

# The Billboard

JANUARY 23, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Ad Council to Sell Nation Prosperity

Plans Giant Drive on Television, Radio, TV Film to Battle Pessimism of Future

By BEN ATLAS

WASHINGTON, Jan. 16.—The board of directors of the Advertising Council, Inc., will vote unanimously approval February 18 for a gigantic campaign proposed here this week to use millions of dollars worth of air time and press space to "sell" the nation on prosperity and head off fears of a recession. The campaign will reach the public via TV film, radio platters and plugs interrelated into dramatic scripts and other commercial programs. The drive may come near paralleling the federal Defense Bond savings crusade in size.

The plan for the campaign, strongly endorsed by the American Association of Advertising Agencies and the Association of National Advertisers, got a favorable reception at the 10th annual Washington conference of the Advertising Council here this week, and now needs only the board's vote and an expected concurrence from the Ad Council's public policy committee before it goes into operation.

The role of TV and radio in the drive will correspond closely with operations of those media in the defense bonds crusade. The Ad Council will follow its "allocations pattern" with allotments for time on sponsored shows and with arrangements for contributed time. Expectations are that several TV shorts will be developed; kits will be sent to TV stations, and suggestions for participation will be incorporated in an overall booklet. Similarly, platters will be produced and scripts will be sent to stations, with suggestions for incorporating campaign plugs in regular sponsored programs and

## New Bill to Cut Show Excises Put in Hopper

WASHINGTON, Jan. 16.—Rumblings of the battle to slash showbiz excises are growing despite hopes of congressional leaders to stave off action on excise rates until after a new Internal Revenue law proposal gets final action. The latest bill seeking relief for show business was hopped this week by Rep. Edwin E. Willis (R., La.), proposing to go much further than a bill introduced by Rep. Noah M. (Continued on page 46)

## RINGLING SETS OPENING DATE

NEW YORK, Jan. 16.—The Ringling Bros. and Barnum & Bailey Circus will open its 1954 season March 31 in Madison Square Garden. The engagement will run thru May 9 and include 79 performances. The 40-day run—the same as last year—was set earlier this year than at any time in the recent past, since the New York Rangers, Garden Hockey club, do not figure in the play-offs. While no price scale has been announced, it is probable that the record \$6.60 top will be retained. (See Circus department for details.)

## AGENT JOINS MONKEY ACT

NEW YORK, Jan. 16.—Milton Blackstone, indie agent who handles animal acts, was called for a monkey act to work at the General Motors Motorama opening next week at the Waldorf-Astoria. Buyers asked that the monkey be brought in so they could take a look at it as well as the guy who was to handle the animal.

The man who owned the monkey couldn't make it, so Blackstone sent one of his salesmen over to the General Motors people with the monkey. The salesman put the monkey thru its paces, and he was told he was hired.

The salesman tried to explain that he was just showing the animal, that he wouldn't work with it and that he was an agent. But he couldn't get a word in. So he went back to the office and told Blackstone the story. P.S.: The agent will take the job. The owner of the monkey will get his cut.

## Cigarette Companies Eye New Approach For Ad Campaigns

TV First for Re-Study to Fight Sales Dips; Agency and Show Changes Due

By LEON MORSE

NEW YORK, Jan. 16.—Reports this week were that the five major manufacturers of cigarettes are considering a wholesale re-vamping of their media purchases to reverse the downward trend in the sale of their standard size cigarettes.

The sales slump was pointed up sharply by the new Wooten report on cigarette sales during 1953.

Philip Morris saw its sales drop 28 per cent; Old Gold, 14 per cent; Chesterfield, 12.9 per cent; Lucky Strike, 11.4 per cent, and Camels 5.2 per cent. But this loss was

made up somewhat in king-size and filter-tip sales.

Pall Mall increased its sales 11 per cent to 50,500,000 cigarettes, maintaining its fourth position in popularity, but moving up to only 6,300,000 behind Chesterfield, and narrowing the gap between them, which was about 20,000,000 in 1952. Should it make the same sort of move during 1953, it could move into third position behind Lucky Strike. Both Luckies and Pall Mall are made by American Tobacco.

TV on Top

Because of its importance to the sales of cigarettes, TV will be the No. 1 medium re-evaluated. The probability is that where the advertisers have shows with strong ratings, they will take steps to change their commercials to make for more impact. And those video programs which are not producing audiences will be mercilessly axed.

Chesterfield, with \$3,500,000 to spend now that it has severed its relations with Godfrey, is the subject of concerted wooing by networks and packagers.

Reports are current that the advertiser has a new "anti-cancer" TV offering, and that top level NBC officials are doing their best to clear three evening half hours, one of which would be Saturdays (Continued on page 2)

## UNION SNIPING CONTINUES

# Acts Warned to Tape Music In Case of All-Out Warfare

NEW YORK, Jan. 16.—Variety acts of all sorts have been alerted by the American Guild of Variety Artists to be ready to work without live music as a result of the continuing battle between that union and the American Federation of Musicians.

To offset this lack of live music, acts have been advised to put their music on tape or records to enable them to continue to take jobs even if musicians were ordered not to play for them.

The battle is the result of the

end of a two-year agreement between AGVA and AFM. Part of this agreement settled jurisdiction on a loose basis. Basically, however, any performer who used an instrument predominately in his work was considered AFM.

AGVA charged that the deal was broken by AFM thru raiding tactics. It also claimed that efforts to settle disputes on a national level were fruitless. James C. Petrillo, AFM head, simply ignored their appeals. AGVA, therefore, invoked the 60-day can-

cellation clause, tho it claimed it didn't have to because Petrillo's union had violated all along.

Petrillo spokesmen denied any breach of contract. "Petrillo never broke a contract in his life," one AFM official said.

Warning Word

Jackie Bright, AGVA president, said that the advice to members to put their music on records was in preparation of an all-out fight against AFM and James C. Petrillo "wherever he starts to pull bands, even on a national basis if he wants it."

The decision came out of a special national board AGVA meeting held all last week at the Henry Hudson Hotel, here with some 30 members of the 45-man board attending from all over the country.

There are now four danger spots, according to AGVA. Bright has started action as an individual in Pittsburgh against that city's local AFM for pulling the band because he went on a disk jockey TV show to be interviewed. Pressure has been applied. (Continued on page 12)

## COIN MACHINE EXPORTS HIT \$10,657,844 IN 1953

By TOM McDONOUGH

CHICAGO, Jan. 16.—An estimated 58,174 vendors and coin-operated amusement games were sold to overseas operators for \$10,657,844 in 1953. Thus, in the postwar years alone approximately 300,000 units with an aggregate value of more than \$32,000,000 were placed on location by operators from Mozambique to Manila.

The key to this huge plus

market in recent years has been the steady development of new outlets in virtually every section of the globe despite morale-bending embargoes which might well have reduced the revenue below the annual prewar average of \$1 million.

Today in African towns near where Stanley found Dr. Livingstone back in the '30's, it is now commonplace for the populace to buy gum thru vendors and drop a few coins in a music box for the latest top tunes. While all this is going on in Africa, there is a strong possibility some Japanese men and women are trying to win a few replays on a pinball game in Tokyo.

What brought on the sudden switch to the extremely modern way of merchandising hit tunes, scores of snacks and a few minutes of body English on a five-ball game in areas which thru centuries catered strictly to tradition and the comparably easy chair life at the clubs and pubs?

Some of the old line coin exporters credit the shrinking of the size of the world by five-mile-a-minute commercial planes, souped-up ocean liners and diesel powered trains. They reason it's just easy to reach almost every place and they find that language is never a barrier when you have something good to offer the public at a low price.

Others point to World War II and say that the millions of soldiers, sailors and marines sent (Continued on page 61)

## Joan Blondell Prepares Act

NEW YORK, Jan. 16.—Joan Blondell is readying a new act which will be launched in about six weeks. The opening date isn't set, but the place will probably be in Pittsburgh.

Her new act will include Johnson and Madril, a two-boy team that has played the Palace in the past few months. They do light comedy, play instruments and dance.

Miss Blondell, former top picture name, will do bits with the boys and will also do songs from the many musical films she was in. She will also do comedy routines closely identified with those she did in pictures.

After the break-in date a spot has tentatively been penciled in for Ed Sullivan's "Toast of the Town."

## SHEET SALES

# Sudden Rise Signposts Fatter 1954

NEW YORK, Jan. 16.—A copy hungry Brill Building, mightily perturbed over declining sheet music sales thru the last half of 1953, seized eagerly this week on the sudden upturn in sheet sales that started a fortnight ago.

The good movement of sales on songs and the surprisingly good movement on the burgeoning hits were mentioned again and again as a portent of fatter days for music firms in 1954.

The hits, of course, were getting the big orders, but even here, according to a number of publishers, the orders were heavier than anything experienced in a long time.

No less than five current hits were over the 200,000 mark in copies shipped, with weekly orders on these tunes running from (Continued on page 15)

## Casino Dealers May Unionize

LAS VEGAS, Nev., Jan. 16.—The greatest fear of Las Vegas gambling operators—that their casino dealers might organize into a union—became a real threat last week. A discharged dealer was accused in court of secretly trying to unionize his trade under the CIO banner.

The court action developed when George Harmon, president of the Downtown Civic and Social Club, sued the Sand Hotel for trying to wreck his organization by forcing their casino help to resign.

On the witness stand Harmon was accused of "fronting" for a CIO organizer, by attorney Harry Claiborne representing the 60 Sands bosses and dealers under subpoena. Harmon vehemently denied the charge, setting out his club as one purely social in nature.

The hotel personnel admitted the club at the suggestion of their bosses. They denied that their (Continued on page 12)

## Index

|                    |    |                  |    |
|--------------------|----|------------------|----|
| Billboard          | 41 | Music            | 13 |
| Carnival           | 52 | Music Charts     | 26 |
| Circus             | 50 | Music Machines   | 44 |
| Clock              | 57 | Night Clubs      | 12 |
| Coin Mach.         | 61 | Parks & Plazas   | 45 |
| Coin Mach. Market  | 75 | Shows            | 36 |
| Drive-In Theaters  | 47 | Surveys          | 2  |
| Fairs & Expos      | 51 | Theater Business | 24 |
| Final Curtain      | 42 | Songs            | 45 |
| Gen. Outlook       | 43 | Spectacles-Fest  | 47 |
| Honor Roll of Hits | 26 | Television       | 42 |
| Indoor Reviews     | 10 | TV Film          | 4  |
| Legit Routes       | 10 | Vendettes        | 17 |
| Letter List        | 69 | Weekend Mark     | 28 |
| Single             | 41 |                  |    |
| Merchandise        | 57 |                  |    |



## Cig Firms Study Wholesale Revamp in Media Purchases

TV No. 1 on Docket; Agencies, Shows Due for Change in Fighting Dips

Continued from page 1

at 8, and the other two during the week where weak shows are now slotted.

CBS-TV is making a strong pitch for the Chesterfield business by submitting some of its top daytime attractions, notably Robert Q. Lewis. NBC-TV, incidentally, is also pitching daytime at this advertiser. Chesterfield will undoubtedly stand pat with its top rated "Dragnet" and Perry Como.

American Tobacco is certain to give weighty consideration to its ABC-TV properties—the Danny Thomas show and Ray Bolger. This advertiser has an alternate sponsorship in each show, but neither so far has produced a satisfactory rating, tho it is assumed that rate reductions are being given.

The future of Luckies' Jack Benny, "Robert Montgomery Presents" and "Private Secretary" seem reasonably assured, unless

their costs jump considerably. As for "Hit Parade," its burden has been lightened by co-sponsorship with Crosley, and the advertiser has a stake in being identified with it that goes beyond ratings.

**Morris Changes**  
The future should bring many changes in the shows being sponsored by Philip Morris, Ltd., and might even bring a change in the agency affiliation. The Blow Agency has been under fire because of its tie to a convicted California tax evader, Arthur Samish.

"I Love Lucy" doubtless will remain sponsored by Philip Morris for obvious reasons, but the "Philip Morris Playhouse" looks weak in rating strength over the long pull. The sponsor would also like another evening half hour to replace its recently canceled co-sponsorship of "Bonino." Daytime TV is a possibility for Philip Morris, but only when its night time needs are settled.

**Lorillard**  
Radical changes in the P. Lorillard line-up of video shows do not seem too imminent, tho several of its programs will probably not be around next season. "Two for the Money," and "The Web" both have given satisfaction. But there is much tinkering to get a better format for "Judge for Yourself," which stars Fred Allen. This advertiser may also give

up on "Chance of a Lifetime," tho it has a considerable stake in the program, which has improved. Because of the good showing of its Kent filter tip cigarette, Lorillard may give the filter brand another program to complement "The Web."

Of the majors, the least likely to make any changes is R. J. Reynolds, since Camels made the best showing of a standard sized cigarette during 1953 and Cavalier increased its sales 146.1 per cent.

Reynolds is notoriously conservative and as a whole its properties have given value. Its veteran "Man Against Crime," however, seems to be showing some signs of wear.

**Expansion Due?**  
Expanded TV advertising can be looked for from Brown & Williamson, whose king-size filter cigarette, Viceroy, is currently one of the hottest brands on the market. This advertiser has one night time CBS-TV show, "My Friend Irma," but is said to be looking for another.

With the anti-cancer scare to contend with, and with the 2 per cent drop in sales during 1953, it would seem likely that cigarette advertisers will continue to plough heavy money into TV as a means of counteracting whatever factors are making for present trends in sales.

## Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 16.—When it comes to telecasts and broadcasts of Capitol Hill hearings, congressional committees will follow a pattern set this week by the Senate Interstate and Foreign Commerce Committee. The committee in a closed-door session unanimously decided that public hearings of the full committee or any subcommittee can be televised or broadcast "only when approved by a majority of the full committee."

### JIMMY PETRILLO LEADS THE BAND . . .

You can expect a hearing by mid-March on legislation to set up a federal-State fund to encourage music, drama, ballet and other arts. Chairman Samuel K. McCongell Jr. (R., Pa.), of the House Education and Labor Committee, will probably name a subcommittee headed by Rep. Carroll D. Kearns (R., Pa.) to handle the legislation.

Support for the legislation is on the rise. Rep. Richard Bolling (D., Mo.) this week hopped a companion-piece to Rep. Charles R. Howell's (D., N. J.) bill to give music, drama, ballet, film, opera, TV and radio equal representation along with the architecture and painting on the Federal Fine Arts Commission. Bolling's bill, like Howell's, would establish a national fund for worthy musicians and other artists. The legislation proposes to decentralize the fund by authorizing the States to join in the program. State funds would be

matched by the federal government. The legislation would set aside up to \$1,000,000 the first year and up to \$20,000,000 a year after that.

Several similar bills are being sponsored by such lawmakers as Rep. Emanuel Celler (D., N. Y.), Sen. Estes Kefauver (D., Tenn.), Rep. Jacob K. Javits (R., N. Y.), Rep. Lee Metcalfe (D., Mont.), Sen. Hubert H. Humphrey (D., Minn.), and Representative Kearns. The hearing will attract a big parade of show world witnesses, including President James C. Petrillo, of the American Federation of Musicians, and heads of such organizations as the National Music Council, American Guild of Musical Artists, the American Symphony Orchestra League and the American National Theater and Academy.

### BABY-SITTERS (UGH) INTERCEPT TV . . .

If it's any comfort to TV and radio broadcasters, the Federal Communications Commission says "interference" is its biggest headache. Constantly on the lookout for radiations that sneak out of bounds, the FCC commented ruefully this week that appliances which aren't used for communications have more collective transmitter power than all the nation's commercial stations combined. The non-communicating appliances include everything from remote control door openers, electronic cook stoves and hair removers to gadgets that help train bloodhounds, detect oil, guard prisoners, control model planes, page doctors, detect smoke nuisances and tend babies. That interference headache, says the FCC, will get a lot worse before it gets better.

### "DIRTY DISK" BILL IS ON THE MOVE . . .

Look for early action on the McCarran bill to ban shipment of dirty disks. The Senate-passed measure is in the House Judiciary Committee. The bill makes it illegal to transport "obscene, lewd, lascivious or filthy" disks or tape recording across State lines for sale or distribution. Anybody convicted would be liable to a fine of up to \$5,000 or a jail term of up to five years or both. Shipment of two or more of the articles would be presumed to be "for sale or distributions."

## TWA Toppers Quit in Midst of Web Confabs

NEW YORK, Jan. 16.—Some of the top names in the leadership of the Eastern Region of the Television Writers of America quit the organization this week in the midst of its negotiations with the networks. The emigrants include Irv Tunick, president, and 10 members of the executive board.

Their departure resulted from the vote of the Western Region membership to retain Joan LaCour as executive secretary after she had invoked the Fifth Amendment in refusing to tell a subcommittee of the House Un-American Activities Committee whether or not she had ever been

(Continued on page 3)

### NOFAT

## CBS Nixes Taton Biz On Wrestling

NEW YORK, Jan. 16.—CBS-TV this week declined several pieces of business offered by Taton (nofat spelled backwards). The manufacturer of the weight-reducing pill had wanted to buy wrestling Saturday afternoons once a month from the Los Angeles Legion Stadium, the show to be on regularly and to be sold to other three sponsors the other three weeks during the 30 days. Also refused was a purchase of a quarter hour of the Bob Crosby show, and the sale of "Meet Millie," which since has been sold to another client, Carter Products.

