertheless, dealing as it does with the universal problem of youth versus old age, it has sufficient interest to come to life when played competently, as it was.

The old Jolson vehicle, now being turned into a movie for Danny Thomas, is about the Rabinowitz family. Their son, Jackie, has left home to become a jazz singer, but his father, the last of a long line of cantors, cannot reconcile himself to his son's career. The play's climax sentimental and obvious, but still com-

mercial, centers around the father's death-bed pleas for Jackie to take over for him in the synagogue on the highest of the Jewish holy days.—Yom Kippur.

Career vs. Wish

The basic question is whether Jackie is to sacrifice his career on Broadway to satisfy his father's dying wish. Other problems touched upon by the play are religion versus irreligion and the new music versus the old. Much of it was hokey, but a few scenes had the stuff of life.

Where the play showed the hands of time and the limitations of production were in the musical comedy scenes. These were either inadequately written or inadequately cut, so that the mechanics of the script became too obvious. The acting was of top level caliber. Lionel Ames, in the dif-

feult role of Jackie, registered well enough to be considered for many more TV assignments. Aside from his acting, Ames has a good musical comedy tenor. Celia Adler did much to spread her impressive Second Avenue reputation far beyond the confines of the Yiddish Stern. Her playing was a labor of love, full of the juice, the nuances, the emotional vibrancy of a Jewish mother.

Kuluvu Score

As the cantor, Will Kuluvu correctly gauged the sternness, the stubbornness and the dedication of that Jewish servant of God. Betsy Palmer made an attractive girl (Continued on page 12)

"Broadway TV Theater," reviewed Wednesday, April 30, 8:30 p.m. EDT, via WOR-TV, New York.

Report CBS to Offer 25% Rate Cut for Fall Radio

Present Bankrollers Eye Deals To Anticipate Rate Dips

NEW YORK, May 3.—The Columbia Broadcasting System radio network this week reportedly was gunning for new fall business with the lure of a discount of about 25 per cent off current evening time rates. Although the web stoutly denied that any such move was contemplated, reliable reports were piling up that the web was particularly dangling this offer before accounts now on other networks.

Indications are that the CBS offer is not on a flat percentage basis, but that when the dollar estimates are stacked up against the card rates, the effect would be equivalent to a 25 per cent drop. CBS is known to be interested in at least two radio properties now airing via the American Broadcasting Company: the General Mills business, which airs 7:30-8 p.m. across the board, and the Bristol-Myers "Mr. D. A." show, 9:30-10 p.m. Fridays.

The CBS move follows indications that new rate adjustments might stem from the recent CBS-Froster & Gamble negotiations, which resulted in the sponsor's retaining three early evening strips (The Billboard, May 3). Latest information is that despite denials, this contract too was settled on a basis which cut about

25 per cent off the sponsor's time charges. No adjustments on talent were possible, since the packages were P&G's, and CBS had no participation.

The National Broadcasting Company this week said flatly that it has no plans to cut rates "for the time being."

Repercussions at CBS
Repercussions already are known to be developing at CBS, with several sponsors now riding that web asking just where CBS stands on rates. Indications are that these bankrollers will be anxious to have the adjustments apply to their own time slots if and when they can pin the web down on any deals consummated elsewhere. Sponsors known to be watching warily include Philip Morris, General Foods, Lux, the

Toni division of Gillette, Campbell's and Lever Brothers. Some traders believe CBS is considering a formula which would raise daytime radio rates while officially cutting evening costs.

Although CBS is pitching for the General Mills business on ABC, that bankroller is known to have a long-term deal with the web for the "Lone Ranger" and "Silver Eagle" shows in the 7:30-8 p.m. strip. NBC also is said to be eyeing this business.

Meanwhile, CBS's radio affiliates attending this week's TV clinic unanimously adopted a resolution commending the CBS-AM web for its "fine expression of faith in the medium" as evidenced by the ads appearing in the consumer press titled "What's Happening to Radio?"

AM-TV Segs Get Congressional O-O

WASHINGTON, May 3.—A proposed "complete investigation" of radio-TV programs is awaiting House approval after the House Rules Committee okayed it this week as a probe by the House Interstate Commerce Committee. The Rules Committee originally had approved the bill as an investigation by a special committee.

It will be the first time radio-TV programs have come under congressional surveillance. The resolution authorizes the House Interstate and Foreign Commerce Committee to "conduct a full and complete investigation to determine the extent to which the radio and television programs currently available to the people of the United States contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption." On the basis of such an in-

vestigation, it calls upon the committee to make such recommendations as it deems advisable (including recommendations for legislative action to eliminate offensive and undesirable radio and television programs and to promote higher radio and television standards).

The resolution authorizes the investigating committee to meet anywhere in the United States, even while Congress recesses for the Democratic and Republican party conventions this summer. It calls upon the committee to report back to the House as soon as possible during the present Congress.

"MISS BROOKS"

BBD&O Riled As CBS Sells TV Version

NEW YORK, May 3.—The Batten, Barton, Dineen & Osborn Agency this week was extremely angry at the Columbia Broadcasting System for selling the TV version of "Our Miss Brooks" out from under it to General Foods. The agency's client, Lucky Strike, allegedly was given a first refusal on the package, but was not given a chance to exercise its rights, BBD&O maintains.

The CBS-TV story is that several clients were notified that the property was available after Colgate, which had the first option, had decided against buying the package. General Foods then stepped in with the first firm offer and bought the property. Undoubtedly, the fact that Paul Hahn, the chairman of the board of Lucky Strike, is in Europe and could not be reached for his decision motivated against BBD&O moving quickly enough to meet its competition.

Two TV Nets To Be Set Up For Sports

CHICAGO, May 3.—Two regional TV sports networks are now being set up to carry baseball games from this city and boxing bouts emanating from Detroit. WGN-TV here has made a deal to pipe the Cubs and White Sox week-end games to two other cities. WOOD-TV, Grand Rapids, will pick up the Saturday games and WHBF, Rock Island, Ill., will carry both Saturday and Sunday games. The station also is negotiating with WTCN-TV, Minneapolis.

WXYZ-TV, Detroit, is setting up a special network to carry the "Motor City Fights." Kalamazoo's WKZO-TV is already in the net, with WJIM-TV, Lansing, joining the net next month.

The Chicago-based net calls for the additional stations to pay line charges and the difference between local and network rates for announcers Jack Brickhouse and Harry Creighton. Stations will make their own arrangements on commercials.

Blue to Head Colgate Hour

HOLLYWOOD, May 3.—Ben Blue is skedded to headline his own Colgate Comedy Hour on May 25. While Blue has guested previously on the Comedy Hour, appearing on the Donald O'Connor show, this will mark the first time he's topped his own Colgate package.

Ernie Gluckman, who produces the O'Connor and Martin-Lewis Comedy Hours, will mcg the Blue show. Other artists to appear with Blue haven't as yet been set.

WNBT WOOS FEM BUYERS

NEW YORK, May 3.—WNBT General Manager Ted Cott is wooing fem time buyers via a year-round Santa Claus routine. Beginning this week he will send a monthly gift to 50 sal TV time buyers in the agency field.

Presentations will reflect the personalities of various WNBT artists. Initial gift (styled to plug station's beauty expert Richard Willis' "Here's Looking at You" video show) is a purse-sized hand mirror with a built-in flashlight for making up in the dark. Mary Kay, station's late night sign-off gal, will be represented by an alarm clock, and food expert Josephine McCarthy will send something in the culinary line.

SPORTS UPSET

Video Bouts Draw S.R.O. Live Audience

DETROIT, May 3.—Promoters of lesser sports attractions who have feared the effect of television on their gate receipts, while admitting that it would not hurt major events too seriously, may be reassured by experience with "Motor City Fights" on WXYZ-TV. As the first commercial station to stage fights strictly for television showing, rather than picking up an established fight promotion, WXYZ-TV has actually discovered a new audience for club boxing in the Detroit area.

The show went on the air for the first time January 5 in an upstairs room at the Madison Ballroom. Seats were provided for 450 persons in order to provide some kind of a live audience to encourage the fighters and give something for the cameras to pick up as background. It was at one time feared it might be necessary to paper the house to get a sizable crowd in. Admission to the general public was set at \$1.30.

Result amazed the station management, and soon grew into overflow crowds. Three weeks ago, arrangements were made to move the show downstairs to the big ballroom, where a seating capacity of 1,800 was available—and the new hall is already drawing capacity crowds.

Ned's Auto Supply, a local chain, is acting as distributor for the tickets—which are sold, not given away. Show is sponsored by Pfeiffer Brewing Company, thru the Maxon agency. The program is created by local sports writers with reviving club boxing in the area, and in bringing new opportunities for younger fighters. Each program gives 12 rounds of boxing—usually two six-round events, or a four-round preliminary, and eight-round main event. Fights are professionally sanctioned events, and count in each fighter's regular lifetime record.

Phillips to Join WNBK, Cleve.

NEW YORK, May 3.—Charles Phillips, sales manager of WNBK here, leaves that post this month to join video Station WNBK, Cleveland. The move will head up sales for the National Broadcasting Company's Ohio outlet.

Signing of White Points To Top NBC Planning

NEW YORK, May 3.—Frank White's step into an executive spot at the National Broadcasting Company, when he leaves the presidency of Mutual Broadcasting System at the end of this month, is significant in two respects, according to trade observers. It indicates the continuing effort of NBC's Joe McConnell to acquire top veteran broadcasters. Harry Bannister, of

course, joined as vicepres in charge of station relations last month. And it further signifies the web's determination to achieve leadership in the film end of the television business.

White will go on a fishing trip prior to rolling up his sleeves at NBC. He probably will check in at the web about the middle or end of June.

ALL EYES, EARS

Philly Games Clients Figure 42-Mil Fans

PHILADELPHIA, May 3.—The Atlantic Refining Company and the Adam Scheidt Brewing Company, in sharing sponsorship of the Philadelphia major league baseball games via radio and television, estimated that they will reach some 42,000,000 fans during the coming season. Coverage of the Phillies and Athletics games from Shibe Park here and out of town will be originated for radio by WIBG here and beamed to 19 stations reaching as far west in Pennsylvania as Lewistown, north to Wilkes-Barre, Pa., and south to Atlantic City.

Based on an average rating for a baseball game, it is estimated that more than 40,000,000 people will tune in on their radios to hear a total of 202 home and away games this season. In addition, the eyes and ears of some 1,800,000 fans are expected to concentrate on telecasts of 58 home games, according to the estimate. The three local stations—WFIL-TV, WCAU-TV and WPTZ—will pick up the games from Shibe Park here on an alternating basis. TV audiences will also include those of WGAL-TV, Lancaster, Pa., and WDEL-TV, Wilmington, Del.

Stations Involved

Radio stations carrying the play-by-plays of Byrum Saam, Gene Kelly, Claude Haring and George Walsh, who will handle the commenting chores as well, include the following Pennsylvania stations: WFIL, Philadelphia; WLBZ, Allentown; W H L M, Bloomsburg; WCHA, Chambersburg; WBUC Doylestown; WGET, Gettysburg; WAZL, Hazleton; WGAL, Lancaster; W C M B, Lemoyne; W M R F, Lewistown; WBPZ, Lock Haven; W B U D, Morrisville; W P A Z, Pottstown; W P A M, Pottsville; WHUM, Reading; WILK, Wilkes-Barre, and W N W York. Also, W A M S, Wilmington, Del., and W P F G and W M I D, Atlantic City.

Chicle Seeks Berth on CBS Tandem

NEW YORK, May 3.—American Chicle this week placed an order for the Columbia Broadcasting System's summer radio saturation plan. While it is actually its own version of a tandem participation plan, CBS will not get the saturation operation under way until it finds another sponsor to pay the \$9,850 weekly it is reputedly asking for a plug on both shows. The plan will take three sponsors.

The programs included in the plan are "People Are Funny," Tuesdays 8-8:30 p.m. and "Mr. Keen," Thursdays 9:30-10 p.m. Cumulatively they are figured to bring the sponsors a 22 rating.

Mutual Sells 1,879 Co-Ops

NEW YORK, May 3.—The Mutual Broadcasting System's co-op department reports 1,879 local co-op sales on the web's 1952 "Game of the Day" series to date. The total is particularly impressive, according to Mutual's co-op head E. J. Hauser because only four and a half innings of each game are available for local sponsorship this year. Falstaff Beer picks up the tab for the other four and a half on a national sponsorship basis.

Co-op sales by local stations on the MGM radio packages total 625. Group includes "The Hardy Family," the Gracie Fields show, "Doctor Kildare" and "Crime Does Not Pay."

EDITORIAL

BMI Clinic Story

In preparation for our May 17 (next week) special section on the Broadcast Music, Inc., Program Clinics, currently being held in various sections of the United States and Canada, we have been reading the speeches made at the Clinics held to date. And we've been reading the reports on field men about other phases of activity around the Clinics.

We said last week that we believed these Clinics to be one of the finest projects in the broadcasting business. A reading of the above material confirms that view in spades. While some of the speeches are wordy (who among us isn't ham enough to lay it on a little once we get the floor), it is somewhat amazing how many good, practical program, sales and promotion ideas are offered by the speakers. It is heartening to read instance after instance in which radio men speak out for the medium as a whole, and signal the dangers inherent in the by-now notorious devaluation trend. For the good of broadcasting there can certainly not be too much emphasis on this theme.

Clinics in Print

The persistent feeling one gets in reading these speeches and field reports is that it's rather a shame that all broadcasters everywhere don't have the time or opportunity to make all of the Clinics. Our purpose in planning the exhaustive coverage we are going to give the BMI Clinics in our next issue was, in effect, to attempt to bring all of the Clinics to all broadcasters, even if only in print.

We are going to publish condensations of virtually all the speeches—all those we can lay our hands on anyway—and full reports of the individual meetings. We are going to extract from the speeches the many concrete, practical ideas advanced and catalog these for all broadcasters. It's a lot of work, but we think you'll agree, it's well worthwhile. Watch for the BMI clinic story in next week's issue. But in the meantime, the rest of this week, if one of the Clinics is being held in your neighborhood, arrange to attend. You'll find it one of the most profitable, pleasant days you've ever spent.

Court Test Pends On TV Allocation

Local Action, To Be Filed in 2 Weeks, Could Have Widespread Chain Reaction

Continued from page 1

the nature of the TV allocations plan, it is conceivable that a court contest over any single channel could have legal repercussions in numerous other communities to which the same channel number has been assigned by the plan.

FCC'ers are continuing to voice confidence that their plan will be upheld, but in various legal circles here it is contended that the plan is highly vulnerable, particu-

larly along lines stressed by Commissioner Robert F. Jones, whose historic dissent was followed up Thursday (1) by a stormy speech before the Ohio Association of Broadcasters Management Clinic. In Columbus, in which the commissioner charged that the FCC plan has put television in a strait jacket (see separate story). Considered as particularly significant in view of the upcoming court action, is Jones' assertion this week that the Commission in its allocations plan "has tried to legislate instead of regulate."

Meanwhile, objections to some of the channel assignments under the new plan are being filed at the FCC. WMCT-TV, in Memphis, this week became the third station to request change in the plan. The Memphis station, licensed to operate on VHF Channel 4, was asked by the FCC to use Channel 5 instead. The station is asking, in turn, for the use of Channel 3, which, the station said, would represent a change in operating frequency of only 9 percent, as compared with 15 percent under Channel 5.

Allocation Plan Begins June 2

WASHINGTON, May 3.—With the Federal Communications Commission's TV allocations plan published in the Federal Register yesterday (2), the plan becomes officially operative June 2. Also, a theoretical deadline of July 2 is regarded as having been established for filing of litigations, although court challenges could come subsequently from any person affected by earlier litigations (see separate story on first court case).

Under the plan, the FCC starts processing grants July 1. The FCC is stressing that it will give consideration only to applications filed on new forms specified by the plan. July 1 is not a cut-off date for filing of applications by newcomers or any present applicants whose data appears on out-moded forms, but it is necessary for all applicants to use new forms in order to get consideration.

M-L TV Segs For Overseas

HOLLYWOOD, May 3.—Kines of the Dean Martin-Jerry Lewis Colgate TV shows will be made available for showing to overseas servicemen. Duo this week got clearance from the Hollywood coordinating committee on the project and are now engaged in de-commercializing the kines and printing dupes for distribution to the G.I.s.

Martin-Lewis team has 13 kines of their Colgate Comedy Hour shows and may add a full hour kine taken from their New York telethon for the Heart Fund and Muscular Dystrophy Foundation. Fair has offered to foot all expenses for processing the kines.

Commissioner Jones Delivers New Blast Against FCC TV Allocations

WASHINGTON, May 3.—Legislators here are giving serious study to Commissioner Robert Jones' latest blast against the Federal Communications Commission TV allocation plan. Jones, who dissented lengthily and vigorously when the plan was released, told a convention of Broadcasters Management Clinic in Columbus, O., this week that "every time the Commission unfolds a new chapter in its attempt to mastermind local television services for every city in the nation, more basic faults rear their ugly heads."

"The purpose of the allocation plan is to create a nationwide, competitive television system," Jones declared, "but the effect of the plan is to deny local television to cities not included in the table." He said that, once the table is established and construction permits are granted, followed by licenses, the Commission will not be able to dislocate such li-

censes to make another plan more efficient without lengthy litigation.

Accuses Inefficiency
Jones accused the Commission of inefficient use of the spectrum, cheating many cities out of having any local TV facilities, prejudicing the introduction of UHF and throwing the heaviest financial burden upon those least able to pay.

Jones called the allocation plan

"more than a bonanza" for the existing licensee. He said: "The Commission staked your claim, assessed the crude ore and delivered a document giving you squatters' rights, whether you work the mine efficiently or rock along with the old machinery."

Ridiculing the plan as "the gold strike of '32," Jones said the Commission's first basic fault was its assumption that every city and hamlet in the United States will use maximum powers and antenna heights. Accordingly, he said, it assigned the channels through the nation as if New York sized facilities would occupy the channels in each medium and small city. "Should Chicago and Cleveland build Queen Mary piers for Great Lakes freighters? Do we build zeppelin hangars for light dirigibles?" he asked.

"That is the kind of mistit television facilities that this firm, fixed and final allocation plan assumes for every kind of city," he stated.

SWINGSHIFT PIX

KTTV Debuts Film Series 12 to 2 A.M.

HOLLYWOOD, May 3.—Apparent success of WDTV's (Pittsburgh) past midnight operations has prompted KTTV here to launch a nightly swingshift movies series running to 2 a.m. Station feels it would be reaching an extensive early-morning audience of plant workers and others who are engaged at their jobs too late to enjoy their tele sets during the week. Outlet estimates roughly a half million people get off work between midnight and 1 a.m.

Station will show two movies between midnight and the new 2 a.m. sign-off hour. Jack Wheeler will air the between-the-reels plugs.

WOR-TV Hits 22.3 on Game

NEW YORK, May 3.—A Tele-Pulse rating taken of WOR-TV's Brooklyn Dodgers - New York Giants telecast here April 20 was higher than the available ratings for any game televised on WOR-TV during the 1951 season, according to the station's research director Richard Hoffman.

The Dodger game chalked up a 22.3 average, with ratings ranging from 23.7 to 21.7 during the two-and-a-half-hour telecast. The TV games are sponsored jointly by Schaefer beer and Lucky Strike cigarettes.

ABC May Lose Top Dramatic TV Sponsors

NEW YORK, May 3.—Indications are that the American Broadcasting Company's TV network will lose its top hour of weekly drama, Wednesday 10-11 p.m., after this season. "Colossus Theater," which occupies the alternate week slot in that time period, reportedly is negotiating with the National Broadcasting Company to move the program over there. Probability is that it may wind up at Wednesdays 8-9 p.m., alternating with the new Tony Minor dramatic program.

The other occupant of the alternate week ABC-TV time period, Frigidaire, also is on the verge of cancelling its "Pulitzer Prize Playhouse." The advertiser has felt that the program hasn't enough appeal to make for mass audiences and sales. Frigidaire is looking at "Songs For Sale" on the Columbia Broadcasting System's TV web.

Burns, Allen Start '53 Pix

HOLLYWOOD, May 3.—Burns and Allen will start filming their next season's TV series within the next few weeks, pacing their productions so as to alternate with their live TV appearances that will continue thru the summer. Plan is to give pair a substantial head start on next season's films. By doubling in film they will be carrying a heavier work load during the forthcoming months than they have to date on TV, but will prep them for next season's total conversion to film. Ralph Levy, who directs the live TV series, will similarly meg the TV film versions.

Pair has formed their own production unit, McCadden Corporation, with George Burns and Gracie Allen as directors to handle TV film making, radio and feature film production. Firm is capitalized at \$25,000.

Crosby Plans Test Programs For Television

HOLLYWOOD, May 3.—Der Bingle will stick an experimental toe into TV next season before deciding on taking a full plunge. Now that Chesterfield is out of the picture, tests being discussed with interested Bing Crosby sponsors call for the Graner's radio services on a weekly half-hour basis, but when it comes to TV his appearances will be far and few between. According to Crosby producer-writer Bill Morrow, Bing will do a minimum half-hour TV show approximately every six weeks.

Tele bow will be via film, produced, of course, by Bing Crosby Enterprises. Format of the show won't be restricted to any particular type. Basically, it will follow the radio show's layout, a rambling combination of situation comedy and variety.

Radio will remain via tape. Whatever sponsor snarcs Crosby for one medium will automatically get him for both. While talks are continuing with three bankrollers at this time, Coca-Cola is apparently nearest the pen-to-paper stage.

McFarland Bill Action Due

WASHINGTON, May 3.—The revised McFarland Bill to overhaul the Federal Communications Commission is due for House action next week, after getting approval this week from the House Rules Committee. The bill as revised by the House Interstate and Foreign Commerce Committee, calls for major changes in the Commission's procedural set-up, including the allocation of new powers of suspension cease-and-desist and fine-levying.

Under the new cease and desist section, the FCC would be authorized for specified reasons to suspend station licenses for 90 days, revoke construction permits, impose forfeits and issue cease-and-desist orders. In addition to its present authority to revoke broadcast licenses. The House committee has explained that it authorized the new powers to allow the Commission to adjust the penalty to fit the seriousness of the offense.

Foster Talks NBC Contract

NEW YORK, May 3.—Comic Phil Foster is reported in negotiations with the National Broadcasting Company for a long-term contract for his exclusive services in both radio and television. Foster has been a fairly regular guest on the net's radio "Big Show."

If and when the deal is finalized, it is expected that Foster may be fitted into the proposed Tallulah Bankhead video package.

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Out Next Week

Featuring . . .

- ★ A Complete Summary of Clinic Talks
- ★ A Complete List of Those Attending

Time, Dough and Gimmicks Spark Politicos' TV Drives

Kefauver to Use NBC Spots; GOP Plans Half-Hour Show

Continued from page 1

a new type of film show as kick-off program for the National Broadcasting Company's "Hats in the Ring" program opening Sunday (4). Master-minding the show, Bob Humphrey, public relations chief at GOP Congressional Committee Headquarters, arranged for professional actors to be cast in the opening filmed program, "The Case for GOP Congressmen." The half-hour show, bowing at 2 p.m. Sunday, consists of entertainment and documentary material, with real-life Congressmen making appearances at intervals to stress the voting message. The same show is geared for NBC's radio network from 2:30 to 3 p.m. Sunday.

The GOP show is expected to be a pace-setter for not only new gimmicks in use of both TV and radio in the upcoming campaigns, but also for earmarking sizable

budgets for special shows on these media. As an indication of what's in store, the GOP departed from custom to pay \$155 apiece to three professional Manhattan actors for their roles in "The Case." Keenly growing rivalry between the two major parties and among the various candidates within the parties is figured sure to produce fancier gimmicks and bigger budgets as the political brawls gain steam. One device which the politicians are cleverly improving is the dual use of both TV and radio. Humphrey of the Congressional GOP Campaign Committee explained, for instance, that one of the biggest hurdles which was overcome in "The Case" was finding a way

to get the message across "entertainingly, palatably and dramatically." Despite the growing use of TV, the politicians are in no way shunning radio.

Indicative of broadcasting's expanding role preparatory to upcoming campaigns, Columbia Broadcasting Department broadcast more special programs in April than in any month since World War II. Succession of political news and national affairs events, including President Truman's "I-Won't-Run" announcement, accounted for the upsurge. Two special political programs were launched, Presidential Profiles and "Candidates and Issues."

RTDG Personnel at WBKB Get Back \$\$

CHICAGO, May 3.—Fulfilling terms of a Wage Stabilization Board ruling handed down several weeks ago, eight directors and four floor managers at WBKB here yesterday (2) received a total of \$32,045 in retroactive pay established under the initial contract signed by the station and the Radio and Television Directors' Guild.

Current contract will expire May 31. Sanford Wolff, representing the RTDG, already has opened negotiations for a new pact to become effective June 1.

Prockter Syndicate Sees \$2-Million Yr.

NEW YORK, May 3.—Prockter Syndications International contemplates gross billings of at least \$2,000,000 for 1952, its first full year in business. The new syndication and production outfit, headed by Paul White, former Selznick exec, will gross \$500,000 alone from its deal with Schlitz beer for a series of half hour films to feature Irene Dunne as emcee.

Also sold is "Police Story," which is sponsored by Endis over the Columbia Broadcasting System's TV web. Being peddled is

"China Smith," a film series about a soldier of fortune in the Far East, which stars Dan Durjee. Getting ready to roll before the cameras is another new half-hour film program, "The Girl From Maiden Lane," starring Joan Leslie and Steve Brodie. "My Most Frightening Moment," based on a series in Coronet magazine, is also being readied for filming.

PSI is nearing a big sale of "Foodini," formerly on the CBS-TV network. Now on film the kid's puppet show has been leased to PSI for 20 years by Hope and Morey Bunin, its creators. The syndication outfit is also peddling "American Sports Show," a 15-

(Continued on page 46)

Kling Filming Hormel Series

CHICAGO, May 3.—Arrangements were completed in Los Angeles this week between Jay C. Hormel, chairman of the board of Hormel Meats, and Fred Niles, Kling Studios vice-president, to film the "Hormel All-Girl Review" show for TV. Series, which has been on radio for a number of years, will feature the entire cast of 60 items appearing on the radio show.

Filming of the TV series will start late this month and continue into June, with sponsor arranging for stations over the summer, and the video series scheduled to debut in the fall.

Niles, who heads the motion picture and television divisions of Kling, will supervise the new series.

WPIX Skeds Jerome Show

NEW YORK, May 3.—WPIX Musical Director Jerry Jerome is set for a show of his own, via the TV outlet, following the Laraine Day telecast after each Giant game. The show is called "TV Teen Test," and is a talent scout type show, exclusively for teen-agers, 13 to 19 years of age. The show runs to 5 or 5:15 p.m. each day.

CBS TIPS HATS FOR NBC BRASS

NEW YORK, May 3.—One of the National Broadcasting Company's execs, leaving the Waldorf-Astoria hotel here yesterday (2) after the web's Promotion Workshop, offered the hat-check girl a 25-cent tip. The gal said, "That's perfectly all right sir. CBS is taking care of the tips."

The Columbia Broadcasting System was holding its Television Clinic in the same hotel.

VOICE GETS "F" IN PSYCHOLOGY

WASHINGTON, May 3.—The Voice of America has flunked psychology as far as Robert L. Green, D. C. psychologist and public relations man, is concerned. In a talk before the D. C. Advertising Club this week, Green declared the Voice has shown "a lack of basic understanding of psychology in using women to read news beamed to areas in which women's place in the social scale is so low that she is considered a chattel."

He said that to broadcast "supposedly authoritative news in a woman's voice" in such areas "is to make it sound absurd."

'Big Show' Fall In Air; Talk for TV Continues

NEW YORK, May 3.—Tailulah Bankhead's fall radio plans still have not been firmed up, but it now seems likely that "The Big Show" will be retained, at least in abbreviated form, on the National Broadcasting Company. The web's AM program chief, Bud Barry, is working on a 30-minute format which would retain the same mold and personnel, with the possibility of expanding in time if sponsorship interest warrants. It likely will get part of "Big Shows" current 6:30-8 p.m. time.

On the TV side, negotiations are continuing for Miss Bankhead to head the same group in a once-monthly hour-long stanza which would be made a part of one of NBC-TV's major series.

WNBT Plans To Kinescope Child Shows

NEW YORK, May 3.—In a move to help foster more educational TV programming, WNBT here will make kinescopes of its new Museum of Modern Art children's show available to stations across the country. Beginning with the first half-hour program Sunday (17), station will gift the museum with kinescopes of each program in the 13-week series.

In turn, the museum will make these kinescopes available to other video stations at a minimum rental fee scaled to cover handling costs. The new WNBT series marks the first time the Museum of Modern Art has officially co-operated with television. If idea clicks, Dick Paek, WNBT programming chief, may set up similar kinescope services on other shows.

Breckner Gets Martin's Post

HOLLYWOOD, May 3.—Bob Breckner will replace Duke Martin as head of KTTV's program department Monday (5), stepping up from his post as station production director. Martin remains with the station as star of Sears, Roebuck's "The Duke Martin Show," which Breckner will continue to produce.

According to KTTV, Martin was forced to step down from his exec programming slot by Sears' demands for him to make more store p.a.'s and take a more active part in promoting the show.

CBS-TV, Gabor Talk Net Show

HOLLYWOOD, May 3.—Columbia Broadcasting System's programming veepee, Harry Ackerman, is negotiating with Zsa-Zsa Gabor for a full net TV show. Program format will be an audience participation show starring Zsa-Zsa as emcee.

Plans to network "Bachelor's Haven" show featuring Miss Gabor as one of the panelists, has been temporarily shelved. However, terms of the Gabor net deal call for her to continue on "Haven" while handling her new coast-to-coast show.

PEACEMAKER

Newscaster Helps Settle Prison Riot

DETROIT, May 3.—One of the key factors leading to the final peaceful ending of prison riots staged at the Michigan State Prison at Jackson was the prisoner's recognition of the integrity and impartial status of Ron Milton, news editor of WKHM, Jackson. Milton was one of three men with whom the prisoners agreed to deal on a settlement and at one time was asked by the cons to hold a private talk with their leader.

Milton was known to many of the prisoners thru his local news show, "The Police Blotter." When the flare-up began last week, he was one of the reporters who interviewed the cons in their cell block. He asked for and got the prisoners' side of the problem via a tape recording which was later quoted widely by national news services.

Two Phoenix Outlets Sold To Pub. Corp.

PHOENIX, May 3.—The Meredith Publishing Company of Des Moines has purchased stations KPHO and KPHO-TV here from Phoenix Broadcasting and Television Inc. Radio-TV outlet was sold for \$1,500,000, subject to Federal Communication Commission approval.

A separate contract was signed with the station's proxy and general manager, John C. Mullins, naming him managing director and consultant under the new set-up. Also contracted to remain as consultants were the present officers and stockholders. Mullins (who, as before, will direct both the radio and TV operations) stated that there will be no personnel changes as a result of the change in ownership.

The Meredith firm publishes "Better Homes and Gardens" and "Successful Farming," owns and operates WHEN-TV, Syracuse, and purchased WOW-AM-TV, Omaha, this year. KPHO is an affiliate of the American Broadcasting Company.

Tape Recorder Goes Military

WASHINGTON, May 3.—Military contracts are running between 25 and 75 per cent of recorder plant capacity in the sound recorder field, the National Production Authority said this week. "Tape recorders, which have been in commercial use only five years, were reported as the fastest growing section of the sound recording industry, while wire recorders, developed for the armed forces during World War II, hit a peak in 1947. Disk recorders experienced a renaissance, according to the NPA, when Jacques-coated aluminum disks were developed in the early 1930's.

Chief production difficulties facing the industry are procurement of special recorder motors and nickel-bearing alloys, manufacturers said. Some companies were reported increasing plant facilities, although other recently expanded companies have excess plant capacity. In the personnel field, micro-wave and radar engineers were said to be scarcest.

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In Billboard's 14th Annual Radio-Television Promotion Contest, CHUM was one of the three stations in the 250-1000 watt category to win a coveted award for promoting "Radio as a Medium." . . . and the only such station in Canada to win it. Thank you, Billboard!

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NEWS REVIEW

Peabody Program Gets No Showmanship Prize

NEW YORK, May 3.—The twelfth annual George Foster Peabody Awards to radio and TV were handed out here Thursday (1) at a luncheon meeting of the Radio Executives Club of New York, with the networks and local stations airing a portion (1:15-1:45 p.m.) of the presentations on radio and TV. However, the video coverage was marred by fact that the program was cut off the air at the very moment it promised to kick up its conservative heels with a little comedy relief via "Bob and Ray," who received Peabody's non-musical radio entertainment award.

It's difficult to understand why the award schedule wasn't set up to enable the team (Bob Elliot and Ray Goulding) to make an earlier appearance, since they were the only entertainers on the agenda. Last year, the TV presentations were a bit more brightly brightened by Jimmy Durante. Granted an award show isn't staged for entertainment, but if the webs carry it on TV, then they should make it their business to see that the presentations are made with maximum showmanship.

Interest-wise, the high point of Thursday's show was a speech by Gian Carlo Menotti, who received the entertainment (music) award for his original video opera "Amahl and the Night Visitors." The telegenic young composer flabbergasted big broadcasting brass in the studio audience by proposing a campaign to "boycott" all products advertised on commercials which "interrupt artistic programs," which he labeled "a barbarian custom." He prefaced this bombshell by thanking Halimark cards (who sponsored the Menotti TV opera last Easter) for eliminating their middle plug on that show.

In accepting his award for TV news and interpretation, Ed Murrow ("See It Now") contended that "print" has nothing to fear from TV as a competitive medium, and contrasted the editorial freedom of newspapers and magazines to TV's current stalemate on the matter of televising Congressional hearings.

In addition to above, 1951 Peabody Awards went to the "Celanese Theater," TV entertainment—non-musical; CBS's series on dope addiction, "The Nation's Nightmares," radio educational programs; "New Youth Forum," WQXR, N. Y., radio youth programs; Alistair Cooke's "Letter from America" program for the British Broadcasting Corporation, radio's contribution

CBS Weighs Telenews Pact

NEW YORK, May 3.—The Columbia Broadcasting System's TV web this week was deciding whether to renew its contract with Telenews. CBS-TV has until May 26 to make its decision, but the fact that Telenews is asking almost double its last year's price, or close to \$8,000, for its film news service, for next year is making the CBS-TV news execs think about ways and means of replacing Telenews.

CBS also reportedly has made a \$2,000,000 offer to buy out Telenews, which was turned down. Telenews sees its future as being bright what with the Federal Communications Commission freeze off.

TV ALLOCATION CHART AT 30c

WASHINGTON, May 3.—Copies of the Federal Communications Commission's complete TV allocations report are available to all comers at 30 cents apiece, the FCC announced this week. The Commission explained that it isn't distributing the voluminous report publicly because of shortage of funds, but the entire report can be obtained by writing to the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

to international understanding; "What's the World?" WCAE (CBS), Philadelphia, TV educational programs; "The Pastor's Study" and "Our World Today" on WSB (NBC), Atlanta, meritorious regional public service by radio and TV; KPOJ (Mutual), Portland, Oregon, meritorious local public service by radio.

The presentations were made by Edward Weeks, editor of The American Monthly and chairman of the Peabody board, whose suave manner and subtle sense of humor kept things moving along at a much smoother pace than the usual award presentation show. June Bundy.

"Late Show," "11th Hour" Vie for Top

NEW YORK, May 3.—WNBT's late p.m. feature film series, "11th Hour Theater," delivers 77 per cent more TV homes than WCBS-TV's counterpart, "Late Show" film series, according to the American Research Bureau's April ratings for New York. However, Teletelapse last week indicated a rating tie for the two shows. Heretofore, the WCBS-TV show was on top rating-wise.

The ARB report gives the WNBT series an average (Sunday-Friday) quarter-hour rating of 5.5 compared to WCBS-TV's 3.1. The study shows that "11th Hour Theater" delivers an average of 161,150 families to the "Late Show's" 90,930. On a cost efficiency basis WNBT delivers 1,000 families for \$1.86 (58 per cent less than the "Late Show" \$4.40 per 1,000 figure) and 1,000 viewers for 69 cents (61 per cent less than WCBS-TV's \$1.76 total). The WNBT series is sold at \$300 for a 15 minute period. The quarter-hour charge on the WCBS-TV show is \$190.

Coast Drug Chain Spends 75G on Radio

HOLLYWOOD, May 3.—At a time when some sponsors, blinded by TV's glare, tend to overlook radio's sales, the Coast's Thrifty Drug chain this week concluded a \$75,000 saturation campaign for plus 24 hours per day, six days a week, on KLLAC. Fifty-two week deal calls for a five-minute thirty seg every hour around the clock.

This marks the first time any sponsor has concentrated so heavy a plug barrage via a single outlet. Thrifty has been a spot buyer on the station for the past four years. Biz was set by Factor-Greyer, agency for Thrifty. Station will tie in promotionally with each of the drug chain's outlets, featuring counterpieces with the station's five disk jockeys.

RTMA Honor For Sarnoff

WASHINGTON, May 3.—Brig. Gen. David Sarnoff, chairman of the board of Radio Corporation of America, has been named recipient of the Radio and Television Manufacturers' Association's first annual award for outstanding contribution to the field of radio-television, by the association's board of directors, meeting at the General Brock Hotel, Niagara Falls, Ont. The award was made to General Sarnoff at the annual RTMA banquet June 26 at the Palmer House, Chicago.

General Sarnoff was unanimously chosen by the board. Leslie F. Muter, chairman, said the award will be made annually to the "person, company or organization performing distinctive service to the industry." He added that General Sarnoff was chosen as first recipient "because of his many achievements over a period of years, which helped bring the radio industry to its present status."

Justice Dept. Anti-Trust Action Tangles ABC-UPT Merger

WASHINGTON, May 3.—The Department of Justice's filing of a new anti-trust action this week against Paramount Pictures Corporation and eight others threatened new complications to the Federal Communications Commission's current hearings on the proposed merger of American Broadcasting Company and United Paramount Theaters, Inc. One of the FCC's avowed objectives in the merger hearings is to get full information about participation of "any of the applicants, their officers, directors, stockholders, employees or agents, in any violations of either federal or State anti-trust law," whether the alleged violations were "wilful or inadvertent" and "whether the violations were recent." FCC legalists indicated they would watch the latest anti-trust suit, recognizing, however, that the litigation would take a long time to be resolved and that findings in the ABC-UPT merger case might have to be made prior to that.

The Justice Department's latest anti-trust suit charges National Screen Service Corporation, New York City, with "monopolizing and attempting to monopolize the business of manufacturing and distributing trailers." The suit charges the following with conspiracy to assist National Screen: Paramount Pictures Corporation; 20th Century-Fox Film Corporation; RKO Radio Pictures, Inc.; United Artists Corporation; Co-

lumbia Pictures Corporation, and Universal Pictures Company, Inc. In another count, conspiracy to assist in other ways was charged by the Justice Department against these film companies, plus Warner Brothers Pictures, Inc., and the Warner Brothers Pictures Distributing Corporation.

This week's FCC hearing was highlighted by introduction as evidence a letter written in 1941 by Allen B. Du Mont, head of Allen B. Du Mont Laboratories, Inc., and addressed to Arthur Israel of Paramount Pictures, in which Du Mont objected to what he felt was apathy in TV displayed by Paramount. In the letter Du Mont represented Slaton Griffin, then chairman of the Paramount Board, as saying "he would not put a dime in television and could not see any possibility in the near future for anything commercial in this field." Du Mont wrote that he tried to give the impression "on the outside" that "everything was going along fine" and that Paramount was interested in promoting TV, but he threatened to "call a spade a spade."

Paramount Pictures Veepee Paul Raibourn, when asked about the letter by FCC lawyer Arthur Gladstone, said he wanted Du Mont to restrict itself mainly to war manufacturing at the time. Gladstone questioned Raibourn lengthily in an attempt to determine if Paramount had tried to hold back development of TV

patents. Arthur Levy, former president of Scopony, has said he produced a number of customers for his patents, but that Paramount always objected to them. Levy, who now heads Skiatron Corporation, an independent company, takes the stand next week to refute Raibourn's claim that he "made representations which were totally inaccurate" about TV.

NBC Holds 1st Regional Meet; Others Set Up

NEW YORK, May 3.—The first meeting of the four regional promotion - press - merchandising workshop sessions between network officials and radio station personnel of the National Broadcasting Company was held here Thursday and Friday (1-2) at the Waldorf-Astoria. In addition to network brass, the two-day session was attended by 47 representatives of 38 NBC affiliates.

The other three regional meetings will take place Monday and Tuesday (5-6) in Chicago, Thursday and Friday (8-9) in New Orleans and on May 12 and 13 in Hollywood. A total of 148 execs of 110 affiliated stations are expected to attend all four meetings.

'Wayward Inn' Filmed for TV

HOLLYWOOD, May 3.—"Tales of a Wayward Inn," famed book of stories about New York's Algonquin Hotel by its owner, Frank Case, will be the basis of a TV film series produced by his son, Carroll Case, in conjunction with Hal Roach Jr. Latter pair have already teamed on production of "Racket Squad," which this week was renewed for another 26 weeks by sponsor Philip Morris. Production on the pilot film will get under way next week.

Altho no cast has been set, Douglas Fairbanks Jr. has agreed to portray his father in one of the stories concerning the famed thesp. Wherever hazard of privacy invasion exists, names will be changed in the TV film script, but for the most part they will contain the lore and legend of New York's yesteryear greats.

Hennock Urges TV Educators Act Now

WASHINGTON, May 3.—Educators faced fresh warnings this week to get going in TV lest reserved channels be forfeited (The Billboard, May 3). The latest plea came from Federal Communications Commissioner Frieda B. Hennock in an assertion that "these stations must be built at the earliest possible moment." Miss Hennock told the biennial meeting of the National Jewish Welfare Board in Detroit yesterday (2) that "the difficulties which may stand in the way of educational TV are not by any means too great for the enterprising and public-spirited." And she added, "In view of the enormous benefits so near at hand, it would be a national tragedy not to harvest them."

Miss Hennock predicted that TV "will be the most influential conduit and molder of habit and opinion that has ever been known." It should in this regard far surpass radio, which has served this country long and well, provided a strong common bond for our people and has had a substantial effect upon every aspect of our life—social, political and cultural," she said.

Reiterating her gratitude over the reservation of 242 TV channels for education, Miss Hennock described this as "an unprecedented opportunity for public service and welfare," giving educational TV a chance to "expand and revitalize our entire educational process and make an invaluable contribution to the vigor of our democratic way of life."

WLOW

has winning ways!

five times a winner in 5 years

We are proud to again be among the winners in the 14th Annual Billboard Competition, radio's most significant promotion award. A low bow to the judges for this distinguished honor.

WLOW

NORFOLK VIRGINIA



SOAPER EYES PIC HURDLES

Colgate Nursing Yen To Convert All Video Properties to Film

Continued from page 1

Wall Disney and Walter Lantz animated cartoon process with both studios at present running tests for the bankroller to determine the feasibility of turning over its commercial biz to these firms. George Hurrell at Disney is master-minding the Colgate experiments. While Disney has permitted use of portions of his theatrical productions on TV in special holiday shows, if Colgate deal goes thru it would mark the studio's first step into tele production of any kind. Only established motion picture studio to move into the TV film commercial field on an extensive basis has been Co-

lumbia Pictures thru its subsid. Screen Gems.

Harris feels Colgate would save considerable coin by having shows filmed in that it would ease the terrific rehearsal cost necessitated by the live show. Further, films could be used in current non-TV markets when they get TV. Also, Colgate would like to benefit from its multi-million dollar yearly investment in the shows by being able to draw from a season's pool the top shows for repeat performance during the summer, thereby permitting it a 52-week run with

the same type and caliber of programming at a somewhat reduced summer cost rate.

According to Harris, sponsor will try to convince the studios that TV filming doesn't violate their exclusive film contracts with talent in that the films won't be made available for theater exhibition and thereby can't be competitive to their productions.

Colgate will not switch to film for such unfettered artists as Eddie Cantor, who's eager to make the switch from live, until it can solve the film problem and make the conversion to a series-wide policy. Until that time, whether or not an artist is free to make TV pix, he will have to go on live.

Gradual conversion will start with filmed sequences similar to those employed on the Red Skelton show. Harris feels this in itself will provide the show with more latitude and greater scope. Filmed portions will not feature the headlining attractions, but other artists on the program.

WMAL Picks Ghilain to Set Radio Apart

WASHINGTON, May 3.—Gearring radio to an independent status as TV expands, WMAL, WMAL-FM and WMAL-TV here announced the reappointment of John E. Ghilain in the dual role of assistant program director and director of advertising and publicity. Ghilain has headed the radio-TV advertising, publicity and sales promotions departments for the National Broadcasting Company's outlets here, WRC, WRC-FM and WNEB.

Kenneth Berkeley, vicepres. and general manager, said Ghilain will head up radio programming with emphasis on new features and exploitation "in order to promote an interrelationship between programming, advertising and publicity." Heading the TV-radio departments is Charles Kelly, formerly of WNBW. WMAL, owned by The Washington Star, is an American Broadcasting Company outlet.

Clients Seek New Shows

NEW YORK, May 3.—Several Young & Rubicam clients this week were searching for new TV properties. The General Foods Division of Jello is considering the old radio show, "Dear Maudie," but is far from decided. The agency is searching for a half-hour variety show which is to be alternately sponsored by Singer Sewing Machines and Elgin Watches. And General Electric is looking for a dramatic program.

ATS Lists Causes of Agency-Producer Tiffs

NEW YORK, May 3.—In a move to help resolve long-standing problems between agencies and TV film commercial producers, the American Television Society, this week, made public a special report on this subject as a free service to the industry.

The study, which has been in the works for the past 18 months, was made by a special ATS committee, including chairman Gene Reichert, G. M. Sanford Company; Thomas J. Dunford, Delecto Films, Inc.; John Freese, Young & Rubicam; G. David Gudbrod, N. W. Ayer; research topper C. E. Hooper, and Leslie Roush, of Roush Productions.

With the co-operation of the Hooper organization, the committee polled 237 agencies and 160 TV film producers, to determine the nature and causes of problems and friction in those TV film commercial production operations where the functions of advertising agency and film production personnel meet or overlap.

Three Basic Causes
The committee boiled down replies to three basic causes of trouble. 1. Insufficient experience. 2. Insufficient time on preparation of bids. The committee suggests

agencies allow producers from three to seven days to prepare all bids. 3. Insufficient exchange of cost information. The committee has prepared a standard production specifications form, which ATS is offering for "free adoption" to all agencies or film production outfits.

A summary of replies to the survey showed that both the agencies and producers agree that if competitive bids are necessary, quotes from three producers should be ample. Two thirds of the agencies said they expect producers "to participate creatively in the production of a commercial," and more than one-third of the agencies said that the producer's responsibility ends with the agency's acceptance of a satisfactory answer print. More than three quarters of the producers endorsed latter idea. Another third of the agencies, however, opined that a producer's responsibility "extends thru a closed-circuit screening of the answer print." Many producers said they wished agencies would assign one "qualified" person to supervise and approve all phases of the production.

NBC to Televis Convention Of Medicos Coast-to-Coast

CHICAGO, May 3.—Highlights of the 101st annual meeting of the American Medical Association here next month (June 9-13) will be aired over the National Broadcasting Company's coast-to-coast TV web, marking the first time the medical convention has been open to the public. Smith, Kline and French Laboratories, a Philadelphia pharmaceutical firm, will sponsor two half-hour shows from here, in cooperation with the AMA.

The first program will be carried Tuesday (10) from 9:30 to 10 p.m. (EDT). Date of the second will be announced later. Telecasts

VOTE CHASERS-11

"Meeting" Offers Easy Javits-Kefauver Bout

By SAM CHASE

With the discussion on the topic, "What Do the Primaries Prove?" Senator Kefauver continued his TV presidential campaign via ABC-TV's "Town Meeting" stanza. Paired with him was Rep. Jacob Javits, an ardent Eisenhower supporter. This led to a point of disagreement at the outset, Kefauver deeming that a presidential candidate should utilize primary campaigns to

make himself and his platform known to the people. With Eisenhower still in Europe, Javits was forced to say that his favorite would have done so if possible, and doubtless will campaign vigorously should he be nominated at the GOP convention.

This faint issue was almost the only one to stir up any argument, to the extent that moderator John Daly admittedly took on the role of "Devil's disciple" to ask a couple of supposedly tough questions, but even these evoked little excitement. He inquired whether demagoguery could not confuse the people on complex issues subjected to popular vote, and whether party bosses might not repudiate the platform of a candidate

QUIZ KIDS

Shift to NBC To Replace P. Winchell

NEW YORK, May 3.—The Louis Cowan "Quiz Kids" TV show has been released for the summer by the Columbia Broadcasting System and will go on the rival net, National Broadcasting Company, in the Monday, 8-8:30 p.m., slot replacing the Paul Winchell show. The latter is also a Cowan package. "Quiz Kids" went off CBS two weeks ago.

During the nine-week summer period, the program will be sponsored for five weeks by Crosby Spideil, which has the four alternate weeks, has not yet decided whether it will pick up the show or put another package in that slot. "Quiz Kids" will celebrate its 12th anniversary this June.

CBS Execs Attend Mass Video Clinic

NEW YORK, May 3.—A mass briefing on every facet of TV station operations—engineering, programming, publicity, sales, public affairs, promotion and station installation—was given to 250 radio and TV executives of Columbia Broadcasting System affiliates at a TV clinic held Thursday (1) and Friday (2) at the Waldorf-Astoria here.

Frank Stanton, president of CBS, told the broadcasters that TV has come along at the right time in the nation's economy to play a "vital role in the mass distribution at a minimum cost" of goods. J. L. Van Volkenberg, president of CBS-TV, opened the clinic by saying: "We meet at the threshold of a great social, cultural and economic force. It is a force whose limits can't even be guessed at, but whose direction has at last been defined."

The CBS-TV progress in the sale of network time was graphically presented by Fred Throver, vicepres. in charge of network sales. He stated that CBS-TV's web business was up 95 per cent in January and February 1952 over the same period in 1951. The network, he maintained, leads all other webs in the total number of sponsored quarter hours. CBS-TV has 164 sponsored quarter hours, with the other networks sharing a total of 259 quarter hours.

Wm. Morris' 'Choice' Pkg. Features Crix

NEW YORK, May 3.—Titled "Critics' Choice," a new hour dramatic program featuring the selections of top critics in various fields of the arts is now being peddled by William Morris. The program is to have as its host Alfred De Laigue Jr., top Broadway producer.

Among the critics who have agreed to select material are John Mason Brown, John Chapman and Louis Kronenberger for drama; Richard and Frances Lockridge for mystery; Robert Penn Warren and Lewis Gannett for fiction; Vincent Sheehan for reportage; Martha Foley for short stories; and Deems Taylor for biographies and engaging musicians. Four years of material have been cleared on an alternate week basis. Edmund Morris and Richard Sanders are the packagers.

SPAC Elects Officers, OK's Summer Plan

NEW YORK, May 3.—The first quarterly meeting of the National Broadcasting Company's 1952 Stations Planning and Advisory Committee here Tuesday and Wednesday (29-30) was highlighted by election of officers and the endorsement of NBC's plans for programming and selling network radio this summer. The SPAC group lauded the web in particular for engaging Nelson Coverage Service.

New SPAC officers are F. A. (Buddy) Sugg, WYK, Oklahoma City, chairman; Richard O. Dunning, KHQ, Spokane, secretary for radio; E. R. Vadeboncoeur, WSYR-TV, Syracuse, N. Y., vice-chairman; Lee B. Wallis, WSPD-TV, Toledo, secretary for TV.

Awaits Reply On Blacklist

WASHINGTON, May 3.—The American Civil Liberties Union told the Federal Communications Commission yesterday (2) that it was holding up its brief on "blacklisting" charges which it launched against three networks and two individual stations until they have answered. The group, National Broadcasting Company, Du Mont Television Network, The American Broadcasting Company, WPIX-TV in New York and KOWL of Santa Monica, Calif., have not as yet replied to the petition filed by the ACLU the middle of last month.

The ACLU emphasized its action was not being taken on behalf of any of the persons named as having been "blacklisted" but "solely because of the tremendous importance of this issue to the welfare and freedom of the public and our nation and our concern that blacklisting practices cease before the traditions and heritage which comprise American freedom are cast aside."

Mich.-Ohio TV Network Is in Offing

DETROIT, May 3.—Plans for a regional television network via five new applications for channels were disclosed this week for operations formerly belonging to the late G. A. Richards, centering around WJR, Detroit, and WGAR, Cleveland. As far as could be learned, no plans for any video application at this time are in progress for the other Richards unit, KMPC in Los Angeles. The local network itself, as projected, will include four stations, based on VHF Channel 50 in Detroit, and three VHF channels—11 in Toledo, 12 in Flint, and five in Bay City, Mich.

A set-up to provide educational, farm and special event, as well as entertainment, programs for the Michigan hook-up is planned, tailored to cover approximately the present basic radio coverage of WJR's 50,000 watt power. The proposed Cleveland station, which is applying for Channel 65, would presumably operate independently. All four stations in the network operation are designed to be origination points, with the Detroit outlet as the key.

May Cost 2-Mil

Basic cost of construction for the four network stations is estimated at \$2,200,000, with \$1,000,000 going to the Detroit station. WJR sometime ago made extensive preparation for video facilities in connection with its basic installation in the Fisher Building, including erection of a mast on the tower. National network affiliation with Columbia Broadcasting System, for which WJR is the radio outlet, is "expected," according to John F. Pitt, president of the three Richards stations. At present WJBK-TV, whose AM affiliate is independent, has both Columbia and Du Mont hook-ups.

May Cancel Fibber McGee

NEW YORK, May 3.—Pet Milk this week reportedly canceled "Fibber McGee and Molly." The program is in the Tuesday night 9:30-10 p.m. slot on the National Broadcasting Company's radio web. Gardner is the agency.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Represented by

ROBERT MEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

Clair R. McCollough, Pres.

VOTE CHASERS-12

Taft Levels Barrage On Radio "Crossfire"

By SAM CHASE
In a fighting mood, Sen. Robert A. Taft hit hard at his major opponent for the Republican presidential nomination, Gen. Dwight Eisenhower, on this panel show. Taft charged that a prime reason for his defeat in this week's Massachusetts primary was that Democrats had infiltrated the GOP primary and voted for the General. He said this resulted from an organized campaign prepared by the Eisenhower forces and publicized by a prominent daily newspaper.

Taft further charged that the State Department and the administration are now supporting Eisenhower and are moving into Republican primaries with the intent of taking over the Republican Party.

Taft maintained that he would be a stronger candidate than Eisenhower "unless he turns out to be a political genius." He denounced Democratic support from New Dealers, Fair Dealers and Trumanites. He said that only he could wage a fighting GOP campaign that could win a campaign based on attacking the foreign and domestic platforms of the Democrats, and avoiding mediocrity in any aspect. He would not say, for example, that the Republicans agree with certain administration moves but could do them better.

He slashed away, not only at present opposition, but at a couple

of previous GOP hopefuls, Tom Dewey, and the late Wendell Willkie. Dewey, said Taft, was a 5,000,000-vote winner when nominated, but lost during the campaigning by waging exactly the wrong kind of campaign—that is, a me-too campaign. Willkie, he said, ignored and then neglected the party organization and regulars, something he would certainly not do. Mellowing somewhat, he repeated earlier assertions that in any event, he would support any (Continued on page 45)

Ford Foundat'n May Sink 750G Into TV Films

NEW YORK, May 3.—The Ford Foundation is expected to throw about \$750,000 into a mammoth filmed TV series. The one-hour show is said to be of a highly experimental nature. The Foundation's original grant was \$1,200,000, of which \$450,000 has already been spent.

About \$200,000 went into the United Nations TV film, "Assembly Six," \$150,000 into the "People Act" radio program and the remaining \$100,000 was consumed for general operations.

'Malone,' 'Day' On Two Sets

NEW YORK, May 3.—Procter & Gamble is now programming two of its radio soap operas, "Young Dr. Malone" and "Brighter Day" on both the National Broadcasting Company and the Columbia Broadcasting System.

P&G will program the afternoon programs which are on CBS the next morning on NBC.

WINNERS OF JACKPOT SUE

NEW YORK, May 3.—Two unhappy "Jackpot" winners filed a \$15,000 suit here this week against the American Broadcasting Company and producers and sponsor of the "Chance of a Lifetime" quiz show, charging that their prize ("a rustic cabin on a private island") wasn't all it was flaked up to be on the air.

The suit was brought by Mary and Elizabeth Boehling, identical twins from Richmond, Va., who answered the "Jackpot question" correctly on April 23, 1950 broadcast. The girls received a deed to the island, but they allege that the "rustic lodge" was all a horrible dream on the part of the defendants, who intended instead to give them "a mere shed or other shelter totally inadequate and unsuited for habitation."

Canada TV Fall Rates To Hit \$1,600 Per Hr.

TORONTO, May 3.—Television will definitely begin in Canada next August or September, with three hours broadcast a day. Sponsors will pay \$1,600 an hour in Toronto. A. D. Dunton, chairman of the Canadian Broadcasting Corporation Board of Governors, told the Association of Canadian Advertisers. Montreal TV will also start in the fall, but the card rate there will be \$500 an hour. In Toronto, the broadcasting rate for radio station CBL, and this is the highest card rate in Canada, is \$340 an hour.

Dunton urged the advertisers to co-operate with the CBC in promoting television production, quality programs and Canadian talent. This latter is taken by some quarters as being a definite slam against American programs, and it would seem to indicate that the CBC will be importing few American productions. The

NEWS CAPSULES—COAST TO COAST

Mich. Taxes Bout TV; Production Of Sets Drops; ABC's Affils Meet

LANSING, Mich., May 3.—Proceeds from televising boxing matches in this state are now taxable as Gov. C. Mennen Williams signed a legislative act this week which extends the 5 and 10 per cent tax on tickets to include revenue from all sources except food, refreshments and programs. The act does not specifically mention television, however. The 5 per cent levy applies to championship matches and the 10 per cent tax to other events.

Radio TV Set Production Falls 50% in Year

WASHINGTON—Production of radios and television sets has fallen off more than 50 per cent during the past 12-month period, according to the Federal Reserve Board. March output was 140 per cent of the 1947-49 base period, as compared with 294 per cent last February. Radio production in March stood at 44 per cent of the base period, compared with 102 per cent during February of last year, while TV sets were manufactured at a rate of 339 per cent as against 690 per cent last February.

ABC's Regional Session Meets In Fort Worth

FORT WORTH—The meeting here Monday (5) of the American Broadcasting Company's radio network regional affiliates will be presided over by Network President Robert E. Kintner. Attending will be representatives of affiliates in Arkansas, Louisiana, Oklahoma, Southern Kansas and Texas. Among those to be present are Ernest Lee Jahncke Jr., assistant to Kintner; William Wylie, ABC's director of radio stations; Harold V. Hough, of WBAP, Fort Worth, and T. B. Landford, of KRMD, Shreveport. L. Hough and Landford are an ABC's Stations Advisory Committee.

Crosley Unveils Model Of New UHF Tuner

NEW YORK—Crosley Division of the Avco Manufacturing Corporation this week unveiled a production model of its UHF tuner which would enable Crosley set owners to pick up telecasts on 70 UHF channels. The tuner can also be used on any other video set which operates with a continuous tuning system. According to Crosley execs, the new device does not require the services of a technician for installation, covers all UHF channels and has a built-in antenna.

Wright Predicts Movie Supremacy on Film

CHICAGO — Theaters, rather than television, will win out as the primary means of showing top quality feature movies, Robert L. Wright, Washington lawyer, predicted Monday (5) at a conference on the arts and the law at the University of Chicago. Wright said there was no question that a producer could not profitably sell a film to the public thru theaters and simultaneously let advertisers give it away on television. He warned that a merger of TV and film companies

might result in "what is now the television tail ultimately wagging the theater dog."

WTMJ, WTMJ-TV Hold 30-Year Celebration

MILWAUKEE — The Journal Company, owners and operators of WTMJ and WTMJ-TV celebrated its 30th year of continuous operation with a week-long series of commemorative shows. The stations slanted programs thruout the week to their growth and achievements over the three decades. A highlight event was a televised luncheon at which speakers were Governor Kohler, Mayor Felder and County Board Chairman Timmerman.

Two New Governors Named to CBC

TORONTO—Two new governors were named to the Canadian Broadcasting Corporation. New appointees were Gordon A. Winters, St. John's, Newfoundland, businessman, and Roy J. Fry, department store exec from Winnipeg. The addition of two governors was required by legislative action passed at the last session of the Canadian parliament.

NBC Spot Sales 500,000 More TV Homes by June

NEW YORK—National Broadcasting Company Spot Sales has estimated there will be 500,000 more video homes by June than there were the first of the year in the eight markets covered by the sales outfit. Spot Sales claims the increase in TV homes will more than offset the drop in viewing during the summer months.

FCC Reverses Bond on Application Amendment

WASHINGTON — The Federal Communications Commission reversed its examiner, J. D. Bond, this week and allowed a radio station applicant, George Basil Anderson, of Rockford, Ill., to amend his application. In a partial dissent, FCC Chairman Paul Walker turned against the ruling unless it is clearly erroneous, saying such rulings should be entitled to "great weight." Walker would have okayed Bond's rejection of an engineering amendment to Anderson's application.

Gross' Internal Jazz Gets ABC Network Time

NEW YORK—The International Jazz Club disk show, emceed by Sidney Gross, is now being aired over ABC's radio network, Saturdays from 11:15 to 11:30 p.m., in addition to its local airing from 10 to 10:30 p.m. over WJZ. The show has been on WJZ for the past six months.

Radio Pioneers Set First Dinner for Elections

NEW YORK—The local chapter of the Radio Pioneers will hold its first annual dinner meeting and election of officers here next Wednesday (14) in the Terrace Room of the Henry Hudson Hotel. The group's nominating committee will advise members of the candidates this week.

Enterprises to Deliver 66 "Fair" Prizes Weekly

CHICAGO — Enterprises Division of Mornita Productions has signed to deliver between \$6,000

and \$8,000 in prizes weekly which will be given away on Tom Moore's "Ladies Fair" show over the Mutual Broadcasting System at 10:10-30 a.m., CDT. Prizes range from 600 Home freezers to Shetland ponies. The deal is effective immediately, with initial Enterprises prizes being offered on the show this week.

American Food Chain Marks 23d AM Year

PHILADELPHIA—The American Stores Company, one of the nation's largest food chains, which first experimented with radio in 1931, signed for its 23rd consecutive year of radio advertising on WCAU, here. The company is the only major food chain in this area to use radio exclusively for more than 20 years, and added TV to its ad schedule in 1949.

Web. AM-TV Stations Up For "Ak-Sar-Ben" Award

OMAHA — Sam W. Reynolds, director of civil defense for this city and for surrounding Douglas County, has nominated Nebraska's 23 radio stations and two television stations for the "Ak-Sar-Ben Good Neighbor Award," which is given annually to the individual or organization judged as making the greatest contribution to the welfare of the state. Reynolds' action in proposing that the award be shared by all the radio and TV stations is a departure from custom. He praises radio and television as a "great system which incessantly provides hours of entertaining, educational and informative programs."

New Jersey Broadcasters To Meet Mon. and Tues.

NEWARK—Execs of New Jersey's 21 radio and television stations will meet in Atlantic City Monday (5) and Tuesday (6) for the annual spring meeting of the New Jersey Broadcasters' Association. Speakers during the two-day session will include Federal Communications Commission Commissioner Roselle Hyde, New Jersey State Civil Defense execs Robert Stone and Fred Weber, President of WAAT and WATV Irving Rosenbaum, Columbia Broadcasting System Merchandising Director Hugh Higgins and others.

Restless People ... And the Revolving Door ...

The FCC's new field engineering and monitoring bureau received three additional division chiefs this week completing its major staff. Appointed were Stacy W. Norman, to head the inspection and examination division; George J. Jensen, engineering division, and Irving L. Weston, monitoring. Harry Ackerman, TV programming vicepres for the Columbia Broadcasting System on the Coast, and his wife, will leave May 24 for a five-week vacation tour of Europe. Alfred L. Hollender, New York radio-TV producer, has been named director of radio and TV activities for the Citizens for Eisenhower.

Marilyn Kammereis has joined the National Broadcasting Company as supervisor of religious broadcasts for the public affairs and education department. Don O'Brien, sports director of WJGY, Minneapolis, has been appointed program director. Telenews Productions has added three men to its news staff. Named were Nick Archer, John

Study Urged On Eliminating UHF Towers

WASHINGTON, May 3.—An immediate research program looking eventually toward elimination of UHF transmitter towers was urged today by Lawrence Cates, Washington representative of the Airlie Pilots' Association. Cates said recent experiments in the sending of upper layer atmospheric radio signals indicate that high towers are almost certain to be eliminated in future years.

Cates referred to recently reported experiments by six outstanding scientists, working with the State Department, which is interested in relaying Voice of America programs to Europe, as "an encouraging sign." It was reported that, in these experiments, signals from a Cedar Rapids, Ia. station were transmitted 800 miles, by a new method which might knock down the present theory that high frequency signals are limited to the line of sight.

Committee Created Meanwhile, Cates and other members of a committee created last week at a meeting of the Federal Communications Commission and Civil Aeronautics Administration officials ("The Billboard, May 3) are studying the UHF tower situation. Cates said that the Commerce Department's Air Navigation Development Board and the President's Research Development Board or any one of four other similar boards could handle the line of sight, latest research on TV signals and formulating recommendations for "early action" before too many towers are built.

At FCC, engineers are viewing the Cedar Rapids research as purely a "very long range affair for the distant future," with numerous questions yet unanswered as to its practicality for commercial use in the U. S.

BANTER BATTLE OF THE MEDIA

NEW YORK, May 3.—When WNBC General Manager Ted Cott addressed the American Marketing Association meet here last week, Parade magazine publisher Red Motley introduced him as a representative of "two new and untried mediums." Cott punned his competitor in place by replying, "It may be a new and untried medium to you, but as far as we're concerned it's well done. And you can print that!"

Your Top TV Sales Opportunity
WDEL-TV
Wilmington, Delaware
In the Market which has highest income per family in the country.
Represented by ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in PITTSBURGH

(408,000 TV Sets)* Panel Size 250)

... According to Videodex Reports

WDTV... Du Mont Television Network... ABC, CBS, Du Mont, NBC... Videodex reports monthly on each of 20 major television markets...

"CELANESE THEATER," "Studio One" and "Amos 'n' Andy" were, in that order, the three shows with the highest ratings in Pittsburgh the first week in April...

A great part of WDTV's line-up is made up of non-network shows of one kind or another. And so a plurality of the programs on the list below are non-network...

Table with columns: Rank, Show Name, Network, Time, Rating, Pop. % '51, and Rating. Lists top 10 TV shows for each day of the week in Pittsburgh.

Share of Total Audience Radio vs. TV in ROCHESTER

... According to Pulse Reports January-February, 1952

Table showing share of total audience for radio vs. TV in Rochester for various time slots: 7 P.M. to Midnight, 6 A.M. to 6 P.M., and 6 A.M. to Midnight.

Next Week Top 10 TV Shows Each Day in TOLEDO

... According to Videodex

Top 5 Radio Shows Each Day in RICHMOND

... According to Pulse

Share of Total Audience in RICHMOND

... According to Pulse

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...

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.

"Bellboy" Tag Suit Put Off to May 6

DETROIT, May 3—A lawsuit in Federal Court over the right to use the title of "Jack the Bellboy" was postponed to May 6 by Judge Arthur F. Lederle...

Top 5 Radio Shows Each Day of the Week in ROCHESTER

(147,500 Families*)

... According to Pulse Reports

Table listing radio stations and their wattage: WARC, WHAM, WHEC, WYAY, WYET, WRBY.

Pulse radio surveys are conducted monthly in 16 markets, and reports are issued bi-monthly (except for New York, which is monthly)...

"LUX RADIO THEATER" got top rating in Rochester the first two months of this year, according to The Pulse survey...

"Philip Morris Playhouse" switched from Tuesday to Sunday evening in January, going from NBC to CBS...

Table showing top 5 radio shows in Rochester for Sunday and Monday.

Table showing top 5 radio shows in Rochester for Monday.

Table showing top 5 radio shows in Rochester for Tuesday.

Table showing top 5 radio shows in Rochester for Wednesday.

Table showing top 5 radio shows in Rochester for Thursday.

Table showing top 5 radio shows in Rochester for Friday.

Table showing top 5 radio shows in Rochester for Saturday.

Table showing top 5 radio shows in Rochester for 6 A.M. to 7 P.M. Monday-Friday.

Note: Pulse does not interview in Rochester 6 a.m. to 6 p.m. on Saturday or 6 a.m. to noon on Sunday.

*Sales Management estimate for 1951.

Advertisement for 'KEEP YOUR EAR TO THE GROUND' featuring 'Radio and TV every week' and a coupon for a subscription to The Billboard.

NBC Television Opera Theater
Gianni Schicchi

TELEVISION — Reviewed Thursday (1), 11-Midnight, EDT. Sustaining via National Broadcasting Company TV. Producer, Samuel Chotzinoff. Music and artistic director, Peter Herman Adler. Associate producer, Charles Polachek. Television director, Kirk Browning. Assistant conductor, Herbert Grossman. Audio director, George Vouzas. Production designer, Henri Crayon. Costumes, Liz Gillelan. Staged by Hans Busch. Lighting, Jack Fitzpatrick. Cast: Ralph Herbert, Virginia Haskins, Robert Marshall, Jean Handzik, Ruth Kobart, Evelyn Keller, Kenneth Smith, Robert Goss, Fay Urena, Hubert Norville, Emile Remo, Ford Harris, Francis Monachino, Robert Holland. David Pfaffer.

As the eighth and final presentation of the season, the NBC-TV Opera Theater came up with a repeat performance of Giacomo Puccini's short opera, "Gianni Schicchi," which they first did on a Sunday afternoon in February of last year. The Billboard's review at that time roundly praised the work for the skill and beauty of each of its parts and the perfect integration of the whole into a flowing and entertaining production. The same must be said of this week's performance, only, perhaps, with greater conviction. Special mention must also be made this time of Ralph Herbert's portrayal of the title role. The cleverness, the rascality, the eye-winking of Puccini's hero were all there.

It is to be hoped, however, that the repeat is not an indication that Samuel Chotzinoff and his cohorts are losing nerve. There is still loads that can be done in this format; there are still many operas that would lend themselves to this treatment.

Experiment Value
It is useless to dream of this program's having any immediate commercial potential. It is nevertheless, immensely valuable to NBC and the TV industry in general. It enables them to use their facilities and personnel to explore new production values—especially applied to music—before a discriminating audience. The development of the series has made over the past couple of years have been subtle, but they have been there for anyone with a receiver to see. One of the most notable achievements is in the part the camera takes. Rather than being an idle viewer, the camera has been an integral part of the musical production, making it flow, punctuating it, making it effective. One thing still to be tried is some kind of audio perspective.

When a singer wanders off into the distance, his voice should fade. For the final 10 minutes of the work, Mia Slavenska and Frederic Bankin were brought in to dance "pas de deux from the "Nutchacker" ballet. After witnessing such a splendid presentation of opera, it was shocking to see such utterly unimaginative televising of ballet. An example of the lethargy behind this brief production was the opening, which had the screen occupied with nothing but a naked stage. After a moment the dancers walked in front of the camera and went to work. One camera carried a continuous long shot of the dancers, catch as catch can. If during the dance, Mr. Franklin swerved off camera and might back again, well, too bad.

The theory that the quality of a television show resides completely in its contents and that TV technique is nothing but a bag of tricks is nonsense. A beautiful ballet danced is not in itself good television. It is not enough for the camera simply to make it all in like an open-mouthed spectator, because that's generally not very entertaining for the folks home. The orthon tube is quite different from the human eye, and so it has to be used differently.

Ballet, in particular, is based on aesthetic principles involving the impression of lightness and graceful floating. It has rhythm and form. The camera must be used to enhance this. Because those responsible for the televising of this "Nutchacker" sequence did not even use the methods of dance telecasting already demonstrated on other shows, the home viewer was left with the impression that the Hamilton Trio has it all over Mme. Slavenska and Franklin. Joe Martin.

Television—Radio Reviews

Horizons

TELEVISION — Reviewed Sunday (27), 1-1:30 p.m. EDT. Produced by the American Broadcasting Company Public Affairs Department and the Communication Materials Center of the Columbia University Press via ABC-TV. Director, Leslie Gorall. Cast: Prof. George S. Counts, of Teachers College, Columbia University, and students.

"Horizons" is the general, philosophical title of a discussion series which considers important problems facing the nation. The program at this viewing considered the future of the Communist Party in America. Professor Counts, noted educator attached to Teachers College, presented the thesis that the Communist Party in America has perhaps run its course. People, he said, are increasingly aware that the party is 1) loyal to a foreign state; 2) ruthless; 3) would destroy traditional liberties, and 4) operates thru the use of falsehood and deceit.

Counts, also pointed out that in the event the country was faced with another serious depression, the Communist Party again might appeal to a wide following.

Not Suited to TV

To the extent that the discussion clearly made the aforementioned points, "Horizons" is a good program. However, it missed out in that it was not particularly suited to the TV medium. The program, for instance, would have been just as effective over standard radio.

There was very little visual appeal. A panel of five or six students sat quietly thru Professor Counts' discourse, and only toward the close did they essay a few questions.

A marked classroom air prevailed with no spirited discussion, just a very respectful teacher-pupil relationship. An atmosphere of mild stiffness pervaded the half hour.

This program is admittedly "lofty" in content, and in conception and inspiration. The production of the producers is to keep it interesting and steer it away from the deadly, stifled shirt quality of modern pedagogy. Paul Ackerman.

Perry Como Show

TELEVISION — Reviewed Wednesday (30), 7:45-8 p.m. EDT. Sponsored by Chesterfield thru Cunningham & Walsh via Columbia Broadcasting System TV network. Producer, Lee Cooley, Director, L. B. Melbor, Music, Russ Case. Announcer, Dick Stark. Cast, Rosemary Clooney and Pfc. Eddie Fisher.

With the regular cast of the Como show, Perry, the Fontaine Sisters and Mitch Ayres, off to Durham, N. C., for a special Chesterfield shindig, the quarter-hour telecast was taken over by Rosemary Clooney, Eddie Fisher and Russ Case. The result was a typical, easy-going Como show in which the vocalists did four songs and Dick Stark delivered as many commercials for Chesterfield. As usual, the sets and lighting were excellent. The selection of songs was figured to have the widest possible appeal to pop disk buyers. But the squealing teen-agers who surround Fisher wherever he goes came close to lousing up the entire affair with their boisterous demeanor in the studio audience. Several times Stark appeared to be having a little difficulty in making his pitch above the studio noises.

Glib-Tongued Gal

Miss Clooney impressed as a glib-tongued gal as she handled several song intros and the opening commercial pitch. Her rendition of "Be My Life's Companion" and "Tenderly" were excellent. Fisher did fine with "Give Me" and "I'm Yours." Thru-out, the Russ Case orchestra supplied excellent background which sounded like the original arrangements used on the Clooney and Fisher disks.

Chesterfield pitches were the usual "Sound-off" jingle, a Mothers' Day package and the latest "name the ingredients" line. Joe Martin.

CAPSULE COMMENT

Elery Queen (TV), Wednesday (30), 9-9:30 p.m. EST.

His car having broken down in an unnamed small town, Elery Queen ran up against a band of "night riders," who wore the type of hooded costumes usually associated with the Ku Klux Klan. It was never any mystery to the viewer that it was the town's mayor, the sheriff and their cohorts who were under the hoods, since during daylight these characters went around needing shaves, leaning at each other and warning Queen and other nice people to get out of town. The detective, however, seemed quite non-plussed for the first 23 minutes. The situation was finally cleaned up when the culprits took Queen out to the woods for a flogging and got nabbed by the State police just as the mayor was raising the whip. The police had been invited down by Queen, of course.

It was a courageous effort to show up a particular kind of evil doing. But it would take a stauncher script than this to get viewers really excited about this or any other kind of bigotry.

Perry Como Show (TV), CBS-TV, Wednesday (30), 7:45-8 p.m. EDT.

Replacing Como and the regular crew for this one performance were Rosemary Clooney, Pfc. Eddie Fisher and Russ Case. The show still came thru as a fast-moving, yet relaxed, quarter hour of top pop tunes. The teen-agers in the studio audience, however, came close to lousing up the entire affair with their screams and general clamor for Fisher. (See full review this issue.)

Horizons (TV), ABC-TV, Sunday (27), 1-1:30 p.m. EDT.

A discussion series dealing with important problems facing the nation. Program caught, dealing with the future of the Communist Party in America, presented its points but failed to make the most of the TV medium. That is, program would have been as effective if broadcast via radio. (See full review this issue.)

Georgetown University Forum (TV), Sunday (27), Du Mont, 7:30-8 p.m. EDT.

This program's discussion on "What's Ahead for TV" in view of the lifting of the freeze, consisted of a basic primer course on the functions of the Federal Communications Commission and the background on the freeze. FCC Commissioner Rosel H. Hyde said that the commission is badly understaffed for the job of examining video license applications which gets underway July 1. (See full review this issue.)

NBC Symphony Orchestra (Radio), NBC, Saturday (26), 6:30-7:30 p.m. EST.

The usual Saturday symphonic concert by the National Broadcasting Company house orchestra was enlivened by the appearance of New York Music Critics' Circle President Howard Taubman, and the four composers to whom special citations had been made by the group. The works of the four composers were of the modern school and highly listenable. NBC Prexy Joe McConnell was also on hand to receive a special award for having commissioned a TV opera by Gian-Carlo Menotti. (See full review this issue.)

America's Town Meeting (TV), ABC-TV, Sunday (27), 6:30-7 p.m. EDT.

In discussing what the primaries prove, Sen. Estes Kefauver and Rep. Jacob Javits said virtually nothing of significance insofar as the current presidential campaign is concerned. Both plumped for long-range action, including a Constitutional amendment establishing the preferential primary as the means of selecting candidates. (See full review this issue.)

I Covered the Story

RADIO — Reviewed Thursday (1), 9:45-10 p.m., EDT. Sustaining via American Broadcasting Company New York, Producer-moderator, Arthur Van Horn. Director, Bob Greiner. Guest, Martin Kivel.

"I Covered the Story" is a 15-minute interview show, which affords listeners a refreshingly genuine view of the newspaper game. Each week veteran newscaster and commentator Arthur Van Horn interviews a reporter or radio correspondent who (in the opinion of ABC's news and special events department) has covered the week's important news story. On the show caught Thursday (1), Martin Kivel (New York Daily News) told of his experience covering the Air Force sit-down strikes staged by reservists who didn't want to fly. Emphasizing the fact that there were two sides to the situation, Kivel told an interesting, straight-forward story of his trek to Texas to start the series. The incident was sparked, he explained, when one of the happy airmen went on a binge; decided to call Truman, and ended up in the local jail. He spilled his woes to a local reporter, and the news services took it from there.

The Air Force, said Kivel, was very co-operative, and flew him from base to base to investigate the matter. In presenting arguments for both sides, he pointed out that the Air Force claims the men who asked to be relieved of flying duty were about to be sent to Korea and that it was "fear of combat more than flying" that inspired the strike. On the other hand, Kivel said, the men "hated to risk their necks in a war which the public wasn't interested in." Both sides conceded that 85 per cent of the present Air Force is made up of reservists, with the "strikers" contending that the 15 per cent regulars were holding down soft desk jobs, while the reserve fought the war in Korea.

In conclusion, Kivel decried the shortage of Air Force pilots, and suggested that the government remedy the situation via a stepped-up promotion program in the schools. "The air age," he said, "is more exciting than any comic book and the Air Force should sell it that way."

Van Horn handled his prompter chores adroitly, and Kivel's quiet air of assurance imbued his story with added authority. June Bundy.

The Arthur Murray Party

TELEVISION — Reviewed Sunday (27), 9-9:30 p.m. EST. Sponsored by Arthur Murray Studios, via American Broadcasting Company TV. Producer, Arthur Murray. Emcee, Kathryn Murray. Guests: Jarmila Novotna, Buster Keaton, Champ Butler, Announcer, Ted Brown.

"The Arthur Murray Party" which moves to Columbia Broadcasting Company TV in July under the sponsorship of General Goods (Maxwell House Coffee) as summer replacement for "Mama," is still a successful (albeit unorthodox) combination of high-parlor-type entertainment in spite of its consistent big-name policy, there's an informal, almost gouchy air about the show, which gives it a distinctive charm all its own.

By the same token, of course, some acts don't show to advantage on the program (e.g. super-sophisticated, Lindy-type comics, etc.). For instance, on the show caught (27) silent picture star comedian Buster Keaton picked big with an artful pantomime, and opera singer Jarmila Novotna made an equally magetic impression when she warbled the graceful "Villa" aria from "The Merry Widow."

On the other hand, Champ Butler was a disappointment. Given the right kind of presentation, the young boy-styled singer is personable and talented, but his frenetic hand-waving and hep lingo seemed forced and false on this program. His duet on "Them There Eyes" with Miss Novotna was particularly advised, and the camera indicated that they both knew it. It takes Jimmy Durante to stage that kind of musical mish-mash successfully.