## Chevy Drops Romero Seg

NEW YORK, Jan. 16.—The Local Chevrolet Dealers, Inc. this week decided to drop the Cesar Romero full-hour Friday night variety stanza, "Chevrolet Showroom," which airs via WABC-TV, New York, and WXYZ-TV, Detroit. Last outing will be on February 12.

The dealers are interested in picking up another show which could be started in one or two markets, as was done with "Showroom," and which could be expanded to additional cities by local Chevrolet dealer groups. No decision has been made as yet about keeping the time slot, but the agency, Campbell Ewald, is investigating possibilities on other webs.

## LIVING HIGH ON BEER

# Brewers Spend \$10 Mil Annually on Ziv Shows

NEW YORK, Jan. 16.—Ziv Radio salesmen have been living high on a beer income. According to Ziv prexy John Sinn, the nation's brewers spend more than \$10,000,000 annually for Ziv's transcribed radio properties, including local air time charges, making them the largest buyers of firm's open-end programming.

In line with this, Ziv sales staffers automatically consider the beer boys their first target for sales on Ziv's new Red Skelton series.

Other "proven" sales prospects—on the basis of past buying habits and listed in order of dollars spent for Ziv shows—include: appliance dealers and manufacturers, food stores, automotive dealers and manufacturers, apparel manufacturers and dealers, soft drink bottlers and distributors, consumer services firms, drug manufacturers, gasoline producers and dealers, household furnishings manufacturers and dealers, jewelry manufacturers

and retailers, and insurance companies.

**Million Is Minimum**  
Latter spend \$1,000,000 annually on Ziv shows with others topping that amount. An inhibiting factor for the salesmen, of course, will be Skelton's contractual right to refuse certain types of sponsors.

A growing trend of local and regional advertisers to seek greater impact than once-a-week exposure in new radio programming, said Sinn, prompted Ziv's decision to produce the Skelton show on a daily half-hour basis.

In Skelton's case, he added, the impact should be doubly effective, since the comedian is a long-established radio personality and has already proven his "rateability" at the network level.

Ziv is investing more than \$3,000,000 in the new series, with Skelton expected to realize \$1,500,000 on his three-year guarantee-plus-percentage deal.

## 50% of Affils OK New ABC Rating Plan

NEW YORK, Jan. 16.—Altho several ABC affiliates have expressed dissatisfaction with the web's new rate plan proposal, 50 per cent of the stations polled have sent acceptances, it was reported during the ABC radio-TV regional affiliates meeting here Thursday and Friday.

Expected fireworks between network execs and radio affiliates on the web's split sponsorship plan reportedly fizzled out in quiet discussions, with the network's sales plan on Martin Block garnering a major share of the talk pro and con.

However, the plan wasn't put to a vote, and it remains to be seen what will transpire when ABC holds the rest of its regional meets this month in Chicago and Hollywood.

The meet was attended by more than 100 representatives of ABC's Eastern affiliates. Among top ABC execs in attendance were prexy Robert Kintner; Leonard H. Goldenson, prexy of American Broadcasting-Paramount Theaters, Inc.; and Robert O'Brien, executive vicepre.

### Complete List of Judges

#### Advertiser Panel

- George J. Abrams  
Block Drug Company
- Paul E. Chandler  
Kraft Foods Co.
- Walter Craig  
Serutan
- Harry Deines  
Westinghouse Elec. Corp.
- R. M. Greene  
Philip Morris & Co.
- James E. Hagen  
U. S. Steel Corp.
- John C. Hoagland  
Campbell Soup Co.
- James L. Macwithney  
Bristol-Myers Co.
- G. B. Park  
General Electric Co.
- Stanley Pulver  
Lever Brothers Co.
- William M. Ramsey  
Procter & Gamble
- R. C. Rettig  
Whitehall Pharmacal Co.
- Albert R. Stevens  
American Tobacco Co.
- H. S. Thompson  
Miles Laboratories, Inc.
- William A. Chalmers  
Campbell-Ewald Co.
- Hal Davis  
Kenyon & Eckhardt, Inc.

#### Agency Panel

- James C. Douglass  
Ted Bates & Co.
- J. Frank Gilday  
Cecil & Presbrey, Inc.
- John R. Gilman  
Roy S. Durstine, Inc.
- G. D. Gudebrod  
N. W. Ayer & Son, Inc.
- Alfred L. Hollender  
Grey Advertising Agency
- Elkin Kaufman  
William H. Weintraub & Co.
- Alvin Kabaker  
Dancer-Fitzgerald-Samples
- Nicholas E. Keesely  
Lennen & Newell, Inc.
- Myron Kirk  
Kudner Agency
- James McGarry  
BBDO
- Chester MacCracken  
PC&S, Inc.
- Ragar Pryor  
Foote, Cone & Belding
- Harry Rauch  
Young & Rubicam
- Tom Slater  
Ruthrauff & Ryan, Inc.
- Lewis H. Titterton  
Compton Advertising, Inc.

## The Billboard

### 16th Annual RADIO-TELEVISION PROMOTION COMPETITION

Final Deadline  
February 7, 1954

For entry blanks write:  
**PROMOTION COMPETITION**  
The Billboard  
1564 Broadway  
New York 36, N. Y.

## The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson

### Publishers

Roger S. Littleford Jr.  
William D. Littleford

E. W. Evans ..... Pres. & Treas.  
K. Kemper ..... Vice-Pres.  
M. L. Reuter ..... Vice-Pres.  
Lawrence W. Gatto ..... Secy.

### Editors

R. S. Littleford Jr., Editor in Chief, New York  
Lee Zhitto ..... Indoor Editor, New York  
C. R. Schreiber, Coin Machine Editor, Chicago  
Herb Dotten ..... Outdoor Editor, Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Ben Atlas ..... Chief Washington Bureau

### Managers and Divisions

E. W. Evans ..... Main Office, Cincinnati  
K. Kemper ..... Indoor Division, New York  
M. L. Reuter ..... Outdoor-Coin Machine Division, Chicago

### Offices

Cincinnati 22, 3160 Patterson St.  
E. W. Evans  
Phone: DUNBAR 6450  
New York 36, 1564 Broadway  
W. D. Littleford  
Phone: PLAZA 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CENTRAL 6-8761  
Hollywood 28, 6000 Sunset Blvd.  
Sam Abbott  
Phone: HOLLYWOOD 9-5831  
St. Louis 1, 390 Arcade Building  
Frank B. Joerting  
Phone: CHESTNUT 0443  
Washington, 1426 G St., NW  
News Bureau, Ben Atlas

### Advertising Managers

Outdoor-Merchandise .....  
..... C. J. Latscha, Cincinnati  
Indoor ..... Dan Collins, New York  
Coin Machine ..... Hilmer Stark, Chicago

### Circulation Department

B. A. Bruns ..... Cincinnati  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1954 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends; one year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.



# Mutual Affil Meet Could Be Crucial

NEW YORK, Jan. 16. — Friendly bull session or crucial skull session? That was the question asked around the trade this week about the meeting of MBS affiliates that convenes in Biloxi, Miss., on Monday (18).

The opening session of the two-day meeting will be devoted to talks by selected top Mutual brass, including prexy Tom O'Neil. The content of the talks were being kept under tight wraps this week. According to official Mutual spokesman, the proposals would make no specific network to the stations on future programing or sales operation. Rather, Mutual was said to intend to take advantage of the meeting to learn what the pleasure of the stations at large is.

But speculation existed in some quarters that O'Neil would go into the meeting with a set of very specific proposals that he would punch across to the stations in no uncertain terms. Speculation went so far as to claim that O'Neil would even consider disbanding the network if his

formula or some variation of it is not accepted.

### Option Plan

Mutual sources deny that they plan any revival of the option plan that was dropped December 30 as the result of protests from many affiliates.

According to this plan, which (Continued on page 6)

# Dodge in Again With Rogers, Thomas Buys

NEW YORK, Jan. 16. — After several years of inactivity in radio and TV, Dodge Motors this week bought its third show within the period of a week. The deal is for Roy Rogers on NBC. The motor car manufacturer last week bought half of Danny Thomas on ABC-TV, and the Bert Parks stanza Sunday nights on the same network.

The Rogers stanza will have a complete change of format and will be a combination of music and mystery. It starts Thursday (28) in the 8-8:30 p.m. time period with a network of 200 stations. The Grant Agency is the Dodge advertising representative.

# KDAL Links With NBC-TV

NEW YORK, Jan. 16. — Long-time CBS Radio affiliate, KDAL, Duluth, Minn., this week came to an affiliation agreement with NBC-TV to cover its new video station, KDAL-TV. The move was made because CBS-TV signed WDSM-TV, Duluth, as its video affiliate for that area. Both stations are VHF's.

KDAL-TV does not go on the air until March 15 and will not be inter-connected until September 1. The current NBC-TV affiliate in Duluth is a UHF, WDTV. There is no switching of radio affiliations being considered at the moment, as they are prevented by contractual obligations.

# See New Seg For R. Lewis

NEW YORK, Jan. 16. — Indications are that Robert Q. Lewis will have a fully-sponsored hour-and-a-half Saturday morning show on CBS Radio by the middle of April. The comic is fully sponsored for an hour now Saturday mornings, 11-12, but plans are afoot to start his show at 10:30 a.m.

Doeskin Products wants to purchase him 10:45-11, and another client wants him the prior quarter hour. Lewis' current sponsors are Van Camp, Pine-Sol, Mutual of Omaha and Nehi beverages.

# DARLING OF TABLOIDS

# Godfrey Snipes at CAA Officials, Cig Makers, Florida and Unilever

NEW YORK, Jan. 16. — The latest episode in Arthur Godfrey's career as a headline maker has confirmed the impression in the trade that CBS has a \$15,000,000 per year tiger by the tail and can't let go. Godfrey this week took on the Port of New York Authority, the Cigarette makers of the nation, Florida and Unilever, as well as CBS itself.

His first move, Monday (11), was to poke fun at James Seward, CBS Radio, veepee in charge of Godfrey, and Lipton

for not informing him sooner that there was meat in Lipton's noodle soup. He also got Miami excited by claiming it was cold down there earlier in the week.

Godfrey's most heated clash came with the Port of New York Authority when he buzzed the control tower on Thursday (7) at Teterboro, N. J., Airport, and was the subject of a complaint to the Civil Aeronautics Administration which conceivably could result in his grounding. After getting heavy press coverage Godfrey, on his Thursday morn-

ing (14) telecast saw fit to gibe at the Port of New York Authority, calling its charges a subject fit for a song and ridiculing its personnel, who he claimed were "headline happy."

### Dirty Glances

The mention of Godfrey is rapidly becoming a reason for dirty glances at CBS. The nation is rapidly becoming divided into pro and anti-Godfrey camps, with the ranks of the latter increasing as the redhead's penchant for a bad press alienates more people.

In spite of these incidents, sponsors are still lining up for Godfrey's services. CBS this week was making up its mind which advertiser to select to replace Chesterfield, which bowed out of Godfrey sponsorship last week after it could not come to an agreement with him. It's not likely to be a rival cigarette, however.

Tobacco companies, fighting the scare talk about the relationship between cancer and cigarette smoking, are peeved because Godfrey has taken to smoking a pipe and has made remarks about cigarette smoking making him feel poorly. This (Continued on page 8)

# Outlook Brightens for Pact on Tele-Music

NEW YORK, Jan. 16. — After years of frustrating and bitter negotiation, the outlook for an amicable solution of the television-music deadlock seems to executives queried brighter than it has ever been.

Key telecaster executives this week indicated their firm belief that the matter would probably be settled out of court. American Society of Composers, Authors and Publishers was more non-committal, one topper stating: "A deal is not a deal until it is signed."

The aura of better-feeling was called "unmistakable," however, based on facts as of late this week on both the network blanket and indie blanket and per program levels.

Contracts, when they are set, will be for four years, and will expire on December 31, 1957. The previous ASCAP-TV contract was for five years. It is known ASCAP specifically wishes a four-year deal, in order that the TV paper may not expire simultaneously with the radio contract. The latter terminates December 31, 1958.

The general rate structure is likely to be as follows: The network blanket license rate will be 2.5 per cent, with 2.05 per cent of the gross as the figure for the (Continued on page 13)

### SERVICE

# WNBC Plan Would Lure New Clients

NEW YORK, Jan. 16. — In a move to link public service announcements with a drive for more spot advertisers, WNBC is inaugurating a series of special service segs which will be regularly scheduled in the same time period each day.

Also indie stations here have run regularly scheduled sponsored service spots before — notably WNEW with its successful traffic information package — this is believed to be the first time a network flagship has started such a project.

The plan, which starts Monday (18), calls for 20 different kinds of service spots to be aired daily, with copy ranging from tips on planning vacations and an employment bureau service to announcements about traffic, plane and train schedules for harassed commuters, market, weather, pollen count, birth announcements, and a lost and found department for pets. The plan was conceived by station manager Ham Shea.

# FCC Issues 2 Video Grants

WASHINGTON, Jan. 16. — The Federal Communications Commission this week issued two new TV grants, bringing total authorizations to 631, of which 523 are post-freeze grants, including 29 non-commercial, educational authorizations. With 35 CP's canceled, total outstanding authorizations now number 596.

This week's construction permits went to Herald Publishing Co., Channel 10, Albany, Ga., and North Star Television Co., Channel 10, Hibbing, Minn.

Hearing examiners this week issued two favorable initial decisions. Durham Broadcasting Enterprises, Inc., applicant for Channel 11 in Durham, N. C., benefited by an initial decision of Hearing Examiner Millard F. French, while KCOM Broadcasting Co., applicant for Channel 4 in Sioux City, Ia., got the nod from Examiner Basil P. Cooper. The decisions will become final in 40 days if FCC approves them.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

**ZIV-TV**

FAVORITE STORY I LED 3 LIVES  
BOSTON BLACKIE CISCO KID  
STORY THEATRE YOUR TV THEATRE  
TIMES SQUARE PLAYHOUSE

1529 Madison Road • Cincinnati 6, Ohio  
NEW YORK HOLLYWOOD

# Radio Crusade, SRA Meet, Map Spot Time Drive

NEW YORK, Jan. 16. — The Station Advisory Board of the Crusade for Spot Radio and the directors of the Station Representatives Association met here for the first time this week to map out an increased program of spot radio time sales for 1954. The board and SRA execs decided to increase the Crusade selling activities, raise a fund of approximately three times the 1953 budget, and establish a scale of dues based on the stations' one-time, daytime, minute rate per month.

SRA prexy John Blair told the group that national spot business in the fourth quarter of 1953 is estimated to be the largest of any quarter in the history of radio — a fact he attributed directly to the Crusade's work. SRA general manager Reg Rollinson announced that 40 agency clinics are scheduled for 1954, and that a new spot presentation, bringing cost figures up to date, will shortly be finished.

# Carter Buys 'Meet Millie'

NEW YORK, Jan. 16. — CBS-TV this week sold its long-time sustainer, "Meet Millie," to Carter Products for Tuesday, 9-9:30.

"This Is Show Business," now in the time period, is being dropped by Carter. Schick, which co-sponsored "Show Business," canceled last week.

It is not known what will replace "Millie" Saturdays at 7, when it moves to Tuesdays.

### OTHER NEWS OF TRADE IN BRIEF

NBC-TV is lengthing its "Pinky Lee Show" to a half hour. The program, which is now on 5:15-5:30, as a strip, gets rolled back to 5 beginning January 25. . . . Jerome Harrington, formerly an ABC-TV account exec, has been upped to Eastern sales manager of the web's TV network sales department, succeeding Stanley Smith. . . . The Christian Science Publishing Society renewed its sponsorship of "The Christian Science Monitor Views the News" on ABC Radio for the ninth consecutive year on the web. . . . Martin Block has snagged four more advertisers for his local WABC show here, giving him a total of 13 sponsors for his new "Make Believe Ballroom." Jerry Marshall has 17 on his "Make Believe Ballroom" on WNEW, New York. . . . Peter Lind Hayes gets his own half-hour radio show on CBS Saturday afternoons, beginning February. Mary Healy will be featured in the family-type stanza.

# Sked Hearing Of Lee Case

WASHINGTON, Jan. 16. — The nomination of Robert E. Lee as a Federal Communications Commissioner, which will get a hearing before the Senate Interstate and Foreign Commerce Committee next week, is expected to be reported out of the committee, but a floor fight over confirmation of President Eisenhower's nominee continues to appear likely. Lee's nomination is among half a dozen to be given an airing by the committee starting Monday (18). The odds still favor Lee's confirmation.

Chief opposition to the Lee appointment will come from foes of Sen. Joseph R. McCarthy (R., Wis.), who cite Lee's friendship with the controversial Wisconsin senator. High on the list of opponents is Joseph Beirne, president of the CIO's Communication Workers of America, who has already filed a letter with the committee protesting Lee's confirmation.