Kathryn Murray closed the show with a record-pantomime group, utilizing Jo Stafford's "Lady Known as Lou" record. Mrs. Mur-

Pee Wee Reese Show

RADIO — Reviewed Saturday (26), 5:45-6 p.m., EST. Sponsored by S. C. Johnson Company thru Needham, Louis & Brorby via Mutual Broadcasting System network. Producer, Paul J. Onas. Script, Gus Steiger. Cast, Pee Wee Reese and Frank Singiser.

Pee Wee Reese, the Brooklyn Dodgers' captain, impresses as a cruder guy who can handle a chatter script quite well. If the remaining shows in this 15-minute transferable series come up to the standard set by the initial one, then Mutual may have a mighty good summer baseball package for this year and for seasons to come. Frank Singiser, of course, must get a healthy share of the credit for keeping the show moving along at a fast pace. Scripser Gus Steiger, too, did a fine job in compiling anecdotes and putting out a smooth-flowing script for Reese and Singiser.

Ingredients of the show include some humorous anecdotes about baseball and baseball people, descriptions of intricate plays, some "inside" info on the Dodgers and a regular segment in which Reese attempts to school youngsters in the proper way to make certain plays. There's also a short interlude in which current league standings are discussed. In all, the script manages to pack lots of information and human interest material into a short quarter hour.

Of general interest, for example, on the opening show were such items as the Dodger management's having given Reese and Jackie Robinson the okay to steal bases without any pre-arranged signal; the difference between a hit-and-run play and a run-and-hit play; lessons on how to make a double play, and some discussions on National League President Warren Giles' fining of an umpire.

And while some of the material used has been seen in the various daily paper sports sections, it's still good radio. Commercial pitches for Jordan Wax's Car-Plate were handled by Singiser, tho the show opened and closed with a Car-Plate jingle. Since it's the man around the house who worries about the finish on the family car, the appeal to baseball fans is a natural one. Joe Martin.

NBC Symphony Orchestra

RADIO — Reviewed Saturday (26), 6:30-7:30 p.m., EST. Sustaining via National Broadcasting Company. Producer, Don Gillis. Announcer, Ben Grauer. Sound engineer, George Mathes. Conductor, Milton Katims. Guest commentator, Howard Taubman.

The regular NBC Symphony concert on the show caught was devoted to four outstanding new works which were cited by the New York Music Critics' Circle. Making the citations via transcription was Howard Taubman, chairman of the group. Taubman also presented a special award to the National Broadcasting Company for commissioning Gian-Carlo Menotti's TV opera, "Amahl and the Night Visitors." This award was accepted for the net by NBC Prexy Joe McConnell.

As usual, the house symphony work was excellent. As usual, too, the transmitted sound was superb. The musical selections presented were of the modern school, highly-listenable to both classical and semi-classical fans. Particularly well-received were the "Processional and Shepherd's Dance" from "Amahl" and Walter Schuman's choregraphic tone poem, "Judith." From George Martini's opera, "Comedy on the Bridge," the ork presented "Marche Militaire." All of Howard Swanson's "Short Symphonies" was also performed. Each composer chatted a bit with Taubman, a feature which should have been of interest to many regular listeners. As always, Ben Grauer's announcing chores were done with dignity. Joe Martin.

ray is a gracious emcee, but she's not the greatest song and dance gal in the world. However, her Frank I-know-I'm-no-Betty-Grable-but-I'm-sure-having-a-lot-of-fun attitude is both charming and disarming from the standpoint of building audience good will.

Commercials for the Murray dance studios followed the usual formula—girl meets boy at a resort; girl loses boy, when he finds out she can't dance; girl gets boy after taking a couple of lessons at Murray's. This self-improvement sales philosophy was sound enough, but our heroine should have done something about her voice while she was at it. Vocally, she was quite unmelodic. June Bundy.

Georgetown University Forum

TELEVISION — Reviewed Sunday (27), 7:30-9 p.m. EDT. Sustaining via DuMont Network.

This discussion show took up the topic, "What's Ahead in TV?" in consideration of the end of the freeze.

Hyde, unfortunately, had a tendency to be tedious and long-winded in his expressions, so even the public at large might have been unexcited by his explanations.

Hyde said that the reason the non-commercial channels are separated from commercial channels in forthcoming allocations is that educators are probably not as able to jump in quickly with sufficient financial resources to compete with commercial outfits.

Thad H. Brown, director of National Association of Radio-Television Broadcasters, TV department, described the functioning of the TV code and the self-policing methods of the industry.

The Bitter and the Sweet

RADIO—Reviewed Wednesday (30), 10:10-11 p.m. EDT. Sustaining public service show via National Broadcasting Company.

In co-operation with the United Jewish Appeal, NBC put on a first rate documentary radio show marking the fourth independence day of the State of Israel.

While it may not sound like

Harness Racing

TELEVISION — Reviewed Wednesday (30), 9:45 p.m. EDT. Sustaining via WOR-TV, New York.

WOR-TV added a fourth night of weekly sports coverage Wednesday (30) with its first screening of harness racing at the Yonkers Raceway.

Cameras pick up the alignment of the nags and sulkeys after a rundown of the entries by Stan Lomax.

Lomax, calm, the hesitant, adds little to expected excitement of racing thru his commentary.

Powers Takes Over

Lengthy periods between races are taken over by commentator Jimmy Powers, New York Daily News sports editor and columnist and sportscaster.

Filmed commercials are sandwiched in, including several for Italian Swiss Colony wine, Parliament cigarettes, Nescafe and O. Henry candy bars.

particularly good radio on paper, the result was a half-hour show filled with smile-provoking stories and sad tales of the republic's early struggles.

Is This Cohen?

To be sure, some of the lines attributed to the Israeli citizenry bore a remarkable resemblance to stories told by Myron Cohen these past years.

Musical background, penned and conducted by Elliot Lawrence and played by the NBC house symphony group, did much to heighten the effect of Montgomery's narration.

Senator Lenman delivered a closing talk on the need for additional money to help the State of Israel.

CAPSULE COMMENT

The Arthur Murray Party (TV), ABC-TV, Sunday (27), 9:30 p.m. EST.

"The Arthur Murray Party" is still a successful (albeit unorthodox) combination of high-powered professional talent and parlor-type entertainment.

Broadway TV Theater (TV), WOR-TV, Wednesday (30), 8:30 p.m. EDT.

The "Broadway TV Theater" stepped into full stride with its presentation of Samson Raphaelson's "The Jazz Singer."

Crossfire (Radio), ABC, Wednesday (30), 9:30-10 p.m. EDT.

In a fighting mood, Sen. Robert Taft made this a lively opus by charging that the administration and State Department were infiltrating the GOP primaries with a view toward taking over the Republican party.

NBC Television Opera Theater (TV), NBC-TV, Thursday (1), 11-Midnight, EDT.

Repeat performance of Puccini's "Gianni Schicchi" was beautifully done. Kudos go to Ralph Herbert for his job in the title role.

League of Women Voters' National Convention (TV), ABC-TV, Thursday (1), 8-9 p.m. EDT.

Once more video proved to be a truly wonderful medium thru which voters can become better acquainted with candidates for office.

Pee Wee Reese Show (Radio), MBS, Saturday (26), 5:45-6 p.m. EST.

Combined efforts of Pee Wee Reese and Frank Singiser are sufficient to make this a lucid, entertaining 15-minute segment on baseball and baseball people.

I Covered the Story (Radio), MBS, Thursday (1), 9:45-10 p.m. EDT.

This 15-minute interview show affords listeners a refreshingly genuine view of the newspaper game.

Sky King

TELEVISION—Reviewed Sunday (27), 5:30-6 p.m. EDT. Produced by Jack Chertok.

A slickly produced TV film showing the effects of this air age even on the horse opera, "Sky King" should do more than get off the ground with a full pleneload of kid viewers.

In the episode viewed, the Sky King was responsible for the capture of a band of international thieves who had stolen a collection of Mexican national jewels.

They were flying their loot out of the country via carrier pigeon. With the aid of his nephew Clipper, his niece, Penny, and a Mexican police lieutenant, after a gun battle and a well-staged fist fight, King rounds up the malefactors.

Kirby Grant was convincing here as Sky King, but he could take off a few pounds around the waist line.

The commercials for Peter Pan peanut butter sold the product without resorting to extravagant claims. Grant, at the end of the half hour, also gave tips on cowboy customs, and then made a pitch for his sponsor.

show caught Thursday (1), New York Daily News reporter Martin Kivel told about his experiences covering the Air Force reservists' sit-down strike last month.

The Chase (Radio), NBC, Sunday (27), 6:30-7 p.m. EDT. Transcribed series, based upon the philosophy that people, at certain stages during their lives, fall into either of two groups—the hunters or the hunted.

Harness Racing (TV), WOR-TV, Wednesday (30), 9:45-11 p.m. EDT.

Race fans will enjoy this one, a complete coverage of four to six trotting races each Wednesday night.

The Bitter and the Sweet (Radio), NBC, Wednesday (30), 10:10-11 p.m. EDT.

NBC did a first-rate job in presenting a public service half-hour, dedicated to the fourth independence day of the State of Israel.

Sky King (TV), WNBT, New York, Sunday (27), 5:30-6 p.m. EDT.

A slickly produced TV film showing the effects of this air age even on the horse opera, "Sky King" should do more than get off the ground with a full pleneload of kid viewers.

The Chase

RADIO — Reviewed Sunday (27), 6:30-7 p.m. EDT. Sustaining via the National Broadcasting Company network.

"The Chase," billed as a mystery drama series, is based upon the psychological theory that every person at some time in his life is either the hunter or the hunted.

Lead role, played by Karl Swenson, is that of a henpecked husband. At the breakfast table he reads to his wife a story in the morning newspaper: A leopard has escaped from the zoo.

The frau, a domineering creature, tells him, "Arnold, don't give any idiotic ideas in that head of yours."

But, of course, Arnold does. The leopard's break for freedom intrigues him. Arnold himself feels bolder, freer, and even entertains thoughts of murdering the wife who enslaved him.

Klee's central idea has merit. The role of hunter and hunted is a common one thruout life.

Program series is transcribed by Paul Ackerman.

Broadway TV Theater

TELEVISION — Reviewed Wednesday (30), 8:30 p.m. EDT. Presented by the General Tire Company and Cavalier Cigarettes via WOR-TV, New York.

friend for Jackie and impresses an actress with possibilities. Reuben Goldberg was a typical friend of the family.

The production as a whole was fairly clean. The producer, Warren Wade, evidently lets the camera as little as possible.

The commercials for General Tire's Safety Sideway tire were well conceived. They showed how the nine ribs on the wall of the tire protects its side and many other salient points.

While it may not sound like

Glossy Professional 8x10 PHOTOS. Can make glossy photos and post cards. Low prices. Coast to coast.

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Tic-Toc Club, Milwaukee
(Sunday, April 20)

Capacity, 300. Price policy this show, \$1.50 cover. Owner-operator, Al Tusa. Booking, Lou Cohen. Manager, press, Armin J. Weinberger. Estimated budget this show, \$3,850. Estimated budget last show, \$1,300.

The room has come up with another winner in Beatrice Kay. The drawing power of the tiny gal is amazing. Despite the absence of the usual strong flackery garnered by most recording artists when they hit the town, she is proving a definite money maker for the management.

Acro terper, Harriet Lane teed off the show. The nicely gammed gal amazed and startled with her flashy flips and daring spins. Both of her restful numbers racked up hefty mits.

Making his initial appearance at the Tic-Toc, comic Jack Durant elicited solidly, despite use of some well-worn material. He punched hard for about 20 minutes to a beg-off, drawing steady flow of yocks with his gags. He was visibly affected by a cold and probably actually felt as tired as he appeared. Whenever he sensed the customers drifting away, he would explode with a terrific back flipping pratfall that brought them back with dividends.

Peak Showmanship

Headliner Beatrice Kay's portion was an exhibition of peak showmanship. Using little special material and relying mainly on her hit disk tunes, she dished out just what they wanted, and they kept begging for more. Her characteristic gravelly "Gay Nineties" piping drew tremendous applause for each song, most of them requests yelled out by the customers. On a couple of the oldies she enticed the audience to join in with some community singing to good effect. Offerings were, "You Made Me What I Am Today," "Rufus Rastus Johnson Brown," "I Don't Care," "The Old Piano Roll Blues," "Bill Bailey Won't You Please Come Home" and "Lion Cage." Her clincher was "Mention My Name in Sheboygan."

Hubby Sylvan Green did a fine job of heckling and accompanying her on the piano.

Art Kruger's musicians did a creditable night's work, in spite of the absence of the maestro due to illness. Benn Ollman.

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Oriental, Chicago
(Friday, May 2)

Capacity, 3,200. Price policy, 50 to 88 cents. Five shows daily. House books, Charley Hogan. Show played by Buddy Shaw's house band.

Local show business, which went into a coma a few weeks ago, was brought back to life with a resounding series of shouts, screams and sobs by Johnnie Ray, making his first major appearance here and giving the old pros a performance they won't soon forget.

It is extremely doubtful that anyone who saw this kid in his initial Chicago appearance at the Capitol Lounge last July will even recognize him today. In the interim his oddly styled records have roomed him into prominence and, more important, he has absorbed real lessons in showmanship. The Johnnie Ray who opened at the Oriental this week is no flash. He's a performer with a contrived routine which includes fears, tearing hair and torso tossing—and the overflow teen-age crowd screamed for more and more.

Even before he was introduced, Ray had them yelling. He opened with "Walking My Baby Back Home," and before he had finished the first eight bars the kids were screaming, and Ray, his head bowed, was in tears. From that point on it was a race to see who could out-scream who as he went into "Lia, Whoo! Glad," "A Piece of Me," and "Broken Hearted." After prolonged applause, Ray, before starting his encore, announced that anyone who wanted his picture or autograph should come to the stage door at the end of the show. That started the greatest rush since the Oklahoma territory was opened. Ray lost an "Mr. Sun" and "Cry" as the kids rushed to get in line for the giveaway.

Income Skyrockets

In the nine months since Ray was last in, he has gone from \$150 a week to somewhere in the neighborhood of \$10,000 and he earns every penny of it. Charley Hogan has given Ray a strong supporting cast to make for a powerful bill. Leading their lineup debut Billy Ward and the Dominoes proved they were now ready to move into the big time. Act was perfectly suited to this show, with the kids getting a good chance to warm up their vocal chords for Ray with the songs done by the four singers and pianist. Group opened with "Doing It to Me" followed with "These Foolish Things" and closed to a heavy mit with "Chicken." Group has developed a colorful style.

Opener is Billy Wells and the Four Fays, an excellent acro act which scored well.

Gary Morton did a comedy turn, which couldn't get the kids. When he went into his trumpet numbers tho, he did a good selling job. His spot, immediately preceding Ray, was too tough, however.

Buddy Shaw, with his augmented 11-piece band, managed to cut a good show with very little rehearsal.
Pic. "Flesh and Fury."
Norman Weiser.

Ciro's, Hollywood
(Thursday, April 24)

Capacity, 460. Price policy, \$1.50 cover weekdays; \$2 Saturdays. Shows at 9:30 and 12:30. Owner-operator, H. D. Hoyer. Press, Jim Byron. Estimated budget this show, \$3,000. Estimated budget last show, \$3,500.

Herman Hoyer is back to his favorite twin-bill format, using a fast novelty act for an opener with a vocalist in the closing slot. Winsome Polly Bergen wins patrons with a vivacious personality and a polished approach to song selling. Contrasting the pact of her selections, she proves equally convincing in such offerings as "Most Unusual Day," "Black Magic," "Little White Cloud" and "Life's Companion." An easy line of patter enhances her performance.

Fast-paced Honey Brothers (3) display cleverly conceived acro routines that spill over into knock-about antics that delight and at times throw a slight scare into ringleaders for fear they might land on a table. Act is fresh and sparkles with an uninhibited quality that makes it a bistro crowd tickler. Dick Stable's orchestra backs the performers and provides toe-tapping dance sets with Bobbie Ramos' combo setting the Latin tempo. Lee Zhitto.

St. Regis Maisonette, New York
(Tuesday, April 29)

Capacity, 170. Shows at 9:30 and 12:30. Owners, St. Regis Hotel. Manager and talent buyer, Pierre Bultinck. Booking, non-exclusive. Publicity, Timmie Rogers. Estimated talent budget this show, \$700.

This is Annette Warren's second date in a class New York spot, but in the interim she's picked up a few things that seem ill suited for her. The well-stacked, pretty brunette can sing and know how to dress. But adding a lot of special material to her set, "Everybody Loves My Baby," and Bert Williams' old "Cousin of Mine," had her doing lines which seemed to embarrass her. Perhaps comedy with double entendre implications are not for her. The fact is that a lyrical "When Day is Done" stood out as her best number. In that one she showed heart, voice and salesmanship. Another fine rendition was on "Speak a Word of Love."

Needs Working

Her opening show found her nervous, fighting a chattering room. Her routine didn't help any. Throwing in a "Love for Sale" in the two spot did little to hush them up or give her confidence. There's little doubt but that once she gets the feeling of the room she'll acquire confidence and do a job. But before that happens, she'd better switch her numbers and drop some of the special material. Bill Smith.

Cafe Gala, Hollywood

(Monday, April 28)
Capacity, 100. Price policy, \$2 minimum weekdays. \$2.50 Saturdays. Continuous shows from 10. Owner, Jim Dolan. Press, Joseph H. Gardiner Associates. Estimated budget this show, \$1,800. Estimated budget previous show, \$2,000.

Benay Venuta, who has made an impressive cabaret debut in this area has an excellent foil in her accompanist, June Bruner, who might be worked even more into the act, both as singer and singer. She's good contrary to Miss Venuta. Latter is equipped with potent material in little-heard standards, an occasional pop and some meaty special material. In this intimate room Miss Venuta showed a good pose, finishing to gratifying hands. Haida Ericksen, standard here, phrases a melody with a beat in top fashion, but is n.s.g. on moody and slow ballads. However, her "Rendezvous With the Blues," a special, fits her like a glove. The Columbia recording ehrip's piano is tops, also she could throw in a straight instrumental for pacing. Her closer, in which she subtly wove the color-line theme into a seemingly innocuous song, was confusing and tended to cut down her closing mit.

The Bobby Troup Trio did a solid job in a variety of musical roles behind the performers, and work as a unit. Troup also played some top solo piano.
Johnny Sippel.

Paramount, New York

(Wednesday, April 30)
Capacity, 3,664 seats. Price range, 55 cents-\$1.60. Five shows daily. Chain booker, Harry Levine. Show played by Herbie Fields' ork.

Larry Storch woke them up, but it took Pearl Bailey to pull solid enthusiasm from the audience as the show caught. Before Storch took the stage, the well-filled house that only recently the efforts of the Tong Brothers, Buddy Baer and a 15 piece ork fronted by Herbie Fields.

Miss Bailey served up five songs, well-calculated to display her husky vocal talents. Biggest hand came after "Birth of the Blues" and "Frankie and Johnny." But it was her chatter, particularly a lengthy deal about her contractual dickerings with the Paramount management that pulled the yocks.

The show opened with a fast-paced "In a Persian Market" by the Fields combo. The band was composed of five reeds, five brass, a piano, bass and guitar, with Fields contributing strongly on the clarinet. Best effort was a Dixieland riff opus delivered by Fields and six sidemen.

Baer Launches Career

The Tong Brothers, three Oriental lads, progressed easily thru a strenuous exhibition of acros, with most of their stunts on a

The Society Restaurant, London
(Thursday, April 24)

Capacity, 120. Price policy, \$3 minimum. Show at 11:30 p.m., except Sundays. Booking, non-exclusive. Publicity, Deane & Phillips. Estimated budget this show, \$360.

Billed as "The Most Parisian of all Americans" on the strength of her year at the Casino de Paris, Mary Meade opened her six-month season at the Society on April 22. On the show caught she was accompanied by pianist John Pritchard, opened with "I'm in Society" as her theme, followed it with "Difficult Day" and "The English Like to Talk About the Weather." Then she introduced husband Ted Grosby, who took over the piano for her version of his "Flamingo."

Scorns Mike

Miss Meade has an engaging personality, good approach and plenty of attack. And it is refreshing to find a cabaret artist with enough faith in her voice to scorn a mike. She introduced a new number, "Deep Water," followed it with "Cherry Stones" and handled the reluctant diner she dragged out during "Apartment Song" with more skill than most.

The act ended with "A Man is a Man is a Man" by Geoffrey Parsons. On the show caught Nick Karson was in to see if there was any way he could tighten it up. If he can, and Miss Meade can keep a fresh supply of material to sustain her thru the six months, she should be able to hold down the longest contract any night spot has handed an artist for some years. She deserves to anyway. Leigh Vance.

Blue Note, Chicago

(Wednesday, April 30)
Capacity, 450. Price policy, 75 cents. \$1 cover charge. \$2 minimum. Operator, Frank Holtziend. Exclusive booker, Fred Williamson. Associated Booking Corporation. Estimated budget this show, \$4,000.

By following an intelligent customer-relations program, as directed by Frank Holtziend, operator, and an astute booking policy which is basically on the jazz kick, but often deviates to bring in top acts in other fields, the Blue Note has been built into one of the most successful enterprises in the country.

Current topper is Sarah Vaughan, no stranger to Chicago audiences, who again has the ropes up nightly. Working without her regular accompanist, Jimmy Jones, who is ill, Miss Vaughan has built a special trio for this engagement, consisting of John Melick, piano; Is Crosby, bass; and Bruz Freeman, drums. Group handled the backing without a miss.

Working with excellent lighting effects Miss Vaughan opened strong with "Just a Moment More." "I Cover the Water to Me" and "Don't Blame Me" closing with "Tenderly." Each selection featured special arrangements. The staid audience gave her an ovation which lasted for several minutes.

Jackie Davis Trio features electric organ, electric guitar and drums. Davis, on organ, is reminiscent of Nat (King) Cole on vocals, using a voicing similar to Cole on the ballads. Group gets a tremendous output of music from the three instruments and mixes the selections so as to offer a wide range of tunes during each set played. Davis is also a focal point for the audience while working at the organ, with some special lighting effects helping considerably.
Norman Weiser.

small table mid-stage. Buddy Baer, offered-up as a straight singer, opened with a parody around "Buttons and Bows," which told of his launching a new career. As the ex-boxer said, singing is perhaps "easier on the eyes and nose," but his efforts proved no thrill to the ears of his listeners. There was no more than token recognition for his delivery of "Tenderly" and "Glozy Road."

Storch won many yocks with his character sketches, using few props to help create the illusions. Response was thunderous to his rendition of "Mason's Favorite Lush" and a British announcer broadcasting the first Robinson-Turpin fight. Fields handled emcee chores. Is Horowitz. Pic. "Macao."

Caught Again

BILL MILLER'S RIVIERA, FT. LEE, N. J.: The belated opening (29) of Jane Froman (originally postponed because of nervous tension due to her husband's air crash) found her in great voice and the same capable show woman she's been so long. In fact, Miss Froman turned in what was perhaps the greatest singing job of her career, deserving the tremendous hand that pulled her back for additional bows. Actually prancing around in a manner that gave some viewers who knew her physical condition heart failure, she belted out a reprise of her Capitol album songs, mixed it up with some special ones and then came back for a medley of the numbers she sang in the flick, "Song in My Heart," now current at the Roxy. It is difficult to say which were best. They were all excellent. On the novelty side her "Southern California Blues" was probably the funniest, with her audience participation (without an invitation) of her familiar "Millionaires Don't Whistle," a close runner-up. Bert Farber, pianist, did a stand-out backing job. In fact, the boy is so good that Capitol has signed him and will do some sides with him.
Trio Bassl, an addition to the show, kept the thrills high with a sensational Riskey act. Theirs is still one of the best finishes around. It pulled the same storm of applause here as it did when first caught at the Latin Quarter. Phil Foster, the Cabots and the Riviera Quintet, who opened last week, were reviewed on the opening show. Bill Smith.

Mocambo, Hollywood
(Tuesday, April 29)
Capacity, 220. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charley Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$2,750. Estimated budget last show, \$3,250.

It's good to leave 'em wanting more, but Herb Jeffries violated the rule when he did only five songs opening night. Most singers here do at least a half hour, but Jeffries did only 17 minutes, and, as the only act on the show, it wasn't enough. He started out strongly with a new mood up-tempo song, "By the Bayou" that was smash. Number was built for the Columbia disk name. He followed with four heavy numbers, such as "Old Man River" and "St. Louis Blues," closing with his standard "Flamingo." Jeffries' potent pipes make him a candidate for any song and the handsome guy should search for more novelty like the "Bayou" opener and even more light stuff to pace his offerings. A number of light blues, which he did so well in the old days, would fit in well, and he should refurbish some of his old Ellington ditties.
Johnny Sippel.

Det. Gross 236 For Laine-Page

DETROIT, May 3. — The Frankie Laine-Patti Page unit grossed \$23,000 for two performances at the Fox Theater Sunday night (27). The unit, travelling in the "Biggest Show of 1952," in addition to Laine and Miss Page, also has the Billy May ork and Illinois Jacquet. First show was a sell-out for the 5,100 seats, while the second drew 2,400 admissions, at a \$1.80 to \$3.60 scale.

This was the first one-nighter ever to play the Fox on this basis, and policy may be repeated if any suitable offerings are in the field, David M. Izdal, managing director, indicated. Izdal is a firm believer in the superiority of theaters over auditoriums for presenting an attraction of this type. He pointed out that the second show could have been a sell-out if scheduled earlier, but that a 9:30 p.m. starting time proved too late for the Detroit Sunday night audience.

"The Biggest Show of 1951," starring Sarah Vaughan, Duke Ellington and King Cole, grossed only slightly more, \$26,400, with 11,000 admissions in a single performance at Olympia Stadium on November 25.

Level Charges of Improper Splits On Ex-AGVA Execs

Dave Cohen Names Dunn, Adler, Connors in 150G Court Action

NEW YORK, May 3.—Charges of fraud, conspiracy and improper splits of \$150,000, was leveled last week at former topplers of the American Guild of Variety Artists and insurance brokers in a Supreme Court action brought against them by Dave Cohen thru his attorney Burton Turkus.

The complaint, filed in New York Supreme Court, charged that Henry Dunn (former AGVA head), Victor Connors (ex-AGVA official and outdoor chief), Matthew M. Adler (insurance broker) and others had "on information and belief received commissions which were unlawfully and improperly split and shared by Adler and Connors and Dunn.

That on information and belief the commission was unlawfully paid... amounting to at least \$150,000.

In addition to Dunn, Connors and Adler, the complaint also named the Indemnity Insurance Company of North America, the underwriters of the AGVA insurance plan, and Fred J. Kothe, insurance broker, as co-defendants.

Says He Started Plan

Cohen claimed that he was the originator of the insurance plan and that the company knew it. He said he started negotiating with AGVA in 1948 but in 1950 Adler appeared as the broker and got the business.

Adler, the complaint charged, entered into a deal with AGVA even tho he was not a licensed broker at the time and "in July 6, 1950, to cover up his lack of a license, he hired Fred J. Kothe to act as a broker."

Adler was brought into the AGVA insurance picture by Connors. Subsequently Dunn signed a 15-year exclusive agreement with Adler and the present insurance plan was put under way.

Cohen's complaint said, "Dunn and Connors entered into an improper and wrongful scheme whereby the commissions would be received and shared among the defendants, Victor Connors, Henry Dunn and Matthew M. Adler."

Connors' attorney, Sol I. Kroll, denied all charges and asked for a dismissal of the complaint. Dunn and Adler on the West Coast, were not available for comment.

Diamond Sues Red Caps; Joyce Books for Both

WILDWOOD, N. J., May 3.—Jack Diamond, who had been associated with operation of local niteries for years, filed suit against Steve Gibson and the Red Caps, vocal-instrumental unit, for back commissions on a persona management contract. Diamond claims that Gibson owes him some \$7,500 in back commissions accumulated for the past three years.

Gibson and the Red Caps have been a summer fixture at the Martinique Cafe here for many years which Diamond operated. The niterie ownership, however, was in his wife's name. While the Red Caps are set to return to the Martinique for another summer season in 1953, Diamond has sold his niterie to the Baker brothers, who operate a local hardware store and real estate office. (Continued on page 49)

Agent Rosen Reinstalled

NEW YORK, May 3.—Jerry Rosen, indie agent who had his franchise revoked by the American Guild of Variety Artists some weeks ago, was reinstated last week by the union after delivering releases on Orson Bean. As a condition of his reinstatement he agreed not to sign any performers to exclusive agency contract if they are under management by his wife, Ruth Rosen.

Mrs. Rosen, in turn, agreed she would not handle any performers as a personal manager if they were signed to exclusive agency contracts by her husband. Original revocation was based on a disclosure by Bean, who had asked for a release. It was discovered that Bean had agreed to pay Rosen 10 per cent as an agent and an additional sum to Mrs. Rosen, who had him under contract as a personal manager.

Stem Combos Hit by Rain

NEW YORK, May 3.—A rainy spell last week-end running into the earlier part of the week, cut Stem combo takes. Fading grosses in the final days of long runs were the rule rather than the exception.

Radio Cith Music Hall (5,945 seats; average \$150,000) did \$120,000 for its fifth week with (Continued on page 49)

CHI HEADLINERS PITCH PRODUCTS

CHICAGO, May 3.—Headliners at the Oriental and Chicago theaters are singers and both are pitching their products for all they are worth.

Johnnie Ray, who reopened the Oriental vaude policy, has all Columbia Records on his program—and makes frequent and strong mention of the fact. In addition, a special record bar has been set up in the lobby, ready and willing to service all comers with the right amount of money.

Johnny Johnston, working a block-out at the Chicago, isn't selling records—but does a great pitch for his TV sponsor, Drene. Not only does he talk about the stuff—but he gives away a couple of bottles at each show.

Connors Quits AGVA Post In Stormy Session

Insurance Company to Be Notified That Plan Ends November

NEW YORK, May 3.—In a dramatic session Wednesday (30) of the American Guild of Variety Artists National Executive Board, Vic Connors' resignation as an official attached to the union's national office, was accepted. The insurance company which underwrites the AGVA accident insurance plan was ordered notified that its prior notice of cancellation, taking effect next November, was accepted.

The moves came as a result of two letters that were read to the Board. The first was a four-page document from James Donovan, attorney for Matthew Adler, the broker on the insurance plan. The second was a letter from Connors to Georgie Price, AGVA presy. Both letters urged that AGVA continue the insurance plan as proposed by Adler and the Indemnity Insurance Company of North America.

Board members charged that the writers of these arguments seemed more interested in protecting outside interests than members. It was also charged that an arrangement that was agreed upon last October between Donovan, acting for Adler, and AGVA was not being lived up to. The agreement called for AGVA's terminating a 15-year deal with Adler, with AGVA to get 10 cents of each dollar collected for its share in handling the (Continued on page 52)

Nat'l Theaters To Take Roxy

NEW YORK, May 3.—Twentieth-Century Fox will give up its ownership of the Roxy Theater about mid-June in conformity with the divorce decree. National Theaters Corporation, headed by Charles Skouras will take over the house.

National Theaters has about 480 houses thruout the country and plays spot shows at its Fox, Detroit, and Fox, San Francisco. It is now planning to put flesh on a regular basis in San Francisco.

No change is expected in the combo policy at the Roxy. David Katz will continue as head of the theater. Sammy Rauch will continue as booker, and Gae Foster and Arthur Knorr will continue as producers.

CAFE PACKAGES PAY OFF AGAIN

6G Unit Does 31G in First Week; Others Form for Mid and Far West

NEW YORK, May 3.—The continued shortage of names, plus the high prices of medium attractions that don't do business, has again turned cafes to more and more unit shows made up as packages or tab shows.

The heaviest booker of such units is Frank Sennes, who routes them thru the Mid and Far West, starting in Cincy, working thru Cleveland then across to Las Vegas and surrounding territory. Among the new packages geared for cafe dates is "Peep Show of 1952," now being formed, which sells for around \$10,000 and opens June 6 at the Beverly Hills, Newport, Ky. It has the Albins and the Riviera Quintet, and other acts are now being sought which will bring the company up to 37 people. After "Peep Show" starts on the road, Sennes will form a 60-minute package around "Follow the Girls." Owners of the names will get a weekly royalty from such use.

The return of cafe units got its most recent boost when the Minsky unit of 24 people, costing about \$6,000, booked into the Alpine Village, Cleveland, a few weeks ago by Sennes, did \$31,000 in one week. As a result of this, Sennes, together with Minsky, are now forming another unit of 34 people that will feature Maxie Rosenbloom and will start working in July. The larger Minsky package (small one will also continue) will sell for around \$12,000.

COPA RECORD

Johnnie Ray Pulls Smash 250G Gross

• Continued from page 1
to break even. The Ray show cost about \$10,000 (Ray's salary was \$1,750 and next year's option is for \$5,000). The break-even point for the Copa show therefore was about \$30,000. With a \$75,000 weekly gate, the net therefore was approximately \$40,000 a week or \$120,000 for the full run.

Emboyd Quits Vaude Till Fall

FORT WAYNE, Ind., May 3.—The Emboyd Theater finished its 26th consecutive week of Friday, Saturday, Sunday vaude here, April 20, then decided to take a hiatus on live shows until next September. Brought in as a two-week test initially, the policy proved a box-office stimulant and was continued. Warm weather, which hit here last week-end, resulted in the decision to discontinue vaude until fall.

In addition to the "Peep Show" and Minsky units, Sennes is also forming a Diosa Costello package to be called the "Lath Revue." Latter will have about 22 people and will be produced by Mervyn Nelson.

The Merriell Abbott unit, "Shooting High," also booked by Sennes, has been successful in the various clubs it has played. Unit will do its last date in Lake Tahoe, Nev., July 24. After that date it will go back to Chicago for a refurbishing.

AGVA BAN ON D-J GUESTING BOWS JUNE 23

No Provisions Yet For Enforcement; ARA Gripe Voiced

NEW YORK, May 3.—The American Guild of Variety Artists ban on free appearances on disk jockey shows originating from restaurants and cafes will take effect June 23, according to the recent decision of the talent union's national board meeting Wednesday (23). No plans were made for enforcing the field.

AGVA was also faced with a hard nut when Jack Katz, attorney for Artists Representatives' Association, challenged the union in its application of Rule B (controlling relations between ARA and AGVA). Vic Connors, AGVA national rep, had notified all union branches to clamp down on agents for not collecting insurance premiums and for not seeing to it that bonds were posted on club dates.

ARA charged that members were not club date bookers but agents and as such were not required to see that insurance was collected or that bonds were put up. Katz further charged Connors with making up rules and demanded that instructions in conformity with Rule B be issued.

The AGVA board wrestled with this one but took no action. Katz indicated that ARA would not let AGVA kick this around. He refused to say what further action ARA would take.

Hub AGVA Levies \$25 Benefit Fines

BOSTON, May 3.—The American Guild of Variety Artists' Boston branch clamped down on unauthorized benefit appearances of performers this week. A \$25 fine was levied on Rosanna, Joe Doris, George Holiday, Charlie Slavlin, Bob Conrad, Tiny Sinclair, Kenny Davis and Anita Miranda for participating on an off-schedule benefit at Dick McInley's Memory Lane.

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Night Club-Vaude Reviews appear on preceding pages.
More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appear on page 49. Radio-Television Reviews on pages 11 and 12.

10 Pubbers Have 44% of Wax, But Hit Tunes Are Spread

Few Own Bulk Of Pop & Folk Record Sides

By NEV GEHMAN
NEW YORK, May 3.—Ten publisher groups have accounted for 44 per cent of the total published sides that the six major disk labels have released during the first four months of 1952. The year-to-date figures in this issue's Music Publishers' Record Scoreboard reveal that the 10 leaders, which are listed in the accompanying box, have gained a total of 631 of the 1,428 published sides the six disk labels have released in the pop, country and Western, and rhythm and blues fields. These figures show the overall volume of activity; how many of these sides hit The Billboard best-seller chart is considered in a companion story.

The Ten Leaders

Based solely on quantity of performance, the Robbins group consisting of Miller, Felst, Robbins and Lion is the leader, having had 111 recorded sides released during the first four months. Next come Hill and Range with 83, and the Warner Group (M.P.H.C.) with a total of 82 sides. Three other groups, Acuff-Rose, Peer and Leeds, have had more than 50 sides waxed and marketed while the totals for the four other firms in the top 10 range downward from 43 to 35 sides. These overall totals, to repeat, represent country and Western, and rhythm and blues, as well as pop sides. Because of (Continued on page 16)

Gray Accepts Management Post at ABC

HOLLYWOOD, May 3.—Jerry Gray this week accepted the management offer of Joe Glaser, of Associated Booking Corporation, after turning down a repeat contract offer from MCA, with whom he'd been for the past three years, and bids from several other offices. While exact details of the agreement could not be obtained, it's known that Gray would like to do some one-nighters and locations interspersed with steady radio and TV time. Gray will do a summer tour for ABC and would like to work mikeside this fall. Will Osborne, it was reported, will likely ankle GAC, where he's been pledged for that past year, to go with McConkey. Osborne reaches here next week to confer with both offices.

Carlton Sets Pubber Sked

NEW YORK, May 3.—Joe Carlton, Mercury Records vice-president in charge of Easting ad operations, has revamped his office schedule in order to give all publishers a fair break. On Mondays and Tuesdays of each week, there will be open house for publishers, the operation being on a first-come, first-served basis.

The diskery asks, however, that publishers refrain from seeking repeat appointments for a minimum period of several weeks. This rule would be waived in the case of publishers having exceptionally pressing reasons for contacting Carlton without waiting for the lapse of a suitable period between appointments.

Carlton figures that general adherence to the aforementioned principles will result in as democratic an operation as possible.

HERE IS LIST OF TOP TEN ON DISK SIDES

NEW YORK, May 3.—Following is a listing of the ten publisher groups which have accounted for greatest number of sides released by the six major labels during the first four months of 1952. The totals include pop, country and Western, and rhythm and blues sides.

Publisher Group	Total No. Sides
1. Robbins (Big 3)	111
2. Hill and Range	83
3. M.P.H.C.	82
4. Acuff-Rose	73
5. Peer	67
6. Leeds	56
7. Mills	43
8. Bourne	41
9. Chappell	40
10. E. H. Morris	35

Borelli Has Song Hit, But Problems Too

NEW YORK, May 3.—The usual threat of foul-ups, which invariably follow the sudden bust-out of a new "name," threatened this week, when Bill Borelli—writer of the melody "Here in My Heart," owner of the BBS diskery which recorded the tune, and personal manager of Al Martino whom the record of the ditty promises to zoom to stardom—protested a story in The Billboard last week. The story said that Nick Savino was Martino's manager, and that he had signed the boy to a Capitol Records deal.

Borelli maintains the Capitol deal was not set, and could not be set until he signed the contract, since his deal with Martino specifies that he (Borelli) must sign all papers. However Martino is set on Capitol, and the diskery will bring out a record by him in about six weeks. The record is one made by Borelli for the BBS label, the master of which he sold to Capitol in the deal for Martino. The tune which will be pushed on the Capitol disk is "Take My Heart," published by Santy-Joy.

Late Friday night (2), a Capitol spokesman said that the diskery had not yet purchased the additional two Martino masters, but was still attempting to obtain all four of the masters from Dave Miller, of Palda Records, who had leased the masters from Bill Borelli, and was handling the BBS waxing of "Here in My Heart."

Special Group Problems A Major ASCAP Concern

NEW YORK, May 3.—Considerable research and discussion among the upper echelons of the American Society of Composers, Authors and Publishers is currently being given to the specific needs of individual groups within the organization. Three instances of this are outstanding. These are (1) the determination of a fair method of classifying screen background writers, (2) the determination of a distribution method which would reflect the great number of performances currently being given to country material on small wattage stations, and (3) the determination of a new method of availability—and in a larger sense the determination of a method of distribution which would be fair to such standard firms as Carl Fisher, G. Schirmer, etc., whose wealth of catalog is not reflected in radio performances.

Taking the last-mentioned first: Since the impact of the Southern Music availability case, ASCAP

No Stand-Out Of Pub Groups On Hit Lists

NEW YORK, May 3.—When it comes to getting records on the best-seller list, no publisher holds a dominant position. This is shown by an analysis of The Billboard Best Selling Pop Singles chart correlated with the information contained in the Music Publishers' Recordboard. A companion story points out that 43 per cent of the total pop sides released by the six major labels during the first four months of 1952 came from 10 publisher groups. These 10 firms represent less than 10 per cent of the publishers who have had sides released. Despite this pre-eminence of relatively few in recording activity, the spread among publishers whose tunes have appeared on the best-seller chart is quite broad, without any standout leader.

From January through April, major labels have released 1,074 published pop sides. Thus far only 44 of these sides have reached The Billboard best-seller chart. These 44 sides represent 36 tunes plus a parody of one of the tunes. A total of 23 different publishers.

(Continued on page 16)

Columbia To Push 3-Speed Attachment

NEW YORK, May 3.—Columbia is going all out promotion-wise on its new \$12.35 three-speed player attachment (The Billboard, March 29), with a national advertising campaign scheduled to start May 13 on the Doug Edwards news show over the CBS-TV network. Players will be shipped first to TV markets to follow up this advertising. Concentration after the TV introduction will be on local advertising via all media, and will be co-operatively sponsored by distributors and dealers. The diskery has made up leaflets, mails, etc., to aid the ballyhoo.

Player Statistics

Columbia's extensive drive to sell the new player in quantity is keyed to the diskery's belief that the record business at present is a three-speed market, with large potential sales for all types of

Victor Sets 3-Way Summer Promotion

NEW YORK, May 3.—Details of RCA Victor's summer record promotion, which is spearheaded three-pronged drive involving dealers, coin operators and syndicate stores, were announced last week to the diskery's 49 distributors. The plan was disclosed by 12 Victor execs who toured the country in a series of one-day meets.

The over-all master plan calls for specific promotions on key disks the label will release in the pop, country and Western, and rhythm and blues fields. Stepped-up use of radio thruout the country is designed to keep the customers flowing into dealer stores and stimulate additional business. On the operator and syndicate store levels the plan calls for improved methods of handling these outlets. Distributor sales contests have been set to stimulate the drive for additional syndicate store volume.

In order to throw the entire weight of the label behind the summer push as quickly as possible, distributors have been instructed to begin squaring away dealer stocks in the near future.

The keynote of the program is the heavy distributor will have in tailoring the various parts of the over-all master plan to the needs of their specific market areas. This has been done because of such variables as syndicate store potential thruout the country as well as other more basic market differences.

In addition to announcing the details of the summer drive, Victor also informed distributors about the forthcoming plans to produce HMV records on LP and 45 r.p.m.

The first of these are slated for dealer delivery late in the summer.

The decision to go all-out again on a summer drive was based on the success the label enjoyed last year when the diskery racked up the biggest summer sales in its history. The firm's toppers believe that last year's added concentration during the traditionally slack summer season was responsible for such hits as Dinah Shore's "Sweet Violets" and Tony Martin's "I Get Ideas."

Telefunken to Distrib Cap's Longhair Disks

HOLLYWOOD, May 3.—Capitol execs Glenn Wallichs, proxy of the local diskery, and Alex Forges, director of its foreign export division, concluded heavy paraver Friday (2) with Hans Lieber and Herbert Grunzback, top brass of Telefunken, Inc., whose masters Cap has been releasing for the past two years. In their first visit to the U. S., the Telefunken duo are closely watching the Cap operation, all the way from pressing facilities thru the executive offices, for adoption into their own operation, and are also exchanging some of their ideas for use by the Cap org. They brought with them sample tapes, which Cap brass, including Bob Myers, of the longhair division, have studied during the past few days.

Most important deal which came out of the international huddle was the Telefunken pair's okaying of a deal whereby they will press and distribute thru Europe Capitol's domestic classical recordings on the full dimensional sound series.

On their way back to New York, Lieber and Grunzback will spend a day going thru Capitol's Scranton, Pa., pressing plant.

Waring Show 80-Date Tour Set for Fall

NEW YORK, May 3.—The Fred Waring "Festival of Song" package, a new unit of 33 singers, dancers and instrumentalists, is now being booked by the National Concert and Artists Corporation for an 80-date tour next fall. The combo will feature glee club arrangements of spiritual, classic and pop music.

The tour kicks off in Worcester, Mass., Nov. 4, and will wind up late in February. The route will carry the package to cities in Maine, Connecticut, Ohio, Indiana, Wisconsin, Michigan, Minnesota, Missouri, Iowa, Pennsylvania, South Carolina, Virginia, North Carolina, Florida, Mississippi, Alabama, Louisiana, Oklahoma, Texas, Kansas, West Virginia and Washington, D. C.

ASCAP Aids Hospital Plan

NEW YORK, May 3.—The American Society of Composers, Authors and Publishers this week donated \$2,000 to the Veterans' Hospital Radio Guild, a show folk organization which assists hospitalized veterans to prepare entertainment for broadcast over "bed-side networks." The VHRRG, headed by songwriter Alex Kramer, services four VA hospitals in New York and one on the West Coast. In addition to professional advice, it furnishes free equipment where needed.

Meanwhile, a letter over the signature of Manie Sachs, vice-president of the Radio Corporation of America, has gone out to some 2,000 persons in the music industry asking support of VHRRG.

With regard to country mate-

(Continued on page 16)

"BOZO'S CIRCUS"**Capitol Books
Clown Film
In Theater**

NEW YORK, May 3.—The Capitol Records' film, "Bozo's Circus," featuring the activities of the firm's kiddie star, has been booked into the Capitol Theater, Springfield, Mass., starting next week. The diskery is charging the theater \$50 per performance along with the services of Capitol's Eastern "Bozo," James Chapin. If the engagement is successful at this Warner house, the chain may use the film and clown throughout the entire circuit during the summer.

The Capitol film has been used in movie houses previously, such as parts of the Loew's chain, this is the first time that the diskery has rented out the film on a per performance basis. Heretofore the firm had shared expenses or let out the film for free as a promotion gimmick. New procedure is to charge per performance and book the film into theaters, shops, and department stores, etc. This Capitol flick, which runs 30 minutes, was originally made for showing in schools and shops. It cost \$50,000 and is non-commercial, containing no advertising. It was made on 16 millimeter film, but has been transferred to 35 millimeter so that it is suitable for theaters. Along with the half hour film, Bozo will put on his own 15 minute show for all theater and store engagements.

**Barnet Plans
To Mold Ork
For Terp Biz**

HOLLYWOOD, May 3.—Charlie Barnet, who goes into the Royal Room here May 6 for a month, intends to reorganize his big band "along strictly dance lines" for a tour that gets off July 4-5 at the Rendezvous Ballroom, Balboa Beach dancery. MCA will book the band on what's hoped to be a six-month tour cross country.

Marty Ruby, for five years road manager of the King Cole Trio and agent in Hollywood for the past two years, has been linked by Barnet as personal manager. Barnet said that he has reviewed his past disk hits and noted that all were either penned by Billy May or Andy Gibson. As May is busy fronting and writing for his own new crew, Barnet has made a deal for Gibson to come in from New York to assemble the new hook for his 17-piece band, including a gal singer and the leader.

**Grean to Cut
Comet Sides**

NEW YORK, May 3.—Charlie Grean leaves Monday (5) for Washington and Atlanta, where he will record on his Comet label several rhythm and blues sides. Two will be tunes written by Grean, Entitled "Free Home Demonstration" and "Stay," latter song was co-authored by Eddie Welker, RCA Victor Philadelphia field man. Artists on the side will be the Berry Rhythm Boys.

**Eye-Ear Appeal Draws
Attention of Maestri**

HOLLYWOOD, May 3.—With the band business showing its healthiest horizons in the past five years, orksters are getting more conscious of what will appeal visually as well as vocally and instrumentally. Television, too, is causing orksters to look for gimmicks which will attract the eye.

The Harry James aggregation is contemplating the more expansive eye-and-ear appeal program for what will probably be its longest tour in the past five

**TEENERS MOB
TONY BENNETT**

NEW YORK, May 3.—Singer Tony Bennett won page one publicity in local papers, notably the World Telegram and Sun, Friday (2), when close to 5,000 teenagers literally ripped the young warbler's clothes from him, following a performance at the Brooklyn Botanic Gardens where the May Cherry Blossom Festival was being held.

Bennett told W-T-S reporter Muriel Fischer: "Oh, well, I guess they liked me. I guess the time it really hurts is when they stop."

**Philharmonic
Of L. A. Signed
To Decca Pact**

HOLLYWOOD, May 3.—Sonny Burke Decca's Coast brass, this week inked a long-term pact with Decca's first Coast longhair acquisition, the Los Angeles Philharmonic Orchestra under Alfred Wallerstein. The 92-piece group has already cut its first session for Decca, with the first release due in mid-June and LP releases on the Gold series of Decca expected by fall. The Philharmonic aggregation cut semi-classical 10-inch releases for Decca from 1943 to 1946, when the first pact ran out.

In addition, Decca is starting a U. S. build-up for Alfred Apaka, veteran Hawaiian band leader, slated who is currently getting a build-up via Bob Hope and Bing Crosby backing. Apaka, who cut 24 sides of a Hawaiian flavor for Decca in the past four years, is now in the U. S., being booked by Associated Booking Corporation. Decca is flying Apaka to New York next week, where he'll work with either Camarata or Victor Young in the first of a series of American pop and standard sessions. Apaka did a short stint last year with his own band at the Huntington Hotel, Pasadena. He will be booked as a single on this tour.

**Disk Dealers Plan
Buying Syndicate**

NEW YORK, May 3.—A number of record dealers met here this week to explore ways of setting up a co-operative buying syndicate strong enough to compete price-wise for quantity deals with high-volume cut-raters. The gathering followed a regularly scheduled meeting Wednesday (30) of the Association of Record Dealers, local trade group.

Charles Lichtman, ARD president, adjourned the Association meeting before the proposed cooperative plan was discussed. He stressed that should the plan be implemented by formation of an actual organization, it would then function outside ARD jurisdiction. He pointed out, however, that membership in the buying group might be limited to those on the Association roster.

The dealers formed a committee at the confab to learn the legal qualifications they would have to meet in setting up a co-operative. Lichtman, however, suggested it might be organized along the fol-

years, starting in mid-June for Decca. Poewee Monte James, told The Billboard that James is mulling a program which would include an hour of concert or show and three hours of dancing as his regular program. James has been building the show value of his bands via his weekly video film over KNBE, Sunday (10 p.m., PDST). He has added Tommy Gamina, Milwaukee accordionist, as a show feature and has given big billing to his new vocalists. (Continued on page 46)

**Marginal Dealers Squeezed;
Others Adjust to Price War**

Flood of LP Releases Poses
Problem; Up 10% Per Month

• Continued from page 1

war volume, net profits shown have dipped. Some, however, instead of bemoaning their fate, have taken an aggressive approach and, thru Society merchandising and/or giving in flexibility to the price pressure, are making ends meet. Others are mulling more potent measures, such as banding together to pool buying power in order to meet the big price-cutters on their own terms (see separate story).

Established indie diskeries, with few exceptions, will admit to no business difficulties. They are pressing and selling more than ever, taken as a group, although the number of outlets cross-country may be diminishing. For the most part, manufacturers show little concern whether many small outlets move their mer-

chandise, or more and more of the platter business is being done by cut-rate counter and mail-order houses.

Even so, for some, the current seasonal dip in sales activity has made them more receptive to special deals and inducements for turning over large quantities of disks at a time. Thus a new crop of special consumer sales is being run by outlets capable of mass-purchase deals.

A new and potentially more significant trend has been noted by some observers. They point to the ever-increasing flood of new LP releases that are being put out to market. Sooner or later, they remark, the appetite of the disk-buying public will be dulled and they will balk at additional musical nourishment. The head

of one indie diskery estimated that the volume of new releases for some time has been stepping up 10 per cent monthly. This acceleration is only partially due to increased activity by individual diskeries. More companies are entering the field and bidding for the business.

While most admit that the market for LP's is an expanding one, it is feared that the expansion rate is not sufficient to accommodate the many new entries. Too, the fact that many more new releases (particularly opera) are multi-disk sets is making increased demands on the consumer pocketbook.

One manufacturer who, on a field trip, asked a leading retailer what he would like to see the diskery turn out in new repertoire, received the following answer: "Nothing at all for the next six months."

Meanwhile, the economic pressure on dealers here has led to some peculiar manifestations. Some outlets have plastered windows with come-on streamers, offering discounts as high as 50 per cent. The main purpose here seems to be to get the consumer into the store. Once he's there, he may find that the item he wants is not available, but others at more modest discounts are.

**Derby Disks
Score Hit
With "Hate"**

NEW YORK, May 3.—For the second time in recent months, Derby Records has come up with a hit version of a tune which had previously failed to produce results for major labels. The latest instance of this is the Bette McLaurin disk of "I May Hate Myself in the Morning," which appears on The Billboard Best-Selling Pop Chart for the first time this week. This tune had previously been recorded by RCA Victor and Decca with a minimum of sales activity. On the basis of this Derby disk, the tune has been waxed by a number of labels, including Mercury, Capitol and RCA Victor. The latter has cut the tune two ways.

Previous to this, Derby sparked the revival of the "Wheel of Fortune" via the Sunny Gale version. This tune had failed to get anywhere saleswise six months earlier on the Victor label. The indie version, however, hit the best-seller charts in both the pop and rhythm and blues fields, resulting in a rash of cover versions led by the Kay Starr version, which is still the No. 1 seller thruout the country.

**COPA PARTY
FETES MELLÉN**

NEW YORK, May 3.—Bobby Mellin on Monday (5) celebrates his fifth year as a music publisher on his own with a staff party at the Copacabana. With numerous firms under his ownership, the publisher goes into his sixth year with a hot line of tunes, with "I'm Yours," riding high on Don Cornell (Coral); Eddie Fisher (RCA Victor) and Four Aces (Decca) recordings, and the new "Here in My Heart" threatening for top honors on the strength of a batch of recordings led by Al Martino (BBS-Palida), and chased by Tony Bennett (Columbia); Alan Dale (Coral); Dick Haymes - Andrews Sisters (Decca); Bill Farrell (MGM), and Vic Damone (Mercury). The latter is being recorded in Germany. Also showing promise is "I'm Sorry," which Bobby Wayne-Mercury disk kicked off, to be followed by the Hames-Andrews (Decca) combination, and Alan Dale on Coral.

In each of the five years he's been in business, Mellin has never failed to get at least one tune on the hit parade.

**ASCAP Compromise
May Follow Cool-Off**

Otto Harbach Not Seeking Presidency;
Stresses 'Good of Society' Comes First

NEW YORK, May 3.—Publisher and writer members of the American Society of Composers, Authors and Publishers this week showed a strong inclination to compromise their differences with regard to the selection of a president. All elements within the Society were agreed that unity and a cool approach to the problem of the presidency were necessary. A leading writer member of the board of directors stated that the current period was tantamount to a cooling off period. This was necessary, he pointed out, in order that all members of the board might address themselves to the matter at hand on a more practical basis. ASCAP as an or-

ganization comes first, and all personal aspirations should be subordinated to this thought, he added.

The desire of many publishers to draft President Otto Harbach for another term was tempered by a statement from Harbach to the effect that he has no desire for the post.

Not interested Harbach, queried late this week, stated he was interested in working on a play. He stated that he had never made a pitch for the presidency. Arguments bearing this out, he said, were his farewell speeches to the membership on the West Coast and in the East. Harbach elaborated that if he were compelled to take the job for the good of the organization he would do so. But he reiterated that he, personally, had no ambitions in this direction and would welcome any change for the good of the Society.

Late this week no date had been set for the election.

**NAMM Names
Show Committee**

CHICAGO, May 3.—National Association of Music Merchants has named a nine-man committee for the 1952 trade show which will be held at the Hotel New Yorker, New York, July 28-31. Heading the group, which will assign exhibit space and act as host to the anticipated 8,000 visitors, is Al S. Zeisler, Krakauer Brothers. Committee also serves as an advisory group in helping to plan the convention agenda.

Others named to serve were Harry J. Sohmer, Sohmer & Company; Clarence M. Pettit, William Knabe & Company; William R. Steinway, Steinway & Sons; Frank Connor, Carl Fischer, Inc.; John A. Weser, Weser Piano Company, and Percy H. Temlett, Campbell-Templett Piano Company.

**Piano Quartet
Pulls 283G**

NEW YORK, May 3.—The First Piano Quartet has probably set some sort of record for classical attractions with a total gross of \$283,347, and total audience attendance of over 160,000 for their concerts this season. The Quartet recently wound up its annual tour with sellout houses in Montreal and Quebec on its first concerts in these Canadian cities.

In addition to its powerful box-office draw, the Quartet has also set up some high scores with its RCA Victor Red Seal releases to date. Their records have grossed over \$2,000,000 in retail sales.

**ASCAP Vote
Re-Elects 6**

NEW YORK, May 3.—The following persons were re-elected to the board of appeals of the American Society of Composers, Authors and Publishers this week:

For the publishers: Joe Santly and Ben Bloom, representing popular publishers, and William Sniffen, standard publishers.

For the writers: Abel Baer and Peter De Rose, representing pop cleffers, and Douglas Moore, standard material.

EMERALD ISLE REPORT

Dublin Music House Has Eire Monopoly

By BOB ROLONTZ
NEW YORK, May 3.—The life of a song-plugger has often been called hard, and it is a tradition in the trade that he dies frustrated, flat and broken-hearted.

Even more astounding, Dublin's largest music publishing firm, Walton's Musical Galleries, usually not even publish a song until it has been performed through Eire for two or three years.

Walton's Musical Galleries enjoys an idyllic existence by the standards of any American music firm. The company is run by Martin Walton, almost as it was by his father before him.

Not only does the company print its own music, but it makes its own records, manufactures musical instruments and is the largest manufacturer of Irish bagpipes in the world.

The method of creating interest in a song is almost opposite to the procedure followed in this country. First of all, most Irish writers work for Walton's.

After a song has achieved a measure of popularity, and there are requests for the tune, the firm will publish it in regular sheet music form. This still does not mean that the ditty will get a record.

Limited to Ireland
Many of the tunes that are handled by Walton's are limited to Ireland and would not go far outside the Isle, and these are waxed by the music firm on its own label for sale within the country.

Walton's pushes its tunes, but in a slightly different manner than we are accustomed to here. The firm buys time over Radio Erin every night, and for 15 min-

utes the airwaves are full of nothing but Walton ditties. This of course helps spread the songs thru Eire and even into Ulster and England.

Walton's has a catalog of over 3,000 copyrights, and the firm publishes about 200 per year. One of his tunes "The Wild Colonial Boy" was the top song in Ireland for 28 straight weeks back in 1950.

There is one more fact for which the firm of Walton's Musical Galleries is noted. The firm is the publisher of the only copyrighted national anthem in the world, "The Soldier's Song," written by Padie Kearney.

After Ireland achieved her independence, the government held a contest to select an author, using performances as a yardstick of popularity. Kearney and Walton met when they both were clapped in jail where they struck up a friendship.

Granz Preps Jazz Disks For Europe
HOLLYWOOD, May 3.—Norman Granz, back from his recent junket thru Europe with his Jazz at the Philharmonic package, has set the foundation for penetration of his Mercury jazz disks in Europe.

Granz said that he expects other members of his troupe to return to Europe this year for solo stints. Oscar Peterson and his trio, who were given the top bill on the show tour, were offered \$3,000 per week for an extended stay in a Swedish bistro and additional offers were dangled before other members of the troupe.

Games Bans Dip Music Biz
CEDAR RAPIDS, Ia., May 3.—Enforcement of laws against minor games of chance in Midwest States such as Iowa, Minnesota, Nebraska and North and South Dakota have had an adverse effect on the music business, according to reports at a conference of Midwest musicians in Davenport, Ia., recently.

Plymouth to Extend Line To 30 Cities

NEW YORK, May 3.—Plymouth Records, new low-cost LP line introduced here last week-end by Sam Goody's and Macey's, will be available in 30 cities before the end of the month, according to Jack Meyerson, general manager.

The Plymouth catalog now holds 49 classical selections on 10 and 12-inch sets, listing at \$1.49 and \$1.89 respectively. Monthly releases of 12 to 20 new items are planned. While the current catalog consists of pressings made from leased masters, Plymouth expects to record on its own later.

SLEEPER TUNES STIR UP TRADE

NEW YORK, May 3.—The excitement being stirred up in the trade over fast-breaking "sleeper" tunes, which which have had publishers and diskeries in a frenzied fury the past few weeks, brought forth a sly observation by an astute publisher.

MERC NOMINEE

Diskery Plugs La Tucker by Prexy Platter

CHICAGO, May 3.—With the new Sophie Tucker Mercury disk, "Sophie Tucker for President," kayoed for radio performances, waxyery has set up an extensive promotion program.

Special ballots have been printed, listing all the legit candidates for president in both parties, with Miss Tucker's name at the top.

Mercury distributors throughout the country will hold special political parades, complete with horse and wagon, gas lights and hand banners, promoting the platters, and, as a special tie-in, platters has prepared a number of pins, with the legend "Sophie Tucker for President" prominently printed on them, and ribbons with the word "delegate" attached which will be worn by retail record store personnel.

Art Talmadge, Mercury executive vice-president, who is setting up the entire program, has only one problem: With conditions the way they are in both parties these days—Miss Tucker might even wind up with the nomination come July.

Dorsey Sells Coast Casino To Goldenberg

HOLLYWOOD, May 3.—The lease and interior and exterior equipment of Casino Gardens, which was owned by artist Tommy Dorsey, was sold this week to Roy Goldenberg, Beverly Hills auctioneer. Jimmy Tyson of the TD office engineered the deal.

Lease to the 27-year-old Ocean Park ballroom, which Dorsey took over in 1944, has about a year and 10 months to run. When contacted, Max Goldenberg, brother of the buyer, said that they are mulling the dancey's future, with no definite plans forthcoming until the end of May. The deal calls for Goldenberg to take over June 1.

Coral N. Y. Distrib Sells Copley Disks

NEW YORK, May 3. Coral's branch here is distributing Copley Records as the first step in its policy of carrying supplementary labels in company-owned outlets. (The Billboard, April 12.) The diskery recently took over distribution facilities in New York and Chicago. Copley specializes in Irish and Scottish music. The Coral branches plan to add new lines soon.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

Table with columns for song titles and authors/publishers. Includes entries like 'DARE I—By Rudy Russo', 'A NIGHT OF COME—By Catherine...', 'IN A VIENNA CAFE—By Leo Sireva...', 'PRAIRIE SCHOONER—By Mil and Sam Sandomino...', 'IS THERE A DOCTOR IN THE HOUSE?—By Evelyn Thaler...', 'FOR ME—By Robert Bernick...'.

Truck Strike Causes Wis. Disk Shortage

MILWAUKEE, May 3.—While labor union officials, management and Wage Stabilization Board officials discuss matters in Washington, in an attempt to settle the three-week old strike of AFL truck drivers, Milwaukee record distributors are faced with a major supply crisis.

Dealers report their stocks of current pop hits declining, with the outlook for the coming weeks bleak unless the strike abates very shortly.

Orders for dealers outside strike - beleaguered Milwaukee County, are being filed by express, altho, as the distrib for one of the major labels said, "It's too expensive to keep up shipping orders this way for any length of time, unless we get some financial co-operation from the factory."

With a brace of potential hit disks on its hands, Mercury Records, according to distrib chief Johnny O'Brien, is relying mainly on air shipments to keep accounts covered.

A trickle of shipments are being brought thru daily via trips by automobile to Chicago each day, altho the line-up of striking truck drivers picketing at each highway intersection may pose a serious threat to traffic as the strike grows older.

Columbia Records distributor, Morley - Murphy Company, may attempt to get around the freight embargo by shipping their orders from their sister Chicago outlet, if the situation does not ease, according to manager Bill Farr.

Both Capitol Records and Decca report their stocks holding out fairly well. Capitol was unable to receive a single record for the first 10 days of the tie-up, but has been on the receiving end since the past week of fair amounts of wax from the Chicago office, according to manager George Gerken.

Banner Radies Yiddish "Pirates"

NEW YORK, May 3.—A couple of years ago Banner Records etched a Yiddish version of "H. M. S. Pinafore" and has since been able to move some 100,000 copies of the Gilbert & Sullivan operetta. Now the diskery is readying for early release "Die Yom Banditen," a Yiddish-English version of "The Pirates of Penzance." The album comprises three 78's, with about five minutes of playing time on each side.

Performing artists are the Kadimah Group of Hadassah, women's charity organization furnishing medical supplies to Israel. The group will stage the presentation, adapted by Murray Rubien, in Brooklyn soon. Disk royalties will go to swell the Hadassah fund.

New Type Package Designed for LP's

NEW YORK, May 3.—A new type package for LP disks, designed to protect the disk from warpage and breakage and to allow for the printing of title and other pertinent material on the backbone, is under consideration by major diskeries. The package, created by Max Fleisig, printing consultant, with the encouragement of Mart Nacari, advertising director for Decca, makes use of

JOB OPEN, NO VOCALS, PLEASE

NEW YORK, May 3.—Dick Linke, Capitol Records' back, is looking for a new secretary. His previous girl, Barbara Nelson, left him last week to become the featured thrush with the Buddy Morrow ark, who records for RCA Victor no less. Linke has said that if his next secretary sings even three measures in his office, will be fired without notice.

BMI Quits Appeal Over Marks Tunes

NEW YORK, May 3.—Broadcast Music, Inc. and Edward B. Marks Music Corporation recently withdrew from the Appellate Division, First Department, an appeal filed in connection with a decision by Judge Ferdinand Pecora years ago.

The original suit was a test case brought by BMI to determine whether BMI had rights to certain tunes in the Marks catalog. In the early 1940's it had been argued by supporters of the American Society of Composers, Authors and Publishers that even the Marks had switched to BMI, certain of the Marks copyrights would be non-performable because the writers were members of ASCAP.

Pecora's decision held that rights to the tunes in question were vested in ASCAP, rather than BMI. Marks and BMI filed an appeal. In later years, extensions of appeal were granted. Now, with the appeal withdrawn, the Pecora decision stands uncontested.

Society Votes On Amendment

NEW YORK, May 3.—An amendment to the voting procedure, submitted by cliffey Pinky Herman and approved by the board of directors of the American Society of Composers, Authors and Publishers, has now been sent to the general membership for a vote. Ballots were mailed this week and are returnable by mid-May. The proposed amendment to the Society's by-laws would change the voting procedure so that uncast ballots would not be counted as ballots cast against a measure. Under the present system, uncast ballots are thus counted. The present system also specifies that the vote, to be valid, must number two-thirds of the potential vote.

The proposed amendment, in addition to knocking out the procedure whereby uncast ballots are counted, specifies the following: A vote, to be valid, must total at least two-thirds of at least 75 per cent of the potential vote.

The proposed new method, it is argued, would be much fairer than the current method. Uncast ballots would not be counted, and secondly, the numerical formula, two-thirds of 75 per cent, would take cognizance of the fact that many members are out with shows or for some reason cannot be reached in time to be polled.

This amendment was submitted to the membership last year, but was defeated by uncast ballots, the very element it seeks to correct.

A patented device which prevents the disk from falling out. Originator figures the package as a merchandising aid, in addition to its other advantages, and hopes to ready the item for early fall delivery.



DECCA DATA

YOUR WEEKLY GUIDE

TO AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

NEW RELEASES—SINGLES & ALBUMS

Kiss of Fire Guy Lombardo 28173*
Delicate (Delicate) 28173*
Kiss of Fire Louis Armstrong 28172*
I'm Walk Alone 28172*
 From 20th Century Fox Picture
 "With a Song in My Heart"
Under The Honeyuckle Vine
 Bill Kenny of The Ink Spots
 You May Be The Sweetheart of Somebody Else
 Ink Spots featuring Bill Kenny 28164*
Pink, Plank, Plunk Leroy Anderson 28168*
 Serenade
The Little Green Valley
 Burl Ives and Grady Martin
 Diesel Smoke, Dangerous Curves 28161*

Tattered and Torn Dolores Gray 28178*
The World Has A Promise
Until You've Fallen In Love Lenny Herman 28136*
What You
I Cried Again Jim Eanes 28140*
Between The Lines
Fisherman's Boogie Al Dexter 28137*
Hoffoot Shuffle
He's My Light (The Man Of Cal'ry)
 Marie Knight with The Anita Kerr Singers
 Church In The Wildwood 28138*
 *Also available in 45 RPM (add prefix '9.' to record number)

NOW ON LONG PLAY
 George Gershwin's Folk Opera
PORGY AND BESS (Volumes 1 and 2)
 Original New York cast
 TODD DUNCAN • ANNE BROWN
 and others
 DL 8021-54.85

LOST IN THE STARS
 (Original Cast)
 TODD DUNCAN
 and others
 9-111-54.85
 Also available in: DL 8028-54.85

TEXAS, LIT' DARLIN'
 (Original Cast)
 KENNY DELMAR
 and others
 9-122-53.75
 Also available in: DL 5188-53.00

NOW AVAILABLE IN 45 RPM
BING CROSBY • DANNY KAYE
EVELYN KNIGHT • ELLA FITZGERALD
 Sing the Song Hits from
SOUTH PACIFIC
 9-103-52.75
 Also available in: A-714-54.15 • DL 5207-53.00

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	DECCA NO.
3	SOMEBODY'S STOLEN MY HONEY MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU	Ernest Tubbs	28067*
20	WONDERING	New Silver Bells Webb Pierce	45364*
46	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
7	DON'T STAY AWAY (I'll Love Grady's Cold) GET UP AND GIVE	Grady Martin	28074*
1	*LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	Audrey Inman	46407*
17	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	Ernest Tubbs	46389*
21	TOD OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY	Ernest Tubbs and Red Foley	46387*
53	JUST A CLOSER WALK WITH THEE STEAL AWAY	Red Foley	14503*
2	MUSIC MAKIN' MAMA SECOND HAND LET OLD MOTHER NATURE HAVE HER WAY #2	Lonzo and Oscar	28060*
1	*ONE HOUR AHEAD OF THE POSSE THIS TIME TOMORROW	Burl Ives with The Anita Kerr Singers	28079*

RHYTHM AND BLUES

1	*TROUBLE IN MIND THE DIRTY DOZENS	Yummy Dersay	28064*
10	PEACE IN THE VALLEY NEAR THE CROSS	Sister Rosetta Tharpe with Anita Kerr Singers	48279*
1	*OLD FOLKS I'LL WALK ALONE	Gene Ammons	28094*
2	LET'S TALK ABOUT JESUS COME UNTD ME	Sister Rosetta Tharpe with The South Wind Singers	28073*
2	BLOW-TOP BLUES MIDNIGHT SUN	Lionel Hampton with Dinah Washington	28039*

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

BEST BETS

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

POSITION THIS WEEK	1. I'M YOURS I UNDERSTAND <th>Four Aces <th>28162*</th> </th>	Four Aces <th>28162*</th>	28162*
2.	BE ANYTHING (But Be Mine) FDRIVE ME	Peggy Lee and Gordon Jenkins	28142*
3.	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
4.	GOODY GOODY Air Mail Special	Ella Fitzgerald	28126*
5.	HARPEL BOOGIE Ravioli Rag	Bill Snyder	28086*
6.	SLOW DOWN NEVER TRUST A WOMAN	Louis Jordan	28088*
7.	SPELLBOUND A PLACE IN THE SUN	Victor Young	28115*
8.	THE BOOM SONG LITTLE TRAIN A-CRUGGIN' IN MY HEART	Jane Terry	28062*
9.	DELICADO (Delicate) See If You Like It (Ve Se Gostas)	Waldyr Azevedo	28044*
10.	IT'S A SIN TO TELL A LIE That's When Your Heartaches Begin	Ink Spots	25505*
11.	DREAMS COME TUMBLING DOWN MUSIC LESSONS	Andrews Sisters	28116*
12.	KISS OF FIRE DELICADO (Delicate)	Guy Lombardo	28179*
13.	KISS OF FIRE I'LL WALK ALONE	Louis Armstrong	28177*
14.	UNDER THE HONEYUCKLE VINE YOU MAY BE THE SWEETHEART OF SOMEBODY ELSE	Bill Kenny of The Ink Spots Ink Spots	28164*
15.	HEAVENLY FATHER LONESOME AND BLUE	Evelyn Knight with Sy Oliver	28151*

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

ALBUM TOP SELLERS

LEROY ANDERSON COND., Vol. 2
 DL 485-54.75 • 9-774-54.15 • DL 7519-53.85
KING AND I—Orig. Cast
 DL 474-54.75 • 9-760-54.05 • DL 9908-53.85
LEROY ANDERSON COND., Vol. 1
 A-819-54.75 • 9-151-54.15 • DL 7599-53.85
OKLAHOMA!—Orig. Cast
 DL 359-55.85 • 9-4-55.45 • DL 8008-54.85
GUYS AND DOLLS—Orig. Cast
 DL 425-54.70 • 9-203-54.30 • DL 8054-54.85
CAROUSEL—Orig. Cast
 DL 137-53.75 • 9-7-55.10 • DL 4003-54.85
ETHEL MERMAN
 Songs from CALL ME MADAM
 A-818-55.85 • 9-164-55.45 • DL 8053-54.85
AL JOLSON
 In Songs He Made Famous
 A-469-54.15 • 9-3-53.75 • DL 5071-53.00
 Guy Lombardo and His Royal Canadians
 Featuring The Twin Pianos
 A-512-54.15 • 9-11-52.90 • DL 5007-53.00
TRUMPET SOLOS EXTRAORDINARY
 RAFAEL MENDEZ
 9-294-53.90 • DL 5385-53.00

CHILDREN'S TOP SELLERS

CRADLE SONG (Brahms)
THAT SLY OLD GENTLEMAN
BING CROSBY
 E-57 • 1-177
The Adventures of the Lone Ranger:
HE BECOMES THE LONE RANGER
 E-71 • 1-157
HE FINDS SILVER
 E-8 • 1-152
HE FINDS DAN REID
 E-31 • 1-154
HE HELPS THE COLONEL'S SON
 E-32 • 1-155
THE LITTLE ENGINE THAT COULD
LET'S HAVE A PARTY
GUY LOMBARDO
 E-7 • 1-182
Little Orley—His Adventures as a Worm
FRED WARING
 E-19 • 1-137
NUTCRACKER SUITE
FRED WARING
 DL 117-57.00 • 1-111-95
MANNERS CAN BE FUN
FRANK LUTHER
 DL 185-52.00 • 1-114-95
 78 RPM (E) Deccas (Unbreakable under normal use)
 Records—\$1.00 plus tax
 45 RPM (1-1) Records (In Decorative Envelope)—95¢

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
15	BLUE TANGO	Belle Of The Ball Leroy Anderson	27875*
10	YOU BROUGHT ME LOVE PERFIDIA	Four Aces	27987*
2	JEANNINE (I Dream Of Lilac Time) INDIAN LOVE CALL	Louis Armstrong and Gordon Jenkins	28076*
8	BLUE TANGO AT LAST, AT LAST	Guy Lombardo	28031*
3	I DON'T MIND I NEVER LOVED ANYONE BUT YOU	Trudy Richards	28084*
13	WIMOWEN Old Paint	The Weavers and Gordon Jenkins	27925*
2	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28035*
8	YOU'LL NEVER WALK ALONE TULIPS AND HEATHER	Fred Waring	27964*
16	BE MY LIFE'S COMPANION Love Lies	Mills Brothers with Sy Oliver	27889*
22	TELL ME WHY A GARDEN IN THE RAIN	Four Aces	27860*
4	MY HERO SPRING IS A WONDERFUL THING	Four Aces	28073*
1	*LDNELLY WINE Alone And Forsaken	Bill Dornoff	27994*
3	A GUY IS A GUY That Old Feeling	Ella Fitzgerald	28049*
4	I'LL WALK ALONE THAT'S THE CHANCE YOU TAKE	Patty Andrews	28038*
3	THE BLACKSMITH BLUES	Any Time Sy Oliver with Trudy Richards	27972*

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

THE ORIGINAL
 AS PLAYED
 BY THE COMPOSER!
 by

This Week's FEATURE DELICADO (DELICATE)

and SEE IF YOU LIKE IT (Ve Se Gostas)

WALDYR AZEVEDO

featuring a dramatic new sound—the CAVAQUINO—Brazilian stringed instrument

Decca 28044 (78 RPM)
 and 9-28044 (45 RPM)

• Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded Since January 1

• Sides in Current Release

Week ending May

Table with columns: PUBLISHER, TOTAL SIDES ALL LABELS, CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA. Lists various publishers and their side counts across different labels.

Because of the lack of consistency with which each of the six record companies under consideration issue new releases, individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available, reliable sources.

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists specific songs and the artists/labels that recorded them.

• Total Sides for Week Released by Each Label

Week ending May

(These totals do not include P. O. tunes)

Summary table showing total sides released by each label: CAPITOL (14), COLUMBIA (10), DECCA (17), MERCURY (10), MGM (NO RELEASES THIS WEEK), RCA (12).

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



ORDER BLANK

**SAVES TIME! FASTER DELIVERY!
FILL OUT AND MAIL AT ONCE TO
YOUR MERCURY DISTRIBUTOR**

POPULAR

QUANTITY
78 45

QUANTITY
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	"FRINES," "WHAT IS THIS THING CALLED LOVE" Jerry Murda's Harmonica and Ralph Marterie & His Orch. 5824
"WHISPERING WINDS," "LOVE, WHERE ARE YOU NOW" Patty 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" Rummy Draper 5820	"DIANE," "SEPTEMBER SONG" Billy Daniels 5806
"DIESEL SMOKE, DANCEROUS CURVES," "BUSYBODY" Tiny Hill 5840	"LA RIVEDERCI! GOODBYE FOR A WHILE," "GOOD MORNING, MORNING GLOREY" Vic Damone 5821
"I DON'T MIND," "HINDUSTAN" Peggy Taylor & Jimmy Palmer & His Orch. 5836	"THE WILD SIDE OF LIFE," "JUST LOOKIN'" Tiny Hill 5830
"BOULEVARD OF BROKIN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orch. 5827	"HOMING PIGEON," "AND SO I WAITED AROUND" Kay Brown 5819
"LIMHOUSE BLUES," "PLINK, PLANK, PLUNK" Bobby Maxwell 5846	"BARALU," "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
"WO'NT YOU SURRENDER," "FESTIVAL" Ray Cuna and Xavier Cugat & His Orch. 5829	"WALKIN' TO THE MAILBOX," "TO BE LOVED BY YOU" Helen Gracie 5838
"MY THRILL IS LOVING YOU," "THAT'S HOW IT GOES" Billy Daniels 5822	"AT-ROUND THE CORNER," "CHIU CHIU" Xavier Cugat & His Orch. 5813
"FOOT, TODY, TOOTSIE," "DANCIN' SHOES" Jimmy Palmer & His Orch. 5814	"A FAMILY THAT PRAYS TOGETHER," "GOD HAS BEEN GOOD TO ME" Eddie Howard 5837
"STOLEN LOVE," "WISHIN'" Eddy Howard 5784	"I'M GONNA HATE MYSELF IN THE MORNING," "AIN'T GONNA WORRY NO MORE" The Dreamers 5849
"A GUY IS A GUY," "IT'S SO LONG AND GOODBYE TO YOU" Peggy Taylor 5841	"SILENCE AND TEARS," "FOOLISH LOVER" Sonny Howard 5846
"COPYCAT," "WALK RIGHT IN" Lola Amehs 5832	"I DIDN'T GO TO YOUR WEDDING," "5-10-15" Stan Carter 5845
"NO SYRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch. 5834	"YOUR'S NOT WORTH MY TEARS," "SHIP AHOY" Rose Marie 5811

NEW RELEASES

QUANTITY
78 45

RHYTHM and BLUES

QUANTITY
78 45

"SATURDAY RAG," "I'M SORRY" Bobby Wayne 5847	"TROUBLE IN MIND," "NEW BLOW- TOP BLUES" Dinah Washington 8269
"GYPSY MAMBO (Mambo Guilleno)," "NEGRA LEONOR" Xavier Cugat & His Orch. 5849	"YELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington 8267
"DEVIL OF A WOMAN," "BOUNCING ON THE BAYOU" Rummy Draper 5851	"NO MAIL BLUES," "GONNA NEED MY HELP SOME DAY" Memphis Slim 8266
"THAT'S A FINE FINE FINE HOWDY YA DO," "THE ICE MAN" Rose Marie 5848	"BE ANYTHING (BUT BE MINE)," "HEAVEN KNOWS WHY" Wini Brown 8270
"ROMAN CUIYAR," "BELLA SORRENTINE (Chopin Gave)" Eml Dewan Quintones 5850	"HEY HEY," "WALKIN' THE LONESOME ROAD" Big Bill Broonzy 8271
"I'M YOURS," "THE MUSIC GOES ROUND AND ROUND" Ralph Marterie & His Orch. & Ray Shaw 5852	"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinichette 8272
"WHY DID YOU LEAVE ME?," "CHLOE-E" The Rovers 5853	"SAD NEWS FROM KORTA," "LET ME FLY YOUR RITE" Lightning Hopkins 8274

COUNTRY and WESTERN

QUANTITY
78 45

"TADPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thompson 8390	"SITTIN' HERE WONDERIN'," "JANUARY 11, 1949, BLUES" Luther Stoneham 8275
"LIMHOUSE BLUES," "RONALD MARCH" Jerry Byrd 6393	"DON'T WANT NO WOMAN," "LOUISE" L. C. Williams 8276
"AT-ROUND THE CORNER," "WISHIN'" Lulu Belle & Scotty 6389	"LONESOME AND BLUE," "ALONE" Herb Lance 8280
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bros. 6388	"YOU BETTER GO NOW," "HANDFUL OF STARS" Beryl Booker 8279
"MOUNTAIN JAM," "BABY MY HEARTY" Eddie Hill 6392	"MARCIE," "WIGGLE WAGGLE" James Moody & His Orch. 8278
"WHEN THE PEARLY GAYES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story & His Ramblin' Mountaineers 6386	"AIN'T NOTHIN' BUT A CHILD," "BROWN SKINNED WOMAN" Sunnyland Slim 8277
"YOU'VE BEEN CHEATING ON ME, DARLING," "SPRING OF LOVE" Paul & Roy 6374	

MAIL TO YOUR NEAREST

DISTRIBUTOR

CUST. ORDER NO. _____ DATE _____

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____



UNUSUAL! EXCITING

XAVIER CUGAT

AND HIS ORCHESTRA

"GYPSY MAMBO"

AND

"NEGRA LEONOR"

MERCURY 5849-5849X45



RALPH MARGERIE

AND HIS ORCHESTRA

Introducing **RAY SHAW**
SINGING STAR OF
"GUYS AND DOLLS"

"I'M YOURS"

AND

"MUSIC GOES 'ROUND AND 'ROUND"

MERCURY 5852-5852X45



A POTENTIAL HIT!

SONNY HOWARD

"SILENCE & TEARS"

AND

"FOOLISH LOVER"

MERCURY 5846-5846X45



SPECIAL!

RICHARD HAYMAN

WITH TWO ORIGINAL COMPOSITIONS

"NO STRINGS ATTACHED"

AND

"LOST LOVE"

MERCURY 5834-5834X45

PEGGY TAYLOR

"IT'S SO LONG

AND GOODBYE TO YOU"

AND

"GUY IS A GUY"

MERCURY 5841-5841X45



This You Will NOT Hear On The Air!

SOPHIE TUCKER

"Sophie Tucker

For President"

AND

"MAX FROM THE INCOME TAX"

MERCURY 5839-5839X45



Cosnat To Set Up Newark Branch . . .

Cosnat Distributing Corporation will open a branch in Newark next week. This will be the third distributing outlet for the firm. Other branches are in New York and Philadelphia. The Newark outlet will handle Jubilee, Atlantic, Chess and a number of other pop and classical lines as well as Coral and Remington Records for Northern New Jersey.

Sebacic Acid Off MPAs Controls . . .

Sebacic acid, used in making plastic phonograph records, was removed from allocation controls last week, according to the National Production Authority. It was controlled in July, 1951, because increased old uses and development of new uses had created a shortage. Sebacic acid is now used to make a special plastic-type nylon for paint brush bristles and jacketing for military field wire. It makes materials moldable at lower temperatures and keeps them from becoming hard or brittle.

Five-Disk LP Sets Plugged in Promotion . . .

A new promotion by Ludwig-Baumann next week will offer a series of five-disk LP sets at \$2.95 a set. The department store will run a full page ad in Sunday's (11) out-of-town edition of the Mirror plugging the Variety and Royale sets. Packages comprise kiddie songs, opera arias, concert favorites and pop collections.

Rainbow Records Preps R&B Market Drive . . .

Rainbow Records is prepping a new drive in the r&b market. Eddie Heller, diskery chief, this week named Larry Smith exhibition man in the field. Smith will concentrate his efforts on deejay promotion.

Decca Inks Jerry Wald; First Release Soon . . .

Ork leader Jerry Wald has been signed to Decca contract. His first two sides will be released

soon. One will be a multiple-dub clarinet etching. Wald was with the diskery for a time during the last war.

New York

Mr. and Mrs. Bernie Prager are off on a four-and-a-half-week vacation thru Europe and the Middle East. The trip is by way of celebrating their 25th anniversary, as well as Bernie's 25th year with the Robbins-Feist-Miller publishing group, of which he is national sales manager. . . . Wally Schuster, with Maypole Music, Inc., for two years, is going into business with publisher Jack Ostra. . . . Maestro Guy Lombardo has been elected a director of the General Appliance Corporation, according to an announcement by Charles G. Wray, chairman of the board. The firm owns interests in several oil development projects and manufactures clocks, coin meters and timing devices. Lombardo is also president of the East Point Corporation and vice-president of the KLB Drilling Corporation.

Publisher Henry Spitzer is recovering nicely from an operation at the University Hospital.

Lee Egalnick of Premium Music Corporation is in town for a week to set recordings and sign up a local song plugger rep. . . . Joe Williams of A. Williams Company, Philadelphia, one-stop dealer, was in for a one-day visit.

Billy May and his ork follow the current tour with "The Biggest Show of '52" with a string of one-nighters. The ork opens in Pittsburgh, on May 14. May's hometown. . . . Nat (King) Cole starts his Paramount Theater date on May 14. . . . Milton Karis is doing the exploitation on the Jose Mellis Trio, currently at the Roxy.

George Marek, a.R. director for RCA Victor, has left for a

month's business trip to Europe. . . . Mack Clark, ex-song plugger, is snow handling pop deejay promotion for King Records in the East and Midwest. Mack is Buddy Clark's brother.

Henry Tobias will accompany Eddie Cantor on the latter's Red Cross Blood Bank tour, which will cover six cities. Following the junket Tobias will return his 25th summer as producer-director at Totem Lodge Country Club, Averill Park, New York. . . . The Medallion Record Company, a division of Audio Service, has signed dramatic song stylist Joe Allegro to a contract. . . . Pat Norell of the MNA Agency has set the Jimmy Corday Trio for four weeks at Formis Restaurant, Binghamton, N. Y. . . . Ray Anthony will be playing his third annual engagement at the Hollywood Palladium when he opens a four-week date there on July 15. . . . Cliff Ayers signed to a Decca contract.

Guy Mitchell, Columbia disk artist, opens at the Three Rivers Club in Syracuse on May 15 for a week. . . . Mandy Carson, on the Victor label, has returned from Hollywood. She is being set for a number of TV guest shows including "This Is Show Business" on May 25. . . . Vaughn Monroe concludes his current series of one-nighters with his ork on May 31 in Asbury Park.

Special interviews with Billy Eckstine and Fran Warren were taped in French, Italian and English by the Voice of America for rebroadcast throught the world.

Jose Mozan, of Pomora Music, who recently returned from Cuba with the Latin America hit, "Sun Sun Babae," added to his catalog, leaves for Miami to be on hand at the wedding of Xavier Cugat, Monday (8). Jack Meyerson, Plymouth general manager, is back from a three-

week trip lining up outlets for the new LP diskery. . . . Jeff Hanson and his wife, known professionally as Louise Dyer, returned to France this week where they operate the diskery, Editions de L'Oiseau-Lyre. They set distribution facilities during their Stateside visit. . . . Milton R. Rackmill, Decca prexy, was unable to book passage on the Queen Mary Wednesday (30). He flies to England Sunday. . . . Milt Gabler wrote the lyrics to "After Hours," a Decca re-make with chanter Floyd Smith and the Horace Henderson ork.

Gale and Gayles Music has taken over the tune "Azure-Te" ("Paris Blues") from Crestwood Music, and has had Don Wolf add a lyric. The tune has already been recorded as an instrumental on the Okeh label by the Bill Davis Trio. . . . Howie Richman has added a new firm Melody Trails, a BMI outfit to his other music firms. This new pubbery is a separate corporation but will be associated with Holie Music. It will be used for folk and country items. . . . Elliot Lawrence and his Ork will open the new ballroom at Edgewater Park, Detroit on May 23. . . . Columbia Masterworks artist George London appears on "The Telephone Hour" over NBC, Monday (5). . . . Helen O'Connell is in town for guest TV shorts over "This is Show Business" and the Kan Murray show. . . . Hal Fine of Republic Music became the father of a daughter Thursday (1). . . . Ricky Hale, now playing the Chez Paree in Montreal, cut four sides for the Custom label last week. . . . Vaughn Monroe and his ork are now playing a series of one-nighters thru the Middle West, including Milwaukee, St. Paul, Louisville, Cincinnati, and Pittsburgh. The ork plays Asbury

Park, N. J., on May 31. . . . The Metropolitan Opera's presentation of "Madame Butterfly" on May 18 in Minneapolis will feature Japanese-American soprano Tomiko Kanazawa as Cio-Cio-San. . . . The Mary Osborne Trio opened at the Esquire Club in Montreal this week (28). . . . Regent Records signed singer Len "Mr. Disc-le" Forrest this week. . . . Sonny Howard has been pacted by MCA. The singer is now recording for the Mercury label and is managed by Sid Flaide. E. E. Mark's Publicity Director Marvin Frank sent empty milk bottles to deejays this week to plug "You're Not Worth My Tears" Week. The notice in the bottles reads "Spilled milk is nothing to cry about."

Alex Alton, composer of "Symphony" is prepping a new 12 piece society-styled ork. . . . Dick Brown, King artist, and his wife Charlotte start a Monday to Friday Mr. and Mrs. show over WJZ on May 15. Brown has also signed with Studio Films for a series of TV shorts.

Chicago

Eddie O'Neil, now in his third year at the Palmer House Empire Room, takes his band on tour September 15, working toward the West Coast. He returns to the Chicago hotel next April. . . . Spike Jones, who won up his "Musical Depreciation" Revue of 1952 last week after setting a new record for grosses on the two-month tour, set for the "All Star Revue" TV show June 21 over the National Broadcasting Company. . . . Jerry Glidden, who fronted at the Blackhawk here a month ago, has opened at the LaSalle Hotel's Lotus Room for an indefinite stay. . . . Jimmy Forrest has cut two new sides for United which Lew Simpkins will release this week. . . . Gisle MacKenzie arrived Tuesday (8) for three days in the Windy City, appearing as the star attraction at the National Restaurant show Thursday (8) before heading back West. . . . Pee Wee Hunt and Chamacoo now at the Preview Lounge, with Hunt having (Continued on page 45)

Music as Written

Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded Since January 1

Continued from page 20

Table with columns: PUBLISHER, TOTAL SIDES, CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA. Lists various publishers and their side counts across different labels.

Total Sides of Publishers Who Have Had Less Than 5 Sides Recorded Since January 1

Table with columns: PUBLISHER, TOTAL SIDES, CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA. Lists publishers with fewer than 5 sides and their side counts.

Advertisement for Miss Patti Page's "Love Where Are You Now?" featuring ABC Music Corp.

Advertisement for "Love Song of the Waterfall" by Jimmy Wakely and Slim Whitman, featuring American Music, Inc.

Advertisement for "I'm Yours" by Don Cornell, featuring Broadcast Music, Inc.

Advertisement for "Smokey the Bear" by Hill and Range, featuring Beverly Hills, Calif.

NEW WRINKLE IN DISK WAR

New York, May 3.—Newest wrinkle in the price fraeze hits town next week when the Whirling Disc, Broadway record outlet, plugs its latest offer. A sign in the window will inform passersby that pop 78's may be bought at prices sealed to quantity. Single disks will go at the regular 89-cent list. For two or more the price comes down to 80 cents, five or more will be offered at 75 cents, and 10 or more at 65 cents.

Advertisement for Mountain Laurel recorded by Vaughn Monroe, RCA Victor.

Advertisement for My Mother's Eyes by Leo Feist, Inc.

Advertisement for "Pittsburgh, Pennsylvania" by Oxford Music Corp., 1619 Broadway, New York 19, N.Y.

Sure
"Sugar"
by a
Sweet
Gal...

Mindy Carson



sings...

"COME OUT,
COME OUT
WHEREVER
YOU ARE"

(All'ee All'ee In Free)

and

'HO-HO'

(Deedle-ee-Di-Di)

RCA VICTOR
20-4681 (78rpm)
47-4681 (45rpm)



RCA VICTOR RECORDS

You! 000



Gotta Go Weedin'

(in the Garden of Love)

with...

DICK BROWN

Orchestra Conducted by SID FELLER

on

KING RECORD
#15182

GALA MUSIC PUBLISHING CORP.

146 W. 54th St., New York 19, N. Y.

SOLE SELLING AGENT: KEYS MUSIC, INC.

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

(Tracy Clark Flint)

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 30, May 3, 2.

Last Week | This Week

1. 1. Wheel of Fortune

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

RECORDS AVAILABLE: Bill Sisters, Reg. V 20-4520; Caswell, Atlantic 958; F. Cole, V 20-4540; A. Costello-W. Costello, C 104; Four Flames, Specialty 423; J. Hartman, V 20-4349; M. Harve, Dec 42200; S. Kay, Col 39667; E. L. Orr, Prom 1010-K; M. M. Remington R-25024; S. McDonald, Cap 1993; A. Ryland, Dec 27967; J. Scott, Coral 84990; K. Starr, Cap 1964; T. Thomson, Reg 1003; D. Washington, Mercury 5287; B. Wayne, Mercury 5779; E. Wilson, S. Gale, Derby 787; B. Williams, MCM 11372.

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. Butler, Cap 1966; F. Cole, V 20-4541; J. Costello, Mercury 5877; D. Hoffman, Mercury 5798; G. Lombardo, Dec 28031; J. Thomas, Mercury 8268; M. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lamp-Worth; Dave Terry, Associated.

3. 3. Blacksmith Blues

By Jack Holmes—Published by Mill & Range (BMI)

RECORDS AVAILABLE: E. Britt, V 20-4532; B. Carroll, Dec 27948; T. Harper-H. James, Ori, Col 39671; L. McCalliffe, Col 20907; E. M. Moran, Cap 1922; A. Wooley, MCM 11373; S. Oliver, Ori, Dec 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lamp-Worth.

4. 4. Guy Is a Guy

By Oscar Brand—Published by Ludlow (BMI)

RECORDS AVAILABLE: Don Day, Col 39673; E. Fitzgerald, Dec 28049; B. Lee, J. Hanson, Ori, Remington R-25026.

7. 5. Kiss of Fire

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

RECORDS AVAILABLE: T. Arden, Col 39797; L. Armstrong, Dec 28177; B. Eckling, MCM 11375; G. Gibb, Mercury 5823; T. Martin, V 20-4621.

ELECTRICAL TRANSCRIPTION LIBRARIES: Shep Fields, Ori; Lamp-Worth.

9. 6. Pittsburgh, Pennsylvania

By Bob Merrill—Published by Oxford Music (ASCAP)

RECORDS AVAILABLE: G. Mitchell-W. Miller, Col 39643.

6. 7. I'll Walk Alone

By Julie Styne and Sammy Cahn—Published by Maytag (ASCAP)

RECORDS AVAILABLE: G. Aronson, Decca 26041; P. Andrews, Decca 26838; E. Armstrong, Dec 28123; D. Carroll, Coral 84839; J. Fennell, Col 401 2644; M. Hayes, Mercury 5821; L. Holmes, MCM 11378; P. King, Sings, Victor 20-4642; G. Lombardo, Decca 27968; M. Martin, Decca 23340; L. Prima, Mercury 5818; B. Taylor-P. Faith, Columbia 36154; M. Welton, Capitol 7000.

5. 8. Any Time

By Herbert Hayes Lawson—Published by Mill & Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Cole, V 20-4538; E. Fisher & H. Winterhalter, V 20-4359; A. Haley, Mercury 6099; O. Harwell, Dec 24508; Lee & Tim, Intra 8006; H. O'Connell, Cap 1899; S. Oliver, 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Brown and Wm. Ori, Theaters; Spade Cooley, Standard; Larry Herman, Lamp-Worth; Alan Holmes, Associated.

8. 9. Be Anything (But Be Mine)

By Irving Gordon—Published by Shamiro-Bernstein (ASCAP)

RECORDS AVAILABLE: R. Brown, Atlantic 962; W. Brown, Mercury 6270; D. Dora, Jubilee 6002; A. Gray, MCM 11387; D. Evans, V 20-4576; Five Rays, Arden 3127; J. Mackell, Coral 80656; E. Howard, Mercury 5815; P. Lee and G. J. Smith, Ori, Decca, V. Lyne, London; M. D. Connel, Cap 2011; B. Smith, Apollo 812; B. Stark, Dec 28039.

- 10. Forgive Me

By Jack Yellen & Milton Ager—Published by Advanced (ASCAP)

RECORDS AVAILABLE: G. Auld, Coral 80718; T. Edwards, MCM 11378; E. Fisher-H. Winterhalter, Ori, Victor 20-4574; B. Foster, Columbia 36959; P. Lee & G. J. Smith, Ori, Decca 28142; M. Nichols, Imperial 5173; J. Wolfely, Capitol 2878; W. Walker-G. Sullivan, Columbia 28038.

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Mr and Mrs
Music!

LES

**PAUL
MARY
FORD**

hit the top again with -

"I'M CONFESSIN"

and
"CARIOCA"

Record No. 2080

Use this RUSH FORM
to place your order
NOW

BEST SELLING POPULAR ALBUMS

(Based on Actual Field Reports)

HEAR THIS SOUNDATIONAL ALBUM



"BIG BAND BASH!"

with

BILLY MAY

and his orchestra

- "You're Driving Me Crazy" • "Perfidia" • "Tenderly" • "Please Be Kind" • "Diana" • "My Last Affair" • "Orchids in the Moonlight"

Album No. 329

(1952 only)

	QUANTITY		
	45	78	10 1/2
"WITH A SONG IN MY HEART" Jane Froman	809		
"BIG BAND BASH!" Billy May	329		
"LEGEND OF THE SUN VIRGIN" Yma Sumac	299		
"HOUSEPARTY HOP" Ray Anthony	292		
"KITTEN ON THE KEYS" Kay Tarran	306		
"CIRCUS PARADE" Ringling Bros. and Barnum & Bailey Band	813		
"ACCORDION POWERHOUSE" Ernie Felice	807		
"TODAY'S TOP HITS, Volume III" 8 Top Artists	9104		
"VOICE OF THE HYABAY" Yma Sumac	244		
"THREE WISHES FOR JAMIE" The Original Broadway Cast	317		
"EASY DOES IT" Benny Goodman	295		
"AN AMERICAN IN PARIS" Paul Whiteman	301		
"ALL TIME FAVORITES" 8 Top Artists	9103		

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TOP SELLERS...POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"WHEEL OF FORTUNE" "I WANNA LOVE YOU" Kay Starr	1969		"LIBERTY BELL POLKA," "T-BONE RAG" Jimmy Bryant	1763	
"THE BLACKSMITH BLUES" "LOVE ME OR LEAVE ME" Ella Mae Morse	1922		"THAT'S NOW IT GOES," "KEEPIN' OUT OF MISCHIEF NOW" Nellie Lutcher	2038	
"I WAITED A LITTLE TOO LONG," "HO HO NA HAI ME TOO" Kay Starr	2062		"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin	2001	
"I'M CONFESSIN' (That I Love You)," "CARIOCA" Les Paul and Mary Ford	2080		"YES," "MAMBO RHAPSODY" Stan Kenton	2020	
"I'LL WALK ALONE," "WITH A SONG IN MY HEART" Jane Froman	2044		"HAMBONE," "THE CANDY DANCERS' BALL" Tennessee Ernie	2017	
"WHAT DOES IT TAKE TO MAKE YOU TAKE TO ME?" "SOMEWHERE ALONG THE WAY" Nat "King" Cole	2069		"THE FAR LANDS," "LAST NIGHT" The Voices of Walter Schumann	2030	
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter	1966		"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber	2033	
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912		"I COULD WRITE A BOOK," "I'LL WALK ALONE" Margaret Whiting	2000	
"YOU'RE DRIVING ME CRAZY," "TRUMPET BOOGIE" Ray Anthony	2058		"WASHINGTON AND LEE SWING," "YES SIR, THAT'S MY BABY" Jerry Sherd	2021	
"HONEST AND TRULY," "WHEN THE SWALLOWS COME BACK TO CAPSITRANO" Billy May	2054		"MISTAKES," "PERFIDIA" Ben Light	2023	
"MY LITTLE GIRL," "PERME POLKA" Johnny Pacion	2061		"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat (King) Cole	1963	
"DELICADO," "BACS AND BACCAGE" Stan Kenton	2040		"GOD'S LITTLE CANDLES," "WONDERING" Jeanne Gayle	2018	
"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011		"I LOVE TO HEAR A CHOO CHOO TRAIN," "TO BE LOVED BY YOU" Clyde McCoys	2045	
"OAKIE BOOGIE," "LOVE YA' LIKE MAD" Ella Mae Morse	2072		"I'M A SCHEMEL OF FORTUNE," "THE LITTLE WHITE KNISH THAT CRIED" Mickey Katz	2046	
"THE HEART OF A CLOWN," "WHAT A DIFFERENCE A DAY MADE" Nellie Lutcher	1978		"TATTLE TALE," "ANYTHING THAT'S PART OF YOU" Bob Eberly	2036	

TOP COUNTRY and HILLBILLY

	78		45			78		45	
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942				"COME AROUND TO ME," "YOU BETTER CHANGE YOUR WAYS" Gene O'Quinn	2050			
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie	2042				"WEEPING WILLOW," "POKE SALAD GREEN" Leon Payne	2055			
"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" Billy Strange	2032				"WRAP MY BODY IN OLD CLODY," "GOD'S SECRET WEAPON" Carl Saccoman	2060			
"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG" Faron Young	2039				"YODELING GUITAR," "BRYANT'S SHUFFLE" Jimmy Bryant	2057			
"SATISFIED," "HIDE ME ROCK OF AGES" Martha Carson	1900				"GOODBYE, LITTLE GIRL," "LOVE SONG OF THE WATERFALL" Jimmy Wakely	2025			
"DON'T MAKE ME CRY AGAIN," "WAITING IN THE LOBBY OF YOUR HEART" Hank Thompson	2063				"LONESOME DOLLAR BILL," "CADILLAC BLUES" Jess Willard	2043			
"SNOWSHOE THOMPSON," "FATBACK, LOUISIANA, U.S.A." Tennessee Ernie	2046								

TOMORROW'S HITS—TODAY

	78	45
"GURFAIN OF TEARS," "PLEASE COME BACK" Skeets McDonald	2073	
"I'M SO EASY TO SATISFY," "WHAT'LL I DO?" Gene Mackenzie	2059	
"HILLBILLY HEAVEN," "DEVIL'S HEART" Wesley Tuttle	2091	
"GODDY GODDY," "IT'S BEEN SO LONG" Jeanne Gayle	2037	
"HONKY TONK BLUES," "ZITHER BLUES" Jan Garber	2068	
"ROSALIE," "MEXICALI ROSE" Ben Light	2074	
"TORMENT," "AGAIN AND AGAIN" Lou Drilling	2076	
"I WANNA REST," "OLD BLIND BARABUS" Martha Carson	2077	
"NO OTHER GIRL FOR ME," "IF SOMEONE HAD TOLD ME" Gordon MacRae	2047	
"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Housh	2035	

NEW RELEASES

	78	45
"FORGIVE ME," "JUST BECAUSE" Jimmy Wakely	2078	
"WIMOWEH," "BABALU" Yma Sumac	2079	
"I'M CONFESSIN' (That I Love You)," "CARIOCA" Les Paul and Mary Ford	2080	
"THAT EVER-LOVIN' RAG," "GOOD-TIME CHARLIE" Joe "Fingers" Carr	2081	
"I'M LOST," "LOVE ME SWEET AND LOVE ME LONG" The Dinning Sisters	2082	
"STRETCHIN' A POINT OR TWO," "PUT SOME SUGAR IN YOUR SHOES" Roy Husted	2083	
"A PENNY FOR YOUR THOUGHTS (A Nickel for a Mug)," "EVERYTHING WILL BE THE SAME" Carl Butler	2084	
"COLD YELLOW COLD," "POOR LITTLE SWALLOW" Eddie Dean	2086	

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THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received April 30, May 1 and 2

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks Listed, Title, Artist, and Record Label. Includes entries like 'WHEEL OF FORTUNE' by K. Starr, 'GUY IS A GUY' by Doris Day-P. Weston, etc.

VOX JOX

By JOE MARTIN

Preams

Dave Jacobs, now at WONE, Dayton, O., is doing a two-and-a-half-hour "Music Makers" show. He says it's good to be using his legit moniker again after being Dave Chance at WMIL and Don Chase at WPAW.

Gimmix

Ray Golden, KSTN, Stockton, Calif., suggests that other jocks try his gimmick of talking to local sponsors on the beep phone while on the air. He says that sponsors love "broadcasting" from their places of business and that the public likes the result.

Chatter

Henry Lehnhoff, KWED, Seguin, Tex., says that an hour-and-a-half afternoon show featuring polkas and European waltzes draws well in his big Czech-German market.

Best Selling Sheet Music

Based on reports received April 30, May 1 and 2

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers.

Table with columns: POSITION, Weeks Listed, Title, and Artist. Includes entries like 'WHEEL OF FORTUNE (R)', 'BLUE TANGO (R)', 'BLACKSMITH BLUES (R)', etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Postman's Audience Coverage Index.

Table with columns: Title, Artist, and Audience Coverage Index (ACI). Includes entries like 'Guy Is a Guy (R)', 'Am I in Love (R)', 'Anything (R)', etc.

Top Ten in Television

Table with columns: Title, Artist, and TV Show. Includes entries like 'A Round the Corner (R)', 'Be My Life's Companion (R)', 'Blacksmith Blues (R)', etc.

England's Top Twenty

Table with columns: POSITION, Title, Artist, and American Artist. Includes entries like 'UNFORGETTABLE', 'CRY', 'SLOW COACH', etc.

*Publisher not available as The Billboard does its Press.

this week on COLUMBIA

QUIET MUSIC

Six wonderful collections of quiet, soothing melodies... by Xavier Cugat, Mark Weber, Al Goodman, the Columbia Salon Orchestra and others... heard to moments of relaxation.

- I—LP—CL 510 * II—LP—CL 511
- III—LP—CL 512 * IV—LP—CL 513
- V—LP—CL 514 * VI—LP—CL 515

COLUMBIA'S No. 1

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



PAUL WESTON

and his Orchestra
with the
NORMAN LUBOFF CHOIR
FRED LOWERY, Whistler

"SO HELP ME"
"BEAUTIFUL OHIO"

(Adapted from Tchaikovsky's Capriccio Italien)

39736, 4-39736

LOUIS PRIMA

and his Orchestra

"THE BIGGER

THE FIGURE"

(Based on "Largo al Factotum" from Rossini's "The Barber of Seville")

"BONEY BONES"

Both Vocal Choruses by Louis Prima



39735, 4-39735

OTHER NEW RELEASES

ERROLL GARNER
OUT OF NOWHERE
MUSIC, MAESTRO, PLEASE!
39734, 4-39734

STUART HAMLEN
THIS SHIP OF MINE
BLACK DIAMOND
20938, 4-20938

MILDRED BAILEY
ROCKIN' CHAIR
GIVE ME TIME
80-C, 4-80-C

BILLY BROWN
TIGHT WAD
I'M SENDING BACK EVERY-
THING BUT MEMORIES
20936, 4-20936

JIMMY BOYD
NEEDLE IN—NEEDLE OUT
LITTLE TRAIN A-CHUG-
GIN' IN MY HEART
39733, 4-39733

MOLLY O'DAY AND LYNN DAVIS
WHEN THE ANGELS
ROLLED THE STONE AWAY
IT'S ALL COMING TRUE
20937, 4-20937

your check list—COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending May 3

DORIS DAY
A Guy Is a Guy
Who, Who, W'
9673, 4-9673

PERCY FAITH
Delicado
Festival
39708, 4-39708

CARL SMITH
It's a Lovely, Lovely World
Are You Teasing Me
20922, 4-20922

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

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

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

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

SAMMY KAYE
You
Oh, How I Miss You Tonight
39724, 4-39724

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

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

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

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

COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received April 30, May 1 and 2

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

Table with columns: POSITION, Weeks (Last This to date/Week/Week), Song Title, Artist, and Record Label. Top entries include 'Wheel of Fortune' by K. Starr, 'Blue Tango' by L. Anderson, and 'Blacksmith Blues' by E.M. Morse.

DEALER DOINGS

Return Rights

J. Dojack, of National Music Company, Regina, Sask., has launched a one-man campaign to have diskeries liberalize return privileges for dealers. In letters to major record companies, he wrote in part: "Despite the most meticulous ordering we still accumulate stock which does not sell, and, as a result, a large portion of our profit from record sales is tied up in this questionable asset of dead stock. For the past several years we have been confronted with the disposal of a tremendous number of withdrawn and discontinued records and albums. These records become practically unsalable and compel us to dispose of them at whatever price we can get, usually below cost. We believe in part the solution to the problem is to permit a dealer to have a return privilege. The 5 per cent is not adequate to cover the unavoidable accumulation of unsalable stock." Dealers generally, of course, would go along with Dojack. But can it happen? What do others think?

Price Cutting

Not all stores in discount areas are feeling the pinch. The Music Box, Wellesley, Mass., for instance, writes: "Altho most stores around here are screaming from the effects of the current price war, we have seemingly been unaffected. We don't know if our customers know that all Harvard Square stores are selling at 20 per cent off, but they seem to go on buying. Almost everything we sell here that comes in varying grades and prices sells best at the best quality and highest price." Russell's Radio, Fairmont, Minn., asks: "Are the major record companies going to let some of the cut-price, cut-throat New York dealers ruin the record retail business before they do anything about it? Who is trying to kid whom when these big shots claim they can cut prices 30 per cent (and still make a profit)?" From Town and Country Music, Westwood, N. J., comes another observation on price cutting, with a suggested solution. The outlet states: "We had a sale for a few weeks during which we offered LPs at 25 per cent off and 45 albums at 10 per cent off. Can't say it made much difference. The customers we have lost to the New York supermarkets didn't return, and our regular customers, with few exceptions, didn't buy much extra. It seems to me the only solution is to shorten the dealer's discount, with one price to all. If the supermarkets were only able to offer 10 or 15 per cent off list we would regain a great deal of lost business."

Chatter

Copp Music, South Bend, Ind., has worked a neat tie-in promotion with a local drive-in theater. Before the show begins, the theater runs a half-hour "disk jockey" program over its speakers. Copp Music supplies the records, and the theater plays the store. Aaron Appelbaum, of Bergenfield Music, Bergenfield, N. J., is "doing wonderfully well with a London album sale. The sale has stimulated business in all other departments of the store." Ashley Music, Harrison, Ark., "would like to see Decca give By Oliver more titles to do." Janson Music Store, Watsonville, Calif., wants to know: "What accounts for the tremendous drop in the record business the last two months?"

Best Selling Children's Records

Based on reports received April 30, May 1 and 2

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

Table with columns: POSITION, Weeks (Last This to date/Week/Week), Song Title, Artist, and Record Label. Top entries include 'Snow White and the Seven Dwarfs' (Two Records) by Decca, 'Alice in Wonderland' (One Record) by Decca, and 'Tweety Pie' (One Record) by Decca.

Best Selling Pop Albums

Based on reports received April 30, May 1 and 2

Because all albums are not issued on all labels it is difficult to conduct a complete 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 questionnaires on a comparison basis. We have drawn together the 35 pop album sales and their 45 pop album titles. Therefore, the Billboard is no longer attempting to show comparable sales volume between 45 and 35 pop albums.

Table with columns: Last This Week/Week, Song Title, Artist, and Record Label. Top entries include 'With a Song in My Heart' by J. Freeman, 'Johnnie Ray' by Johnnie Ray, and 'Singin' in the Rain' by J. Ray-For. Lads-B. Cole Quintet.

Table with columns: Last This Week/Week, Song Title, Artist, and Record Label. Top entries include 'With a Song in My Heart' (Four Records) by J. Freeman, 'Johnnie Ray' (Four Records) by Johnnie Ray, and 'Singin' in the Rain' (Four Records) by J. Ray-For. Lads-B. Cole Quintet.

Classical Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 0-39 POOR

Best Selling Classical Albums

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

Table with columns: Last Week, This Week, Song Title, Artist, and Record Label. Top entries include 'Pavane: La Boheme' by L. Albanese, J. Perrot, A. Toccanini, conductor, and 'Mozart: Piccola alla Esposizione' by Chicago Symphony Ork., R. Kubelik, conductor.

Best Selling 45 R.P.M.

Table with columns: Last Week, This Week, Song Title, Artist, and Record Label. Top entries include 'Ritzy-Korridor: Scheherazade' by San Francisco Symphony Ork., P. Mendels conductor, and 'Strauss: Music of Johann Strauss' by Minneapolis Symphony Ork., E. Ormandy, conductor.

79

MUDOLF FRIML PLAYS HIS OWN UNFORGETTABLE MELODIES — Rudolf Friml (1-30") Decca (33) DL 5519 "Alois Lohmayr: Song Of The Vagabond; Julian Love Call; Donkey Serenade; Only A Rose; Rose Marie; One Hour; Symphonic" Rudolf Friml's melodies are known throughout the world, and today, years after they were first recorded, they are still played and sung on radio, TV and in the home. On this new recording the composer himself, who had originally studied to be a concert pianist, plays some of the most famous of his melodies. His style is warm and the arrangements are fresh and unchained. The set should raise up good sales among the many who enjoy fine piano recordings as well as those who enjoy fine piano music. An excellent set for dealer programming too.

72

DYNASTY OF STRAUSS — EDUARD-JOHANN JOSEPH — Radio Vienna Grand Symphony-Rudolf Wilhelm-Max Schoenerer, Vienna (1-10") Vinnelox (33) VNLP 1004 The new set contains Strauss waltzes by all three sons of Johann Strauss: Edward, Joseph and the famous Johann. The music on this waltz is not as familiar as most Strauss works, but most have not been recorded on LP before. The ballad music from the Johann Strauss opera "Paganini, the Knight," one of his less successful works, is included, as well as Johann's "Enjoy Life" waltz, and his "Dance Beach" polka, all of which are delightful. The waltzes by the two other brothers, the little waltz tunes, do not have quite the same appeal. All are played competently by the orchestra, under the direction of Nilfus and Schoenerer. This set should have nice appeal both for its attractive music and low price.

75

TECHNIKOVSKIY: THE MONTHS — Warner Bros. Records (75-1279) GM (33) ML4487 In its original form this delightful music was a piano with a combination of twelve short pieces one for each month of the year. Each selection attempts to convey the flavor of the month with the musical story of a single ride, October an Autumn Song, July the Song of the Reapers, etc. Morton Gould has re-created the selections and he conducts the orchestra and plays the piano on this disk. The music has much of Tchaikovsky's melodic qualities, brightness and romantic charm. The "Marches" (June), and "Christmas" are two selections that will thrill with all Tchaikovsky fans, and the rest of the pieces are appealing. Gould leads the orchestra very effectively thru this musical pastime, displaying some fine piano work as well. The attractive cover, and the Tchaikovsky and Gould name will interest many.

70

OPERETTA VIOLETTES — Radio Vienna Grand Symphony-Max Schoenerer, Vienna (2-10") Vinnelox (33) VNLP 1006 Package includes eight items from familiar operetta scores—such as Lehár's Prelude to "The Johann Strauss Sweetheart Waltz from "Czogy Baran" and the intermezzo from "The Nightingale"; a ballad from "The Flying Dutchman" and the march from "The Flying Dutchman" by Gustaf. The Radio Vienna Grand Symphony is under the direction of Max Schoenerer. All together makes for pleasant listening with the excellent music being particularly well-done. Quality of the recording is fairly good.

(Continued on page 31)

WHY DID YOU LEAVE ME? — **PERRY at His BEST!** — Both great sides . . .



"Lonesome That's All"

20-4681
47-4687

This week's

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

Retreat 62-19

Sings Coast to Coast, Week of May 17

POPULAR

- VAUGHN MONROE and his Orchestra**
California Boss
Marionette 20-4680—(47-4680)*
- HUGO WINTERHALTER and his Orchestra**
Vanessa
Somewhere Along the Way 20-4691—(47-4691)*
- THE BREWSTER BOYS**
My Tears Can't Wash "I Love You"
From My Heart
Marriages Are Made in Heaven 20-4692—(47-4692)*
- BUDDY MORROW and his Orchestra**
Night Train
Verona Tapes 20-4693—(47-4693)*
- PERRY COMO with Mitchell Ayres and his Orchestra**
Childhood Is a Meadow
One Little Candle 20-4707—(47-4707)*
- JOHNNY VADNAL and his Orchestra**
Mildred—Polka
Last Minute Polka 20-4698—(47-4698)*

COUNTRY — WESTERN

- ELTON BRITT**
A Red, Red Rose
One Drink Makes Me Happy 20-4674—(47-4674)*
- ROY ROGERS (King of the Cowboys)**
California Rose
Happy Trails 20-4708—(47-4708)*

RHYTHM-BLUES

- GEORGE JAMES with Howard Biggs' Orchestra**
Foggy Me
Now and Enay 20-4697—(47-4697)*

SPIRITUAL

- THE ORIGINAL GOSPEL HARMONETTES**
No, No, Nothing Can Change Me
Only a Look 20-4696—(47-4696)*

COLLECTORS

- BIG MACEO**
Warred Life Blues
Chicago Breakdown 470-8045—(447-8045)*

RED SEAL SPECIAL

- LEOPOLD STOKOWSKI and his Symphony Orchestra**
Prelude in E Minor, Op. 24, No. 4
Prelude in D Minor, Op. 28, No. 24 49-3933*

NEW ALBUM

- JOHNNY HODGES and his Orchestra**
Johnny Hodges and his All Stars
(7-1080) (WPT-3060)* LPT-3060**
- GEORGE BEVERLY SHEA**
Sacred Songs of George Beverly Shea
T-3053 (WF-3053)* LPT-3053**

*15 rpm cat. nos.
**33 1/2 rpm cat. nos.

Going Strong...

Indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- 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)*
- Kiss of Fire**
Tony Martin 20-4671—(47-4671)*
- Someone Calls Me Daddy/Don't Ever Take the Ribbons From Your Hair**
Eddie Arnold 20-4646—(47-4646)*
- Blue Tango**
Hugo Winterhalter 20-4518—(47-4518)*
- Anytime**
Eddie Fisher 20-4359—(47-4359)*
- That's the Chance You Take/Forgive Me**
Eddie Fisher 20-4574—(47-4574)*
- I Just Telephone Upstairs**
Hank Snow 20-4632—(47-4632)*
- Perfidia/At Last**
Glen Miller 27-0157—(42-0157)*
- Lady Love/Idaho State Fair**
Vaughn Monroe 20-4611—(47-4611)*
- Tulips and Heather/Please, Mr. Sun**
Perry Como 20-4453—(47-4453)*
- Tell Me Why/Trust in Me**
Eddie Fisher 20-4444—(47-4444)*
- Rutza, Rutza/Boo-Hoo**
Bell Sisters 20-4665—(47-4665)*
- The Gold Rush Is Over**
Hank Snow 20-4522—(47-4522)*
- There's a Blue Sky Way Out Yonder/Stop Your Gambling**
Spike Jones 20-4669—(47-4669)*

Coming Up...

Indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- I'M YOURS**
Eddie Fisher-Hugo Winterhalter Orchestra 20-4680—(47-4680)*
The Disk Jockeys Pick; The Operators Pick; Billboard, May 3rd issue.
- ONE LITTLE CANDLE**
Perry Como 20-4671—(47-4671)*
The Disk Jockeys Pick; Billboard, May 3rd issue.
- KISS OF FIRE**
Tony Martin 20-4671—(47-4671)*
The Operators Pick; Billboard, May 3rd issue.

TIPS

VANESSA/SOMEWHERE ALONG THE WAY
Hugo Winterhalter and His Orchestra—20-4691 (47-4691)*

DEE-JAY DOIN'S



BOB HORN
WFIL-TV, Philadelphia, Pa.

Just as on a regular bandstand the leader strives to achieve musical balance and proper blending of tones, on the "Bob Horn Bandstand" it is to strike a balance and each week present to the listeners the best of the new records spotlighted against a background of the current hits and standard favorites.

Two or three days weekly we have before the WFIL-TV camera disc artists of luminary stature; or, sometimes, a brand new one just starting the flight upward. To introduce the guest, we generally play a record which has become associated particularly with him or her. (WFIL-TV is a 45" station and RCA Victor will be ingratiated in the fact that we show the 45 records spinning on a 45 player.) In the interview, we make a point of letting the artist talk about both this record and his newest release, which we also play on the show.

On our evening program we do no interviews but each night feature a segment of specific types of records. For instance on Mondays we play five records we pick as potential hits. The Wednesday evening segments feature five new releases we consider the best of the 25 or 35 Pop and Blues-Rhythm records we've received that week. The distributors to operate beautifully on this feature and furnish me their newest releases before each Wednesday's show. As a result, we consistently are up with "firsts" in the Philadelphia area. Fridays we devote a portion of the show to playing the five top tunes in Philadelphia, based on sales in the retail record stores, and we invite the audience to check our previous Monday night hit predictions against this week's five top-selling records. Tuesdays and Thursdays we beam the show to the jazz emporia and get in some solid instrumentalists. Saturdays we reserve for the more popular dance selections which appeal to the party goers.

Knowing that with each I'm going to program what I believe are the best records representative of all or as types of music, the task of listening to the new records each week becomes a challenge, indeed!

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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).

• 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 fast minute sales reports from top dealers in the nation's largest record markets. As 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 year-all local picture being unduly influenced by the report of a single store.

Due to the Western Union strike, Territorial Favorites were not available except in cities where The Billboard offices are located. These charts are compiled from studies made by telephone from the same dealers who regularly are serviced by Western Union.

NEW YORK

1. BLUE TANGO—L. Anderson—Decca.
2. WHEEL OF FORTUNE—K. Starr—Capital.
3. BLACKSMITH BLUES—E. M. Morse—Capital.
4. GUY—J. Ray—Decca.
5. GUY IS A GUY—Doris Day—Columbia.
6. KISS OF FIRE—G. Gibbs—Mercury.
7. I'M YOURS—D. Cornell—Coral.
8. I'LL WALK ALONE—D. Cornell—Coral.
9. PERfidIA—Four Aces—A. Roberts—Decca.
10. FORGIVE ME—E. Fisher—N. Winterhalter—Victor.

CHICAGO

1. KISS OF FIRE—G. Gibbs—Mercury.
2. BLUE TANGO—L. Anderson—Decca.
3. GUY IS A GUY—Doris Day—Columbia.
4. WHEEL OF FORTUNE—K. Starr—Capital.
5. BLACKSMITH BLUES—E. M. Morse—Capital.
6. I'M YOURS—D. Cornell—Coral.
7. DELICADO—P. Faith—Columbia.
8. BE ANYTHING (But Be Mine)—E. Howard—Mercury.
9. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia.
10. I'LL WALK ALONE—D. Cornell—Coral.

LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca.
2. WHEEL OF FORTUNE—K. Starr—Capital.
3. BLACKSMITH BLUES—E. M. Morse—Capital.
4. KISS OF FIRE—B. Eckstein—MGM.
5. KISS OF FIRE—T. Martin—Victor.
6. SEPTEMBER SONG—Liberace—Columbia.
7. WIMDWEH—C. Jenkins—Weavers—Decca.
8. DELICADO—P. Faith—Columbia.
9. GUY IS A GUY—Doris Day—Columbia.
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia.

ST. LOUIS

1. BLUE TANGO—L. Anderson—Decca.
2. I MAY HATE MYSELF IN THE MORNING—B. McLawrie—Decca.
3. I'M YOURS—D. Cornell—Coral.
4. BLACKSMITH BLUES—E. M. Morse—Capital.
5. I'LL WALK ALONE—D. Cornell—Coral.
6. BE ANYTHING (But Be Mine)—E. Howard—Mercury.
7. BE ANYTHING (But Be Mine)—Chump Butler—Columbia.
8. I WAITED A LITTLE TOO LONG—K. Starr—Capital.
9. BUSYBODY—Pee Wee King—Victor.

CINCINNATI

1. KISS OF FIRE—G. Gibbs—Mercury.
2. WHEEL OF FORTUNE—K. Starr—Capital.
3. BLUE TANGO—L. Anderson—Decca.
4. I'LL WALK ALONE—D. Cornell—Coral.
5. GUY IS A GUY—Doris Day—Columbia.
6. I'M YOURS—E. Fisher—N. Winterhalter—Victor.
7. WHISPERING WINDS—P. Page—Mercury.
8. BE ANYTHING (But Be Mine)—E. Howard—Mercury.
9. JUNCO PARTNER—B. Hayes—Mercury.
10. BLACKSMITH BLUES—E. M. Morse—Capital.



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by

ELLA MAE MORSE

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THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

Based on reports received April 30, May 1 and 2

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,258 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

POSITION	Weeks	Last	Time	Artist	Label
Weeks	Last	Time	Artist	Label	
to date	Week	Week			
12	1	1.	WHEEL OF FORTUNE	K. Starr	Capitol 1964; (45)F-1964—ASCAP
7	2	2.	GUY IS A GUY	Doris Day	Capitol 39673; (45)M-39673—BMI
13	4	3.	BLACKSMITH BLUES	E. M. Harse	Capitol 1922; (45)F-1922—BMI
12	3	4.	BLUE TANGO	L. Anderson	Decca 782875; (45)F-27875—ASCAP
8	6	5.	PITTSBURGH, PENNSYLVANIA	G. Mitchell M. Miller	Capitol 39663; (45)M-39663—ASCAP
23	5	6.	ANY TIME	E. Fisher-H. Winterhalter	Victor 20-4359; (45) 47-4359—BMI
3	10	7.	KISS OF FIRE	G. Gibbs	Mercury 7815823; (45)S-23045—BMI
6	7	8.	I'LL WALK ALONE	D. Cornell	Capitol 7840659; (45)F-60659—ASCAP
8	11	9.	FORGIVE ME	E. Fisher-H. Winterhalter	Victor 20-4574; (45)M-4574—ASCAP
7	9	10.	BLUE TANGO	G. Lombardo	Decca 7828931; (45)F-28931—ASCAP
6	11	11.	BLUE TANGO	H. Winterhalter	Victor 20-4518; (45)M-4518—ASCAP
24	8	12.	CRY	J. Ray	Okeh 7826840; (45) 6-6940—BMI
1	—	13.	I'M YOURS	E. Fisher-H. Winterhalter	Victor 20-4690; (45) 47-4690—BMI (Four Aces, Decca 28142; T. Arden, Columbia 39737; D. Cornell, Capitol 40690)
9	15	14.	HAMBONE	J. Stafford F. Laine	Capitol 39672; (45)M-39672—BMI I.P. Harris-Bill Sisters, Victor 28-4584; R. Saunders Ors, Okeh 6862; S. Dorsey Ors, Decca 28057; J. Stafford F. Payne, Remington R-25018
11	16	15.	PERFIDIA	Four Aces-A. Alberts	Decca 7827987; (45)F-27987—ASCAP L.L. August, Mercury 5581; D. Brubeck Trio, Fantasy 813; G. Miller Ors, Victor 27-0157; B. Simeon, Capitol 2419; Don Light, Capitol 2024; The Mulcahy, Coral 606931
1	—	16.	KISS OF FIRE	J. Martin	Victor 20-4471; (45) 47-4471—BMI
2	28	17.	JUNCO PARTNER	R. Hayes	Mercury 7815833; (45)S-23045—BMI
4	20	18.	LADY LOVE	V. Monroe	Victor 20-4611; (45) 47-4611—ASCAP
2	22	18.	ONE LITTLE CANDIE	P. Come	Victor 20-4631; (45) 47-4631
2	22	20.	IDAHO STATE FAIR	V. Monroe	Victor 20-4611; (45) 47-4611—ASCAP (R. Kooler, Decca 60679)
5	14	21.	BE ANYTHING (But Be Mine)	E. Howard	Mercury 7815815; (45)S-23045—ASCAP
8	26	21.	WISHIN'	E. Howard	Mercury 7815784; (45)S-23045—ASCAP (C. Hawkins, Decca 28056; E. Barton, Coral 60651; R. Morgan, Decca 27975; C. MacKenzie, Capitol 1983; C. Lord, RCA 11323; T. Phillips Ors, King 131547)
5	28	21.	GANDY DANCERS' BALL	F. Laine	Capitol 39665; (45)M-39665—ASCAP (The Weavers-Gordon Jenkins, Decca 28054; B. Libin-L. Webb Ors, Coral 60672; Tennessee Ernie, Capitol 28137)
7	18	24.	WHISPERING WINDS	P. Page	Mercury 7815816; (45)S-23045—ASCAP
4	20	25.	WHAT'S THE USE	J. Ray	Capitol 39698; (45) 47-39698—ASCAP (L. Doherty, Capitol 2949)
2	—	25.	BLUE TANGO	L. Baxter	Capitol 1966; (45)F-1966—ASCAP
21	13	27.	TELL ME WHY	Four Aces-A. Alberts	Decca 7827840; (45)F-27840—BMI I.D. Washington, Mercury 8247; S. McDonald, Capitol 1967; R. Bailey, Coral 60623; Four Tunes, Victor 47-442; R. Morgan, Decca 27764; N. Kay, Capitol 7779; T. Glenn, Royal West 543; R. Marlette, Mercury 3762; C. Martin, Decca 27962; The Swallows, King 49151
8	17	27.	WHEEL OF FORTUNE	Bell Sisters	Victor 20-4520; (45)M-4520—ASCAP
16	18	29.	PLEASE, MR. SUN	J. Ray	Capitol 39636; (45)M-39636—BMI R. Hare Ors, Aladdin 3178; J. Raymond, Remington R-25023; E. Light Ors, Penn 1009; G. Auld, Coral 60647; L. Baxter, Capitol 1966; B. Kenny, Decca 27946; T. Edwards, MGM 11134; P. Come, Victor 20-4433
8	—	29.	WHEEL OF FORTUNE	B. Wayne	Mercury 7815779; (45)S-23045—ASCAP

THE BILLBOARD Music Popularity Charts

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

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received April 30, May 1 and 2

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Table with 10 rows of record titles, artists, and chart positions. Includes 'DON'T JUST STAND THERE' by Carl Smith, 'WILD SIDE OF LIFE' by Hank Thompson, etc.

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.

Table with 3 rows of record titles, artists, and chart positions. Includes 'TALK TO YOUR HEART' by R. Price, 'DIESEL SMOKE' by D. O'Dell, etc.

Best Selling Retail Folk (Country & Western) Records

Based on reports received April 30, May 1 and 2

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Table with 10 rows of record titles, artists, and chart positions. Includes 'WILD SIDE OF LIFE' by Hank Thompson, 'DON'T JUST STAND THERE' by Carl Smith, etc.

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.

Table with 3 rows of record titles, artists, and chart positions. Includes 'SOMEBODY'S STOLEN MY HONEY' by E. Tubb, 'THREE WAYS OF KNOWING' by Johnnie & Jack, etc.

Folk Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

Table listing various folk record releases with titles, artists, and record labels. Includes 'As Angel in Person' by Billy Starr, 'I Love You Twenty-Four Hours a Day' by Corley Lichten, etc.

FOLK TALENT AND TUNES

Communications in star The Billboard, 1200 Second Blvd., Hollywood 28. By JOHNNY SIPPEL

Disk Jockeys Doings

Carl Shook, the WKYW, Louisville, d.j., reports that Pee Wee King and His Golden West Cowboys have been set for the Capitol Theater, Detroit, May 7-13; the Kale Smith TV-er, May 14; Orpheum Theater, Omaha, 16-22, and Toledo, O. 28-June 1. Dink Embury, WHOP, Hopkinsville, Ky., is doing two hours of spinning per day. He is recording for Del Records. His wife, Edwanda, does duets with him. Dave Hendricks, WBUX, Doylestown, Pa., is now doing three hours on Saturday night. Jimmy Martin (King) and His Sunny Mountain Boys have joined WROL, Knoxville, according to Hal Durham, Bill Mack, KWFT, Wichita, Falls, Tex., who disks for Imperial, is now starting to tour his area with his own band. Ari Barrett, WSAP, Portsmouth, Va., and Sheriff Tex Davis, WLOW, Norfolk, Va., visited Pee Wee King while working Norfolk recently. Both boys enjoyed the work of Neal Burris, who is touring with the King band.

Cactus Jack Strong, WESC, Greenville, S. C., has added a new 90-minute morning show. John Utley, WFMY, Greensboro, N. C., is using a radio studio gimmick in producing his one-nighter shows in the area. He fixes up the local stage like a studio, using a local artist on the promotion to do the hot spots he plugs daily via his radio shots. He is working with Jim Willie Pruitt and the Smiling Troubadors. Tex Clark reports that Glenn Campbell is handling some rustic wax on his station, WDOK, Cleveland, and working a live show with him. Al Morris, the veteran at WONE, Dayton, O., is leaving that station to return to his home in Los Angeles. He hopes to link up with a Los Angeles station to continue his rustic spinning. Uncle Remus, WTNB, Birmingham, reports he recently interviewed the old recording artist, Charlie Ross, now at Mulfa, Ala. Shel Horton, WVAM, Saxton, Pa., is using his eight-year-old son, Larry, on his shows.

Don Whitney, KLCN, Blytheville, Ark., has added 75 minutes per morning to his sked. Moon Mullican opens Roy Acuff's Dunbar Cave May 11, according to Uncle Ollie, WJZM, Clarksville, Tenn., who is managing the operation. Carl Story, WAYS, Charlotte, N. C., reports that he is touring with Bill Monroe in the Carolinas. Potato Pete Hunter, KLEE, Houston, reports that Wayne Raney and Webb Pierce did 5,000 at Magnolia Gardens opening recently. Dick Phillip, last at WCPL, Chicago, has taken over the h.b. wax sector for WPEO, Peoria, Ill. Grandpappy Jones, WNPT, Northport, Ala., thinks his station boasts the youngest d.j. in the business, Danny Fields, three years old, who does a weekly show.

Aaroe Allen is doing an hour per day over KWED, Seguin, Tex., in which he spins ten and sings five. Charlie Walker, KMAC, San Antonio, vet. reports that Jesse Snyder has resigned his post with Victor there to manage Johnny and Jack and their Tennessee Mountain Boys, WSM, Nashville. Joe Powers, WNAV, Annapolis, Md., is now doing a total of 14 hours of Western wax a week. Station has also added an hour nightly across the board. Leon Sanders reports that Buddy and Marion Durham have left his station, KDFT, Center,

Tex., to go with KWKH, Shreveport, La.

Artists' Activities

Jimmy Wakely has reorganized his band for a series of weekly one-nighters at Riverside Rancho, Los Angeles, starting May 1. His nine-piece will feature Noel Boggs and singer June Ray. Wakely's regular Thursday night dances replace Harry James' pop crew. Tex Williams will work Wednesday, Friday, Saturday and Sunday night. Hank Williams was honored at a dinner, given by the MGM Record distributor, during his recent stay in Los Angeles. Evelyne Asther, daughter of

Mila Asther and whose mother is one of the Duncan Sisters, is being tested as fern lead in the next Rex Allen pic for Republic.

Doye (Diesel Smoke) O'Dell (Intro), who is doing KTLA, Hollywood, TV kiddie shows six times per week, is getting a terrific plugger via a Hollywood department store using his merchandise tie-ins to plug its 25th anniversary sale. O'Dell's picture and his products are in all of the stores' 25 windows.

Slim Mims, WJMX, Florence, S. C., who leads the Dream Boys on the station, has opened his own local record store. He also has (Continued on page 34)

3-NEW-3 Peacock Releases



A Natural Hit Hear It NOW

SONNY PARKER sings

"A Worried Life" "Money Ain't Everything"

PEACOCK #1595

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THE GOSPEL TONES

With Feeling

"Speak to Me Jesus"

"Rest For My Labor"

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THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Folk (Country & Western) Records

Based on reports received April 30, May 1 and 2

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 LISTED	TITLE	ARTIST	RECORD NO.
11	4	1. DON'T JUST STAND THERE	Carl Smith	Col: 78120893; 4514-20913-8M1
27	1	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col: 78120862; 4514-20862-8M1
3	2	3. DON'T STAY AWAY	Lefty Frizzell	Col: 78120911; 4514-20911-8M1
5	5	4. GOLD RUSH IS OVER	Hank Snow	V: 78120-4522; 45147-4522
17	—	5. GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col: 78120885; 4514-20885-8M1
11	7	6. HONKY TONK BLUES	Hank Williams	MGM: 78121160; 4514-11160
15	7	6. WONDERING	W. Pierce	De: 78146364; 4519-46364-8M1
4	9	8. EASY ON THE EYES	E. Arnold	V: 78120-4569; 45147-4569-ASCAP
1	—	9. THREE WAYS OF KNOWING	Johnnie & Jack	V: 78120-4555; 45147-4555
4	2	10. WILD SIDE OF LIFE	Hank Thompson	Cap: 7813942; 4514F-13942-8M1
12	5	10. SILVER AND GOLD	Pee Wee King	V: 78120-4458; 45147-4458-8M1

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.	ALMOST	G. Morgan	Col: 78120906; 4514-20906
2.	TALK TO YOUR HEART	R. Price	Col: 78120913; 4514-20913
3.	I'VE TURNED GADABOUT	Spike Jones	V: 78120-4568; 45147-4568

• Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
BOB WILLS (Texas Playboys) MGM 11219—A fast-tempo, rhythmic ditty, played in a wild hot-down tempo, sets a good performance from warbler Joe Andrews, and a good gang-vocal by the band. Wills and the one provide excellent Western jacks will go in this one.		78--81--73--80
I'll Be Lucky Some Day A sentimental vocal by Rusty (last name unknown) on this poignant weeper-balled with Wills taking the lyrics as well.		72--72--72--72

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
NEAL BURRIS There's No Reason COLUMBIA 20913—A melodic and pretty country weeper is given a fine performance by the warbler in his own stylized way. A good item.		78--80--76--78
River of Love Burris turns in another good vocal on this rhythmic country item about a man in love.		69--70--68--69
RAY PRICE I've Got to Hurry, Hurry, Hurry COLUMBIA 20913—Bouncy rhythm item with clever lyrics. Price registers well as usual.		75--75--73--77
Talk to Your Heart Price finishes sincerely from tune that has merit.		73--74--72--73
RED SOVINE It'd Surprise You MGM 11214—Sweetly item done in Red Sovine's relaxed manner makes pleasant listening.		75--75--72--78
Loveless Marriage, A Sovine starts up on standard country weeper. Nice fiddling in the background.		72--73--72--71
CURLY WILLIAMS (Georgia Peach Pickers) Texas Swing COLUMBIA 20913—Williams does a good job on this happy, fast-tempo Western ditty about a Saturday night bare dance.		75--77--74--74
We've Come a Long Way Together A pleasant country tune receives a nice performance from the singer.		72--73--71--72
WOOLF PHILLIPS ORK Dancing Bells CORAL 40699—Billings instrumental features surging violins, on this pretty, new tune, fine for deejays.		75--78--72--75
Palladium Prelude Instrumental penned by Phillips in honor of the London theater is interesting because while the rhythm section is following a rumba beat the rest of the orchestra swings away in fox-trot style. There's some nice sax work in it.		70--72--69--69
THE CARTER SISTERS & MOTHER MAYBELLE Fair and Tender Ladies COLUMBIA 20920—This is the best effort by the group in some time. It's a haunting tune partly penned by Maybelle Carter. There's an interesting guitar sound in the first few bars. The Carters' fans will want this one.		75--74--75--74
Foggy Mountain Top The tempo is slow, and the harmony class. Sisters take turns handling the verses. Another good one. Anita Carter wrote it.		72--72--72--73
FARON YOUNG Have I Walked Too Long CAPITOL 20930—Nineteen-year-old Young in his Capitol debut exhibits a loose and easy style. He bears future watching.		74--75--72--75
Tattle Tale Tears New artist again shows to advantage on this weeper which he partly penned.		72--73--70--72
BUD & BETTY BRYANT Bepper Pickin' MGM 11215—A cute and clever little item, based somewhat on the Peter Piper verse, is sold persuasively by the duo. Could get some.		74--77--73--72
Buttercup Valley Rustic country tune is given a good new-thru by Bud and Betty Bryant.		68--68--68--68
PETE RUBINO (His Crack Pots) I See Red-Red-Red-Red JUBILEE 6084—A driving rhythm novelty. Pending rhythm backing keeps it moving. Pete Rubino with a group assist does a good job on lyrics. Ought to catch some coin. Timed at 3:04.		71--70--69--75
Boop Boop, Toot Toot, Clang Clang Tune goes this one way, 111 another rhythm novelty full of bells and horns. Cut-up deejays might stay it for laughs.		60--60--60--60
JESS WILLARD Lonesome Dollar Bill CAPITOL 20943—Tune has a nice beat and Willard puts his heart in it.		68--68--68--69
Cadillac Blues Novelty ditty about speeding in Cadillac and model '51. Willard does competent job.		62--62--62--62
COUNTRY DANCE ORK Patty Doll STANDARD 5-95004—The country jinks, as performed here, should set the dancers off on an energetic swirl.		68--68--68--68
Dance 'Til Morn More of the same.		68--68--68--68

(Continued on page 42)

JIMMIE HEAP
and the MELODY MASTERS
WITH PERC WILLIAMS

"GIRL WITH A PAST"
"YOU'RE IN LOVE WITH YOU"

CAPITOL 2035

CENTRAL SONGS, INC.
4527 SUNSET BLVD. HOLLYWOOD 27, CALIF.

FOLK TALENT AND TUNES

Continued from page 33

started his own label, Mims Records, featuring him and his band. . . . Slim Andrews, Western comedian, has started his own firm, manufacturing musical instruments and toys. . . . Gene Autry finally warbles his famous theme, "Back in the Saddle Again," in his latest Western for Columbia, "Wagon Team." Tune was written by Autry and Ray Whitley. . . . Lone Pine (Victor) and His Mountaineers have started a web show over American Broadcasting Company from WABI, Bangor, Me. Show is heard Tuesdays. Lone Pine's frau, Betty Cody, is also featured. . . . Shaw Mank of Blue Ribbon Records, Staunton, Ill., has inked Jimmy Cox, KCSJ, Pueblo, Colo. d.j., as an artist. . . . Slim Whitman (Imperial) reports that Jimmy Lee (Capitol) has joined the 'Louisiana Hayride' KWTK, Shreveport. . . . Sheldon Gibbs, Phoenix, Ariz., band leader who does a weekly TV show there and a daily d.j. show at KPHO, has started releasing tunes by his band on his own label, Smart Records. Gibbs continues to promote names in Phoenix. . . . Jimmy Kish, who had been working in Youngstown, O., has moved to the Cleveland territory, where he is lining up work for his Western band, Kish.

(Continued on page 36)

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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)

Best Selling Retail Rhythm & Blues Records

Based on reports received April 30, May 1 and 2

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, the majority of whose customers purchase rhythm and blues records.

Table with columns: POSITION, Weeks | Last | This, Title, Artist, Label, and Rating. Top entries include '5-10-15 HOURS' by Ruth Brown and 'NIGHT TRAIN' by J. Forest.

Most Played Juke Box Rhythm & Blues Records

Based on reports received April 30, May 1 and 2

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 whose locations require rhythm and blues records.

Table with columns: POSITION, Weeks | Last | This, Title, Artist, Label, and Rating. Top entries include '5-10-15 HOURS' by Ruth Brown and 'NO MORE DOGGIN'' by R. Gordon.

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Piano Parade, the concert package featuring Errol Garner, Art Tatum, Maudie Lux Lewis and Patu Johnson hits New York on May 8 for a one-week stay at Birdland...

James Moody and the ork are playing college proms and fraternity dances in addition to regular one-nighters thru the Middle West and South...

The Shaw Agency has signed Roscoe Gordon, the young r.&b.

star whose "Booked" and "No More Doggin'" on the RPM label are both on The Billboard r.&b. charts... Tiny Bradshaw ork opened at the Apollo Theater, New York, this week...

Atlantic Records with four disks on The Billboard r.&b. charts, has just issued two more fine items. One is Odell Turner's "Draggin' Hours" and Laurie Taylor's "You Can't Stop Me From Crying"...

Chris Powell and his Blue Flames, now under the management of the Jolly Joyce Agency, Philadelphia and New York, has

Rhythm & Blues Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for 'DEFINITE HIT', 'POPULAR', 'GOOD', and 'MUSIC'. Includes reviews for JIMMY FOREST 'Big Dip' and My Buddy 'The Kaha-Danahum evergreen'.

Rhythm & Blues Record Releases

- List of new releases including 'Dare That Dream' by Chris Powell, 'How Long—Five Keys' by Mistakes, 'I Don't Want to Take a Chance' by Earl Williams, and 'Lent Without You' by Earl Williams.

been booked solidly into the start of the 1952-'53 season in returning to Pep's, Philadelphia, to usher in the new season with the September 1 week. The unit is currently at Dumond's, Philadelphia, doubling on week-ends at the Midway Athletic Club...

Advertisement for 'LAWDY MISS CLAWDY' by LLOYD PRICE, featuring a 'Definite Hit' logo and 'Specialty' branding.

Advertisement for 'HEAVENLY FATHER' by EDNA McGRIFF with BUDDY LUCAS ORK. Original Jubilee Recording of 'HEAVENLY FATHER'.

Advertisement for 'A DOUBLE HIT!!' featuring 'THE 4 BUDDIES DO IT AGAIN' and 'STORY BLUES' by SAVOY RECORD CO., INC.

Advertisement for FATS DOMINO 'GOIN' HOME' 'REELING & ROCKING' by IMPERIAL RECORD CO., INC.

Advertisement for Atlantic Records, stating '40% of the Total R&B Business in the Nation is on ATLANTIC' and listing 'Best Selling Retail Rhythm & Blues Records'.

Advertisement for 'SALES RESULTS—THE BILLBOARD!' with the text 'Your ticket to the advertising columns of THE BILLBOARD!'.

THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 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. N. 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, 3; interpretations, 3; arrangement, 3; name value, 3; record quality (surface, etc.), 5; music publisher's air performance potential 10; exploitation (record ads)—promotion firm, legal 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	INTERNATIONAL
EDDY HOWARD ORK Singing in the Rain MERCURY 5832—Howard bands the popular a sweet rendition. Might see some of the action at the time, via air promotion, ballad.		78--80--76--78	
All I Do Is Dream of You Beautiful ballad is sung with great accent by the chanter. Stringy ark backing is right in style. Fine was.		86--87--85--86	
PEGGY TAYLOR Guy Is a Guy, A MERCURY 5841—Though does a great cover job on the big Doris Day hit. However, is a little too late to earn much loot.		73--74--72--73	
It's So Long and Goodbye to You Poppy off-beat rhythmic adds solid to this brisk non-thru of the country-ish ditty by Miss Taylor. Gps and jcks may spin.		76--77--74--77	
RAY HENRY ORK Zaszeta Dzieniowyna DORA 752—Poppy polka is spiritedly projected in authentic style. Chanter is good in the jivica department. Tune is in Polish.		78--79--77--78	
Z Olinierski Oberek Three-quarter beat dance comes across good tempo, plus more relaxed tempo than most. Eddie Kosak is the singer.		75--75--75--75	
SVERRE KLEVEN Dansen Den Gar STANDARD 5044—Catchy waltz is charmed reasonably by Kleven to accordion and rhythm backing.		68--68--68--68	
Nordson Swedish waltz, sung in top language, tells of the North Sea. Pleasant melody, with precision to match.		66--66--66--66	
KENNY BASS & HIS POLKA POPPERS Polka Poppers' Polka CORAL 4067—This one should set the couples twirling in earnest. A lurching and rhythmic effort.		68--68--68--68	
Mountain Top Polka The Polka Poppers show up nicely in this swinging etching. It's a re-issue.		65--65--65--65	

ARTIST LABEL AND NO.	TUNES COMMENT	INTERNATIONAL	LATIN AMERICAN	SPIRITUAL
QUARTETTO ECCELSIOR La Brunetta Masurka STANDARD 4672—The instrumental group is right in style as it hands the tuneful masurka a tasteful reading.		66--66--66--66		
S' 10 Poteasi Instrumental polka, featuring flute and accordion, gets a rhythmic reading by the Italian combo.		64--64--64--64		
MACHITO ORK Obco Mambo COLUMBIA 10680—Ork really takes off. Obce by Mitch Miller lends pastoral effect that makes this an unusual item.		80--80--80--80		
May Que Records Smooth vocal treatment given by Graciella and the Riquel Brothers to this blue tango tune.		76--76--76--76		
TITO PUENTE Y SU CONUNTO El Yo Yo SECO 7168—Good swing of mambo which gets top-notch vocal assist from Victoria Valdes.		77--77--77--77		
Por Tu Amor Instrumental rendition of bolero which features some nice marimba work.		72--72--72--72		
Mambo En El Paladium SECO 7161—Smooth handling of dance-hall inspired mambo with excellent vocal by Jay White.		75--75--75--75		
Sincaramente Tuvo Lush bolero swing, interspersed with full brasses, of lovely tune. Valle again does concertino job.		74--74--74--74		
TRIO LOS AMIGOS Soldado De Lucha DECCA 10838—A fine effort by the Los Amigos.		74--74--74--74		
El Ranchero En Hollywood Trio plays and sings this one pleasantly.		72--72--72--72		
THE DEL SIMMONS FOUR Mamma CITATION 1214—A nostalgic Latin tune gets a poignant reading by member Frankie Castro back in English and Spanish over a quiet ark backing. Good for Latin-American markets.		74--76--72--74		
Indian Lament Nice little Latin tune gets a good reading from the Simmons Four.		70--70--70--70		
THE TRUMPETEERS Don't Miss That Train DREX 4871—Male combo is outstanding in a rhythmic and resonant reading of a fine spiritual. This could spin most anywhere.		82--84--80--82		
Home Don't Seem Like Home The Trumpeteers show their vocal versatility in an etching that builds groove by groove.		80--81--79--80		
SWAN'S SILVERTONE SINGERS All Aboard KING 4814—The singers turn in a smooth rhythmic reading of a medium-beat spiritual tune, while the leads sing out the lyrics with sincerity.		75--76--73--76		
Father Alone The strong lead singers start this swing reading of a fast-moving jubilee item, with the Silvertone Singers chanting in the background.		73--74--71--74		

(Continued on page 38)

Folk Record Releases

Continued from page 33

No Place to Hang My Hat—Merion Bros. (Wind) Col 20927
Postman Just Paves Me By—Hal White (Wind) MGM 11232
Rack Up the Balls, Boys—Red Allen (Tad) Duf 28146
Say It With Roses—Darlene Adams (Wyn) Wrightman 1079
Snowbird Impression—Tennessee Ernie (Fatback) Cap 2066
Stop That Tickler Me—Gracie Jones (T. V. Blues)—RCA-20-4660
Stop Your Gamblin'—Spitz Jones (There's) RCA-20-4669
There's a Blue Sky Way Out Yonder—Spitz Jones (Stop) RCA-20-4669
Till the Well Goes Dry—Red Allen (Rack) Dea 29146
T. V. Blues—Gracie Jones (Stop) RCA-20-4660
Waiting in the Lobby of Your Heart—Mark Thompson (Edwin) Cap 2063
We Gave Boy—Hal White (Postman) MGM 11232
Why Are You So Sorry Now—Darlene Adams (Syn) Wrightman 1079
Wrightman—Merion Bros. (No) Col 20927
Swing Dance With Cash Album (5-10)—Mark Gracie Jones and Fred Phillips—Capitol (78) CAS 4019-4021-2-3-4


FOLK TALENT AND TUNES

Continued from page 34

had two full suits of Western gear and his guitar stolen from his car the first week in Cleveland. . . . Don Reynolds and Red Murrill have inked with Lariat Records, the Hollywood label. . . . Don Waldo, heard over KYOR, Blythe, Calif., has entered Veterans' Hospital, Whipple, Ariz., where he will be confined several months. . . . Dave Spielman and His Rhythm Rangers, who headquarters in Colorado Springs, Colo., have two new sides out, one on the Ranger label the other on Rocky Mountain. Spielman has also inked a five-year pact with Four Star Records.

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"Even greater than anything they've done before!"
That's the comment on Merion Records newest release featuring the sensationally popular Four Aces. Feature it . . . cash in on

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by Al Alberts and Len McCall. Composed especially for the inimitable style of this great quartette. Another smash success on the Merion label.

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JO STAFFORD'S

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the New Orleans chimney sweep's song with an infectious beat and the great Stafford touch!

with **PAUL WESTON**

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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).

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

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

Continued from page 76

ARTIST LABEL AND NO.	TUNES COMMENT	90-100 TOPS	80-89 EXCELLENT	70-79 GOOD	60-69 SATISFACTORY	0-39 POOR
SPIRITUAL						
THE TRAVELING FOUR						
Mother Called Her Children SODRE 5035—The foursome is showcased in a talented reading of a fast-paced spiritual. Due for many spins.		78	--80	--76	--78	
Give Me Jesus The quartet harmonizes luxuriously in this attractive rendition. Rhythmic in beat. A good side.		75	--76	--74	--75	
Cecil L. Shaw						
Jesus Be My Keeper IMPERIAL 5179—Shaw belts this slow tempo spiritual powerfully, soaking over the words while the chorus adds him with a strong vocal backing.		77	--78	--75	--78	
Pray On, My Child Shaw leads a group in this rhythmic item, with the chorus supporting him lustrely.		75	--76	--74	--75	
Sister Wynona Carr						
Conversation With Jesus SPECIALTY 836—Organ and drums lead an interesting setting in this soulful reading of a meditative spiritual. Sister Carr shows off an appealing set of pipes.		74	--75	--73	--74	
Did He Die In Vain A fine performance by Sister Carr on this slow beat religious tune backed with a strong vocal by the combo.		72	--73	--71	--71	
Robert Anderson						
Sow Righteous Seeds UNITED 118—Anderson masterfully renders one of his own spirituals to adequate support by the Gospel Chorus. His fans will want this etching.		72	--73	--73	--70	
My Expectations Behind the resonant phrasing of Anderson female voices, piano and organ underlines the melody. Stars is Deep South.		68	--69	--67	--68	
Southern Tornadoes						
When They Ring The Golden Bells UNITED 1437—Joyful song of the hereafter is chanted rhythmically by the choral group.		68	--68	--68	--68	
Satisfied Vocal combo projects this hymn of faith with sincerity. Guitar provides the only instrumental backing.		64	--64	--64	--64	
Golden Tones						
God Is Love CHANCE CH-5006—An adequate run-thru of a routine religious item by the Golden Tones.		62	--62	--62	--62	
Working on The Building The group is unimpressive on this medium beat religious tune.		58	--58	--58	--58	

ARTIST LABEL AND NO. TUNES COMMENT

SACRED

THE LE FEVRE TRIO						
Mansions Over The Hilltop BIBLETONE 7032—The Le Fevre Trio is pleasure and moving on this pretty religious side, displaying their fine vocal qualities, and conveying a lot of feeling. A strong disk.		80	--81	--79	--81	
He Knows Just How Much You Can Bear The trio turns in an excellent vocal on another fine gospel item that should interest the family market.		78	--79	--77	--78	
THE HARMONEERS QUARTET						
Heavenly Parade, The BIBLETONE 1003—The Harmoners come thru with a good reading of a hard-clapping gospel item on their first release for the label. Fine for the family trade.		76	--77	--75	--75	
Peace Like a River A capable performance by the group on a slow tempo ditty, which features a deep and booming bass.		70	--70	--70	--75	
HOT JAZZ						
PAUL QUINCHETT (Count Basie)						
I'll Always Be In Love With You MERCURY 8278—The side is performed with style by the Quinclette and Count Basie, who is featured in the organ. Will appeal to Basie fans.		74	--75	--73	--74	
Sequel The fast-tempo riff doesn't go anywhere, but it shows off some wild swing organ played by Basie and a good instrumental work. For jazz fans.		70	--70	--70	--70	
WYNTON KELLY						
Cherokee BLUE NOTE 1876—An exciting instrumental reading of the Ray Noble side, with Kelly distributing some notable piano work, backed with a big beat by Lee Abrams on drums.		80	--80	--78	--81	
Moonglow Another side is freshened up by the smart treatment of the trio, with Pettiford's line on bass, and both Kelly and Abrams doing nicely.		75	--75	--75	--75	
WYNTON KELLY						
Where Or When BLUE NOTE 1978—Kelly and the group do a fine job on this Rodgers-Hart item, playing the ditty with a mean beat. Good was for jazz collectors.		77	--78	--76	--77	
Born to Be Blue A smooth version of the bluesy side, with fine piano work by Kelly, and top-notch backing by Pettiford and Lee Abrams.		75	--76	--76	--73	
THELONIOUS MONK QUINTET						
Four In One BLUE NOTE 1549—Appealing item, with a solid beat, receives a good reading from the Monk group, plus fine solo from Shikato. Fine for the market.		72	--73	--71	--72	
Seraphic, No Chaser Another good reading by the group, with each instrumentalist having a chance to show his stuff. Jackson, Monk and drummerman Art Blakey are fine on this jump tune.		70	--70	--70	--70	
THELONIOUS MONK QUINTET						
Crisis Cross BLUE NOTE 1580—Fast-tempo ditty written by Monk is performed well by the quintet, with Monk's piano and Bill Jackson's side work standing out.		68	--70	--70	--64	
Eronel Another jump item, with a bit of a melody coming thru, gets an effective run-thru from the group. Should please Monk's fans.		65	--65	--65	--65	

Classical Reviews

Continued from page 28

MAHLER: SYMPHONY NO. EIGHT IN E MAJOR —Vienna Symphony Orchestra. Conducted by Clemens Krauss. Columbia 333 ML 4479	70
Of the 22 sonatas Beethoven wrote for the piano, probably now presents the interpreter with problems more difficult, both technically and musically, than the 29th. It's hard enough to play and to get across to the listener. It's length alone is formidable—the score almost symphonic. Perini, a performer in the grand style, does an outstanding job of re-creation here. Collectors wanting the "Mannheim" have the choice of four LP editions. It's a safe bet that most will ask for the Perini version.	
BACH'S ROYAL INSTRUMENT ALBUM—(Vol. 11) E. Power Biggs (1-12") —Columbia 333 ML 4500	69
Tocatta and Fugue in D Minor; Passacaglia and Fugue in C Minor; Fugue in G Minor; Fugue for C Major, Concerto in D Major After Vivaldi. This is the third Bach program by Biggs that Columbia has issued. As such, those who purchased the preceding two should be ready customers for this one. The combination of Bach and Biggs is a good one. The former is acknowledged as the greatest composer of organ music, and was also the foremost virtuoso of his day. Biggs is one of the finest organists of his day. The recordings were made on the excellent organ in Symphony Hall, Boston. The liner, in black and white, pictures a host of Bach's favorite organ pipes.	



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DON CORNELL
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That's the Chance You Take

AMES BROTHERS
60680°
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The Sheik of Araby

TERESA BREWER
60674°
Roll Them Roly Boly Eyes
Gonna Get Along Without
Ya Now

KENNY ROBERTS
60696°
I'd Like to Kiss Susie Again
Ding Dong Bells

CONNIE HAINES
60692°
It's So-Long and Good-Bye
to You
Anything That's Part of You

**HERB JEFFRIES AND
LES BROWN** 60712°
Flamingo
Basin Street Blues

LAWRENCE WELK
60618°
My Extraordinary Gal
Irene

LAWRENCE WELK
60689°
Bubbles in the Wine
Josephine

° 78 rpm version. Add prefix
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'HERE IN MY HEART'

and

'I'M SORRY'

Coral 60746 (78 RPM) and
9-60746 (45 RPM)

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Billy Eckstine
KISS of FIRE
 and
NEVER LIKE THIS
 MCM 11225 78 rpm; K11225 45 rpm



Fran Warren
HEAVENLY FATHER
 and
LEAVE THEM ALONE
 MCM 11237 78 rpm; K11237 45 rpm

Debbie Reynolds
AM I IN LOVE
 and
WHAT GOOD IS A GAL (WITHOUT A GUY)
 MCM 30568 78rpm; K30568 45rpm

Gene Kelly
 Lennie Hayton & The MGM Studio Orchestra
BROADWAY BALLET
 Part 1
 Part 2
 MCM 30573 78rpm; K30573 45rpm

Ziggy Elman
 & His Orchestra
WITH A SONG IN MY HEART
 and
ALL I DO IS DREAM OF YOU
 MCM 11197 78rpm; K11197 45rpm

David Rose
 & His Orchestra
 WITH SAXOPHONE SOLO BY WOODY HERMAN
Harlem Nocturne
 and
On a Little Country Road in Switzerland
 MCM 30582 78rpm; K30582 45rpm

Barbara Ruick
I'D WANNA WALK RIGHT OUT OF THIS WORLD
 and
HOW ABOUT YOU
 MCM 11231 78rpm; K11231 45rpm

Tommy Edwards
MY GIRL
 and
PIANO, BASS AND DRUMS
 MCM 11209 78rpm; K11209 45rpm

Jonie James
LET THERE BE LOVE
 and
MY BABY JUST CRIES FOR ME
 MCM 11223 78rpm

Hank Williams
HALF AS MUCH
 and
LET'S TURN BACK THE YEARS
 MCM 11202 78rpm; K11202 45rpm

Arthur Smith
 (Guitar Boogie)
JUST LOOKIN'
 and
FIDDLE-FADDLE
 MCM 11191 78rpm; K11191 45rpm

Doree & Bill Post
AUCTIONEER'S LOVE SONG
 and
(I Wish We Were Sweethearts) FIFTY YEARS AGO
 MCM 11233 78rpm

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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)

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the chart.