# WWDC D. J. HUNT NAT'L CONTEST

WASHINGTON, Jan. 16. — Radio outlet WWDC, which runs the annual "Miss Washington" beauty contest, was up to its ears in another kind of competition this week. After word got around in trade circles that the station is hunting for a new d.j. personality, audition disks began coming in from all over the country — so many that the station's manager, Ben Strouse, decided to throw the competition open to all comers.

Strouse cautioned that applicants should send in 15-minute audition records instead of showing up in person, since the new showcase personality will be chosen by ear. "We're not running a beauty contest," he added.

the people SEE

# WDEL-TV

Wilmington, Delaware • Channel 12

the people BUY

WDEL-TV advertised products

Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM  
A Steinman Station

Sales Representative  
**MEEKER**

New York • Chicago • Los Angeles • San Francisco



growing  
growing  
growing

# WGAL-TV

NBC • CBS • ABC • DuMont  
Lancaster, Pa.

market prosperity . . . loyal viewing audience. Write for information —

Sales Representative

**MEEKER**





THIS WEEK'S SPOTLIGHT FEATURE

Distribution, Sales & Marketing

'53 Marks Rise of 4 Major Film Buying Representatives

Barbet, Ginsburg, Salk and Hawley Are Top Reps; New Firms Doubtful

By GENE PLOTNIK

NEW YORK, Jan. 16.—One of the major developments in station film buying in 1953 was the upcropping of buying representatives.

Over 60 stations are now buying film thru intermediaries based here in the East. This number is expected to increase in the coming year, tho how far it will increase depends on several variables.

There are now four major film buying operations. Their methods of operation are not all the same, tho they are all essentially one-man organizations. These four buyers claim that they would welcome additional independent film buying organizations and that there is a definite place for them in the industry.

It appears doubtful, however, that their ranks will be expanded to any extent in the coming year. A film buying operation, according to those now in the business, requires a combination of money, know-how and determination that does not occur often in one individual.

Moreover, the acceptance of the indie buying rep by both stations and distributors has still to be fully proved.

Major Reps

The four major film buying reps, in order of their founding, are Buyers' Associates, Inc., headed by Sidney Barbet; Amalgamated Buying Service, Inc., headed by Lewis Ginsburg; Station Films, Inc., headed by Robert Salk, and Mark Hawley Associates, Inc.

Thruout the trade they are generally known by the names of the men who run them.

Barbet and Ginsburg have essentially the same type of operation. As film buying agencies they do the job of the station's own film buyer. In all but a few cases their stations do not employ film buyers within their own organizations.

Barbet and Ginsburg both work for yearly retainers based on the size of the station's market. Their average fee on a weekly basis is said to total about \$2,500 a year.

Their contracts with their stations authorize them to negotiate and bid for film and close deals. In taking on new stations, both Barbet and Ginsburg sit down with the program and station managers and endeavor to map

Morgan Preps 'Back Trails' Film Series

HOLLYWOOD, Jan. 16.—Film star Dennis Morgan is aiming at an early summer shooting date to start the first in a projected series of 13 independently produced telefilms, "Back Trails." All filming will be done on Morgan's recently acquired 530-acre ranch near California's Yosemite Park.

The series will be based on the colorful history of the mid-State area, and Yosemite itself will serve as a background for many of the historic documentaries. Morgan currently is discussing with various writers subjects to be filmed.

Present plans are that Morgan may narrate the series or appear in one or more episodes to introduce it. Star's main participation, however, will be that as producer and backer, tho it was intimated that Morgan may later welcome additional financing from among present business associates.

Morgan also intends to use established actors in the leading roles, but will employ local people of the area in support of the documentary Western series. Storage facilities for film equipment and period properties now are being blueprinted.

out a complete film line-up for the first months of operation.

Barbet is currently servicing 17 stations; Ginsburg is servicing 13. Both have additional commitments from grantees not yet on the air. Barbet headquarters in Baltimore; Ginsburg headquarters in New Haven. Both have offices here in New York.

Barbet's background is in motion pictures distribution and exhibition. He has also been TV film buyer for the Charles Antell Company for the past three years, thru which he got into buying for stations, beginning in February.

Ginsburg also has experience in motion picture distribution. Amalgamated has been buying pictures for theaters in New England for the past 10 years. He got into TV film buying in June.

Bob Salk's Station Films is a subsidiary of the Katz Agency, station rep. It grew out of the film availability reports that Katz regularly issued to its stations for a couple of years. Salk services

KTLA to Film, Distribute Own Tele Stanza

HOLLYWOOD, Jan. 16.—KTLA, Paramount TV station here, is prepping plans for the filming of shows within the next two or three months when it moves into its newly acquired facilities on Sunset Boulevard, the former Warner Bros. Studios. Six local programs have been tabbed by Klaus Landsberg, vice-president and general manager of the station, for initial filming, all of which will be distributed thru the Vitapix Corporation, which KTLA recently joined.

Until definite plans have been made as to the means of filming, first few programs for distribution will be kinescoped. Shows slated for syndication are the "Ina Ray Hutton Show," "Frosty Frolics," Roberta Linn's program, the Lawrence Welk band remote, the "Spade Cooley Show," and "Bandstand Review," which features Leighton Noble ork.

Meanwhile, Ned Koenig, vice-president and sales and advertising director of Vitapix, announced that William Rumble has been named Western sales manager for the TV film distribution company. Rumble resigned two weeks ago as national sales manager of KCOP (formerly KLAC-TV). KTLA is Vitapix's Los Angeles outlet.

Film, Tho Costlier, Wins Vs. Live Segs

WASHINGTON, Jan. 16.—The cost of programing TV film is higher than live programing, but the great majority of TV outlets broadcast more film than live programs, according to a National Association of Radio and Television Broadcasters' survey out this week.

Altho many of the outlets canvassed for information were unable to give exact figures on film costs, the survey came up with some indicative figures on expenses in TV film programing. Average film costs amounted to about \$126 per hour, as against an average of \$85 per hour for live programs, according to the outlets giving breakdowns. Estimates of the maximum annual cost of film programing ranged from \$716,000 a year for outlets in large market areas to \$150,000 annually for stations in small TV market areas.

Stations surveyed were broken down into five groups, according

to the number of TV families in the area. Groups were listed as markets with fewer than 50,000 TV families; 50,000 to 150,000 families; 150,000 to 500,000; 500,000 to 1,000,000; and more than 1,000,000. In every classification the average hours of film programing exceeded those of live programing, the canvass showed.

The greatest spread was noted in the first and last groups, with the small-market group averaging less than 11 hours of live programing as against almost 27 hours of film programing per week, while the large-market group averaged under 32 hours a week of live programs as against more than 42 hours of filmed programs.

The survey was incorporated in an NARTB television station film manual, first in an annual series, which will be available to NARTB members avowedly to assist outlets in improving handling of film programs.

18 stations, all but one of which are represented by Katz. However, the one non-katz station is owned by a company whose stations in other markets are represented by Katz.

Expansion Due

Salk expects the number of stations for which he buys to increase somewhat in the coming year, but at this time he does not anticipate opening his doors to stations not affiliated with Katz.

While Salk, in effect, works on a flat fee basis, actually his Station Films is a sort of co-operative venture, since the cost of the operation is spread among the 18 stations on a pro-rated basis.

Salk has bought \$350,000 worth in his four months of operation, half features and half series.

Mark Hawley's operation differs very basically from the other three. Hawley regards himself as a film broker. He gets his cut from the distributor, asks no fee from the station. As a broker, Hawley proposes to get discounts for the stations, graduated in proportion to the number of stations taking the same product. He proposes to facilitate this thru a system of quotation cards.

Hawley does ask stations to sign a contract naming him their exclusive film buying agent, but he also services station on a corresponding basis. Altogether, he claims to be buying for a total of 78 stations, off and on. He has not specified how many of these are contracted.

Hawley Operation

Hawley's is actually a multifaceted operation. In addition to buying film for stations, he is acting as film consultant for ad agencies, as New York representative for Hollywood producers, and he proposes to raise financing for production.

In addition to these four, there are a few smaller buying reps. One is Milton Mooney in Cleveland, who reps three stations in that area.

The impression was at one time widespread that Vitapix Corporation would serve as a buying or consulting agency for the stations that own it. But Vitapix toppers deny that they ever proposed such a plan to their stations. Vitapix, they assert, is a distributor only, tho its stations have first refusal on the film it distributes.

In addition to the actual buying agents, the station reps in the past year have increased their film information services to their stations. It is widely anticipated that the station reps will hypo this type of servicing still further, tho not going as far as Katz has.

The Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES plus, rotated weekly,

FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TV FILM INDUSTRY:

- ADVERTISER & AGENCY FILM BUYING
TV FILM PRODUCTION
DISTRIBUTION SALES & MARKETING
NETWORK & STATION BUYING & PROGRAMING

Film Shows More Than Holding Own

Nielsen Ratings Refute Charges That Vidfans Prefer Live to Film Versions

NEW YORK, Jan. 16.—Network programing execs here breathed more easily this month when the December Nielsen TV Index revealed film shows are more than holding their own ratingwise with live shows both on a network and local level. The feeling in the trade is that the report should serve to soothe the nation's savage TV critics, many of whom repeatedly tout the superiority of live TV over film in their columns, backing up the views with alleged anti-film letters from readers.

John Crosby, of the New York Herald Tribune, and the World Telegram's Harriet Van Horn frequently express their dislike of film on TV while the most recent blast against its use was aimed by Ben Gross, the New York Daily News' TV editor.

According to the December Nielsen, four of the country's top 10 TV shows were on film and five of the top 15. "I Love Lucy" placed first, "Dragnet" second, "You Bet Your Life" fourth, and "Fireside Theater" ninth. Since only 33 per cent of all the shows rated by Nielsen were on film, the filmed shows actually presented a more successful picture, proportionately, than the live entrants.

8 of Top 15

The American Research Bureau ratings for December were even more favorable for film, with eight of the top 15 shows on film and 10 of the top 25 (see chart on page five, this issue). "Dragnet," "Lucy" and "You Bet Your Life" took first, second and third place in that order; "Miss Brooks" was tagged number 10; "Life of Riley" 11, "Ford Theater" 13, "Fireside Theater" 14, "Burns and Allen" 15, "Big Town" 21, and "Playhouse of Stars" 25.

In line with this, last month, the top-rated show for each of three major webs was on film—NBC's "Dragnet," "Lucy" at CBS, and "Ozzie and Harriet" for ABC.

On the local level, of course, film has still a stronger hold on audiences. In New York, for instance, ARB figures for Decem-

ber showed that 40 per cent of the top 10 shows were on film (first, third, seventh, and eighth respectively), while six of the top 15 programs and nine of the top 25 were film properties.

ARB figures for Cincinnati indicate a similar pro-film trend, with 40 per cent of the top 10, 15 and 25 shows all on film. These percentages broke down to four out of the top 10 on film, six of the top 15, and 10 of the top 25.

Sterling Earns Killiam Costs

NEW YORK, Jan. 16.—Sterling Television Company, Inc., has already grossed enough on its Paul Killiam film series to cover the cost of producing the 26-film half-hour package, plus all prints and distribution charges. All syndication sales were made in the last nine months.

The Killiam show features the old Edison movies. Sterling is also readying another silent pix series with celluloid collectors' items from the old Biograph Studios. A child actress in one of the oldies has since been identified as U. S. Ambassador to Italy, Clare Booth Luce.

ABC Lines Up TV Film Sales

NEW YORK, Jan. 16.—ABC's new film syndication department took advantage of the web's regional meet here for its TV and radio affiliates Thursday and Friday (14-15) and really pushed its film properties via a special exhibit room and screenings for the broadcasters.

As a result, ABC's film syndication chief George Shupert chalked up a flock of oral sales commitments on "Racket Squad" and "The Playhouse."

A list of the new buyers will be released as soon as the oral agreements are put on paper.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed

Bill me

779

Name
Occupation or Title
Company
Address
City Zone State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.



BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the first week of December in one-half of the cities surveyed individually by ARB.

The program titles are arranged according to category and as they appear in the rating books—no rank order has been attempted.

For further information on distributorship, number of sets in market, running time, etc., please refer to The Billboard's complete CATEGORY BY CATEGORY summary chart which appears in the Agency-Advertiser and Production issues of The Billboard.

For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York; P. O. Box 6934, Los Angeles 22.

LOS ANGELES 7 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, December ARB Rtg. Lists shows like 'I Led Three Lives', 'Ramar of the Jungle', etc.

MINNEAPOLIS-ST. PAUL 3 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, December ARB Rtg. Lists shows like 'Foreign Intrigue', 'Badge 714', etc.

SAN FRANCISCO 3 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, December ARB Rtg. Lists shows like 'China Smith', 'Captured', etc.

DETROIT 3 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, December ARB Rtg. Lists shows like 'Dangerous Assignment', 'Badge 714', etc.

DAYTON 2 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, December ARB Rtg. Lists shows like 'Badge 714', 'I Led Three Lives', etc.

DYNAMIC COUP

16MM. Hue Print From 35 Negative

NEW YORK, Jan. 16.—Dynamic Films, Inc., claims to have licked one of the most basic problems facing producers in regard to color TV film.

Dynamic claims to have made 95 16mm. prints of an industrial film it just completed in Eastman color for American Airlines.

Nat Zucker, veepee of Dynamic, claims these 16mm. prints are superior to Kodachrome.

The 16mm. prints will be distributed non-theatrically by American Airlines and Association Films.

Roach Studies Multi-Sponsor Drama Series

HOLLYWOOD, Jan. 16.—Hal Roach, who this week is observing his 40th year as a film producer, soon is expected to unwrap details of his projected hour-long dramatic series.

Chief stumbling block has been selection of leading actors, it was learned. Negotiations were reportedly dropped within the past weeks.

Other problems being worked out by Roach include means of distribution. It is known that Roach has seriously considered the advisability of forming his own distributing outfit.

Roach was a pioneer in the belief that telefilms must inevitably be sponsored by more than one bankroller. He now underscores this belief and is of the opinion multiple-sponsorship will adequately support hour-long filmed productions.

Dynamic Pix, Zucker Enter Distrib Field

NEW YORK, Jan. 16.—Dynamic Films, Inc., primarily a producer of industrials, documentaries and TV film commercials, is getting into syndication distribution this month.

The shows Dynamic will pitch initially are "On Stage With Monte Woolley," a 15-minute series based on stories out of the classics, the 13th of which will be completed next week.

Filmways Starts N. Y. Pix Production Push

Would Get Sponsors Into Ownership, New Studios Seek Upswing in East Activity

NEW YORK, Jan. 16.—Filmways, Inc., is launching a unilateral effort to hypo the amount of film program production here in New York and to get more advertisers to invest in production.

Filmways has just completed construction of a new studio midtown which, it is claimed, is the second largest in New York.

Marty Ransohoff, exec veepee of Filmways, hitherto a film commercial producer, claims it can bring in a show with these new facilities for 20 to 25 per cent less than it would cost West Coast producers for the same product.

The firm is currently pitching a deal at several sponsors by which Filmways would undertake the physical production of properties owned by the sponsors.

With its new facilities, Ransohoff asserted, Filmways can turn out a quality half-hour show for \$14,000 to \$17,000.

Savings are further effected by maintaining a full crew on staff, so as to eliminate the necessity of free lance work, he said.

Ransohoff said the firm proposed to make still further savings by proper planning in advance and elimination of wasted motions.

The firm's sound stage measures 70 by 40 feet, and has a 15-foot ceiling.

Filmways, which has been in business two years, has produced commercials for Colgate-Palmolive, General Foods, Schlitz Beer, Kaiser-Frazer and Bulova Watch Company, among others.

The concept of sponsor owner-

ship of film shows, which Filmways is now plugging, has always had numerous advocates in advertising circles, tho its practice has been quite limited.

It offers considerable savings to the sponsor by: (1) eliminating the distributor's or sales agent's cut, (2) thus reducing the base on which the ad agency's commission is computed, (3) enabling the advertiser to recoup on its production investment by residual sales, and (4) opening an opportunity for a capital gains deal.

A further advantage is that it enables the advertiser to have more direct control over the format and production values of his show.

On the other hand, many advertisers feel they don't want to get into the film production business, since it's not their specialty.

Leading examples of shows in which the first-run sponsors are said to have a financial stake are Lever Brothers' "Big Town," Schlitz "Playhouse of Stars" and Procter & Gamble's "Fireside Theater."

The president of Filmways is Ed Kasper.

U. S. Literary Series Mapped By Playhouse

HOLLYWOOD, Jan. 16.—Authors Playhouse, headed by Eugene Solow and Brewster Morgan, will produce a series of 39 half-hour telefilms based on all published material from American literary classics.

Among authors whose works will be filmed for TV are John Steinbeck, John Hersey, Gladys Hasty Carroll, Ben Ames Williams, Joseph Hergesheimer, Paul Horgan, Lloyd C. Douglas and Christopher Lafarge.