- HERE IN MY HEART** Al Martino 885 101
 Tony Bennett Columbia 39743
 Alan Dale Coral 60746
 The Martino version, the original wailing of this big new tune, is a strong virtuoso performance by the exciting new singer, while the Bennett wailing is one of the best jobs he has done in a long time. Dale's performance is also first-rate. All three disks look headed for healthy sales.
- THE BIGGER THE FUTURE** Louis Prima Ork. Columbia 39735
 This one has all the ingredients of a big hit. It is a broadly humorous novelty, with clever lyrics, based on the "biggie" aria from "Barber of Seville." Prima sets it in grand style.
- LIMEHOUSE BLUES** Bobby Maxwell Mercury 5844
 Mel Margrit Maxwell has created another swing, bright rendition down via the multiple disc route on this fine effort. A powerful follow-up to his "Chinatown."
- WALKIN' MY BABY BACK HOME** Johnnie Ray Columbia (no number available)
 This new Ray disk has been pulled out of the recently issued Ray album as a single release. It contains an outstanding performance by the crooner in his own inimitable style on the odis. Film stills, also from the album, is "The Mr. Tom."

• 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 CONFESSIN' Les Paul/Mary Ford Capitol 2080
2. I WANTED A LITTLE TOO LONG Kay Starr Capitol 2062
3. ME, TOO Ray Starr Capitol 2062
4. YOU Sammy Kaye Ork. Columbia 39724
5. I UNDERSTAND Four Aces-Al Alberts Decca 28362

• 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. CARECA Les Paul Capitol 2080
2. I WANTED A LITTLE TOO LONG Kay Starr Capitol 2062
3. I'M YOURS Four Aces-Al Alberts Decca 28362
4. YOU Sammy Kaye Ork. Columbia 39724
5. ME, TOO Kay Starr Capitol 2062

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. HALF AS MUCH Rosemary Clooney Columbia 39738
2. CARIOCA Les Paul Capitol 2080
3. I'M YOURS Bob Conell Coral 60690
4. I WANTED A LITTLE TOO LONG Kay Starr Capitol 2062
5. DELICADO Percy Faith Ork. Columbia 39708

• 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. IT'S A LOVELY, LOVELY WORLD Carl Smith Columbia 20922
2. ARE YOU TEASING ME Carl Smith Columbia 20922
3. BUSYBODY Pee Wee King V 20-4655
4. TATTLE TALE TEARS Faron Young Capitol 2039
5. AT-ROUND THE CORNER Bob Newman King 1057



May is Mantovani Month

and that means more of the superb Mantovani

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London records is pleased to announce the release of four new individual recordings by the distinguished conductor who gave you "Charmaine."

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b/w Was It A Dream • #1205 — #45-1205

Love, Here Is My Heart

b/w Moonlight Madonna • #1173 — #45-1173

Lovely Lady

b/w Mexicali Rose • #1174 — #45-1174

At Dawning

b/w I Love You Truly • #1170 — #45-1170

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"A SELECTION OF FAVORITE WALTZES"
(comprising all of the above mentioned single sides plus four other superior Mantovani recordings of your all-time waltz favorites!)



LONDON RECORDS 

THE BILLBOARD

Music Popularity Charts

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

Country & Western (Folk) Record Reviews

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

Continued from page 34

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale of 100 (100, 90, 80, 70, 60, 50, 40, 30, 20, 10, 0). Includes entries for Bill Osborne, Grady Martin, The Trail Riders, Allen Vaughan, Don Calvi-Dick Curless, Kiddy Kelly, Roy King, York Brothers, Mary Robbins, Sons of the Pioneers, Webb Pierce, Hank Penny, Roy Rogers, Eddie Cleto, and Lulu Belle & Scotty.

Rhythm & Blues Record Reviews

Continued from page 35

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale of 100 (100, 90, 80, 70, 60, 50, 40, 30, 20, 10, 0). Includes entries for Johnny Wick, Gene Ammons, Sammy Franklin, Johnny Hartman, Paul Gayten, Ellis Larkins, John Lee, The Marylanders, Deep River Boys, Herbert Nichols, Charlie Singleton, Joe Black, and Billie Williams.

Vertical advertisement for King Records Inc. featuring 'Federal King De Luxe' branding, 'Best Sellers', and 'Federal Records' logo. Includes the text 'King De Luxe' and 'Federal Records Inc. Cincinnati 7, Ohio'.

Advertisement for 'BREAD and BUTTER' featuring a woman holding a record. Text includes 'If You', 'BREAD and BUTTER', 'The MUSIC-RECORD BUSINESS', and 'Read The Billboard Every Week'. Includes a coupon for a free trial subscription.

A Smash Record...



**FRAN
WARREN**

SINGS

**“HEAVENLY
FATHER”**

and

“LEAVE THEM ALONE”

MGM 11237 78 rpm
K-11237 45 rpm



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

POPULAR

- Alti's Gone Worry No More - The Dramers (14) Mer 5824
Alti's New Is You - Deep River Boys (15) Mer 5825
And So I Waited Around - Kay Brown (14) Mer 5819
A1. Biscuits' Goodbye for Auntie - Vic Dancow (14) Mer 5823
A. Long in A Line - Jack Pollock & Ork (14) Mer 5824
A1. Dancow - Maxine & Ork (14) London 1170
Babalú - Yma Sumac (Whisper) Cap 2079
Betty - Dean Martin (14) Parlophone Cap 2071
Black Macaronis - Eddie Heywood (Fantail) MGM 11235
Blue Raindrops - Whopwoods (14) MCA 1005
Blue Tango - Mavis Cay (Lambert) Mer 5817
Brother - Bill Sater (Rural) RCA-20-4665
Brother of Brother Dreams - Ralph Marterie (14) Mer 5827
Come Out, Come Out, Wherever You Are - Mindy Carson (No-He) RCA-20-4681
Dixieland - Three Sons (Pina) RCA-20-4677
Don't Step the Same - Sally Linnert & Her 4 M's Harmonies (Kingsfish) MGM 11227
Do You Care? - Alan Dean (You'll) MCM 11226
Dance - Edna Heywood (Black) MCM 11235
Family That Plays Together - Eddy Howard (Fam) Mer 5827
Farewell Blues - George Barnes (Hed) Dec 28194
Fetters - Sammie Carr (Warner) Mer 5829
For The First Time - Alopecia Stewart (Temp) Imperial 5190
Freely - Ralph Marterie Dr. Jerry Merd (What) Mer 5824
God Has Been Good to Me - Eddy Howard (Family) Mer 5827
Good Evening, Morning Glory - Vic Danone (A Broadway) Mer 5731
Guy Is a Guy - Peggy Taylor (11's) Mer 5741
Harem - James Parry (Decca) Mer 5826
Merry - Bill Farrel (Pina) MCM 11234
Mistaken - Jimmy Palmer (1 Don't) Mer 5826
Mo - Mindy Carson (Cama) RCA-20-4682
Misty Me - Clove to You - Betty Eckstein (14) MCM 11217
Morning Pines - Kay Brown (And) Mer 5819
New About You - Barbara Ruby (14) MCM 11231
New Good Bye - Rusty Dwyer (Lamb) Mer 5820
I Don't Mind - Jimmy Palmer (Hindustan) Mer 5836
I'd Wanna Walk Right Out of This World (MGM) MCM 11231
I Don't Mind - Street Singers (Smack) MCM 11236
I'd Like to Kiss Suzie Apple - Bill Metz (14) RCA-20-4679
If Someone Had Told Me - Lita Roza & Monty O'Neil (Stars) Decca 28123
If They Ask Me - Betty Eckstein (Hed) MCM 11237
I'll Walk Alone - Richard Hayes (Fatherteal) Mer 5821
I'll Walk Alone - Louis Armstrong (Hed) Dec 28177
I Love You True - Monty O'Neil & Ork (14) London 1178
I'm Gonna Getcha I Bet - Raymond Rock & Ork (Shanty) Roy 002
I'm Gonna Take Myself in the Morning - The Dramers (Lamb) Mer 5843
I'm the World's Biggest Fool For Falling in Love With Your Four Knights (11's) Cap 2087
I'm Yours - Four Aces (11's) Dec 28162
I'm Yours - Tommy Ales (Hed) Cap 20737
I Must Have Told My Head - The Whopwoods (Hed) Vca 1805
I Passed Your Home Tonight - Dean Martin (Bell) Cap 2071
It Had to Be You - Dick Haymes (11's) Mer 5825
It Happened in Monterey - Maxine & Ork (14) London 1205
It's a Sin to Tell a Lie - Four Knights (11's) Cap 2087
It's a Sin to Tell a Lie - Dick Haymes (11's) Mer 5825
It's So Long and Goodbye to You - Peggy Taylor (14) Mer 5841
I Understand - Four Aces (11's) Dec 28162
Jungle Fling - Eddy Carr (14) Mer 5817
Just Like Last - Johnny Long & Ork (14) King 15176
Just Because - Rusty Dwyer (Hed) Mer 5820
Just Louder - Tim Malt (Walt) Mer 5830
Kingsfish - Lillian Hamilton & His Harmonies (Don't) MCM 11227
Kiss of Fire - Louis Armstrong (11's) Dec 28177
Kiss of Fire - Tommy Ales (11's) Cap 20737
Kiss of Fire - George Gibbs (Lamb) Mer 5823
Lambert - Sally Linnert & Her 4 M's Harmonies - Betty Maxwell (11's) Mer 5844
Linger - Andrus Sisters (Walt) Dec 28143
Lonely - The All - Perry Como (Why) RCA-20-4681
Lonely - Richard Haymes (No) Mer 5834
Love Her If My Heart - Maxine & Ork (14) London 1173
Lowly Lady - Maxine & Ork (14) London 1174
Low La Lie Moe - Ella Mae Morse (Decca) Cap 2072
Marilyn - Mo - Pasillo (Sinfonia) Mer 5835
Merry - The Inceps Trio - Sophie Tucker (Sophie) Mer 5839
Mexicali Rose - Ben Light (Rural) Cap 2074
Mexico - Maxine & Ork (14) London 1170
Milk and Honey - Mimi Fari (Dorsey & Ork) MCM 11230
Neither as Lovely as You - Jan Peerce (The RCA-20-4682)
My Girl - Frank Sinatra (Whaling) Cal 39726
My Wonderful - Maxine & Ork (14) London 1170
My Wonderful - Don Cherry (Wonder) Dec 28153
No Love, No Neither - George Barnes (Farewell) Dec 28144
No Strings Attached - Richard Haymes (Lamb) Mer 5834
Ocky Pocky - Ella Mae Morse (Lamb) Cap 2072
O How I Miss You Tonight - Jack Pollock & Ork (Lamb) Vca-180-4600
O My Darling - Debra Frenley - Graham Payne (Cama) (You) Cadillac 125
Pina - Bill Farrel (Hed's) MCM 11234
Pink, Pink, Pink - Three Sons (Decca) Dec 28157
Pink, Pink, Pink - Bobby Maxwell (Lamb) Mer 5844
Pink, Pink, Pink - Lory Anderson (Sinfonia) Dec 28157
Queen of the Night - J. Dorsey & Ork (MGM) MCM 11230
Rag Rag Rag - Bill Metz (Hed) RCA-20-4673
Rainbow - Sam Stafford & Paul Wain (Hed) MCM 11217
Roses - Ben Light (Hed) Cap 2074
Route - Bill Sater (Hed) RCA-20-4665
Sirenia - Larry Anderson (Pina) Dec 28148
Slightly - El Mando - Pacha (Mand) Mer 5835
Surreal Little Country - Deep River Boys (All) Dec 28164
Slowly But Surely - Raymond Rock & Ork (Pina) Roy 002
Smoke & Dreamer - Street Singers (14) MCM 11236
Some Little Someone - Johnny Long & Ork (14) King 15176
Some Time for President - Sophie Tucker (Hed) Mer 5839
Stomach of the Song - Ralph Marterie (Broadway) Dec 28177
Stars Fall in Alabama - Lita Roza & Monty O'Neil (14) London 1213
Tallie Mae - Richard Hayes (11's) Mer 5821
Tell Me, Mother - Alopecia Stewart (For) Imperial 5190
There Things are Known - Jan Peerce (A Mother) RCA-20-4682
There on the Waterway - Tom Sater (You) Dec 28143
Wash Blues - Andrus Sisters (Liner) Dec 28143
Walking in the Sun - Frank Sinatra (Walt) Cal 39726
What Is a Dream? - Maxine & Ork (14) London 1205
Wedder - Dick Brown (Whistle) King 1215
What Is This Thing Called Love - Ralph Marterie (14) MCM 11235
Whisper a Word of Love - Pacha (Mand) Mer 5826
Whistle My Love - Dick Brown (Whistle) King 1215
Why Did You Leave Me? - Perry Como (Lamb) RCA-20-4687
Wild Side of Life - Tim Malt (Lamb) Mer 5830
Whisper - Yma Sumac (Whisper) Cap 2079
Wilson - You're My Love - Joe Stafford & Paul Weston (Hed) (Lamb) Cal 39729
Woman - Dee Berry (Hed) Dec 28153
You'll You Surrender - Xavier Cugat (Fatherteal) Mer 5839
You Can't Move - Mimi Fari (Decca) MCM 11226
You'll Never Be Mine - Alan Dean (De) MCM 11226
You May Be the Sweetheart of Somebody Else - Ink Sater (Walt) Dec 28164

POPULAR ALBUMS

- Albino, Any, at the Piano Album (11-10) - 11-10
Fading - The Bridge, Sonata, Petite Fausade, So Deep My Love, My Concerto, The River Seine, Pella Synchro - MCM (13) E-136
Dr. The Wall Album (11-10) - Gersona Band, E. F. Goldman, You're On the Wall, The Billboard March, Our Filletina, 24 Regional Concs, Guara March, Nat'l Emblem March, Concol Bossy March, Stepping Along, Boston Camerady - Dec (13) E-136
American Patrol - Harmony Belts Ork (Re-mast) Decca 3078
El Cholo - Walter Ventura Ork (Temp) Standard T-167
Jockey - Edith Piaf (Lita Chanson) Cal 10088
Lobes - Edith Piaf (Lita Chanson) Cal 10088
Romanian Party - Harmony Belts Ork (Lamb) Decca 3078
Tales of the Roses - Walter Ventura Ork (ED) Standard T-167

HOT JAZZ

- Ah My Dear - Mitt Jackson (Walt) Blu Noe 1591
Chico Bird - Pete Dally's Chicagoans (Walt) Cap 2081
Dixieland Album (11-10) - Raymond Street Parade, Billy Mastad, Conk - Mash Society, That Da Da Sirin, When I Found You in Somebody Else's Arms, The Hobday's Biograms, I'm On, On Guard, Jungle Bird, Movie Jobber, Hang Your Head in Shame - MCM (13) E-144
Double Whammy - Dinno Reinhardt (Lamb) (Decca) Dec 28149
Frenzied Rhythm - Cecil Young Quartet (Walt) King 15174
Night and Day - Cecil Young Quartet (Fatinistal) King 15174
North - Pete Dally's Chicagoans (Hed) Dec 28149
Willow Weep For Me - Mitt Jackson (Lamb) Blu Note 1591

CLASSICAL ALBUMS

- Bethoven "Pastoral" Synchro No. 6 in F Major Op. 68 Album (11-10) - Pittsburgh Symphony Ork, William Steinberg, Cond - Cap (53) S-0159
Brahm: Overture No. Two in A Minor, Op. 51 No. 2 Album (11-10) - Hollywood Synch Quartet - Cap (13) P-8163
Garcia, Vicente, Spanish Guitar Recital Album Vol. 1 & 2 (11-10) - Dec (13) DL-8017
Schubert, Unfinished Symphony No. 8 in B Minor and Synchro No. 2 in B Flat Major Album (11-10) - Pittsburgh Symphony Ork, William Steinberg, cond. - Cap (13) S-0162

LATIN AMERICAN

- Coleman, Emil, Samba Album (11-10) - E. Coleman Ork - Tito Yuez, Brazil, Cal De, Caribbeo, Carabinho, El Congo, D'Flow E, Pacha, Parisha Samba - V (13) LP-3009
Cumbas Album (11-10) - Eddie LeBaron Dr - Dec (13) DL-8205
Mambo With More! (11-10) - Nono Morales Ork - Up and Down Mambo, Sha-Wa-Ga Mambo, Cuban Mambo, Jurele Sil, Mambo Merce, Mambo Coc, Quo Problem, Carambo - Dec (13) DL-8196

SACRED

- Church in the Wilderness - Marie Knight-Anita Kerr Singers (Hed) Dec 28128
He's My Light - Marie Knight-Anita Kerr Singers (Church) Dec 28128
I'd Rather Have Jesus - Red Foley-Jordanaires (11's) Dec 28147
I'm Bound for the Kingdom - Red Foley-Jordanaires (Hed) Dec 28147
I'm Going to Hold On - Gorkia Hayes (Thers) Cap 2026
I Want to Be Ready - The Four Tops (100) Biberone 4053
John Three Sixteen - Harlan County Four (11's) King 1050
Nighly Close to Heaven - Carl Story (Hed) Mer 6380
My Father's Mansion - Harlan County Four (John) King 1050
Oh, How I Want to Be in My Heart - Lita Feve (14) (Walt) Biberone 6833
There's a Hand Leading Me - Gorkia Hayes (11's) Cap 2026
Thirty Pieces of Silver - Jimmie Davis-Anita Kerr Singers (Walt) Dec 28147
When the Pearly Gales Drive Down - Carl Story (Hed) Mer 6380
When We All Get Together Up There - Jimmie Davis-Anita Kerr Singers (Thers) Dec 28110

CHILDREN

- Puss in Boots Album (11-10) - Arthur Maize, Douglas Wood, Remond Abadino, Eugene Leff, cond. - Young Peoples Series (78) YP-8003-4

• Album and LP Reviews

POPULAR

TWILIGHT MOODS - The Three Sons - Margo Manno (11-10) 68
Margo Manno (11-10) 68
My Reverie, Moon Glow, Intermixes, Smoke Rings, My Solon, Love Knowsling, Sonata, April in Paris; Laura.

ALEX ALSTONE AT THE PIANO - 65
MCM (13) E-136
Fatinist, The Bridge; Sonata; Petite Fausade, So Deep My Love, My Concerto; The River Seine; Pella; Synchro.

ON THE MALL - The Goldman Band - 63
E. F. Goldman, Cond. (11-10) 63
Decca (13) DL-5386

MAMBO WITH MORE - Nono Morales Ork (11-10) 72
Decca (13) DL-5395
Up and Down Mambo; Sha-Wa-Ga Mambo; Cuban Mambo; Jungle Bird; Mambo Mambo; Mambo Coc; Quo Problem; Carambo; Sha-Wa-Ga Mambo, Cond.

LATIN AMERICAN - 68
Decca (13) DL-5305
Avea Congo; Los Indios Del Congo; Una, Dos y Tres; Par Corriente Va Una Canoa; La Canoa Se Va; Vaseo La Canoa; Se Fue La Compania; Resta La Bateria.

CONGAS - Eddie LeBaron Dr - 68
Decca (13) DL-5205
Avea Congo; Los Indios Del Congo; Una, Dos y Tres; Par Corriente Va Una Canoa; La Canoa Se Va; Vaseo La Canoa; Se Fue La Compania; Resta La Bateria.

THE INVISIBLE WONDERLAND - 77
Records of Knowledge (78) (2-10) 77

THE INVISIBLE WONDERLAND - 77
Records of Knowledge (78) (2-10) 77
Decca (13) DL-5305
Avea Congo; Los Indios Del Congo; Una, Dos y Tres; Par Corriente Va Una Canoa; La Canoa Se Va; Vaseo La Canoa; Se Fue La Compania; Resta La Bateria.

SACRED - 74
Columbia (13) ML-4978

HOT JAZZ - 74
Original Dixieland One Step; Blues My Ragtime Sweetie Goes to Jail; What's a Blues?; Bullitt (The Jack); There'll Be Some Changoes Made; Another.

CLASSICAL - 70
Schubert: Impromptu, Op. 90 and Op. 102 - Rudolf King (11-10) 70

VINCENTE GOMEZ: SPANISH GUITAR - 70
Original Album 1 and 2 (11-10) 70

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 50-59 POOR

BOOGIE WOOGIE CLASSICS - Pete Johnson (11-10) 66

High Society; That's Got Me Striving When I Found You in Somebody Else's Arms; "Tune Up! Your Blouse if I Do; On Guard; Junior Blues; Herbie Jordan; Hang Your Head in Shame.

DIXIELAND - The Rampart Street Paraders (Bill Mastad, Cond. (11-10) 60

High Society; That's Got Me Striving When I Found You in Somebody Else's Arms; "Tune Up! Your Blouse if I Do; On Guard; Junior Blues; Herbie Jordan; Hang Your Head in Shame.

ADVENTURES BEYOND THE SKY - A Trip To The Moon (Vol. 1 Record-Of-Knowledge (78) (2-10) 80

These two albums are entirely delightful science lesson which should intrigue many a shy and somewhat feeble child of interest to physics, too. As to the upper grade derivation, children of varied ages will take to this if they show any interest in "outer-world" science.

SING A SONG OF PRESIDENTS, Vol. 11 - Records of Knowledge (78) (2-10) 78

This is a continuation of the series started by the discery about a year ago. Each two-record album contains eight ditties which take the highlights of each president's life.

THE INVISIBLE WONDERLAND (Vol. 2) - Records of Knowledge (78) (2-10) 77

The discery continues here its series of educational ditties by delving the subjects of physics and chemistry. On the surface it seems to be a formidable task-bringing these two sciences to the level of what school children will be entertaining and instructing.

SCHUBERT: IMPROMPTU, OP. 90 AND OP. 102 - Rudolf King (11-10) 70

SCHUBERT: IMPROMPTU, OP. 90 AND OP. 102 - Rudolf King (11-10) 70
Columbia (13) ML-4527

VINCENTE GOMEZ: SPANISH GUITAR - 70
Original Album 1 and 2 (11-10) 70

It's remarkable what a better in the hands of a live virtuoso such as Gomez can sound like. The technique of tone and rhythm seem melting.

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165,000,000 PEOPLE WOULD LOVE TO HEAR "THERE'S SOMETHING NEW IN SAN BERNARDINO" DORMAN RECORDS SAN BERNARDINO, CALIF.

Capitol Issues 'Jazz Classics'

HOLLYWOOD, May 3.—Capitol Records here is now issuing the first six of what will be a nine-album release of "Classics in Jazz." Series of albums, compiled for Cap by Walt Heebner, represents the top segment of its jazz releases and is one of the highlights of its current 10th anniversary sales program.

The first series of three 10-inch LPs includes an eight-number disk by Bobby Sherwood's band; eight numbers by leading Dixieland stylists, such as Sharkey, Ray Baude, Eddie Miller, Pete Dilly and Nappy Lamare, and eight small combo numbers by groups such as the late Sid Callett, Red Nichols, Buddy DeFranco, Bunny Goodman and Ned Norvo. The second release, due in a week, includes a Woody Herman series, piano stylings by Nat Cole, Stan Kenton, Mel Powell, Art Tatum and Freddy Slack, and a big band revue featuring Stan Kenton, Dizzy Gillespie, Maynard Ferguson, Charlie Barnet and Herman. About 25 per cent of the releases are previously unreleased.

Lisbona Files 4G Suit vs. Rainbow

NEW YORK, May 3.—Edward M. Lisbona, who formerly recorded for Rainbow Records under the name of Eddie (Piano) Miller, has filed suit against the company alleging underpayment of royalties, claiming \$4,000 is due. Lisbona is now with RCA Victor.

Eddie Heller, Rainbow president, denied the charges. He declared further that advances to Lisbona more than exceeded royalties due on records sold. The hassle seems headed for a court test.

MGM Re-Issues Gene Kelly Album

NEW YORK, May 3.—In an effort to capitalize on the sales activity of the current sound-track albums involving Gene Kelly, MGM is issuing LP and 45 r.p.m. versions of Kelly's "Song and Dance Man" album which was originally introduced several years ago.

The album contains his interpretations of the song and dance routines of such greats as George M. Cohan, Bill Robinson, Pat Rooney and Fred Astaire.

BERLE CALLS UP TO PLUG SONG

NEW YORK, May 3.—In a personal move to stir up action on "It Only Takes a Moment," a tune he wrote with clefter Buddy Arnold, Milton Berle sat behind a desk at Decca Thursday (1) and long-distanced key deejays around the country. The ditty was etched for the diskery by Gordon Jenkins and Clark Dennis. Berle has a recording contract with RCA Victor.

Sholes Plans Waxing Trip

NEW YORK, May 3.—Steve Sholes, director of RCA Victor folk and rhythm and blues artist and repertoire, leaves Monday (5) for a two-week recording trip in Nashville. Sholes will record Eddy Arnold, along with numerous other of the label's attractions.

Coral Gets Dale In Unifying Shift

NEW YORK, May 3.—Alm Dale, who recently cut some sides for Decca, has been moved over to the diskery's subsidiary, Coral Records, to further label-artist identification. The chanter is featured on many disks Coral is releasing. These are being pressed from Signature masters, acquired by the diskery several months ago.

The companies felt it would be confusing to have Dale available on two labels.

Desto to Release 3 Show Albums

NEW YORK, May 3.—Desto Records, indie LP firm, will release three albums of show music next week. Sets include an album of Jerome Kern music, featuring George Byron, an LP containing Gershwin art songs, and a disk with tunes from "Showboat," "Roberta," "Pal Joey" and "A Connecticut Yankee." The last named is played by the George Sherrill trio.

The Jerome Kern album contains songs personally selected for Byron by the composer; a number of years ago, including one with lyrics by Oscar Hammerstein II which has never been recorded previously. All of the disks to be released are 12 inch, and six additional sets of the same type will be issued over the next two months.

GAC Uses New Gim for Orks

CHICAGO, May 3.—An idea advanced by frontier Ray Anthony has been added to the dance promotion program being pushed by General Artists Corporation and Capitol Records. New gim has five GAC bands. Anthony, Stan Kenton, Ralph Marterie, Ralph Flanagan and Billy May, exchanging one of their arrangements with another ork. Bands will then play the competing ork's arrangement, with the following announcement:

"This is a Stan Kenton (or one of the other names) arrangement—watch for him—he'll be coming your way soon."

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Music publisher adding contact men New York and Chicago; must contact recording artists, record executives; excellent opportunity for aggressive young man who writes top quality material; some contacting experience preferred; sell yourself first letter. Box A126, Billboard, 6000 Sunset, Hollywood 28 Calif.

Parts—Products Services

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The Record Exchange

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Dana Records 344 North Ave. New Rochelle, N. Y.

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Mambo, rumbas, tangos; distributor or store inquiries invited. Tico Distributing Corp., 143 W. 48th St., N.Y.C.

Operates: Dealers—If you need phonograph records, singles, 45s or in foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities. In 78, 45 and 33 1/2 RPM. New releases every 6 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

Wanted—Retail outlets for used juke box records—latest run-off. Best price. Indicate amounts and type of records desired. Write Box 754, Billboard, 1564 Broadway, New York City 36.

Music as Written

Continued from page 23

dling the Main Lounge, and Chamaco in the Omar Room. Kirby Stone succeeds Hunt May 14.

Morrie Price, Mercury sales manager; Bobby Shad, r.&b. and Dee Kilpatrick, Western and country a dr. men, making an eastern tour next week, culminating at Washington Saturday (10) where they meet with distributors and sales personnel. Leo Pieper set for Nags Head Casino, Nags Head, N. C., for two weeks starting June 29. Jules Herman, former Lawrence Welk sideman who formed his own ork and has been working the Midwest, gets two weeks at the Aragon late in June. He will be preceded by Ray Pearl, who starts a five-week run May 13, and will be followed by Chuck Foster.

Larry Faith into the Melody Mill, Willow Springs, Ill., May 28 for a month with options. Joni James opened a two-week stay at the Flame, Detroit, Friday (2), then goes into Leon & Eddies, New York, for another two-week stand. Eddy Howard cut some new transcriptions for World last week. Nob-Hill, local niter, starting a Monday night song competition with music school students participating. Jay Burkhardt and his 17-piece band will handle the promotion.

Philadelphia Sydec Record Company provides the newest record label for the city's waxing circles, set up by Nelson D. Hibbs and Emil H. Korsen. Sammy Kaye is an added starter for the Philadelphia Music Festival staged by the

Philadelphia Inquirer on June 13 in the Municipal Stadium, added to such pop lights as Eddie Fisher and the Billy Williams Quartet.

With so many of his songbirds set to cut waxes in New York this month, vocal coach Artie Singer sends Dolores Long there to help arrange the finishing touches for the singers before they cut their masters. George Sommers has signed for the opening dance of the Philmont Country Club summer season on May 24. Sid Falzner is in charge of the local branch for the Remington Records label.

Hollywood

Andy McIntyre, owner of the Encore, jazz bistro, has taken on Helen O'Connell as a personal manager. Paul Nero's new band (The Billboard, May 5) has cut four sides for Rhythm label, the Hollywood diskery. One of the sides, "Underneath the Willow Tree," was written by his eight-year-old daughter. Pubber Mickey Golden is acting as a crew member of the Saga, 45-foot sailboat, owned by Axel Stordahl and his wife, June Hutton, which is lying in the big race Saturday (3) from Newport Harbor, Calif., to Ensenada, Mex. Andy Golden, the youthful MGM studio musical director, is to cut for a number of labels, including Modern and Victor, has returned to the studio lot after completing his Army stint of 22 months.

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Taft Levels at "Crossfire"

Continued from page 9

man nominated at the convention. The delegate picture today, in Taft's estimation, is roughly proportionate to what can be expected at the conclaves, but he pointed out that the primaries in "enemy territory" now are over, and the voters in his own home grounds now will get their turns. He said it is strictly a two-horse race, with no appreciable number of delegates supporting candidates other than himself and the General. He thought it unlikely that either Dewey or General MacArthur would make belated entry into the arena.

On other topics, Taft thought that President Truman's seizure of the steel industry warrants House investigation, but would not say whether he thought the move called for impeachment, since as a member of the Senate he might be called upon to vote on the issue. On Korea, Taft said he would complete armistice talks, or if that proved impossible, continue negotiations until military superiority could be achieved. He ducked the query of whether he would have entered the Korcan conflict as Truman did by saying he wouldn't have had the troops evacuate in the first place.

Other Charges

The Senator said that the State Department was infiltrated with pro-Communist attitudes from the days of the Yalta agreement, and that the Federal Bureau of Investigation had sufficient material in its files to bring about a thorough housecleaning. This prompted Agronsky to ask how Taft knew what was in the supposedly inviolate FBI files, a question Taft refused to answer except to say he had the word of a reliable source. He also defended Sen. Joseph McCarthy for dramatizing the movement against alleged subversives in the State Department, but admitted some individual McCarthy charges may have been "overstated or false."

In all, this was a lively opus, mainly because Taft seemed in a combative spirit. The parrying with the panelists seemed friendly enough (except on the FBI issue), but the Senator was acid in his comments on the GOP battle. It was the kind of session which would crystallize the thinking of listeners, so that they must have

wound up either as ardent followers of opponents of the Senator.

RADIO-Reviewed Wednesday (30), 9:30-10 p.m., EDT. Sustaining via American Broadcasting Company. Producer, Bill Neal. Moderator, Gunnar Beck. Panelists: Elmer Davis, Best Andrews, Martin Agronsky and Walter Kierman. Guest, Sen. Robert A. Taft (R., O.).

Eye-Ear Appeal

Continued from page 17

Patti O'Connor, niece of screen star Donald O'Connor, and Bobby Mack. In addition, he'll likely have Jack Liddel, comedian, and two other acts if plans work out. James' idea of a band, which can present a strong show, is especially important today, because of the many one-night spots which are starting to promote names because of the proximity of service encampments. Mrs. Neva Starnes, who co-manages a Western package starring Lefty Frizzell, the Columbia country warbler, with her hubby, Jack, told The Billboard that on a number of such dates near military bases the crowd has been over 70 to 80 percent male, with the absence of dancing partners forcing the band to do a straight show all evening to get top reception. Promoter Van Tonkins, who has dominated the Coast indie promotion picture, has been utilizing all-gal bands, such as Leonard and Ina Ray, Fulton, for the same reason and using a strong show from within each band.

Jimmy Dorsey, long an exponent of the straight music and ballad formula, has added vocalist Sandy Evans, who doubles as a comedian with the ork, while two sidemen from the Dorsey band are doing comedy trio numbers with Evans. Ray Anthony recently started building a choir, similar to the choral group with which he's made a number of his best-selling platters recently. Group eventually will build to about five people, in addition to the regular boy and gal vocalists.

The James itinerary, as planned by Monte, will include a six-week sweep of the Coast, at which James will probably go out thru the Midwest, winding up in his first New York hotel location in two years, after which the band will come back via the South, possibly dipping as far south as Miami Beach on one-nights.

Revolving Door

Continued from page 9

Pepper and Erlend Bedient. James Allen, city editor of the Cincinnati Post, has been named promotion manager of television for the Crosley Broadcasting Corporation. Charles Shaw has been named news director of WCAU, Philadelphia, in charge of both radio and TV. Harvey H. Olson, program director of WDRC, Hartford, Conn., has been named to the board of directors of the Greater Hartford Tuberculosis and Public Health Society. George Haller, executive secretary of Television Authority, is recovering from an ulcer operation at the Mt. Sinai Hospital, New York.

Javits-Kefauver Bout

Continued from page 8

selected by preferential primaries rather than by convention. To both he got a resounding negative reply.

Accord

Kefauver and Javits were in agreement about the need for obtaining greater public participation in politics by giving them the right to select as well as to elect candidates, thru the means of preferential primaries. Both are in favor of a Constitutional amendment to this end, and both are supporting legislation which, meanwhile, would set up nationwide primaries which are not necessarily binding on the States' delegations. Kefauver noted that at present only four States have their delegations bound by primary results. Making the primaries more important, it was noted, probably would also stimulate greater activity by the independent voter within the framework of one or the other party.

VOX JOX

Continued from page 26

hear a record combining the talents of Stan Freberg, Spike Jones, Jerry Lewis and Gracho Marx. — Ray Ramsey. WHIR, Danville, Ky. . . . "Would like to put our record distribute on the back for their wonderful service." — Stan Cooper, KRUL, Corvallis, Ore. . . . "Thanks to The Billboard for the idea of putting a sign on our broadcast booth window thanking people for looking in. It gets lots of favorable comment from visitors to the station." — Bob Brown, WOC, Davenport, Ia. . . . "Still think I'm the only guy not spinning Johnnie Ray records." — Dennis Murphy, KIND, Independence, Kan. . . . Bob James, WVPF, Palatka, Fla., interviewed Sittin' Bossie, Tampa, on his rhythm and blues disk show. . . . "I wonder how many deejays are using the pieces of inspiration and humor which The Billboard sends with each week's questionnaire? The Billboard is still my bible in this business." — Allan Cook, Kalamazoo, Mich. . . . Ray Golden, KSTN, Stockton, Calif., wonders if there are any other deejays who still participate in track and field events—he's on the Pacific Alumni track team. . . . Rod McKuen, KROW, Oakland, Calif., was written up in The San Francisco Chronicle as the guy with the most unusual voice and program in radio. . . . Phil Brooks, KRKD, Los Angeles, Calif., says that a recent note of his in this column resulted in his getting releases from Decca and Columbia. Cal Carter recently completed his fifth year on the "Musical Clock" show on KAMD, Camden, Ark. . . . Jack Plato, WBUD, Morrisville, Pa., comments favorably on the renewed interest in dance bands with hopes for a "mild" revival of the band era. Trying to revive teenage interest in coming out to see their disk favorites in night clubs, Don McLeod, WJKB, Detroit, took the Ames Brothers around to local high schools for a personal appearance. . . . WPTV's four-year-old deejay, Bill Maschmeier, on the Albany, N. Y., station's Howard Maschmeier, did two shows recently via phone from his home — had the measles! . . . "Thanks for the items in the column. It proves that you don't have to know somebody to get mentioned in The Billboard." — KOSA, Odessa, Tex. . . . "Was getting quite a response to a Ronnie Deauville platter, "Deep in a Dream," on the old Super-Disc label, but broke the only copy. Anyone know where to get others?" — Clark Reid, WAKR, Akron, O. . . . Ell Duell, WVBR, Ithaca, N. Y., reports that the station is now carrying a half-hour Fred Waring show for General Electric. . . . Don Graham, WCNT, Centralia, Ill., has added a name band segment to his two-and-a-half-hour disk show. . . . Guest on the Ray Schindler show, WRNL, Richmond, Va., have been Hawkshaw Harkins and Rosemary Clooney. The Clooney routine was transcribed and so well done that listeners thought she was there in person.

The generality in screen background music. Radio cannot be used as a yardstick for such composers. It is known that the Society is now deeply engaged with this matter. . . . All these problems have to do with the specific needs of individual groups within the Society are of considerable urgency. The Society is close to a solution on some of them.

Group Problems

Continued from page 16

multiple releases of the same tune, the totals in most cases exceed the actual number of tunes recorded. . . . Pop Record Breakdown A breakdown of this quantitative analysis into the three classifications of records shows a different order of the leaders in each category and serves to point up the specific field or fields in which the various publishers specialize. In the pop field the leader is again the Robbins group with 101 sides. M.P.H.C. is second with 74 sides released. All but 10 per cent of the overall total activity of these two groups was in the pop field. . . . The Leeds and Bourne groups which rank sixth and eighth in the overall totals jump to third and fourth places in the pop category with 52 and 40 sides, respectively. Next come Hill and Range with 37 pop sides each. Chappel is seventh with one less side. Eighth is Morris with 32, and the pop top ten is rounded out with Shapiro-Bernstein and the Peer interests which accounted for 27 and 25 sides, respectively. These 10 publisher groups were responsible for a total of 461 pop sides—43 per cent of the total pop sides released by the six labels during the first four months. Most of these top 10 are old line publishers with continuing recording activity of their standards included in their totals. . . . Three Big C. and W. Firms In the country and Western field the pre-eminence of relatively few firms in securing major label recordings is even more pronounced. Heading the list is Acuff-Rose with 54 of its total 73 recorded sides in this category. Peer has acquired 42 folk sides, and Hill and Range, the other member of the country and Western triumvirate, has had a total of 35 sides recorded and released in this area. These three firms totaled 131 sides, 39 per cent of all major label c.&w. published sides released thru April. . . . No R. and B. Standouts The Scoreboard shows that there has been considerably less recording activity by the major labels in the rhythm and blues field than in either of the other two categories.

America's Town Meeting

TELEVISION-Reviewed Sunday (27), 6:30-7 p.m., EDT. Sustaining via American Broadcasting Company. Producer, Tomasz Hell, Inc. in association with William Truman and Alice Penlarge. Program director, Alice Penlarge. ABC director, Bob Doyle. Moderator, John Daly. Guest, Sen. Estes Kefauver (D., Tenn.) and Rep. Jacob Javits (R., N. Y.).

Prockter Sees \$2 Mil Year

Continued from page 6

minute program with Richard Arlen as star and narrator. PSI also distributes films. Sixty-eight British features are already being offered to stations around the country. Later, many of these movies will be capsulized into half-hour versions which will be a source of revenue. PSI represents a syndicate of investors willing to finance TV production by independent film makers. They will finance outright or else furnish dough to video film projects which, though started, are running into money difficulties. PSI will furnish to these indie complete writing, production and budgetary consultation. Their TV films will be put on 18-mm film for distribution to non-theatrical markets and on 35-mm. for theatrical distribution to non-TV markets and abroad. . . . Re-Packaging The films which have been sold to Schlitz will be regrouped and sold for secondary runs. The Schlitz series contains a variety of moods — comedy, adventure and mystery. For subsidiary sale they will be packaged into only mystery, only comedy and only adventure packages, to give them a new look. . . . To see that its TV properties get AM exposure in non-TV markets and to build future video audiences there, PSI is going into the radio transcription field. All

ready set to go on wax are "Foodini" and the "China Smith" series. Their TV sponsors will get a special price should they buy the same packages on AM. . . . PSI is filming its Schlitz series and "China Smith" in Hollywood. It has concluded an arrangement with Oscar Zaninger's Ultramar Films to film three trial scripts at their Mexico City studios. Documentary film is to be shot in New York. . . . Prockter Productions, Inc., their affiliated company, which produces "Big Story" and "Treasury Men in Action," is producing "Police Story" in association with the CBS-TV network.

No Stand-Out

Continued from page 16

lishing interests control the copyrights of these 38 tunes. . . . The fact that only one publisher, the Robbins group (The Big Three), has gained as many as four best-selling sides to date further points up the relatively even distribution of hits among publishers. Each of these sides represents a different tune. . . . Six Pubs Have 3 Each Bracketed at three sides each are six different firms, the Morris, M.P.H.C., Laurel, Mellin, Mills and Leeds group. The first two accounted for their chart entries thru three tunes each. Mellin's three sides came as a result of two versions of one tune and a single side of another. Three different recordings of "Kiss of Fire," "Blue Tango" and "Wheel of Fortune" have made the chart for the Leeds, Mills and Laurel groups, respectively. . . . Chappel, Peer, Hollis, Shapiro-Bernstein, Disney and Rush have each had two sides on the best seller list, the last one hitting with two different versions of the same tune. Ten other firms have gained one other entry each on the chart.

Bulk of Pops and Folk

Continued from page 16

Altho major label interest in this field has increased in the last year, independent labels still have strong control of this field. On the publisher level the distribution of sides recorded is more evenly distributed than in the other two classifications. Hill and Range leads with 10 sides followed by Argyle, Drake and Fairway with eight each. Behind these is a host of others which have had one to seven sides recorded and released.

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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 an event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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Shop Talk

Broadway Openings

"Blueprint" Supplement

John Effrat's 1952 supplement to his "Blueprint for Summer Theater" contains a vast fund of information useful to actors and managers alike.

"Once Upon a Midnight," a musical on the life of Edgar Allan Poe by Father Barrett, began a two week-end run, May 2, at Fordham University.

Parsons Adds "Pink" For '53 Season

"Pienle," by William Inge, with staging by Joshua Logan, is set for the 1952-'53 season at the New Parsons Theater, Hartford, Conn.

BROADWAY SHOWLOG

Performances thru May 3, 1952

Table with columns for DRAMAS, MUSICALS, CLOSED, and COMING UP, listing show titles, dates, and performance counts.

ater Guild offerings, "Constant Wife," "Fourposter," "Gigi" and "Jezebel's Husband." The last named will open the season, with Claude Raina, September 4.

ELT Holds Elections; Call for Playwrights

Equity Library Theater elections, May 12, to replace 22 retiring members of the E.L.T. Executive Committee, will be held at the American National Theater and Academy Playhouse at 2:30 p.m.

Out of Town Review

CONSCIENCE

(Monday, April 28) Plymouth Theater, Boston

A drama by Pedro Bloch. Translated from the Portuguese by Claude Vincent. Adapted by A. M. Klein. Staged by Maurice Schwartz.

Stage Mgrs. Kick Off BB Donaldson Activity

NEW YORK, May 3—Stage managers from all the current Broadway productions were entertained at luncheon at Sardi's Tuesday (29) by The Billboard as part of its kick-off on the Donaldson Awards.

HOOK 'N' LADDER

(Opened Tuesday, April 29) Royale Theater

A farce comedy by Charles Horner and Henry Miles, staged by Al Morita.

Broadway has had its share of clinkers this season. But the all-year low arrives at the Royale in an extraordinary little package titled "Hook 'n' Ladder."

Charles Horner and Henry Miles, reputedly a pair of top-flight radio and television gag writers, are the authors of what is billed as a farce comedy.

Valiant Trouper The best that can be said about "Ladder" is that its actors are valiant. It is hard to credit how one of our top comedians like Vicki Cummings should have let herself become involved in these dire proceedings.

Without being acquainted with Saul Bellow's novel, "The Victim," it is hard to tell just how sharply Leonard Lesley has established its motivations in rendering it into a play.

Lesley's drama concerns the psychological effect on a decent editor of a nasty Jew-baiting weakling who somehow or other convinces him that he is responsible for the latter's plunge into the gutter.

THE MALE ANIMAL (Opened Wednesday, April 30) City Center

A comedy by James Thurber and Elliott Nugent. Staged by Michael Gordon.

MUCH ADO ABOUT NOTHING

(Opened Tuesday, May 11) Music Box

A comedy by William Shakespeare. Staged by Anthony and Jerry. Set and costumes by Stewart Chaney.

A reporter must admit that his acquaintance with "Much ADO About Nothing" is book-wise.

The most striking thing about this revival is the amiability of its actors. There is almost continuous bubbling laughter on the stage, as if each individual player is delighted with some secret, roguish drollery all his own.

THE VICTIM

(Opened Friday, May 2) President Theater

A drama by Leonard Lesley, based on the Saul Bellow novel. Staged by George Auerbach.

Without being acquainted with Saul Bellow's novel, "The Victim," it is hard to tell just how sharply Leonard Lesley has established its motivations in rendering it into a play.

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Spike Gets Hefty 261G in 44 Dates

Goes Into Final Week of Tour Batting \$5,930 Per; Total Gross to Hit 300G

CHICAGO, May 3.—The Spike Jones "Musical Depreciation Review of 1952" raked up a sensational \$260,933.47 in its first 44

Name Talent Ups Attendance In Portland, Ore.

PORTLAND, Ore., May 3.—Growing success in using big-name talent to pull crowds into arenas was demonstrated here this week with two shows that closed Sunday (27), each boasting record attendance for their annual events. Although the Portland Home Show in the Pacific International Livestock Exposition building ran almost simultaneously with the Shrine Circus in the Portland Ice Arena, both found their bookings drew bigger audiences than last year.

Home Show, April 18-27, with a stageshow featuring Nick Lucas, pulled a total attendance of 75,152 for 24 performances. Al Learman, managing director, said this was 20 per cent above last year's attendance. Tickets were 80 cents. The independently produced Shrine Circus, starring Banjoist Eddie Peabody, chalked up 26,460 admissions for the eight performances running from April 22-27. Prices ranged from \$1.50 to \$5.

Home Show, with two performances nightly and matinee Saturdays and Sundays, was booked by Learman, Portland booker and producer.

Other acts were Burns Twins and Evelyn Cooper Sisters, Dana Martin as emcee, and the George Arnold Show Band. Learman put the show together, which he said he is taking to Spokane for a home show September 5-14 with exception Yancanelli and Moro will supplant Nick Lucas. Cooper Sisters will be featured.

Promotion was extensive, with plenty of advance newspaper and radio notices. Disk jockey show was staged from the Exposition building during run of the show, and one daily paper published a special Home Show Section to help launch the event.

This was the second year of the Shriners' new policy of having its own show built instead of buying an established show for promotion of their philanthropic. Formerly Polack Bros' Circus had played here. Manley Treese, general chairman, explained that new practice gives all the net to the benefit objectives instead of taking a split of the gate.

Show was put together by C. A. Hogan of Puyallup, Wash., as booker. Hogan is also a director of the Western Washington State Fair. Besides headliner Peabody other acts were Mabel Stark and her Bengal Tigers, Lester Cole and the Debutantes, Elmer Cleve and Marilyn Keller, Dwight Moore's Mongrel Revue, Josh Kitchen's Liberty horses, Prince Charming, Hop Henry and His Baby Elephant and Lynn Randall's horse, Top Hat.

This show also grossed more than a year ago. Acts moved on to a Shrine circus billing at Yakima, Wash.

Big crowds proved Portland to be receptive to arena shows despite their conflicting dates. Instead of suffering from competition, shows co-operated, announcing each other's program from the stage, and Nick Lucas and Eddie Peabody filled exchange engagements at each other's shows.

Auditorium Managers:

Help us build list of promoters who are capable of properly promoting and writing attractions in your building. The increased availability on art attractions and package shows hinges upon the number and quality of interested promoters. It will be to your advantage to aid in the compilation of a complete list of local promoter concerns. Send us the name of the promoter in your territory. Write: Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

dates, and with Richmond, Sacramento, Santa Cruz, San Jose and Fresno, Calif., played this week, expected to put the show over the \$300,000 mark for the tour.

This year's package was 90 per cent new, with Jones retaining only the material which had proved sure-fire in previous shows. Route opened in Des Moines March 1 and wound up in Fresno Tuesday (30), with the troupe returning to Los Angeles to prepare for TV, night club and a home show booking which will carry Jones thru early August.

Averaging \$5,930 per date, the package only worked three flat rate dates this year, Bloomington and La Fayette, Ind., \$5,000, and Nanaimo, B. C., \$3,000. Other grosses recorded, thru April 23 when the Revue played Corvallis, Ore., were: Des Moines, \$12,594; Waterloo, Ia., \$4,071; Cedar Rapids, Ia., \$5,106; Burlington, Ia., \$4,856; Davenport, Ia., \$5,000.50; Fairport, Ill., \$6,755; Joliet, Ill., \$6,058; Peoria, Ill., \$10,111.50; Evansville, Ind., \$5,306; Nashville, \$4,707.06; Louisville, \$4,107.60; Chicago, \$14,464.50; Ann Arbor, Mich., \$4,128.60; Kalamazoo, Mich., \$3,891.60; Grand Rapids, Mich., \$4,506, and Flint, \$4,007.

Show hit \$5,237.50 in Saginaw, Mich., then followed with \$4,994 in Toledo; Zanesville, O., \$4,350; Canton, O., \$4,300.16; New Castle, Ind., \$5,006; Springfield, O., \$4,100.15; Logansport, Ind., \$4,170.50; Fort Wayne, Ind., \$7,039; Elkhart, Ind., \$4,981; Appleton, Wis., \$5,830; Madison, Wis., \$5,491; Rochester, Minn., \$5,413.90; St. Paul, \$3,111.06; Duluth, Minn., \$4,209.50; Grand Forks, N. D., \$8,328; Winnipeg, \$10,295.40; Brandon, Man., \$6,000.01; Regina, Sask., \$5,649.64; Edmonton, Alta., \$6,928.80; Calgary, Alta., \$6,171.90; Vancouver, B. C., \$7,936.50; Victoria, B. C., \$7,630.50; Seattle, \$4,890.63; Portland, Ore., \$7,356, and Corvallis, \$4,988.80.

Olympics Draw Yank Talent

Continued from page 3

Brunnshuset cabaret in Helsinki. Senor Carlos, American balloon personality, playing a return date at the Folkens, Stockholm, after a couple of weeks with Stig Lommer's revue at the ABC Theater, in Copenhagen, where Virginia Somers, American pianist-vocalist, also was a feature.

Niles, Nadyne Featured

Niles and Nadyne, classed as the best American dance duo ever seen here, are currently appearing at the plush Ambassadeur cabaret, in Copenhagen, but have lined up the Brunnshuset, Helsinki, for May; Liseberg Park, Gothenburg, for June; China Theater, Stockholm, for July, and Hotel Bristol, Oslo, for August. The Balladinas, unique novelty juggling act at the Ambassadeur, has also lined up the China, Stockholm, for July, and Liseberg, Gothenburg, for August.

The Black Diamonds, good Cuban music and dance unit which has been topping the bill here at the Valencia during March and April, has engagements for Stockholm during June and for Oslo, Norway, in July.

Patricia d'Or, talented English juggler, who played the local Ambassadeur last December, also has lined up a Scandinavian route, including China Theater, Stockholm, for June; China Theater, Helsinki, in July, and the Bristol Hotel, Oslo, in August.

George and Tim Dormonde, English screw-ball unicyclists who have been known in New York, are playing circus and park dates in Sweden, while an unusually large number of big circus acts from England, France and other countries are being featured with various Scandinavian circuses or are booked for park dates. List includes several acts that have worked the Ringling-Barnum and other American circuses. Delta Rhythm Boys are slated for return engagements at Scandinavian parks and vaude spots.

NEWS NUGGETS

Ernie Tubb Shares Bill With Wedding

TORONTO, May 3.—Something unusual in the way of paid attractions was provided here last week by Fred Roden, owner of a Western music store, when he allowed some 2,000 persons to pay \$1.50 each to watch his wedding ceremony.

This was an added attraction to the presentation of Ernest Tubb, Western music recording

artist, at the Mutual Street arena in Toronto.

The wedding came in for much newspaper publicity and aroused a great deal of criticism from the ministerial associations since people paid their way in to watch the wedding, performed by an outstanding minister. The latter defended his action by saying he could see no objection to performing the wedding in a public auditorium.

"Ice Vogues" to Beaumont Under Club Auspices . . .

BEAUMONT, Tex.—J. Lee Friedman, representative of "Ice Vogues of 1952," has announced that the show will play here June 18-21 under auspices of the Beaumont Pilot Club and South Beaumont Lions Club.

"Biggest Show of '52" Gets 4,200 in Cincy Garden . . .

CINCINNATI—More than 4,200 fans turned out Wednesday (30) for a one-nighter of "The Biggest Show of '52" in the Cincinnati Garden. Paid included Frankie Laine, Patti Page, Billy May orchestra; Clark Brothers, dance team; Illinois Jacquet on tenor sax; the Chocolaters, comedy duo; and comedy impressions, and Don Rice, comedy. Tickets were priced at \$1.50, \$2, \$2.50 and \$3.

B. C. Bldg. Makes Hut, Cuffs Time for Kids . . .

VANCOUVER, B. C.—Revenues of Point Grey Community Center Society, which operates Kerrisdale Arena, were sufficient to meet all obligations and still provide free hockey and lacrosse hours for community prospects. It was reported at the annual meeting last week. Hockey games attendance totaled 35,243, and lacrosse pulled 54,495. Additional revenues were received from the Kerrisdale Figure Skating Club, the annual ice show featuring Barbara Scott, the Spike Jones unit and several other roadshow attractions. Gordon Russell is the new president, succeeding Arnold (Nick) Lucas; Wilfred Russell, vicepres; Edward Orr, secretary; A. E. Munro, treasurer. A board of 35 directors also was elected.

38,000 New Record For Cincy Home Show . . .

CINCINNATI—A new attendance mark of more than 38,000 paid admissions at 75 cents was hung up at the April 18-27 Home Builders' Show in the Cincinnati Garden under sponsorship of the local Home Builders' Association. This marked the first time the show has been presented in the Garden. Last year's show was held in Music Hall.

On hand were more than 150 exhibits, displaying everything to build, improve and furnish a home. There were also lectures and cooking demonstrations for women. Closing day feature was the award of a \$500 scholarship in the College of Economics, University of Cincinnati, given the winner of an essay contest on "How I Can Become a Successful Homemaker," conducted during the past two months among high school students. Also on hand were entertainers from WLW radio and TV stations and a revue that included Sid Stone, Pat Hutto, the Debs, Hustrel Sisters, Ross Wyse Jr. and June Mann, and Dick Meyer.

Dallas Sports-Peak Show Pulls Peak 139,000 . . .

DALLAS—Fourth annual Southwest Sports and Vacation Show closed 10-day run here Sunday (27) with record estimated attendance of 139,000 as compared to estimated 118,000 last year. Show, sponsored by The Dallas Morning News, was held in Automobile Building at State Fair Park. Ticket price, 75 cents for adults with 50 cents extra for reserved seats to tank show. About 150 exhibitors took part.

Arnold Winds Up 10 Bldg. Dates; Sets One Record

MADISON, Tenn., May 3.—Eddy Arnold, RCA recording artist and radio and TV Western and country music headliner, completed 10 aud-arena shows in the last two weeks and raked up a record gross on April 16 when the package played a special benefit for Henderson, Tenn., which had been badly hit by a storm. Henderson is Arnold's hometown.

Package, booked by Col. Tom Parker, who also manages the Eddy Arnold show, included the Oklahoma Wranglers, Jamup and Honey, the Dickens Sisters, Roy Wiggins, Hank Garland and Paul Mitchell. Tom Diskin handled the advance promotion, and Charles Brown produced.

Troupe played the St. Joseph (Mo.) Auditorium, April 18; Kansas City (Kan.) Auditorium, April 19; Hutchinson (Kan.) Sports Arena, April 21; Forum in Wichita, April 22-23; Memorial Hall, Salina, Kan., April 24; Memorial Auditorium, Pittsburg, Kan., April 25; Memorial Auditorium, Joplin, Mo., April 26, and the Mosque, Springfield, Mo., April 27.

Parker is continuing to book the package in auds and arenas, but can only book around Arnold's weekly radio shows which must be transcribed weekly.

Talent consisted of Oldfield and Ware, acrobatic contortionists; Bobby Winters, juggler; Frank's Retrievers, dog act; Bill Bennett and Jackie, talking crowd; Dick Berg and Sealy; Frankie Pelouquin's Canadian log rollers; Llion the Tramp, tight rope; the Ivanovs, tumbling and bar act; Don Allen, champion caster; Earl Dennison, duck caller, and Santa Fe Indiana. Bill Brown was emcee and Billy Mayo's orchestra played show. Martin P. Kelly was show manager.

Resume Construction On Fernie, B. C., Arena . . .

FERNIE, B. C.—Work has been resumed on the \$84,000 Fernie Arena. Nearly \$60,000 has been raised by pledged pay-roll deductions, donations, service club projects, coal company help and a city bylaw. Another drive for pay-roll deduction help and donations has been started.

Vic Futrelle Resigns; Barr Seen as Successor . . .

GRAND RAPIDS, Mich.—Two key executives of the Civic Auditorium here, Walter J. Norris, chairman of the board of control, and Victor C. Futrelle, manager, resigned last week. Norris is moving to Detroit to handle publicity for Butterfield Theater. A successor to Futrelle was to be named by City Manager George E. Bean, with the former's assistant, Fred J. Barr, a veteran theater and park man, likely to receive the post.

Competing Events Hit Icer's Draw In Houston . . .

HOUSTON.—John Harris' Ice-Capades showed before 30,000 in seven performances at Sam Houston Coliseum April 23 - 27. This was far below last year's attendance figure for the same number of performances. Icer had plenty of competition, the most rugged being University of Houston five day Frontier Fiesta that pulled 25,000 Saturday (26) alone and pushed the grand total above 80,000. Lesser competition included stock car races at three tracks and first long home appearance this season of Houston Buff baseball club. Tickets were priced at \$3.00 and \$2.00.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or all local events which you have recorded in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Gayle Office To Promote Chi Page-Laine Show

CHICAGO, May 3.—"The Biggest Show of '52," headed by Patti Page, Frankie Laine, Billy May and featuring Illinois Jacquet, the Clark Brothers, Don Rice, Jay Lawrence and the Chocolaters, which has been touring thru Canada and the East, lost its local promoter here this week, with the Moe Gayle office now set to handle the show on its own.

While the May 10 date here holds, the package has been moved from the Chicago Stadium to the Opera House, and Cres Courtney and Al Wilde have come on from New York to handle the booking. Price scale here will run from a \$4.25 top down to \$1.85 for the two scheduled performances, one starting at 7 p.m., the other at 9:45 p.m.

Original promoter for the package here was Herb Carlin, who dropped out in order to build his own aud-arena package. Howard Miller, local disk jockey, and Sam Honigberg, publicity man, then planned to take it on, but couldn't reach an agreement with Gayle.

Rosella Hightower, American premiere ballerina, and John Taras, American ballet master, with the Marquis de Cuevas Ballet, scored individual hits here and in Stockholm during April. Also scoring smash hits in Copenhagen, as well as in Stockholm, Gothenburg and Malmo, Sweden, during early April, were Ella Fitzgerald and several top jazz musicians in Norman Granz's "Jazz at the Philharmonic." This unit played extra concerts or return dates at all cities they appeared in.

Tivoli Gardens, in Copenhagen, has lined up several American musicians and vocalists for its Concert Hall and thrill and circus acts for its open-air shows. Book-er Ernst Sahltstrom is ill at present, so listing of Tivoli bookings is not available, but this park uses the best talent available. In general, good acts or talent playing any good Scandinavian spot get a shot at all the top spots in Denmark, Sweden and Norway.

Acts coming to Scandinavia this summer should be sure to reserve hotel rooms, as most hotels in the big cities report very heavy summer bookings. As a rule bookers will make reservations if requested.

Arena Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Biggest Show of '52 (Auditorium) Minneapolis, 7 (Arena) Milwaukee; (Palace) South Bend, Ind.; (Madison) Chicago, 10; (Ice) Aud. St. Louis 11; Davenport, Orem, Circus: Winnipeg, Man., Can. 17; Hamill-Morton Circus: Altam, Pa., 9-10; Hollywood Ice Revue (Forum) Montreal, Can. 1-11; Ice Capades of 1952 (Pan Pacific) Los Angeles, thru June 21; Pock Bros' Eastern Circus (City Coliseum) Austin, Tex., 7-10; Pock Bros' Western Circus (Auditorium) Sacramento, Calif., 8-11; (Auditorium) Oakland 14-16; CAR, Hunt, Circus: Syracuse, N. Y., 8-19

Hocus-Pocus

By BILL SACHS

LESTER LAKE picked up a neat piece of change last week from Universal Pictures for the use of his professional name, Marvolo, in the forthcoming Universal pic "Magic Lady." One of the leading characters, a magician, carries the Marvolo tag. . . Stan Lee, former president of the "Wizards" Club of Chicago, is featured at Irv Benjamin's All-You-Can-Eat Restaurant at Foster and Sheridan in the Windy City. Stan specializes in sleight of hand. . . Norman Jensen this week-end winds up a two-weeker at the Esquire Show Bar, Montreal. . . Blackstone and his mystery troupe concluded a week's stand at the Casino Theater, Toronto, Tuesday (6). . . Doc Wells, escapologist, assisted by Miss Terry Lee, is headed to show his wares and answer the questions of a kiddies' panel on the "Kiddie Kollege" TV show over WABD, New York, next Sunday (11) at 12:30 p.m. EDST. . . Jack Courtney, mending from a recent lung operation at his home, 631 Wager Street, Columbus, O., is slated to re-enter the hospital soon for a similar operation on the other lung. . . Dr. Bill Neff and his "House of Mystery" plays Ashland, Ky., May 9; Newport, Ky., May 10; Harrison, O., May 16, and Lexington, Ky., May 30. . . Keystone King No. 20 International Brotherhood of Magicians, Harrisburg, Pa., installed Rudolph P. Zlogar, Steelton, Pa., as its president at the 24th anniversary dinner of the organization held recently. Michael P. Zerzane,

past president, served as toastmaster and emcee, and L. A. Waterman, territorial vice-president of the IBM, conducted the installation. Other officers installed were Joseph Homcheck, Middletown, Pa., vice-president; George M. Pintarich, Hummelstown, Pa., secretary; S. W. Walker, Harrisburg, Pa., treasurer; and S. T. Durborow, sergeant at arms.

BILL AND RUBY HEWITT (Ching Ling and Soo) are back in the Philadelphia sector after a busy season in Texas, Louisiana and Florida. During their engagement at the Skyliner Club, Fort Worth, they headlined a show for Walter Winchell's Damon Runyon Cancer Fund at Will Rogers Memorial Auditorium, with duets scaled from \$25 to \$100. Ching recalled that he's been chalking up excellent returns with his "Cremation of So." . . . Bill especially for him by Percy Abbott. It does away with the coffin-type box and may be worked in the center of any night club floor. Ching says: After a brief vacation at their summer home at Cape May, N. J., Chin Ling and Soo return to Dallas to remain until after the year-end holidays. . . Pierre Cartier, French trixster who formerly used the name of Keith Clark, had made a quick return to Montreal, opening at the Continental Cabaret for a two-week stand. He recently concluded a three-weeker at the Mount Royal Hotel in that city. . . Al Sharpe, Chicago magus, has been elected dean of the Delta Theta Phi Law Fraternity, Douglas Senate, in the Windy City. . . Joan Brandon, after winding up on a string of return dates in Miami Beach, Fla., left there April 27 to continue her tour thru the South. After concluding that trek, she'll head back East for engagements in New York City, Albany, N. Y., and Lake Placid, N. Y. . . George Marquis closed recently with Howie's Hippodrome Circus at Earlington, Ky., after a brief fling with that org. and says that he's set on a string of theater and TV dates in the East for Barney Spear, opening this week.



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Extra Added

Here and There

Bruce Stern, Music Corporation of America staffer who resigned recently, has opened up his own office in Cleveland. His first big account is the Flame Room in Akron where he is installing a policy of record names with a \$3,000 budget. . . Rummy Babash, who worked at Allen's in Pittsburgh for four years, has finally made the break and is now set for 10 weeks at some of the country's leading niteries. Bishop was Joey Bishop's partner before World War II, and when the war was over, he came back to marry Melody DuPre, featured strip and settled down in Pittsburgh. He went into Allen's, and a meeting that sure buck, he stayed there and became a city institution. He is now set for the Town Casino, Buffalo; the Show Bar, Boston; the Esquire, Montreal; the Cataline, Mansfield, O.; and Casey's, Toledo.

Abbott Icer Set For Chi Hotel

CHICAGO, May 3.—Merriell Abbott is completing casting for a new ice show slated to debut at the Canray Hilton Boulevard Room June 6. This is the hotel's entry in the pitch for the heavy political convention biz expected in July.

New show, 12th consecutive icer to play the room, will offer a change in the format of previous shows, and will include practically an entire new cast. Choreography will be handled by Dolores Pallett. Hattie Smith will write the original music.

Milwaukee Show Inks Curtis, Laurie

MILWAUKEE, May 3.—Local theater-goers will get their first look at live vaude acts in many months May when the Warner Theater stages a special cancer fund show.

Heading the live show will be Tony Curtis and Piper Laurie, with a number of standard acts to be booked in around the two pic names. House has set a \$10 top for the choice seats. Balance of pews go for \$5.

Brooks Retires From Butterfield Circuit

DETROIT, May 3.—Retirement of J. Oliver Brooks, director of public relations for the Butterfield Theater Circuit, became effective today. Brooks has held the post for the past three years, and prior to that was head booker for the chain for 25 years, booking legitimate road shows, vaude, tab and other live stage shows, as well as motion pictures, for the circuit's block of over 100 theaters in up-state Michigan. He will be succeeded in his public relations post by Walter J. Morris, who formerly was manager of city operations at Grand Rapids.

Stem Combos

Paramount (3,654 seats; average \$68,000) finished its three-weeker of Billy Eckstine, Fran Warren and "Bond in the River" with \$55,000 after an \$83,000 gross the previous week. The new show has Larry Storch, Pearl Best and the Herb Fields' org and "Mandy; Warner (2,756 seats) did a disappointing \$29,000 for its third week of the Ballet Theater company plus "Mara Maru".

Palace (1,650 seats) slipped to \$39,000 with the Betty Hutton 10-shows-a-week policy. The bill started with \$60,000 followed by \$43,500. The show runs another week, after which the house will go back to its previous eight-act and film policy.

Burlesque Bits

By UNO

MARTY KNOPF, treasurer of the Hudson, Union City, N. J., and Manny Davis, operator of the Orpheum, Reading, Pa., and the Lyric, Allentown, Pa., are partnered in a new summer theatrical project to be launched at the end of June. The venture will be in the nature of musical comedy shows under a roomy tent in Neptune County, N. J., near Asbury Park. Billing will be "Neptune Music Circus," and St. John Terrell will book and produce a weekly change of revues. . . Gaby DeLys wound up her Hirst circuit tour with a week at the Roxy, Cleveland, and another at the Casino, Pittsburgh, May 8. . . Joe Hammond, after being held over two additional weeks at the Star, Portland, Ore., moved to the Rivoli, Seattle, for four weeks with a new straight man, Glen Dale. . . Herbert Minsky was removed last week to the University (formerly the Post Graduate) Hospital suffering from a relapse of a heart ailment. . . Mar-Shan (Marsha Blue) is in her fifth week as feature at the Three Deuces niterie, New York, where other principals are Lili Hart, co-feature; the Raven, Gail Shay, Gene Kelly, Helen Pakeo, Les Veyea and Sherry Corday. . . Stan Abrams, professional known as Stan Lee, magician, former manager of the Rivoli, Chicago, is featured at Irv Benjamin's eatery in the same city. . . Dave Kayne, spotlihter at the Hudson, Union City, is ill in Doctor's Hospital there. Replacement is John Shoret. . . Dixie Lynn followed Raye Miles as featured dancer into the Roxy, Montreal, week of April 19, when other acts included George Barria, comic; Manolo, Spanish dancer, and Bob Dale, wire walker.

Gertie Apple Dumping, former cashier on Royal American shows, was promoted from usherette to featured strip during the closing week of the Grand, St. Louis, April 20. Joe Fritz, doorman at the Grand, joined Royal American Shows in the same capacity. His wife, Pearl, chorine, is a member of the Giri Show on the org. . . In New York from Alexandria, Va., on a visit to James Barton, star of "Paint Your Wagon," and his wife, Catharine, is Evelyn Brooks, widow of John Barry, formerly of the trio, Barton, Barry and (Mickey) Markwood.

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Jersey Rink, Pool Men Fight Fed. Tax

NEW YORK, May 3.—May 3 was set as date for the next meeting of New Jersey amusement operators, including roller rink men, who met April 21 in Fallsades (N. J.) Park to set up an organization — the New Jersey Sports and Recreation Association — thru which the operators hope to combat "unfair" aspects of the federal tax structure. A number of Pennsylvania operators also attended.

Rink men at the first meeting included W. L. Facher, America on Wheels, Elizabeth, N. J.; J. Edelstein, Olympic Park Roller

Rink, Irvington, N. J.; Arthur E. Litzenberg, Crystal Palace Roller Rink, Philadelphia, and Victor J. Brown, New Dreamland Arena, Newark, N. J.

The 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 city, county and State governments. Easement of the tax in favor of public units creates unfair competition that endangers their investments, the operators said.

Robert A. Guenther, Olympic Park, Maplewood, operator of a large pool, was named president of the organization, J. G. Whitehouse, Maple Crest Beach Club, Hackensack, treasurer, and Irving Rosenthal, co-owner of Fallsades, which also contains a large pool, was elected secretary.

The association is expected to exert considerable influence, since many of the members carry power and prestige in their communities. Rosenthal said that action would take the form of personal contact with congressmen, and that future meetings will be designed to correlate efforts along this line. He said that all operators have been affected by the tax situation

(Continued on page 51)

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Roadshow Rep

L. VERN SLOUT, manager of the Toby and Ora Slout Players Tent Show, is directing rehearsals which got under way in the show's quarters in Vermontville, Mich., last week. Show will follow its usual route this season, opening in Michigan and playing thru Ohio, Illinois and Indiana and closing in Missouri. Former members returning for the 1952 trek include **Klink** and **Francis Lemmon**. **Walter Lukas**, **Jerri Dexter** and **Monie Monrose**. New this year will be **Jimmy Carroll**, who will handle the leads; **Don Scope**, parts and magic; **Irene Sirbiki** and **Donna Forest**. A feature vaude act will be added. Slout said that no new rolling stock will be added because company transportation is at a high level. A new mechanical stake driver has been added to working equipment, however. This year marks show's 26th on the road. . . . **A. M. Carlow** has framed a puppet show to play the coastal towns of Maine this summer. Carlow played numerous Connecticut and Rhode Island dates during the winter. **W. D. (Bill) Alexander** has moved from Alexandria, La., that he has signed a number of fair and celebration dates for his oddities show. He plans to go it alone for most of the season, however.

Hinckley writes from Boulder, Colo., that he had a fair winter with his solo show. He plans a lay-off in Glenwood Springs, Colo., after which he will take his outdoor show on the road. **Hinckley** mixes his dime and dance work with his busking-style promotions. . . . **G. J. (Gib) Berryman** will promote amateur shows in Maine this summer, using **E. F. Hannan's** "Little Maine Town" as a feature. **Berryman** spent the winter in Vermont. . . . **Earle V. Cook** has set up a museum-wax show which he will present from a platform in Central Mississippi, with opening set for June 1. . . . **Lee L. Vals**, who completed a long string of dates with his puppet show, will try some resort stands after June 1 in Central Pennsylvania.

W. H. (Bill) McCoy comes thru from Jackson, Miss., with his two cents worth about recent contributions to this corner
(Continued on page 51)

Drivin' Round The Drive-Ins

THE U. S. Supreme Court has refused to hear the appeal of the major film companies in the **David Milgram** drive-in theater case. Last year **Milgram's** Boulevard Drive-In near Allentown, Pa., won an epochal decision in the U. S. District Court, Philadelphia, giving the open-airer the right to bid for pictures day and date with the indoor theaters in Allentown. **Milgram's** drive-in not only gets the first-run films, if it wants them, but the theater operator also has another suit against the movie companies pending, seeking \$300,000 in triple damages allowed under the anti-trust act for damages allegedly sustained by the drive-in thru the alleged discriminatory selling practices of the major picture distributing companies. . . . **Dave Weinstein** returned to the movie field as manager of **Read's Atlantic Drive-In** near Pleasantville, N. J. For the theater's reopening, **Weinstein** distributed free popcorn and lollipops to the kiddies and children under six years of age were admitted free. . . . **Gene Plank**, of Harrisburg, Pa., who spent the last two summers in Reading, Pa., as manager of the **Reading Drive-In**, is back in that position for the coming season.

L. D. FERNIE, currently in Miller, S. D., plans to move West and will put in the summer in Washington and Oregon. He spent the winter playing halls and indoor dates but for the summer will go to a busking show. . . . **Chris Tate** Players will spend the summer playing Western Canada. They plan to play outdoors from a platform-style show. . . . **Doc J. J.**

Scher's New 500G Skatery Opens on L. I.

NEW YORK, May 3—Springfield Roller Rink, a super new skating place said to have cost \$500,000, bowed recently at the corner of Farmers and Merrick boulevards, Springfield Gardens, L. I. Opening festivities included a buffet-party for rink operators and local bigwigs Tuesday (15) night and a gala public debut, complete with amateur show and appearances by **Roller Derby** stars, Wednesday evening. A crowd estimated at close to 1,500 attended the latter with many more turned away.

Heading the new project is **Benjamin Scher**, Long Island businessman. **Charles Litt** is at the organ and **Jack and Irene Boyer**, holders of the coveted **RSROA** gold proficiency medal in dance skating, are the professionals.

Springfield is of modern design from stem to stern. Among its features are complete fireproof construction, a theater-type lobby, a 180 by 90-foot unobstructed skating surface, beginners' rink, shower and dressing rooms, a high gaily-colored glass cloth ceiling and parking space for 600 cars. Also, in the ladies room, a hot air hand dryer that squirts mildly with Chanel No. 5—and for free.

The Union News Company, concessionaires, is running the soda fountain. It is the firm's first rink venture.

Speed Derby Finale for Detroit Arena

DETROIT, May 3—First complete season of the Michigan Speed Derby will close Tuesday (8) at Arena Gardens here with a program that includes 11 classes of race entries. The year is considered the best that has ever been held in speed skating in Michigan, according to the veteran **Free A. Niarda**, Arena manager. Over 200 skaters have been turning out regularly.

47 Hoosiers Pass Tests at Ft. Wayne

FORT WAYNE, Ind., May 3—At April 6 proficiency tests staged by the United States Amateur Roller Skating Association at Jim Wall's Roller Dome here 42 of 48 candidates passed junior bar tests, four of a field of eight passed the bronze medal test, and one junior bar figure test was taken and passed. The local rink, **Idyl Wild Rink**, **Marion**, and **Parkside Rink**, **Frankfort**, contributed the skaters.

Because of the short time available, it was necessary to use four judges and test two candidates at the same time. Referee was **Charles J. Barkhoff**. Judging was done by **Joe Iwan**, **Jackie Pattore** and **George Demich**, Gary, and **Jean Barkhoff**, LaPorte.

Wolf Spearheading Anti-Tax Campaign

POTTSTOWN, Pa., May 3—**Walter J. Wolf**, operator of Ringling Rocks Roller Rink here, is leading the opposition in protest against a 10 per cent amusement tax on all admission tickets which the Lower Potlsgrove Township School Board proposes to impose. The board approved a resolution favoring such a tax at its last meeting. In the protest, **Wolf** is joined in leading the movement by **Raymond C. Hartenshine**, owner of **Sunnybrook Park**, near here.

Richland Returns Home

HARTFORD, Conn., May 3—**Irving Richland**, of the Hartford Skating Palace, has returned here from a trip to Florida and Cuba.

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TRI-STATES-Buying & Booking Service, Philadelphia, announces that it has added these open-airers to its account list: **Frank W. Royer's** Harvest Moon Drive-In, Linden, Pa., and his **Silver Moon Drive-In**, West Milton, Pa.; **W. A. Albertson's** Benton
(Continued on page 51)

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THE RAINS CAME

4" Downpour Hits Eastern Enterprises

NEW YORK, May 3.—Outdoor show business took one of the worst licks in memory over the past week-end when up to four inches of rain fell in many Eastern areas. Effect of the deluge was not as serious as it might have been since it followed a mild, clear period that included an unseasonably hot spell which led to record grosses over the previous week-end.

Park, shore and carnival endeavors all were affected with the mobile units in worse shape as the result of bad drainage on many lots. The rain began Thursday night (24) and continued thru

Connors Quits AGVA Post in Stormy Session

Insurance Company to Be Notified That Plan Ends November

• Continued from page 15

insurance plan, the payments to be retroactive to last October.

Dunn Resigns

When the original 15-year plan was disclosed, the board charged that former AGVA head Henry Dunn, had exceeded his powers, but before the issue could be resolved Dunn resigned. Connors was called on the carpet as the originator of the plan. His undated resignation was requested with the proviso that the resignation would be exercised immediately for cause.

During the past few months at least one State had ruled the insurance plan illegal. Investigations are continuing in other States. When the new plan was agreed upon, the insurance company suggested a new administrative set-up which would comply with the various State insurance departments' rulings.

The matter was in a process of negotiation when pressure was applied to the board by Adler and Connors, and the board blew up.

AGVA plans to continue the insurance plan with the present company until November when its cancellation notice takes effect. In the meantime, competitive bids will be requested from other insurance companies so the members' coverage may be uninterrupted. A committee consisting of Murray White, Manny Tyler, George Price and AGVA head Jack Irving was set up to investigate and report other insurance company proposals.

Sweeney-White Set 100-Miler For Nashville

NASHVILLE, May 3. — First 100-mile big car auto race ever to be staged in Nashville has been slated for the State fairgrounds here June 14 following negotiations completed last week.

Event will be staged by National Speedways (A) Sweeney and Gaylord White, with the Nashville Trades and Labor Council as the sponsoring organization. Sweeney closed the contract Tuesday (22) following conferences with County Judge Beverly Briley, president of the State fair, and L. E. Griffin, the fair's secretary-manager, both of whom pledged their co-operation in staging the event.

Monday (28) with hardly a let-up in many areas.

In Washington the World of Mirth Shows had to postpone their scheduled Thursday opening. The wet weather nullified operations on succeeding days until Tuesday (28). James E. Strates Shows fared slightly better in Philadelphia.

Isser Units Flooded

The two units operated in the New York area by Phil Isser and I. Trebish were virtually inundated. It was possible to get one unit off the lot by hiring tractors. The other had to stay where it was for a second week because of the flooded condition of the lot. All other carnivals had similar experiences.

Parks and beaches were blanketed by the steady rain but they were mostly ahead on the season. Total loss of the week-end at Rockaways' Playland was said to be the worst that funspot has encountered in its history.

Weather started to clear Monday (28) and by Tuesday the sun was shining brightly. On the whole, the weather has been good to date and most outdoor amusement endeavors are doing all right as predictions for a good season continue.

Mound City Circus To Net Police 50G

ST. LOUIS, May 3.—According to officials of the St. Louis Police Relief Association the annual circus which closes at the Arena tomorrow night will in all probability break all previous records from the standpoint of attendance and net proceeds going into the association coffers. Including Friday night (2), approximate attendance was 165,000. The souvenir program grossed in excess of \$53,000 in advertising revenue, and it is estimated that the relief fund will be enhanced by about \$50,444 from the circus.

The circus committee, comprised of 20 members, headed by Capt. George Dreshage, Lieut. Nicholas Hunt, in charge of the circus program, and Ed Rohde, secretary-treasurer, heralds the show as the best ever presented here. Bob Shaw, of the Gus Sun Booking Agency, is managing director, and

Judy, Betty Are Mentioned For CNE Show

TORONTO, May 3.—Judy Garland and Betty Hutton are now being mentioned as possibilities to head this year's Canadian National Exhibition grandstand show. Either would replace the comedy team of Martin and Lewis, who reportedly are tied up with a picture commitment to Hal Wallis and Paramount.

Discussing the possibilities, Jack Arthur, producer, said so far nothing had been closed with anyone. It would appear that Martin and Lewis are going to lose their London Palladium date as well as the CNE.

If Arthur picks up either of the fets, he would have to rebuild the whole concept of the grandstand show, he said.

There are many other names on Arthur's list. These include Jack Benny and Bob Hope, but Arthur said he is unworried by the fact that he is only three months away from show date and without a headliner. He is confident he will be able to line up a powerful name.

CNE SKEDS DAILY CAR GIVEAWAY

TORONTO, May 3.—Canadian National Exhibition has decided to give away one car during its 1952 run. This decision was reached at a meeting of the directors, and is being done to get over a problem of loose tickets as well as to boost sales.

Winnipeg Fair Summer Preem Plans in Works

Sponsoring Club Sets Amphitheater, Stadium as Site

WINNIPEG, May 3.—Plans for Eastern Manitoba's first annual Red River exhibition, underwritten by the Winnipeg Kinsmen Club, are well under way, with some attractions already set.

The event is to be held at Winnipeg's Osborne Stadium, downtown football park and the adjacent amphitheater, which has a seating capacity of 5,000. The stadium is to be used for outdoor industrial exhibits, a water show, and a midway, with the amphitheater for entertainment. (Continued on page 58)

SEES BIG GROSSES

Fritz Cites 30-35% Hike at Chi Kidspot

CHICAGO, May 3.—"This is going to be a big year," Art Fritz, pioneer in the Kiddieland field and operator of a kid funspot in suburban Melrose Park, declared this week.

In support of his contention, Fritz cited that grosses at his lay-out were 30 to 35 per cent higher than last year, with the sharp increase attributed largely to the public's looser spending.

Weather in the Chicago area has been unusually good over the past two weeks and Fritz recognizes that the warm days and extended period of clear weather has helped grosses.

"But the big reason is that parents are buying more \$1 and \$2 block tickets, compared to single unit ride tickets, than they did last year," Fritz said. He added that bills of larger denomination than last year also were turning up at the ticket booths.

Pleased with the business already registered and the bright promise for the remainder of the season, Fritz also was delighted with the effectiveness of a new sound system introduced into the funspot this year. It uses tape recordings, instead of records, and

Fritz holds that it is considerably better than the old system.

"There is no scratching with tape recordings, as there is with records after they have been used frequently," Fritz said. "Quality remains consistently good and the tape recordings require less attention than disks. Running time of the tape recording is one hour, and then the tape automatically reverses itself and plays for an additional hour."

Detroit Fair Execs Inspect Strates Model

Contract Award Set for May 7; Thrill Show Inked

DETROIT, May 3.—No indication which carnival will be awarded the Michigan State Fair contract was given by James M. Hare and Harry Wright, fair's secretary and president, upon their return from an inspection of the Strates Model Shows at Savannah, Ga. Strates and D. G. Wade Shows remain the only active contenders. A decision is expected May 7 at a special meeting of the fair's entertainment committee.

Announcement was made this week that the Jimmie Lynch Death Dodgers have been contracted for the first two days. Current board thinking is that the Colonel Gatewood Rodco, now set for seven days, may be signed for an additional day.

Frank E. Ross Named Stockton Fair Pub. Dir.

STOCKTON, Calif., May 3.—Frank E. Ross, former Los Angeles newspaper man, has been named publicity director for San Joaquin County Fair here, August 15-23. E. G. Voltmann, fair secretary-manager, said. Ross' appointment was confirmed by the board of directors.

Vollmann and Ross are now on a tour to meet with editors and radio men to learn their needs from the event's press department.

Ross is former business editor of the Los Angeles Mirror and also was in the Los Angeles Times news department. His background includes service as public relations director of the Aircraft War Production Council during World War II, and 17 years as special writer and promotion editor of the Phoenix (Ariz.) Republic & Gazette.

Ross has established a professional public relations service here. He maintains offices with a part-time branch in Los Angeles.

Mills Grosses Continue Good

PORTSMOUTH, O., May 3. — Mills Bros' Circus continues to get the good business that marked its first week out of winter quarters. Aided by a big advance sale of tickets thru the local Kiwanis, the afternoon performance here Friday (25) was close to a full house while the night show went off to a three-quarter attendance.

In addition to the advance sale, the sponsors advertised the stand heavily. Doc Waddell, circus chaplain, was not with the show here. Due to illness, he jumped from Chillicothe, O. to Knova, W. Va., for a day of rest.

Warm Weather Hampers Cole Chi Business

CHICAGO, May 3.—Cole Bros' Circus, despite stiff opposition from rainless, summer-like weather which kept would-be patrons out of doors, picked up momentum this week and daily turnouts at the Chicago Stadium runs ahead of the first half of the current run. Show's 32-performance sked, only one this year under the Cole title, closes Sunday (4).

Much of the increased week-day traffic, particularly at the matinees is attributed to this week's annual spring school vacation in Chicago. Business over the week-end (28-27) was good with half houses or better for all four performances.

Top nights during the past week included Tuesday (29) and Thursday (1). Final week-end, which begins today, is expected to swell total attendance.

Wednesday (30), Sam J. Levy, co-producer of the show, hosted close to 400 members of the Showman's League of America at the night performance.

WOFA Workshop Sees Better Annuals

By BOB DOEPKER

SPRINGFIELD, O., May 3.—Some 350 civil leaders, fair board members and county officials from all of the 46 counties that make up the membership of the Western Ohio Fair Association turned out for the group's second annual "workshop" session in the Women's Building on the Clark County Fairgrounds here April 30.

With Clark County's dynamic manager, Bryan F. Sandles, directing activities, the full afternoon meeting discussed in detail ways and methods to improve operational procedures at each of the WOFA-affiliated annuals and more than lived up to Sandles' pre-enclosure charge that "we'll discuss all our problems, no matter on whose toes we step. We want to make certain that each succeeding fair is better than the preceding year."

The afternoon sessions got under way at 1:30 and were devoted to panel discussions on every problem associated with successful fair

operations. Harry V. Jump, Norwalk, O., president of the County Commissioners Association of Ohio, discussed fair matters from the viewpoint of county officials. State Grange Master Bryon Frederick, Copley, discussed at length facilities for grange displays at fairs and how to improve their operations.

Air Views

Sandles, in welcoming delegates to the convention, pointed out that the conference, which is planned to be held annually because of the success of the initial two meetings, was being sponsored to provide persons interested in Western Ohio fairs a means to air their views, complaints and suggestions relative to staging county expositions. He said that the Clark County Fair Board believes that improvement of all county fairs in this section of Ohio will increase interest in attending fairs and that, consequently, his exposition has much

(Continued on page 56)

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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

George Hanneford Family, which has been touring the Los Angeles area with the Clyde Beaty Circus, will leave that organization about May 22 and open with the Tom Packs Circus in Gadsden, Ala., June 7. The troupe closes on the latter show late in August to play fairs and indoor circuses. Contract with Beaty was for eight weeks.

Stanley Wathon booked the recent circus program appearing at Municipal Auditorium, Springfield, Mass., and sponsored by Bela Grotto. Talent included **Clara-bell, Three London Girls, Clem Belling and Company, King Reynolds, Two Jacks, Al Libby and Betty, Kayletta, Art Donnelly, Ronald and Rudy and Fred Marrett.** Agent **Billy Creedon** reports that the **Three Rays** are heading into the final weeks of a 26-week South American tour with **Neel Sherman's "Water Capers."** Gals may junket to Europe after the wind-up south of the border, altho Creedon reports sufficient demand to keep them busy in the U. S. thru the fair season.

Tex Ritter, formerly with outdoor shows and now on TV and in Western films, in a note to the Billboard inquires of **Fanny Rosiana** and others with whom he formerly trouped.

Poodles Hanneford is on location with the Warner Bros. Picture Company unit for the filming of "Springfield Rifle" in Lone Pine, Calif. He and his daughter **Gracie** recently completed a film in the Cisco Kid series for television. **Larry (Bozo) Valli** is now on the road from his home in Los Angeles to appear at a series of super-market openings in the San Francisco area. He also played a date in Yuma, Ariz., for an agricultural society. Valli has been booked again for the California State Fair in Sacramento and will also appear at the Arizona State Fair in Phoenix in November. **Bozo** has started **Captain Bozo's Safety Club**, under the sponsorship of the Dr. Ross Dog Food Company. The membership cards are issued to the children with parent or guardian also signing.

Ely Ardely, single trapeze, who was with Cole Bros.' Circus for its Chicago Stadium run, is displaying photos of her new home in Sesta Key, Fla., 20 miles out of Sarasota. Ely, who made several television appearances in the Windy City, is scheduled to open a two-week engagement at **Ponchartraine Beach, New Orleans, June 8**, and will follow with a week at **State Fair Park, Dallas.**

Ira J. Watkins, veteran chimp trainer, received a big publicity break while playing the **St. Louis Police Circus**. The Sunday (27) St. Louis Post-Dispatch did a two-page story on Watkins using colored photos he took while playing an engagement in **Mexico City** in 1950. Following the close at **St. Louis Saturday (3), Watkins** headed east to play parks and fairs for **George Hamid** and **Mrs. Watkins** took a similar act to **Hamid's Steel Pier**, for the season.

Harold Barnes, tight wire, opened last week at the **Broadwood Hotel**, Philadelphia, to be followed by a run at **Blinstrub's Village**, Boston. **Aerial Snyder's** high act, have been booked as a free attraction at the **Chesaning, Mich., boat show** which opens July 7. **Kayletta**, high act, passed thru **Chicago Wednesday (30)** en route from California to join an Eastern carnival as the free attraction for six weeks. Following that engage-

ment, she will join a **Gus Sun** unit for parks and fairs.

Beatrice Damsie, chimp trainer now with the **E. K. Fernandez Circus** in Japan, writes that the show will remain in **Tokyo thru May 5**, and will then move to **Osaka** for the balance of the month. Despite heavy rain, business has been good, she says, and the show is presenting three chimp acts at one time. **Beatrice** has the center ring, flanked by **Rubeen Castand** and **Tom Hickman** with their talented chimpanzees.

Milo Jones and his **Great Milo** troupe of high performers, is set to open his outdoor season **May 26** at **Chilhowee Park, Knoxville.** **Four Phillips** will join the **Polack Eastern Unit** at **Fort Leonard Wood, Mo.** **Freddie Valentine**, flier, closed with the **E. K. Fernandez All American Circus** in Tokyo, Japan, and is heading back to the U. S.

Talent booked for the grandstand at the **Richland County Fair, Olney, Ill.**, includes **Two Jeffreys, trapeze; Buddy and Jean Peterson**, roller skating; **Myrtle Dunedina**, juggling, and **Bozo Harrel**, clown. **Ernie Young** handled the booking. **Bert and Corriane Deazo**, much-traveled high performers, stopped off to catch the **Cole show** in **Chicago** en route from the **Omaha Shrine Circus** to join the **Orrin Davenport** opera in **Duluth.**

Trisks Troupe, high wire now with **Cole Bros.' Circus**, will play the **American Broadcasting Company's Super Circus** television show, **Sunday (11)**, along with **Billy and Jean Lambert**, acrobatic dancing, and **Clark's Bears**. **Billy Romano**, balloon artist, will fill the **Side Show** bill. **Following Sunday James M. Cole** elephants are set plus **Matt Tuck**, foot juggling; **Wells and Four Faves** and the **Hustrel Sisters**, portable trapeze.

Sam Howard's Aqua-Thrills, high and swim unit, will play its fair route with a staff of 25, supplemented by acts and a band booked thru the **Ernie Young Agency, Chicago**. **Howard** recently completed a new winter quarters warehouse at **Coral Gables, Fla.**, and is building new scenery and equipment for a proposed **Cuban and South American** tour this winter.

Bobby Benson, stage and radio child cowboy, and the **Great Romero**, acrobat, have been signed for the **Spokane Lilac Festival's** night show at **Memorial Stadium, May 17**, according to **John Armenia**, show chairman.

Jim Valdare, veteran bicycle-uncycle performer, was the subject of a feature story by **Jim Warner**, in the **April 28** issue of **The Detroit News** complete with a two-column photo of the act.

Midway, Fireworks Set For Woodville Annual

WOODVILLE, O., May 3.—Gooding Amusement Company rides, fireworks and a **DeSoto** auto giveaway will be featured at the **10th annual Fourth of July Celebration** here under auspices of the **Clarence E. Nieman Post, American Legion Post** and the local **Volunteer Fire Department**. Dates are **July 2-5.**

P. J. Schnoor is chairman of the concession committee.

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Out in the Open

Guy Weadick, originator and first manager of the Calgary (Alta.) Stampede, will be the guest of the board of directors of the event at the 40th anniversary of the contest July 7-12. He will ride at the head of the stampee parade on opening day and also will be present to help make the championship awards on closing night. In addition to Weadick, many veteran cowboys and ranchers from the U. S. and Canada, who competed in the first big

show in 1912, will be on hand for the celebration.
 Leo A. Sullivan Jr., son of the president of the Eli Brake Company, Jacksonville, Ill., manufacturer of Big Eli Wheels, left home Wednesday (30) after two weeks leave from the Navy. The younger Sullivan reported back to Norfolk and expects to remain in the service until October of this year when he plans to return to the Eli engineering department. During his tour of duty, Sullivan's ship stopped off in India where he visited several Ferris Wheel operators.

Ralph Gemmill has been re-elected president of the Moose Jaw, Sask., Travelers Day Parade, featured event of the third day of the Moose Jaw Exhibition. Dirk Scholten has been renamed manager of the Medicine Hat (Alta.) Stampede Company, parent organization of the rodeo and fair in that city. Herman Linder, Cardston, Alta., will again be arena director.

Bert Craner, back in Los Angeles from Sacramento, predicts the 1953 sessions of the California Legislature will have many bills dealing with both the amusement and fair field before it. Craner recently conducted the annual Moose Festival and Girl of the Golden West Queen contest in San Francisco and the event yielded a \$12,000 gross. It was Craner's second year's promotion for this organization.

Arthur Powell, builder and operator of Powell Speedway, Pleasantville, N. J., was killed recently when one of the trucks operated by his contracting firm ran over him. Ben Allen, Posters, Inc., reports that he has remodeled his Philadelphia office. Bill Vail last week started his 17th year as impresario of Alcyon Speedway, Pitman, N. J.

May 21 issue of "People Today," which goes on sale Wednesday (7), carries an article titled "Pee-wee Parks Pay Off." Mini-sized mag says kiddie spots are mushrooming and being set up particularly in conjunction with drive-in theaters. Two photos taken at Maumee (O.) Kiddieland, operated by Balaban & Katz, are used to illustrate the yarn.

Lawrence Rodeo Bows May 27

BENTON HARBOR, Mich., May 3.—Lawrence Championship Rodeo, owned and managed by Larry Lawrence, formerly with the Mills Bros. Circus, and staged and produced by Lloyd and Amanda Schermerhorn, opens its season here May 27.

The two-hour show, playing two-a-day on one-day stands, will tour Michigan, Ohio, Indiana, Pennsylvania and the east, carrying 35 people and 70 head of stock, Lawrence announces. All dates will be under sponsorship.

Larry Lawrence will be in charge of box office and concessions; V. C. Andre will handle promotion, and Lee Buer will serve as general agent.

Among the acts already engaged, according to Lawrence, are Marlin Morgan, all-round rodeo performer; Shirley Morgan, trick rider; Bud Calvin, trick rider and bulldozer; Ray Jean Calvin, trick rider; Carl Romic, high school horses and mules; Ervin Romic, producing clown; Fay Romic, high school horses and trick rider; Homer Harris, clown and bucking Ford; June Ragsdale, Frank Flock, June Flock and Frank Byron, Western specialties, and Split Cloud and his Indian troupe. Personnel will be completed by the end of next week, Lawrence says.

Exhibit Space Sold Out At Saskatoon Event

SASKATOON, Sask., May 3.—Demands for display and concession space for the Saskatoon Exhibition here far exceed the space available, according to Manager S. N. MacEachern. Dates are July 21-28.

Masonic Rites For Ray Belew Held in Tampa

TAMPA, May 3.—Funeral services for Ray (Sparkie) Belew, veteran concessionaire with the Royal American Shows who died April 29 in Memphis, were held at Blount's Funeral Home here at 2 p.m. today, the Rev. L. E. McEldowney officiating. Temporary burial took place in Woodlawn Cemetery, with Hillborough Lodge No. 25 of Tampa holding Masonic grave-side services. His widow, Evelyn, survives.

Belew spent a number of years with the RAS. He was a member of the Masonic Blue Lodge at Mobile, Ala.; the Scottish Rite body at Tampa; Egypt Temple Shrine, Tampa; Royal American Shrine Club, Greater Tampa Showmen's Association and Showmen's League of America.

Active pallbearers were Sam Delany, Earl Maddox, James Moeller, Jack Stuts, Nat Lorow and Johnnie Johnson. Honorary pallbearers were Nat D. Rodgers, Carl J. Sedlmayr, Carl J. Sedlmayr Jr., O. J. Weiss, William Perrot, Bill Clain, Sam Gordon, Tommy Thomas, Robert Lohmar, Tommy Arzaz, Eddie Hunter, Eddie Walters, S. M. Antuono, Eddie Lowe, Vernon Kohrn, Fred Bird, W. H. Devon, Archie Bromley, Paul Klieder, Fred Howey and Harry Jullus.

Bary Zoo Holds Over Added Day In Dodge City

DODGE CITY, Kan., May 3.—Howard Y. Bary's British African Zoo played here for three days ending April 28 under Disabled Veterans auspices. The three-car railroad walk-thru show opened its season 10 days earlier at Wichita. It was billed here for two days but remained for the third.

With Bary on the show are his wife, an animal superintendent and a ticket seller. Warren Buck is in charge of animals. The show's adult tickets go for 60 cents.

Telephone promotion is used in advance of the show and it is billed with tack and window cards plus window lithos. It was scheduled to play Garden City, April 28-30; Larned May 1-2, and Great Bend, May 3-4.

Major animals displayed aboard the cars include a tapir, lion, leopard, wallaby, two young chimps, emu, llama, and giant rat. There is a variety of monkeys, including marmosets, squirrel monkey, gibbon, rhesus and others. The bird displays include swan, toucans, screampers, genet, and rhea as well as others.

Coleman, Alta., Sets July Rodeo

COLEMAN, Alta., May 3.—Annual rodeo of the Coleman Board of Trade will be held July 4-5 with Jim Wilke chairman and J. Rollie Hill secretary-treasurer. Herman Linder, of Cardston, Alta., has been re-engaged as arena director. The customary rodeo queen contest has been dropped in favor of a draw for prizes and the usual grandstand program has been eliminated. A rodeo parade will be held.

Ringling Sets \$4 Top at Hub Garden

BOSTON, May 10.—Ringling Bros. and Barnum & Bailey Circus comes in here for a six-day stand May 13 in the 13,000 seat Boston Garden.
 Seat scale will be \$1.20, \$1.80, \$2.40, \$3, \$3.60 and \$4, with the upper balcony unserved at 90 cents, tax included.

ESE Execs See Need for Night Lighting

BOSTON, May 3.—On a tour of the New England States in behalf of Eastern States Exposition, West Springfield, Mass., Howard W. Selby, prexy, and Jack Reynolds, new general manager, declared in a local appearance that fairs everywhere must step up their night lighting in view of the decided public trend for night shows.

Accompanied by Adrian Potter, sales manager, and Ray Winans, advertising and press they plan to barnstorm the big and small New England cities to bring show plans to industrial and agricultural leaders. Eight full days and nights this year instead of seven are carded for the Exposition, September 14-21.

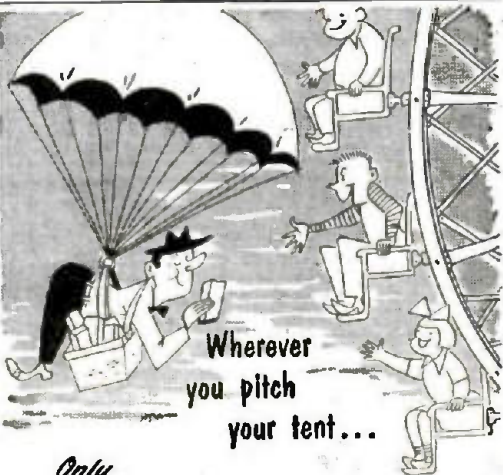
Reynolds said primary aim will be to keep the expo "crisp" and always fresh, moving forward with the times to keep up with the changing trends and giving the public what it wants.

Long range planning, he said, includes increased use of lights on the grounds, particularly in the way of decorative lighting to make the area more attractive and lively looking at night. It will necessitate constant changes and improvements, he pointed out, many of which are now underway.

3000 BINGO
 No. 1 Cards, heavy white, black back, \$15474. No duplicate cards. These are Precision and Calligraphy Numbered Card. 30 cards, \$2.50; 50 cards, \$4.75 cards, \$6.99; 100 cards, \$11.99.
 From 100 to 3000 a set of 30 cards. Calling Numbers, 75¢ Wood Cutting Numbers, \$1. Printed Tally Cards, 25¢ Colored Calling Cards, 50¢ same weight as 75; in Green, Red, Yellow or Blue ink. DOUBLE-CARD No. 1 Size, \$24.99, 100 set.

3000 KENO
 Made in 30 sets of 100 cards each. Played in 3 rows across the cards, set up and down. Light weight cards. Per set of 100 cards, tally card, calling numbers, \$1.50.
 LIGHT WEIGHT BINGO CARDS
 White, Green, Yellow Cards, postal card thickness. Can be returned or discarded. 3,000, size \$27, per 100, \$1.25. In lots of 3,000, \$1 per 100 Calling Cards.
 SET Numbered Ping Pong Balls, \$15.00
 Billiard Balls, \$20.00
 3,000 Jack Pot Size (stripes of 7 numbers), Per 1,000 \$1.25
 Midweeknight Cards, \$15474, white.
 Green, Red, Salmon, Blue, 1.00
 3,000 Small, Thin "Browns" Bingo Sheets, 5 colors, loose ends, no paste, size 4 1/2" x 6" \$1.98
 Plastic Markers, 1/2" dia. Green, round or square, 3/4" diameter, \$1.50
 Scallop Edged, Green only, \$2.00
 smaller Size, 1/2" diam. Red or Green Plastic, \$1.00
 4-1/2" Diameter Plastic, \$1.50
 Cardboard Sign Markers, 10 1/2" for Rubber Covered With Case Size \$1.75
 Clubs, Wood Ball Markers, Marker Board, Spade Inlay, \$15.00
 Thin, Transparent Plastic Markers, \$1.00
 Brown, 1/2" inch Per \$1.00
 Featherweight Thin Bingo Sheets, size 5 1/2" x 7 1/2" very large numerals, 5 colors, loose, not tabbed, \$2.25
 Round white N. J. Cardboard Markers, 2 sizes, 1/2" inch diam., 1000 to 1 1/2" large size, 50 diam., 1000 to 1 1/2" either size, 1b \$5
 Airline Bingo Boards, elastic fastened, complete with 75 Numbered Ping Pong Balls, \$15.00
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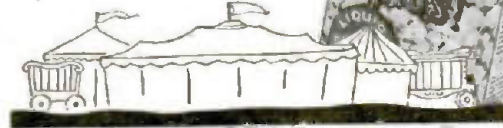


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- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

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Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended May 7.

Arizona
 Holbrook—Navajo Co. Fair. Sept. 16-20. J. A. Miller.
 Prescott—Yavapai Co. Fair. Ann. Sept. 16-21. Alice Townsend.

Arkansas
 Bentonville—Benton Co. Fair. Ann. Sept. 23-26. C. M. Burger.
 Booneville—Logan Co. Fair. Oct. 9-11. W. H. Allen.
 Conway—Faulkner Co. Fair. Sept. 24-27. Alvin Lynch.
 El Dorado—Union Co. Fair. Sept. 27-31. Thomas Reynolds.
 Greenwood—Sebastian Co. Fair. Ann. Sept. 4-8. Earl Fryer.
 Heber Springs—Clarendon Co. Fair. Sept. 25-27. James T. Edwards.
 Hermitage—Bradley Co. Fair. Oct. 1-3. Floyd A. Wagon, Banks, Arl.
 Huntsville—Madison Co. Fair. Ann. Sept. 18-20. Odell Young.
 Monticello—Drew Co. Fair. Sept. 24-27. Jack Shelton.
 Mountain View—Stone Co. Free Fair. Ann. Aug. 21-23. E. B. Watts.
 Newport—Jackson Co. Fair. Ann. Sept. 22-26. Nellie Mize.
 Potosi—Madison Co. Fair. Ann. Sept. 6-10. A. G. DeClerk.
 Prescott—Nevada Co. Fair. Ann. Sept. 17-19. Jada M. McQuire.
 Salem—Pulaski Co. Fair. Ann. Sept. 11-13. Everett Lawrence.

California
 Humboldt—Layne—Luna Orange Fair. Ann. Aug. 13-16. M. P. Brindley, Old Lyme.
 Warren—Litchfield Co. 4-H Fair. Aug. 23-25. Jeanne P. Wheeler, Torrington, Conn.

Georgia
 Athens—Athens Agr. Fair. Oct. 20-25. P. H. Williams.

Connecticut
 Litchfield—Litchfield Co. 4-H Fair. Aug. 23-25. Jeanne P. Wheeler, Torrington, Conn.

Florida
 Jacksonville—Duval County Fair. Ann. Sept. 23-26. C. M. Burger.
 Tallahassee—Leon County Fair. Ann. Sept. 23-26. C. M. Burger.

Illinois
 Springfield—Coles Co. Fair. Ann. Sept. 13-14. J. W. Wilfeth.

Indiana
 Muncie—Warrick Co. Fair. Ann. Sept. 23-26. C. M. Burger.

Michigan
 Detroit—South St. Louis Co. Fair. July 31-Aug. 3. Robert Leslie, R. 1, Box 730.
 Fair Rapids—Shiell Pastures Agr. Ann. Aug. 11-15. B. P. Brewer.

Minnesota
 Duluth—South St. Louis Co. Fair. July 31-Aug. 3. Robert Leslie, R. 1, Box 730.
 Fair Rapids—Shiell Pastures Agr. Ann. Aug. 11-15. B. P. Brewer.

Mississippi
 Fulton—Tasamba Co. Fair. Ann. Sept. 20-Oct. 4. H. L. Holland.
 Greenville—Delta Fair & Livestock Show. Sept. 15-20. John Bagary.
 Pontotoc—Pontotoc Co. Fair. Ann. Sept. 29-Oct. 2. F. R. Hande.
 Vicksburg—Miss-Lou Expo. Sept. 29-Oct. 4. Alfred W. Paulk.

Missouri
 Laredo—Laredo Community Fair. Sept. 11-13. J. R. Robertson.
 Mansfield—Wright Co. Fair. Ann. Sept. 2-6. N. I. Walker.

Nebraska
 Lewellen—Garden Co. Fair. Sept. 11-13. James A. Pough.
 North—Gardner Fair & Livestock Show. Sept. 11-15. Leonard McCormick.

New Jersey
 Branchville—Sussex Co. Farm & Horse Show. Aug. 6-9. John W. Raab, Newton, N. J.
 Burlington—Burlington Co. Fair. Ann. July 31-Aug. 2. D. L. Kensler, Mt. Holly, N. J.
 Durham's Corner—Middlesex Co. Fair. Aug. 26-29. Fred C. Heyl, RFD 1, New Brunswick.

New Mexico
 Springer—Cottax Co. Fair. Ann. Sept. 13-14. J. W. Wilfeth.

New York
 Ballston Spa—Saratoga Co. Agr. Soc. Aug. 25-29. Wendell Downey.
 Ballston Spa—Saratoga Co. Agr. Soc. Aug. 5-9. Jay Keller, Ballston Spa, N. Y.
 Canandaigua—Ontario Co. Agr. Soc. Aug. 5-9. Chair E. Tomhey.
 Ponds—Montgomery Co. Agr. Soc. Aug. 25-29. Fred Lowe, Fultonville, N. Y.
 Hemlock—Hamilton Co. Agr. Soc. Aug. 27-30. Ralph D. Bernard.
 Herkville—Montrose Co. Fair. Ann. Aug. 19-22. Albert Lochner, North Greece, N. Y.
 Kingston—Ulster Co. Agr. Soc. Aug. 20-21. Albert Kerdyk.
 Morris—Osego Co. Fair. Ann. Aug. 26-30. Richard Tripp.
 Plattsburgh—Clinton Co. Fair. Aug. 11-16. W. H. Day.
 Sandy Creek—Sandy Creek Fair. Aug. 19-22. Seymour E. Black, Parish, N. Y.

Iowa
 Pottsville—Big 4 Fair. Aug. 29-Sept. 1. Charles Both.

Kansas
 Big Springs—Douglas Co. Fair. Aug. 27-29. Max Wagonmaker, Jeannette, Kan.
 Burlington—Coffee Co. Fair. Ann. Aug. 26-Sept. 1. Raymond Vaughn.
 Clay Center—Clay Co. Free Fair. Aug. 15-12. C. H. Peterson.
 Dighton—Lape Co. Free Fair. Aug. 6-8. E. A. Bryant.
 Girard—Crawford Co. Fair. Ann. Aug. 25-27. Marvin Green.
 Goodland—Northwest Kan. Dist. Free Fair. Ann. Aug. 18-22. H. H. Shinnell.
 Howard—Howard-Elk Co. Fair. Ann. Aug. 30-32. Noel Mulheider.

Kentucky
 Wyden—Leslie Co. Fair. Ann. Late in Sept. Eugene W. Hoard.

Massachusetts
 Lakeville—Middleboro Agr. Soc. Aug. 24-25. Ed. D. Ball.
 Spencer—Spencer Agr. Ann. Aug. 30-Sept. 1. Philip A. Quinn.

Michigan
 Marshall—Calhoun Co. Fair. Aug. 16-23. Roy H. Brigham, Battle Creek, Mich.

Minnesota
 Duluth—South St. Louis Co. Fair. July 31-Aug. 3. Robert Leslie, R. 1, Box 730.
 Fair Rapids—Shiell Pastures Agr. Ann. Aug. 11-15. B. P. Brewer.

Mississippi
 Fulton—Tasamba Co. Fair. Ann. Sept. 20-Oct. 4. H. L. Holland.
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 Morris—Osego Co. Fair. Ann. Aug. 26-30. Richard Tripp.
 Plattsburgh—Clinton Co. Fair. Aug. 11-16. W. H. Day.
 Sandy Creek—Sandy Creek Fair. Aug. 19-22. Seymour E. Black, Parish, N. Y.

North Carolina
 Burlington—Alamance Co. Veterans Fair. Ann. Sept. 8-13. O. W. Minnie.
 Charlotte—Charlotte Indian Fair. Ann. Sept. 26-Oct. 4. William E. Fraser Jr.
 Clinton—Bamberg Co. Agr. Fair. Sept. 22-27. Thomas L. Johnson Jr.
 Dunn—Dunn Agr. League Four-County Fair. Sept. 15-21. J. O. West.
 High Point—High Point Fair. Ann. Week of Sept. 15. T. C. Post.
 New Bern—Tyr. County Fair. Sept. 22-27. W. A. Goddard.
 Roanoke Rapids—Halifax & N. Hampton Co. Fair. Sept. 15-20. Pay Ollendorf, Camden, N. J.
 Trenton—Jones Co. Fair. Ann. Oct. 27-Nov. 1. Mrs. Lurey W. Rine.
 Warren—Lenoir Club Warren Co. Fair. Sept. 22-27. Robert D. Miller.
 Winston-Salem—Winston-Salem Fair. Oct. 11-13. G. C. McNeil.

Pennsylvania
 Abbotsboro—Adams Co. Fair. Aug. 15-18. Mary E. Elder.
 Elizabethtown—Kearns Community Fair. Ann. Sept. 17-20. Lewis Benzel.
 Shanksville—Stony Creek Community Fair. Sept. 2-4. Mrs. Donald Stull.

Tennessee
 Gallatin—Sumner Co. Fair. Aug. 13-16. J. P. Hogan.
 Jackson—Madison Co. Fair. Sept. 15-20. J. B. McKeye.
 Springfield—Robertson Co. Fair. Ann. Sept. 16-13. Oliver Burnett.

Texas
 Mesquite—Mesquite Fair. Ann. Sept. 16-20. Earl C. Coughlin.

Washington
 Bremerton—Kittapow Co. Fair. Ann. Aug. 21-24. C. W. Beck.
 Maple-Fairfax Co. Fair. Ann. Aug. 24-16. Mrs. Marvin Sexton, Raymond, Wash.

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5G Flood Toll At Montevideo

MONTEVIDEO, Minn., May 3.—The worst flood in local history, caused by the swollen Minnesota River, has covered Chippewa County Fairgrounds here to a depth of five to 13 feet to hand the fair association a \$4,000 to \$5,000 damage bill, reports Secretary Stanley Syverson.

Repairs and clean-up of grounds and buildings will start as soon as possible so that the plant will be in tip-top shape for the August 14-17 fair, said Syverson.

In the past five years the fair board has spent \$54,000 on plant improvements, including a commercial display building, rest-rooms, cattle barn, 4-H Club barn, women's building, painting of all buildings and improvement to the carnival area.

Last year's fair, drawing over 50,000 people, produced record receipts, with all departments reporting increases. Carnival and grandstand receipts were up over 50 per cent.

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- A REALLY BRIGHT, QUIET, FLICKERLESS LIGHT.
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Beast Cost, Scarcity Hurt Zoo Operation

NEW YORK, May 3.—The growing difficulty of maintaining collections of animals was noted in the annual report of the New York Zoological Society, operators of the Bronx Zoo, issued here this week.

The cost of animals is rising in most parts of the world, Lee S. Crandall, general curator, observed. Furthermore, the availability of wanted material is short and it is only thru the most diligent planning and effort that replacements have been obtained for the zoo recently.

Making the job of replacement even tougher last year was the loss of three major animals. Doreen, a female bongo, or forest antelope, and the only one of her species on exhibition anywhere in the world, died last March. Death was attributed to senility. The animal had been on display since 1933.

Big Gorilla Lost

Makoko, 14-year-old, 440-pound male gorilla, was drowned in a moat near his quarters in May and this ended the zoo's hope of being the first to breed gorillas in captivity. Third serious loss came with the death of Susie, 11-year-old giant panda, that had been at the zoo 10 years. Death was attributed to a convulsion, and the report said that it is unlikely that the panda can be replaced until conditions in the East have improved.

During the year 2,583,471 persons visited the zoo, an increase of 105,932 over 1950. The children's zoo had a record attendance of 384,123, 29,822 more than the previous high.

On the bright side of the report was the information that Mambo, a two-and-one-half-year-old gorilla imported from Central Africa to replace Makoko, was making good progress.

ASTRO FORECASTS
 AN Readings Complete for 1952

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Winnipeg Fair

Continued from page 52

theater to house commercial exhibits.

The Kinsmen Club, which has been successful in the past in sponsoring an annual carnival, is one of Winnipeg's most aggressive organizations and is starting the fair as a move to develop an annual exhibition comparable to those embraced in the Western Canadian Class A circuit. The club plans to carry the managerial load for two or three years, after which it is hoped civic and provincial authorities might appoint a regular fair board.

Vision Fair Plant

The stadium-amphitheater layout, while sufficient for the launching of a fair, would not be large enough for an annual exhibition such as is included in the Class A circuit. A fair plant will be developed in the future.

For the midway on the fair's maiden run E. J. Casey Shows has been contracted, with the games concessions to be operated by the Kinsmen themselves. The organizing committee is negotiating for the signing of one free act to be offered nightly and for three nights of fireworks.

Big Gorilla Lost

Makoko, 14-year-old, 440-pound male gorilla, was drowned in a moat near his quarters in May and this ended the zoo's hope of being the first to breed gorillas in captivity.

N. M. Spots OK For Wallace

LAS CRUCES, N. M., May 3.—Wallace Bros.' Circus racked up two strong turnouts here Saturday (28) with the stands almost filled for both performances. Stand here, under Lions Club auspices, was greeted by warm clear weather. All seats were not put up here, according to sponsors.

Big top was again in good shape here after suffering a blow-down in Lovington, Sunday (20). The tent collapsed at the end of the first show just as the concert was about to start. Injuries to personnel were minor, being confined to cuts and bruises.

Wilmington Off RB List After 24 Yrs.

WILMINGTON, Del., May 3.—The Ringling circus has failed to include this town in its route for the first time in 24 years. Show has played many lots since 1928 when it began appearing here. Circus executives now give the lack of suitable grounds as the reason for by-passing the date.

The 30th Street site, used by the Big One for many years, is now occupied by the Kerry Drive-In Theater. Last year's site, at Rogers Road and New Castle Avenue, was outside city limits. Thousands of exiting patrons met head on with herds of industrial workers heading home to create a monumental traffic jam.

Others on hand for the meetings included Floyd E. Gooding, and Johnny Enright, of Goding Amusement Company; Carl Kline, C. A. Kline Attractions, New Waterford, O.; Fair Publishing Company representatives; John Anderson and Earl and Mildred Coburn, Enquirer Printing Company, Cincinnati; and Kenny Smith, WLW Programs, Inc., Cincinnati. Bob Terry editor of The Horseman, attended the session but had to leave early to catch a plane to the West Coast where he plans to take in the Santa Anita race meetings.

Clair L. Hill, Wellington, president of the Ohio Fair Managers' Association, who was slated to speak at one of the panels, had to cancel out at the last minute because of serious illness in his family.

Clyde Beatty Side Show Tabs Okay Grosses

NORTH HOLLYWOOD, Calif., May 3.—Clyde Beatty Side Show has been doing good business this far this season with grosses holding up to the big show percentage. George (Red) White, manager, announced. White is managing the show for the second year.

Show is flashed with much new canvas, including a 60' with two 30's for the top, marquee, banners and drapes. Performance consists of six featured freaks and five working acts without an annex attraction.

Line-up includes Zola Williams, bearded fat lady; Laurelio, man with the revolving head; Danny Donesi, penguin boy; Julius Grubbart, Aztec pinhead; Sam Alexander, two-face; Sealio Barent, seal man; Chief Jerome Red Cloud, tribal dances and shrunken heads; Fred Harris, puppet theater; Shackles Horrel, escape artist; Manlio, illusions; and a Hawaiian revue featuring Pee Wee Naeole, Barbara White and Aloha Naeole as dancers and David Naeole and Guy Rhoda, musicians.

Staff, in addition to White, includes Charles Cox, talker; Freddie Harris, inside lecturer; Jack Hawthorne, Scotty Spreng and Norman Wolf, ticket sellers; Eddie Polo, door superintendent; Jimmy Smith, sound technician, and Frank (Jersey) Schank, canvas boss.

Grandstand entertainment will include a rodeo, thrill show, circus and tractor driving contests. Event will be hyped by two street parades while the exhibit department has lined up new home demonstration and school exhibits.

Columbus, Neb., Adds Exhibit Hall

COLUMBUS, Neb., May 3.—Platte County Fair here has expanded its exhibit facilities by the addition of a new hall measuring 120 by 64 feet. W. L. Botcher, secretary, announced. The fair will also have larger stable facilities since the addition of lean-to's to five of its horse barns.



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to gain by playing host to the workshop conference each spring.

Harry Kahn, secretary-manager of Auglaize County Fair, Wapakoneta, O., pointed out the successes and reverses his annual encounter over the years and strenuously urged better co-operation between the city directors of the fairs in the State and the farmers. He attributed the success of his own position to the fact that all-out attention had been paid to this phase of his annual's operation until it now enjoys a 100 per cent perfect record.

The day's activities got under way at 10 a.m. with an inspection of buildings and other facilities at the local fairgrounds, with Earle (Circus) Sorman, director of special event at Franklin County Fair, Hilliards, O., the first delegate to arrive on the grounds. Sandles' secretary Caroline Smith pinned the first association badge on Sorman.

Special Guests

Women not wishing to attend the formal session were taken to the Springfield Works of the International Harvester Company, where they were guests at a luncheon sponsored by the company. Following the luncheon they made an inspection tour of the plant.

Special guests and those handling the various discussion panels included Goldie V. Scheible, executive secretary of the Ohio Fair Managers' Association and secretary of Montgomery County Fair, Dayton, O.; Howard S. Foust, Ohio County Fair, Hilliards, O., Mrs. Phillips, Director of Agriculture, Stark County, S. C. I. Powell, Stark County, S. C. I. Powell, John Vermillion, Marvin Young, C. M. Parker, Paul Hague, Russell McGone and Sheriff Shuman.

Chamber of Commerce representatives on hand included Carroll Foster and George Morris, Bowling Green; Glen Boicey, Fairport, O.; Harry Kuhn, Wapakoneta; and John Harper, Junior Chamber of Commerce, Springfield.

Kelly-Morris Luck Changes; Ia. Towns OK

OTTUMWA, Ia., May 3.—Kelly-Morris Circus, plagued by a run of rainy weather and muddy lots that forced at least one cancellation...

Augusta Makes Ruling on Permits

AUGUSTA, Ga., May 3. — All carnivals, circuses, rodeos and all other entertainment companies must obtain a permit from Augusta's mayor at least 30 days before show dates...

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Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no date is given. In some instances possible routes are listed.) Alamo Expo. Snyder, Tex. American Beauty, Booneville, Mo.; Canton 12-17. American Eagle, Brownsville, Tenn.; Hum- 12-17. American Expo, Uniontown, Pa. A.M.P., Christiansburg, Va. Amusement Co. of America, Evansville, Ind.; Decatur, Ill., 12-17. Anderson Amusement, Holland, O. Badger State, Albert, La.; Minn., 9-17. Baker United, Lawrence, Ind.; Beach Grove 12-17. B. & C. Expo, Geneva, N. Y. Bram's Attrs, Winder, Pa. Bruce's Attrs, Chesapeake & Virginia Sta.; Cincinnati, O.; Madison Road, Oakley; Cincinnati, 12-18. Belle City, N.Y. & W. Capitol Drive, Milwaukee, Wis., 5-18. Bernard & Harry, St. Catharines, Ont., Can., 12-17. B. & H. Am. Co., Paelet, S. C. Big Four Am. Co., Nokomis, Ill.; Olman 12-17. Big State, Lockhart, Tex. Black Hills, Milan, Ill., 9-17. Blue Grass, Evansville, Ind.; Frankfort 12-17. Boonville, Pa. El Dorado, Kan.; Arkansas City 12-17. Buck, O. C. Schepetady, N. Y. Wallace, Greentown, Tenn.; Marion, Va., 12-17. Burden's Greater, Galveston, Tex. Burns, W. W., Bowling Green, Mo. Bushart, Bowling Green, Mo. Capital City, Dalton, Ga.; Dayton, Tenn., 12-17. Capitol City Am., Indianapolis Ind. Carpenter Bros., St. Marys, O., 12-18. Cavalcade of Circuses, Marietta, Ga. Cavalcade of the West, Renton, Wash. Central Am. Co., Myrtle Beach, S. C. Concord Circus, 12-17. Central States, Junction City, Kan.; East- 12-17. Delta & Wilson, Washington, D. C. Cheno, Jimmie, Richmond, Ind. Cherokee Am. Attrs, Okla. Cityman Bros., Norwich, Conn. Columbia, Kittery, Me. Collins, Wm., Minneapolis, Minn. Coney Island, Pineville, Ky. Continental, Kingston, N. Y. County Fair, O'Neill, Neb.; Amesworth 12-17. Crafts Expo. (Fair) Roberts, Calif., 1-18. Crafts Fiesta, Lone Pine, Calif., 8-11; Las Vegas, Nev., 12-18. Crafts '36, Terrance, Calif., 8-11. Mon- 12-18. DeLaird, Overboro, N.Y. Denzilo, Phil. Soiray, N. Y., 12-17. De Luxe, Chicago, Ill. Doran Circus, Hockium, Wash.; Eu- gene, Ore., 12-17.

Circus Routes

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Beatty, Clyde: Santa Barbara, Calif., 4; Santa Maria 7; San Luis Obispo 8; San- 12; Monterey 12; San Dimas 14; San Jose 12; Palo Alto 13; Richmond 14; Pittsburg 15; Livermore 18; Modesto 17; Fresno 18. Beer-Barack, Eugene, S. C., 8; Clinton 7; Greer 8; Chesapeake 9; Cobden 10; Ander- 12; Henderson, N. C., 13; Cherokee N. C., 15; Mars Hill 16; Erwin, Tenn., 17. Capell Bros., Osborne, Kan., 7. Davenport, Wm. Whipple, Man., Can., 12-17. Galveston, Galveston, Tex., 7-8. Hagans-Wallace, Gasley Bridge, W. Va., 8; Baldwin 7; Covington, Va., 8; Radford 8; Marion 10; Gale City 11; Wytheville 12; Galax 12; Mount Airy, N. C., 14; Martinsville, Va., 18; Rocky Mount 10; Roanoke 11. Hamel-Morton, Altoona, Pa., 5-10; Mon- 12-17. Hays, 17-21. Hays, 17-21. Hays, 17-21. Hunt Bros., West Chester, Pa., 8. Kelly-Morris, Waterloo, Ia., 8; Belle Plaine 7; Davenport 8; Rock Island, Ill., 9; Bur- 12-17. King Bros.-Christani, Akron, O., 8; Warren 6; Sharon, Pa., 8; New Castle 8; New Kensington 8; Greensburg 10; Leaca- 12; Sunbury 12; Williamsport 14; Berwick 15; Beranton 18; Wilkes-Barre 17. Miller Bros.: Washington, Pa., 8; McKees- 17; Homestead 8; Liberty 8; Liverpool 10; Steubenville, O., 12; Liverpool 12; Canton, W. Va., 15; Cleveland 15-17. Point Bros.: Eastern (Colerum) Austin, Tex. Point Bros.: Western (Auditorium) Sacra- 12-17; (Auditorium) Gal- 12-17. Ringling Bros and Barnum & Bailey; (Madison Square Garden) New York, thru May 11; Boston, Mass., 12-18. Rogers Bros., Memphis, Tenn., 3-8; Jones- 12-17; N. Little Rock 9-18; Jack- 12-17. Stevens Bros.: Slater Mo., 7. Wallace & Clark, Prestonsburg, Ky., 8; Williams 8. Wallace Bros.: Tucson, Ariz., 8-7. Warner Bros.: Bidell, La., 8; Hammond 7-8; Roseland 8; McCormick, Miss., 18; Covington, La., 18; Baton Rouge 17-18. White, Frank, Syracuse, N. Y., 9-11; Ge- 12-17. York, Can., 17-28.

McMinnville Okay For Wallace-Clark

McMINNVILLE, Tenn., May 3.—Wallace & Clark Circus played to almost a full house at its night show here Friday (225) despite showers and low temperatures. The inclemency prevailed all day, but afternoon turnouts half filled the stands.

Lavalle Band Set for ESE Opening Day

SPRINGFIELD, Mass., May 3.—Paul Lavalle and the Band of America have been booked to present two concerts on opening Sunday, September 14, at the Eastern States Exposition. Musical group will succeed the Edwin Franko Goldman band which has been featured for the past several years.

Jack Reynolds, fair manager, said that concerts will be scheduled for the afternoon and night. Band, featured coast-to-coast on NBC and sponsored by Cities Service, is expected to be a powerful feature. Reynolds said. Ray Winans, fair publicity director, said many promotional publicity advantages will result from the booking. He said that Cities Service dealers and stations throughout the area will display prominently advertising matter calling attention to the appearance of the group at the fair.

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Geist Predicts 15% Volume Biz Hike At Rocks' Playland

Sees \$1,150,000 Gross for Units; Rising Costs May Offset 150G Gain

NEW YORK, May 3.—A 15 per cent volume increase for the 1952 fiscal year today was predicted by A. Joseph Geist, corporation attorney and president of Rockaways Playland, as the Queens amusement park at Rockaway Beach prepared to launch its 24th consecutive full-schedule season under current ownership.

Total gross business of at least \$1,150,000 for Playland and all the concessionaires who operate under franchises in the park, as against a total gross of \$1,000,000 in 1951, is the expectation of Geist, who took over the park holdings from L. A. Thompson Scenic Railway Company in 1928 for an initial investment of over \$900,000. An excess of 4,000,000

N. J. Resorts Report Record Earnings in '51

TRENTON, N. J., May 3.—Last year was the biggest in history for the resort industry in New Jersey, with Atlantic City leading the way, it was announced this week by State Commissioner Charles R. Erdman Jr., of the State Department of Conservation and Economic Development. Erdman said the State is second among the nation's summer vacation leaders in dollar income and the number of tourists attracted.

Atlantic City was credited with attracting 16,000,000 persons who spent an estimated \$736,000,000. At the meeting of the New Jersey Resort Association held here, it was reported that last year an estimated 25,455,000 persons visited the State's key resort areas and spent \$1,405,480,000. An even greater number of vacationers is anticipated during 1952.

Asbury Park received \$200,000,000 from vacation trade; Wildwood, \$78,000,000; Long Branch, \$65,000,000; Ocean City, \$50,000,000; and Cape May, \$25,000,000. The remainder was distributed among other shore centers.

The inland resorts, too, held attraction for vacationers, the report showing that the lakeland districts played host to 315,000 people in 1951 and received \$16,700,000 from them.

Big Ork Sked For Buckeye

BUCKEYE LAKE, O., May 3.—A. M. Brown, manager of Buckeye Lake Park, and Stan Billows, vet pilot of the park's Crystal Ballroom, have lined up a strong schedule of band attractions, booked thru the middle of August by the Cincinnati office of General Artists Corporation.

Tony Pastor played the terperly April 20, and the following crews have been set: Clyde McCoy, May 4; Stan Kenton, May 8; Billy May, May 18; Hal McIntyre, June 25; Johnny Long, July 1; Clyde McCoy, repeating July 3; Ralph Flanagan, July 11; Woody Herman, July 12; Ray Anthony, July 26; Billy May, repeating August 3; Jimmy Dorsey, August 11, and Stan Kenton, repeating August 17. Attempts are being made to fit Ralph Marterie and Buddy Morrow into the park schedule.

Among the many picnics booked by the park are days for the Tappan State Company; the Shroman Company, Mansfield, and the Baltimore & Ohio Railroad's Wheeling, W. Va., division.

patrons are expected to visit the spot this year between May and September.

"Generally improved economic conditions reflect themselves immediately in an amusement park," Geist said. "People who visit amusement parks in these times have more money to spend, and what's more, a desire to spend it freely and in a relaxed atmosphere."

Geist, a partner in the Fifth Avenue law firm of Geist & Netter for the last 44 years, pointed out that the 15 per cent increase expected will be a unit volume increase because, he said, prices at Playland have remained the same for the last seven years, with only a slight increase in some rides last year. He said, however, that the cost of operation at Playland has increased well beyond the anticipated increase in volume business. A \$100,000 maintenance and refurbishing program is carried out at the park each winter.

"The \$150,000 increase we expect is part of our normal curve," Geist explained. It represents the cumulative effect of 24 years of consistent efforts in advertising, publicity and promotional activities.

With good weather prevailing to date, with the exception of a fatal wash-out last week-end, business at the hotspot has been reported as excellent.

Spokane Spot Maps 50G Expansion Plan

Adds Miniature Train and Zoo; Signs 10-Year Sports Show Pact

SPOKANE, May 3.—A \$50,000 improvement program at Natatorium Park this season includes addition of a Miniature Train and a zoo, and conversion of the long-abandoned indoor plunge into an outdoor aquatic arena. Manager Lloyd Vogel also has signed a 10-year contract with the Shrine Sportsmen's Show.

The park is the new location for the annual sportsmen's show which heretofore has been held in downtown locales and which last year had a paid attendance of more than 60,000.

Park is a natural for the sportsmen's show because of its setting along the Spokane River, ample parking space and attractions such as rides and concessions. The location permits many permanent improvements impossible at previous sites. Wildlife and animal displays will fit in with and augment the park's new zoo. The pool will make possible staging of a more varied and interesting program.

The roof of the plunge and two walls of the structure have been removed. The grandstand section has been re-roofed and remodeled, restroom facilities modernized and a coffee bar and hot dog stand built. The old dressing rooms have been remodeled into sea lion pens. Bleachers are being built around the open end of the 500,000-gallon, 180 by 75-foot pool.

Vogel said he was planning a July water show. For the May 17-25 Sportsmen's show, which will see the park open on a daily basis, a stage will be constructed over the water. Homer Snow, of Oxnard, Calif., and his trained sea lions, penguins and pelicans will have the featured program spot. There also will be log casting, log rolling, log tumbling and canoe tipping. Hal Eastburn's ork will play.

The Miniature Train, on a half-mile track, was tested recently by

RIVERSIDE CLAN BACKS ABBOTT DERBY ENTRY

SPRINGFIELD, Mass., May 3.—Riverside Park personnel are putting everything from peanuts to passes down on Blue Man, second choice in the Kentucky Derby today. Hay burner is owned by Arthur W. Abbott, frozen custard operator here and at Playland Park, N. Y.

Abbott, long an operator of a successful stable, feels that he has his first real shot at winning the Derby in Blue Man. In the last 15 months the nag has won \$87,850.

Jockey Conn McCreary, who has ridden two Derby winners, is just as optimistic as Abbott. Ed Carroll, Riverside owner, will attend the Derby to help urge Blue Man home first.

Ballroom Bow At Detroit Set for May 23

DETROIT, May 3.—Opening date of the newly converted ballroom at Edgewater Park, formerly a skating rink, has been moved ahead a week to May 23, with the Elliott Lawrence Orchestra booked for three days. This replaces the earlier date of Decoration Day, for which Frankie Carle Orchestra was set as the opener.

Opening date for Toledo Beach on Lake Erie, 40 miles South of Detroit, was deferred, pending reconstruction of the access road which reaches the park. The roadway was virtually swept away by heavy rains and high water, and consultants, pondering a possible re-rout, have delayed the go-ahead sign on reconstruction.

P. A. Sturtevant, president of Miniature Train Company, Rensselaer, Ind. It bears the names Union Pacific and Spokane Lilac. It will be officially placed in service May 10 in a golden spike-driving ceremony presided over by UP officials in connection with that railroad's 83d golden spike anniversary. Vogel plans to introduce the locomotive to Spokane in a "Nat" float during the Spokane Lilac Festival parade May 17.

C. Hendrickson has moved here from Seattle with his family to take charge of the train and the new zoo. A former marine he was in charge of the reptile house at Seattle's Woodland Park Zoo. Four sea lions, two white deer from Russia, a cub bear, a badger, owls, pheasants and ducks have been lined up to date, he said. The old Spokane trout hatchery on the park grounds, inactive since 1935, is being renovated for a fish display.

Stream-Land Early Biz Indicates Bumper Year

PICO, Calif., May 3.—Stream-Land Park, aided by good weather and bookings well ahead of last year, and bright prospects of high per capita spending by defense workers, is heading for a bumper season this year, in the opinion of Mark Clipes, general manager.

The spot has been open since Easter Sunday when an estimated 8,000 came onto the 50-acre grounds. An egg hunt and afternoon open-air show were features of the day.

Several new rides have been added and several thousand dollars spent in improving the grounds, restaurants and picnic facilities. In addition, two new pavilions have

EXCELSIOR MAPS NEW KID FUN ZONE

Colihan-Clapp Plan Extensive Small Fry Birthday Party Program

EXCELSIOR, Minn., May 3.—Creation of a kiddie park aimed at catering to the moppets is underway in the center of Excelsior Amusement Park here.

Joe Colihan, co-manager with Fred Clapp of the Excelsior playland, which last week-end (25-26-27) opened its 27th annual season, said the new kiddie set-up would be ready for the grand opening on Decoration Day.

Concentrated in the new kiddie development will be the miniature Whip, Autos, Railroad and Merry-Go-Round plus new equipment to include a kiddie Boat Ride already received, and a Hand Car, on order.

Plan is, said Colihan, to offer the kiddie rides on a combination moppet ticket, price yet to be set. In addition, Rudy Shogren, park publicity chief, will be out drumming up birthday parties for the young-uns. Specially built picnic tables and benches are being constructed.

For the birthday parties, the park will furnish the cakes, tablecloths, prizes, novelty hats and similar souvenirs.

The park's week-end season opened to abnormally warm temperatures, with the thermometer in the high 80s Friday, Saturday and Sunday. Colihan said the crowds equaled those of a year ago, when the weather was warm.

He is hopeful, however, that the rest of the year will be better than 1951 which was plagued with rain on many week-ends. The park opens for daily business May 18.

In addition to the kiddie rides, there are 14 adult rides, 5 refreshment stands, 1 restaurant and 10 game booths.

In addition to being in charge of publicity, Shogren also handles picnics and manages the dance hall where this year Les Williams' and his 11-piece ork, tabbed "Music From Paradise," has been booked. Lorayne Garis is ork canary.

First big function of the new season is the high school seniors night Friday, May 9, with a record 10,000 kids of 1951 from Minneapolis, St. Paul and the rest of Minnesota, plus towns in the Dakotas and Wisconsin ex-

pected to be eclipsed, Shogren said.

He also predicted the biggest picnic season the park has enjoyed in years. Last year there were 130 picnics, including schools and industrial groups.

Shogren this year landed, for the first time in 20 years of trying, the picnic of the Brown & Bigelow Company, St. Paul calendar advertising firm, which will bring several thousand employees and their families to Excelsior.

August 3 has been set as the preliminary date for the Miss Minnesota contest, with finals to be staged August 10. Already Shogren has 10 girls lined up as contestants and hopes to have a score or more by contest time.

Dallas Debuts Square Dance Tournament

DALLAS, May 3.—State Fair Midway began its 20-week series of square dance contests on the midway stage Tuesday night. Three square dance teams will compete each Tuesday night for prizes of \$25, \$10 and \$5. First-place winners will get a chance to compete each succeeding week as long as they win first place, for a limit of four weeks.

At the end of the season, all first-place winners will compete for the grand championship.

"Horn-tree," country store type giveaway, will be a special event Thursday night beginning in mid-May.

Midway superintendent Fred Tennant Jr. has booked the first two free acts for the season beginning June 9. They are Sensational Meteors, George and Lexi, in for two weeks to open season, and Ely Ardely, single trapeze, booked for the third week.

Blue Island, Ill., Gets New Kid Spot; To Preem May 15

BLUE ISLAND, Ill., May 3.—A new kid amusement spot, Willow Kiddieland, is being opened in this Chicago suburb by Tommy Sacco, Chicago talent booker, and Dale Dorf, parking lot operator. The new spot is located at 130th and Ashland, directly across the street from Raceway Park, midget and stock car race track. Opening is skedded for May 15, according to Sacco.

Dorf, who has operated the parking lot for many years, plans to build an eat-and-drink spot on the corner of the property and six of Sacco's rides will be set up in the same area. This portion of the lot will be surfaced with asphalt, new lights will be erected and an entrance way built.

Rides scheduled for the spot include a Hobby Horse Merry-Go-Round, Airplanes, Jeeps, Tractors, Fire Engines and Train. Major devices may be added later, according to Sacco. Prices will be 14-cents, or 10 for 95-cents.

Ocean City Plans Biggest Promotion

OCEAN CITY, N. J., May 3.—This resort will conduct the most powerful promotional campaign in its history this summer. It was announced by Commissioner Lawrence P. Lunny, Newspaper advertising will be the backbone of the campaign, supported by magazines and outdoor media.

Forecasting excellent summer business, Public Relations Director Norman V. Sargent reported that inquiries about vacations are running twice as heavy as last year. He said that inquiries totaled 493 during the second half of March, compared with 210 in the same period a year ago. The same trend has continued in April with requests for vacation literature arriving from points as distant as Canada and Venezuela.

Ocean Beach Sets Preem For May 25

NEW LONDON, Conn., May 3.—City-owned and operated Ocean Beach Park has set May 25 as its official opening for 1952.

Max George Panitz, of New York, has been authorized to purchase one-third interest in the Arcade owned by Julius Sheriff. His partners will be Seymour Shifreen and Seymour Manheimer.

Arthur Abbott has submitted a request to the board for permission to increase the price of frozen custard from 10 to 15 cents. The board withheld action pending a study.

Coney Island, N. Y.

By UNO

Chamber of Commerce ushered in this resort's big pre-season event, its 25th annual dinner and installation of officers in the grand ballroom of the Hotel St. George, Brooklyn April 30.

According to C. J. Hilbert, local manager of the Consolidated Edison Company, chairman of arrangements, about 500 persons attended. Guests included public officials and those prominent in banking and industrial fields. A special guest was Patricia Hardy, winner of the bathing beauty contest held on the beach last season by the "Brooklyn Daily Eagle" in conjunction with Chamber officials.

Newly elected proxy to succeed Stanley J. Reiben is Walter M. Jeffords Jr., who is head of the Brooklyn Borough Gas Company, one of directors of the Lafayette National Bank, an army major and a graduate student of economics at Yale of which he is a member of Beta Theta Pi and ROTC. He has served on the Mardi Gras Committee, worked for the construction of the Owl's Head sewage disposal plant which subsequently made for cleaner beach water, which project, now consummated, is bound to bring greater crowds to Coney. One of his first moves as proxy, he said, will be to have the traffic situation improved and the parking problem alleviated. He also plans the setting up of a sanitary campaign, having concessionaires and residents better the appearance of their properties, putting greater emphasis on public promotions such as a more elaborate weekly fireworks display, a bigger volunteer firemen's tournament, a larger beauty contest and the bringing back of the traditional end-of-the-season Mardi Gras celebration which hasn't been held since 1948. Installation as proxy made by his father-in-law, bank president and former Police Commissioner George V. McLaughlin and Charles Rams-

gate, magistrate of Coney's Court. In addition to the Chamber of Commerce, Jeffords is a member of the lay advisory board of the Coney Island Hospital and a chairman of the Sheepshead Bay district in the Brooklyn Boy Scouts' annual fund drive of 1951.

Other newly elected officers include vice-presidents Frank S. Tilyou, Moe S. Silverman, Chris S. Feucht, Fred M. Moran and Alfred Shaw; Treasurer Victor A. Bonomo; Assistant Treasurer Leonard Tria and Secretary Charles A. Feltman. Honorary presidents are Dr. Phillip I. Nash, Charles J. Klein, George F. Kister, Thomas S. Tasauro, I. H. Klein, George C. McCullough, C. J. Hilbert and Stanley J. Reiben. Entertainment was given by Mary Lester, vocalist; Dick DuBois, clown-magician from Victor Bonomo's TV show; Charles Turcamo's orchestra that served music for the dancing that followed the eats, and the Dodger Symphony, a crew of five always in evidence at Ebbett's Field whenever the Brooklyn Dodgers play baseball. Agreeably noticeable was the absence of lengthy discourses on the part of those on the dais presented by Toastmaster Tasauro. A feature was the presentation of a scroll by Stanley J. Reiben to Dr. Phillip I. Nash in token of the latter's 50 years of medical service to Coney Islanders.

One of the main topics of chatter was the story of the coming auction on June 25 of Feltman's Park, covering two square blocks on Surf Avenue reaching to the Boardwalk by Joseph I. Day in behalf of the present ops, Benno Behrhold, Alvin Coleman and Harry R. Socoloff, who acquired possession of the property five years ago from the original owner, Charles Feltman. Landmark is to be parceled off either as a whole or in quarter sections but the successful bidder or bidders do not move in until October 1.

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Business Reported Big For Fun Land

AUGUSTA, Ga., May 3. — Fun Land Park here continues to draw heavy attendance by H-bomb project workers and Camp Gordon personnel. A new attendance record was set Sunday (27) when over 3,500 were in the park. In the past two weeks week-day attendance has increased 100 per cent.

Concessions are being added, the latest being Harry Monroe's Walking Charley, and a Ferris Wheel is expected soon. Park now has two rides and 12 concessions. The roller rink, managed by C. G. Carter, opened to good business April 27. A bingo stand has been completed, replacing the former indoor stand which has been moved to the rear of the park. Manager Joe Haworth, who is building a trailer camp in the rear of the park, is booking many picnics for the spot.

New Bus Service To Aid Woodside

PHILADELPHIA, May 3. — Woodside Park will get additional public bus service, it was announced last week by the Philadelphia Transit Company. Buses running in the vicinity of the park will be re-routed to bring riders to the park gates. The Woodside run will continue from morning to midnight, starting with week-ends now and a daily schedule when the park begins daily operations.

Woodside was hit several years ago when a special park trolley service was discontinued. The added bus service will greatly increase the park's potential this season.

Forest Park Bows With Masters' Ork

ST. LOUIS, May 3. — Forest Park Highlands opened its 56th season here today with Frankie Masters and his orchestra the attraction at the ballroom. Adrian Ketchum is general manager; Y. N. Yamamoto operates games and concessions; John Miller, Ferris Wheel; E. P. Pratt is superintendent of park rides, and Ben Bauvens has the novelty.

Combine Ostrich Farm, Sealitorium At Oxnard, Calif.

OXNARD, Calif., May 3.—Oxnard Ostrich Farm, Playland and Homer F. Snow's Sealitorium have been combined at the junction of Highways 101 and 101 alternate.

Under the new arrangement, catering to the local residents as well as tourists, public exhibitions of seals, sea lions, penguins, pelicans, murres, marine birds, leopard seals, ostriches, emus, cassowaries, monkeys and other birds and animals are given. A Kiddieland is also included in the set-up.

Under the new arrangement, Snow became managing director. Owners of the park are Louis Goebel, Eugene Goebel and Earny Thompson. Louis Goebel is well known as an animal dealer, operating a farm at near by Thousand Oaks. He is also head of the Pan American Amusement Company, which operates a carnival playing community fairs.

Goebel acquired the old Los Angeles Ostrich Farm from the heirs of the original owner and set up the farm here. He has supplied racing ostriches for fairs and sportsmen's shows and is Snow specializes in the capture and training of sea lions. He is currently playing British Columbia area with his seals, penguins, and pelicans under the billing of Snow's Musical Marine Stars.

Kiddieland U.S.A. Opens in Waco With 10-Ride Unit

WACO, Tex., May 3.—Kiddieland U.S.A., new funspot owned by Frank Israel and Mr. Shapiro, bowed here April 16 with a turnout of 2,000 in the face of off-weather. Site is on the new fairgrounds west of the city.

Ten rides are in the layout. Included is a G-16 Suburban Model Miniature Train, manufactured by the Miniature Train Company, Rensselaer, Ind., and painted in the colors of the Katy road.

George Moses, an official of the Miniature Train Company, was in from the plant's headquarters for four days to assist in getting the ride in operation.

Washington Zoo Adds Monks, Birds

WASHINGTON, May 3.—Washington Zoo recently received a shipment of animals and birds from Thailand, including four spectacled langur monkeys, two gibbons and three myna birds, William M. Mann, director, announced. Two weasels and two geese also arrived from the Sacramento (Calif.) Wild Life Refuge. The Thailand group was part of 140 animals and birds that arrived recently at New York. Total shipment was valued at \$35,000, Mann said.

Moose Jaw Zoo Re-Elects Execs

MOOSE JAW, Sask., May 3. — William Hodgkinson was re-elected president of the Moose Jaw Wild Animal Park Society for a second term. W. M. Rutherford was re-elected vice-president and Louis H. Lewry, treasurer. Les McKenzie was named secretary, succeeding Gordon Paul. A deficit of \$700 was reported on the 1951 operations of the park, but the provincial government and the city of Moose Jaw have each contributed \$250 to the park for 1952.

Philadelphia Zoo Gets Rare Monkeys

PHILADELPHIA, May 3.—Philadelphia Zoological Gardens has added eight Slender Lorises to its aggregation, the animals being rare primitive members of the monkey class. The new additions were sent from India by a former staffer of the zoo who is now stationed there.

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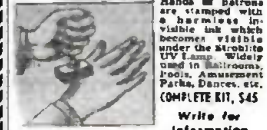
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Cole-Walters Rated Pure Circus Package

Holds to Show's Rep for Having Stronger Performances Than Others in Same Class

By TOM PARKINSON

KINSLEY, Kan., May 3.—Cole & Walters Circus displayed a neat package of pure circus at the matinee here Monday (28). The show, now in its third season, has gained a reputation for having a stronger performance than most outfits in its class, and this year's effort is no exception.

Manager Herb Walters is equestrian director and Jack Bell heads the snappy five-man band. The two share announcer duties. Program starts with a spec which includes all personnel, horses and animals.

Second display has a bar act in each end ring. The Wells Brothers handle their work well, but it is the Two Jacksons which shine here, with comedy on their more elaborate rigging giving them the edge. Both acts perform regular bar work with skill.

Al Conners starts his appearances with juggling and a unicycle turn and then offers his well-known wagon wheel act in which he hops up stairs while balanced atop a large wheel. Pony drills have two ponies each, but they move fast and with precision. Charles Rex works a single trap act to good results. Two single-elephant acts are next and their routines are both standard and fast. Corky Clark is in charge.

The Wells Brothers appear in a comedy unicycle act that's well received, and the ladder number comes next. There's a clown/mule act which includes some bits better suited to night club audiences. A dog act by Al and Bertha Conners includes some novel and clever business in the second half, and the first half is actually two acts on one stage since each person puts dogs thru identical tricks at the same time.

Cole & Walters introduces a camel act without special fanfare.

Hagan-Wallace Pulls Crowds In Kentucky

RICHMOND, Ky., May 3.—Hagan-Wallace Circus, since moving into Kentucky, has been getting better weather and bigger turnouts, according to Al Porrier, business manager. Stand here Wednesday (30) yielded a three-quarter capacity for the matinee and almost a full house at this night show.

Other good recent days were at Hopkinsville and Bowling Green in Kentucky; Halesville and Decatur, Ala., and Clarksville, Tenn., the latter coming up with capacity business at both performances on the first day of a two-day stand.

First accident of the season occurred on the 200-mile jump from Decatur, Ala., to Clarksville, Tenn., when the hitch on the concession trailer broke and the latter ran into a fence. No one was hurt but several hundred dollars damage was done.

Otto Killian, son of the late Rose Killian, owner of the wagon show bearing that name, was (Continued on page 75)

Hagen-Clyde Org Tabs Big Advance At Coffeyville

FFEYVILLE, Kan., May 3.—Hagen-Clyde Bros' Circus, insured by a big advance sale of tickets here for its Friday (25) stand, pulled in two nearly full houses at both its matinee and night shows. Weather was clear throughout the day and everything was up in time for the afternoon show.

The sponsoring Lions reported an advance of close to 3,000 tickets prior to show day.

It's paired with a menage horse which works briefly in another ring. The camel, handled by Smokey Joe Simpson, more accurately, is being broken to an act, and much of the action in the ring is unimpressive. But to the show's credit that it's trying the novelty; moreover, most in the audience will accept it as an adequate act.

After a web number, elephant walk-around and banner announcement, Phyllis Newman comes on for a cloud swing number and Al Conners works a comedy juggling act. The Wells Brothers follow with some good comedy acrobatics.

When Wayne Newman & Company enter with their posing horses the pace of the show shifts into high. He, Marge Newman and Phyllis Newman each run into a ring with a horse. In quick-time and amid much whistle-blowing

(Continued on page 75)

Capell Bros. Given Mediocre Business

GREAT BEND, Kan., May 3.—Business for Capell Bros' Circus has been mediocre so far this season. H. N. (Doc) Capell said here Monday (28) when the circus drew a half house for the night show. Since opening at Alexandria, La., the show, now in its third season, has played considerable time in Texas and made a number of stands across Oklahoma.

The show makes a good flash on the lot. Trucks are well-painted and the midway includes a neat banner line, concession stands and the decorated air calliope wagon which is used for downtown bally. A pit show was discontinued. In the Side Show are two large cages with a good assortment of animals, including an extra large chimp, polar bear, lion and monks. Lead stock, including two elephants, also are displayed there. Big top and Side Show canvas are in good condition.

Dale Madden's organ music paces the 90-minute show and Bob Capell is equestrian director. Spec includes all personnel, lead stock, horses and elephants. Getting things off to a good start is Phil Escalante's wire act. The two Escalantes and Dorothy Capell work ladders and Bob Capell follows with a four-pony drill. Norma Capell and Lois Stillman perform cloud swing turns.

After a clown break, Dorothy Capell and Lois Stillman present

Nights Off, But R-B Matinees Continue Big

NEW YORK, May 3.—A slump in night business, with some houses extremely light, is cutting into over-all gross of the Ringling Bros. and Barnum & Bailey Circus at Madison Square Garden. Matinees continue big, however, with the moppets turning out in hordes to utilize half-price tickets. Date, by and large, still looms a big winner with the wind-up next week. Likely to emulate former tail-end sessions by drawing big matinees and nights.

Feeling is that the record \$8.50 top, the high cost of living and television, and perhaps even the screening of "The Greatest Show On Earth" may be affecting the night box office. Then, too, the 35-day run is longer by several days than any previous stand at the Garden and the multiple shows add up to a lot of circus, even for New York.

CIRCUSES

Kelly-Miller Hits Dry Lots, Good Turnouts

DECATUR, Tex., May 3.—Al G. Kelly and Miller Bros' Circus, buffeted by rain, cold and wind during its early trek from winter quarters, is getting a better reception in this part of Texas despite some cool, cloudy weather.

A three-quarter matinee was racked up here Friday (25) with the night show topping this attendance-wise. Equipment and animal manager received good comments from fans here.

Plano, played the day previous, had a half house at the matinee and a three-quarter crowd that night. Show was late in arriving due to difficulties in getting off the lot at Commerce, where heavy rains turned the grounds into a quagmire.

Crowds at Plano were hyped by early dismissal of schools to permit the youngsters to see the animals being fed and watered in the morning. Veteran circus-goers claimed it was the largest show on record to hit that town.

the two dog acts. Eddie Cooper and P. Escalante, handling the clown spots, return in the eighth position.

Escalantes Return

The Escalantes (2) make another hit with their bar act. The next number is a tug-of-war between an elephant and the show's tractor. A three-girl web turn follows. Bob Capell introduces his six-horse Liberty number, and the stock works well. The clowns come on for the fight gag, and then Betty Escalante, Lalo Escalante and Eddie Cooper offer trampoline work. For the wind-up, Norma Capell and Thomas Vann present a two-elephant act. The concert given prior to this season has been dropped.

Doc Capell said that he is strongly considering a street parade and will decide shortly whether it will be added. He pointed out that the organ, air calliope, Side Show band, cages, horses, ponies, chariots and elephants could be included.

While the show started the season using auspices, Capell said this had not proved successful and that all stands now are being played independently. He said it was likely that the show will be (Continued on page 75)

Gainesville Prepares For Record CFA Confab

GAINESVILLE, Tex., May 3.—Gainesville Community Circus and the city this week completed preparations for what promises to be the second largest convention in the history of the Circus Fans Association. The CFA will be in session here Wednesday thru Friday (7-9), with registration starting Tuesday (6).

A. Morton Smith, founder of the Gainesville Community Circus and a pioneer in the CFA, said hotel reservations thru April 26 indicated attendance would exceed 90. Largest convention was at Washington last year with 187 registrants.

Rehearsal of the Community Circus was continuing this week, and the show will launch its season Wednesday (7). Show's acts, equipment and rolling stock were ready, Smith said. The big top was to be put up over the weekend.

Convention and circus opening will coincide with Gainesville's annual Circus Round-Up celebration and homecoming. Activities of the three events will be combined. The convention schedule includes:

BEATTY CROWDS UP AS SKIES CLEAR

San Diego Yields Two Strong Days; Rain Hits Ocean-side Afternoon Show

LOS ANGELES, May 3.—Getting good weather the past week, business for the Clyde Beatty Circus has been on the upgrade. Playing here over the week-end before concluding its area dates, the warm, clear skies that were conspicuous by their absence during the 17-day run in this city, aided the show's pulling power.

Beatty opened here March 28 for 17 days but hit rain and cold that held ticket sales down. However, on the road, the touring organization South to San Diego, business has been satisfactory.

The show closed a four-day run in San Diego Sunday (27) during which time two strong days were garnered despite overcast skies and intermittent rains. Playing

Rogers Bros. Tabs Winners At Knoxville

KNOXVILLE, May 3.—Rogers Bros' Circus, aided by a run of fair weather, played to four strong crowds during its two-day stand here under fire department auspices, Tuesday and Wednesday (28-29). Both afternoon turnouts almost filled the big tent while the evening shows were filled to overflowing.

Some of the large attendance was credited to several thousand tickets given away by the firefighters. First afternoon show was delayed an hour by muddy grounds, result of rain here prior to show day.

Rome, Ga., yielded two good turnouts Thursday (24). About 75 per cent of the seats were occupied at both matinee and night performances. Rome Kiwanis sponsored the stand as a civic club benefit.

Lincoln, Neb., Preps For Gil Gray Show

LINCOLN, Neb., May 3.—Gil Gray Circus opens May 7 at the State fairgrounds here for one week's stand under Shrine auspices. Twelve counties surrounding Lincoln will take part in the promotion, which is under direction of Carl Hudson, general chairman.

Included in the talent line-up are the Zoppe Zavattas, riding act.

under the sponsorship of civic clubs through the Lions, the show pulled only fair houses both matinee and night on Thursday and Friday (24-25). Saturday and Sunday saw the big top packed and jammed for the four performances.

In Ocean-side on Monday (28), Beatty again hit rain but had a strong three-quarter night attendance after a light matinee. Santa Ana was okay with Riverside turning out for more than a half hour afternoon and a strong night show.

Beatty shifted his playing schedule slightly this year, moving into North Hollywood on Saturday instead of Sunday and thus pushing ahead by one day the stand in Van Nuys North Hollywood, always good for a sellout matinee, is only a four-mile haul from Van Nuys, thus making it possible for those of either city to attend.

Harlan DeWitt, legal adjuster, returned to the show in Santa Ana after leaving in San Diego. Dick Shipley, elephant man, also was reported back on the job. Barbara White joined David Naeola's Hawaiian Revue in San Diego. Ted Grace, who had a promotional crew on the Wallace Bros' Circus, also came on the Side Show as a talker and ticket seller in San Diego.

George (Red) White, Side Show manager, said his unit was getting a good percentage of the big show patrons. Some towns, he declared, are ahead of last year and the closing two days in San Diego were strong.

Rose Sullivan Beher, member of the Flying Thrillers, and Ed (Shaky Legs) Murphy, reserve ticket seller, were married in San Diego.

New Group Set to Exploit Terrell Jacobs

NEW YORK, May 3.—Terrell Jacobs will expand his interests, it was announced here this week concurrently with revelation that a new corporation had been formed to exploit his name and properties. Jacobs has severed business relations with his uncle, L. A. Dawes, Peru, Ind., and aligned himself with a New York group, of which Bob Ensworth is business manager.

Ensworth, who heads up his own public relations firm, said that Jacobs would continue this season, as contracted, as a feature with the James E. Strates Shows. The four Jacobs made last year when the organization was termed "highly successful" and hopes are high for a better season this year. Adequate financial backing is available and the circus equip- (Continued on page 75)

Howes Pulls Fair Crowds In Kentucky

SHELBYVILLE, Ky., May 3.—Howe's Famous Hippodrome Circus was picking up steam this week with business fair to good in several Kentucky towns. Business here Sunday (27) was good with excellent weather bringing out half houses to both performances.

Frankfort, Ky., played the day previous, was a big winner with both matinee and night shows playing to almost a full tent. Morning rains threatened the afternoon performance but the sun broke thru to clear up the skies prior to show time.

Due to adverse weather and unavoidable delays, show blew its scheduled stop at Springfield, Ky., on April 24, moving instead to Danville, where it was skedded for the following day.

Dressing Room Gossip

Polack Western

Stockton, Calif., Civic Auditorium provided an ideal set-up, having a high ceiling. New spacious dressing room facilities on the arena level were a pleasure. Ward-Bell men have new hand-painted tights, designed by Jacks of Hollywood. Lem Buehler, local druggist and circus fan, was a guest clown at several performances. Justus Edwards lined up an impressive amount of air time and interviews for the org. Bobo Barnett is having new cages built for his dogs. Laurence Cross is shopping for a cage for his canary—Harold Voise, please note. Norbert and Arden Kreisch are practicing daily between shows.

Jack and Martha Joyce, Laurence Cross and the writer were entertained at the home of the Lem Buehlers. Rusty Benson visited the Lodi, Calif., home of his nephew, Dick Benson. Wallenda Troupe girls have new wardrobe, designed by Helen Wallenda. Glen Fishback, photographer of circus subjects, visited and studied the performance for new action shots. Dixie Hebert handled the promotional activities for the successful engagement. Visitors: Bill and Bette Gerard, William F. Barnett, Dick and Margie Benson and children; Mary Gardner and Bob Clark.—HARRY DANN.

ATTENTION, CIRCUS OWNERS
MESSERS KING-CRISTIANI, STURM & BROS., DUB DUGGAN, MILLS BROS.

Conditions in New York and Seattle towns met as they were. BUT ARGOSTOUKOS, ENTLY BOOMING AND EAST'S LUSH EAST CIRCUS TERRITORY. ARGOSTOUKOS from the Midwest has entire state of Idaho. Farmers' pockets bulging with money. From U. S. Army's giant air base under construction at Limestone. Real town, Carson, Fremont, Van Buren, Marquette in that order. Congratulations to Messrs. Barnes, Allen, of WOOD, for announcing Barnes Circus, a tremendous step toward a bigger cash box to Northern Maine. Fair.—ELMER P. MICHAUD

BOSS CANVASMAN WANTED

Can place Big Top Boss Canvasman at once. Reply according to our filed route, by either teletyp or telephone.

DUB DUGGAN HAGA-WALLACE 3-RING CIRCUS

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A-1 Clowns, especially young those doubling in Clown Bands. Good salary, meals and sleeping quarters. Also want Colored Musicians for Side Show Band. Top salary. Address: KING BROS. & CRISTIANI CIRCUS, New Castle, May 8; New Kensington, Pa.; Greentown, Pa.; Lewisburg, 12; and Sunbury, 13; all Pennsylvania.

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Have openings in Circus Side Show for several Side Show Acts. Including Fire Eater, Pin Cushion, Swindled Mailboxes (Answers), Man-of-Art, and what you want. We furnish sleep and Cookhouse. Reply as per route, either telegram or letter.