First runs of the three Steinbeck stories from "Pastures of Heaven" were sold by Solow and Morgan to the Ford Foundation for showing on CBS-TV "Omnibus." Shows starred Thomas Mitchell, Puddy Ebsen, Lew Ayres and Tommy Rettig.

Lever Commercials Shot by G-K; to Hypo Co-Ordination

HOLLYWOOD, Jan. 16.—Gross-Krasne, Inc., this week completed filming of 15 commercials for Lever Bros. even as the latter's top advertising executives were huddling here with G-K brass to formulate a plan for co-operative supervision of commercials.

John R. Allen, manager of radio-TV, and Harvey Howells, advertising manager of Lever, held conferences this week with producers Jack Gross and Philip Krasne, and Vernon Clark, veepee in charge of G-K's commercial department. They plan to co-ordinate and tighten the relationship

Hewitt, Collier Joining MPTV

HOLLYWOOD, Jan. 16.—Sales managers for two additional areas have been named by Edward D. Madden, vice-president and general manager of the film syndication division of Motion Pictures for Television, Inc.

Hewitt was recently West Coast manager of the movie advertising bureau of United Film Service, Inc., and also former TV account executive for ABC in the Bay City. He, like Collier, will report to Maurice Gresham, Western division sales manager in Los Angeles.

Top Ten Network Film Shows and comparative rank among all web shows

This feature, which runs in every "Network and Station" TV film spotlight issue of The Billboard, shows the relative standing of the top 10 film shows telecast on a network basis.

Table with columns: Rank Among Web Film Shows, Rank Among All Web Shows, Program, Web, December ARB Rating. Lists shows like Dragnet, I Love Lucy, etc.



# WCBS-TV Category Plan Protects Dialer

By WILLIAM C. LACEY  
Manager, Film Department,  
WCBS-TV, New York

When a man takes out his family for an evening at the movies, it's his or his wife's responsibility to determine whether the picture they are about to see is suitable for a family group. He's paying to see the show and should know at least a little, from reading the reviews, about the film his family is going to witness.

When a television station schedules a feature film, it too must assume certain responsibilities in determining whether the film is fit for a family audience or should be aimed at adult viewers.

To make sure that a film designed primarily for adult entertainment does not get scheduled at a time period when a family audience is apt to be watching, we at WCBS-TV have set up a system which categorizes every film in our library into two groups.

### Two Categories

After being screened, each film is placed either in "General Release" or "Preferably Evening." In the first group go all pictures that will provide good entertainment for all types of audiences.

The second group contains pictures which normally would be included in the "General Release" category, but because they could be construed by some people to require the experience of adulthood to be fully understood and appreciated, they are placed in the "Preferably Evening" group to insure that they will be seen in the late evening when the young fry audience is definitely at a minimum. A surprisingly small percentage of the several hundred pictures currently under contract by WCBS-TV are placed in this second category.

Since television is free to everyone and is seen in the homes of millions of people of all ages, of all religions and of many, many national backgrounds, there is always the chance that a few individuals may be irritated or disturbed by what they see. It's our film editors' job to see that these irritations are kept at a minimum so far as the station's feature film programs are concerned.

### Editors' Job

Quite often features when first offered for sale to WCBS-TV seem, during their initial screenings, to contain portions that could be termed objectionable. However, upon closer examination, it becomes obvious that our editors can, with careful editing, eliminate these portions without damaging the continuity of the story line. This they do, and the film is ready for use.

Of course we've come up against features which never

could conform to our standards even with the most expert editing. A feature was submitted several weeks ago which, because of its fairly recent production date and good cast, was a very interesting and hopeful prospect.

Sad to say, however, it was necessary to reject the picture because immorality was the main theme thruout, with many suggestive costumes, situations and elements of dialog which we considered morally harmful.

It is always the desire of the station to comply with what is so well stated in the preamble of the National Association of Radio and Television Broadcasters code where it said that "it is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between host and guest."

# 'Ford Theater' Series Gets 164 Stations

NEW YORK, Jan. 18. — It is expected that next week 101 TV stations will be added to the network of 63 currently used by Ford Theater for its vidfilm series, thus making it one of the largest webs of its kind.

The hook-up is being made possible because of the special deal by the motor company with its dealers who are buying the time but getting the program free from the parent firm. Ford has made agreement with Screen Gems, which produces the series, which allows the show to be used on such a basis at a nominal price.

The show airs via NBC-TV at 9 p.m. EST, Thursdays. About 70 of the new outlets will be fed by the network; the remainder will air the series on a spot basis.

# Mutual Affiliate Meeting

Continued from page 3

went into effect October 1, the stations took a reduced number of network shows, for which they received no payment, and in return for this the network gave them an increased number of co-op shows, for which the stations paid nothing.

Despite the failure of that plan, O'Neil is said to be still enamored of the programs - in - place - of - payment concept, in the belief that a fourth radio web cannot survive in the present situation along conventional network lines.

The agenda of the convention itself suggests that the stations anticipate receiving something in the way of concrete suggestions from the network.

### Convention Agenda

The 9:30 a.m. to 12:30 p.m. session on Monday will be devoted to talks by Herb Rice, head of creative programing, and Bert Hauser, head of co-op programing. It will wind up with a talk by O'Neil.

After lunch, the 2-3 p.m. session will consist of a presentation by Robert Schmid, administrative vice-president in charge of sales

and advertising. From 3 p.m. until 6:30 p.m. at the latest the stations will hold a closed meeting from which the network brass will be excluded.

On Tuesday the entire meeting will be an open session at which the affiliates will have a chance to fire questions at any of the 14 network officials present.

### Gains Are Stressed

But, according to Mutual, the opening talk by O'Neil, Schmid, Rice and Hauser will only be a review of the network's progress to date, pointing up the fact that in 1953 Mutual pulled its second greatest gross and highlighting the new programing the network introduced in the past year.

Upward of 200 stations are expected to be represented at the meeting. It will be the first such full-dress get-together the Mutual stations have had in six years. The station managers are attending at their own expense. The network is footing the bill for dinner and entertainment Monday evening. Talent on the bill will include Lanny Ross, Jimmy Nelson and Johnny Olsen.



to stations,  
agencies and sponsors

- THE LARGEST... MOST DIVERSIFIED LIBRARY OF QUALITY TELEVISION PROGRAMS ON FILM.
- 22 EXPERIENCED TELEVISION REPRESENTATIVES IN 14 PIVOTAL MARKETS.
- TELEVISION'S MOST COMPLETE MERCHANDISING PACKAGE WITH EACH PROGRAM SERIES.

to producers...  
all of the above, PLUS

- SATURATION COVERAGE OF THE NATION'S TELEVISION STATIONS, ADVERTISING AGENCIES AND SPONSORS.

these are the programs...

### HALF-HOUR:

China Smith • Orient Express • Play of the Week • Pantomime Quiz • International Playhouse

### QUARTER-HOUR:

The Passerby • James Mason • Bill Corum • The Eva Gabor Show • Bobo the Hebe • TV's Baseball Hall of Fame • The James Mason Show • Find a Hobby • Telecanics

### PLUS:

Man's Heritage • Viz-Quiz • Superman (Cartoons) • Westerns • Feature Films • American Sports • Music from the Masters • Sands of Time

### TV Film Guest of the Week



WILLIAM LACEY

William (Bill) Lacey has become a specialist in his young life in the purchase and programing of feature film for video audiences. Now the manager of the feature film department of the CBS-TV network's flagship station, WCBS-TV, New York, Lacey before that was the head of the film department of WABD-TV in the same city. And previously he was supervisor of editing in the Du Mont network's transcription department. Lacey is married, has two daughters and was an ensign in the amphibious forces during World War II.



# Official Mulls 'Gallant' Option Pick-Up Plan

NEW YORK, Jan. 16.—Official Films this week was considering whether to pick up its option to distribute "Captain Gallant of the Foreign Legion," the vidfilm series which stars Buster Crabbe.

Official was given three months to decide whether to distribute the series, the option for which it paid \$8,700. In the event it does not exercise its option, its money is to be forfeited, but it will receive 25 per cent of the producer's share of the series until it gets its dough back, if the show finds another sales representative.

### More Dough

If, however, Official decides that it wishes to syndicate the show, it must advance another \$5,400 per film for each of the next three films to get the rights, which would bring the total up to \$8,300 per film. And thereafter it must advance \$8,300 per film for the next 23 in the series. For this money it will receive in perpetuity the video sales rights for the United States and Canada.

Official's distribution fee is to be 15 per cent on a national sale, 25 per cent on a regional sale (five markets or over) and 40 per cent on a syndicated basis. Official is to pay for prints, advertising and shipping.

## Lever Commercials

Continued from page 5

between sponsor, advertising agency and production unit.

Others involved in the discussions were Ed Sutherland, of McCann-Erickson; Joseph Leopold, Sullivan, Stauffer, Colwell & Bayles; Les Pearl, BBD&O, and Louis Snyder and Robert Black, J. Walter Thompson, Hampton Howard, G-K New York rep, also has been sitting in on the conferences.

# NTFC to Launch Exams on Color TV Pic Problem

NEW YORK, Jan. 16.—The National Television Film Council is launching examinations of the color TV film problem. At the board of directors meeting last week, it was proposed that the NTFC hold closed-circuit screening in May of color film recently turned out by its member producers.

It is planned to have all the technical, production and lab personnel involved with those films present at the screening for a bull session. Dr. Alfred N. Goldsmith, who was elected chairman of the board at the meeting, said he would try to arrange for the closed-circuit TV facilities.

The project was proposed by Al Stahl, head of Animated Productions. Stahl is moving to have NTFC set up standards for color TV film at the lab level. If the labs agreed to work within definite standards, Stahl claims, the producers would know what leeway they had, especially in regard to lighting.

# REPORT NTA MOVING TO TAKE OVER UA TV

## Aim Is to Get Distribution Rights to 'Cowboy G-Men'; Landau Denies Report

NEW YORK, Jan. 16.—National Telefilm Associates, Inc., the newly-formed syndication outfit headed by Ely Landau, this week was reported to be moving to take over United Artists' TV operation. UA was last week reported to be in the process of liquidating its TV department. NTA's aim according to the report, is to get UA's distribution rights to "Cowboy G-Men," which is produced by Mutual-Telemount Productions.

Landau denied that he was involved in any such negotiations. But the rumor had it that Joe Harris, a former vicepres of Motion Pictures for Television, Inc., was carrying out the negotiations with UA. NTA already distributes four packages owned by the syndicate headed by Harris.

Giving further credence to the NTA-UA rumor is the fact that NTA this week named David

Wolper, a charter member of the Harris group, its vice-president in charge of sales. Marty Ross, who was originally designated for that post, has been upped to executive vice-president. Wolper had originally been put in charge of NTA's Chicago office. To replace him in Chicago, NTA has hired Robert (Pat) O'Brien, who was formerly Midwest sales chief for UA-TV. The Chicago office is one of the three that NTA owns. Its other 11 offices are owned by its franchised agents.

### "Your Readers"

The UA rumor notwithstanding, NTA has already taken steps to expand its catalog still further. It has taken over distribution of a new 15-minute series "Your Readers." The show was produced in Hollywood by Portland Productions, a firm owned mainly by actor James Mason and his actress wife, Pamela Kellino. The series consists of readings from the classics by the Masons and Richard Burton.

NTA is also distributing 13 film segments of "Pantomime Quiz," which Ross acquired recently from Bill Broidy. The live version of the show is currently on the Du Mont network and sponsored by Parliament Cigarettes. The film series, like the live, was produced and emceed by Mike Stokey. It had limited distribution about a year ago.

Ross some time ago also acquired a 15-minute kiddie series from Mahlon Mohr titled "Bobo the Hobo." Ross also has the TV rights to a small group of feature films previously handled by his Emperor Films.

### Headed Hollywood

Wolper was one of the founders several years ago of Flamingo Films, along with Joe and Jim Harris and Sy Weintraub. The firm was absorbed three years ago by MPTV, and all four were vicepres of MPTV until they resigned last month. Wolper was in charge of MPTV's Hollywood office, where he established an impressive sales record.

UA-TV thru 1953 had operated on a static basis, in that it did not take on any new product and made no production investments. Its liquidation is said to have followed from UA's decision to sink all its working capital into motion pictures.

# 'Waterfront' Hits 300G

HOLLYWOOD, Jan. 16.—With negotiations expected to be concluded this week-end for two additional regional sales, business for Roland Reed Productions' Preston Foster starring telefilm series, "Waterfront," will hit the \$300,000 mark. This was revealed today by Guy V. Thayer Jr., vice-president.

Sales to date thus give "Waterfront" a big initial boost in that by the kick-off showing date in mid-February it will be showing in five regional areas over approximately 30 tele stations. A six-week delay in resumption of shooting caused by pre-production preparation ends Monday (18) when work on the second episode in the series starts at the Hal Roach studios.

Meanwhile, Thayer announced that a production loan agreement had been reached with the Chemical Bank & Trust Company of New York for financing of the first 26 half-hour films.

At the same time Thayer revealed details of a two-year contract with Standard Oil of California which will sponsor the series in the seven Western States and Honolulu. At the outset Standard will sponsor "Waterfront" over 12 stations. The contract, with options, provides for Reed to produce 26 in the first series and at Standard's option, to film 13 more episodes for the second series within the first year the contract is in force. Additionally, Standard is given the choice of re-running any 13 out of the total of 39 filmed.

The second year of the contract is identical with provisions of the first year. This provides for the filming of 26 new half-hour stories, plus an additional 13 and a choice by the sponsor of re-running 13 out of the 39 total.

... a dynamic, new, important force in the distribution and merchandising of quality television programs on film

**N.T.A.** has developed a tremendous catalog of quality television programs on film... a huge, new library of successfully sponsored properties already delivering mass audiences to advertisers in many markets... at low, low costs... everything from Kiddie Shows to Dramas... "Whodunits" to Sports programs.

**N.T.A.** has representation in 14 prime markets with 22 experienced, hand-picked men living in the field... serving stations, agencies and sponsors. Each of these men lives, talks and dreams television. Each knows station facilities, each is familiar with local and regional habits, each knows the economics of the market first-hand. Most important of all... each will conscientiously aid in selecting the best program for the selling job you want to do.

**N.T.A.** has a realistic... powerful... and complete sales-merchandising and promotion package to support and tie-in entire campaigns behind each N.T.A. series. This N.T.A. Plus Package contains: window streamers, counter cards, newspaper mats, live announcements, station slides, publicity releases, direct mail pieces and a host of merchandising ideas.

Call Your N.T.A. Man Today! He's Only Minutes Away!



# National Telefilm Associates

101 West 55th Street, New York 19, N. Y. • COLUMBUS 5-8646

ELY LANDAU - President

MARTIN ROSS - Executive Vice President

**OFFICES:** Bernard Tabakin  
139 So. Beverly Drive  
Beverly Hills, Calif.  
CRestview 4-5135

Moë Dudelson  
718 Fox Building  
Detroit, Michigan  
WooDward 3-5925

Don Swartz  
1109 Currie Avenue  
Minneapolis, Minn.  
Lincoln 7013

Ken Rosswell  
9842 Lemon Avenue  
Dallas, Texas  
Elmhurst 6380

Dave Christensen  
Frank Stone  
5711 South Dixie Highway  
Miami, Florida  
MIami 87-7111

Bert Stearn  
415 Van Broom  
Pittsburgh, Penna.  
Atlantic 1-1630

George Phillips  
3216 Olive Street  
St. Louis, Mo.  
Jefferson 6397

Robert Patrick  
2081 Broadway  
Denver, Colo.  
Alpena 1769

Fred Meyers  
175 Pantotoc  
Memphis, Tenn.  
Memphis 5-5060

Arthur Kalman  
Philadelphia, Pa.

ADDITIONAL OFFICES: Chicago, Illinois • Boston, Massachusetts • District of Columbia



# TV FILM PURCHASES

"Inner Sanctum," NBC Film Division's newest property, has been sold to WOTC, Savannah, Ga., and XETV, San Diego, Calif., which brings the total number of markets to 64. WBZ, Boston, has purchased both the hour and the half-hour "Hopalong Cassidy" series. "Dangerous Assignment" has been sold to WFAA, Dallas, and "Captured" to WDAF, Kansas City, Mo. NBC Film Division's "Feature Film" package has been purchased by XETV, San Diego, Calif., and WKBN, Youngstown, O.

"The Little Match Girl," Christmas TV film distributed by RCA Recorded Programs Services for the first time in the U. S. last month, sold in 65 markets in 10 days. Sales in New York, Chicago, Washington, Cleveland, Atlanta, Boston, Los Angeles and four of the six available Canadian markets were reported by RCA.

CBS Television Film Sales has added 10 Canada Dry sponsored markets to its "Annie Oakley" contract this past week. New markets are: KERO, Bakersfield, Calif.; WBTV, Charlotte, N. C.; Chico, Calif.; KMID, Midland, Tex.; WGEM, Quincy, Ill.; KSWL, Roswell, N. M.; Springfield, Mo.; WSUN, St. Petersburg, Fla.; KOPO, Tucson, Ariz., and KOTV, Tulsa.