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PROMOTERS
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Each week The Billboard receives inquiries asking for names of individuals who might undertake advertising in circuses, in auditoriums and arenas. We can refer to you a list of names of persons who are active in at least one event which you have arranged in the past. Specify whether or not you were financially responsible or secured response list underwriting. The Billboard, 114 W. Washington St., Chicago 1, Ill.

CIRCUS PHOTOS
Charles H. Harnett, Wallace Barnes, Sparks 1916, Great Wallace 1922, John Robinson, old wagon in Narragansett, Grandeur, famous parade wagon, early Blasting Barons and Cole, Parades, Grains, hot performers, etc. For free list. No obligation. ROBERT SAMS, 2744 Bush Ave., Birmingham 16, Ala. P.S.: We buy circus acts, old and new, or will trade.

WANTED 2 TOP, CAPABLE, AGGRESSIVE PHONE MEN
At once. All season's work in good towns, set up properly so you can make money. Phone day 2494 or 2497. AGENT, Regene Bros., Circus, Kalamo, Indiana.

Kelly-Miller

Thundershowers and hub deep mud forest us during the opening three days of the season, but thanks to Freddie Logan's elephant department, all trucks were kept rolling on and off the lots in time for matinees. With clearing skies new wardrobe has appeared. The opening spec is elaborately costumed. Charlie Cunningham has included many popular hit tunes in his big show band musical score. Tommy Bently works in five different displays. Harry Rooks suffered a severely lacerated hand when bitten by one of the show's chimpanzees. W. A. Stevens again is handling the mail and route cards. Mr. and Mrs. Mel Lewis, Whitey Thorne and the Colleano family have new trailers, and Billy Griffin has a new truck and trailer. John McGlothlin, drummer, purchased a new bus which he plans to make into a house car.

Tom Parkinson, of The Billboard, paid the show two visits. Ted Bowman spent the week-end with Billy Griffin and elowned the evening performance in Decatur. Bobby Kellogg, former Po-lack Bros.' clown, motored from Okmulgee, where he is attending the Oklahoma Agricultural and Mechanical Arts College, to catch the Sunday matinee in Waurika. Ted Meyers visited in Commerce and took motion pictures of the show. A. Morton Smith, of the Gainesville Community Circus, visited with a party of friends. Other visitors have been Weaver Gray, old-time cowboy; Doc Sherman, medicine showman; Tommy Randolph, of Gladewater, Tex.; Al Linderman and wife, Leona; Johnny Fulghum, West Ross and Bill Hardin, of the advance staff.—FRANK M. CAIN.

Orrin Davenport

Duluth marks the 3rd week and the weather here is typical of Southern California. With the temperature well into the 80s, sun suits and beach attire are the costumes of the day.

New faces in the performance here include Johnson and Owens, ground bars; Noble Trio, parallel bars; Jan Risko, plate juggler; Marvel Troupe, comedy acro and teeterboard; Mr. and Mrs. Ed Wiedeman, elephants and dogs; Don Dorsey, trapeze; Dorita Knoryot and her dressage act; Jorgen M. Christensen, dogs, goats, mules and a Brahma bull; Mr. and Mrs. Bob Accevedo and Betty Accevedo, wire and juggling; and Jack Cervo, band leader.

Elden Day and Juan almost made a record run here from Hartford, Conn. in two days but met their Waterloo in Napoleon. O. when their transportation gave out causing a four-hour delay. Oscar Lowande is doing a slow walk around in the arena in Irving Romig and his trained mule are getting big hands. Orrin Davenport doing a good job with the announcing chores.

Trina, of the Skating Macks, is leading in the mail department, most of it from New York. Harry Haag Jr., is still with it, assisting Jerry Munday with the Haag Letters received from Frankie Saluto and John Billsbury. Corinne Dearo came up with a new costume here.—DICK LEWIS.

Frank Wirth

Elmer Lindquist and Blackie Nye were on hand to welcome a tired bunch of showfolk as we trekked into the Army in Hartford, Conn., after a 450-mile jump over mountains. Captain Heyer and his wife stopped en route to visit friends. Mickey King visited her sister, Antonette Conello, in New York City. Your scribe made it to the Hunt show in time for breakfast. First to arrive in Hartford were Howard and Wanda Bell and Andy Anderson. Last to make it was the Lang Troupe, coming in just before matinee time Monday. Augmenting the show in Hartford were the Flying La Forms, the Lanes, Eva Walker, Beecher's Bears, Juniors Trio, John Tebor's sen's, Lucy Danlo's dogs, Jansley's poodles. Two serious accidents marred our Hartford run. Nick Bangor, of the prop crew, suffered a compound fracture of the left leg when a block pulled loose on the La Blonde's rigging; Alphonse Jansley, returning to the building one evening, was set upon

Hagen Bros.

After being plagued by rainy and windy weather, it's a relief to have sunshine again. Business continues to be good and Paul Pyle and his boys do a good job getting the show up and down despite some long jumps. The new workmen's sleeper is nearing completion. Torchy Townsend gave a baby shower for Ruth Ratley and all the women on the show attended, presenting her with a complete wardrobe. Cal and Torchy left in Ponca City. The Miami, Okla., Junior Chamber of Commerce is a live-wire organization and their cooperation made our date there a big one.

Little Lyn Stewart, daughter of Mr. and Mrs. Dan Stewart, made the front page of the newspaper in Bartlesville, Okla., with a picture and feature story. Dan Stewart had a birthday in Independence, Kan. Anita Marie Conley celebrated her eighth birthday in Ponca City with a special announcement in the big show and a party afterwards. Tommy Arenz was visited by E. M. Freuburger, bandmaster of the Al G. Barnes-Sells-Floyd and other shows, and the visiting party from Okla. Other visitors were Paul Van Pool, Bob Stevens, Eugene Christy, Charley Webb, Mr. and Mrs. Sweet and Freddy and Betty Beers.—JOHN TOY.

King Bros.-Cristiani

A Lee and Eva Hinckley, who have been holding the brass ring for the past several years when it came to matters regarding the parking of their house trailer in advantageous spots, lost this honor in Ashland, Ky., when they had to get a town wrecker to extricate the vehicle. Numerous contenders are in the race now with Charles Roark and Hugo Zachin out in front.

The first two and a half weeks the show was out we did not get a drop of rain. However, it caught up with us at Ashland, Ky. The parade went out between showers. Lot a quagmire but loads of straw helped to make the lot possible. The Parkersburg lot was another headache. Nearly every truck had to be pulled on by elephants. However, the sun was out in Wheeling and a hard lot brought out the smiles.

Lots of new trailers on the show. We counted 29 Show has 93 pieces of rolling equipment. Pete Sadowski is getting the troupe over the road in great shape. We were glad to see a new route card with some shorter jumps. These 80 and 90 mile-runs sure give us a lot of scenery, but we will take some shorter jumps.

A number of circus acts, trucked toward Gainesville, Tex., for the CFA convention, have stopped off to visit. Enjoyed meeting Norman Senhauser, Dick Soulsby, Glen Bush, F. L. McClintock, all of the Walter L. Main Tent No. 38 of Uhrcheville, O. Stuart Elkins Reed, picture man from Cincinnati, spent the day on the lot at Parkersburg and made over 200 shots of the show and individuals, as well as of the parade.

Rex Rossi stopped over for a visit on his way to join Gene Autry, and is sticking around for a week, appearing with our Wild West contingent. Other visitors noted: Harry Anderson, Jess Bradley, J. C. Rosenheim, Von C. McVey, E. C. Buringame, Michael Patrick, Tommy Beall, Paul Nulvey, Elmer Yates, Sam Solomon, Paul Dulaney, Dick Wayne Barlow, Ralph T. Myers, Ken Murray and Bennie Fowler.—COL. HARRY THOMAS.

by hoodlums, robbed and assaulted. During a couple of rainy days in Hartford we discovered that not only big tops leak but also armories.

Fragments: Bill Snyder and his wife practicing their combination bar and trampoline. Eldon Day, leaping with a bad arm. MZIE La Form doing a double. Many people taking over night hops to New York to catch the Big Show. Will Hill putting out personality-plus in the elephant display. Elmer Lindquist donning clown garb. Corky Plunkett and Tommy Parrish together again in a trampoline number. Eve Walker doing her trapeze act in high-heeled (Continued on page 7)

Kelly-Morris

Ottumwa, Ia., was a winner with two packed houses and Freddie Jones scored heavily with the Side Show. Concessionaires Freddie Klaus and Willie Epps were going slightly batty making candy apples. Show blew day in Fairfield, Ia., due to all available lots being under water. An unusual situation, half the show trucks were heading back to next day's town. Abla, and the other half were still on their way to Fairfield. The wig-wags, hand-signaling and general confusion was a sight to behold.

Lloyd Large, circus fan, was busy in Ottumwa, taking backyard shots. John (Chuckles) Facer also visited and clowned. Bob Moore is now riding in the menage number in addition to his other managerial chores. Bernard Kincaid is getting a lot of laughs with his clowning. Tommy Comstock says that he feels like the lost chord since Sammy Steffen, drummer, has left. Pat Kelly is repairing his trailer since the bull truck door flew open and punched a hole in the trailer side when Mrs. Kelly was passing. Johnny Wall and Gladys Gillem were painting on the lion props Sunday in Washington, Ia. Low electric wires caught on one of the center poles in Washington and nearly caused Big Blanche who was pulling the pole, to stam-pede. Chico stopped her in a frantic mixture of Spanish and English. The Hodgins gave a dinner party for Beers and Eddie Frisco and Jack Mahon. Visitors included "Iowa" Farington, John Facer and Lloyd Large.—JOE HODGES HODGINI.

Rogers Bros.

Beverly Allen has added two dogs to her act and Skinny Goe has a new horn. Newnan, Ga., had a three-fourths matinee and packed night house. The following did a noonday broadcast there: Si Rubens, Jack Lorenzo, Beverly Allen, Billy Winters, Victor Goanas was out of program two days due to a sprained ankle. Mrs. Louis Villeponteaux has the cookhouse. Knoxville gave us four straw houses. Two tigers were born at Knoxville and named Knoxville and Tennessee. Recent visitors: Slat Beeson, Silver Johnson, Don Cavilla, veteran trouper, who clowned both shows; Ida and Ernie White; Hap Holmes, en route to join Beers-Barnes Circus; Mace Ratcliffe.—BUCK LEAHY.

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Calif. Fair Funds To Go Uncentralized

United Opposition of Annuals' Execs Kills Move by State's Finance Dept.

SACRAMENTO, May 3.—Move by a division of the State of California Department of Finance, now the Division of Fairs and Expositions, to centralize fair funds was reliably reported a dead issue following almost unanimous opposition by fair managers throughout the State. Secretary of Fairs and Expositions, J. H. Murray, announced that the "proposed operation of cash 'trust accounts' by the State treasurer for the District Agricultural Association and Premium Fund accounts" on the basis that home deposits created good will, brought co-operation from banks to supply change and other funds after hours.

The fair managers were notified of the proposal by A. E. Snyder, chief of the Division of Fairs and Expositions. However, the notice stuck strictly to factual material and was without recommendations of any kind.

The proposal pointed out that the State Constitution and section of the Government Code provided that all money in possession or controlled by a State Agency (or

District Agricultural Association) on deposit outside of the custody of the State treasurer be deposited with the State treasurer in trust and subject to disbursement by the State agency by check. In addition to "adequately protect" the funds, the centralization of funds, it was said, would provide enough surplus from investments to realize approximately \$25,000 in annual earnings to be deposited in the State Treasury to the general fund credit.

The change in procedure to a system of trust deposits with the State treasurer could be accomplished without any major change in operation and without curtailment of any operating freedom on the part of the fair, it was pointed out. Only State and Premium Fund bank accounts were to be involved. The District Fund bank account was not to be affected and its handling was to remain unchanged.

Under the proposal, State Fund and Premium Fund bank accounts (Continued on page 70)

Puyallup, Wash., Sets 80G Plant Improvements

Build Youth Dorm For 4-H, FFA Kids; Expand Cow Barns

CHICAGO, May 3.—Western Washington Fair, Puyallup, this year will spend over \$80,000 improving its plant, major expenditures being the construction of a new youth dormitory, J. H. McMurray, secretary-manager, announced this week. McMurray and James M. Blair, board member in charge of entertainment, were here on their annual spring talent scouting trip and caught the Cole Bros. Circus.

The new dormitory, being constructed of cement tile, will house 150 boys and 30 girls, and will include sleeping accommodations, toilets, showers and a heating plant. New building is necessary in view of the Washington State Youth Dairy Show, which will be held at the fair for the first time this year. Building will be utilized by 4-H and FFA youngsters during fair week.

Expansion of cattle barns also will be made to care for increased entries in the youth dairy show, McMurray said. Present barns will be expanded by the addition of an 80 by 100-foot extension.

Attractions

Grandstand attractions will follow the format of last year, with running races, rodeo events and (Continued on page 70)

SASK. EVENTS SET STOCK SHOW SUBS

Swift Current Inks Thrill Show; Saskatoon Plans Tractor Rodeo

SWIFT CURRENT, Sask., May 3.—Rodeo events for the Frontier Days celebration, July 1-2, have been dropped for this year because of hoof-and-mouth disease in the province. The Hollywood Dare Devils, auto thrill show, has been inked as the replacement. It will be the first time in the show's 14-year history that the rodeo has not been featured. The auto troupe has appeared twice before in Swift Current under Kiwanis Club sponsorship.

Saskatoon Replaces

With Truck, Horse Events . . . SASKATOON, Sask.—A tractor and truck rodeo for farm boys, and horse breaking and riding demonstrations are being considered as special attractions to replace the usual cattle, sheep and swine exhibits at the Saskatoon Exhibition this year.

Alternate attractions are being mulled because of hoof-and-mouth disease in Saskatchewan and a resultant ban on gatherings of cloven-hoofed animals. Heavy and light horse competitions are expected to be staged as usual, with six-horse team demonstrations likely to be featured. Agricultural demonstrations are also under consideration.

Light Horse Contest

Planned at Nokomis . . .

NOKOMIS, Sask.—Directors of Nokomis Agricultural Society will hold their annual fair August 6. Cattle, hog, sheep and poultry will not be shown because of hoof-and-mouth disease, but a light horse judging competition is planned. Barn and fence repairs are to be made at the grounds. W. Mc-Nichol is president and R. H. Beeler vice-president.

Cut Knife Organizes

Machinery Display . . . CUT KNIFE, Sask.—Annual fair of the Cut Knife Agricultural So-

ciety will be held August 1, directors decided. Prize list has been revised to take care of the cancellation of livestock exhibits due to hoof-and-mouth disease. A machinery display and an agricultural instruction program are planned.

Films, Demonstrations

For Prince Albert . . .

PRINCE ALBERT.—Farm machinery demonstrations and agricultural films will be featured at Prince Albert Agricultural Society's summer fair this year in lieu of livestock competitions, Manager D. F. Kelly announces. Livestock classes have been dropped because of hoof-and-mouth disease in the province, but heavy and light horses will compete at the fair. Bull and fat stock show have been canceled.

Kids' Program Held

By Estevan Exhibition . . . ESTEVAN, Sask.—With all livestock competition canceled at the Estevan Fair, the program for farm boys' and girls' camps will be broadened. E. P. Rae, president, announced. Prize money will be tapped for light and heavy horse classes and the race program will be expanded.

Light Horse Contest

Planned at Nokomis . . . NOKOMIS, Sask.—Directors of Nokomis Agricultural Society will hold their annual fair August 6. Cattle, hog, sheep and poultry will not be shown because of hoof-and-mouth disease, but a light horse judging competition is planned. Barn and fence repairs are to be made at the grounds. W. Mc-Nichol is president and R. H. Beeler vice-president.

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Kansas State Revives Rodeo After 10 Years

HUTCHINSON, Kan., May 3.—Kansas State Fair this year will present a rodeo for the first time in a decade when a George Stienka-produced event holds forth in front of the grandstand for two days, Virgil C. Miller, secretary, announced. Rodeo is set for September 17-18.

Much work has been done on the fair's parking lot this year, including terracing, grading and seeding to provide efficient drainage.

Still dates include stock car races May 4 and 30; big car events June 14; stock car races and fireworks July 4 and a Labor Day program of big car races.

Spokane, Wash., Switches Dates

SPOKANE, May 3.—Dates of the 1952 Spokane Interstate Fair have been changed from September 12-14 to August 29-September 1.

Manager James S. Gough said the date shift was made to avoid a conflict with the annual Colfax, Wash., Fair. The Spokane fair is being revived after a lapse of 25 years. The longer Labor Day week-end makes it practical to add a fourth day, he said.

It is planned to book a carnival and package show of five grandstand acts. Gough said, and to sponsor a rodeo limited to intercollegiate competition. A building program will get under way soon.

Columbia, Ky., Builds Stand

COLUMBIA, Ky., May 3.—Adair County Fair this year will construct a 1,000-seat grandstand on its grounds for the better presentation of attractions, according to Coy F. Rice, secretary.

New stands will be completed for this year's run, July 30-August 2. Fair will retain its 75-cent outside gate for the first three days, but will hike the closing Saturday tab to \$1, he said.

Monroe, Wis., Hikes Tickets On Trotters

MONROE, Wis., May 3.—Green County Fair this year will hike its grandstand admission prices 50-cents for its final two harness race programs, William A. Brown, secretary, announced. The Saturday and Sunday afternoon races will be tabbed at \$1.50, compared with \$1 last year.

All other grandstand attractions will remain at the dollar mark and the gate is unchanged at 70 and 35-cents respectively for adults and children.

Rodeo will be the attraction at both matinee and night shows opening day. Other entertainment includes a 4-H talent show, Jimmy White's auto thrill show and a horse show the final two nights. Three programs of harness racing and one afternoon of running horse races are scheduled.

R. I. Grants Kingston 9G

PROVIDENCE, R. I., May 3.—A \$9,000 appropriation for the Kingston State Fair, amended at request of Gov. Dennis J. Roberts "to be spent specifically for premiums payable to exhibitors only on presentation of vouchers" was passed on a voice vote by the General Assembly here Wednesday (23). But some question of whether the State can legally disburse the money has risen in that the bill was not given a standing or roll call vote.

Previously the State solons voted \$8,000 for premiums for the Rocky Hill Fair in East Greenwich, but this measure was passed 67-1 in the House and unanimously in a standing vote in the Senate. The State constitution calls for a record vote on appropriation measures.

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CARNIVAL WANTED

For County Fair at Eden, Texas, on 15, 16 and 17th of September. Potential drawing crowd of 15,000. Queen's Coronation (first night), rodeo (two following nights), third successful year of Fair. Inquiries accepted by: Claudia Branch, Carnival Chairman, 118 West Main St., Lona, Texas

GIVE TO THE RUNYON CANCER FUND

Sullivan's Wallace Bros. Adds to Train

LONDON, Ont., May 3. — Jimmie Sullivan's Wallace Bros. Shows of Canada, here this week after its opening last week at Windsor, Ont., is using 35 railroad cars, five more than last year as the result of the acquisition of five flats.

Two Diesel units, each with a total of 300 kw., are new to the show, and combined provide more than enough current to carry the power and light load. Kiddieland has a special gate of story-book design.

Alberta Slim, RCA Victor

recording artist with his one-riding circus joined here. Slim last week took delivery in New York of a baby elephant from the Trefflich supply house.

Others who joined here included Herman Larsen with his Funhouse "The Thing," and a new Allan Herschell pony-cart, which is office owned, was added to the line-up.

Show's roster follows:

Staff
 J. F. (Jimmy) Sullivan, owner-manager; M. F. Sullivan, secretary of concessions; Hank Biele, assistant manager; Tim Jordan, office manager; Gerry Barry, general agent; Phil Cronin, concession manager; Pat Marro, assistant concession manager.

Tiny Jamieson superintendent of transportation; Peter Crocchillo office superintendent; Allen Launier, chief electrician; Fred Negrey, Diesel operator; Donald LaPlante, porter; Al (Elmer) Brown, carpenter; Charles O'Brien, truck sales superintendent; Thomas Murphy, assistant; Dave Maxwell, artist and painter; Herb Payne, light tower.

Train crew — Irvine (Blackie) Dodman, superintendent; Frank Smith, trainmaster; Jack Colson, manager of diner; Paul Cramona and Tommy Bennett, assistants; Ed Williams and Bill Watson, truck drivers; George Gooden, tractor driver; Homer Millman, gasoline wagon.

Concessions
 Bingo — Denny Adams, manager; Albert Vallantour, Ted Crow, Ed Adams, Ed Thompson, Bob Byers, Harry Carriek, and George Pearson, Amusement Arcade — Frank Kiehl, manager; Ed Smith, Ed Smith and George Baker, Long range shooting gallery — Neil Webb, operator; Harry Small, manager; Mike Delaney, Goodhouse — Jim and James Haak, managers; Frank Karson, cook; Thomas Markin, Ernie Hoare, Danny Emery, Mike Lennoff, Tony Travers, Fred Bustion, and Jim Barb.

Popcorn — Joseph Woschia, agent; Sam Shapiro, Don Montgomery, and Ed Walters.

Wetask. Graze joints (2) — Maurice

(Continued on page 70)

Pioneer Tastes Good Business In Opening Days

WAVERLY, N. Y., May 3. — The locally based Mickey Percell's Pioneer Shows thru Monday (28), fourth day of their nine day opening stand here, experienced good business which supported personnel's expectations of a successful tour.

Staff, besides Mickey Percell, consists of Mrs. Percell, secretary-treasurer; Paul Merrick, general superintendent; Al Bydark, ride superintendent; Louis Rice, concession manager; Mack Kline, electrician, and John Leonard, press-radio.

Show ops are Jack Kearns, gal units; Pete Percell, minstrel; John Beano, animal; Harry Abie, mechanical; Al Weldon, big hog; and Bill Bailey, Arcade.

Concessionaires
 Concessionaires include Jack Martinus, bingo manager, with a crew consisting of Ray Weston, Mr. and Mrs. Nobles, Jim Fisk and Harry Waters; Joe La Marche, Mr. and Mrs. Swan, Jim and Madge Varn, Chester Hepp, Norman Crumbeater, Leon Pullman, Jean Austin, Mabel Endwell, Tom and Marie Conley, Mr. and Mrs. Louis Mitchell, Ruth Nichols and Thelma and William Odell.

Ride crew includes Frank Nynch, Wes Olem, Al Milen, Clark Abel, Pete Carsted, Al Wallace, Louise Harrison and Jim and Harold Winters.

Visitors to the show included Joe Zoltosky, Phil O'Neil Jr., Lt. Sailor Devlin, Jerry Higgins, Charles Maitor, Albert Miller, Joe Martin, Mr. and Mrs. Garlot, and Mr. and Mrs. Mickey La Marche.

Motor State In Okay Bow

BASE LINE, Mich., May 3. — J. J. Frederick's Motor State Shows opened here Friday (25) with business showing a 15 per cent gain over the corresponding day of 1951. The first kiddie matinee the next day drew an okay crowd.

Office personnel consists of Frederick, owner-manager; Mrs. Mary Frederick, secretary, and Ray Kimlin, advance and publicity.

Line-up includes Merry-Go-Round, Don Pouton; Twin Ferris Wheels, Woodrow Groves and Earl Tripp; Tilt-a-Whirl, Red Berfield and Tom Platt, and Octopus, Ray Tripp and Bob Boyd. In the kiddieland are four rides under the supervision of Lec Erwin, Al Rutherford, Red Bonnon and Ed Storms; pony ride, Mr. and Mrs. (Continued on page 70)

PNE Re-Contracts Baker's Minstrels

VANCOUVER, B. C., May 3. — B. Lisle Baker's "Stars of Harlem" minstrel show this year again will be a featured unit on the midway at the Pacific National Exhibition. Baker announced here.

Show will be refinished from front to back. Baker said, and colored smoke bombs again will be used as a bally attraction.

Nessler's Open At Terre Haute; Has Nine Rides

WEST TERRE HAUTE, Ind., May 3.—Nessler's Greater Shows launched their season here Monday (28) with a line-up consisting of 8 major rides, 3 kiddie rides and Winnie's Wildlife. Thornton's Mechanical and Ray Johnson's Side Show.

Frank Lane, with the shows for the fifth straight season, had a new popcorn trailer, plus his concessions, in operation opening day.

H. V. Scott is master mechanic. James Nessler, son of Owner Byford Nessler, is to manage the Motor Speedway thru the season.

Shows are set to play eight fairs, one centennial and several celebrations in Illinois, Indiana and Arkansas.

Huntsville Gives Cavalcade Good First Two Nights

HUNTSVILLE, Ala., May 3. — Al Wagner's Cavalcade of Amusements caught two big nights here Monday and Tuesday (28-29) in a six-day stand here. Show execs estimated that business would continue strong and build to a big finish due to the fact that two huge paydays in the area were to fall on Thursday (1).

Train made the run in here from Huntsville without any difficulty, and everything was ready to go when the gates opened Monday night. Deatur, Ala., played last week, yielded satisfactory business for all departments. Zorina and Mitri, the Hollywood Fiesta Girls, and Girls from the South Pacific ran almost neck-and-neck in grosses. The Rocket topped the rides.

ACA's New Press Book Prepped by Virg Pierson

PADUCAH, Ky., May 3.—One of the most effective and impressive press books ever used by a Midwest carnival was off the presses here for the Amusement Company of America, which currently is showing this city. The book, prepared by Virgil E. Pierson, show's press agent, gives the roster of key personnel as well as a dozen news releases on the show.

ROYAL AMERICAN SET FOR OPENING

Train Is Skedded to Leave Tampo for Annual Memphis Cotton Carnival Bow

TAMPA, May 3.—Royal American Shows' winter quarters activity has been progressing at a fast tempo for the past two weeks in preparation for the May 5 departure for Memphis and the start of the organization's tour at the Memphis Cotton Carnival.

The entire train has been checked and cars are all newly painted. Two sleeping cars have been added. Other additions to equipment include two new Diesel light plants.

Bobby Wicks, org's scenic artist, and his crew have come up with striking show fronts, and the rides all have been repainted for the show's long route.

Frank Morrissey, press agent, opened the show's press office April 23 and has been preparing publicity material for fair dates. Thru Morrissey's efforts the front page of the feature section of the Tampa Tribune May 4 was given over to an illustrated story on the show and owner Carl Sedlmayr. Written by John Perry, Tribune staffer, the feature was illustrated with eight photographs. Mrs. Frank Morrissey and son,

ACA Registers Big Paducah First Night

PADUCAH, Ky., May 3. — Amusement Company of America registered a thumping opening night here Monday (28) for its week's stand at the Timmons Field Showgrounds. Indications pointed to a banner stand.

One other carnival—the 20th Century Shows—and one circus—Howe's—preceded the ACA into this bustling city but both these aggregations suffered from either weather, muddy lot or a poor location. The 20th Century could not get on to its advertised lot, playing instead about a half mile away, and the switch hurt business.

Specs Groscurth's Blue Grass Shows this week are playing across the river at Henderson and next week will day and date the ACA at Evansville, Ind.

Charlie Taylor's Cotton Club Revue and Molordrome, operated by Dorothy and Del Crouch, were the pace-makers in the ACA's back-end line-up on opening night here. All departments of the show turned in good takes for the night.

Noble Fairly rejoined the show here after the funeral services for his wife, Viola. L. J. Berger, handling the general agenting in the absence of J. C. McCaffery, is moving ahead of the show, and currently is in Evansville. Bill Jacks, bilposter, couldn't bill here due to local billing regulations but reports from Evansville are that the date there has been well plastered.

Show's executive staff besides McCaffery follows: Paul Olson, general manager; Alfred Kuntz, secretary-treasurer; Theron Ridgeway, assistant secretary; Chester

Johnny's United Adds Two Units To Ride Line-Up

LEWISBURG, Tenn., May 3. — Johnny's United Shows, now in their second week out, are carrying a Tilt-a-Whirl and an extra Ferris Wheel, both new, to the ride line-up this season.

Co-Owners John Portemont Sr. and Jr. after watching patrons' spending at the opener in Fort Payne, Ala., last week, said they foresee satisfactory business for the season. They pointed out that the shows would go into their first fair the week of July 4 and would continue to play fairs until November 1.

Mays, concession secretary; Noble Fairly, business manager; Keith Chapman, legal representative; Virgil E. Pierson, press chief; L. J. Berger, special agent; W. E. (Bill) Jack, bilposter; Charles Teichner, art director; Jack Morgan, trainmaster; Harold Scott, pictorial artist; George Powell, purchasing agent; and Hugo Mallman, mail and The Billboard agent.

Show operators are Dwight (Continued on page 70)

Special Events Loom Large for Queen City Org

BUFFALO, May 3. — With a number of special events booked, Joe Roxy, Leo Witkowski and Ted Chubbuck, operators of the Queen City Shows, look toward the season with optimism as the new show prepares for its May 12 debut in Lackawanna, N. Y., under auspices of the Veterans of Foreign Wars District 8 convention.

During the first part of the season the show will be playing close to its home base here, with churches and veteran organizations sponsoring. Later the show will play centennial and convention dates, including the New York Firemen's convolve, Rochester, and the Westfield Centennial.

Staff will include Chubbuck, general manager and booking agent; Roxy, secretary and lot man; Witkowski, treasurer and concession manager; James P. O'Donnell, advance promotion and posters, and Dick Campbell, ride superintendent.

Show will carry nine office-owned rides, many being a three-abreast Merry-Go-Round, Ferris Wheel, Comet and Mix-Up. In the all-new kiddieland will be a Sky Fighter, Pony Cart, Boat, Train and Airplanes. Also in the attractions line-up will be a new Monkey Show and Speedway. Office-owned concessions will include bingo, glass pitch, popcorn, candy floss, candy, apples, Roman targets, grab stand, coke bottles, short range gallery, Penny Arcade, ice cream and fish bowl.

Entrances have been built in quarters and new show banners are ready. Everything has been repainted under the supervision of artist Larry Fleishman.

Weather Fails To Cut Buck \$ Earnings

MENANDS, N. Y., May 3. — Business for the O. C. Buck Shows is slightly ahead of last year, despite considerable cold and rain. Three days of the opening week at Troy were virtually lost and cold followed, but grosses still held up.

Weather here Thursday night (1) was exceptionally cold, but fair weather for the wind-up should bring earnings up to par.

Show is slated for a first-in date at Schenectady next week and a potential big gross if the weather behaves.

Louis Belden, Concess Op, Dies

CHICAGO, May 3. — Funeral services were held here Thursday (1) for Louis Belden, 56, veteran concessionaire, who died April 23 in Alexian Brothers hospital following a long illness.

Belden formerly was associated with his brother, Henry, in the operation of concessions at River-view Park here but for the past several years had worked at Dick Miller's kid park. In addition to his brother, a son survives. Burial in Showmen's Rest, Evergreen Cemetery.

BARON PAUL'S PLEASURE ISLAND SHOWS

THIS WEEK, PENNSYLVANIA AND MORRIS STREETS, INDIANAPOLIS, INDIANA

CONCESSIONS: Can place a few more Hanky Panks. The price here is \$36.50 per week. Come on, don't waste time writing. Plenty work for concession agents. Exclusive on Photos still open.

RIDES: Will book one or more Allan Herschell Kiddie Rides.

RIDE HELP: Can use sober men in all departments. Positively top salaries and good treatment. Drunks, don't bother. **DYNAMITE HARRIS**, ride superintendent, wants to hear from all boys who worked for him before.

SHOWS: Can place Motordrome, Glass House or any clean attraction.

All replies to **BARON PAUL**

P. O. Box 811, Indianapolis, Indiana

Phone: Market 1461

Carnival Ass'n, Inc. American

By MAX COHEN

ROCHESTER, N. Y., May 3.—Visitations during the past week included the ride unit of Gaiety Shows operating on West Henrietta Road, Brighton, N. Y. passenger cars and motor trucks.

Statistical data on file at the association's offices indicates that the picture is relatively bright, with consumer buying power on the increase and retail trade holding up better than expected. Improvements are also noted in manufacturing activity and in civilian demand. Basic commodities are tending to drop slightly in price.

The association has been invited to co-operate in the work of a committee created by the American Public Health Association to consider the subject of circus and carnival sanitation. Co-operation has been offered, but no commitments whatsoever have been made.



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CENTRAL Amusement Company

DIXIE'S OWN AMUSEMENT • YOUR SATISFACTION OUR SUCCESS

WANTS FOR SEASON OF CELEBRATIONS AND FAIRS IN THE CAROLINAS AND EASTERN SHORE OF VIRGINIA

Hanky Pank, Photos, Floss, Scales, No gift, no sale, no gypsies. Help on all Rides. Can place Grand Shows and P.C. Agents. Want Grand Shows. All contact: **SHERMAN HUSTED**

Myrtle Beach, S. C. Colored Celebration: May 5-10; Mancks Corner, S. C. May 12-17; Eatonsville, S. C. May 18-24; then the big May Celebration, Beaufort, S. C. May 28-31 and balance of season.

GIRLS — \$80.00 WEEK — GIRLS

For Dancing Girl Show and Peeing Show, Halo, Rhumba, Oriental, Shake and Strippers. Salary guaranteed thru office. No hold-back nor deductions. Want Convoeman, Ticket Seller and Candy Pitchman. All Girls who worked for me, come on.

F. W. MILLER
c/o Wade Shows, Monroe, Mich. this week; Kalamazoo, Mich. week May 12th, or telephone RA 2755, Louisville, Ky.



Morris Hannum Shows
One of the Great Eastern Shows

WANT

SHOWS—Arcade, Mechanical City, Big Snake and Funhouse. Acts of all kinds for office-owned Side Show or will book Side Show with own equipment. Want one more Girl Show, must have flashy equipment. **CONCESSIONS**—Hats, Photos, French Fries, Hanky Panks of all kinds; no exclusive **HELP**—Capable, experienced Help on all rides. Good wages and long season.

Replies to
MORRIS HANNUM
Phone Harrisburg 87211
Penn Harris Hotel Harrisburg, Pa.

WHEELS DOUBLE WHEELS SKILL WHEELS

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Baseball and Cigarette Wheels
Laydowns and Penny Pitchers

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130 Reed Street, Brooklynn, N. Y.
E. Vergrisen 7-5027

GEORGE CLYDE SMITH SHOWS

WANTED—Custard, Fish and Duck Pond, Loag and Short Range Lead Gallery, Hoop-La, Pitch-Till-You-Win, Cork Gallery, Six Cats Buckets, Swinger and String Game. **WANTED**—Monkey Show, Soaks Show and Mechanical City. **WANTED**—General Ride Help, Truck and Tractor Drivers. Playing Firemen's Celebration. May 12th to 17th, Crystal Park, La Voie, Md. All replies to

GEORGE CLYDE SMITH
Cumberland, Md. Phone 4557-J.



FITZIE BROWN & WALLACE Shows

Want Help. Want Sortire Foreman, Chairplane Foreman and all kinds of experienced Ride Help who drive same. This show has never missed a day. Will book legitimate Concessions of all kinds. Want Motordrome, Monkey Show and any other non-conflicting Shows. On account of enlarging Girl Revue, Frankie Tazzano wants Girls for Girl Revue. Salary guaranteed by front office. All answers to

BROWN & WALLACE SHOWS
Greenville, Tenn., this week; Marion, Va., next week.

EDDIE'S EXPOSITION SHOWS

Agents—Wanted—Agents

Agents for Hanky Panks, must know how to drive. Operator for Six Cats, bring your own help. Can use Concession Men in all departments. Neville Island, Pittsburgh, Pa. Write For Sale—Factory built French Fry Trailer, complete with electric peeler and Neon signs. Booked for season

C. A. STEPHENS SHOWS

WANT

DOUGLASVILLE, GA. THIS WEEK; CANTON, GA., FOLLOWING.

CONCESSIONS—Photos, Pitch, Hoop-La, Jewelry, Glass Pitch, Hoop-La, Cork and Lead Gallery, Novelties, Age and Scale, Fish Pond, Fairs, Arcade, Binge Game, Mouse Game, Ice Cream Waffle, Rock Whips, Photos, Pitch-Till-You-Win and any Concessions that work for stock. Absolutely no gypsies. All replies to

GIRL Show with own equipment. No Junk. C. A. STEPHENS.

HELLER'S ACME SHOWS

Want Popcorn and Candy Apples, French Fries, Candy Floss, Long Range Galleries, Pitch-Till-You-Win, Duck Pond, Ball Game, P.C. to anyone with two Hanky Panks. Racket, save stamps. No phone calls. Dutch Wholeside no longer connected with this show. Want Fun House, Wild Life, Mechanical or War Show, Side Show. Outstanding proposition for any worthwhile Show. All address:

HARRY HELLER
Or Phone Wycott 4-03344, North Bergen, N. J.
(North Bergen Line G 83rd St. lot next.)

WANTED — WANTED

Shows of all kinds except Girl Shows. Speedy Palmer call me. Excellent proposition. W.U. closed here. Want Dancing Girls, top salaries, Kathy, Joyce, Stormy, driver by phone. Lucky, is here. Want Working Men for Concessions. All replies to

MARK (CURRY) GRAHAM
Leland Hotel, Richmond, Ind., or c/o Jeanie Crane Shows.

FOR SALE

No. 5 ELI FERRIS WHEEL. Good condition.

LAWRENCE CARR
196 WILDWOOD STREET WILMINGTON, MASS.

LEE UNITED SHOWS SEARCHLIGHTS

PLAYING OUR REGULAR ROUTE—THE BEST SPOTS IN MICHIGAN. CAN PLACE FRENCH FRIES, NOVELTIES AND HANKY PANK CONCESSIONS. SHOWS: MONKEY SHOW, SNAKE SHOW, GIRL SHOW AND FUN HOUSE. WANT RIDE MEN WHO DRIVE SEMIS. TOP SALARIES. Drunks—No, thank you! (White Noise and James McHughland, where are you?) Address:

CHARLES H. I.E.E. Mgr.
Ottawa, Mich. May 5-10; Grand Lodge, Mich. May 12-16.

HELP WANTED

For FLY-O-PLANE and DARK RIDE

CHAS. T. GOSS
c/o Amusement Company of America (Hennies Show), Evansville, Ind. this week; Decatur, Ill., May 12-17.

WONDERFUL OPPORTUNITY

DODSON AND FRANKLIN ROAD SHOWS

We have purchased the United States rights for a wonderful religious picture **WHINE IS THE KINGDOM**. We can use you and for 12-20 weeks out of every year several high-class men who can book this picture in theaters. The picture will almost book itself. Can also use several Pitchmen or Show Talkers who can increase the picture in its profit, so all you have to do is to learn it, and it is not long. This is a good salary and investment. Address: **M. O. DODSON**, 403 East 46th St., Savannah, Georgia, or Western Representative: **C. W. "CHICK" FRANKLIN**, General Delivery, Dallas, Texas.



ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

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1 Merry Mid-Up, 1 Chevrolet tractor, 2 ton, heavy duty, 21,000 miles, in perfect shape. 1 20 ft. Fruehauf semi trailer, 1 20 ft. Fruehauf drop frame semi brand new top for 36 ft. Allan Herschell Merry-Go-Round, sidewalk for same, two years old. Will sell any of this equipment reasonable. Come with the cash and take it away. **H. JOHNSON**, 422 S. Washington St., Circleville, Ohio. Phone: 336-X.

FIREMEN'S FAIR

FRIENDSHIP FIRE CO., 10 BIG NIGHTS, JUNE 25 TO JULY 5, FIREWORKS, CAR GIVEN AWAY, FREE ACT, FREE GATE AND PLENTY OF PARKING SPACE. Will book one Girl Show, four Ball Games, one of each: Balkon Darts, Cork and Lead Gallery, Novelties, Age and Scale, Fish Pond, Fairs, Arcade, Binge Game, Mouse Game, Ice Cream Waffle, Rock Whips, Photos, Pitch-Till-You-Win and any Concessions that work for stock. Absolutely no gypsies. All replies to

BEN STEVENS, Friendship Fire Co., Phenixville, Pa. Phone 3721.

CARNIVAL WANTED

For County Fair, September 8th through 15th, Pulaski, Tennessee. Must have 7 to 10 Rides. Contact

Dr. G. C. Shivas
Pulaski Lions Club, Pulaski, Tenn.

WANT CONCESSION AGENTS

Count Store Agents, Peak Store Agents. Also Agents for Bucket Shows. Tommy Carson wants Skills Agents. My old Agents, come on, see good territory.

HARRY (IRISH) GAUGHN
c/o VIVONA BROS.' SHOWS PERTH AMBOT, N. J. THIS WEEK

GIVE TO THE RUNYON CANCER FUND

PAGE BROTHERS' SHOWS

Want 6 Cat, Fish Pond, Pitch-Till-You-Win, Darts, String Games. Stock Concessions of all kinds. Want Arcade Shows that do not conflict. We have tops and banner lines. Want Operators for Monkey Show and Fun House. Want Ride Help on nine Rides who can stand salary, top salary. New trucks to drive, bonus at end of season. Address:

MURRAY, KENTUCKY, THIS WEEK.

Midway Confab

Mona Brown, Mobile, Ala., visited the Gem City Shows for three days recently at Jackson, Ala., and appeared as annex attraction. . . . Recent visitors at Sioux Falls, S. D., quarters of Klein Amusement Company were Scotty, the novelty man; John Dorland and Brownie, Royal

WANTED
Complete Carnival
WYOMING STATE FAIR
DOUGLAS, WYOMING
for
AUGUST 27, 28, 29, 30
GORDON L. ROUSH
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#5 ELI WHEEL
with Van Semi-Trailer
A Real Buy
\$3,700.00 complete
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HARRISON GREATER SHOWS WANTS
For his Marine pay day, New Bern, N. C., followed by another Marine pay day, Myrtle, N. C. Want Slum Concessions of all kinds. \$21. Fresh Fruit, Floor, Novelties, Age and Scale, have complete outfit for Girl Show with two or more Girls. A few show concessions open. Want Octopus, Helicopters and Christmas Foreman. Dan Dennini wants Minko Caller and Count Store Agent. All mail and wire to
FRANK HARRISON
Plymouth, N. C., this week; then at Myrtle.

ALABAMA AMUSEMENTS
Playing only defense towns and coast cities.
CONCESSIONS WANTED Excellent opportunity for a well-known line. This show carries 5 Buses, no girls, no Girl Shows, no racket, no games. Will sell 2 on Trip-Cover and Candy Traps. Can place Photo, Helicopter, Age and Scale, Hoop-La and Cook Bottles. Can use a Bill Down Grab. Contact immediately.
Alabama Amusements
David Ave. Mobile, Ala.

STRANGE and WEIRD ATTRACTIONS
Shrunken Head, Boodle, Devil Child, Fish Girl, Ape Boy, Wild Dog, many others. Your ideas made up free folder. Write
TATE'S CURIOSITY SHOP
3558 E. Van Buren St.
Phoenix, Arizona

WANT
Independent Concessions for Shelton, Illinois, 3 Day and Night Annual Street Celebration, July 19-21, 2 miles west of Peoria, Illinois, on Route 20. Sponsored by Shelton and City.
Frank C. Nimmeyer, Secy.
Phone 8 or 4

WANTED
CLEAN CARNIVAL
To play Gateway County Fair—Days—July 30, 31, Aug. 1 and 2. Contact
ED ESTES
Fenton, Missouri

WANT
Foremen, \$50.00; Second Men, \$40.00; for Merry-Go-Round and Ferris Wheel. Can place Concession Agents for Slum Sterns. Contact Louis or Elsie Hall.
Hiawatha Shows
Troy, Ohio, this week.

HOWARD BROS.' SHOWS
OPENING ATHENS, OHIO, MAY 17TH
Want Long Range Gallery, Photo, Scales, Custard, Ball Games, Arcade, Wild Life, 5-in-1 Show. **WANT FOREMAN** for No. 5 Eli also Christmas Foreman. Second Man for Merry-Go-Round, must drive.
RAY S. HOWARD, 1354 E. Agner St., Ottawa, Ohio

CARNIVAL WANTED
A good clean Carnival for
THE MATTYDALE VOLUNTEER FIREMEN'S JUNE CELEBRATION
One week on a well-known show lot at the north city line of Syracuse, N. Y. Area population of 250,000 or more with a good, level, clean 13-acre show grounds. Write to
G. BLEICH, 701 MATTY AVE., SYRACUSE 11, N. Y.

United Shows, and Mr. and Mrs. Jack Carroll, Veterans' United Shows.

Pete Kortis, veteran Side Show operator who returned recently from South and Central America, is skidded to open a Side Show unit May 12 at Bradford, Ont., with Jimmie Sullivan's Wallace Bros.' Shows of Canada. . . . Jack Rosenholm, who has the reptile and African monster show on the Sullivan org, is awaiting delivery of a shipment of reptiles and giant lizards from the Treflich supply house. . . . Gerald Snellens was a recent Chicago visitor, planning in and out of New York on World of Mirth business.

Lloyd Westerman of the carnival supply house of Rosenthal and Westerman was the subject of a four-column picture in the Detroit News Thursday (1), showing him near his place of business.

Dave Emswiler, who spent most of the winter recuperating, has regained his health and rejoined United Exposition Shows. He and Charlie McCarthy are legal adjusters and also operate five concessions. . . . Freda and Frank Fan, George West and Steve Russell visited Bobby Kork on Strates Model Shows at Savannah, Ga., en route to join Prell's Broadway Shows.

Tommy Sacco, Chicago booker, has been awarded the attractions contract for the Hoopston, Ill., Sweet Corn Festival, September 11-13. Charles Miller, Chicago, will furnish the rides, with concessions and acts to be booked by Sacco.

Margie, famed trained chimp owned by Mr. and Mrs. R. (Doc) Warner, died recently while on tour with the Johnny T. Tinsley Shows, one of a number of shows the chimp had been on over many years. Death came in the wake of an accident during a performance in which the chimp fell off a rocking horse. Taken to a veterinary, Margie was placed under an anesthetic for the extraction of a broken tooth but failed to regain consciousness. Burial was in the Pet Cemetery maintained by Greenville County Humane Society, Greenville, S. C.

Ron Marleau, of Halifax, N. S., formerly with Wallace Bros.' Shows of Canada, is touring Ontario with the March Shows. Ron is a brother of Jean Nanson, veteran Wild Animal Show op.

The New York Times Sunday magazine soon will carry an article on the James E. Street Shows authored by Gil Millstein, staff writer.

Bill Powell, touring concessionaire, planned into Berlin since, he reports, it is risky for foreigners to ride the railroads thru the Russian zone. In Berlin he visited Mrs. Ritter, who once presented a midget troupe with the old Rubin & Cherry Exposition.

Warren Murphy closed with American Midway Shows at McGregor, Tex., to return to Harlingen, Tex., where he plans to open a night club. . . . Harry Weinraub is celebrating the birth of a granddaughter, Marcy Hannah Forster.

Melvin Roy Stout, son of Mr. and Mrs. James Stout, of 20th Century Shows, now in the Marine Corps, spent a recent 10-day leave with his parents.

Mr. and Mrs. John Mack visited Johnny's United Shows recently while en route to join the Jimmy Chamos Shows in Indiana. . . . Mr. and Mrs. Russell Gallagher and family are due to join Johnny's United Shows with their concessions.

W.G. WADE SHOWS

KALAMAZOO, MICH.—Monday, May 12; Saturday, May 17
FIRST IN!—NORTH BURDICK ST. SHOW GROUNDS
CAN PLACE: CIRCUS SIDE SHOW, MECHANICAL VILLAGE, SNAKE OR MONSTER SHOW. Season's routing for PRETZEL and CATERPILLAR RIDE.
HANKY PANKS OPEN, including Ball Games, Fish Ponds, Huckleby Buck, Duck Pond, etc.
W. G. WADE SHOWS, Monroe, Mich., all this week
P. S.: BATTLE CREEK, MICH.—FIRST IN—FOLLOWS KALAMAZOO

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANTED
CONCESSIONS: Fish Pond, Duck Pond, Pitch Tilt Win, Cat Rack, Milk Bottles, String, Ice Cream, Custard, Novelties, Stock Stores only.
SHOWS: Fun House, Snaks, Wild Life, Motordrome, Mechanical, Any Shows except Girl and Monkey, Come on, 25%.
RIDE HELP: Caterpillar Foreman, you must know this Ride, \$75.00 salary every week. Drunks and purse snatchers, do not answer. Will place Sound Truck for season, one with Concession preferred.
All replies: W. R. GEREN, Jeffersonville, Indiana, May 5 to 17

NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

Wanted for LANSING, MUSKOGON, BATTLE CREEK, KALAMAZOO—Cream of Michigan's Show Dates
Stock Concessions of all kinds—No Grift. Jewelry, Photos, Root Beer, Custard still open.
Can place Shows of all kinds.
Ride Help who can drive.
MOUNT CLEMENS, MAY 1st to May 11th.
WORLD OF PLEASURE SHOWS, P. O. Box 241, Mt. Clemens, Mich.

HAPPYLAND SHOWS

OPENING TOLEDO, OHIO, MAY 13
ALL SHOWS AND CONCESSIONS CONTRACTED — Please write or wire amount of space needed.
Want to hear from **WHITEY SUTTON, TOM AUGUST, FRANK O'NEIL** and **NEAL MCGAGGART**
CAN PLACE—Fun House, Glass House, Dark Ride, Motordrome, Fat Show, Wax or Crime Show, or other attractions with own transportation. Low percentage and no passes, as we carry only legitimate Concessions. Can book a few more Hanky Panks, Ice Cream open.
We will play our usual proven route of Michigan's best county fairs, plus several good celebrations, including Elk's Annual Festival in Downtown Pontiac, Wayne Homecoming and a big Fourth of July Celebration in the heart of Ypsilanti.
All address: JOHN F. REID, 3426 Iroquois, Detroit 14, Michigan

BLUE RIBBON SHOWS

FORMERLY BODARY SHOWS

E. A. BODARY & SONS, Owners
WANT
Clean, Legitimate Concessions, One or two Shows. Can use Foreman for Caterpillar and Dodgem. Acts for Ten-in-One. Salaries paid thru the office. Tailors for Grand Shows and Ten-in-One. Man or Couple to take complete charge of Fun House. For Sale—Allan Herschell 10-Car Kid Ride. Opening at Shawano, Wisconsin, week of May 19.
Our Route is as follows: Shawano, Oconto Falls Memorial Week End Celebration, Green Bay, Sheboygan, Janesville, Madison Fourth of July Celebration, 100 Year Centennial at New London, Shagron Bay Cherry Festival, then our route of Falm: Tamak, Portage, Rhinelander, Waupun, all Wisconsin; then Escanaba, Michigan; Menominee, Wisconsin; Marshalltown, Iowa; Paragould, Arkansas; Blytheville, Arkansas; Greenville, Marshall, Huntsville, Seguin, Navasota, all in Texas. All inquiries to Shawano, Wis.

2 GREAT SHOWS COMBINED INTO ONE

WILLIAM T. COLLINS SHOWS
WANT FOREMEN
 For Ferris Wheel, Octopus, Roll-a-Plane and Kiddie Rides. Second Man to take care of Light and Towing also Front Gate. Highest salary, bonus and good treatment to reliable operators. Letter Yellow (Printer Shorty), get in touch with me. Newslaying rates free.—Official opening May 15. ADDRESS:
William T. Collins, Mgr.
 601 2nd St. N. Minneapolis, Minn.

SMITH'S FUNLAND SHOWS
MEFE, OHIO-SPLETER, W. VA. SHINNISTON, W. VA.
WANT Ball Games. Short Range. Photo. Doria. Mini Camp with small family. Clothes Pin Pitch. Hi-Striker. Need Monkey and Snake Show. No calls, wire Bernesville, Ohio.

NORTHERN CENTRAL NEW YORK VOLUNTEER FIREMEN'S CONVENTION
Palmyra, N. Y.—June 24-28
 Wants Penny Arcade, Photos, Age and Scales, Bowling Alley, Long and Short Range Gallery, Bull Games of all kinds, Cook Gallery, Pitch-Till-You-Win, Balloon Darts or any legitimate Concession working for profit. Parades—Free Act—Contests.
JOHN D. MEYERS
 P. O. Box 101 Palmyra, N. Y.

RIDES WANTED
 Three or four Major Rides and five or six Kiddie Rides wanted for Colonial Heights, Virginia, Lions' Club Celebration, June 9th to 14th. Must be good, clean outfit; no profit.
 Write, phone or wire
F. H. MINYMS
 President Lions' Club
 Colonial Heights, Va.

SIDE SHOW PEOPLE WANTED
 Have openings in Circus Side Show for several Side Show Acts, including Fire Eater, Pin Cushion, Sword Swallower (Swiss), Musical Act, and what have you? We furnish steper and Cookhouse. Reply as per route, either telegram or letter.
DUB DUGGAN
 HAGAN WALLACE 3-RING CIRCUS

WANTED
 We have our Annual 6th Homecoming here August 1st and 2nd and want two or more Major Rides, preferably Merry-go-Round and Ferris Wheel, and 15 or 20 Concessions 15 each. Letter to have our name and show on remainder of around 10. All address:
D. V. BEARD, Mr. Auburn, Ill.

HUTCHENS' MODERN MUSEUM
 WANTS TO JOIN AT ONCE FOR LONG SEASON: ATTRACTIONS OF ALL KINDS. Must be reliable. Offer more money. Must have good show work. Must have good show work. Address:
JOHN T. HUTCHENS, 628 Green Greater Shows, Miami, Okla., this week.

MECHANICAL SHOW FOR SALE
 or will trade for good Kiddie Rides. All hand made of good material on 24' trailer, ready to go. Has trailer, food and small building. Phone 531-2422
WILEY HARVEY B. WILLIAMS, 222 Stevens Ave. SW, Minneapolis, Minn.

RINGLING BROS., B. & B.
 Philadelphia Date, Best money spot, choice location; space still available. Concessions, contact:
C. GOLDFINE
 SOUTH CITY DRIVE-IN
 Broad & Parkway Ave., Philadelphia, Pa.
 Phone: A.M. 2-12-2424
 Evenings—HO 2-9286

WILSON FAMOUS SHOWS
 Opening May 17, Canton, Ill.
 Want Ride Help, Agents, Shows with own equipment and Concessions.
 Address: Astoria, Ill.

Producing America's Best Carnival and Circus Side Show
BANNERS
 SNAP WYATT STUDIOS
 GOUV MEDAL SHOWS
 RT. 3, BOX 1150 TAMPA, FLA.
 Phone. Write or Wire

From the Lots

American Midway
 McGRIGOR, Tex., May 3.—Org was rained out here from Thursday of the first week of its two-week stand thru the following Tuesday. A tornado hit three miles north of the lot April 21, but show equipment escaped damage, the loss being five days of showing time.
 Dean Locke, org's special agent, is back on the shows after two weeks on the sick list. Lloyd Long, of Waco, Tex., did the billing while Locke was ill.
 Leo Buck and Dardenella have completed the framing of their Cutes Shows. Rex Miller has been getting his share of business with the Monkeydrome.
 Don M. Brashear, general manager, recently closed contracts for the shows to play the annual Bridgeport, Tex., celebration early in July and the Indian Trail Days celebration in Gorman, Tex., in mid-July. Buddy Taylor, sound truck op, has framed his two hanks in a 26-foot trailer.
 Recent visitors included Larry Woods of Alamo Exposition; Horace Murphy, former cookhouse man, who recently was released from a Denver hospital in which he has been a patient for over a year, and Brownie Bishop, Ira Burdick Jr. and Sr. motored in from near by Temple where the Burdick Shows winter.—ROSCOE BOYD.

Mighty Hoosier State
 BEDFORD, Ind., May 3.—Shows moved here from the opening spot at Columbus, Ind., where they did a week of good business was done. The move was made in good time and everything was ready for the Monday night (23) opening, which produced a good crowd, followed by an even larger turnout Tuesday.
 Owner Bill Geren is carrying 10 rides, 40 concessions and 4 shows. Due to the illness of Mrs. W. R. Geren, the office line-up has been changed. Jean Stolle is secretary; Pappy Snyder, chief electrician; Pat Harville, ride superintendent; Jimmy Confield, advertising; Norman Rody, lot superintendent; and Earl Dudley, mail and T. H. Bilbo, agent. Owner Geren recently purchased a 36-foot Vagabond trailer for Mrs. Geren.—JEAN STOLLE.

Drago Amusements
 KOKOMO, Ind., May 3.—With all rides and equipment newly painted, the show opened here May 1 for a 10-day stay on its home lot.
 Personnel includes: Paul Drago, owner; K. Richey, ride superintendent; E. Martin, electrician; W. Martin, searchlight operator; and V. Martin, mail and The Billboard agent. In the concession line-up are L. Fullhart, Jr.; Ray Johns; H. H. Grubbs; E. B. Johnson; S. H. Meyer; E. W. Martin; E. B. Trent; W. B. Reese; D. H. Clark; I. R. Pratt; I. and D. Graves, 2.
 Ride personnel: W. Johnson and F. Kelly, Merry-go-Round; J. Dye and P. Fowler, Tilt-a-Whirl; W. H. R. Moffield, Chairplane; N. Biche, Roll-a-Whirl; D. Name and L. Clave, kiddie rides; N. Overman and W. Pratt, Octopus; and H. Trent, pony ride. E. Jones has the Funhouse, with a Motor-drome, Penny Arcade and Girl Show also in the line-up. Joe Frisco (The Sky Boy) is the night-ly free act.

Veterans United Shows
 Opening May 10, Worthington, Minn.
 Want Concessions and Shows of all kinds. Ride and Concessions 15 each. Will book TILL. Klotzsch or Ruffire
 845 2nd, Worthington, Minn.

CARNIVAL WANTED
 For Celebration on or about July 1, 1952, at Hayti, Virginia. Sponsored by American Legion and P.T.A.
 Call May 28, 1952

JUNE MARTIN
 Formerly with Teddy Russell and Deacon Brown, at events knowning by whereabouts, insurance. Please contact at once.
HOY RICHARDS
 GOUV MEDAL SHOWS
 Nashville, Tenn., this week; then as per route.

Crafts Exposition
 TAFT, Calif., May 3.—Show arrived here Monday (21) after a 10-mile trip from Santa Paula and opened Wednesday (23). The ride gets the units over the hedges route were Crafts 20 Big Manager Frank Warren, Crafts Shows Superintendent Roy Shepherd, Manager Roger Warren and Caper's Cummings, mechanic. Harry and Etta Ballard came up to help out for a few days.
 Show thus far has had poor weather but good business at all spots except San Fernando. The Imperial Valley has been especially good.
 Sporting only 5 major rides, 4 kiddie rides, 2 shows, 16 concessions, an Arcade and 10 towers, the show is at its smallest since 1947. Equipment will be added if business warrants it. Everything was painted before leaving the barn and will be repainted for July 4.
 Al Cecchini has several new concessions and is building a bingo. Eldon Short is sporting a new top and a bigger truck. Bob Matthews has his own pony ride and will leave soon to book it on the Crafts 20 Big unit. The Kolor-skoos have a new house trailer. Dick Spellman is bringing out a new joint. Peggy Butler is representing the RATS club on this unit.
 Personnel: Manager, Robert H. Warren; assistant manager, Matthew Latour; electrician, Eric Koterak; riding Lee Brandon; mechanic, Caper Cummings; electrician, W. D. Johns; tower and maintenance, Harold Bunting; lot man, Ron Quack; side wall, Earl Stoner; front gate ticket seller, Ella Mae Ruppberg; ticket seller, Mrs. George Duran; second man, Charles Vetter; ticket seller, Yvonne Spellman; Ferris Wheel foreman, George Koterak; second man, W. J. Birnie; ticket seller, Katherine Helton; Blooper foreman, Lester Helton; ticket seller, Able Alan; Tilt-a-Whirl foreman, H. McClellan; second man, Luther Norman; ticket seller, Mr. Lewis; Occupier, for man, Robert E. Wisco; ticket seller, Mrs. Paula; Pony ride, Harold Miller; Nanohide, Leslie Emerson; Girl Show, Ann Viper; Joe Adams; Arcade, George and Billie Bryant, Rd. No. 10.

Winners United Shows
 Personnel: Manager, Robert H. Warren; assistant manager, Matthew Latour; electrician, Eric Koterak; riding Lee Brandon; mechanic, Caper Cummings; electrician, W. D. Johns; tower and maintenance, Harold Bunting; lot man, Ron Quack; side wall, Earl Stoner; front gate ticket seller, Ella Mae Ruppberg; ticket seller, Mrs. George Duran; second man, Charles Vetter; ticket seller, Yvonne Spellman; Ferris Wheel foreman, George Koterak; second man, W. J. Birnie; ticket seller, Katherine Helton; Blooper foreman, Lester Helton; ticket seller, Able Alan; Tilt-a-Whirl foreman, H. McClellan; second man, Luther Norman; ticket seller, Mr. Lewis; Occupier, for man, Robert E. Wisco; ticket seller, Mrs. Paula; Pony ride, Harold Miller; Nanohide, Leslie Emerson; Girl Show, Ann Viper; Joe Adams; Arcade, George and Billie Bryant, Rd. No. 10.

Crafts Fiesta
 RIDGECREST, Calif., May 3.—Personnel line-up is as follows: Lee Hagerdy, manager; Mrs. Gereldine Harvey, secretary; Harold and Harry, ride superintendents; Robert Pugh, Merry-go-Round foreman; and Dick Shoemaker, second man; C. N. Best, Ferris Wheel; Bud Preston, foreman; and Bob Shoemaker, second man, Tilt-a-Whirl; Al Morris, Skooter foreman; George Hugh, Tilt-a-Whirl foreman; and Barbara J. Pugh, Barbara A. Pugh, Mae Pugh, Ruth Preston and Cloyette Slack, ticket sellers.
 Also on the show this year are Mr. and Mrs. Thompson, pony and train rides. Show is carrying 18 concessions, 8 towers and 2 searchlights. Recent visitors were Mr. Crafts and Mrs. Frank Warren. Mrs. Robert Pugh is mail and The Billboard agent.

Winter Quarters
 Klein Amusement
 SIOUX FALLS, S. D., May 3.—While the Sioux River was overflowing its banks four blocks from quarters, we were high and dry.
 We open May 14 at the Orange City, Ia., Tulip Festival, our fifth year to play this event and our official opening spot. With the exception of one family, all concessionaires with us last season are returning, and two new families are coming on. We will carry 18 concessions, 2 shows and 5 rides, playing three street celebrations each week in Minnesota and South Dakota territory. Our first spot will be at the Mitchell, S. D., Corn Palace, September 22-27.—MR. AND MRS. HENRY KLEIN.

Carnival Routes

• Continued from page 57

- Down River Am. Co. Roselle, Mich.
- Draco Am. Fairbank, Ind.
- Drew James H. Oak Hill, W. Va.
- Dyer, Greater Memphis, Ill. Carbondale 12-17.
- Eastern Am. Co. Portland, Me.
- Fedora Bros., Neville Island, Pa.; Fredricktown 12-17.
- Empire State: Elmira, N. Y.; Corning 12-17.
- Evans United: Richmond, Mo.; La Plata 12-17.
- Fair of Fun: Old Hickory, Tenn.
- Fleming, Mad Cody: Brunswick, Ok.; Jeep 12-17.
- Frame's Greater: Erie, Pa. 12-14.
- France, John: Metropolis, Ill.
- Franklin, Don: Greenville, Tex.; Durant, Okla. 12-17.
- Florida State: Ridgeport (Park)
- Walt Disney: thru May 18.
- G. A. B. Gypsy, W. Va.; Riverville 12-17.
- Oom City: Attalla, Ala.
- General American: Parks, Pa.
- Genrich J. A.: Starville, Miss.
- Georgia Am. Co.: Toccoa, Ga.; Murphy, Ga. 12-17.
- Glades Am. Co.: Sharpsburg, N. C.
- Gladiators Expo: Humboldt, Tenn.
- Gold Medal: Seattle, Wash.
- Gooding Am. Co. No. 2: Uniontown, Pa.
- Gooding Am. Co. No. 3: Columbus, O.
- Gooding Am. Co. No. 6: Cleveland, O.
- Gooding Am. Co. No. 7: McDonald, Pa.
- Gooding Am. Co. No. 8: Columbus, O.
- Gooding Greater: Muncie, Ind.
- Grand American: Hannibal, Mo. Chilli-cott 12-17.
- Greater Highland: Sunkle, La.
- Greets Greater: DeQuincy, La.; Alexandria 12-17.
- Hagerich's Rides: Quinton, Okla.
- Mannum, Morris: 18th & Greenwood
- Hartman: Pa.
- Happy Attrs: Welton, W. Va.; Dennison, O. 12-17.
- Kidney Greater: Plymouth, N. C.; New Bern 12-17.
- Heller's Acme: Little Ferry, N. J.
- Highland: Okla.
- Hill's Greater: Abbeville, N. M.
- Hollie, Buf.: Baton Rouge, La.
- Imperial: Paoli, Ill.; Beardstown 12-17.
- Island: Wilsons, Mo.
- Interstate: Sweetwater, Tenn.; Morris-town 12-17.
- J. & R.: Grosvenor, Alexandria, Va. 8-17.
- John's United: Washington, D. C.
- John's Spring State: Nashville 12-17.
- Jollyville: Jarvis, Va.
- Karrak, Quik: St. Joseph, Mo. 12-14.
- Kaystone Attrs.: Burnham, Pa.
- Kyle, Floyd O.: Jackson, La.
- LaCross & Co.: Burlington, Va.
- Lane, Sammy: Camden, Okla. 8-17.
- Lawrence Greater: Frederickburg, Va.
- Lee United: Okla., Mich.; Grand Lodge 12-17.
- Leah Star: Gainesville, Ga.
- Leah Star: Brattleboro, Vt.
- Manning, Ross: Jersey City, N. J.; Newburgh, N. Y. 12-17.
- Mar-John: St. James, Md.
- Merryland: Jackson, Mich.
- Midway of North: Havana, Ill.
- Nighty Fair: Ridgeport 12-18.
- Nighty Hammonaire: Crossville, Tenn.
- Nighty Hoosier State: Jeffersonville, Ind. 8-17.
- Mighty Page: Harrisonburg, Va.
- Model: Ada, Okla.
- Model Show: Canada: Ouelph, Ont.; Kingston 12-17.
- Moores Modern: Hugo, Okla.; Okatara 12-17.
- Motor State: Hamfrank, Mich. 8-18.
- Mount City: Richmond Heights, Mo.
- Myrtle: Tazewell, Ga.
- Nelson, George W.: Odessa, Mo.
- Newell's Greater: Okla. Wisconsin, Ind.
- New York: New York: New York, N. Y. 10-17.
- Nolan Am. Co.: Crooksville, O.
- Ohalo Valley Am. Co.: McMechen, W. Va.; Derby 12-17.
- Page Am. Co.: Abingdon, Va.
- Page Bros.: Murray, Ky.; Princeton 12-17.
- Parade: Parkersburg, Okla.
- Paul's Am. Co.: Russellville, Ark.
- Paul's Baron: Pleasanton, Ind.
- Penny & Morris: Indianapolis, Ind.
- Peck Am. Co.: Sheldon, Ill. 12-17.
- Peri Dec: Norfolk, N. C. 10-17.
- Perry: Perry, Pa. 12-17.
- Perry's Pioneer: Towanda, Pa.; Olyphant 12-17.
- Playtime: Wakefield, Mass.
- Powelson Expo: Cochocton, O. 12-17.
- Powelson Greater: Caldwell, O.; Woods-field 12-17.
- Prilla Broadway: Charlottesville, Va.
- Queen City: Little Rock, N. Y. 12-17.
- Queen: Bedford, N. Pa.; Minn.
- Reid, King: Okla. Path, N. Y.
- Royal American: (Cotton Carnival) Mem-phis, Tenn. 10-17.
- Royal Canadian: Grand Forks, B. C., Can. 8-18; Rosland 14-17.
- Royal Crown: Leickland, O.
- Royal Expo: Savannah, Ga.
- Royal Midway: Defiance, O.; Auburn, Ind. 12-17.
- Royal United: Shour Falls, S. D. 9-17.
- Behlers' Just for Fun: Parkersburg, Ark.
- Richard: St. Louis, Mo.
- Smith's Funland: Bereasville, O.
- Smith: Olathe City: Cumberland, Ark.
- Shand Greater: Miami, Okla.
- Southern Valley: Bald Knob, Ark.
- Strader, M. A.: Hutchinson, Kan. 10-19.
- Star Am. Co.: Marshall, Ark.
- Steel City: Waverly, Tenn.
- Stinson, C. A.: Douglasville, Ga.; Canton 12-17.
- Strate, James E.: South Plainfield, N. J.
- Strate Model: 12th & Greenwood, St. Baltimore, Md.
- Suzuki Am. Co.: Excelsior Springs, Mo. 12-17.
- Superior: King City, Calif.; Waltham 12-18.
- Taham Bros.: Virginia, Ill.
- Thomas: St. Joseph, Bluefield, W. Va.
- Tidwell, T. J.: Santa Fe, N. M.
- Timothy: Tazewell, Va.; Greenville, S. C.
- Tiroll Expo: Leavenworth, Kan.; North Kansas City, Mo., 12-17.
- Tupper Bros. & Co.: Clinton 12-17.
- 20th Century: Deaton, Ill.
- United Expo: Centerville, Ind.; Crestor 12-17.
- United States: Hickory, N. C.
- Universal Am.: Mayville, Ga.
- Virginia United: Worthington, Minn. 10-17.
- Virginia Greater: Roanoke, N. J.; Man-ville 12-17.
- Virginia Bros.: Perth Amboy, N. J.
- Wade, W. O.: Monroe, Mich.
- Wallace Bros.: (Beale Ave. Park) Memphis, Tenn. 12-17.
- Wallace, J. E.: Brodnax, Va.; Siansand-ville 12-17.
- West Coast: Vallejo, Calif.; Alameda 12-18.
- West Coast Expo: Chowchilla, Calif.
- Wiggins: Dick, Sanford, Mo.
- Williams Ray: Elgin, Ind. at Broad St.
- Wilson Famous: Canton, Ill. 12-18.
- Wilson Greater: Farmington, N. M.
- World: Walnut, Mich.; Webster City, Ia. 12-17.
- World Am.: Salem, Va.
- World of Pleasure: Mt. Clemens, Mich.
- World of Mirs: Washington, D. C. 8-7.

We Now Have The Abe Lincoln STRING BOW TIE
 Western Style
\$1.00 Maroon, Royal, Black & Navy EA.
 Sery, No C.O.D.'s.—We Pay Postage
FOX BROTHERS TAILORS
 712 W. Roosevelt Rd. Chicago, Illinois

AGENTS WANTED
 For Slum Alley, Balloon Darts, Shoot-Till-You-Win, Pitch-Till-You-Win, Buckles.
CONTACT DWIGHT BAZINET
 c/o Don Franklin Show
 Greenville, Texas. This Week

WANT - - WANT
 Agents for the following Concessions: Set Spinners, Pan Game, Cork Gallery, Buckles, Penny Pitch and General Help. Outside Help for Skills, Under and Over.
S. B. WEINTROUB
 Case Grand American Show
 Moberly, Mo., week May 5th to 10th; Hannibal, Mo., week May 12th to 17th; Chillicothe, Mo., week May 19th to 24th.

GRIND STORE AGENTS WANTED
 COURT AND PEER STORE No "Wrasner" tolerated
JIMMY CASE
 605 23rd, Madison, Pa. (Phone 275)

SLUM SKILLO AGENTS
 Due to disappointment, can place 2 Men at once. Wire
VINCE McCABE
 West Plains, Mo.

WANT AGENTS
 For Pin Show, Bowling Alley, Balloon Darts, Shoot-Till-You-Win, Wheel, Address:
 Ben Herman, Bus. Mgr.
BUFF HOTTELS SHOW
 General Delivery, Eaton Rouge, La.

WANTED
 Stillhouse Man, Novelty Man for Charleston, West Virginia, Home Show, June 4, 5, 6, 7. Write
JOHN MCCORMACK
 2966 Winters Road, Huntington, W. Va.

WANTED
 A Large Carnival for all Concessions for one week during the month of June. Contact
D. W. WAMPLER
 Lebanon Junior Chamber of Commerce Lebanon, Missouri

WANT RIDES FOR GORMAN, NEW HAMPSHIRE, AMERICAN LEGION FOURTH OF JULY CELEBRATION
 July 3-5. In the heart of the White Mountains. Send proposal to
DUPONT-HOLMES POST

WANT TO BUY
 Scooter, will pay cash. Must be in A-1 shape. Also want Mirrors for Mirror; Mass. Wire
JOHNNY DENNIS
 c/o Gold Medal Shows, Nashville, Tenn.

FOR SALE—CASH
 3 Kid Rides, A-1 show, 40 concessions, 10 8' slides, 2 sets each; 1 Kiddie Car Ride, 10 cars that swing like Merry-go-Round. To be sold as one unit. Rides complete with switches, fence and track. Buy \$1,500. 1940 Ford Truck and 24 ft. Shell 3500
Charles K. Klausner
 519 Pittsburgh Kansas City, Kansas

PROMOTERS
 —Get on our mailing list. We are looking for names of individuals who might underwrite and promote our shows. We can refer to any of your territories to you. —Head the line in the line of event or at least one event which you have promoted in the past. Write: Arts and Shows, Inc., financially responsible or secured personal liability underwriting. The Billboard, 124 W. Wabasha St., Chicago 4, Ill.

GEM CITY SHOWS
WANT
 Hunky Punks or all Concessions that work for stock. Will book Kiddie Rides or any Rides not conflicting. Can place Shows of merit with own outfit. Want Bingo Countermeas and Relief Caller. Wire or come on. Can see Man and Wife for Popcorn. Address all communications Atlanta, Ala. this week.

WANTED
FOR LONG SEASON
 Capable Ride Men in all departments, also few Concession Operators. All must be sober and reliable. All answers to
JOHN B. DAVIS, Manager
Southern States Shows
 Long Beach Resort, Panama City, Fla.

SCHAFER'S
JUST FOR FUN SHOWS
 Want Man and Wife to operate new Monkey Show (Barney, contact Hershey), RIDE HELP: Ferris Wheel Man to run new Rides. CONCESSIONS: The following Hunky Punks wanted—Heart Pitch, String Game, Glass Pitch, Pitch-Till-You-Win, Duck Pond, Fish Bowl, Two's Concessions, High Striker, Water-La, Knute Rack, Ski Cars, Can Rack, Frozan Custard, Novelties, American Camp (no Gyrolets). Contact
W. N. (BILL) BOWLA, Concession Mgr.
 Or **W. A. SCHAFER, Mgr.**
 Tazewell, Tenn., May 5 thru 12.

HAVE FOR LEASE NOW
DIESEL LIGHT PLANT, 120 KW.
ELLI 45 FERRIS WHEEL
ROTO WHIP
 All in A-1 shape. Ready to go.
TED LEWIS
 12-37 Rosewood St. Fair Lawn, N. J.
 FA 4-0745

TIVOLI
EXPOSITION SHOWS
WANT
 ATHLETIC SHOW, 10-IN-1 SIDE SHOW, FOREMAN AND SECOND MEN for Caterpillar, Merry-Go-Round, Rollo-Pan and Kiddie Rides. Address:
 Leesworth, Mass., this week; North Kansas City, Mo., next week.

Harrison Greater Shows
WANT AT ONCE
 Cookhouse, must be up to standard at show. All mail and wires to
FRANK HARRISON
 Plymouth, N. C. this week.

WANTED
 Kiddie Rides and Ferris Wheel
ATLANTIC COUNTY 4-H FAIR
 August 21, 22, 23, Pamona, N. J.
DORIS CUSTARD, Secretary
 Mays Landing, N. J.

OHIO VALLEY
AMUSEMENT CO.
CONCESSIONS WANTED
 for Wheeling, W. Va., next week.
 Fish Pond, Ball Games or any Grind Shows. Come on, low prices! First show in this season.
FRANK SWENEY
 Glenada, W. Va. Ph: Mountsville 1874-J

RIDE HELP WANTED
 Foreman for new 31 1/2' Foreman for 8-Tube Octopus, Foreman for Parlor Baby O Merry-Go-Round, Best of wheel. Long season. Contact
JOHN HANSEN
 964 N. Kedzie Ave., Chicago, Ill.
 Phone: JK. 2-949

GREATER MIDWAY SHOWS
 Opening next Sat. May 18. Place Ride Help who drive Frank Dan's wife, come on. Have Ride Concessions that don't conflict. Following people please contact here: Mr. and Mrs. Bob Miller, Mr. and Mrs. Willie Ray, Mr. L. Brandt, Willie Lathan, Will and George Roberts, Curley Korn, Davis and Clara Jim and Alice, Dirty Boy and all with me before 5 P. M. at
EDWARD DICKERSON, Gen. Del. Boley, N. C.

JOE C. SPARKS
WANTS
 Hunky Punk Agents. The following people join immediately: Howard Allen, Charles Burdick, Harry Blunt, H. D. Donovan, C. M. Kirk, address:
 3204 Avenue F, Birmingham, Alabama

Club Activities
Miami Showmen's Association
 236 W. Flagler St., Miami
MIAMI, May 3.—Altho meetings have been discontinued, there is still plenty of activity with members coming around to get a line on the proposed new club building and home. Cliff Wilson, building chairman, reports that he will shortly prepare a circular containing all information on the project for distribution to members.

Membership applications have been received from Joseph Balzeman, proposed by Louis (Dada) King, and Harry Pyle, proposed by James Sakobie. A cold spell has kept some members from heading north to open, fearful that they will run into even colder weather. Mail has been received from Jack Gilbert, Sam S. Levy, Lew Lange, Epp Glossner, Sol Baron, Claude Sechrist, President Leo Bistany, Dr. Harry Tarr and Raymond (Shep) Blumberg. Danny Dell and Eddy Owens have left to join shows. Ruth Schreiber will join her husband Harry on the Thomas Joyland Shows. Eddy Hackett recently purchased a 28-foot semi and will soon head north. Club attorney George A. Brautigan has thrown his hat into the political arena and is seeking the office of State's attorney for Dade County. Recent visitors were Carl (Hunky) Kalansky, Muscles Bob Martin, who arrived from Havana and will shortly join the Cetlin & Wilson Shows; Doc Dyer and James Stable. Members are urged to keep the club secretary informed of their routes so that mail can be forwarded.

Ladies' Auxiliary
 Mrs. C. Buzzella was in charge of the farewell luncheon held at Captain Tom's Seafood Restaurant. Guests of honor were Ann Harris and Leonard Ross Jr. Others attending included Sadie Goodman, Mildred Finn, Pearl Schultz, Regina McLinden, Eva Daniels, Rebecca Castle, Belle Cook, Martha Zimmerman, Myrtle Brooks, Lillian Reilly, Mickey Hawkins, Bea Truesdale, Mae Ross, Billie Palitz, Dorothy Karat, Kay Lecardo, Lucille Leonardson, Francis Barnett and Kitty Glosser.

Members were grieved to learn of the deaths of Ann Tarr's mother in Decatur, Ia., and Mrs. Sineely's husband, Madge Harris has returned to her home after being released from the hospital. Billie Anthony, ways and means committee co-chairman, has donated warehouse space for the storing of all clothing, toys and furniture for the rummage sale to be held in the fall. President Mae Levine, Jeanne Lampell and Mickle Levine have gone to Havana, Cuba, for a vacation.

National Showmen's Association
 1564 Broadway, New York
NEW YORK, May 3.—John McCormick, head chairman of the eligibility committee, reports approval of the applications of William A. Godley, sponsored by Sam S. Levy, and Alvin Steinberg sponsored by Ward Graves. Gerald Snelich, ways and means committee chairman, reports award books are ready for distribution.

On the sick list are Joseph Kaufman in French Hospital, New York; Joseph Amico, Brooklyn Veterans' Hospital; George Davis Hensley, Pulgrim Hospital, Brentwood, L. I.; Jack Lichter, who has a temporary discharge from Veteran's Hospital, the Bronx; Harry Levine, recuperating in Miami; Henry Fein, confined to his home; Bernard Buckley, recuperating from a recent illness, and Jules Laures, confined to his home at Fort Lauderdale, Fla. Shut-ins are: Trus O. Perkins, Farm Colony, Staten Island, N. Y.; James Cox, Pawling Sanitarium, Wyanansville, N. Y.; and Irving Udowitz, Ward's Island, New York City.

Recent visitors included Nicholas Antello, Harry Nelson, Thomas Sanders, Joseph Farley, Sam Miller, Joseph Dublin, Phil Isser, Ross Manning, Louis Roussandler, Rom Pell, Ward Graves, Harry Fields, Julius Roth, David Solomon, Harry Koretsky, Sidney Rifkin, Edward McKeon, Doc Arthur Marcus, Harry Krasnow, Sidney Roemer, John (Curley) Lane, Morris Felstein, Max Miller, Jack Alfred, Sam Shaw. Letters are being held for Sam Bibring, Ben Check, Jack Roberts, Frank A. Robbins, Harold Schneider and Isaac Stern.



(BUSINESS IS GOOD)
CAN PLACE RIDE HELP on Octopus, Wheel, Dipper, C-Crates and Kid Rides. Also Electrician's Helper and Light Tower Man.
SHOWS—Want Mechanical Show, Motordrome, Monkey Show, Funhouse or any good Grind Shows.
FOR SALE—38 ft. Merry-Go-Round Top and Walls, fair condition, \$100.
WE HAVE THE BEST ROUTE IN THE MIDDLE WEST—16 FAIRS AND CELEBRATIONS.
 Junction City, Kansas, May 8-10; Hastings, Nebraska, May 12-17.
W. W. MOSER, Mgr.

LAWRENCE Greater Shows
AMERICA'S MOST PROGRESSIVE CARNIVAL
WANT For Best Route of Still Dates and Celebrations **WANT**
OUR FAIRS START JULY 4
CONCESSIONS Age and Scales, Novelties, French Fries, Long and Short Galleries, Merchandise Concessions of all kinds. Liberal privilege. **CLAUDE JONES**, get in touch with Dave Fineman.
SHOWS Arcade, Wild Life, Snake Show, MAN TO REBUILD AND HANDLE FUN HOUSE AND CLASS HOUSE. Also want Motor Drama Riders with or without outfit.
HELP Ferris Wheel and Caterpillar Foreman, Salary and bonus. Second Men on all Rides. LOT MAN who can lay out large track show. Also Billposter. Want help in all departments. **TALKER FOR GIRL SHOW**. Also Organist with own organ. Want Assistant Mechanic.
DAVE FINEMAN would like to hear from some of his old agents
 This week **Fredericksburg, Va.**
 Dave Fineman, Business Manager
 Morris Lipsky, Concession Manager
LAWRENCE GREATER SHOWS

GOLD MEDAL shows
CAN PLACE **CAN PLACE**
NASHVILLE, TENN., THIS WEEK; FOLLOWED BY CLARKSVILLE, TENN.; FIRST SHOW IN EIGHT YEARS
SHOWS—Good opening for Wild Life, Unbars, Wax Show, Mechanical Show. Good proposition for Penny Arcade. **Bill Martin**, get in touch. **CONCESSIONS**—Will sell X on Custard, Derby, Pronto Pups, Novelties, Ice Cream, French Fries, Age and Weight. All other legitimate Concessions open. Wire
JOHNNY J. DENTON, GOLD MEDAL SHOWS, Nashville, Tenn.

PRELL'S BROADWAY SHOWS INC.
 50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR
BALTIMORE-TOWNSEND AVE. LOT, BROOKLYN SECTION
MAY 12-17
WANT **WANT** **WANT**
SHOWS—Unbars, Snake Show, Midget, Fat Show, Wild Life or any money-getting Show. **Jack Gallipo** wants 2 more Dancing Girls.
RIDES—Kiddie Rides, Fun House, Glass House, Dark Ride, Penny Arcade.
CONCESSIONS—Age and Scales, Novelties, Short and Long Range Galleries, American Palmistry, Photos, Hoop-La, all kinds of Hunky Punks. **Paul Prell** wants Bucket Agent.
HELP—Foreman wanted: Tilt-a-Whirl, Caterpillar, Little Dipper, New Whip; all kinds of Ride Help, Truck Drivers preferred.
 Booked solid to Nov. 22, 1952, with Still Dates—15 Fairs starting early in August.
 10 Florida Fairs starting Jan. 15, 1953.
All answer SAM E. PRELL, Charlottesville, Va.

LAKE VIEW AMUSEMENT PARK
TWIN LAKES, GEORGIA
FORMAL OPENING MAY 8—LOCATED IN HEART OF A BILLION DOLLAR PULP MILL PROJECT AND ALSO PERMANENT WOODY FIELD AIR BASE.
A COMPLETE GOING AMUSEMENT PARK—NOT A PROMOTION BUT A PERMANENT PARK
 A 30 week season here. Big Dance Pavilion, 50 Miles of Lakes, Bandedand with Name Bands, Bathing, Surf Boats, Picnic Grounds and Tables, Fishing, etc. etc.
WANT CONCESSIONS OF ALL KINDS
CAN PLACE SEVERAL MAJOR RIDES AND SOME EDDIE RIDES NOT CONFLICTING. 30 weeks here with Real Money and Big Payrolls, then 8 Fairs to follow. **PHONE—NO TIME TO WIRE OR WRITE; MANAGER (PHONE: 2901M) VALDOSTA, GA.**

T. J. TIDWELL SHOWS

WANT

RIDE HELP—A-1 Ferris Wheel Man, Little Dipper Foreman and Man to take charge of Kiddieland. Must drive semi.
CONCESSIONS—Arcade, Short or Long Range Lead Gallery, Hanky Panks of all kinds.
SHOWS—Wild Life, Side Show, Girl Show People, Man to handle Narcotics Shows.
 Will book any show not conflicting. What have you? Good proposition for Motordrome. Can place useful people in all departments.

ALL WIRE

T. J. TIDWELL, MGR.
 SANTE FE, NEW MEXICO, MAY 5 THRU 11; THEN PER ROUTE

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT

HELP: Can place Foreman for Merry-Go-Round, also First and Second Men on all Major Rides, Ward Man for Motordrome and Light Towers. Top salaries and bonuses paid. All must be licensed semi drivers. CONCESSIONS: Have opening for a few legitimate "Prize Every Time" Concessions. SHOWS: Have special proposition for Shows with best equipment and transportation. Especially interested in Motordrome or any good Grand or Bull Show. WANTED—EXPERIENCED OPERATOR FOR COTTON CANDY MACHINE. Readers for American Patriotic, contact Madam Thelma. All address this week.

C. C. GROSCURTH, MGR.
 EVANSVILLE, IND.

I. T. SHOWS, INC.

WANT FOR LONG TOUR OF CELEBRATIONS AND FAIRS THROUGH BEAUTIFUL LONG ISLAND, N. Y. BEGINNING WITH LEVITOWN, LONG ISLAND, MAY 12TH TO 18TH AND 20 MORE WEEKS THEREAFTER.

Good Side Show, Monkey Show, Fun House, Amuse, and any good Novelty Show capable of getting money, also Ferris Wheel and all legitimate Concessions that do not conflict. Only Hanky Panks work. Want Octopus Foreman and Ferris Wheel Foreman. Address all replies to:

PHIL INSER, General Manager
 1539 East 29th St. Tel. No. MA 2670 3-5960 Brooklyn, N. Y.

FUNHOUSE—ARCADE—LONG RANGE

We have an outstanding, clean fun-ride Show catering to both kiddies and adult entertainment. Always a free ride. It might pay you to check our route, etc. Can use legitimate Stock Concessions. Can always place good, sober Ride Help. Must drive.

BAKER UNITED SHOWS

All mail to Ernest Allen, Lawrence, Ind., this week; Beach Grove, Ind., next week. All phone and wire to **TOM L. BAKER**
 2257 MADISON AVE. INDIANAPOLIS, IND. PHONE: GARFIELD 4524

SUNSET AMUSEMENT CO.

Opening at Excelsior Springs, Mo., Thurs., May 15

Can place exclusive on Outlaw or Ice Cream. Want Ball Games, Cigaret and Penny Pinch, Cane Rack, Basketball, String Game. Can place Mechanical Show, Iron Lung and Animal Show. Want Ride Men who can drive semi. Charles Kane, contact Blackie Nell.

SUNSET AMUSEMENT CO.
 EXCELSIOR SPRINGS, MO.

LONE STAR SHOWS

DOWNTOWN AT WOGA RADIO STATION GAINESVILLE, GA., MAY 3-10.
CONCESSIONS—Hanky Panks of all kinds, Duck and Fish Ponds, String Games, Ball Games, Age and Scale, Hoop-La, Stock Wheels, Pitch Balls, Wm, Candy Flava, Sno Cone, Balloon Darts, Jewelry, etc. Want Agents for Pin Bery, Rattle and Baitle. Open midway **SHOWS**—Tom-Lo-Ome, Monkey, Funhouse, Girl Show with own equipment and transportation. **HELP**—Ward Foreman for Ball Wheel and Tilt, Second Men on all Rides. Top salary. Address all mail and wire to:

J. R. McSPADDEN

MAC'S COOKHOUSE

AT LIBERTY, DUE TO "RUN AROUND"

E. M. McINTYRE, 205 E. Baker St., Winchester, Va.

ANDERSON AMUSEMENT

LAST CALL
 For Holland, O., May 16 to 25. Can use Concessions of all kinds that work for stock. Can use good Ride Help.
OSWALD R. ANDERSON
 146 South Ave. Toledo 9, Ohio P.M. Looking for good used side wall for 40' Merry-Go-Round.

CARNIVAL OWNERS

Anyone knowing whereabouts of **JOHN SORENSEN**
 Age 16, 5'5", 140 lbs., blue eyes, blond hair, wavy or crew cut, please contact his parents at once.
SORENSEN
 3617 N. W. 36th St. Miami, Fla.

WANT

To join elite, Cashmere or Cash. Must be clean. Playing 12 Fair, Few Stock Shows, 6000, Ball Games, Tower, Dice, more, Game, Wheels of all kinds, Need Merry-Go-Round Foreman, Useful Show Men, contact **FLOYD O. BILLS SHOWS**, Jackson, Louisiana, this week, P. M. Want serious car, contact at once, Stated, am waiting your word.

FOR SALE—CHEAP

2 Electric Freeze Custard Machines, slightly used. Write
E. J. O'BRIEN
 130 Boulevard Ravara Beach, Mass.

WANTED

Side Shows and Special Attractions for Annual Legion Celebration, June 30 to July 5.
WARD HENDRIX
 Chgo. Annual Legion Celebration French Lick, Indiana

WANTED

Athletic Show Manager and Second Man for Tilt, Wheel and Jenny. Must be able to drive.
GUST KARRAS
 124 South Eighth St. St. Joseph, Mo.

Club Activities

Showmen's League of America

56 West Randolph Street, Chicago

CHICAGO, May 3—President S. T. Jessop was in the chair at the May 3 meeting, the final spring session. Treasurer Walter Driver, Secretary Joe Strebich and Past President Lou Keller also were at the table.

In attendance after extended absences were Harry J. Taylor, Eddie Murphy, Henry Belden, Dave Picard, Ernest Lawrence, Whitey Woods, Donald McLaren and Bert Cima.

Recent clubroom callers included Gerald Strellens, Emmett Sims, P. J. McLaren, Al Heller, Maurice Schachter, John N. Moore, Toby Wells, Al Rossman, Lou Leonard, Sam Beyers, and Chick Schloss. The ways and means committee has decided to use a Chrysler DeLuxe sedan in its annual Welfare Fund drive.

Anthony Pleso is recovering at his Knoxville home. Frank Ehrenz is recuperating following a setback. Herman Pluda continues in Hines Hospital.

Sad news of the deaths of William Solomon, Louis Belden, and Ray Belew was received. Their deaths brought in 19 the number of members who have died since December 1, 1951.

Morris A. Hart, counsel, expects an early settlement of the fire insurance claim.

Caravans, Inc

P. O. Box 1802, Chicago

CHICAGO, May 3—Last meeting of the winter season was held Thursday (24) with Mae G. Taylor, first vice-president, subbing for President Mattie Wagner. Other officers present included Lucille Hirsch, third vice-president; Carmelita Horan, treasurer, and Elsie Miller, secretary.

Chaplain Blanche Letto delivered the invocation and a moment of silent prayer was held for Viola Fairly, a past-president, and Jack Feby, brother of Phoebe Carsky.

Louise R. Dnnahue and her husband, Tom, recently returned from a European trip. Virginia Kilne is also back from Europe and is at her Astoria, Ore., home. Rising vote of thanks was given Lucille Hirsch for the success of her social. Membership sang happy birthday for Elsie Miller and Ann Belden baked an angel food cake which was served by Harriet McBeath. Clara Eita Barker is on the road with the Barker's popcorn concession.

Sick list includes Frances Berger, Margi Freys, Alice Hill, Billie Wasserman and Ann Sleyster. Marie Brown has her concession under way at Arlington Heights, Ill. Mrs. L. M. Brunleve spent a recent week-end with her cousin Mrs. Ann Miller in Wisconsin. Mrs. Mae Smith is in Edgewater Hospital here recuperating from a recent operation. Eitel Wadoz is working in Milwaukee, Nan Rankine recently arrived here from Miami.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, May 3—Regular meeting was called to order April 28 by First Vice-President Charlotte Porter, President Doris Monette being ill. Sharing the rostrum were Charlie Walpert, Vice-President Teddy Texiera, Treasurer Patty Treanor, Corresponding Secretary Al Roche and Acting Recording Secretary Bonnie Townsend.

One new application was received and voted into membership. Richard Senter being initiated by Bobby Cohen.

A report on the birthday party held the previous week was given by Tony Artiga, chairman of the event. It being the eighth year of the club, a huge cake marked the occasion. There were about 135 in attendance. Refreshments were donated and served by the ladies.

Council Raiford is still on the sick list. A letter was received from Morris Keller, Ward 23, San Francisco Hospital. He would like to hear from friends. Harry Seber recently opened his Liberty Theater in Stockton.

Visitors were Mr. and Mrs. Timmerman, Valle, Ore.; Charles Walpert, Bobby Cohen and Sam Dolman, each favoring us with a few words.

Wallace Kicks Off Well at Windsor Date

WINDSOR, Ont., May 3—Wallace Bros. Shows of Canada closed their first stand of the season here Saturday (26) with Owner-Manager J. P. (Jimmy) Sullivan and the entire staff satisfied with business and happy over prospects for the season.

The show had the exceptional break of opening on Thursday (17) precisely as the weather switched from winter to spring. Eighty-five degrees over the week-end made Saturday a red one. The show was closed Sunday, following Canadian custom. Business tapered off in midweek, with rain Tuesday night and cooler temperatures, but the show was set to cash in on a bonanza just before closing when some 20,000 Ford employees were given retroactive wage payments on Friday, said to average \$300.

Children's Day Saturday (19), with a ticket on all kiddie rides, and three selected major rides, drew an estimated 7,500 children from 1 to 7 p.m., plus 10,000 paid adult admissions at the gate—the biggest Children's Day the show has ever had on a still date, according to Sullivan.

Show carries 7 shows, 9 kiddie and 9 major rides and 35 concessions here. Some additional units will join later. Practically the entire line-up of shows was changed this year, with a number of units coming in from the United States.

Show will play virtually the same route as last year, including the 14 Western Canada B Circuit fairs, covering five provinces in an 11,000 mile tour that closes at the Simcoe (Ont.) Fair, September 29-October 4, where they go into quarters.

Name Womble S&S Engineer

HOUSTON, May 3—Ed Womble, veteran of 14 years in show business, has been appointed application engineer specializing in outdoor show equipment for Stewart & Stevenson Services, Inc., Joe Manning, vice-president and general manager, announced.

During his association with outdoor shows, Womble sold a major part of all Diesel light plants used by traveling shows and designed and built special equipment. He designed and built wagons, trucks and lights used by the Clyde Beatty Circus. For Ringling-Bar-num he built a mobile seating unit which substantially reduces daily operating costs. Womble served as vice-president and general manager of Lewis Diesel Engine Company, Memphis, for 11 years. Before joining Stewart & Stevenson he worked for the Murray Company, of Texas, Dallas, where he was in charge of building an Army munitions plant.

In addition, to portable power units and generator sets for outdoor shows, Stewart & Stevenson specializes in Diesel power applications for drilling rigs, irrigation equipment, emergency power units, etc. Stewart & Stevenson has branches in Corpus Christi, Dallas, Lubbock, San Juan, Wichita Falls and Odessa, Tex., as well as dealers in Longview and Port Arthur, Tex.

WANT OPERATOR

For Number 5 Ell, first and second Tilt-a-Whirl, First and Second must drive semi. Pay every night if you want it.

LONE STAR AMUSEMENTS

1701 Morrison, Amarillo, Texas Phone 25783

WANTED IMMEDIATELY

Major and Kiddie Rides for Woodford from Morris Keller, Ward 23, San Francisco Hospital, August 20, 21, 22 & 23.
S. M. SNYDER
 Metairie, Ill. Phone 52

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

WANTED CARNIVAL

SOUTHWEST LOUISIANA HOME and INDUSTRIAL EXPOSITION
 July 2 thru 6, LAKE CHARLES, LA. Free Gate
 Wire or Phone Collect GROVIER A. GODFREY, Pres. NATIONAL HOME SHOWS, INC. Dallas, Texas ST 3144

CONCESSIONS WANTED

May 26-27-28-29-30-31

Cooding Rides will be here.
 Flat fee \$25 for week.
 If interested contact

WALTER FORD
 Chamber of Commerce
 Decatur, Indiana

WANT CONCESSIONS

PERU, IND.

RIGHT DOWNTOWN

JAYCEE FUNFEST

6 DAYS—JUNE 9-14

Plenty of activity. Strictly legitimate Concessions only. No flats—no gift and games! Very limited space. Act now.

—Cooding Rides Contracted—
 Write
James F. Volpert, Atty.
 24 1/2 N. Broadway Peru, Ind.

WANT MERRY-GO-ROUND

8 or 2 abreast with or without tram operation. Merry-Go-Round, must be in A-1 condition, no junk. Will give you a long season to play ball clip for Catholic Churches. Merry-Go-Round does a big business. We own and operate 20 Rides. We can furnish bank references. We have been in business for 20 years.

BOX 751
 THE BILLBOARD
 124 Broadway New York

FOR SALE FIRE ENGINE TRUCK

Perfect condition, 5,000 miles.

Like new.

\$1,800.00

PLAYLAND PARK

South Bend, Indiana

WANT SIX CAT AGENTS

Hugh Murray, Bill Milton, Bill Whelan, Ralph Jackson, Ed Womble, Will give you a long season to play ball clip for Catholic Churches. Merry-Go-Round does a big business. We own and operate 20 Rides. We can furnish bank references. We have been in business for 20 years.

FRANK HARRISON JR.
 c/o Co. Del. of Western Union
 Winston-Salem, N. C.

CARNIVAL & RIDE OPERATORS

Contact
W. E. CUNNINGHAM
 Sidney, Mo., Secretary, Cherokee County Fair Board, for Concessions, August 20, 21 and 22, 1952. Free gate. Population of Country, 16,000, of Sidney, 5,300.

FOR SALE

Top, 4000 with dramatic and paint, 4000. \$2000. Several Tractors and Trailers for sale. Wheel Operator, 1000 lbs., no use and down. Also several capable Operators for other Major Rides. **IRVING & FRANK**
 Co Mar Park, Marion, Iowa

AGENTS WANTED

for BALL GAMES and HANKE PANKS in and near Chicago.
 Heavy, come on.
JOE WHITTLE
 3545 Nottingham Chicago, Ill.

RIIDE HELP WANTED

On All Rides
 Want Roll-a-Plane Foreman, Kiddie Ride Foreman, "Corn Bread" and "Bride", wire me collect when I call, call you. Wires to sell tickets or run office. Concession.
Alabama Amusements
 Davis Ave. Mobile, Ala.

Hiawatha Shows

Will book Octopus, Tilt-a-Whirl, Rock-a-Plane, Fly-a-Plane or any Major Ride except Merry-Go-Round or Wheel for my string of Street Celebrations. Committee money plan only. \$2500. Help on Merry-Go-Round and Wheel.
HIAWATHA SHOWS
 4024 Bayshore Rd. Toledo, Ohio
 Phone 1453 or 21 per route

selling, selling, selling **BIG IT'S A HONEY!**

Thousands Already Sold Mermaid Kiddie Pearl* Set...



A wonderful item for the little princess is racing... For Mother and Dad to give. For YOU, another powerhouse for sales AND profits. Characteristic, coordinated pearl necklace, with matching circular bracelet, sturdy case. Choice of white or pink pearls. Beautiful pastel-tone plastic gift box.

Only **50¢** EA. SET IN DOZ. LOTS RETAILS \$5.00 and worth it.

Being business is equal on **BENRUS SPECIALS**... They're wonderful! THE BENRUS WATCH COMPANY Has Designed for Our Exclusive 50c BENRUS WATCHES and SETS SPECIALLY PACKAGED FOR THE PREMIUM TRADE.

Minimum order \$20.00 Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

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25% deposit required on all orders. ORDERS SHIPPED SAME DAY RECEIVED.

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MORE SPARKLE THAN DIAMONDS

"RUTILE" AAT White Gem

Meaner gem than diamonds in color and brilliancy than any shown on the market today. Size 1 carat and up. Per carat \$9.95

Great value! See it at \$9.95 and up. The same available in 1/2 carat, 1 carat and 1 1/2 carat.

ELGIN • BULOVA • BENRUS • GREEN

Brand new 1952 metal cases for men's and ladies. Beautiful movements, guaranteed like new. 7 jewel. 15-17, 18-20, 21-24, 25-28, 31-34, 35-38, 41-44, 45-48, 51-54, 55-58, 61-64, 65-68, 71-74, 75-78, 81-84, 85-88, 91-94, 95-98, 101-104, 105-108, 111-114, 115-118, 121-124, 125-128, 131-134, 135-138, 141-144, 145-148, 151-154, 155-158, 161-164, 165-168, 171-174, 175-178, 181-184, 185-188, 191-194, 195-198, 201-204, 205-208, 211-214, 215-218, 221-224, 225-228, 231-234, 235-238, 241-244, 245-248, 251-254, 255-258, 261-264, 265-268, 271-274, 275-278, 281-284, 285-288, 291-294, 295-298, 301-304, 305-308, 311-314, 315-318, 321-324, 325-328, 331-334, 335-338, 341-344, 345-348, 351-354, 355-358, 361-364, 365-368, 371-374, 375-378, 381-384, 385-388, 391-394, 395-398, 401-404, 405-408, 411-414, 415-418, 421-424, 425-428, 431-434, 435-438, 441-444, 445-448, 451-454, 455-458, 461-464, 465-468, 471-474, 475-478, 481-484, 485-488, 491-494, 495-498, 501-504, 505-508, 511-514, 515-518, 521-524, 525-528, 531-534, 535-538, 541-544, 545-548, 551-554, 555-558, 561-564, 565-568, 571-574, 575-578, 581-584, 585-588, 591-594, 595-598, 601-604, 605-608, 611-614, 615-618, 621-624, 625-628, 631-634, 635-638, 641-644, 645-648, 651-654, 655-658, 661-664, 665-668, 671-674, 675-678, 681-684, 685-688, 691-694, 695-698, 701-704, 705-708, 711-714, 715-718, 721-724, 725-728, 731-734, 735-738, 741-744, 745-748, 751-754, 755-758, 761-764, 765-768, 771-774, 775-778, 781-784, 785-788, 791-794, 795-798, 801-804, 805-808, 811-814, 815-818, 821-824, 825-828, 831-834, 835-838, 841-844, 845-848, 851-854, 855-858, 861-864, 865-868, 871-874, 875-878, 881-884, 885-888, 891-894, 895-898, 901-904, 905-908, 911-914, 915-918, 921-924, 925-928, 931-934, 935-938, 941-944, 945-948, 951-954, 955-958, 961-964, 965-968, 971-974, 975-978, 981-984, 985-988, 991-994, 995-998, 1001-1004, 1005-1008, 1011-1014, 1015-1018, 1021-1024, 1025-1028, 1031-1034, 1035-1038, 1041-1044, 1045-1048, 1051-1054, 1055-1058, 1061-1064, 1065-1068, 1071-1074, 1075-1078, 1081-1084, 1085-1088, 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Cole-Walters

Continued from page 68

by Newman they direct the sleek stock into various poses. With Wayne still running, the act is concentrated in the center ring and then in the hippodrome track for more work. The act is unusual and adds much to the program.

The Two Jacksons start their trampoline number in a standard manner and then go into a "slow-motion jitterbug" dance which is a distinct novelty for the trampoline and something that the audience here enjoyed.

Clark works the show's baby elephant in the center ring next. The little bull is well broken to the routine and here as well as elsewhere in the program it attracts attention.

The Newmans return with the principal bareback riding act which they introduced this season. As with the earlier act, they succeed in selling themselves and act to the crowd. Phyllis and Wayne Newman come up with a pleasing routine, and the mere presence of a riding act does much to make the Cole & Walters program a success. After another clown break, the four elephants perform for the finale. The three large ones work in the center ring and the youngest joins out for the long run.

Chief Keys has the C-W concert but this was not given at the matinee here. Completing this show's offering are a midway pit show with snakes and a chimp and the Side Show, which includes the two long cages of animals and the elephants. Wardrobe is good in all acts and prop boys wear uniforms.

Not the least outstanding thing about Cole & Walters is the amount of paper it gets out in advance. All along its route it is evident that each stand and the country routes have been exceptionally well covered with picture-rials and dates. General Agent Tom McLaughlin, back on the show uses much paper and he added that heralds are used in proportion.

So far, the show's business has not been strong. Walters and McLaughlin said Texas stands were poor. In Oklahoma, weather clipped the chances for big business at towns where they believed turn outs would have been large. Nevertheless, business was fair. They said there was every reason to believe that Kansas would bring the good business they had been waiting for.

Capell Bros.

Continued from page 68

routed into smaller towns than some it has played.

Staff of the show includes Capell, owner-manager; Mayme Capell, treasurer; Doris Delmar, secretary; Earl Briggs, general agent; Harry Rogers, brigade manager; Jack Delmar, schools and press; Jack Capell, superintendent; Bill Capell, transportation superintendent; Guy Smuck, tickets; Harry Fitch, legal adjuster; Bob Reed, boss canvasman; Swede Ames, Side Show; Walter Smith, Side Show band; Pete Hickman, animals; Willis Miles, boss props; Jack Mabry, steward; Eli White, cook. In the kid show band are Smith, Roy L. Beard, J. C. Daniels, Willie Rogers and Joe Williams.

Hagen-Wallace

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visitor at Hopkinsville and stayed for both shows.

Porter will plane to Boston May 9 to attend the wedding of his niece, Marilyn Smith, the following day. Dub Duggan left to join Howe Hippodrome Circus. Hunk Johnson is now doing trick riding in the concert. Swede Johnson received new props for his bear turn. Lou Stone is contracting agent on the advance, replacing Hank Carlisle. Ed Millen is scheduled to leave soon to open a movie house in Georgia. Foot Black recently added a human pin-cushion and several illusions to the Side Show.

Gals on the show who turned out with new bonnets for the Easter parade in Attalla, Ala., included Jean Duggan, Mabel Johnson, Mrs. Tom Mix, Mary Laurish, Dorothy Hill, Pauline Penny, Will Black, Margarette Barton, Mrs. Gil Wilson, Geraldine Dickerson and Mrs. Alphonzo. Most of the hats are expected to wind up in clown alley.

Gainesville Preps

Continued from page 68

final business session; coronation of the Round-Up's Circus Queen preceding evening performance of Community Circus; Coronation Ball for Circus Queen with CFA members as special guests.

Smith announced that Knecht, as president of CFA, would be this year's honorary equestrian director and would blow the starting whistle for the first circus performance. A special section of The Gainesville Register Friday will be devoted to CFA.

Cal Act Featured

This year's program of the Community Circus lists Capt. David Hoover's lion act as the principal new feature. The full program follows:

Display 1—Spec, "United Nations on Parade"; 2—Janet Mason and Janice Mason, principal riding; 3—Bobby Vaughn, trampoline, and Jim Bowles and John Brown, roly-boly; 4—Evelyn Kaps, Peggy and Charles O'Neal and Joy Bowles, traps and Roman rings; 5—Capt. David Hoover, lion act; 6—Betty Brewer, swing pole; 7—Clowns; 8—Bud Lucas Trio and Al Pio and Lee Rudley, balancing; 9—Jim and Joy Bowles, upside down unicycle; 10—Betty Brewer, Vern Brewer and Portis Sims, pony drills.

11—Clowns; 12—Peggy Wilson and Jane Curtis, Peggy O'Neal and Donna Rogers, Evelyn Kaps and Margaret Jo Lynch, wire; 13—Vern Brewer, Liberty horses; 14—Helen Claire Curtis, Georgine West, D. D. Ward, Kathy Ward, Ouida Kaps and Nita McGehee, rolling globes; 15—Ladders; 16—Bud Lucas Trio, high perch; 17—Vern Brewer's riding dogs and monkey, Portis Sims' jockey dogs and George Spelvin's trained mule; 18—Clowns; 19—Vern and Betty Brewer with Kathy Ward, elephant act; 20—The Riding Aristocrats, bareback, with Evelyn Kaps, Joy Bowles, Janice and Janet Mason, John Brown, Jim Boyles and Portis Sims.

21—Clowns; 22—Bud Lucas Troupe, springboard acrobatics; 23—Spanish webs; 24—A. B. Garvin, Alene Henry, Betty Brewer, Vern Brewer, Portis Sims, menage horses; 25—Clowns; 26—Bobby Vaughn, juggling; 27—Flying return with Peggy O'Neal, Evelyn Kaps, Billy Woods, Charles O'Neal and Donna Rogers. Ballet numbers include 29 girls and clown alley lists 23 persons.

New Group Set

Continued from page 68

ment now being toured by Jacobs will be expanded with the possibility that the animal trainer will head a new independent touring circus next year. It includes some 15 tableau and cage wagons, miniature callopie, 15 lions and tigers and an elephant, plus considerable miscellaneous rigging.

Seek Advance Sales

Two promotion crews were put to work this week to build the sale of advance tickets. It is hoped that this endeavor will add greatly to the gross. Up is stronger this year than last, with Phil Wirth and his wife added to the roster. Wirth features a riding mechanic, a good audience participation gag.

The new show title will be the Terrell Jacobs Wild Animal Circus. Ensworth, who has thumped for a number of major show endeavors, said that efforts to secure nation-wide publicity for the performer have already begun and that a number of commitments had been received from national media.

The complete unit will be made available for indoor dates after closing with Strates. Jacobs and wild animals will also be offered separately.

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 Wholesale Distributors Since 1880
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SPECIAL!
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HORSE CLOCK
 in Fine-Toned Bronze or Gold Finish
 with popular electric movement
\$5.60 Ea. in
 Lots of 6
 Sample, \$6.25.
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MATCH PAK DEALS
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 PREMIUMS
 Make BIGGER PROFITS WITH
Galentine!
WRITE FOR CIRCULAR
GALENTINE NOVELTY CO.
 SOUTH BEND 24, IND.

Merchandise Topics

New York

Small briar pipes (39-cent retailers) have just arrived at Walter E. Simon's, importer of smokers' articles. The novelty pipes are manufactured in Italy. . . . A handy five-piece saw set made of quality alloy saw steel, tempered and polished, is the latest offering by Weill Specialty Company. The carved wood handle is equipped with wing nut and bolt specially treated to prevent rust. Set contains 16-inch panel saw, 12-inch mitre back saw, 15-inch pruning saw, 12-inch saw and 10-inch keyhole saw. The blades, precision set and filed, are slotted to facilitate quick and easy insertion and removal from the handle. Price is \$4.95. . . . Modern Sales Company announces new raised letter nameplates handmade from solid mahogany or blond frames for desk or door. The 8 by 20-inch panel accommodates 21 spaces for letters. Price is \$4.95.

Detroit

H. R. Ransom Company expects to resume active promotion of a line of knife sharpeners, vegetable peelers and similar items now that the materials supply situation is improving. . . . Top Specialty Company, headed by Fred Burstein, is distributing a new line of low-priced children's premiums, including rings and pins of movie stars and comic characters, Western badges, and books on magic, sports, circus and other popular subjects.

From All Around

Bruner, Woodside, N. Y., will mail a catalog of its religious specialties on request. The firm's line includes auto pins and sets, medals, chains, plaques and rosaries. . . . Royal Knitting Mill, New Haven, Conn., offers its line of neckties at \$5 per dozen to retail at \$1 and \$1.50 each. . . . Exhibit Sales Company's picnic basket set includes 4 stainless steel forks, 4 spoons, 4 plastic cups of different colors, 4 plastic plates, basket tray and double-handle basket, offered the trade at \$4.50 each in lots of six. . . . Manchester Plastic Company, St. Louis, offers demonstrations its combination envelope moisture and spot remover to retail at 50 cents. Sample is 25 cents postpaid. . . . National Photo Reproductions, New Hyde Park, N. Y., is introducing a new low-cost photo reproduction service for ad agencies and public relations firms. It offers 2 1/2 by 3 1/2-inch glossy prints at 1 cent each; 3 1/2 by 4 1/2-inch prints at 1 1/2 cents, and 4 by 5-inch prints at 2 cents each in lots of 1,000 or more.

Chicago

Myatik Adhesive Products has introduced what it calls an ingenious and automatic answer to the problem of keeping phonograph records clean so that they will give their best performance. It is a tiny brush which is attached to any phonograph tone arm and gently brushes clean each record groove just before the needle reaches it. . . . A new price list is now available to prospective buyers of joke and trick items at United Merchandise Distributors. The firm handles a large line of such merchandise.

Los Angeles

Golden Bear Sales Company is offering a package of four perfumes called California Bouquet. Packaged in a smart looking box that serves as a display, the bottles are held in their frames by flower cutouts. Included in the package are four fragrances — primrose, verberna, meli-lotus and orange blossom. The item is rec-

POKER BOARD - - - BRAND NEW!



1500 R.M. Holes—5c Play, Thick Style.
 Takes In \$75.00
 Pays Out 34.70
 Profit (Average) ... \$40.30

-We Manufacture-
 Quarter Colors—Lulu—Lulu Belle—Charley—Jackpot Charley—Big Ben—1200 and 1300 holes—Nickel Ben—Dime Ben—Cigarette Payout Boards—Win A Buck in 440 & 400 hole—Plain Boards—all styles including Square Hole, and thousands of other boards—all plays.

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 310 W. POLK ST. CHICAGO 7, ILL.

Merchandise You Have Been Looking for
 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hosiery, Hosiery, Plastic Slips, Flying Birds, Whips, Banners, Mats, Combs, Ball Game Specials, Bingo Merchandise.
Catalog Now Ready—Write for Copy Today
 IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

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MAKE BIG MONEY NOW!
PROVEN 150% PROFIT MAKER
 Sells on sight. Miraculous. Secret. Hard and other metals encased in EVERLASTING Plastic. Sell for \$1.00 (Retail \$2.50). Sample and first class mail order. \$1.00 for sample and FREE CATALOG. Get started. Send \$1.00 for sample and catalog.
 Stephen Products Co., 1947 Broadway, Dept. 8M-1, N.Y. 23, N.Y.

FOX TAILS
JOBBERS, ATTENTION!
 We have a fine and complete stock of genuine fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "room" hair. \$1.00 per tail. \$1.00 per dozen. \$1.00 per 100. \$1.00 per 1000. \$1.00 per 10000.
HMJ FOR CO.
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SELLS LIKE HOT CAKES!
"4 NICKELS TO 4 DIMES TRICK"
 BEST U.S.A. brass model. Changes 4 nickels into 4 dimes. No. 4. \$1.00 per dozen. \$1.00 per 100. \$1.00 per 1000. \$1.00 per 10000.
 Wholesale Catalog of Fox Tails, Traps & Jokes. Please mention line of business, & Job No. 10. 1118 W. 42nd St. D. ROBBINS & CO. New York 26, N. Y.

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BASEBALL CAP
 Twill Baseball Caps
 Any Major League Team
 Doz. \$4.00

3-PIECE PEN SET
 WITH METAL CAPS AND CLIPS
 Consisting of ball point pen, fountain pen and pencil, in beautiful gold embossed \$7.50 tag comes with set.
 \$4.00 per doz.
 \$42.00 per gr.

FOUR PIECE PEN SET
 With knife in beautiful box.
 \$6.00 doz.

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 Consisting of 3 piece pen set, knife and flashlight.
 \$13.50 doz.

YACHT CAPS
 Assorted sizes with any print.
 2 GR. MINIMUM
 Special Price—\$36.00 Gr.

HAWAIIAN POPLIN CAP
 \$4.00 Doz.

JUMBO GOLF HATS
 The sensation of the country, two toned as desired colors.
 \$12.00 doz.

NEW STYLE STRAW BONNET HATS
 With fancy braid and large peak. We have all white too important.
 Doz. \$4.00 Gr. \$45.00 \$10.00 Per 100

SPECIAL
 Cowboy felt hats trimmed with braided cord—great value
 \$30.00 gr.

ATTENTION
 All Concessionaires, Streetmen and Novelties Men. A terrific number.
 Imported, inflated Rubber Monkeys. Just arrived. Buy now before they are gone. Immediate delivery.
 \$3.50 DOZ.
 \$38.00 GROSS

SMALLEST LIGHTER
 in the world
 For Ladies and Men. Beautiful Chrome finish.
 Dz. \$2.00

"I LIKE IKE" BUTTONS
I LIKE IKE
 Selling like wildfire
 Jumbo size—3 1/2 inches. Red, white and blue.
 \$10.00 Per 100

ATTENTION
ALL CREW HAT OPERATORS
 TWILL CREW HATS \$52.00 gr.

Silver and Gold Loving Cups
 \$15.00 gr.

The New Sensational FUZZY WUZZY CRAZY SHAGGY STRAW HAT
 Made of woven straw in natural color. Sell on sight. 18" from brim to brim.
 \$3.00 Doz. \$36.00 Gr.

WHITE STRAW COWBOY HATS
 WITH PICTURES
 \$4.00 Doz. \$45.00 Gr.

CONFEDERATE & YANKEE HATS
 With crossed metal surt. The best Confederate & Yankee hats on the market. Made out of Twill and Gabardine.
 \$6.00 doz. \$66.00 gr.

COTTON BUNTING CONFEDERATE FLAGS
 With stick and spear, 12" x 18"
 4" x 6" Confederate Flag \$2.50 doz. \$23.00 gr.
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25% deposit required—Money Order or Cash. We ship same day as we receive orders—Ship all over the world.
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SELLING LIKE WILDFIRE
Army Air Force Type Sun Glasses
 In beautiful leatherette case, gold finish frame and adjustable and flexible ear piece.
\$5.50 Dz. complete with case

Calendar for Coinmen

- May 6—Westchester Operators' Guild, Inc., first annual banquet, Bill Reiber's Restaurant, Elmsford, N. Y.
- May 6—Central Association of Music and Coin Machine Operators, bi-monthly meeting, Bellerive Hotel, Kansas City, Mo.
- May 8—Michigan Automatic Phonograph Owners' Association monthly meeting, Maccabees Building, Detroit.
- May 8—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- May 9—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, Whisman Hotel, Camden, N. J.
- May 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- May 25—National Association of Bulk Vendors, regional meeting, Statler Hotel, St. Louis.
- May 26—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- 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.
- June 5—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.

NO HOLDS BARRED

Detroit Assn. Plans National Shuffle Open

DETROIT, May 3.—Plans for a second annual National Open Shuffleboard Tournament were announced Tuesday (29) by Fred Chlopan, executive director of the Detroit Shuffleboard Association. The event will begin Monday, May 19, at the Len-Garry Hall in Northwest Detroit and will run thru the week.

Open to all players in the country, the tournament will include both singles and doubles games

and is expected to draw a wider range of entries geographically than the 1951 meet held at the Michigan State Fair Coliseum. Ultimate objective is a truly representative national tournament, sponsored by players, dealers, and manufacturers, "promoting shuffleboard play in all phases of the game," according to Chlopan.

Entry fees are \$2.50 per player, whether in doubles or singles. Blanks are being distributed by John C. Westerdale, DSA director of league play, located at 15336 West Warren Avenue, Dearborn, Mich.

Preliminary to the National Open will be the team playoffs by leagues and teams in the extensive Detroit league set-up. This event also will be held at the Len-Garry Hall, May 12-19, with the top teams in the season play to compete in the championships. The elimination set-up will assure teams coming in for the nationals of a top caliber of competition from the local entries.

The next DSA meeting was moved back to Thursday (8) to allow last minute arrangements to be made for the tournament.

U. S. Coin Yield Off in March

WASHINGTON, May 3.—Revenue from the federal tax on coin-operated devices in March hit \$170,582, as compared with \$177,704 the previous March, the Internal Revenue Bureau reported this week. The tax yield from this source since the fiscal year's start is running \$1,518,037.

Tobacco taxes in March yielded \$123,585,751, a gain of \$10,732,982 over the previous March. The yield so far this fiscal year is \$119,288,822 behind the total of \$1,028,561,543 for the corresponding period of the previous fiscal year.

Little Rock Arcade Gets Strong Start

LITTLE ROCK, May 3.—Little Rock's first coin machine arcade in six years has been packing 'em in, with play running especially high on Saturday nights, according to E. J. Schlager and Warren Morey, partners.

The two experienced coinmen opened the location at 114 W. Capitol Avenue, in the heart of the city's business area less than six weeks ago, and already the spot has built up to a point where both are satisfied with their set-up. The operators are featuring the general arcade run of machines, and altho the equipment offers a good variety now, additional machines are on order.

Schlager and Morey are well acquainted with the Little Rock territory. The former managed Ken Wilson's Playland spot here thru the war, returning early this year to Little Rock from Dallas where he operated Sportland for R. E. Greene.

Morey is known thruout Arkansas and the Southwest as an operator.

Mid-West Buys Two Op Firms

ROCKFORD, Ill., May 3.—Mid-West Distributing Company has purchased both the Dudley Sales Company and Borgen Music Company, operating firms in this area. This gives Mid-West a total of more than 600 music and amusement machines in its over-all operation.

The distributing company is owned by Louis Casola and has headquarters here and a branch in DeKalb, Ill. Dudley Sales was purchased from J. J. Ruttenberg and Borgen Music from Reuben Borgen. Both have retired from the coin-trade.

ANOTHER BIG YEAR AHEAD?

Coin Exports Hold Record \$ Levels in First '52 Report

WASHINGTON, May 3.—That 1952 coin machine exports will remain at the all time high levels recorded last year was indicated this week when the U. S. Department of Commerce announced official figures covering January trade. In all, 2,070 games, vendors and jukes were shipped to foreign operating and distributing firms in January. The aggregate sale price was \$438,957, comparing favorably with the 2,705 units, valued at \$449,185, exported in January, 1951.

Foreign sales of music boxes last January totaled 924 new and used pieces costing \$264,439. Meanwhile 1,048 vendors, worth \$30,232, and 998 amusement games with a total sales price of \$144,286, were delivered to foreign firms.

Feature of the music report was

the continued heavy buying of coinmen in Venezuela (152 units for \$71,212), Cuba (205—\$64,616) and Canada (224—\$46,599). The only other nations purchasing music machines in quantity during January were Mexico (158—\$14,279) and Guatemala (20—\$11,365). The listing "Other Countries," which includes all sales of less than \$10,000, totaled 185 jukes sold for \$56,461.

Canadian shipments were the main factor in games' exports.

Canada purchased 377 amusement units for \$82,843 last January. Sole other volume buyer of games in the month was France, whose coinmen accounted for 155 units with an aggregate value of \$13,531. Game sales to "Other Countries" totaled 466 pieces for \$47,912. Export shipments of games were up 20 per cent over January, 1951.

There were no listings of nations in the vending summary. Dollar sales in this division—\$30,232—was sharply below January a year ago when 620 automatic merchandisers were sold to export outlets for \$74,247.

GAME EXPORTS SHOW \$ GAINS

CHICAGO, May 3.—Proof of the growing interest in coin-operated games in many foreign countries is again stressed in the January export chart (appearing elsewhere in this section.) A total of 998 units were sold for \$144,286 in that month.

The steady growth in the foreign games market was accentuated in the game dollars figures for the postwar years. They were as follows:

1946	\$ 459,835
1947	651,009
1948	353,544
1949	295,482
1950	701,971
1951	1,519,422

The declines in 1948-'9 were directly attributed to embargoes on non-essential imports by several foreign countries late in 1947.

NEVER RAINS

Chi Operators Find Trouble Pouring In

CHICAGO, May 3.—Weather here was of the sunny summer variety the past two weeks but as far as the amusement game operators were concerned everything else was bad. In addition to the confused situation regarding the operation of shuffle games, local coinmen faced an oil refinery strike which made getting gasoline something to think about in the immediate weeks ahead.

Currently, gasoline is still available but most car owners were purchasing it at a faster than usual pace and the usual three weeks supply, it was indicated, probably would not last more than half that time.

Operators, who need gas for their service cars and trucks, it appeared obvious, would be affected by a prolonged strike. In addition to the service angle there was the problem of their patrons staying home to conserve gas for necessary trips. Most of the operators here were banking on the strike being of brief duration.

The steel strike appeared to have a stimulating effect on games play in the South Chicago area where the majority of the workers live. Having more time than usual on their hands, the workers were making more tavern stops.

Conat Unveils MGR "Rocket" In New York

NEW YORK, May 3.—Coin machine operators from nearly a dozen States attended the premiere New York showing of the highly publicized Lun-a-Ride Rocket Patrol at Conat Sales Company here this week. New unit, manufactured by Merry-Go-Round Sales Company, Philadelphia, is designed for location placement.

The Rocket Patrol is a one-passenger ride which operates one minute for 10 cents. Length from nose to the fin assembly tip is 6 feet 7 inches while the width is 24 inches. It is mounted on a 14 by 46-inch base.

Fusilage is of 20-gauge steel with laquer finish, machine gun barrels are of lucite, dashboard is of Plexiglas and the fin assembly of Fibreglass. The Rocket Patrol rides with a rocking motion and with a minimum of noise.

Machine guns are operated with a push button on the joy stick and a revolving light system goes into effect on the dashboard when the Rocket Patrol is in motion.

The Rocket Patrol comes equipped with loading stairs attached on which are marked the "Spaceports" of Mars, Venus, Pluto, Mercury, Jupiter and Saturn. The stairs are aluminum.

Sam Kohn, president of Merry-Go-Round, said the machine has been location tested in 84 Sun-Ray drugstores in the Philadelphia area with weekly grosses ranging from \$90 to \$143. The Rocket Patrol sells for \$395. He listed production figures at 15 a week.

Nat Cohn, president of Conat, said that orders have been received from East Coast amusement parks, including Palisades (N. Y.) Amusement Park and Playland, Rye, N. Y.

Illinois Group Holds May Meet

ROCKFORD, Ill., May 3.—The Illinois Amusement Association held its first regular monthly meeting under its first Thursday-of-the-month plan May 1, highlighted by a strong operator turnout and lively discussions on music and game conditions in the area. Previously the trade group met the first Monday each month.

Most of the members agreed collections were moving at a steady pace and stated they already were making plans for resort stops.

COPPER STILL TIGHT

Small Plants Eye 3d Quarter Metal

WASHINGTON, May 3.—Small manufacturers can get more carbon steel, alloy steel and aluminum beginning with the third quarter of this year, under liberalized self-authorization provisions of the Controlled Materials Plan, the National Production Authority announced this week.

NPA Administrator Henry Fowler said the new provision was designed to allow small concerns to share directly in the improved materials supply situation and to extend self-authorization procedures to many small producers who were unable to take

advantage of it before. It also will cut down on paper work, since only manufacturers who need more than the prescribed limits for self-authorization must apply for allotments of controlled materials.

The NPA listed maximum self-authorization limits for manufacturers of Class B products, starting with the third quarter of 1952. Carbon steel was set at 60 tons, alloy steel, 16 tons, stainless steel 500 pounds, copper and copper wire mill products 3,000 pounds, aluminum 4,000 pounds. Producers cannot exceed their average quarterly controlled materials consumption during 1950, but the NPA established minimum quantities of controlled materials which can be used by any manufacturer of Class B products. Under it producers may use up to 25 tons of carbon steel, one ton of alloy steel, 500 pounds of copper and copper wire mill products and 1,000 pounds of aluminum.

NPA also will open the self-authorization procedures to manufacturers of certain types of Class A products, including those who have been authorized to treat their products as Class B and those who sell materials to distributors or for use as maintenance, repair or operating supplies.

Coin Machine Exports

January, 1952

Country	No.	Total Value	Phonographs			Vendors			Amusement Games		
			No.	Value	Per Cent	No.	Value	Per Cent	No.	Value	Per Cent
Canada	601	\$129,349	224	\$46,599	22.06	205	\$64,616	31.5	158	\$14,279	9.9
Venezuela	152	71,212	132	71,212	33.9	158	14,279	9.9	20	11,365	5.68
Cuba	205	64,616	205	64,616	31.5	158	14,279	9.9	20	11,365	5.68
Mexico	158	14,279	158	14,279	9.9	20	11,365	5.68	185	56,461	12.86
France	155	13,531	155	13,531	3.1	1,048	\$30,232	20.9	998	\$144,286	100.0
Guatemala	20	11,365	20	11,365	5.68	1,048	\$30,232	20.9	998	\$144,286	100.0
Others	1,699	134,605	185	56,461	12.86	1,048	\$30,232	20.9	998	\$144,286	100.0
TOTALS	2,970	\$438,957	924	\$264,439	60.4	1,048	\$30,232	20.9	998	\$144,286	100.0

VENDING MACHINES

Cup Venders Retain Two-Price Operation; Odd-Centers Out

5-10c Pegs Set on Two Fronts, Cite 5-Point Vended-Price Key

CHICAGO, May 3.—Soft drink cup venders continue to operate on a two-price level, tailored to both location preference and customer acceptance, with new price trends not a factor as they are in the bottle vending field (The Billboard, April 12). A spot survey of cup operations in all parts of the country indicated that the following points are the vended price key much as they have been since 1948:

1. Industrial plants are solidly behind the nickel drink.
2. Larger theaters, and practically all of the nation's first-run houses, are confirmed dime drink spots.
3. Transportation terminals, bowling alleys, large department stores are divided between nickel-dime drinks.
4. Odd-cent soft drinks have not, and are not expected to be, come a factor in bulk beverage vending.
5. To retain the nickel standard in industrials, management in many instances has voluntarily given up or reduced its commission when intelligently advised of the operator's increasing supply (cups and equipment) and labor costs.

Nickel-10c Price

While the nickel price continues to predominate in the cup beverage field, the dime drink has be-

DANISH VENDERS

Show Venders At Copenhagen Internatl. Fair

COPENHAGEN, May 3.—Combination cigarette-cigar, candy and cake venders were displayed this week at the Copenhagen International Fair by Wittenborg, Danish manufacturer, who is making a bid for the export market.

A feature of the company's cigarette-cigar machine is its ability to handle different size packages. Available in five sizes, larger units stock as many as 20 brands, depending upon package size. The candy and cake venders are also suitable for other types of merchandise.

In line with the export business, Wittenborg has sent his export manager to the United States.

Another Danish firm, Soren Wistoft Company, which also manufactures cigarette and general merchandise machines, displayed only its counter scale at the fair. Skandinavisk Autophoto exhibited its coin-operated photo machine. Unlike the U.S. photo venders, it has a separate unit for turning out and drying prints.

Harmon Skeds July Delivery

CHICAGO, May 3.—Harmon Enterprises, Inc., tentatively scheduled initial delivery of its eight-selection hot beverage vender during July.

Officials said that pilot test operation of prototypes of the Venz model shown at the National Automatic Merchandising Association convention in Cleveland last November have resulted in design refinements. The test operation is being continued for the next two months so as to permit production units to benefit from possible additional refinements evolved from such operation, it was indicated.

It was stated that production would be on a level to enable volume delivery of the vender following final go-ahead on production line assembly. The machine will list at \$995, including change-maker.

come an established part of the business due mainly to movie management's insistence. With the exception of neighborhood theaters, which rely on repeat local patronage and so encourage the lower "family price," movie owners took the lead in demanding the dime cup drink and the 50 per cent commission on the extra nickel.

Because of the stiffer location commission, most cup operators are not enthusiastic proponents of the 10-cent drink. The net profit gains are syphoned off by these three factors:

1. The percentage increase in commission payments.
2. The up to 50-85 per cent drop in unit sales.
3. The larger drink vended (up to 12 ounces).

In Chicago, Loop and leading outlying theaters are almost 100 per cent dime drink. On the opposite location front, plants are confirmed nickel spots. Several Chicago operators report industrial executives have halved, reduced by 5 per cent or completely eliminated commissions to insure the continuance of the 5-cent soft drink. This was a result of the operator graphically illustrating his rising costs: cup prices increased three times since July, 1950; labor and equipment costs showed steady rises, and the two price increases on sugar during March alone are causing speculation on sirup costs during the next several months.

Unlike soft drink bottle venders (either bottler-operated or loca-

(Continued on page 82)

Ice Cream Machines Boom in CTA Stations

CHICAGO, May 3.—With a record number of 40 ice cream venders now installed throughout the Chicago Transit Authority el and subway system, two new phases in the city's rapid transit vending picture have been established: the sale of ice cream novelties via venders and the 10-cent price.

Mechanical Merchants, Inc., which holds a 5-year contract with CTA for vending of cup beverage and miscellaneous products (such as sandwiches and ice cream) experimented with the dime price in the fall of 1950 when it installed several hot chocolate venders. The move marked the first break in CTA's nickel ceiling policy with regard to vended products.

Last May, Mechanical Merchant made the initial installation of ice cream machines in CTA stations on a 90-day test basis. About 25 machines were placed in operation by June with the transit system's go-ahead on permanent operation awaited for further development. Starting with four machines early this spring, following removal of ice cream units from open el platforms for the winter, the present 40-machine operation is the result of public demand and CTA recognition of that demand, according to Herb Stamer, vice-president of Mechanical Merchants.

Brake Shoe Dust

An interesting point is the reason for the use of boxed bars in the rapid transit stations. Stamer said that brake shoe dust in the form of pulverized carbon was found to enter the open-end paper sacks which had been used in some equipment. The prevalence of the dust made increased machine care necessary, but was not a health factor when packaged products are used, he said.

The preview of summer temperatures in the Chicago area during the past two weeks, in the 70s and 80s during the heavy-

traffic daylight hours, boosted ice cream volume. Stamer said the venders averaged 100 bars each per day during this period.

Most ice cream machine installations are made so as to effect battery placement with cup soft drink units on the same subway or el platform. To provide greater safety for the customers, the venders are positioned to face the length of the platforms rather than the side.

PLUS-BENEFITS FOR WORKERS

Cincy Post Business Writer Lauds In-Plant Vender Role

CINCINNATI, May 3.—Vending machines in industrial plants received a commendation in a recent issue of The Cincinnati Post. The paper's business reporter, Richard Gordon, writing in his Today's Business column, opened with "Vending machine business... is a boon to workers." He followed with: "The employee who buys a candy bar, drink or a smoke from a vender may get more than the product that comes out of the machine."

The column went on to point out that plant workers benefited in two ways from vending machines; on-the-spot availability of the snack and beverage item and thru services and/or recreational programs financed by the plant's commission from vender earnings.

\$400 Grosses
The column also announced that venders at the large General Electric plant in suburban Evendale gross \$400 to \$500 per day, with the company using its part of the proceeds to pay for a recreational program "of colossal size." This includes 50 basketball, bowling and softball teams, maintenance of a ball park and other activities for employees.

Another Cincinnati plant uses

CANADIAN PIC

Prices Major Kick; No Lack Of Locations

TORONTO, May 3.—In spite of the relatively small number of vending machines in Canada, operators find location abundance is more than balanced by "abundance" of another type—operating costs. Routes, however, are continuing to expand.

A check with the major operators pointed up differences in Canadian operating problems as opposed to those in the United States. They are:

1. Higher cost of equipment, 50 per cent or more than their U. S. counterparts in many instances.
2. Higher truck cost.
3. Approximately 100 per cent higher gasoline cost (42 cents per Canadian gallon).
4. Odd-cent pricing.

The latter, especially on soft drinks, has led operators a costly chase since 1946. Drinks vend for 10 cents in theaters and bowling alleys, but plant employees draw the line at the current prevailing price of 7 cents.

In the years during and since World War II, soft drink prices have gone from a nickel to 6 cents, up to the present 7-cent standard. With the changing price picture, operators faced the expense of converting coin mechanisms several times. A companion problem is counting the coins.

An attempt to vend dime drinks in factories failed. The higher price at a decreased volume did not result in a better, or even

(Continued on page 82)

NCA Announces Confab Topics, Major Speakers

CHICAGO, May 3.—National Confectioners' Association will emphasize improved making and merchandising of candy during its annual convention June 1-5 at the Conrad Hilton Hotel here.

General convention chairman Theodore Stempfe, E. J. Brach & Sons, also announced that the main speaker at the luncheon June 4 would be Allan B. Kline, president of the American Farm Bureau Federation.

Opening the business sessions June 2 will be a premiere of a presentation entitled "The Past, Present, Future of a Great Delicious Food Industry" in seven scenes by Chicago radio commentators. Dr. Robert E. Wilson, chairman of the board of Standard Oil Company of Indiana, will analyze business conditions at the opening luncheon. Following the employer-employee relations discussion, a panel will explore the "Washington Situation," including OPS activities.

On June 5, a panel discussion will be featured on merchandising. Participating will be representatives of the National Automatic Merchandising Association, National Association of Tobacco Distributors, National Candy Wholesalers' Association and also the national associations of variety stores, food chains, chain drugstores, retail druggists, retail grocers and retailer owners.

NPA Promises Small Plants Steel Delivery

WASHINGTON, May 3.—Altho the National Production Authority Wednesday (30) placed an embargo on steel supplies en route from warehouses to producers of civilian goods because of the steel strike, small steel users who normally get their supplies from warehouses will not be immediately affected.

NPA declared that the small users' steel consumption is small and they will be entitled to receive shipments whether they produce civilian goods (including vending machines) or have defense contracts.

The embargo was instituted to give NPA time to determine whether steel now in warehouses should be diverted from civilian consumption and channeled exclusively to the military.

CANDY AD BUDGETS SOAR

Seven Companies Increase Spending 50 to 900%

CHICAGO, May 3.—At least seven candy manufacturers have scheduled from 50 to 900 per cent increases in their total advertising budgets for 1952.

Taking the biggest jump, percentage-wise, is Curtiss Candy Company. The 1950 advertising expenditure of \$50,000 will be hiked 900 per cent to an estimated \$500,000 this year. The largest increase, dollarwise, will be made by Hollywood Candy Company if its advertising plans are carried out; spending \$400,000 in 1950, it has earmarked \$1,200,000 for the 1952 budget.

Fred W. Amend Company will spend 125 per cent more on advertising this year than in 1950, when it spent \$200,000. The 1952 expenditure will be about \$450,000.

One hundred per cent increases in advertising quotas are being scheduled by at least three companies this year: American Chicle, to \$200,000; D. L. Clark, to \$500,000; and James O. Welch, to \$200,000.

On the whole, the increased advertising budgets are a continuation of the rise which started in 1951, when many candy manufacturers upped advertising activity from 25 to 100 per cent compared to 1950 budgets.

Texas Acquires SuperVend Inventory, Manufacturing Rights

Spare Parts, Improvements on Units Already Finished Get Top Priority

DALLAS, May 3.—A group of Texas cattle and oilmen this week purchased the SuperVend finished machine inventory, tools, dies and spare parts and announced that they would continue the manufacture of the three-drink cold cup machine.

Spokesman for the group is C. H. Chapman, vice-president in charge of sales. Chapman owns Bonanza Vending Company, Kansas City, and is the only member of the executive group with previous vending experience. Bonanza is a diversified operation.

The group formed Navenco Manufacturing Company, set up temporary offices at Dallas Rupe & Sons investment and securities firm. Chapman said permanent headquarters will be set up in Dallas shortly.

Who's Who

Officers of Navenco, other than Chapman, include Oliver Daniel, Longview, chairman of the board; Dean Porter, Brownsville, president; Robert Ritchie, Dallas attorney, secretary; and Clifford Osborne, Dallas Rupe & Sons, trans-

urer. The officers comprise the company's board of directors. Chapman said Navenco has arranged with Jack Booth, inventor of the SuperVend machine, for manufacturing rights.

"Our first job," Chapman declared, "will be to build up a supply of spare parts for SuperVends already in the field and to re-work and improve the finished machine inventory so that they will be ready for installation."

Navenco purchased the finished machine inventory, tools and dies

(Continued on page 83)

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRE-DESIGNED CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHICH IN USE SKIPPED HAND WORKMANSHIP IS EMPLOYED IN BUILDING THIS SCALE TO ASSURE RELIABILITY AND ACCURACY.

There is sturdiness of construction more durable than is generally found in scales. Finish is black chrome. Carry-
ing case is made of strong black fibre to meet the hard and constant use this scale is subjected to.

\$18.50

ORDER TODAY
175 Dep. Bld. C.O.D., P.O. B. N. Y.
Distributors, Write for Prices.
J. SCHOENBACH
Distributors of Automatic Vending Machines
1642 Bedford Ave., Brooklyn 25, N. Y.

Eastern Names Stemler Three-Area Sales Rep

NEW BEDFORD, Mass., May 3. — Eastern Electric, Inc., has appointed Aubrey Stemler, Los Angeles, as sales representative in nine Western States, Alaska and the Hawaiian Islands. Associated with Stemler are Preston Jarrell, who will act as inside salesman and office manager, and Robert Griggs, factory service director.

Eastern Electric was represented in 11 Western States, Alaska and the Hawaiian Islands for three years by the Weymouth Service Company, Los Angeles. Stemler's territory involves only nine States, Colorado and Wyoming being handled by Wilbur Bye in Kansas City.

Stemler, who said that his firm would carry a floor stock as well as a complete line of parts, has been associated in the coin machine field for approximately 15 years and was manager for the Clark Distributing Company, which handled Wurlitzer sales and service in this area. Following his connection with Clark, he had his own office.

Jarrell was with the E. C. McNeil Company, local National distributors, and more recently with Weymouth Service. Griggs has been in this section for several years and worked through the Weymouth firm before joining with the new distributor.

GRIFFIN HAND LOTION & HAIR OIL DISPENSER FOR PUBLIC WASHROOMS

Prevents money robbery. Very attractive. Unique. Washrooms. Workmanship year.

Wanted Distributors

Merchandising Dispensers, Inc.
1792 W. Adams Los Angeles 18

IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money-maker. Operators are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity. Ten holds over 500 pieces. Ten columns. Wide selection, tab gum, candy coated gum, licorice, chocolate bars, fruit bars, fruit charms. Fast, easy, front load servicing. Positive, staple, fool-proof delivery. Tested and proved on location.

THE NORTHWESTERN CORPORATION
829 S. ARMSTRONG STREET
MORRIS, ILLINOIS

30 DAY MONEY BACK TRIAL

Northwestern Model 49

1c-5c-10c
Prices: LESS THAN 25 \$1.35
LESS THAN 100 \$17.15
100 OR MORE \$16.95 F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 1c and 3c Combination... \$12.75
MODEL 21 BALL GUM... \$12.75
POPCORN 1c... 7.45
MASTER 3c... 7.45

Merchandise and Supplies

ZENOBIA PISTACHIO 3c... 4.33
ZENOBIA PISTACHIO 1c... 4.33
PASTICHO 4c... 4.33
PASTICHO Vendors... 4.33
MIX... 4.33
PASTICHO 3-Step... 4.33
CASHW. White... 4.33
CASHW. Bkts... 4.33
MIXED NUTS... 4.33
VIRGINIA PEANUTS 3c... 4.33

Complete Line of Packing Supplies, Straps, Globes, Brackets, Charms, etc.
1/2 Dupont, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. - Chickering 4-0142
4105 16th AVENUE, BROOKLYN 4, N. Y. - Gedney 8-3400

BEAUT-O-MAT Novel Beauty Club Uses Coin System

NEW YORK, May 3. — Pamper House, described by its operators as the nation's first Beaut-O-Mat operated on a club basis, opened its Radio City quarters here yesterday with an advance membership of 10,000. Designed to accommodate working girls who want to make quick changes between office hours and dates, the salon is equipped thruout with coin-operated devices. Members pay \$1 to join and 25 cents for each admission. From then on the girls deposit dimes for all wanted services, with the exception of the snack bar, costume jewelry, stockings and cosmetics.

Coin-operated service units include wash basins, hair dryers and cosmetic tables. Six of each are available with the slotted dimes providing running water for 15 minutes, the operation of a hair dryer or electricity to light up a make-up mirror for equal periods of time. Coin-operated lockers are also available.

Product venders include a single perfume dispenser and Coke machine and units for dispensing towels and sanitary napkins, all equipped with 10-cent coin chutes. No automatic change makers are yet employed and patrons must go to an attendant to stock up on dimes.

The endeavor, reportedly representing a \$100,000 investment, was described as experimental in part. With a reported 1,500 patrons on opening day, ex-model Tania Pitt, originator and operator, has tentative plans for establishing similar units in major cities thruout the country.

A spokesman said that the dispensing of services and products thru coin devices was a new experience for the operators. The initial week's of operation will be carefully analyzed and it is possible that the vending features may be expanded, he said.

Auto. Products Co. Opens Fla. Office

NEW YORK, May 3. — Mel Rapp, vice-president of Automatic Products Company, today announced that operations at APC's new Miami headquarters are under way.

The district office, which will service Florida, Georgia and Alabama, is located at 372 Northeast 61st Street, Bert Lane, Florida vending machine operator, has been named district manager.

Rapp explained that the Miami office, which includes sales, showroom and service facilities, also will be the customer service division for the South.

He added that new operators for the 1,000-capacity cup Automatic Soda Shoppe soft drink dispensing machine are being set up in Miami.

Coan in Hospital

MADISON, Wis., May 3.—J. W. Coan, president of Coan Manufacturing Company here, is confined in St. Mary's Hospital where he is undergoing a series of gall bladder tests after being stricken recently.

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards
Compass Photo
Silver Tipped Lockets
Bottle and New Glasses
Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35c for complete samples for low, low, low prices.

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

SMOKESHOP "612"

PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Year Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
250 West 37th St., New York 19, N. Y.
PLaza 7-3172

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit!

American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1... Fortune and Weight
★ Fully Automatic & Patented
★ No Keys, No Handles, No Trouble

Years for Only **\$25 DEPOSIT**

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$M.

AMERICAN SCALE MFG. CO.
3704 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached Red check for \$25 payment on our model 403 scale, 5lb. or over.
 Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ STATE _____

HERE ARE THE MOST SENSATIONAL CIGARETTE MACHINE BUYS EVER OFFERED:

Silver Quarter Operation. King Size Included.	Uneda Model E 8 COLS. 224 Pack Cap. \$80.00	UNEDA MODEL A 9 COLS. 270 PACK CAP. \$92.50	Uneda Model 500 7 COLS. 250 Pack Cap. \$95.00
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Our Points Are VENERIZED Prevents Peeling, Flaking & Rusting

SPECIAL National 9-50 9 COLS. 350 Pack Cap. \$110.00

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED. TRADE PRICES. 1/3 Dep. Bpl. 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

DON'T DELAY... ORDER NOW!

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends all both nuts, -m&h, gum, ball, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Temperature-aid by top lock and body clamps only.
- Guaranteed mathematically - weighs less than 7 lbs.

Best & Midwest M. J. ARLSON
Gen. Sales Rep.
3825 Fifth Ave.
Seattle, Wash.
Phone: AT 1-7679
Pacific Coast Distributor
OPERA HOUSE VENDING MACHINE SUPPLY
1913 & 4th Ave
Los Angeles

manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunities—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!

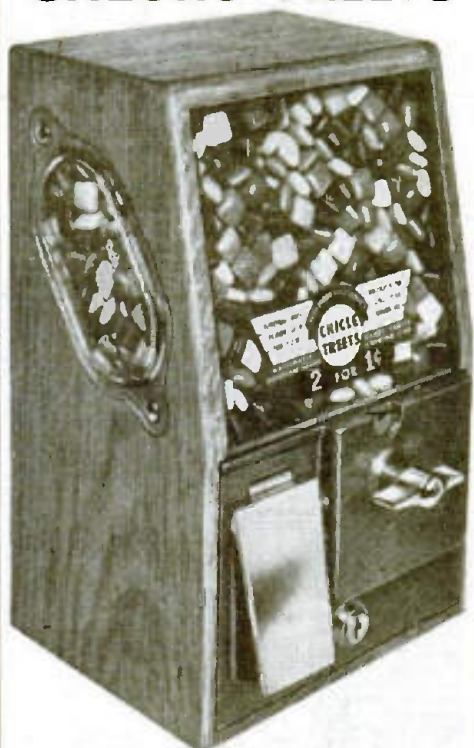
Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

For \$3 please send me The Billboard for one year at \$10.
 Check here for trial subscription for 12 weeks at \$3. Foreign rates upon request.

Name _____ 971
Address _____
City _____ Zone _____ State _____
Occupation _____

The Right Combination
for
VICTOR
BABY GRAND
CHICLE TREETS
CHLORO TREETS



See It at Your Victor Distributor
or Write for Full Details to

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue
Chicago 39, Illinois
Mfrs. of the famous line of TOPPER Vendors

5-10c Pegs Set on 2 Fronts

Continued from PAGE 81

tion owned) which saw a trend to 5-cent operation during the past five months, the odd-cent price is being cold-shouldered by cup operators. An abortive attempt to push the 8-cent peg was made in South Carolina recently. A major installation of odd-cent mechanisms was effected on equipment there, in an effort to pass on the State soft drink tax to the consumer. With a drastic fall-off in unit sales, however, the machines appear to be getting straight nickel operation.

Following similar experiments with odd-cent pricing in other areas, with sales results closely paralleling those in the South Carolina attempt, cup operators have generally written off all odd-cent experimenting.

The Milwaukee cup vending picture approximates that of Chicago. Major operators reported that while practically all theater units are set for dime use, plant locations are nickel operated.

Detroit Story

The Detroit story also follows suit; factories are 100 per cent on the 5-cent cup beverage standard (with exception of coffee) while locations where the patronage is transient appear to be getting along with satisfactory patronage volume, considering seasonal factors, on dime operation.

The 10-cent cup machine has been making steady gains in Pittsburgh, but true to the location pattern, only in theaters and large shopping areas. Operators state

that in neighborhood theaters where patrons are conditioned to the nickel drink, the switchover to a dime usually takes three months even when the quantity is more than doubled for the doubled price.

Los Angeles cup operators, pointing to increased cup and general business costs, think the nickel price will be affected in industrials. If industry will go along with the operator by waiving commission, then the nickel tab can be maintained, is the feeling. Some operators are thinking of going to 10-cent 10-ounce drinks (from the six-ounce nickel cup), but admit such a move has two strikes against it due to the anti-dime stand of plant management.

Ponder Costs

Most West Coast cup companies are in agreement that with the higher supplies and operating costs, latter must be passed on in some way . . . but not via the dime drink, 50 per cent commission route.

In addition to theaters, most bus stations and air ports in California are dime cup machine locations.

The dime cup has seen definite gains in Greater Miami. Where formerly only 10-cent beverage was vended in theaters and leading tourist spots, most new locations are asking for the dime cup.

Taking the country generally, however, the bulk beverage vending picture remains pretty much the same, pricewise, since the introduction of the dime drink. The location pattern is definite: transient amusement trade goes dime, captive markets stick to the nickel, with industrials leading this group.

Spacarb Appoints Carolina Dealer

STAMFORD, Conn., May 3.—Walter Demopolis, of the G. & W. Vending Company, Spartanburg, S. C., has been appointed distributor for Spacarb, Inc., in North and South Carolina. H. J. (Pete) Foster, vice-president in charge of sales, announced here this week.

Demopolis will handle the Bert Mills coffee bar and Fred Hebel multi-flavor ice cream vender, in addition to the Spacarb D-53 series of cup dispensers.

U. S. Peanut Crop Nose Dives in '51

WASHINGTON, May 3.—The 797,500 ton 1951 peanut crop was the smallest since 1941, and 20 per cent under the 1950 yield, the U. S. Department of Agriculture announced.

The drop in production was due to acreage allotments and marketing quotas effective since 1949, following a record 1.17 million ton crop in 1948.

It was reported, however, that world peanut production reached a new record in 1951 when 11.3 million tons were marketed. This compared with the prewar average of 9.5 million tons annually.

New Mason Nickel Bar \$3.60 Per 120

MINEOLA, L. I., May 3.—Mason, Au & Magenheim announced a new nickel bar, 7-11, with a caramel fudge center and milk chocolate covered peanuts.

The 120 count is \$3.60; a deal offering two free 120 counts with each 25 pack order reduces the price to \$3.31.

A RED HOT WINNER!

Who eeeeeee SIRENS!

EVERY KID WILL WANT THIS!

WHISTLE

WORKS LIKE A CHARM • VENDOR LIKE A CHARM

WATCH THE KIDS FOLLOW THIS LEADER!

ATTRACTIVE • STRAIGHT • PLASTIC • DURABLE • EASY TO USE • LONG LIFE • NO MAINTENANCE • NO REPAIRS • NO PARTS • NO TROUBLE • NO DELIVERY CHARGES • NOW FOR QUICK DELIVERY!

PAUL A. PRICE CO.
226 Broadway New York 10, N. Y.

Breaking All Records RECORD CHARMS

Miniature Plastic Records, with RCA Victor, Columbia, Decca, Mercury, Capitol and M-G-M LABELS, with song titles and recording artists.

\$12.50 per 1,000

F.O.B. Jamaica, N. Y.

Vends perfectly

If you want a BIG PLAY at your machines, put in plenty of these song-and-dance RECORD CHARMS.

Another EPPY Charm that empties your machines in RECORD TIME.

SAMUEL EPPY & COMPANY, INC.
91-15 144th Place, Jamaica 2, N. Y.

NOW! THREE PURPOSE BABY GRAND



Vending the 336 count Chloro Treets 2 for 1c, Chloro Chews 210 count Ball Gum or Chicle Treets 2 for 1c. . . EITHER WITH NO ALTERATIONS.

LEAF CHLORO CHEWS, 210 count Chlorophyll, 60c per lb. CHLORO TREETS, 336 count squares. . . . 52c per lb. CHICLE TREETS, Six Flavors. 45c per lb.

Deals furnished with Chlorophyll Gum

\$13.00 EA. 100 OR MORE \$12.00 EA.

1/3 deposit, balance C.O.D., F.O.B. Dallas

GRAFF VENDING SUPPLY CO.
2841 W. DAVIS STREET DALLAS, TEXAS

Now DELIVERING!

Victor's New

BABY GRAND CHICLE MACHINE

Holds 516 lbs. of Chicle Treets, Vends 2 for 1c Chicle Treets, 45 lb. New Chlorophyll Gum Chews, 44 lb. 210 to 10—24 lbs. cans. No change or commission necessary to vend Chlorophyll Gum

Case of 4. \$52.00—Single. \$13.43

NEW VICTOR JUMBO 100 MACHINE

Case of 4. \$58.00—Single. \$14.95

1/3 Dep., Bal. C.O.D., F. O. B. Boston

Complete Victor Line in Stock

CHAMPION NUT & CHOC. CO. 1184 Tremont St. Boston, Mass.

★ NEW AND RECONDITIONED VENDORS

★ PARTS—SUPPLIES—ACCESSORIES

★ BALL GUM—CHARMS—NUTS

★ EVERYTHING FOR THE OPERATOR

SEND FOR COMPLETE PRICE LISTS!

WATCH FOR OUR AD NEXT WEEK

RAKE COIN MACHINE EXCHANGE
609A SPRING GARDEN ST. Lombard 3-2676 PHILADELPHIA 23, PA.

VENDORS! Cash in on the Picture Biz!

700% Gross Profit!

with **Auto-Photo**

THE PHOTO STUDIO THAT OFFERS **4 POSES 25¢**

- ★ Less Than 3¢ Per Strip!
- ★ Professional Pictures!
- ★ Produced in 2 Minutes!
- ★ All Automatic—Easy Servicing!
- ★ A Profit Maker in Any Location!
- ★ Durable Eye-Catching Cabinet!
- ★ A Perfect Picture Every Time!

Write for Information Today, to Auto-Photo, The Nationally Recognized Photo Studio.

Auto-Photo COMPANY Dept. 103
1444 SO. SAN PEDRO STREET - LOS ANGELES 15, CALIFORNIA

WE HAVE VICTOR'S

New **BABY GRAND CHICLE TREETS VENDOR** • also NEW VICTOR'S **JUMBO 100**

SAMPLE \$13.45

4 or more, \$13.00 each. Less in Larger Lots—Write: BIRMINGHAM VENDING CO. 56 2nd Ave., N.E. Birmingham 4, Ala.

BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan

WRITE FOR DETAILS

ROY TORR LANSDOWNE, PENNA.
Serving and Financing Operators Since 1910

FOR SALE

Well established and profitable Ball Gum Route in Northeast Pennsylvania. Approximately 180 machines. Owner leaving area. Reply

BOX D-194
c/o The Billboard Cincinnati 22, O.

all the news of your industry every week in **The Billboard** . . .

SUBSCRIBE TODAY

See page 3 for rates

Pistachios

3 SPECIAL GRADES FOR VENDORS


ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Selling of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.
Stockman 3-7446

THE BILLBOARD Index of Advertised Used Machine Prices

● Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues 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 or location, territory and other related factors.

	Issue of May 3	Issue of April 26	Issue of April 19	Issue of April 12
Adam Gum.....	\$14.50			
Alex Hot Nut, 5c.....	39.50	\$39.50	\$39.50	\$39.50
Asa Hot Nut, 5c.....	19.50	19.50	19.50	
Bayer's Phyllis Cigar Mach., 75 Cigars.....	32.50			
Columbus Ball Gum, 1c.....	7.50			
Columbus Dem. 5c, 3c & 2c.....	15.00	15.00	15.00	
Columbus Peanut, 1c.....	9.95			
Columbus 462, 1c bulk.....	8.00	8.00	8.00	
Columbus 462B, 5c bulk.....	8.50	8.00	8.00	
DuGreiner Challenger, 5c (3 col.).....	22.50	22.50	22.50	22.50
DuGreiner Champion (9 col.).....	80.00	75.00	75.00	75.00
DuGreiner Champion (11 col.).....	92.50	115.00	120.00	120.00
DuGreiner Model S (7 col.).....	85.00(2)	85.00	85.00	85.00
DuGreiner Model W (9 col.).....	69.50	69.50	69.50	69.50
DuGreiner VD, (7 col.).....	85.00			
Eastern Electric.....	155.00	155.00	155.00	155.00
Exc. Food Ease.....	95.00			
Export, 1c.....	6.95	6.95	6.95	6.95
Exhibit Card Vendor, 1c.....	15.00			
Exhibit Fuel Vializer.....			95.00	85.00
Foot Vibrator.....	119.50	119.50	119.50	119.50
Keary-Deluxe Cig. Vendor.....				
Keary (9 col.) Elec.....				
Keary Shoe Shine.....	69.50	69.50	69.50	69.50
Master 5c.....	7.45	7.45	7.45	7.45
Master Newby, 1c.....	8.50(2)	8.50	8.50	8.50
Master No. 2 1c & 5c comb.....	10.00(2)	10.00	10.00	10.00
Master No. 6 5c.....			10.00	10.00
Mills Candy (5 col.).....	79.50	79.50	79.50	79.50
Mills Merchandiser.....				65.00
Mint Pac.....			135.00	135.00
Microscope Card Vendor (2 col.).....	19.50	29.50	29.50	29.50
National Elec. Cig. Mach. (9 col.).....	125.00	125.00	124.50	125.00
National 9-A (9 col.).....	125.00	105.00	105.00	105.00
National 750.....	85.00	85.00	85.00	
National 950.....	79.50	100.00	79.50	79.50(2)
National 950.....	85.00	140.00	70.00	85.00
National 950.....	85.00	140.00	140.00	89.50(2)
National (PK 18 col.).....	145.00			
New York Shave, 3c & 5c.....	12.50	12.50		
Northwestern 33 Ball Gum.....	7.45	7.50(2)	7.45	7.50(2)
Northwestern 33 1c Peanut.....	7.50	7.50	7.50	
Northwestern Deluxe 1c & 5c.....	13.95	15.00	13.95	15.00
Northwestern Model 40 1c bulk.....	6.95	6.95	6.95	6.95
Phillips Cigar, 10c.....	19.50	19.50		
Pop Corn Ser.....	69.50	49.50	49.50	49.00
Lehigh Ps (10 col.).....	125.00	145.00	100.00	125.00
PK King Size.....			85.00	85.00
Rowe Candy (8 col.).....	155.00	170.00	130.00	155.00
Rowe Candy (10 col.).....			130.00	155.00
Rowe Electric (8 col.).....			70.00	70.00
Rowe Gum & Mint, 5c.....	39.50			
Rowe Imperial (6 col.).....	92.50	95.00	75.00	92.50
Rowe Imperial (8 col.).....	135.00	145.00	115.00	145.00
Rowe President (8 col.).....			115.00	115.00
Rowe President (10 col.).....			97.50	97.50
Rowe Royal (6 col.).....	115.00	130.00	80.00	95.00
Rowe Royal (8 col.).....			130.00	130.00
Rowe Royal (10 col.).....	115.00	140.00	95.00	140.00
Shipman 3-Way Stamp (1 and 5c).....	22.50	22.50	22.50	
Shipman 3-Way Stamp Vendor.....	39.50	39.50	39.50	39.50
Silver King Bulk 1c.....	8.50	8.50	8.50	
Silver King 5c Bulk.....	8.50	8.50	8.50	
Silver King Cigar King, 1c.....	8.50	8.50	8.50	
Silver King Hot Nut, 5c.....	12.50	12.50		
Silver King Hunter.....	19.50	22.50	19.50	22.50
Silos Break-Up.....	50.00	50.00	50.00	50.00
Ureco Model A (8 col.).....	60.00	60.00	60.00	60.00
Ureco Model A (9 col.).....	90.00	95.00	70.00	95.00
Ureco Model E (8 col.).....	82.50	82.50	82.50	82.50
Ureco (9 col.) Model 500.....	85.00	97.50	75.00	97.50
Ureco (15 col.) Model 500.....	79.50	85.00	85.00	79.50
Ureco Pak (4 col.).....	40.00			
Ureco Pak (5 col.).....	59.50			
Ureco Pak (6 col.).....	70.00			
Ureco Pak (7 col.).....	85.00	130.00	130.00	130.00
U-Pos-It.....	195.00	195.00	195.00	195.00
U-Secret-It.....	49.50	49.50	49.50	49.50
Yo-Che Ball Gum, 1c.....	6.00	6.00	6.00	6.00

Calif. Candy Tax Topic at Assn. Meeting

LOS ANGELES, May 3. — The Western Vending Machine Operators Association at the regular monthly meeting Tuesday night (29) at the Unique Restaurant devoted the entire meeting to informal discussions. Among the subjects discussed was the California sales tax on candy.