Other CBS sales this week included: "Crown Theater" to KPRC, Houston, and KOIN, Portland, Ore., for Davidson Baking Company; "Range Rider" to JAVZ Seeds for the Birmingham market; Kellogg Company via WBTV, Charlotte, N. C.; Jones Sausage via WNCT, Greenville, S. C.; Fairmount Foods and Peterson Bakery via KHOL, Holdrege, Neb.; Vernon Ginger Ale via WTMJ, Miami; JAVZ Seeds for the Mobile, Ala., and Montgomery, Ala., markets, and WSUN for the Vernon Ginger Ale Company via WSUN, St. Petersburg, Fla.

The CBS "Daily News" show has been sold to WNCT, Greenville, S. C., and the Honolulu market. "Art Linkletter and the Kids" has been purchased by Bond Bread for WSTV, Steubenville, O., and "Files of Jeffrey Jones" for the Evans Fur Company via WBKB, Chicago.

Guild Films has added two new markets to its "Liberace" list. Ontario Biscuit has purchased the series to be shown on WKNY, Kingston, N. Y., and the Zenith distributor will sponsor it on WCHP, Chambersburg, Pa. "Life

With Elizabeth," another Guild property, has been sold to KGMB, Honolulu; WDTV, Pittsburgh, for the Manischewitz Wine Company and KIEM, Eureka, Calif., for the Blakeley Spring Company. CBS-TV Film Sales sold "Range Rider" to Kellogg for showing in New York on WCBS-TV Saturdays 6:30-7 p.m. Its previous sponsor here was Chuckles candy.

## VIVA!

### Liberace Long-Term Guild Ace

NEW YORK, Jan. 16. — The Liberace show, which has been on the market not quite a year, is attaining a record of long-term sponsorship affiliation, Guild Films revealed this week following a study of the show's sales contracts. In 70 of the 150 markets in which the show is now playing, the sponsor is signed up thru 1954. In another 18 markets, the sponsor has signed thru 1955. And in still another seven markets, the show is sold thru 1956.

Guild completed production of the first series of 39 segments of the Liberace show before January 1. It will definitely turn out another 39 this year. While its contracts going into subsequent years call for 39 new segments per year, escape clauses will enable the producer to offer re-runs if further production after 78 is not indicated at that time.

Guild has in recent weeks relinquished distribution of three 15-minute series it did not itself produce. "Invitation Playhouse," the first show Guild distributed, has reverted to The Teevee Company, its owner. "Jungle Macabre" has gone back to Radio & TV Packers, Inc. "Secret Chapter" has reverted to Ron Ormond.

### MPTV Acquires Tim McCoy Show

NEW YORK, Jan. 16. — The syndication division of Motion Pictures for Television this week acquired a new vidfilm series, "The Tim McCoy Show," a quarter-hour stanza which will be available for a March 1 air date. The intention is to make 39 shows in the series, the format of which will dramatize and illustrate factual stories of the Old West.

## QUICK TAKES

Philip Besser, formerly with Metro-Goldwyn-Mayer and more recently with Unity Television Corporation, has joined Television Programs of America as a member of its executive staff to supervise film booking and traffic. . . . William Z. McDonald, who for the past eight years served as sales representative for Stations WDSU and WDSU-TV, New Orleans, has been appointed sales account executive and Southeastern representative for the Vitapix Corporation. He will make his headquarters in New Orleans.

WNBT's "Savarin Saturday Night News," with Bob Wilson, pulled another "first" this week by showing films of the Austrian avalanche which killed 139 people last week. . . . John R. Markey and Leonard Frank, formerly associated with NBC Hollywood and David O. Selznick respectively, have been appointed as Southwestern sales reps for the TV film program division of Charles Michelson, Inc., New York. . . . Harold Goldman, sales veepee of Comet TV Films, returned from the West Coast this week.

Oliver Unger, Comet prexy, leaves for Italy within two weeks for consultation with Errol Flynn on their co-production of "International Talent Scout." The male members of the NBC Film Division this week tendered a stag party to Carl Stanton in honor of his being named veepee as well as head of the division. The shindig, held at the 21 Club, was attended by NBC President Pat Weaver and former division chief Bob Sarnoff, now exec veepee. . . . Bill Wolfson has joined the NBC Film Division as accountant, reporting to Bob An-

# Film Room Tips

By GEORGE VALES

## The Cutting Room Floor

(NBC Broadcast Film Division) Cast in order of their appearance  
NBC Film Representative . . . . . Sprocket O. Focal (SOF for short)  
Film Producer . . . . . Zoomar Lenz  
Agency Man . . . . . John Dough

(This is a play in one act with no intermissions explaining some of the problems faced by three people. All of the dialog is innuendo and action takes place in the wings.)

SOF: I've asked you two gentlemen here to inform you of some of the many services which NBC and its Film Department offer . . .

Lenz: (Jumping astride table) Art for art's sake. . . I won't sacrifice a single frame of film . . .

Dough: There's no room for the commercial. Your program runs 31 minutes and should run exactly 29 minutes and 25 seconds.

SOF: It even interferes with Network Identification. . .

Lenz: I'm adamant. . . not a single frame goes. . .

Dough: No commercial time. . . no sponsorship. . . to wit. . . no show. . . Buy the time yourself. . .

Lenz: I've just reconsidered. . . How about a live announcer over a telop on a 10-second run thru after closing credits?

SOF: Don't be unreasonable. . . let's settle this fairly. . . Your program is a very fine one. . . an admirable show. . . a wonderful package. . . er. . . uh. . . what is the name of it again?

Lenz: It's called "Desperation" . . . it's primarily for those people who are too far gone for our other show on another network. . . "Hospitalization."

Dough: Talent shows seem to have gone by the wayside, SOF. . . Now all you need is trouble to get on television. . .

SOF: Gentlemen. . . we're losing sight of our objective. . . Zoomar. . . You're not getting the film to us on time. . .

Lenz: When is air time?

SOF: Tuesday, 8 p.m. . . .

Lenz: When do you get the film?

SOF: Tuesday, 7:58 p.m.

Lenz: Do you mean to stand there and tell me that two minutes isn't enough time to thread a projector? If I were you I would look into the crew you have working for you. . .

SOF: We should receive the film far enough in advance to prepare the show properly for broadcast. . . NBC has millions of dollars in equipment on hand and ready. . .

Lenz: As soon as I get my stop watch fixed, everything will be all right. . . don't be so fussy, SOF.

Dough: SOF is right. . .

Lenz: Who are you?

Dough: I'm the man who pays your salary. . .

Lenz: You're right. . . what do you want?

### The End

To speak seriously for a moment, NBC has the widest possible range of facilities and services available to the agency representative or producer. However, many of our clients do not take advantage of this or allow sufficient time to prepare the film. Therefore, dear reader, consult your NBC film representative and inform him of your program format and just what is desired, and find out what will be required in order to achieve the best possible broadcast. Television broadcasting is a very complicated operation, and the mere fact that the program is on film is no excuse for the lack of proper preparation.

## Darling of Tabloids

Continued from page 3

cigarette industry sees as ingratitude, since it was Chesterfield which first threw its financial weight behind him and gave him his start.

Talk in advertising circles revolve around what will quiet down the tempestuous Godfrey. Few execs gainsay his tremendous audience impact, but along with this, sponsors are going to have to live with his penchant for making headlines in a manner which does not help their public relations, since he has become the No. 1 target of the nation's tabloids. The question being bandied around town is, what will Godfrey do next?

erson, controller and business manager, Wolfson formerly was with the S. D. Leidesdorf accounting firm.

# TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributors and original release date of the film has been added where available. For address of television distributor write The Billboard TV Film Department.

## THEATRICAL

### COMEDY

GREEN GROWS THE RUSHES. . . . . Unity TV  
KEEP SMILING (20th Century-Fox 1938). . . . . Argyle TV  
MEET ME AT DAWN (20th Century-Fox 1948). . . . . Unity TV  
THERE GOES MY HEART (United Artists 1938). . . . . Unity TV  
WINTER WONDERLAND (Republic 1947). . . . . MPTV

### DRAMA

ADVENTURES OF CHICO (Monogram Pictures 1938). . . . . MPTV  
ANGEL ON MY SHOULDER (United Artists 1946). . . . . Quality Films  
ARE THESE OUR PARENTS? (Monogram Pictures 1944). . . . . MPTV  
BANDIT QUEEN (Lippert 1950). . . . . Tele-Pictures  
BONNIE PRINCE CHARLIE. . . . . Korda Theater  
CHEERS FOR MISS BISHOP (United Artists 1941). . . . . Atlantic TV  
DANGEROUS MILLIONS (20th Century-Fox 1946). . . . . Unity TV  
THE DUKE OF WEST POINT (United Artists 1938). . . . . TPA  
GUILTY BYSTANDER (Film Classics 1950). . . . . TV Exploitation  
INTERRUPTED JOURNEY. . . . . Combined TV  
LOST CONTINENT (Lippert 1951). . . . . TPA  
LOVABLE CHEVY (Four Continents 1949). . . . . TV Exploitation  
LURED (United Artists 1947). . . . . George Bagnall  
THE RED HOUSE (United Artists 1947). . . . . Bonded Film  
RINGSIDE. . . . . Tele-Pictures  
SO ENDS OUR NIGHT (20th Century-Fox). . . . . Standard TV  
THEY CAME BY NIGHT (20th Century-Fox 1940). . . . . Argyle TV  
UNDER THE BIG TOP (Monogram Pictures 1938). . . . . MPTV  
VIOLENCE (Monogram Pictures 1938). . . . . MPTV  
STAGEDOOR CANTEEN (United Artists 1943). . . . . Commonwealth

### MYSTERY

APPOINTMENT WITH MURDER (Film Classics 1948). . . . . MPTV  
BLIND MAN'S BLUFF. . . . . Argyle TV  
FEAR IN THE NIGHT (Paramount 1947). . . . . Specialty TV  
RADAR SECRET SERVICE (Lippert 1950). . . . . Telepix  
THE SHADOW (Columbia 1937). . . . . M & A Alexander

## Non-Theatrical Free Films

### EDUCATIONAL

WE SAW IT HAPPEN. . . . . Calhoun, 266 E. 78th St., New York

### INDUSTRIAL

AMERICAN ROAD. . . . . Ford Motor Company, The Rotunda, Dearborn, Mich.  
CANYON COUNTRY. . . . . Ford Motor Company, The Rotunda, Dearborn, Mich.  
DIESEL RACE CAR. . . . . Association Films, 351 Turk St., San Francisco  
INDUSTRY ON PARADE. . . . . National Association of Manufacturers, 14 W. 49th St., New York  
MAGNIFYING TIME. . . . . Association Films 351 Turk St., San Francisco  
REPORT ON JET PROPULSION. . . . . Bell Aircraft Company, Buffalo, New York  
SUNSET SLOPE, COLORADO ROCKIES. . . . . State of Colorado, Denver  
WHAT MAKES US TICK? . . . . . Modern Talking Pictures, New York

### RELIGIOUS

THE LITTLEST ANGEL. . . . . Coronet Films, 65 E. South Water, Chicago  
THE SPIRIT OF CHRISTMAS. . . . . Southwestern Bell, St. Louis

## BILLBOARD FILM GUIDE

# Syndicated Pix ARB Multi-City Ratings

Continued from page 5

### ATLANTA

3 STATIONS

|                   |         |            |             |      |
|-------------------|---------|------------|-------------|------|
| Badge 714         | Adv.    | WLW-A-W    | 9:00-10:00  | 22.4 |
| I Led Three Lives | Adv.    | WLW-A-Th   | 10:30-11:00 | 12.2 |
| Life of Riley     | Comedy  | WSB-F      | 8:30-9:00   | 28.0 |
| Favorite Story    | Drama   | WAGA-T     | 7:00-7:30   | 14.0 |
| Heart of the City | Mystery | WLW-A-W    | 8:00-8:30   | 8.6  |
| Boston Blackie    | Mystery | WLW-A-W    | 9:00-9:30   | 19.0 |
| Telemag Daily     | News    | WSB-M to F | 6:45-7:00   | 11.3 |
| Range Rider       | West.   | WSB-Th     | 6:00-6:30   | 24.6 |
| Hopalong Cassidy  | West.   | WSB-F      | 6:00-6:30   | 22.7 |
| Cowboy G-Mea      | West.   | WAGA-F     | 7:00-7:30   | 9.6  |
| Cisco Kid         | West.   | WAGA-S     | 7:00-7:30   | 22.2 |

### CINCINNATI

3 STATIONS

|                   |         |              |             |      |
|-------------------|---------|--------------|-------------|------|
| Badge 714         | Adv.    | WLW-T-M      | 9:00-9:30   | 10.0 |
| I Led Three Lives | Adv.    | WLW-T-Th     | 8:30-9:00   | 35.5 |
| Foreign Intrigue  | Adv.    | WCPO-F       | 8:30-9:00   | 19.5 |
| Life of Riley     | Comedy  | WLW-T-F      | 8:30-9:00   | 27.3 |
| Favorite Story    | Drama   | WKRC-M       | 9:30-10:00  | 14.5 |
| Boston Blackie    | Mystery | WLW-T-Th     | 10:30-11:00 | 11.4 |
| Heart of the City | Mystery | WKRC-W       | 9:00-9:30   | 22.1 |
| Telemag Daily     | News    | WLW-T-M to F | 11:00-11:15 | 10.0 |
| Big Play Back     | Sports  | WLW-T-F      | 7:15-7:30   | 8.2  |
| Cowboy G-Mea      | West.   | WCPO-Su      | 1:30-2:00   | 15.7 |
| Cisco Kid         | West.   | WCPO-Su      | 6:00-6:30   | 23.6 |
| Gene Antry        | West.   | WKRC-T       | 8:00-8:30   | 13.2 |

### BOSTON

2 STATIONS

|                       |         |            |             |      |
|-----------------------|---------|------------|-------------|------|
| I Led Three Lives     | Adv.    | WNAC-M     | 7:00-7:30   | 30.2 |
| Dangerous Assignment  | Adv.    | WBZ-M      | 11:15-11:45 | 14.1 |
| Foreign Intrigue      | Adv.    | WBZ-Th     | 10:30-11:00 | 18.1 |
| Ramar of the Jungle   | Adv.    | WBZ-S      | 12:00-12:30 | 7.8  |
| Badge 714             | Adv.    | WNAC-S     | 2:00-2:30   | 12.6 |
| Time for Beany        | Child.  | WNAC-Su    | 12:00-12:30 | 4.6  |
| Life With Riley       | Comedy  | WBZ-F      | 8:30-9:00   | 32.6 |
| Abbott and Costello   | Comedy  | WNAC-S     | 6:00-6:30   | 18.9 |
| Victory at Sea        | Docum.  | WBZ-F      | 11:15-11:45 | 6.0  |
| Favorite Story        | Drama   | WNAC-T     | 10:30-11:00 | 13.0 |
| Kieran's Kaleidoscope | Misc.   | WNAC-Su    | 4:45-5:00   | 3.3  |
| Heart of the City     | Mystery | WBZ-Su     | 3:00-3:30   | 10.7 |
| I'm the Law           | Mystery | WBZ-Th     | 10:30-11:00 | 20.0 |
| Heart of the City     | Mystery | WBZ-Th     | 11:15-11:45 | 3.2  |
| U. P. Movietone News  | News    | WBZ-M to F | 6:15-6:30   | 5.3  |
| Telemag Daily         | News    | WBZ-M to F | 7:15-7:30   | 7.7  |
| Cowboy G-Mea          | West.   | WBZ-Su     | 2:00-2:30   | 12.2 |
| Range Rider           | West.   | WBZ-Su     | 7:00-7:30   | 38.4 |
| Kit Carson            | West.   | WNAC-M     | 6:00-6:30   | 18.7 |
| Gene Antry            | West.   | WNAC-M     | 6:30-7:00   | 21.1 |
| Cisco Kid             | West.   | WNAC-Th    | 6:30-7:00   | 20.6 |

### MILWAUKEE

3 STATIONS

|                        |         |         |             |      |
|------------------------|---------|---------|-------------|------|
| Dangerous Assignment   | Adv.    | WCAN-T  | 10:30-11:00 | 3.4  |
| Foreign Intrigue       | Adv.    | WTMJ-Th | 9:30-10:00  | 46.7 |
| Life of Riley          | Comedy  | WCAN-F  | 7:00-7:30   | 8.6  |
| Inner Sanctum          | Mystery | WCAN-Th | 7:00-7:30   | 4.1  |
| Kieran's Kaleidoscope  | Misc.   | WTMJ-S  | 12:30-12:45 | 14.1 |
| Files of Jeffrey Jones | Mystery | WCAN-T  | 8:30-9:00   | 5.9  |
| Range Rider            | West.   | WCAN-T  | 7:00-7:30   | 5.5  |
| Gene Antry             | West.   | WTMJ-S  | 12:30-1:00  |      |

## TWA Toppers

Continued from page 2

a member of the Communist Party.

As the result of Tunick's resignation, Murray Karmiller, veepee, has become head of the Eastern Region. It is expected that the network negotiations, which were reported to have been proceeding harmoniously, will continue uninterrupted.

### Untenable Position

Tunick said this week that while he considered Miss LaCour entirely within her rights in invoking the Fifth Amendment, her retention by the Western Region made TWA's position in the present negotiations entirely untenable. He added that the Western exec board had abdicated its responsibility in turning the issue of Miss LaCour's employment over to a vote of the membership, since the executive secretary is an employee of the exec board.

Tunick said he would not eliminate the possibility that they would start another TV writers' union. But the TWA franchise, resulting from a vote of writers carried out by the National Labor Relations Board last June, has several months to run yet.

## PREMIUM DISK BRINGS IN 14G

NEW YORK, Jan. 16.—The Liberace record premium is still going strong. The Cleveland Society for Savings, one of the more recent sponsors of the TV film show to get into the deal, gave away over 7,500 disks to new depositors in four weeks. Other bank sponsors of the show had required a \$10 deposit before passing out the record, but this one required \$25. The average deposit made with the Society for Savings in return for the disk was \$200. On the first day it pulled a \$14,000 account.



Jerome Robbins' choreography. The company dances with zest, but here group passages get rough in an effort to put the delightful comedy across.

Balanchine's "La Valse" has the benefit of two extremely fine dancers, Tanaquil LeClercq and Nicholas Magallanes, supported beautifully by Diana Adams and Herbert Bliss.

Leon Barzin, with his usual skill, puts the dancers thru the excellent pacing of the three ballets. But for the last bill, "The Pied Piper," Hugo Fiorato takes the baton with equal success. He leads the troupe thru the complicated charade of the clarinet's amusing response to the dancer's solo work by Edmund Wall. Here cute little Janet Reed dances a show stopper.

All told, it was just another brilliant opening of a brilliant ballet troupe. And no more than anyone (thruout the word, incidentally) expected.

Dennis McDonald.

THE STARCROSS STORY

(Opened Wednesday, January 13) Royale Theater

A comedy-drama by Diana Morgan. Staged by John C. Wilson. Setting by Watson Barratt. Company manager, Edward Woods. Stage manager, Ward Bishop. Press representatives, Bill Doll and Robert Ullman. Presented by John C. Wilson, the Messrs. Shubert and S. S. Krelberg, James Trinchard, Anthony Boss, Chloe Gwynn, Martha Lhden, George Phillips, Christopher Plummer, Christine Starcross, Lynn Bailey, Ellen, Una O'Connor, Lady Starcross, Eva Le Gallienne, Alice Venning, Margaret Bannerman, Laura Shipman, Philippa Bevans, Jean Benson (Halliday), Doris Patston, Anne Meredith, Mary Astor.

An innocuous comedy-drama that takes a deal of talk and time to get nowhere in particular. It provides opportunities for several good performances, but will certainly cause no Broadway conflagration.

According to authoress Diana Morgan, it appears that charm, guts and gallantry in a man justifies about everything. Her dead hero is a phony, an egotistical heel, but he has become an heroic legend.

His widow knows the answers, but still worships his memory and wants to keep it that way. His mistress knows even more answers about him, but wants to

keep it that way, too. Love is a wonderful thing.

However, when a movie company decides to make a screen epic of the hero's final dazzling exploit, when he and five companions lost their lives trying to reach some secret city in the high Himalayas, the legend begins to pop at the seams. The widow is all for having the picture made as a memorial to a magnificent attempt. The mistress, knowing what she knows, wants to leave well enough alone.

When the former convinces the latter via a last letter from the deceased that he has been strictly a family man all the way, a small burst of fireworks ensues. The lady lets go and tells all and sundry that the great Starcross was as phony an explorer as he was a lover.

Daughter's Problem

The last act forces her to prove her assertions, which she does to everybody's consternation, particularly the dead hero's daughter, who has been brought up to bow at the paternal shrine. So the daughter wants to tell the world the truth about her old man, and the idealistic young director won't direct the picture.

But the widow and a more practical minded producer speedily put them in their places. The legend of magnificent courage and sacrifice, even if phony, is worth preserving. The epic will be made, and the widow is left in worshipful contemplation of the great man's picture. Love is a wonderful thing. That's "The Starcross Story."

These innocuous doings are enhanced by good performances from co-stars Eva Le Gallienne and Mary Astor. The former underplays with all her usual repression to give the widow's few outbursts of bitterness the more impact. Miss Astor's "other woman" is exceedingly effective, and her last act hero-bombing scene is a stand-out.

Anthony Ross turns in another stint as the producer, and Una O'Connor makes much of a dour Scottish maid. There are further good contributions from Christopher Plummer, Lynn Bailey, Margaret Bannerman, Philippa Bevans and Doris Patston.

John C. Wilson has contributed tasteful direction, and Watson Barratt, a handsome London drawing room But "Story" doesn't get away with it, even if Starcross did. Bob Francis.

famous matador, and both have followed the family pattern. But the elder had been gored and gone to the U.S., whence he returns, claiming prowess as a prizefighter and man-about-town. He has come home because he got a raw deal. Actually, he is an arrogant, mean, top-level heel, and a liar and coward to boot. His U.S. career has been devoted to pimping around the night spots.

So he returns and takes over his brother's life and career. He insults his brother's wife, brutally seduces her young sister, and finally, thru his monumental theatrical stupidity, inadvertently causes the younger boy's death in the bull ring.

As a character study of sheer, decadent incompetence, "Bullfight" could have a lot of grim impact. But while there are flashes of Leslie Sherman's ability to write a sharp scene, too often the author beclouds the main issues with fullsome panto interludes that run dangerously close to ballet. These have little to do with establishment of character or forwarding the interests of his tragedy. They merely serve to stamp it with an immature artiness. Sherman has evident talent and he will learn better.

Cast-wise, Hurd Hatfield, good actor that he is, brings a fine harsh drive to the elder brother. Mario Alcalde is excellent as the brother who believes in him thruout. Vivian Nathan gives a vivid performance of an earthy, practical wife, and Loretta Leversee makes a most professional debut as her over-sexed sister.

For the effects that the play evidently demands, Joseph Anthony's staging is likely in the groove. But to this ear and eye, in a tiny theater there is frequently an overdose of strident sound and confusion. Kim Swados' prop-and-flats settings are manageable and effective for the stage limitations of the Theater de Lys.

It seems to this reporter that if more than a highly limited audience is to be attracted to Christopher St., art should be wedded to commercialism. Bob Francis.

Empire Room, Waldorf-Astoria, New York

(Thursday, January 14)

Capacity, 440. Price policy, \$1-\$2 cover. Shows at 9:30 and 12:15. Owners, Hilton chain. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated talent cost, \$2,500.

In her first local cafe date in about nine years, Dolores Gray did a sensational singing job.

If it hadn't been for a severe snowstorm that broke at show-time and kept up for both shows, the room would have been jammed. Based on reservations, the room should've been jammed, but only the hardy showbiz people showed up to give the room some semblance of occupancy.

But if the snow kept them away, there was nothing the matter with Dolores Gray, her act, her looks and her material. Strangely enough, gal came in without a single self-recorded tune in her routine. She's done "Big Mamou" and "Shrimp Boats" for Decca, both big tunes. She stuck to show tunes, a couple of pops, some standards and some old show tunes that were so little known they sounded like specials. Gal just went on and sang, mixing them up in as commercial a manner as it is possible to do. The result was a thoro professional act done with rare skill in a voice that seemed equally impressive in all ranges and in all moods.

Backing her was her own musical group, vibes, guitar, piano and bass, giving added impact and a solid beat to her numbers.

Another commentary on her act was her exit. When she finished her 30 minutes she went off. There were no phoney walk-offs, no milking. And the fact is, she's listenable enough to do an hour.

Nat Brandwynne's band backing job was excellent. Mischa Borr's relief work ditto, as always. Bill Smith.

Ciro's, Hollywood

(Monday, January 11)

Capacity, 460. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, Herman D. Hoyer. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$2,500.

Despite offbeat booking here, the zany Goofers are zany enough to click. Less slapstick and more comedy material are needed by this group that does just about everything.

Playing a slide trombone while swinging from a trapeze is risky enough. But jing a bass viol while dangling in mid-air is not only good show-wise, it's wacky. And the Goofers, male quintet who run the gamut, are the goof'st.

The group pounds over 35 minutes of wild, frantic novelty material, that is loud and unconventional for Ciro's, and constant clowning that draws heavy palming. It's merry musical mayhem, from the opening "Saints Come Marchin' In" to the closing "Oh Babe." For an act that was supposed to be a breather, the Goofers are unique enough to play to fairly heavy traffic.

Team could use some better comedy routines, tho, and rely less upon the slapstick.

Dick Stable ork cuts the show and alternates with Bobby Ramos crew for dancing. Joel Friedman

Cotillion Room, Hotel Pierre, New York

(Tuesday, January 12)

Capacity, 265. Price policy \$2-\$3 cover. Shows at 9:30 and 12:15. Owners, Pierre Hotel Corporation. Booking, non-exclusive, with Stanley Melba, room manager and ork leader, buying, Publicity, Kurt Hofmann. Estimated talent budget this show, \$4,200.

Mati and Hari, dance team, walked off with the top honors, even tho it was Denise Darcel who was the headliner.

Denise Darcel seldom looked better. She took off a couple of pounds since last caught, but looks weren't enough. The fact was that this time around she came in with an act that seemed a pot-pourri of everything, none of which she had mastered sufficiently to project in any authoritative fashion. She sang the "Birth of the Blues" and "Sunny Side

of the Street," sat on the piano, even stretched out prone on the Steinway, strolled and did a bit with champagne, giving away a bottle.

Basically, however, there was nothing set; nothing that could catch and sustain an interest. There were some specials written for some old tunes; she had excellent arrangements and fine music. The basic talent to project all this, however, was not there.

At one time Miss Darcel indicated comic possibilities. For some reason she never developed these potentials. Instead, she has become a singer, and singing is hardly her strong point.

Mata and Hari

Mata and Hari were splendid. They started it off with their familiar (to TV'ers) "East Indian" dance, then their "Blues" and finally their classic, "Concert in Carnegie Hall." Despite their three costume changes, the effect of speed, grace and a basic comedy with its overtones of satire never left them. The audience couldn't get enough of them. Miss Darcel had a tough time following the team.

Stanley Melba's band did a wonderful back-up job. His ad lib vamps between Mata and Hari's costume changes were carried off in nice fashion. Melba has apparently become an actor. (Continued on page 41)

Western Screen Star TIM HOLT and His WESTERN WRANGLER REVUE. Headlining SHRINERS' GROTTO RODEO TOLEDO, O. January 25th Week. V.F.W. in Connecticut February 2-3-4. FEW CHOICE DATES AVAILABLE. Wire Write Phone JOLLY JOYCE. 2005 Paramount Theater Bldg. New York City Lackawanna 4-9449. Suite 717-B-9, 1011 Chestnut St. Philadelphia 7, Pa. WA 2-4677 and 2-3173.

"Where Show Business Meets" 20% DISCOUNT TO SHOW FOLKS & MUSICIANS AT THE "SHOWBUSINESS CORNER" Cabana Club Facilities 24 Hour Coffee Shop HOTEL VARIETY 17th St. at ALTON RD., MIAMI BEACH, FLA.

GENUINE GLOSSY PHOTOS 5 1/2¢ EA. 8" x 10" 10,000 Lots \$7.99 per 100. Postcards \$23 per 1000. Mounted Enlargements (30"x40"), \$3.85. Copy Negative, 8x10, \$1.25; Postcards, 75¢. Unsurpassed in Quality at any price Under supervision of famous James J. Kriegsmann. Plaza 7-0233 145 West 46th St. Photographers New York 19, N. Y. WE DELIVER WHAT WE ADVERTISE

HAIR GOODS by America's Leading Authority... M.L. GOLDSTEIN FALLS, WIGS, CHIGNONS, TOUPEES, BRAIDS "Everything in Real Human Hair" CHICAGO HAIR GOODS COMPANY 428 So. Wabash Ave. Chicago 5, Ill.

DON PABLO & ORCHESTRA Sherton-Cadillac Hotel Detroit - MCA

THE DUANES

Featuring a Large Repertoire of Adagio, Risley, Handbalancing, Ballet and Acrobatics.

2 outstanding 8-minute routines, plus encores for Nite Clubs.

Formal or brief attire. Featured with Frankie Laine—Palomar Supper Club.

Mills Bros.—Honolulu Bowl.

Leighton Noble—Last Frontier—Vegas, etc., etc.

Available till April 25

4105 N. McDonald Trentwood, Wash. Phone WA-7421



BULLFIGHT

(Opened Tuesday, January 12)

Theater De Lys

A drama by Leslie Stevens. Staged by Joseph Anthony. Settings by Kim Swados. Executive producer, Stanley S. Kostner. General manager, Gayle Sline. Stage manager, Helen Dayton. Press representatives, Max Eisen and Marian Grant. Presented by the Modern American Theater.

Quilartist... Rolando Valdes-Blain Esteban De La Cruz Salamanca. Luchito... Hurd Hatfield. La Bruja... Ronald Lopez. Jesus Flores... Tamara Daykharanova. Pedro Flores... Edward Rutizsky. The People of Concepcion Del Oro... Felipe Lanza, Flori Warren, Barbara Burris, Jan Henry, Catherine Holst, Nona Medici, Marie Stuccio, William Lennard, Robert Loggia, Ed Setrakian, Alex Tartaglia, Irving Winter.

What might be a simple and forthright play has been so finessed up that its impact gets lost along the way. "Bullfight" has a sharp scene here and there, when it gets down to its basic elements, and there are a number of telling performances. But the over-all smacks of community or campus theater, rather than making any real commercial pitch.

When "Bullfight" sticks to its last, it is a sinister, tragic little document. The focus is on two Mexican brothers, and the hero-worship of the younger for the elder. Their father had been a

Dramatic & Musical Routes

An Evening With Beatrice Lillie: (Blackstone) Chicago. Confidential Clerk: (Colonial) Boston. Good Night Ladies: (Great Northern) Chicago. Guys and Dolls: (Shubert) Boston. Immoralist, The: (Forrest) Philadelphia. Harvey: (Geary) San Francisco. Lullaby: (Walnut Street) Philadelphia. Mardi Gras: (Locust Street) Philadelphia. Misalliance: (Shubert) Detroit. Moon Is Blue: (Cox) Cincinnati. New Faces: (Biltmore) Los Angeles. Oklahoma!: (National) Washington. Olsen and Johnson: (Curran) San Francisco. Porgy and Bess: (Mosque) Richmond, Va. Seven-Year Itch: (Erlander) Chicago. South Pacific: (Aud.) Louisville 18-20. (Tennessee) Nashville 21-23. Stalag 17: (Nixon) Pittsburgh. Time Out for Ginger: (Harris) Chicago. Wish You Were Here: (Shubert) Chicago.

NIGHT CLUB VAUDE

Palace, New York

(Friday, January 15)

Capacity, 1,650. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, David Bines. Played by Jo Lombardi's house ork.

The play for getting new faces on the house agenda doesn't pay off too well this week. The bill is decidedly spotty. However, a couple of standards like Steve Evans and Dolinoff, and the Raya Sisters register a solid pick-up in the programs second half.

The Virginians, a man-and-wife juggling team, get the bill underway. They are dextrous, and the man is excellent on showy solo projection, altho he fluffed a few recoveries at the show caught. They have a really flash wind-up with an acro exchange of Indian clubs. They add up to a good opener. Another newcomer, young singer Bobby Colton, scores pleasantly. He has ingenious personality, a nice voice, and doesn't try to oversell. He does a particular, bang-up job with "Stranger in Paradise."

Third and fourth slots really drop the show. A comedy terp team, Brenda and Valenti, mug and push over-valetly for laughs that don't come off. They are far from Palace standards. It may be that Dorothy Douglas' three-year lay-off has thrown her off the timing beam. Anyway, she certainly needs a new writer. The material is as buoyant as a lead balloon—not a laugh in a carload.

Carter Weak

Bud Harris leads off the second stanza with a new partner, Sonny Carter. Harris' clowning is a click, as usual, but Carter's straight is weak and his long vocal of "No Greater Love" is something that even Jo Lombardi and his boys can't back up from the pit.

However, Dolinoff and his fem assistants, mentioned above, get matters solidly back on the entertainment beam with their good novelty, blacklight dance routine. And Steve Evans back from a Far East trek with USO-Camp Shows for a ninth stint in the house, builds for a sock next-closing with his Polish drunk and laugh imitation bits. 'Tis a pleasure to see a real pro at work. The Tien Tsi Lius troupe, two men and two gals, wind-up the proceedings handily with a fine brand of tumbling.

The pic is "Walking My Baby Back Home." Bob Francis.

8x10 GLOSSY PHOTOS AS LOW AS 5¢ EACH. Save up to 50% IN QUANTITY. ON FAN MAIL PHOTOS, POSTCARDS, COLORED POSTCARDS, ETC. FAN MAIL POSTCARDS AS LOW AS \$7.50 PER 1000. FAST SERVICE. SEND FOR SAMPLES and NEW PRICE LIST TODAY.... SEE OUR PRICE LIST FIRST!