M. I. Slater, president, opened the business session following a dinner. He advised the group of the regional meeting of the National Automatic Merchandising Association to be held in the Ambassador Hotel here early in June. It was voted unanimously to turn over its mailing list to the NAMA area officials.

WVMOA's May 27 meeting, it was announced, would be devoted almost entirely to the sales tax on candy. The association went on record as opposing the 3 per cent State and 1/2 per cent city sales tax, a stand which was not new. It was pointed out that most candy machines were in industrial locations with the commodity being used for food. Letters will be sent to operators of this type machine, asking them to attend and voice their views on the unfairness of the tax.

Canadian Pic

comparable gross to that on 7-cent operation.
On the opposite fact, during the last two months one operator moved to push nickel drinks thru plant cup vendors. While still negligible as a pricing factor in such spots, it has resulted in price competition in some areas.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS

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LARGE CASH BOX HOLDS \$85.00 IN PENNIES

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1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER
Featuring the new WHITE FLASH BRUSH HOUSING

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CHLOROPHYLL GUM

CICLE TYPE 4 STANDARD SIZES 210's • 170's • 140's 430 Count Tabs

Chloro-mint delecta furnished with order.
457 W. F.O.B. factory

BALL-GUM, INC.
2610 W. 19th St. Chicago 6, Ill.
You can pay more—but you can't buy better!

Texas Acquires SuperVend

● Continued from page 80

from TEMCO, Inc., Dallas aircraft manufacturing company, which built the equipment on contract for SuperVend Sales Corporation and SuperVend Corporation of Texas. The inventory of finished machines, which Navenco will now start to rework and improve, consists of 1,975 three-drinkers.

Altho the purchase price was not revealed, TEMCO had approximately \$800,000 invested in the equipment in direct manufacturing costs.

Inventor Booth will work with Navenco as an engineering consultant, according to Chapman.

Chapman said that the officers of the company, altho they have not yet had time to formulate their plans in detail, have already decided: 1) To concentrate first on spare parts and improvements on existing inventory; 2) to continue the manufacture of the machine—and possibly other vendors—in or near Dallas; 3) to place the vendor on the market thru direct-factory salesmen rather than distributors.

Until the actual cost of making needed improvements in the finished inventory are known, Chapman said, Navenco would not be able to release the machine's list price.

H. K. HART

ENGRAVED BUBBLE BALL GUM

with 74 personal names 6 special bonus names

Free samples and prices on request!

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Occupation

MUSIC MACHINES

MOA to Hold 3-Day Chicago Convention-Exhibit Sept. 11-13

OKLAND, Calif., May 3.—Music Operators of America will hold its annual convention and exhibit at the Congress Hotel, Chicago, September 11-13, according to George A. Miller, president of the phonograph operators' group.

MOA originally planned to hold its convention last month, but called the event off because its officers and executive board were engaged in the successful fight against the Bryson-Kefauver bills and it could not be determined how much of their time might be required in the Washington hearings.

Close To NAMA

This year's MOA convention falls just prior to the annual convention and exhibit of the National Automatic Merchandising Association (scheduled for the Palmer

House, Chicago, September 14-17). Presumably many operators will arrange to be in the Windy City for both events.

Meantime, Miller announced the formation of the group's Record Industry Liaison Committee. Co-chairmen of the committee are Hersh de la Vies, Washington and Ray Cunliffe, Chicago.

The original intention of forming such a committee to discuss mutual problems faced by both operators and record men was disclosed last month (The Billboard April 19). The committee was expected to delve particularly into the problem of the variable rate disks which has been of much concern to operators.

Correspondence on the subject already has been exchanged between the MOA and the Record Industry Association of America. John Griffin, executive secretary of RIAA, is said to be receptive

to the idea of inter-industry talks to iron out areas of friction.

Committee Members

In addition to Miller, the 1952 MOA General Convention Committee includes Cunliffe and Phil Levin, both of Chicago; Al Denver, New York, and de la Vies, Scrving on the convention committee are the remaining members of MOA's executive board: D. M. Steinberg, Newark; Richard H. Schneider, East St. Louis; Clinton S. Pierce, Milwaukee; Morris G. Goldman, Detroit; Ben Ginsberg, Roswell, N.M.; Les Montooth, Peoria, Ill.; Jack Mulligan, Sharon, Pa.; and Tom P. Whitrow, Midland, Tex.

The General Convention Committee will handle all arrangements for the convention and committee, and will work closely with the convention committee proper on the planning of the three days' business sessions.

Jersey Guild Observes 15th Anniversary

NEWARK, N. J., May 3.—The Music Guild of New Jersey celebrated its 15th anniversary this week as Executive Director D. M. Steinberg, predicted increased activity for the juke box industry in the Garden State.

Steinberg pointed out that the 70 operating companies comprising the guild have experienced a sharp upsurge in business during the past year. He commented that the increased profits have been due partially to the policy whereby the operator is assured a minimum guarantee from the location, and of a 50-50 split after the guarantee has been reached. The straight 50-50 split, he added, is becoming a thing of the past.

New Jersey operators, Steinberg explained, are putting the minimum guarantee policy into effect as they replace older equipment with new juke boxes. The newer machines, he added, serve as an inducement for the locations to accept the minimum guarantee.

The guild provides its members with weekly programing formats based on both New Jersey and nationally conducted polls.

These polls, Steinberg explained, are based solely on dollars and cents—on which records have been played the most times on locations.

TV No Bugaboo

The effect of television on New Jersey juke box locations is not too great, according to Steinberg. He pointed out that television

(Continued on page 88)

OPS MUCH WISER

Ore. Music Association Celebrates 1st Birthday

PORTLAND, Ore., May 3.—Oregon Music Association, affiliation of juke box operators throughout the State, this week celebrated its first year of organization, much wiser in coping with problems confronting the industry. How members met and solved their problems (some of them) may save operators in other localities tribulations Oregonians had to learn the hard way.

The embattled operators gathered a year ago with the avowed purpose of solving the twin problems of 10-cent play and achievement of a fair-trades law. As it turned out, they solved neither of these problems entirely but met an unexpected obstacle in the Bryson Bill and learned a lesson even more important: That only thru co-operative effort could they hope to achieve their goals.

When, as temporary chairman, Budge Wright, of Western Distributors, called the first meeting to order last May, the ideas of the delegates ran in all directions. A

skilled chairman, he channeled the action to the point where the body centered its efforts on the 10-cent play and a fair-trades law that might prevent music operation at less than cost. At the next meeting the association elected Lee Jones, of Portland as its president.

Dime Play

The 10-cent play problem at that time seemed simple: merely convince enough operators they would gain rather than lose to competition. At that time it was common legal opinion that juke box operation did not come under the Office of Price Administration regulations, being a service. This was soon to be spik'd by a contrary decision by OPA.

About that time the Supreme Court threw out price-fixing insofar as it required nonsigners of compacts to abide by minimum price laws of States.

Just when the objectives of the association seemed beyond reach

(Continued on page 88)

Truck Strike Snarls Milwaukee Juke Biz

MILWAUKEE, May 3.—The strike of over 2,000 AFL truck drivers in Milwaukee County, nearing the end of its third week was rapidly saddling the coin machine industry here with one of the biggest headaches it has ever faced. Coinmen said its effects thus far "is completely putting us at a standstill" and "stopping things cold."

Views of others in the industry indicated that the bulk of the distributors had had no equipment deliveries for upwards of two weeks. They said operators were aware of their position and were not putting on too much pressure. The main reason for the understanding attitude, it was pointed out, was the fact that the truck snarl had laid a deadening hand on practically all local industry. Evidence of its creeping paralysis was seen all about town in the shelf-empty shops and the numbers of workers sent home from factories because of the inability of the plants to receive sufficient materials or make shipments.

Union Pickets

Movement of goods into Milwaukee was virtually halted by the strike. Firms attempting to haul in items were forced to run the gauntlet of union pickets stationed at highway intersections, and in addition, all terminals and warehouses were being closely watched by strikers.

Sam Cooper, manager of the Paster Distributing Company, stated, "We can't get anything in, and we can't get anything out. We haven't a new phonograph in the house." In an effort to keep

the Paster customers' music and game equipment in operating condition, Cooper reported that replacement parts were being sent to up-state operators by mail and air freight. Used equipment of the labor trouble started, also experienced a stepped-up demand which was close to wiping out stocks in that department. Dozens of orders were on his desk, Cooper added, awaiting delivery.

At United, Inc., Harry Jacobs Sr., said that they were "just sitting around and taking it easy." Taking up the slack somewhat, Jacobs said, was the stepped-up pattern of buying among operators since the strike began. Heavy calls, however, for the still popular Wurlitzer 1400s and 1450s will soon deplete the stock of used machines if the strike continues for more than several weeks, he pointed out.

The one-stop disk shop sched-

(Continued on page 80)

PREWAR MODELS OUT

Miami Juke Distributors' Views on Equipment

Wornout, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-47. Here is the fifth in a series on how distributors across the nation meet the situation.

By ALBERT E. DENNY

MIAMI, May 3.—A survey of juke box distributors in this area indicates that almost all have identical views regarding old equipment taken in on trades. They prefer to have nothing to do with prewar machines, but a current good market in early postwar machines has caused distributors to refurbish this equipment and sell it thru various trade channels.

The survey also revealed that there apparently are no programs of wholesale junking of wornout equipment such as are carried out by distributors in some areas. The distributors view this type of equipment with such distaste, they will not even accept it in trades.

Only one firm, Bush Distributing, bothers to accept any prewar equipment and this as seldom as possible. When it does get any of these machines, the firm attempts

Texas Distributor

Changes Locations

SAN ANTONIO, May 3.—S. H. Lynch & Company's office here, distributors of Seeburg phonographs, has moved from 214 Broadway to new quarters at 414 Military Plaza.

COVEN DONATES FREE JUKE

CHICAGO, May 3.—More than a dozen juke boxes have been donated to worthy groups in recent months by Ben Coven, head of the Coven Distributing Company here, as part of the firm's planned policy of promoting good will.

The music machines have gone to teen-age organizations, churches of all denominations and hospitals. Servicing of the machines is provided free of charge. Altho most of the machines were given away outright, in two cases a small fee was charged to cover reconditioning of the machines.

Some games also have been donated along with the boxes, in one instance to a hospital to be used for therapeutic purposes.

Seeburg 50th Anniversary Marked Here

CHICAGO, May 3.—The J. P. Seeburg Corporation, makers of the first 100-record-selection phonograph in the history of the industry, this year marks its 50th anniversary as a manufacturer of coin-operated music equipment.

The firm was founded in 1902 by Justus P. Seeburg, a Swedish emigrant, and five years later was chartered as a stock company. The company was formed to make electric pianos, which were popular at the turn of the century and which Seeburg had operated at one time.

In 1908 the firm introduced its first phonograph, an eight-record machine, and since that time has been one of the leading manufacturers in the industry. The advent of its 100-selection model made the firm one of the industry's pace setters since the end of World War II.

Present officers of the firm include Seeburg's sons, N. Marshall, president, and Justus P. II, assistant secretary. Another son, Noel M. Jr., is a director. The other officers are Carl T. McKelvey, vice-president; Kenneth Craft, treasurer, and Bruce R. Jager, comptroller and secretary.

Expect Tavern Boost to Help Cleveland Jukes

CLEVELAND, May 3.—The tavern picture, location-wise, is expected to improve considerably for operators here in the coming year. As elsewhere, taverns provide the majority of locations for juke boxes and the number of taverns is expected to increase because of the lifting of a tavern-license freeze.

Added to this is the fact that many operators report tavern trade locally has picked up with a corresponding boost in collections. The consensus seems to be that trade in bars has increased somewhat between 20 and 25 per cent.

Operators also report that television, which had posed a threat to juke box collections in many areas, seems to be abating here. Most tavern owners are said to be turning off their sets in the late afternoon and evening, except for such special events as big-name fights.

According to operators, tavern owners have found that most of their customers today have their own TV sets and come to bars for relaxation. The net result apparently has caused tavern patrons to spend more money over the bars and in juke boxes than in time watching television.

A percentage-wise breakdown of how many of their machines are in taverns and how much trade these spots have picked up, was reported by the following firms:

Cadillac Music and Amusement Company—50 per cent in taverns; business up 20 per cent. Lief Music Distributing Company—75 per cent in taverns; business up 25 per cent. Modern Music Company—50 per cent in taverns; business up 20 per cent. Kenney Amusement Company—50 per cent in taverns; no increase in business. Lake City Amusement Company—80 per cent in taverns; business up 20 to 25 per cent.

Despite the optimistic picture painted by many operators, some reported that the saturation point had been reached as far as tavern locations are concerned. These operators said they would like to expand but are not sure yet in what direction they should go.

Ill. Ops Meet At Record Co.

PEORIA, Ill., May 3.—The monthly meeting of the Central States Phonograph Operators' Association was held Monday (28) at the Klouise Radio Company, local RCA record distributors.

Some 20 members attended, Les Montooth, president of the association reported. A luncheon was served by the host, Klouise Radio Company and guests included the disk jockeys from two local radio stations. Montooth said it was the policy of the Central States group to meet occasionally with local record distributors, usually about once every three months. Others in the local music industry, such as disk jockeys, are invited to attend.

"We're all in the music business," Montooth explained, "and thru this means mutual problems can be discussed and a better understanding of all phases of the industry can be brought about."

He also reported that most of the discussion concerned the feeling of the group that a sound public relations program was needed by operators everywhere. Also discussed were plans for a membership drive to promote and enlarge the association.

Info in Other Departments

Among the stories of interest to the coin mashing industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

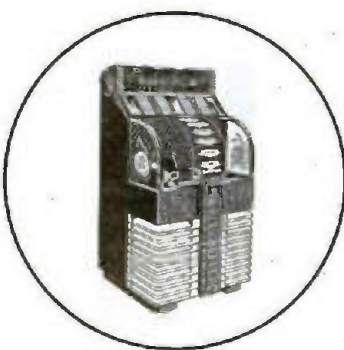
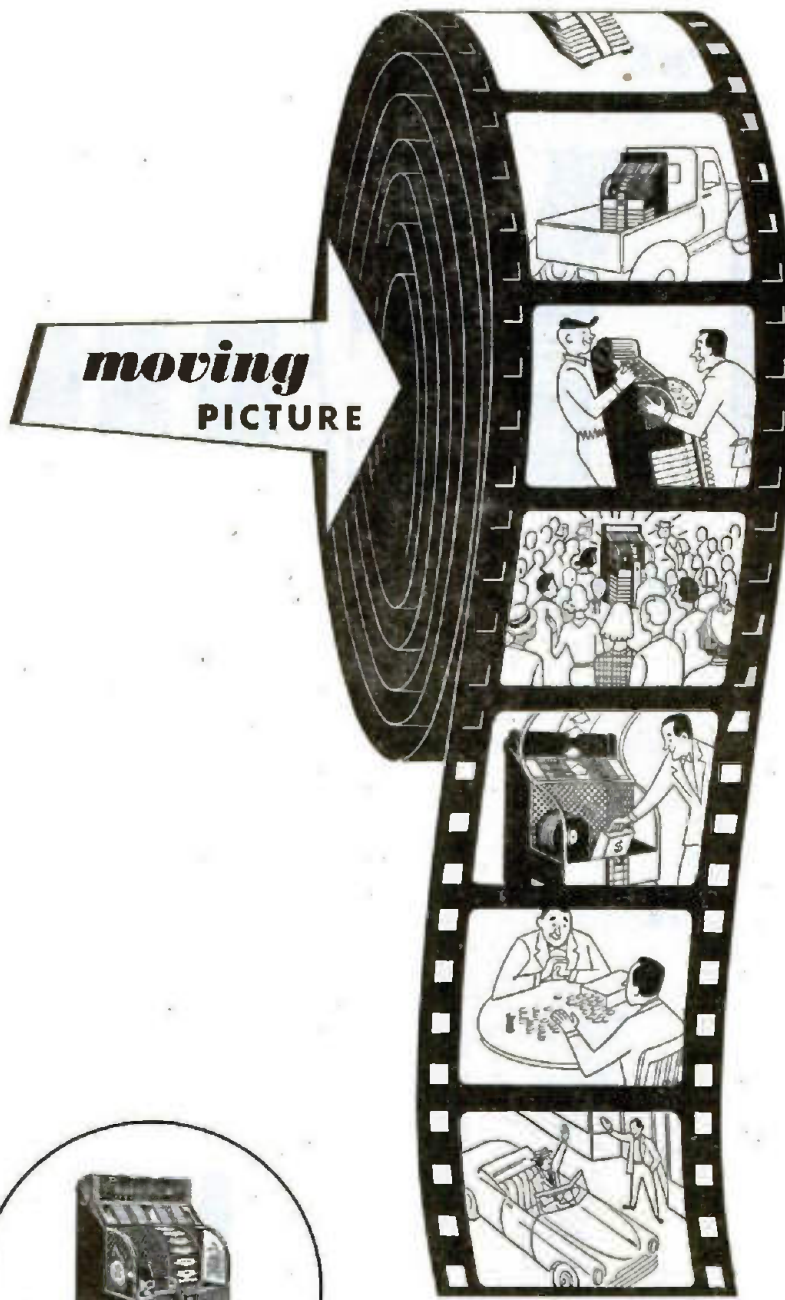
VICTOR SETS 3-WAY SUMMER PROMOTION. Disk bally geared for dealers, jukes and stores (Music Department).

DERBY SCORES HIT WITH "HATE." Diskery comes up with second top tune after flopperoo on majors (Music Department).

DISK TAX TAKES UP FOR MARCH. Revenue from platters shows yield of \$797,714 (General Department).

TEN PUBBERS PUT OUT 44% OF WAX. Hits scattered, but bulk of recordings centered on few firms (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.



The "D" is available in 80 and 40 selection models, blond or mahogany cabinets

Moving music for profit is a selling job the "D" does exceedingly well. Its earnings record in thousands of locations makes it easy to place in "top" spots.

Moving in the "D" requires no costly crew. One man handles it easily. Locations are proud as punch with its compact size and beauty.

Moving light and color attract crowds. They like this modern juke box, have complete confidence in its unflinching performance.

Moving a well-loaded cashbox is a regular occurrence with the new "D", even in an ordinary location.

Moving upward in income convinces the spot that choosing an operator with an AMI to install is a wise decision.

Moving around amongst firm friends is commonplace with the "D" operator. He makes more money, they make more money. Everybody's happy.

AMI Incorporated

General Office and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

the first.

50 YEARS

are behind us

the best

50 YEARS

lie ahead

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
1500-N. Dayton Street
Chicago 22, Illinois

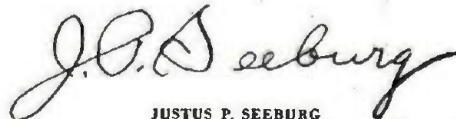
AMERICA'S FINES

FIFTY years ago the J. P. Seeburg Corporation was founded.

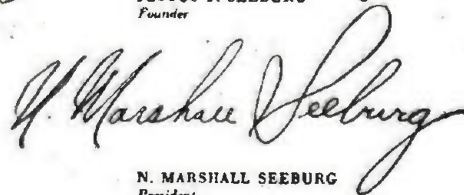
Today, in 1952, it is with understandable pride and humility that we express our thanks and appreciation to our loyal employees; to music operators who have made this growth possible; to the finest distributing organization in our industry; to our ever-growing list of dependable suppliers; to the armed services of the United States.

.....
To all these—our friends on the business scene—we pledge our best efforts to develop products that will perform well wherever they are used.

Today, the J. P. Seeburg Corporation is 50 Years Young—today the first 50 years are behind us—the best 50 years lie ahead.



JUSTUS P. SEEBURG
Founder



N. MARSHALL SEEBURG
President



JUSTUS P. SEEBURG, II
Treasurer

AND MOST COMPLETE MUSIC SYSTEMS

Ore. Ops Celebrate Birthday

Continued from page 84

there came the threat of the Bryson Bill, which would tax each operator for the benefit of the copyright owner of musical compositions. This gave the OMA a rallying point.

Bryson Bill

Thanks to the Music Operators of America and its president, George Miller, of Oakland, Calif., the immediacy of the threat was made apparent. Operators dipped into their own pockets and also committed funds of the OMA to join the battle. And Jones dropped his business long enough to make a trip to Washington, D. C., to testify as to the losses many music men would suffer under the proposal. In that the bill is deemed dead for this session of the Congress, the Oregon

men feel they shared in scoring a victory.

But there are other, less tangible accomplishments that might offer a lesson to music operators elsewhere. Ruggedly individualistic, ops often are more inclined to go it alone rather than run the risk of disclosing some of their business secrets to competition. What the Oregon operators learned was that they had more to gain by working co-operatively than to lose thru opening up a little. They learned that a bigger threat to their livelihood was unfavorable legislative action, bureaucratic discrimination and unethical operation.

Historically, operators viewed distributors with suspicion lest they sell a juke to a location, but thru a year of discussion Oregon

operators learned the danger was not so much the distributors as from within their own ranks. An operator going out of business might sell out to his location; a game man might make a deal to let a box go to a location that would place his games.

Tossing trade, talk back and forth helped Oregon operators to realize the distributors' prosperity depended on their welfare. They came to the conclusion the situation demanded the policing of their own ranks.

Oregon ops also had a problem peculiar to the West—distance. Some of the members had to go 300 miles to attend a meeting. Attendance slackened off. Dues fell off accordingly.

Billing System

The OMA met this situation by installing a billing system. Jones says when this went into effect the result was heartening. The response, checkwise, was over 50 per cent returns.

Objectives

A year of talking has shown Oregon operators what they need to achieve their objectives. These might be listed in this order of importance:

1. A paid executive. No operator can be expected to take time off from his own business to handle the details of an organization that has so many ramifications. Also, wide-open spaces require travel to do the missionary work. The association asked Jones, who left music operation to take up a food-supplement business, to consider such an office. With its present dues structure (\$10 a year) the association hasn't the funds to compensate Jones for loss of time from his own interests.

2. Missionary work. The ops realize that there are influences working against their interests and that they must be ready to count as business expenses the cost of hiring somebody to spread their gospel.

But the missionary work can not be left entirely to a paid employee. It depends upon each association member to spread the gospel of co-operation.

3. Free riders. Regardless of how efficient an association may become, there are operators who are willing to accept the benefits and balk at sharing the responsibilities. This one hasn't been solved. Personal contact seems the best solution, which throws the problem back to the paid executive issue.

4. Legislative know-how. Sooner or later operators are going to have to build up a treasury enough to support legal counsel.

5. Elimination of loss-leader. This involves the combination operator, games and music, who is willing to take a loss on his music to place his games.

Jersey Guild

Continued from page 84

provides no competition in restaurants and soda fountains.

At taverns, he added, television was a serious problem several years ago. At that time, when video was a novelty, juke box play fell off 35 per cent. Since then, Steinberg maintained, the records have been making a comeback and now it takes nothing short of a top-flight fight or a world series game to affect juke box play seriously.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 5	Issue of April 26	Issue of April 19	Issue of April 12
AIREON				
1200A				\$36.50
Blonde Bomber				99.50
Coronet 400	579.00	579.00	579.00	79.00 119.50
Coronet 500	129.00	129.00	129.00	129.00 129.50
Deluxe '46	49.00	49.00	49.00	49.00
Floria	69.50			65.00 79.50
AMI				
Model A	225.00 325.00	225.00 275.00	225.00 295.00	245.00 295.00
		295.00 325.00	299.50 315.00	345.00 395.00
Model B	375.00 395.00	375.00 395.00	395.00 395.50	390.00 450.00
		450.00 495.00	415.00	475.00
Model C	475.00 495.00	475.00 495.00	495.00 499.50	474.50 485.00
		499.50		495.00 600.50
				525.00 545.00
Hiway		335.00	349.50	
Hiway, 1950—				
40 selections	425.00	425.00		
CHICAGO CONN				
Bill Parade 45				165.00
FILM				
Hiway		49.50		
MILLS				
951 Constellation	75.00	75.00	75.00	75.00 139.00
Empress		22.50		98.50
Thrash		22.50		29.50
PACKARD				
Manhattan 76	89.00 119.00	89.00 119.00	89.00 119.00	75.00 89.00
				119.00
Pia-Mor		44.50		
400 Hiway		64.50		64.50
ROCK-OLA				
Commander	99.00	99.00 49.50		99.00
Rockit 50-51	405.00	495.00(2)	495.00	495.00
Easy		49.50		
'40		49.50		
1422	99.00(2)	99.00(2) 99.50	99.00(2)	115.00
		145.00		145.00
1426	129.00 159.00	129.00 149.00	129.00 159.00	129.00 159.00
		175.00 175.00		175.00
		275.00		275.00
1438 Blonde				
1432		449.50		449.50
SEEBURG				
Classic	48.00	49.00	49.00	49.00
Coronet	49.00	22.50	49.00	49.00
Empress	59.00	59.00	59.00	59.00
Gen	44.00	44.00	44.00	44.00
Hi-Bay	69.50			
Hi-146 M Hiway	110.00 139.00	99.50 139.00	139.00(2)	125.00 137.00
		139.50 159.00		149.50
				159.00(2)
Hi-147 M Hiway	159.50	169.50		169.50 175.00
Hi-148 M Hiway	184.50 219.00	219.00 249.00	219.00 249.00	199.50 219.00
Hi-246 M Hiway	135.00 159.00	159.00 199.00	179.00 199.00	167.00 179.00
		199.00		199.00
Hiway	59.00	59.00	59.00	43.00 59.00
Hi-100-A 78 RPM	725.00	695.00	695.00	695.00
Hi-Tone		22.50		
Major	49.00	49.00	49.00	49.00
Mayfair	44.00	44.00	44.00	44.00
Mogul	49.00	49.00	49.00	49.00
Vogel		22.50		
46		115.00		
48		275.00		
146		100.00 119.00		119.00
146		150.00		150.00
146 M	100.00 119.00	139.00 149.00	139.00 149.00	125.00 137.00
		145.00 149.00		139.00 149.00
146 S	139.00 149.50	139.00 149.50	139.00 149.50	125.00 139.00
				149.50
147		160.00		
147 M	169.00 179.00	169.00 179.00	169.00 179.00	150.00 169.00
		179.50		179.00
147 S		275.00		275.00
148 M		49.50		275.00
148 Blonde	275.00	275.00	275.00	275.00
148 M	279.00	279.00	279.00	275.00 279.00
148 S		289.00		289.00
148 St	289.00	289.00	289.00	289.00
1941 RC Special	59.00	44.50 59.00	59.00	59.00
8800		49.50		
WILLIAMS				
Music Mite	79.50	99.50	99.50	79.50 99.50
WURLITZER				
P39		49.50		
24	39.00	39.00	39.00	39.00
500	49.00	22.50	49.00	49.00
614		22.50		
614A	25.00			
600K	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
750	79.00	22.50 49.50		
750E	79.00	79.00	79.00	79.00
750F	79.00	89.50	89.50	79.50 89.00
780	79.00	49.50 79.00		79.00
780E		79.00		89.50
800	65.00 79.50	69.50	69.50(2)	
850	59.00 79.50	22.50 35.00	55.00 59.00	59.00
		49.50 59.00		
950	59.00 99.50	99.00	54.50 59.00	89.00
950E	50.00			
1015	159.50 169.50	165.00(2)	169.50(3)	150.00 159.50
	175.00	169.50(2)	170.00	175.00
	179.00(2)	175.00(2)	179.00(2)	179.00(2)
	189.50	179.00(2)	179.00(2)	189.50 250.00
		189.50 250.00	289.50 250.00	
1017 Hiway	159.50	149.50	150.00 195.00	125.00 150.00
1017A Hiway	145.00			
1080	135.00 179.00	165.00 179.00	144.50 149.50	145.00 175.00
		175.00 179.00		179.00
1100	299.50 310.00	299.50 300.00	299.50 310.00	300.00 365.80
	345.00 375.00	345.00	345.00 350.00	375.00 395.80
		395.00		
		395.00		
1217 Hiway	349.50	300.00	349.50	
1250	399.50 450.00	399.50 475.00	419.50 475.00	399.50 450.00
		479.50		
Victory	99.00	99.00	99.00	99.00

Music Systems Inc.
DETROIT - LANSING - CLEVELAND - MILWAUKEE

DETROIT, MICH. 10217 LINWOOD	CLEVELAND, OHIO 2600 EUCLID AVE.
LANSING, MICH. 1224 TURNER	TOLEDO, OHIO 1302 JACKSON

Check this list of post-war equipment.

Write-Write-Phone: 74 district, balance C.O.D.

SEEBURG

1485L	\$289
147M	169
146M or S	139

Hideaways	Wall Boxes
H148M	3W7-L56
H246M	(5-10-25¢, 8 wire)
H146M	3W2-L56
	(5-3 wire)
	W1-L56
	(5¢ wireless)

ROCK-OLA 1416	\$129	PACKARD Manhattan	\$119
ROCK-OLA 1422	99	WURLITZER 1015	179
AMI Model A	295		

EXPORT INQUIRIES INVITED—50 Cycle Motors Available.

The Finest Counter Model Juke Box Ever Made

RISTAUCRAT S-45

A PROVEN profit maker in small spots all over the country. Try the S-45 in small spots on your route.

RISTAUCRAT, INC.
1216 East Wisconsin Ave.
Appleton, Wisconsin

ROCK-OLA Rocket

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.

ONLY THE WURLITZER 1500

**COMBINES THE TWO GREATEST MONEY-MAKING
FEATURES IN THE AUTOMATIC PHONOGRAPH BUSINESS**



SEE YOUR
WURLITZER
DISTRIBUTOR

Why Buy Two When ONE Will Do?

COMPANIONS TO THE 1500

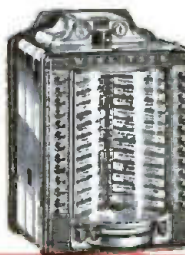


**THE 24-RECORD,
48-SELECTION**

**All-Speed
WURLITZER**

**MODELS
1400-1450**

COIN CATCHING WALL BOX



**SHOWS
104 TUNE TITLES
ON ROTATING
PAGES**

**SINGLE BUTTON
SELECTION**

The Rudolph Wurlitzer Company • North Tonawanda, New York

Supreme Court Main Hope For Shuffle Games in Chi

CHICAGO, May 3.—Despite the combined efforts of operators, distributors and manufacturers, it appeared shuffle games, the only amusement units permitted here in the past few years, would soon be removed from locations. The only thing left to make the removal an accomplished fact was

the issuance of an order by the corporation counsel directing the local law enforcement authorities to pick up bowling units. Meanwhile, a series of cases on games, which had received setbacks in the Appellate Court, were up for appeal in the State Supreme Court. It was indicated, however,

that these would not be acted on until fall.

For the past two years, shuffle games were operable here thru court writs, both the injunction and mandamus type. Operators as well as other segments of the trade sought licenses for the bowlers on the grounds they were straight amusement units but each time they were stymied. The latest and possibly most significant roadblock was a decision handed down in Appellate Court three weeks ago (The Billboard, April 19) holding that the shuffle game involved came under bagatelle or pigeonhole games banned in the local game ordinance passed in 1935. This was a really tough pill because decisions on at least three other games were still pending in the Circuit Court. The judge pointed out that he was already bound by the findings on related games by the Appellate Court and therefore had to rule against the games in question.

The order ruling out shuffle games was expected to be made by the corporation counsel's office Monday (28) but in effect operators were given a slight grace period of a week. It is now believed this order would come thru Monday (5) or shortly thereafter unless the operators convince the local authorities they will need a little more time to pick up their games.

Meanwhile, the recently incorporated Chicago Amusement Operators' Guild held one emergency executive board meeting Monday (28) and planned another for May 5. This group thru Charles Schutz, executive committee chairman, was still clinging to the possibility that a shuffle game license was possible. However, at the moment, it had no clear-cut approach to the situation but hoped to solidify its position by a strong membership drive.

Southern Ill. Meet Canceled; Group To Meet May 26

EAST ST. LOUIS, Ill., May 3.—The monthly meeting of the Phonograph Owners' Association of Southern Illinois, parent group of the recently formed Music Guild of Southern Illinois, was canceled Monday (28).

Richard Schneider, president, said most of the phonograph owner members also belong to the new group and attended the latter meeting two weeks ago. Because of this, Schneider said it was deemed unnecessary for the phonograph owners to meet Monday.

However, the phonograph owners plan to meet next on Monday, May 26. The group currently has been serving as a board of directors for the new music guild. Thru the new organization it is hoped to expand operator membership in the surrounding territory.

Prewar Models

chine in unusable condition to a charitable organization. The organizations receiving machines are selected by a screening committee and the operators are expected to service the juke boxes just as they were in paying locations.

More than five such machines already have been given away and the pace will be stepped up in coming months. Besides affording one way out of a problem for operators, the campaign has drawn much praise from the local press and unquestionably has created much good will for the industry here.

Early postwar equipment has posed no such problem for either distributors or operators. The market for such equipment is good and much of this type of equipment taken in or trades seems to be in fair condition. The distributors maintain their own workshops where these machines are reconditioned and then are sold thru various outlets.

Another angle to the old machine problem has been brought out thru the formation of the operators' association. Since the association was formed about a year ago it has brought stability to the industry. Previously, conditions

TIME SAVER

New Device Cuts Coils, Juke Wire

CHICAGO, May 3.—Atlas Music Company, Seeburg distributors here, has a special device designed and built by its shop foreman, Frank Bach, to measure and cut lengths of cable used by operators to install hideaway speakers.

Instead of unreeling lengths of cable and measuring it by hand, the cable is merely inserted thru a measuring meter on the contrivance and then wound on a spool. The meter is set for the required number of feet and when this has been reached it stops and cuts the cable. The cable then is pulled off the spool already coiled up and is ready for wrapping.

Harold Schwartz, Atlas sales official, cited the device as a great timesaver. An operation that might have kept an operator waiting for a half-hour or more has been cut to a few minutes.

Ask Ban on New Arcades, Galleries In Times Square

NEW YORK, May 3.—Thirteen speakers, representing as many business, civic and neighborhood groups, have asked for the exclusion of arcades, shooting galleries and like endeavors from the Times Square area in the proposed rezoning of the city. The meeting, staged in the offices of the City Planning Commission, was the fourth in a series.

If adopted, the new zoning will prevent the establishment of new galleries or arcades in Times Square in the future, but will not affect the establishments already there, members of the commission explained after the meeting.

Additional meetings will be held before any final action is taken.

Truck Strike

Continued from page 84

uled to be opened at the United, Inc., office this week was placed on the "delayed projects" list until the strike comes to a halt.

The tie-up, unfortunately occurred just at the peak of the season when most juke box and games salesmen normally are getting business from operators out to replenish their inventories with new models.

One of the big headaches is the fact that practically all distributors have plenty of expensive equipment and merchandise stranded on shipping and loading docks in warehouses and terminals all over town.

Premium Goods

Supplies of premium goods and replacement parts were meeting a similar fate. Small packages shipped via the mails and air freight got to out-of-town customers.

The fact that striking drivers posted pickets at all highway intersections, terminals and warehouses made it unwise to attempt to use company trucks for hauling goods on the main roads.

Record Distributors

Local operators and the larger operating companies have not yet been faced with as much of a problem as have the distributors. Since their drivers and roulemen are not unionized, no sympathetic strike threat action is seen developing from that angle.

Only quarter from which the operators admitted receiving anxious moments was the record distributors, who are experiencing some difficulty filling orders for the latest waxings.

Altho the complete shutdown of truck transportation in Milwaukee hasn't as yet completely handcuffed the industry, a few more weeks of the tie-up, it was obvious, would result in heavy financial losses to coinrow.

had operators under pressure to buy as much new equipment as possible to keep locations. Thru the regulation afforded by the association, this pressure has been removed and because of the high cost of new machines and the still existing nickel-play, operators are keeping old machines out on location for much longer periods.

Next week, Benn Ollman reports on the policy of distributors in the Milwaukee area.

Top Recording Artists Sing At N. J. Guild

NEWARK, N. J., May 3.—A sellout crowd of 400 jammed the ballroom of the Hotel Essex House here Tuesday night (29) at the 15th anniversary celebration of the Music Guild of New Jersey.

Top recording artists including Johnnie Ray, Eddie Fisher, Georgia Gibbs and Trudy Richards highlighted the evening's entertainment. Also appearing were Marlon Morgan, Art Lund, Dolly Dawn and Mary Small and her husband, Vic Mizzy.

Music was provided by Ernie Krickett's orchestra while Allen Ross was emcee. Guild President Sam Waldron gave the welcoming speech.

Det. Shuffle Group Plans Summer Setup

DETROIT, May 3.—Plans for a series of continuing projects of activity to run thruout the summer, aimed to combat the usual slump in the shuffleboard business, were to be discussed by the Detroit Shuffleboard Association at a meeting Thursday (8) at the Tuller Hotel.

Benefits from such activity were indicated by Fred Chlopan, executive secretary, to lead to "more continuity in our work. It would be less difficult to reorganize our teams in the fall; bigger schedules could be undertaken, and play on shuffleboards should continue uninterrupted."

For a FAST CONTROLLED GAME

SLICK
Shuffleboard
WAX

CONTAINS NO PLASTIC
PROVED 65% Less Abrasive

PLAYERS prefer a smooth, accurate Slick-waxed board.
OWNERS prefer the mild-life Slick gives to shuffleboard tops.
SHORT-TABLE players like speed and accuracy Slick leaves on their playing surfaces.

SLICK "SPEED COAT" Finish
NEW Polishing Wax and Cleaner
for a rough, scuff-proof finish.
Wipes on lightly, without rubbing.
Smooths boards up 50%. Use with Slick Shuffleboard Wax.

Add The Slick-Shine Only—
"Temporary Shine"

THE SLICK SHINE

201-15 ASTOR ST., NEWARK, N. J.
Manufacturers of Quality Waxes, Polishes and Cleaners Since 1903

FOUR WINNERS
NEW FOR 1952
Revolutionary Competitive Games

- Chinese Check-Player Derby
- Eighty-Two Rotation
- Set Shot (2-Player) Basketball
- Williams Deluxe Wheel Ball

Also Edmund's BIG BROOK and
JET GUN
Proven Money Getters on Every Location!

And All Other New and Used Machines Reconditioned the Munves Way—Low and Used at \$179.00. Never Used in Our Illustrated 1952 Catalog—FREE on Request.

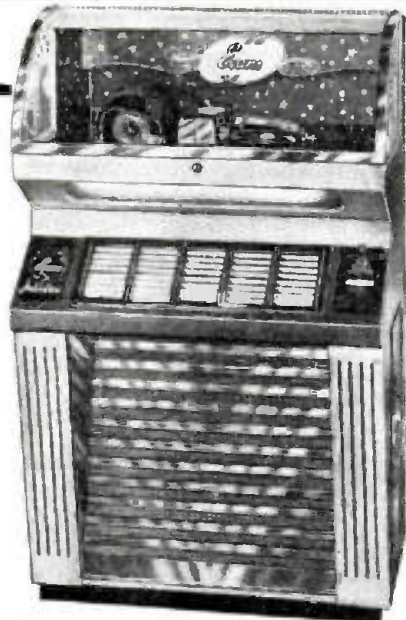
MIKE MUNVES
577 Tenth Ave. 1st 42nd St.
New York 18, N. Y. BRONX 9-6677
40 YEARS SERVICE - EST. 1912

CORRECTION!

To our ad in the May 3rd issue the price of Williams Double Wheel was listed as \$179.00. This should have been

WML DOUBLE WHEELER... \$79.00

See our ad on page 93
PURVEYOR SHUFFLEBOARD CO.



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

They "Merchandise" Music!

Evans' Jubilee Phonographs are designed to do a consistently powerful on-location selling job! They continually promote your wares—at a profit—with sensational new Living Rainbow Lighting, Rich Tone Quality and trouble-free Performance!

Control your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

WATCH FOR IT!

EVANS' CENTURY 100/45
30 RECORDS—100 SELECTIONS
45 RPM

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

<p>Bingo Games</p> <p>Spot Lite \$495.00 Coney Island 425.00 Bright Star 325.00 Bright Lite 325.00</p> <p>Phonographs</p> <p>Rock Old 1022 79.50 Rock Old 1024 119.50 Williams Music Hits (NW) 124.50 100 Record Seeburg 479.00</p> <p>Music Accessories</p> <p>SW2 L56 2 Wire Seeburg 414.50 WFL56 Wireless 149.00 AHL 48 Selection 45.50 100 Record Chrome Boxes 90.00</p>	<p>One Balls</p> <p>Turf King \$149.50 Putterby 99.50 Champion 49.50 Citation 39.50 Jockey Special 29.50 Gold Cup 19.50 Winners 19.50 Universal All Star Board Write</p> <p>Pin Games</p> <p>Williams Frame \$ 17.50 Chicago Coin Spin Ball 24.50 Chicago Coin Play Ball 24.50 Williams Super World Series, new 299.00 Sultan Six Shooter 149.00</p>
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Will give the best trade in the business for all types Bingo games on the New Atlantic City.
ROCK CITY AMUSEMENT CO.
125 SIXTH AVE., N. NASHVILLE 2, TENN.

DON'T BUY SUBSTITUTE ALUMINUM DISCS
ORDER DIRECT FROM MANUFACTURER
MAKE SURE YOUR
METAL TYPER MACHINES

EARN TOP MONEY
Original Parts and Supplies.
WRITE FOR PRICE.

STANDARD METAL TYPER CO.
1818 N. Western Ave. Chicago 22, Ill.

Coinmen You Know

Chicago

Roy McGinnis, president of J. H. Keeney & Company, returned to Chicago Thursday (1) after three months of recuperation in Florida. He claims he is now ready for all comers. Meanwhile, Sales Manager Paul Huebner has taken good action on Super Deluxe League Bowler... Lou Casala, Mid-West Distributing Company, Rockford, was in for a visit to United Manufacturing Company Wednesday (30), then rushed back home for a trade group meet the next day. He was jubilant over the purchase of Dudley Sales and Borgen Music.

Joe Kline and Wally Finke found Chicago business slowed down slightly by the confused operating situation but were glad to report a step-up in trade with firms in Indiana, Southern Illinois, Wisconsin and Iowa. They may use traffic two ways by the order books and number of cups of coffee consumed in the special operators' snack room on the premises.

Chicago Coin Machine Company is all set to bow a six-player shuffle game with several new ideas incorporated and Ed Lewin and Sam Lewis, sales execs, are set for a rush of business... At World Wide Distributors, there has been steady action on new and used games and another sales increase in the Rock-Ola music line. Al Stern, Monty West Len Micon and Fred Skur report a host of visitors from out of town.

Herb Perkins, Purveyor Shuffebord, has high hopes for the Bank Shot game he has just been appointed to handle for American Shuffebord Company. He went to Union City, N. J. to close the deal two weeks ago after conferences with Paul Cusano, Nick Malone and Don Freeburg of American.

Ted Rubenstein, Marvel president, hopes to have the factory in top shape soon as the workmen are winding up their remodeling and repairing in a couple of weeks. Despite these handicaps, Marvel has been turning out a steady number of overhead scoreboards daily and is now starting deliveries on two wall models.

The confused Chicago operating situation has caused many of the attorneys of competing manufacturers and distributors to sit down and work out problems together. Somebody, according to one of the local distributors, finally must have convinced the opposing groups that time was running out.

Local players returning from the Doubles Sweepstakes in Madison, Wis., Sunday (27), found playing skill at a new high and were glad to learn a few pointers from experts. This was the annual meet conducted by Hardy Andres, Madison operator... At Empire Coin Machine Exchange Gil Kint was greeting a flock of out-of-state operators and pointing out the features of new games. Meanwhile, Vince Shay was getting plenty of action with the Evans Jubilee boxes. Howie Freer reports firm has one of the widest assortment of amusement units in this area.

Since initial operator showings of Williams' Majorettes, distributors have been sending in stepped-up reports on buying activity. Sam Stern, vice-president, credits the game's popularity to its unique combination of features. This includes a new high action playfield and the "Star" hole.

Virgil Christopher, Chris Novelty, Baltimore, was in for conferences with Jack Nelson, general sales manager, on the Atlantic City game, and firm's mechanical horse. The Champion, Christopher said Atlantic City had proved the quickest turning over unit he has handled. Nelson and Bill O'Donnell have had their hands full whittling down the back boards of the two units. Ralph Nicholson, district sales manager, is in Fort Wayne, Ind., to purchase for the Binko Automatic Sales Staffers.

Monty West, of World Wide Distributors, Inc., became a father for the second time when his wife Elva gave birth to a baby boy. The new West edition was named William. Monty reports that World Wide's Len Micon and Fred Skur have been busy taking

orders on the Formica replacement top and that Al Stern was another busy fellow last week answering mail inquiries and handling foreign correspondence.

Adolph Raymond, A & M Music Company head, is a confirmed convertible driver. His newest four-wheeled acquisition is a Chrysler 180 horses strong. The music business is holding to a good level, Raymond says, and the 45 r.p.m.'s are proving an ever increasing factor on his route.

Bernard Kiley, Airport Vending Service reports that cookies play an important role in his coffee vander operation. He uses a number of candy machines stocked 100 per cent with the nickel cookie packs. They are popular especially in industrial, he says.

Herman Stamer, vice-president of Mechanical Merchants, Inc., will be hospitalized as a result of complications following an auto accident about a year ago. Altho in St. Anne's Hospital for two weeks he'll have to be in casta for about nine weeks.

Frank Q. Doyle, national sales director of Harmon Enterprises and Belvend Manufacturing Company, lost his father, Frank Q. Doyle Sr., last week following a long illness. The elder Doyle died Tuesday (27) in his home in Geneva, Ill.

Harold F. Burt, president of silver King Corporation, expects to announce production and delivery on his new coffee machine in the near future. The nickel bulk nut vending picture, says Burt, is proving good in the Southern States.

Paul E. Ganz, executive vice-president and general manager of Johnson Fare Box Company, reports that his firm has discontinued production of the Dixie Cup cup dispensing mechanisms for drink vendors... Dick Adair, head of R. H. Adair & Company, Oak Park, says Victor Vending's Baby Grand oak cabinet bulk vender is showing up in increasing numbers in top spot locations and doing a healthy volume.

Alvin Kantor, president of the National Association of Bulk Vendors, and head of Confection Specialties, Inc., is stepping up his activities in connection with the group's second annual convention. It will be held at the Morrison Hotel September 15-16.

Milwaukee

Milton Weidike, a relative newcomer to the music operating field area here, catches on quickly. Mill reports that by careful study of The Billboard and other music charts he has been able to double the coin box takes racked up by his predecessor.

Johany O'Brien, head of Mercury Records here, celebrated another birthday last week, but he claims that the joy of the occasion was somewhat dampened by the truck drivers' strike now halting disk deliveries. Top Mercury waxings most in demand by operators, according to O'Brien, are "Kiss of Fire" by Georgia Gibbs and Richard Hayes' "Junco Partner." Out-of-town visitors at the Mercury distrib outlet, were Lou Alfabonte of Kenosha's Northshore Novelty; Joe Hallada, Green Bay, and Walter Blix, Sturgeon Bay.

Harry Jacobs Jr.'s three-week vacation in Florida with his wife and children ends this week-end when the United Exec returns to his work-loaded desk. Holding down the fort meanwhile, Harry Jacobs Sr. reports the transportation strike held him down to a walk with little to be done about it. No deliveries have as yet been made, due to the labor difficulties, on the book of orders taken at the recent showing of the Wurltzer 1500, according to Jacobs Sr.

Back from a four-day air journey to New York, Doug Opitz and Ernie Spitznagel of Hilltop Coin reported an enjoyable trip. "Lots of pleasure and plenty of educational tips on handling the new Microscope for the Plankinton Arcade," Opitz said.

The Mitchell Novelty "fresh air fountain," Erv Beck, Eddie Kobbie, Johnny Gregg and Mickey Stempki, have resumed the twice-weekly golf schedule for the summer. The four par-busters tee off each Tuesday and Thursday mornings at the Greenfield Park

links and then follow thru with a full day's work on the routes.

Erv Hoeth, Mitchell Novelty sales rep, made a quickie week-end fishing excursion to Tennessee angling waters, and according to

the front office, "just went for the ride."

Avid fishermen, coinmen Sam Hastings and Clyde Nelson drove to Wolf River for the season's opening. Nelson returned with the trout fish, but Hastings claims that he caught the biggest fish.

Both Vic Manhardt, Evans distrib, and sales rep Elmer Engel are heading north in search of more orders for their popular (Continued on page 92)

Vital Statistics

Deaths

Frank Q. Doyle, 78, after long illness in Geneva, Ill., Tuesday (29). Father of Frank Q. Doyle Jr., vice-president of Harmon Enterprises, Inc., Chicago, and national sales director of Harmon and Belvend Manufacturing Company, Inc., Chicago.

THE MARKET PLACE

for the
COIN MACHINE INDUSTRY

The National Exchange for Coin Machines
Personnel, Products,
Services and
Opportunities

Business Opportunities

Car radios and televisions buy direct from manufacturer and save. Free cabinet, modern design, coin receptor. Write for price and full story. Coin Radio & Television Corp., 1904 Duane St., New York City.

Help Wanted

Mechanics, thoroughly experienced in all types coin machines, including 100% amplifiers, pens and shuffle games; no drinkers or drifters; start immediately; references. J. Clyde Bell, 304 N. Polk St., Annapolis, Tex.

Salesman who can call clubs to sell a completely new non-com operated amusement game that is an outstanding money-maker; every club is a prospect; low selling price; fast seller; high commission; advise desired territory. Amusement Sales Co., 41 Union Square, N.Y.C.

We need Promotional Salesmen; write immediately for full details; staying for whom and Vending Sales & Mfg. Co., 2808 Tampa St., Tampa, Fla.

Parts, Supplies & Services

Attention, Bulk Vendors—Free Was Boston baker's beans, red hors, rainbow papnuts, Spanish salted peanuts, Virginia salted peanuts, burnt peanuts and cherry nuts; write for lowest prices and pack. Texas Candy & Nut Co., McKinney, Tex.

Free 122-page parts and supplies catalog No. 20, advise type machines you operate. Block Marble, Dept. B, Philadelphia, Pa.

Heath Drop Chute and Switch, 5¢, 10¢ or 25¢ play; Heath leather touch push pull type 1¢, 2¢, 5¢, 10¢ or 25¢ play; immediate delivery from stock. Heath Distributing Co., 234 Third St., Macon, Ga.

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; immediate quantities immediate delivery; write for price. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. UC042 7-1448

Routes For Sale

Photograph and Pin Game Route for sale on the Texas Gulf Coast; would sell small interest to someone who is competent to take over the operation. Contact H. James, P.O. Box 368, Anahuac, Tex. Phone 52.

\$1500 to \$3000 per month net profit; 160 pieces music, five-halls, howlers, one-balls; established 20 years North Idaho; \$36,000, includes trucks and shop equipment. Box 516, Billboard, Chicago.

\$6500 will handle juke and Pin Ball Route, 30 machines; owner has other business; good territory; Box 517, Billboard, Chicago: Ill.

Used Coin-Operated Equipment

A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models; lowest prices. Will have you to sell! Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

Bowling Alley, 2-player, life-up pins, \$35; Double Machines, Sluggers, lowest prices. Merril, 542 W. 63rd St., Chicago 21.

Chicago Pisten, \$74.50; Machines, \$551. Vendors. Wanted: open horse, purchasing big McLennan, 2149 Campbell, Detroit, Mich.

Coin Horses—All makes, models; Exhibit Pony Express, repainted, reconditioned; \$345; Bi-Morphic Crusader, metal; \$675; King Pony Ride repainted reconditioned; \$275; King Ride-in Cowboy, excellent; \$495; Walco, 815 Vester, Farmdale 20, Mich.

For Sale—Perfect condition Casey Islands, \$825; Leaders, \$400; Bright Lines, \$350; Turf Kings, \$195; Citations, \$49; Hot Rods \$65; various flipper pins, write. One third deposit, balance E.O.D. Mr. E. Keeney Mfg. Co., 3279 S. Redge, Chicago; Phone 7481.

For Sale—28 used Pokeringe in good condition, \$50 each; also Scientific Shooting Balls, \$125. Box 183, Wrens, N. H.

For Sale—Mills, Jennings, Pace, Walling Balls, beautifully reconditioned; Baby Clover Balls, used pin games, alleys, etc. Made accepted 12 years of reliable dealing. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WA9121 2-4378.

For Sale—Complete Arcade, also condition, whole or part; write for list and make offer on what you need. Three Way Cops and Challenge, \$10 each. H. E. Loeback, 150 N. Main, Wichita, Kan.

Good, clean U-Select-It 72 bar candy machines ready for action, \$35; 1/3 down. Goodman vending Service, Lebanon, Pa.

Panoramas, Photomatics, Card Vendors, Arcade Machines, Penny Games, price reasonable; send for list. Walter Long, 301 S.W. 3rd St., Richmond, Ind.

Real low prices—U-Select-It Candy Machines, 72 bar size, \$27.50 each. Latest model, B column cigarette machines, Unesco quarter operation, \$55 each. Also real low prices on all other makes. Write what you have to sell, Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

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 best 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
Usual wanted style, one paragraph, no display. First line set in 6 pt. bold, balance 10 pt. line.
Per word 28
3 or more CONSECUTIVE or 26 insertions, per word 16
51 CONSECUTIVE insertions, per word 14
Minimum 5¢

DISPLAY CLASSIFIED
No advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per space line \$1.80
3 or more CONSECUTIVE or 26 insertions, per space line93
51 CONSECUTIVE insertions, per space line76
1 inch equals 14 space lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 3, ILL.



Only Golf has "Golf Widows"

and there's

G O L F

IN ELECTRONIC
GOLF

New! New! New!
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MILLIONS OF GOLFERS all over America fight to play Golf every week. Now, for the first time, all the conditions of actual driving are reproduced electronically. Electronic Golf shows exactly how for the ball is driven, whether a hook or a slice, a loft ball or a ground ball.

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Electronic golf sells! Sells fast! A distributor benefits by fast delivery, a quality product backed by the company, and the high interest in a new game with proven results in all kinds of installations. We suggest you wire or phone immediately.

\$5,121,806 in coin-operated equipment was exported to foreign coinmen in 1951 . . . a startling increase of 66% above 1950!

The January, 1952 figures just released by the Department of Commerce show a whopping 20% increase over last January.

Cold statistics tho they be, these figures mirror better than a thousand words the fact that from Afghanistan to Zanzibar, more people are becoming interested in American juke boxes, pin games and vending machines.

Since 1937, The Billboard has actively helped develop that interest thru its annual Coin Machine Export Issue and other foreign trade promotions. Last year, for instance, over 5000 copies of the Export Issue alone were sent abroad to foreign coinmen and to commercial attaches of American consulates. In addition, 100,000 copies of other issues during the year were dispatched to prospective foreign customers.

But the "export market" is no longer confined to a few European or Central American countries. Today, shipments are going to 80 countries in all parts of the world. Our biggest customers are Canada, Venezuela, Cuba and Belgium but sizable shipments are going to other far-flung spots as South Africa, Japan and Singapore.

To keep American coinmen abreast of the fast-changing regulations that affect export trade, to build confidence among foreign buyers and to introduce them to reliable American distributors and manufacturers . . . in short, to bring the buyers abroad together with the producers and distributors here . . . that is The Billboard's objective.

For that reason The Billboard will devote four issues in the next year entirely to the export market. The first will be the Summer Quarterly dated June 7. Fall, Winter and Spring issues will follow.

Announcing The Billboard

Summer

EXPORT QUARTERLY

dated:

JUNE 7

distributed:

JUNE 3

ad deadline:

MAY 29



**Bonus distribution of 4,500
copies to buyers and United
States Consulates in 80
countries.**

PROVEN EQUIPMENT ALWAYS at WORLD WIDE

WILLIAMS BRAND NEW MUSIC MITE Modern design... \$145 \$175

WE WILL PAY HIGHEST CASH PRICES for Bally SPOT LIGHT... \$145 \$175

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SPECIALS in SHUFFLE GAMES

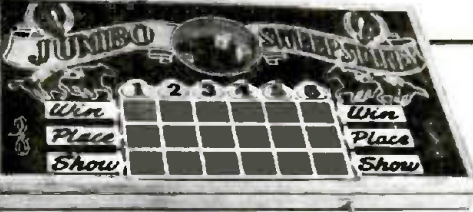
UNITED DELUXE & PLAYER \$317... \$250 \$317

BALLY HOOK BOWLER... \$275 \$317

KEENEY SIX PLAYER... \$275 \$317



A NEW EVANS' PROFIT STIMULATING COUNTER GAME!



JUMBO SWEEPSTAKES NOT COIN OPERATED... H. C. EVANS & CO. 1555 W. Carroll Ave. Chicago 7, Illinois

NEW TURF KINGS Original Crates—\$190.00... UNI-CON DISTRIBUTING CO. 2410 Main St. Kansas City 2, Mo.

COBRA CARTRIDGES... COBRA CARTRIDGES... ELECTRONIC INDUSTRIES 2611 N. 1st St. Phoenix, Arizona

OUR PRICES ARE LOW... LOWER... LOWEST!

Bowling Champ \$69.50... Bally Turf Kings \$199.50... Bally Champions \$89.50

SHUFFLE GAMES United 6-Player... UNITED TWIN REBOUND... PHONOGRAPHS Wurlitzer 850 \$35.00

COVEN distributing company 3181 Elston Chicago 18, Ill. The Fleet Name in Coin Machines. Exclusive With Bally Products and Wurlitzer Phonographs.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issued at 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 quality 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.

Table with columns: Issue of, Price, Issue of, Price, Issue of, Price, Issue of, Price. Lists various amusement games like ABC (United), Advance Ball, All Stars, Alice in Wonderland, etc.

Runzel PUSHBACK WIRE 18 OR 20 STRANDED NOW AVAILABLE IN 90 COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the color and vending machine industry. Color production costs... Service organization and distributors are invited to write for complete information...

RUNZEL Cord and Wire Co. 4723 W. MONTROSE AVE CHICAGO 41, ILL.

BRAND NEW BASEBALL 5c OR 10c \$88.50 New! Name "PLAY BALL" - Make your money count! We now give manufacturers game for 50¢!

WEBB DISTRIBUTING CO. 4934 W. Chicago Ave. Chicago 31, Ill.

FOREIGN BUYERS EVERYWHERE

We can fill all your requirements for the finest pin games, music machines, arcade machines and slugs. Our shipments are properly crated for export, and deliveries are prompt and efficient.

DAVID ROSEN Exclusive R M 1 Dist. E. P. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2803

FOR SALE United Six Players \$318.00... United Five Players \$249.00... Keneey Six Players \$280.00

ROUTES FOR SALE Located in North, South and Central Areas of Wisconsin. SAVAGE NOVELTY CO. 418 Third St. Beloit, Wis.

TOP CASH BOX Jumbo box rounds, pins and clearest machines. One man can handle about 50 machines. Year round business good. Sell half interest to good mechanic. ROSS MUSIC NOVELTY Cubero, New Mexico

Use The Billboard Classified Pages for RESULTS!

	Year of Mar 3	Year of April 26	Year of April 19	Year of April 12		Year of Mar 3	Year of April 26	Year of April 19	Year of April 12
Cinema (Williams).....					Super World Series (Williams).....			\$250 00	\$190 00 255 00
Cinacour (Gottlieb).....		\$150 00	29 50	55 00	Swanee (Exhibit).....	359 50	359 50	39 50	39 50
Gold Cup (Bally).....	69 50 64 50(2)	30 00 29 50	39 50 39 50	35 00 50 00	Sweetheart (Williams).....	79 50 124 50	99 50 134 50	79 50 69 50	99 50 109 00
	50 00 39 50	45 00 50 00	64 50 74 50	64 50 74 50					
		64 50 69 50			Talkie (Chicago Coin).....	85 00 99 50	85 00 109 50	64 50 85 00	79 50 85 00
Golden Gloves (Chicago Coin, Gold Mine).....	100 00	85 00 100 00	79 50 100 00	100 00	Tampico (United).....	64 50	64 50	64 50 75 00	59 50 69 50
Golden Emblem (Chicago Coin).....				19 50	Taylor (Gottlieb).....	49 50 79 50	40 00 49 50	49 50 50 00	49 50(2) 59 50
Grand Award (Chicago Coin).....	59 50	39 50	39 50	24 50 55 00					
				149 50	Tennant (Chicago Coin).....			15 00	29 50
Happy Go Lucky.....		169 50	149 00	249 50	Tennessee (Williams).....	29 50	29 50	29 50	24 50 29 50
Harvest Moon.....			60 00		Texas League (Keweenaw).....	50 00	50 00(2)	50 00(2)	50 00
Harvest Time (Greco).....	119 50	65 00 99 50	35 00 69 50	95 00 129 50	Thing (Chicago Coin).....	50 00 109 50	55 00 65 00	54 50 79 50	59 50 69 50
					Three Feathers (Greco).....	69 50 79 50	69 50 79 50	65 00 69 50	65 00 79 50
Honey.....			149 50	14 50	Three Musketeers (Gottlieb).....			49 50 89 50	39 50 49 50
Honey (United).....			14 50	395 00(3)					
Hawaii (United).....			14 50	395 00(3)	3-4-5 (United).....		265 00 325 00	27 50	265 00 275 00
Hesperus (Williams).....	225 00	225 00	225 00 239 50	250 00	Thrill (Chicago Coin).....	27 50 54 50	27 50	27 50	14 50 27 50
				250 00					
Hit and Run (Greco).....	109 50 119 50	105 00 109 50	109 50 109 50	109 50 129 50	Total Ball (Greco).....	39 50	39 50 49 50	39 50	25 00 39 50(2)
		129 50	129 50	14 50 29 50	Total Score (A.B.T.).....				35 00
Hit Parade (Gottlieb).....	29 50	29 50	29 50	14 50 29 50	Touchdown.....				275 00(2)
Holiday (Chicago Coin).....	49 50(2) 64 50	49 50(2) 69 50	49 50(3) 69 50	395 00(3)	Trade Wind (Greco).....	39 50 69 50	39 50(2) 49 50	39 50 49 50	24 50 39 50
Holiday (Keweenaw).....	365 00	365 00	365 00(3)	395 00(3)					49 50
				395 00(3)	Tri-Score (General).....				
Hot Rod (Bally).....	59 50 69 50	59 50 69 50	59 50 69 50	69 50 79 50	Tropicana (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
	89 50 114 50	89 50 124 50	124 50	75 00	Tucson (Williams).....	94 50	84 50 104 50	72 50 84 50	69 50 104 50
	29 50 49 50	29 50(2) 49 50	29 50(2) 50 00	14 50 29 50	Turntable (Exhibit).....				
Humpy Dumpty (Gottlieb).....	49 50	49 50	49 50	49 50					
				49 50 49 50(2)	Turf King (Bally).....	165 00 149 50	150 00(2)	165 00	175 00 195 00
Jack and Jill.....			29 50	29 50		195 00 165 00	160 00 165 00	175 00(2)	180 00 200 00
Janitor (Exhibit).....			29 50	29 50	Tri-Score (General).....	249 50 249 50	275 00(2)	199 00	249 50(2)
Jeanie (Exhibit).....			55 00 50 00	55 00 50 00				249 50	215 00
Jenny Special (Bally).....	54 50(2) 50 00	30 00 40 00	34 50 35 00	54 00 54 50(2)	Tri-Score (General).....	75 00 109 50	65 00 79 50	64 50 79 50	59 50 119 50
	39 50 32 50	50 00 54 50(2)	50 00 54 50(2)	55 00					
				149 50	Tropics (United).....				
Joker (Gottlieb).....	109 50	99 50 119 50	119 50	115 00 119 50	Tucson (Williams).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Joker (Exhibit).....		15 00 25 00	79 50	29 50 54 50	Turntable (Exhibit).....	94 50	84 50 104 50	72 50 84 50	69 50 104 50
Jest 21 (Gottlieb).....	35 00 79 50	39 50 79 50	74 50 75 00	65 00 79 50					
				75 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
K. C. Jones (Gottlieb).....			74 50 75 00	79 50 119 50					
King Arthur (Gottlieb).....	109 50	99 50 119 50	90 00 99 50	79 50 119 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
				119 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
King Cole (Gottlieb).....			29 50	29 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
King Pin (Chicago Coin).....	89 50 129 50	89 50 99 50	225 00 279 50	225 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Knock Out (Gottlieb).....	139 50	115 00 119 00	109 50 110 00	119 00 129 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
		124 50 129 50	129 50 149 50	149 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
				24 50 39 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Lady Patricia Hood (Gottlieb).....	39 50		39 50	39 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Leader (United).....	385 00 395 00		164 50	164 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Lite-Line (Keweenaw).....	195 00 200 00		164 50	164 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
		195 00(2)	195 00(2)	175 00 195 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
				225 00(2)	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Lucky (Keweenaw).....	79 50 94 50	60 00 69 50	59 50 79 50	69 50 79 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
		79 50 99 50	99 50	89 50 99 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
				14 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Madison Square Garden (Gottlieb).....			129 50	24 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Make (Exhibit).....				24 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Major League Baseball (United).....	39 50 59 50	39 50 59 50	39 50 59 50	24 50 39 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Majors of '49 (Chicago Coin).....	79 50	69 50 79 50	34 50 79 50	69 00 79 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Manhattan (United).....				84 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Marjorie (Gottlieb).....				14 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Maryland (Williams).....	49 50 59 50(2)	49 50 75 00	49 50(2) 85 00	49 50 75 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
		89 50 99 50	99 50 109 50	99 50 109 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
			14 50	14 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Melody (Bally).....	49 50	45 00 114 50	67 50 69 50	67 50 95 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
	104 50		114 50	114 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Melody (United).....			179 50	179 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Merry Widow (Gottlieb).....	39 50	39 50	39 50	24 50 39 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Milord Man (Gottlieb).....			149 50	149 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Monterrey (United).....	29 50 39 50	29 50 39 50	29 50 39 50	14 50 29 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
			39 50	39 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Moore Gleam (United).....	39 50 59 50	39 50 59 50	39 50 59 50	29 50 39 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
				49 00 59 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Morocco (Exhibit).....	49 50	49 50	49 50	24 50 49 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
				295 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Moscow (United).....			129 50	129 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Mugs (Williams).....			200 00	200 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
			79 50	79 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Doris (Exhibit).....	119 50	109 50 129 50	79 50 84 50	75 00 84 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Doklahoma (United).....	79 50	84 50	79 50 84 50	75 00 84 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Old Fash'ed (Gottlieb).....	134 50	144 50	74 50 144 50	144 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Old Hittor (United).....			250 00	250 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
One, Two, Three (Greco).....	35 00	39 50	39 50	49 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Opportunity (Marine).....				14 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Paradise (Gottlieb).....			39 50	39 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
				19 50 24 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Phoenix (Williams).....	69 50	69 50	39 50 69 50	29 50 69 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Photo Finish (Universal).....	49 50 79 50	50 00 75 00	75 00 80 00	54 50 79 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
	89 50 119 50	99 50 119 50	99 50 119 50	99 50 119 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
	129 50	139 50	139 50	119 50 129 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Pin Bowler (Chicago Coin).....			29 50	29 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
				39 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Pink Miller (United).....			99 50 119 50	99 50 119 50	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Pinky (Williams).....			40 00	40 00	U-I-K (United).....	69 50	65 00 69 50	49 50 69 50(2)	104 50
Play Ball (Chicago Coin).....</									

• Shuffle Games

Table listing various shuffle games with columns for game name and issue dates (May 3, April 26, April 19, April 12, April 5). Includes games like ABC Bowler, Ace Bowler, Baseball, Big League Bowler, Bowlette, Bowling Alley, Bowling Alley & Player, Bowling Champ, Bowling Classic, Bowling League, De Luce League Bowler, Double Bowler, Double Bowler Rebound, Double Header, Double Shuffle Alley, Double Shuffle Alley Express, Duck Pin, Five Player Shuffle Alley, Five Player Shuffle Rebound, Four Player Shuffle Alley, Four Player Shuffle Alley Rebound, Four Player Shuffle Alley Rebound (United), Four Player Shuffle Alley (United), Four Way League Bowler, Four Way Match Bowler, Glider, Hi Score Bowler, Hook Bowler, Horseshoes, Shuffle Horse Shoe, King Pin, League Bowler, League Bowler & Player, League Bowler & Player (Keeney), Lucky Strike, Match Bowler, Match League Bowler, Pin Ball, Pin Lite Bowler, Shuffle Alley (United), Shuffle Alley Express, Shuffle Alley & Player, De Luce (United), Shuffle Alley Express Rebound, Shuffle Alley, 6 Player, Shuffle Alley, 6 Player (Genco), Shuffle Alley, 6 Player Rebound, Shuffle Alley Express (United), Shuffle Alley & Player (United), Shuffle Baseball, Shuffle Bowler, Shuffle Champ, Shuffle Champ (Bally), Shuffle Champ (United), Shuffle Jump, Shuffle Lane, Shuffle Lane (United), Shuffle Lane (Bally), Shuffle Sluicer, Shuffle Target, Single Shuffle Alley Rebound, Shuffle (Bally), Snow Alley, Speed Bowler, Star Bowler, Star Bowler, 2 Player, Star Bowler (Exhibit), Super Shuffle Alley, Super Twin, Super Twin Bowler, Top Pin, Trophy Bowl.

Table listing coin machines with columns for machine name and issue dates (May 3, April 26, April 19, April 12, April 5). Includes machines like Twin Bowler, Twin Bowling, Twin Shuffle, Twin Shuffle Alley, Twin Shuffle Alley Rebound, Twin Shuffle (Williams), Twin Shuffle-Cole, Two Way Bowling Champ.

WANTED LATE BINGO TYPE GAMES Will pay highest cash Prices! Write today! LIEBERMAN MUSIC CO. 257 Plymouth Ave. No. Minneapolis 1, Minnesota Give to the Damon Runyon Cancer Fund

FOREIGN BUYERS! It's smart to do business with THE firm that does the most for YOU REMEMBER: For export and domestic business it is now International and Scott-Crosse! Write for Free Price List and Order Forms. INTERNATIONAL AMUSEMENT CO. SCOTT-CROSSE COMPANY 1423 SPRING GARDEN STREET Rittenhouse 6-7712 PHILADELPHIA 30, PA. Branch: 906 Capouse Avenue, Scranton, Pa.

DAVE SIMON OFFERS— UNITED'S 6-PLAYER SUPER SHUFFLE ALLEY Write for price UNITED'S STEEPLECHASE New fast replay game • Write for price. UNITED'S BOLERO Write for price UNITED'S TEAM HOCKEY Great competitive 2-Player Game. Price \$125.00 ea. New original crates. UNIVERSAL'S JUMBO PIN GAME ACROSS THE BOARD Write for price UNIVERSAL'S JUMBO PIN GAME WINNER Price \$295.00 ea. New original crates. UNIVERSAL'S SHUFFLE TOURNAMENT Conversion for Shuffleboards. Price \$125.00 ea. New original crates. For IMMEDIATE DELIVERY Contact DAVE SIMON Attention! Foreign Buyers We have a complete line of coin-operated equipment of all types, available for immediate shipment at drastically reduced prices. SIMON SALES, INC. 627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660 over 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

DAVIS Guarantee

- Mechanism overhauled
- Worn parts replaced
- Amplifier reconditioned
- Speaker inspected
- Tonehead renewed
- Cabinet professionally refinished

BUY GUARANTEED PHONOGRAPHS WITH THE "FAMOUS DAVIS" 6 POINT GUARANTEE SEEBURG

148-ML	\$279
147-M	179
146-M	149
M188M Midway	159
M246M Midway	139
M146M Midway	139
WURLITZER	
1080	\$179
1015	179
1017A Midway	145
AMI	
40 Selection Midway	\$179
1950 Model, Like New	\$425
EVANS	
Constellation 40 Selection	\$149
Like New	
ROCK-OLA	
1426	\$159

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$35 Additional Per Machine.

SEEBURG			WURLITZER			ROCK-OLA		
1941 R.C. Special	\$59	750	\$79	1422	\$99			
Envy	59	780	79	Commander	39			
Nightingale	59	850	59	MILLS				
Colonel	49	950	59	951 Constellation	\$75			
Major	49	500	49	AIRION				
Classic	49	600K	49	Deluxe '46	\$49			
Royal	49	600R	49	400 Colonel	79			
Gem	44	Victory	39	PACKARD				
Mayfair	44	24	39	Manhattan 76	\$69			

WALL BOX SPECIALS

Seeburg W1-L56, 5c, Wireless, Refinished	\$13.50
Seeburg 3W-L56, 5c, 3 Wire, Refinished	15.00
Seeburg W8-L56, 5c, 10c, 25c, Wireless, Refinished	37.00
Seeburg 3W5-L56, 5c, 10c, 25c, 3 Wire, Refinished	37.00
Wurlitzer 420, 5c, 10c, 25c, Reconditioned	25.00
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	37.50
Wurlitzer 3031, 5c, Refinished	11.95
Packard P1-Mor, 5c, Reconditioned	9.95
AMI, 5c, 10c, Reconditioned	28.00
Wurlitzer 219, Stepper	22.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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BRANCHES IN BUFFALO • ROCHESTER • ALBANY

Deliver Marvel Wall Scoreb'ds

CHICAGO, May 3.—Deliveries on two wall model shuffleboard scoreboards were made by Marvel Manufacturing Company this week. Firm now offers a line of four scoreboards including the two overhead units.

One wall and one overhead scoreboard tally 15 and 21 points for regular shuffleboard singles and doubles play. The other wall and overhead units register the regular 15 and 21 points plus the 50 points used in Horse Collar.

One of the top features of each of the four models is the feature making possible conversion from nickel to dime play or vice versa by a simple plug changeover.

Schneller Launches New Button Shield

PHILADELPHIA, May 3.—A new flipper button shield made of Formica has been introduced by Nate Schneller, Inc. Company spokesman, Lenny Schneller, said that the new unit is a protective covering designed to eliminate wear and cabinet discoloration. In addition, it will enhance the appearance of games, he said.

New product reportedly can easily be installed in all pin games. Units were tested on games throughout the Philadelphia area and are now being offered nationally.

GE Expands Lamp Sales

CLEVELAND, May 3.—General Electric Company announced the formation of a new lamp division sales district, called the Delta Sales District, with headquarters in New Orleans. Theodore Lark was named manager, assuming his post May 1 in offices at 1040 St. Charles Avenue.

The district will include the Southern sections of Louisiana, Mississippi and Alabama and Western Florida.

Shaffer Specials In Better Quality Buys

AMI	
Model "C"	\$475.00
Model "K"	275.00
Hideaway (40 Sel.)	349.50
Stepper	35.00
WURLITZER	
1250	\$399.50
1100	299.50
1015	169.50
1217 (48 Sel.)	
Hideaway	375.00
POST-WAR WALL BOXES	
Seeburg 5/10/25	\$29.50
Wireless	
Seeburg 5/10/25	34.50
3 Wire	
Seeburg 5c 3 Wire	19.50
AMI 5/10	29.50
SHUFFLES	
United Super Twin	\$89.50
United Shuffle	
Express	79.50
Bally Shuffle Champ	39.50
Bally Speed Bowler	29.50
EXHIBIT Dale Gun \$59.50	
Seeburg Shoot The Bear 289.50	

Write for Complete List of Late Model Phonographs Terms: 25% Certified Deposit, Balance C.O.D.

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Coney Island	475	ABC	375
Bright Spot	450	5 Star	325
Bright Lights	375	Lite-Line	175

NEW		ARCAD	
Cort, MH "n" Run	99.50	EXH. BIG BRONCHO	99.50
Chi. King Pin	149.50	EXH. JET GUN	99.50
Bally Atlantic City	199.50	CHI. 4 PLAYER DERBY	99.50
STOP AND GO 115.00		WMS. HORSEFEATHERS	99.50
Pin Bowler	129.50	ADT RIFLE SPORT	99.50
Shuffleboard	139.50	Auto, V-8-C	99.50
Old Faithful	134.50	Graph	99.50
Geometric	124.50	Speedway Bomb	99.50
Punchy	124.50	Scop	99.50
O'REAHY 110.00		Chicago Basket	99.50
Pin Bowler	129.50	Ball Champ	99.50
Shuffleboard	139.50	Each Pony Exp.	355.00
Old Faithful	134.50	Shoot The Bear	319.50
Geometric	124.50	22 Shuffleboard	389.50
Punchy	124.50	Gun Patrol	249.50
SO. PACIFIC 99.50		Chi. Hitzer	109.50
Pin Bowler	129.50	Skee Ball	109.50
Shuffleboard	139.50	Ball Champ	109.50
Old Faithful	134.50	Chi. Pistol	129.50
Geometric	124.50	Star Series	129.50
Punchy	124.50	Scop	99.50
NEW CLOSEOUTS!		Each Pony Exp.	355.00
5c 3 Star	\$295	Shoot The Bear	319.50
Gene Double	185	22 Shuffleboard	389.50
Action	185	Gun Patrol	249.50
Wms. Horse	350	Chi. Hitzer	109.50
Feathers	350	Skee Ball	109.50
Chicago Thing	140	Ball Champ	109.50
Univ. Shuffle	190	Chi. Pistol	129.50
Tournament	190	Star Series	129.50
Chi. Shuffle Horse	175	Scop	99.50
Shoes, 2-Player	175	Each Pony Exp.	355.00
Wms. Music	145	Shoot The Bear	319.50
Misc. New	145	22 Shuffleboard	389.50

MUSIC		CONVERSIONS		CIGARETTE VENDERS	
EVANS CENTURY		Las Vegas Pin		Factory Pack, 25c, 1 King Size Col.	
EVANS JUBILEE		Conv. per Chi.		Unadorned, Mod. 900, 7 Col.	\$120.00
CRICKIN BAND BOX		8 Units	\$34.50	Royal, 8 Col.	120.00
FORMICA REPLACEMENT TOPS		Keen Bowling	39.50	Royal, 10 Col.	140.00
For Chicago	\$29.50	United Fireway	39.50	National 100	125.00
United Game	29.50	Pin Conv.	39.50	Royal Crusader, 10 Col.	150.00
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		Bowler, 4 Pl.	29.50	Royal Present, 8 Col.	145.00

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United Country Fair	250.00	Universal Old Hills	250.00
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Cottlieb Buffalo Bill	50.00	United ABC	245.00
Genco To Score	50.00	Universal 5 Star	175.00
Genco Pacific	50.00	Bally Bright Spot	425.00

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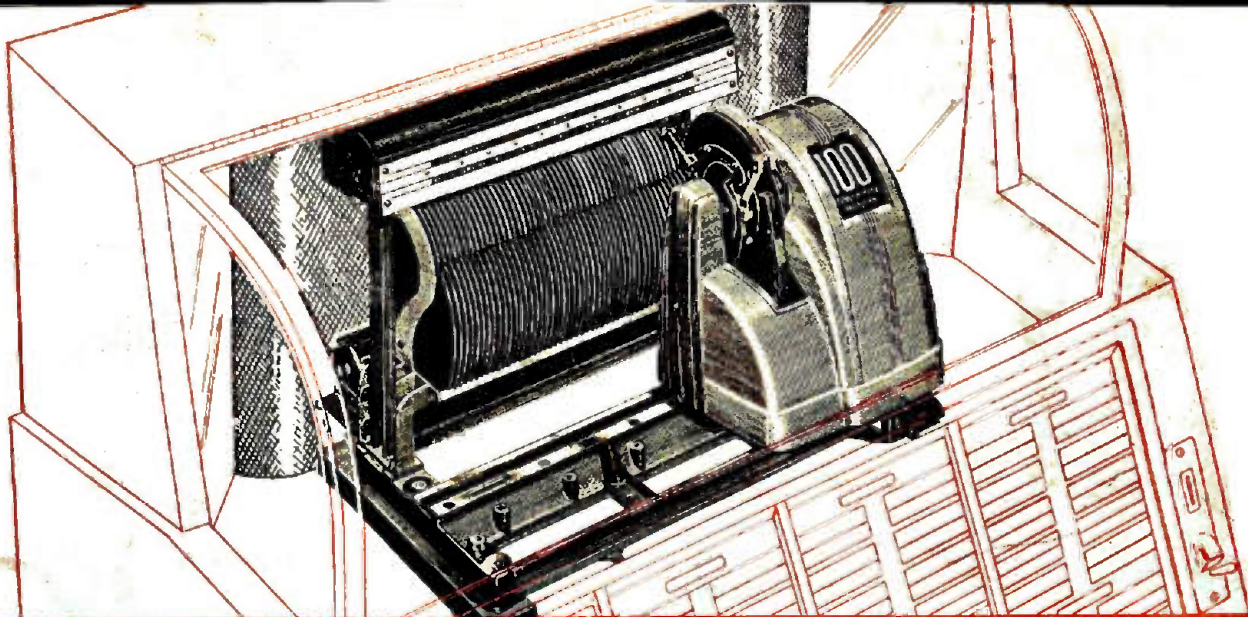
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