MULSON STUDIO P. O. Box 1941 BRIDGEPORT, CONN.

PHOTOS in MILLIONS QUALITY PHOTOS IN QUANTITY. 1,000 POSTCARDS - \$19.00. 100 8x10 - \$6.50. BLOWUPS - \$2.00 up. Write for FREE sample & List 88. MOSS PHOTO SERVICE 350 W. 50, N. Y. 19

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialogs, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back if not satisfied. LAUGHS UNLIMITED, 106 W. 45 St., N. Y. N. Y. JU 2-0373



## ACTS ALERTED TO TAPE MUSIC—JUST IN CASE

Union Charges Musicians of Raiding In Several Cities; Fight May Spread

Continued from page 1

plied on Bright that he withdraw his suit. Bright has refused.

Montreal, Toronto and Providence are expected to break wide open in the next few days. Charges that AFM locals in those areas have resorted to open raiding were made by AGVA with what is claimed to be documentary evidence supplied by various sources.

### Providence Fight

In Providence the Rhode Island Central Labor Union has entered the battle on the side of AGVA. Arthur W. Devine, head of that State's Federation of Labor, wrote George Meany, AFL president, last week that AGVA performers were asked to join AFM on a special rate of \$5 for temporary cards. He charged AFM with violating a no raiding agreement advocated at the recent AFL convention.

"If the dispute continues, several hundred cooks, waiters, building service employees, stage hands, teamsters, etc., will be forced out of work. There is no controversy between the local unions in this area. We feel pressure from outside the State has caused the present difficulties.

"A short time ago it was the militant stand taken by AGVA that musicians here were assisted in obtaining wage increases and concessions. We urge you to use your good offices to settle this jurisdictional dispute on a national level."

In all matters now affecting AGVA and AFM, the latter's national office said they were local. Local AFM heads, however, have been quoted as saying that they are acting under "orders" and "can't do anything about it."

### Montreal Case

In Montreal the musicians have been told by their local to stop playing for AGVA acts starting January 17. Cafe ops and TV stations have been told by AFM they could obtain their acts direct from the local. Actors, in turn, have been advised they can get "working permits from AFM for \$10."

Suit has been instituted against AFM by AGVA in an effort to get a restraining order.

In Toronto, a situation similar to that existing in Montreal has also come up. In that city AGVA people have been told that the local AFM will help them form a new union to be an auxiliary of AFM.

Bright charged Petrillo with wanting to control the entire entertainment industry and set himself up as czar. "Petrillo who keeps talking about finding work for his members has done more to spread recorded music which threw his people out of work than any other single man. We too are ready to work without live music. We can also use recorded music.

## Music 24 Hours A Day in Vegas

LAS VEGAS Nev., Jan. 16.—An around-the-clock entertainment policy will be followed by all the major hotels in their cocktail lounges starting in the next few weeks.

The theory is that inasmuch as the gambling activities operate 24 hours a day, there's no reason why music should stop at about 4 a.m.

The first hotel to put the theory into practice will be the Thunderbird. Other hotels are expected to follow suit.

The plan will be to use various shifts, each working specified hours. Musical combos, including comedy acts that are part of such units, are now being hired.

Besides the Thunderbird, it is expected that the El Rancho, Sahara, Desert Inn, Sands and Flamingo will start using units on a 24-hour basis. There is some doubt if the Last Frontier will do it because it has a late operation in the Silver Frolics, a room adjoining the main hotel.

It's unfortunate it will throw still more musicians out of work.

"We don't want that. We prefer to work with live music. But that's what Petrillo wants. He apparently is ready to put more of his members on the relief rolls."

### AGVA Resolution

An AGVA resolution said that this dispute "removes it entirely from the realm of a jurisdictional dispute and makes it an out and out raid on AGVA, the Associated Actors and Artistes of America and its total membership." It was therefore resolved that an immediate meeting be held of the International Board of the Four A's for the purpose of proposing and implementing the resolution (a recent Four A's resolution) pledging full support.

The resolution further asked for "united action of all Four A's branches in combating Petrillo with his own methods."

It is considered doubtful if any of the Four A's can give AGVA

more than lip service. Under the Taft-Hartley Law any sympathy strikes by any of the Four A's against AFM might be considered as secondary boycotts.

### New Deals?

Meanwhile, however, Jack Irving, AGVA administrative head, has been ordered by the board to notify members to get their music recorded and be ready to work without live music. New deals may also be offered operators who may be forced by contract to pay or play AGVA people, by reducing certain terms if their music is pulled.

Meany was not available for comment. It is understood, however, that he has written Petrillo requesting a conference. There is no knowledge of any reply. Petrillo, getting ready to leave for Miami to talk terms with motion picture industry leaders was not available. Spokesmen said, "He is interested in more important things than AGVA."

## UNION THREAT STIRS VEGAS

### Casino Dealers Reported Dickering With CIO Unit

Continued from page 1

jobs were threatened if they did not quit.

Eddie Levinson, Sands partner in charge of the casino, took the witness stand and admitted requesting his men to quit the club. He said he considered it political

in nature, and told the court the hotel has no intention of becoming involved in politics. Levinson was not questioned about the union angle.

Three years ago, when an abortive effort to unionize dealers failed in the local AFL, gambling operators argued that they had no objection to any of their employees belonging to labor organizations except those employees whose job involves handling money.

As one casino boss put it, "If I catch a dealer stealing, I don't think I should have to argue with a business agent and risk a strike if I fire him."

Some dealers who favor organizing claim their wages have not improved in 20 years, and they have no job security, being employed at the whim of bosses with no seniority safeguards.

## Dietrich Tour Planned From S. F. to Palace

NEW YORK, Jan. 16.—Marlene Dietrich will do a four to six-week stand at the Curran Theater, San Francisco, starting March 14, and will then tour cross-country, ending here—if present talks fall into a deal.

Deal was started by Bill Miller, Sahara, Las Vegas, booker, when Miss Dietrich played his room. Terms call for Miller guaranteeing her an undisclosed weekly sum (estimated at \$10,000) with the basic deal calling for a 70-30 split. Miller, who will produce and own the show, is now looking for people to join the unit. His intention was to use some of the better acts which have played the Sahara, tho not necessarily on the same bill.

After the Curran date, plan is to open at the Biltmore, Los Angeles, then travel cross-country, working cafes, theaters, etc., finally ending at the Palace.

The Palace people say that if this is Miller's plan, they know nothing about it. Local agents, however, admit that Miller has asked them for people for the projected show.

## Tiny Sinclair, 30, Comedienne, Dies

NEW YORK, Jan. 16.—Tiny Sinclair, 30, comedienne, died of a cerebral hemorrhage Thursday (14) at the Memorial Hospital here.

Miss Sinclair was hurt six months ago when she tripped going off the floor of the Downbeat Club, Montreal. She laid off in New York doing occasional club dates. When the pain caused by the injury continued, she underwent exploratory surgery and a malignant disease was discovered.

Miss Sinclair is survived by her parents, Mr. and Mrs. Morris Schneider, a sister and two brothers. Burial was at the Lebanon Cemetery, Queens.

## Trailers to Plug Eddy Nitery Dates

HOLLYWOOD, Jan. 16.—Aware of the growing importance of the television market, night club entertainer Nelson Eddy is set to film a series of 30-second and one-minute spots as a trailer, displaying excerpts of his act.

Eddy will turn same over to clubs and hotels where he appears, with the latter purchasing television air time for exposure.

Exploitation method is believed to be the first time night club entertainment will be sold via television.

## Extra Added

### New York

Betty and Jane Kean will open at the Latin Casino March 4 for about \$5,000. . . . Bernie Delfont and Brian Roxbury expected here from England to look at acts. May make a deal for "Jazz Train." . . . Francis Faye being sued by Phil Kahl, claiming to be her personal manager.

Lillian Roth now handled by General Artists Corporation. . . . Denise Darcel's contract with Marcel Ventura now being bought by George Scrimshaw, a Texas lad said to have lots of the folding stuff.

Carole Simpson opening January 18 at the Cafe Pierre. . . . Ashtons, now at the Latin Quarter, had their options up so they'll stay there until next June and possibly a full year. . . . Lucky

Girls, an acro-dance line, were booked into the China Theater, Stockholm, for four months starting May 1. Kids are now at the Alpine Village, Cleveland. James Melton goes into the Coconut Grove, L. A., March 3.

### Chicago

Sid Krofft, who recently closed at the Chicago Theater with his Marionettes, will open at the Bellevue Casino, Toronto, January 21 for two weeks. . . . Benny Dunn, manager of the Black Orchid, hit the local newspapers when an attempted robbery of the nitery was foiled. He told the bandits there was no money in the room and that the safe was located next door. . . . Patachou, currently appearing at the Empire Room of the Palmer House.

## Nitery Ops Bewail Mounting Losses

TROA Scores Local Tax Bites; Relief From 20% Fed. Excise Tax Sought

NEW YORK, Jan. 16.—Night club owners in the United States are keepers of the greatest herd of white elephants this country has ever seen, according to a survey made by the Theater Restaurant Owners of America.

Not only are losses piling up, but no one seems to figure out a way to unload, unless he owns the property and somebody comes along who wants to go with a more marketable product than the heavily taxed, heavily legislated abuse pile of the cafe industry, said a TROA official.

TROA, now seeking tax relief on the 20 per cent excise bite from the federal government, learned that most of the cities joined the seemingly popular pastime of adding local taxes on the niteries.

"The whole history of the clubs since the beginning of World War II seems to have been a steady open season from the taxing bodies thru union demands and licensing organizations. Now with the guy with a loose buck almost extinct, niteries are trying to attract the occasional spender and the ops are finding their prices are just too high. Lowering them means complete financial disaster. So caught between the fixed overhead of labor and food costs and the increasing cost of any act that will make a buck, the poor op goes along losing his money and that of anyone he can get to come up with a big tax bite that hits him every month," said Col. Maurice Lutwack, TROA counsel.

### Give Up Ghost

Some of the clubs have just given up the ghost. Others are cutting corners and using every angle to stay in business, while a very few are going along showing a ridiculously small profit on their huge investments.

Lutwack, who has been collecting this data, has been in close contact with Daniel F. Reed, (R., N. Y.), chairman of the House Ways and Means Committee, in the hope that the niteries will be included when the proposed excise tax reductions are handed out.

The theater owners are reported definitely against anything but the complete abolition of the admission tax and do not want to have anything to do in helping along with reducing the cabaret tax.

However, both the American Guild of Variety Artists and the American Federation of Musicians are doing everything in their power to help the clubs along. Herman Pirschner, treasurer of TROA, has been sitting with Petrillo, and the music head has promised all his support. AGVA is planning to send a delegation to Washington to join the night club owners in their last stand to avert extinction.

## NEW RECORD

### Tab Show to Chalk Up Year At N. Y. Nitery

NEW YORK, Jan. 16.—The picking up of options at the Versailles of the George White package, "Nice to See You," will make it the first time in recent history that a package show has played the same cafe for a full year.

Show opened April 19, 1953, on a four-week and option basis. The initial cost of the show was about \$5,500. As subsequent options were picked up and business not only held up but increased, new deals had to be made. The current show costs operators Nick Pronis and Arnold Rossfield about \$8,000. Recent options picked up will extend the run until April 18, 1954. Package has the same cast it started with, featuring Lou Nelson and Georgie Kaye.

There was a tumult some weeks ago when Kaye did a TV shot for Ed Sullivan's "Toast of the Town." White objected violently, but peace was finally restored. However, two columnists got into the fray—Walter Winchell and Hy Gardner. Winchell said on the air that Kaye was let out because of a morals charge. Gardner took the air, threw a couple of verbal slaps at George White and, by inference, Winchell.

Apparently this electronic exchange didn't hurt Kaye or the show. Business which was already good, picked up some more.



## Sharp Upturn Reported In Music Sales for '53

WASHINGTON, Jan. 16. — A brisk upturn in 1953 disk, sheet music and musical instrument sales was officially revealed this week on two governmental fronts — Internal Revenue Service and Commerce Department. Radio, phonograph and TV set sales were also reported up, despite lower department store volume.

Receipts from the excise tax on disks totaled \$3,241,000 in the first five months of fiscal 1954, which began July 1, according to the IRS. This is a gain of almost 38 per cent over receipts in the comparable part of the previous year. November receipts totaled \$2,218,000, an increase of \$1,611,000 over the previous November take. Receipts were unusually large in November, IRS explained, since manufacturers are now required

to pay their taxes quarterly instead of monthly. At the same time, department store sales of disks, sheet music and musical instruments were 7 per cent higher in the first 11 months of 1953 than in the same part of the previous year, with November sales topping the same month of the previous year by 14 per cent, Commerce Department reported.

The excise tax on musical instruments yielded \$3,711,000 in the first five months of fiscal 1954, down about 13 per cent from the same period in fiscal 1953. November receipts, however, totaled \$1,953,000, topping the previous November by more than a million dollars.

The take from the excise tax on radios, phonos and TV sets amounted to \$55,748,000 in the first five months of fiscal 1954, a gain of 14 per cent over the comparable part of the previous year, with November receipts totaling \$33,128,000, almost triple the take of the previous November. Department store sales of those items were reportedly down 12 per cent in the first 11 months of 1953 from the same part of 1952, with November sales running 6 per cent below the previous November. However, Radio-Electronics-Television Manufacturers' Association reported total retail sales of radios, excluding auto sets, at 5,608,477 sets, a gain of 44,618 over sales in the first 11 months of 1952. TV set sales were reported at 5,600,423, up 505,203 sets from the first 11 months of 1952. Although figures are available on retail phono sales, it is known that the bulk of these items, as well as disks, TV and radio sets, moves thru disk and appliance stores rather than department stores.

## Victor Grooms Hi-Level Execs Via College

**Kanaga & McCrae Off to Harvard; Bullock Advances**

NEW YORK, Jan. 16.—Larry Kanaga, national sales and merchandising manager of the RCA Victor record department, will take a leave of absence from his post early in February to attend the advanced management program of the Harvard University Graduate School of Business Administration. Taking over his duties in the post of acting sales and merchandising manager will be Bill Bullock, who is now the diskery's sales planning chief. Another RCA exec set to attend the three-month course is Bob McCrae, Northeastern regional manager for RCA products.

Kanaga will vacation for a week or two prior to attending the management course, which starts February 24. He is not expected to rejoin RCA until early June. It is not known whether he will return to his present post with the record department, since it has been pointed out that the majority of the executives attending the school at the behest of their companies move into top posts soon after completing the course.

RCA's announcement that Kanaga and McCrae will attend the course notes that the move is part of an over-all company program of executive development.

Kanaga has been the sales chief of the record department for the past five years, and has held the post longer than any previous sales manager in Victor's history.

## Buffalo Test Area for Col. LP Promotion

NEW YORK, Jan. 16.—Columbia Records tees off a test promotion in Buffalo starting Sunday (17) for two weeks. The promotion, which will be limited to Buffalo only, offers consumers a Columbia LP at half-price for every Columbia LP bought at full price. This means that if a customer buys a 12-inch LP for \$5.95 he can purchase another 12-inch for \$2.98 during the two-week period.

Price of Columbia LPs to dealers, for the past week, have been reduced by 25 per cent so that stores can offer the special to their customers. Dealers' cost will go back to regular discount when the experiment is over. The diskery will advertise the bonus deal in Buffalo newspapers, as well as via store streamers, in order to reach as many consumers as possible.

If the plan is successful, the diskery may use it in other cities. (Continued on page 16)

## RCA DEVELOPS CASE OF IVY

NEW YORK, Jan. 16.—RCA Victor execs are quipping that an intercollegiate rivalry may be brewing within the company since the diskery's sales chief Larry Kanaga is set to attend a special Harvard course (see separate story) and the diskery's star fem chimp Eartha Kitt has been named Queen of the Yale junior prom. The Sauter-Finegan band has been booked to play the latter date on February 26. Miss Kitt will be attending Yale, if only for the evening, just two days after Kanaga is enrolled at Harvard.

## Cap's B'wood, Ardmore Get Chicago Hq.

HOLLYWOOD, Jan. 16.—Ardmore and Beechwood Music, Capitol Records' music publishing company affiliates, have opened a Chicago office to exploit their songs in the Midwest.

Mike Gould, proxy of both firms, announced the appointment of veteran publisher's rep Al Friedman to helm the Chicago office. Friedman was scheduled to leave here yesterday to set up temporary headquarters in the St. Clair Hotel, Chicago.

Ardmore and Beechwood will now have representation in Hollywood, Chicago and New York, latter office staffed by Duke Niles for the past two years.

Firm will continue working on "Vaya Con Dios," their big 1953 title, in addition to four new titles believed to have hit potential.

## Disk Price Boosts Found Mostly Talk

**Two Indie Labels Up Lines Slightly; Goody Discount House Adds 2% Retail**

NEW YORK, Jan. 16.—Record prices were the subject of unusual interest this week as word of real and fancied price boosts circulated freely thru the LP trade. After the excitement simmered down, only two price adjustments by two indie diskeries could be established, plus a slight upward modification in retail prices by Sam Goody, leading discount house.

The sudden spurt in price talk was traced by many to the hike in Columbia lists in November, from \$5.45 to \$5.95 for 12-inch LP's. At that time some observers expected that RCA Victor early this year would jump from a present \$5.72 to around \$6.25 for comparable disks. Company execs have denied any such intention.

Goody, considered a bell-weather among the price-cutting fraternity, next week will jump prices approximately 2 per cent, veering from its longtime standard 30 per cent off on all LP's except those selling at \$3.15 or less. Under the new set-up, all disks listing from \$3 to \$4, will sell at \$3 even. LP's listing at \$5.95, will be offered at \$4.25 as against the present \$4.17. And \$5.72 disks, formerly sold at \$4.01, will go for \$4.10.

### Diskeries Boost

On the diskery level, Concert Hall will raise the price of its CBS series from \$5.45 to \$5.95 on February 1. Most of the firm's product is already at the latter price. And Folkways Records, in February, will carry a list of \$6.45 as against the present \$5.95.

Folkways 10-inchers move up from \$4.45 to \$4.75.

Indie diskeries contacted this week were divided fairly evenly on the advisability of raising prices at this time. Some who favored such a move cited increased costs of operation and a profit squeeze as factors influencing their desire, if not action. Those who opposed it pointed to declining sales at present prices, which they surmised would only be further reduced if prices went up.

In any case, no indie (other than Folkways) was willing to initiate such a move. The impetus would have to come from the majors, if at all.

## Elliott Boost Gives Rise To Speculation

**Post Covers Disks, Phonos, Receivers At RCA N. Y. Office**

NEW YORK, Jan. 16.—The promotion of RCA vicepres Joe Elliott to executive vice-president in charge of consumer products, and his switch of headquarters from Camden, N. J., to the executive offices here, has given rise to some interesting trade speculations. It is pointed out that Elliott's post covers records, phonographs, radio and television receivers. Up to the move here, Elliott has been headquartered with the home instrument division in Camden. He will now be geographically closer to the record department.

Tradesters feel that this physical move may permit Elliott further to cement the relationship between Victor records and record-playing equipment. Elliott was originally a salesman for the old Brunswick label, and his first position with RCA Victor was in the record department.

Victor, of course, has in the past tied disks and phono equipment in various ways. One of the firm's most successful promotions

(Continued on page 16)

## Decca Would Swap Stocks

NEW YORK, Jan. 16.—In a move to acquire a greater stake in Universal Pictures, Decca Records yesterday (15) offered 145,842 shares of its authorized but unissued capital stock in exchange for shares of Universal stock, in the ratio of two shares of Decca stock for each share of Universal. The record company thereby hopes to increase its Universal stock holdings from a present 59.6 per cent to a possible 66.9 per cent.

The offer to Universal stockholders will expire on February 8. A maximum number of 72,921 shares of Universal stock can be acquired by the diskery thru the offering, bringing its total ownership of Universal common shares to 672,996.

In a prospectus published yesterday in connection with the preferred stock transaction, it was stated that Decca's gross sales and royalties, less discounts, returns and allowances, for the first nine months of 1953, totaled \$12,637,241. This was substantially the same as income accrued during the same period in 1952. Decca management, however, estimates that sales for the final quarter of 1953 were some 10 per cent below those a year earlier.

The present outlook for Decca sales was tagged "encouraging" in the brief, which noted that since last month it "has had a more satisfactory number of hit records."

## REVOLUTION IN MANUFACTURING—II

# Disk Makers Air Pro & Con Of Injection Quality & Wear

By BOB ROLONTZ

This is the second in a series of three articles on disk making processes.

NEW YORK, Jan. 16.—One of the most frequently raised questions about the injection molding process concerns the quality of the disks turned out by this new technique. The question of quality, which was of minor import while only kididisks were being injection molded, becomes most important as 45's, and especially LP's, start being made this way.

Styrene used in injection disks was developed specifically for records. Two qualities were desired for this disk material: resistance to wear and good reproduction of sound. Neither vinyl nor shellac was suited to the injection molding process. The standard aimed at with styrene was the wear and quality standard set with vinyl 45's and LP's.

There appears to be little doubt that the 45's and EP's made via injection by Columbia, Bell and a few other companies are equal quality-wise, and in resistance to wear, to compression molded vinyl 45's.

Columbia has been making the majority of its 45's by this pro-

cess for six months and has had no untoward squawks. Columbia Transcriptions, the firm's custom division, has been making injection 45's and EP's for its indie label clients and has had no complaints here either. If there was a quality loss on these disks, or if they didn't last, it could not have been kept secret.

### Pre-Tested

Before releasing any injection LP's, Columbia made many tests on the microgroove disks. It was only a few months ago that the firm released any injection LP's for the market and even now is releasing only a small amount of these LP's as against compression disks. According to Columbia, the firm's injection LP is a better sounding disk than the compression LP.

The firm's engineers claim the disk gives a better bass response than a vinyl platter, and that it has a more brilliant sound than

the softer vinylite record. In addition, the diskery declares there is less surface noise on an injection as against a vinyl record.

Columbia points to other features of the injection process to show why the firm believes the injection disk is superior to compression. Blistering and lamination problems encountered in compression are not a problem in injection, according to the firm.

The quality of each disk is due to the automatic injection process, the diskery avers. The firm also says that its tests show that injection LP's give slightly better wear than compression LP's.

### New Stampers

The firm brings up one more reason, and an important one, as to why it is certain its injection disk is of top quality. The firm is putting back its injection savings into making better stampers, for

(Continued on page 16)

## Outlook Brightens for Pact on Tele-Music

Continued from page 3

local blanket license. These will be the percentages on virtually all programming except political time. The old rate was the radio rate plus 10 per cent. This figured to 3.025 per cent.

The local per program license rate, it is believed now, is likely to be 9 per cent of the sale of time on programs containing ASCAP music, but if the music is merely background music on film, the rate is likely to be 4 per cent.

The local blanket sustaining rate, which under the old license formula was the highest half-hour card rate plus 10 per cent, is likely to be the highest quarter-hour card rate. Like the old formula, it will be payable every month.

### Reductions

The new rate structures, if they are finally approved, represent substantial reductions for the telecasters and yet promise a very

considerable income to the Society. Telecasters estimate the proposed deal will amount to a 17 per cent reduction in the commercial blanket license fees, and a 40 per cent reduction in the local sustaining fees. The reduction on the local blanket license, from the half-hour to a quarter-hour card rate, is large.

It is known that the drafting of the blanket license form is virtually completed. The per program license involves more language work.

Meanwhile, the all-industry local TV committee chairmaned by Dwight Martin continues to poll the indie telecasters to get their views on ASCAP rates. The committee has heard from about 160 stations—which is more than one-half—and these are in substantial agreement that the committee's proposed schedule of rates is satisfactory.

## Ray Anthony Buys Billy May's Band

HOLLYWOOD, Jan. 13.—Maestro Ray Anthony this week purchased complete title to the Billy May orchestra, including the name, library and arrangements.

Negotiations for the purchase were concluded here Thursday (17) between General Trust Corporation top; r Tom Rockwell and Anthony's manager, Fred Benson.

The May band will continue on its present one-nighter tour, with ork leader Sam Donahue helming the band. Bob Dawes, who fronted the ork following Billy May's exit from the band biz, has been named road manager.



# New Victor Labels To Bow Next Month

NEW YORK, Jan. 16. — RCA Victor this week made official their two new labels, "X" and Groove.

The first "X" disks will be shipped to retailers on February 8 and will include platters by Bill Darné, Richard Maltby and probably some sides cut by such talent as Dinah Kaye, Spencer-Hagen and the Smith Brothers quartet.

On Monday (18), Joe Delaney, sales chief of both the "X" and Groove labels, a.&r. chief Jimmy Hilliard and Darnell take off on a four-week cross-country tour to visit distributors, dealers, disk jockeys and operators.

Contracts with distributors are now being signed, according to Delaney, and the Victor subsidiary line will bow in February with about 25 distributors. However, the "X" distributors will not in all cases also carry the Groove line of rhythm and blues disks. Latter material is being recorded by Danny Kessler. Groove artists will be those now on the Victor label and any additional r.&b. talent signed.

Current plans call for regular "X" and Groove releases on the second and fourth Monday of each month. No more than 10 or 12 singles for both lines will be issued bi-monthly. The first EP and LP release on the "X" label will be in March. Of the maximum of 12 singles, five will probably be Groove disks.

Delaney's problem in setting up complete nationwide distribution for both lines is pointed up by the fact that the Groove disks

are actually rhythm and blues items which would have gone thru the Victor distributors, while the "X" line is one which is entirely new for the parent company.

### BB Titled 'X' Line

The diskery, incidentally, this week finalized the naming of the subsidiary line as "X"—an identification for the project originally used in The Billboard.

The tour will cover every distribution point in the country, the Delaney will split off from the Hilliard-Darnell tour when they reach Los Angeles. Hilliard will do some additional recording on the West Coast.

# Hi-Fi Shown By Trav-Ler

CHICAGO, Jan. 16.—The Trav-Ler Radio Corporation debuted its new high-fidelity line at the January market of the Furniture Show this week by introducing seven models.

The lowest priced unit, heralded as semi-hi-fi, is Model 9050. This is a portable unit with a six-inch speaker and three-tube amplifier to retail at \$69.95.

The high-fidelity line, with the exception of the Concert Hall Model, will be known as the Stereotone line. Model 9051 is a portable, containing a flipunder ceramic cartridge, sapphire needle, a V-M hi-fi changer and separate controls for treble and bass. It has a frequency response of 50-15,000 c.p.s. and will retail at \$79.95 in mahogany.

# Settlement Near on AFM Work Pacts

NEW YORK, Jan. 16.—James C. Petrillo's American Federation of Musicians this week moved ahead toward settling employment contracts on several major fronts.

1. The formal signing of contracts with seven diskery negotiators took place yesterday (15), when the record execs inked pacts substantially as described in The Billboard last week, but with a few minor changes.

2. Local 802 of the AFM made its demands upon the major radio and television networks, while representatives of Hollywood Local 47 arrived here to present their demands on the same networks on Tuesday (19). Local 802's negotiations will resume Monday (18).

3. The AFM's International Executive Board will meet with motion picture studio negotiators in Miami in a few days to begin confabs on a new contract with the film factories.

4. Meanwhile, two other industry contracts are still to be settled: one with the transcription firms and one with the television film companies.

### Pact Signers

Signing the labor and trust agreements yesterday were RCA Victor, Columbia, Capitol, Decca, M-G-M, Mercury and the Golden and Bell firms. As finally drawn up by AFM and diskery lawyers, the contract calls for a flat 15 per cent increase in contributions to the Music Performance Trust Fund instead of the 7.5 and 7.5½ per cent increases originally agreed upon.

The remainder of the contract remains substantially as reported last week. Clarification of "classical" recordings, on which 10 per cent of musicians' money will not be contributed to the Trust Fund, was reached by agreeing that all disk dates staged with regular symphony groups (those on which symphonic scale is being paid) will be considered "classical."

It is believed that the new diskery contracts also call for strengthening the method of collecting contributions to the fund by requiring some firms to either

post a bond, pay advances to the Fund or permit the auditing of books.

The new contract is certain to increase diskery music costs, but none of the record execs is yet able to estimate how big the increase will be. Costs of sessions are almost always charged off against artist royalties. There is some question, however, whether the diskeries can or will charge to the artists the added music cost (10 per cent increase on scale) which is actually paid to the Trust Fund.

Meanwhile, as expected, Samuel Rosenbaum continues as trustee of the Music Performance Trust Fund. Rosenbaum told The

(Continued on page 36)

## 4-POINT HI-FI PROJECT

# Test Plan Pays Off for Nides' Denver Store

By BOB LATIMER

DENVER, Jan. 16.—The hi-fi market is rapidly opening up for Nides Appliance Company, here, as the result of an experimental "four-point program" developed by Mrs. Samuel Nides, owner.

The Nides store, located in mid-town Denver, has operated the city's largest record department for some seven years, during which time little or no attention was paid to high fidelity equipment.

"We made a mistake in assuming that high-fidelity was for the classic music lover, or the technically minded customer exclusively," Mrs. Nides said. "However, early this fall, when the Columbia 3-60 precipitated interest in better music reproduction, we found results favorable, and decided to explore the market exhaustively."

Since then, the Nides Appliance Company has proved graphically to itself that the hi-fi market is by no means a limited one and that "anyone who likes music" can be logically considered a customer. More important, it has been found, in most instances, it requires only an "educational job" of letting the customer know what high fidelity means to create immediate prospects.

### Sales Booms

Now, with all promotional operations based on the need for "better hi-fi education," the store has hung up a record sales volume, and where the inventory a year ago contained only one or two high-fidelity phonographs, there are now six major lines represented with as many as four numbers in each. "We haven't gone into components as yet," Mrs. Nides said, "simply because we feel that the market is just beginning to become established and because there are too few people in our market area who are qualified to work with cartridges, tuners, balanced speakers, etc."

"We have, however, one man on the staff who is a 'bug' on the subject, and who has built a \$550 custom unit which we will later use to display high-fidelity components. While occasionally a customer does demonstrate some knowledge of variable reluctance pick-ups, precision amplifiers, etc., this type of selling is still some time away."

At least 50 per cent of the equipment display space in Nides' huge record department is now devoted to hi-fi units including one operating demonstrator for each, a few steps away from four listening booths. Likewise, in between each high fidelity reproducer is a stack of handy, easily understandable literature, which is there to be placed in the prospect's hands as another educational step.

### Program

The four-point sales program which the Denver dealership has utilized to date includes the following steps:

1. A 13-week "Wax Fax" television show, which stresses hi-fi all the way.
2. Intensive training of all sales people to give intelligent explanations of high fidelity.
3. Aggressive demonstration to every record customer.
4. Building up a mailing list of known hi-fi enthusiasts.

Of the four points, the "Wax" (Continued on page 34)

## WESTERN MUSIC SWINGS NORTH

# Country Tunes Booming in All Canadian Music Fields

By HARRY ALLEN JR.

TORONTO, Jan. 16.—With five night spots here booking western and country music groups on a continuous basis, interest would seem to be at an all-time high in this country. Indicative is the fact that when "Grand Ole Opry" played at the Canadian National Exhibition here the week before last, \$18,000 was picked up at \$3 top for three shows.

Every medium concerned with music reports an increase in western and country music in the city. Some authorities attribute it to a desire for unsophisticated novelties and ballads. One of the biggest groups to whom the music appeals are the new Canadians. Their interest is because of a desire to assimilate Canadian manners and habits.

In the record field, one of the authorities in Eastern Canada is Fred Roden, who operates a store here specializing in country mu-

sic. So successful has he been that he is opening branches in two other spots, Lindsay and Wingham, while he has sub-distributors in several other towns.

Roden, whose operation is strictly a self-serve, claims to have 90,000 records of country and western music on hand. He claims further that his business has doubled over the last couple of years.

To encourage interest in the music, Roden has brought in a number of groups from Nashville and from various parts of Canada, and runs shows. In addition, he started a Country Music Promotion Club, with a membership of nearly 900. He no longer has anything to do with its operation, but the club is still operating, meeting every Sunday for a ho-down in a local hall and pulling in over 400 heads a week.

Frank Weaver, of Quality Rec- (Continued on page 36)

# Victor to Push Tosca-Brahms, Shaw Albums

NEW YORK, Jan. 16.—RCA Victor will stage heavy promotions in February on two album packages—the Artie Shaw ork air-checks and a limited edition three-record set of the Brahms First, Second, Third and Fourth symphonies conducted by Toscanini. The pop package will retail for \$8.95, while the Brahms' set will list for \$24.95.

The Brahms-Toscanini package will be merchandised in much the same way as the diskery's top-selling Toscanini-Beethoven set of this past year. The new package will include a special booklet and photos about the composer, the conductor and the works.

Only 10,000 album sets will be run off in the special packaging. The four symphonies will also be made available as single 12-inch LP's to retail at \$5.72.

The Shaw set, a direct follow-up on the diskery's big-selling Glenn Miller album, will also be marketed in a white simulated leather cover. Material includes air-checks of the Shaw ork in the days when the crew played the Blue Room and the Cafe Rouge here.

Victor has set a major promotion and advertising campaign for the Shaw set of two 12-inch LP disks or six 45 EF records.

The campaign includes national and local advertising and promotion via magazines, radio, TV, newspapers, trade papers, co-op ad mats, special disk jockey kits, window displays, streamers, blow-ups, demonstration records and special Shaw voice tracks for radio stations.

The 24 selections in the Shaw album are broadcast performances never before released. A special spoken intro by Shaw precedes the first selection on the disks. All the performances took place between November 25, 1938, and November 28, 1939.

# SPA Moves Vs. Wizell, Day

NEW YORK, Jan. 16.—The Songwriters Protective Association late Friday (15), in a letter to the publishing firm of Wizell & Day, demanded the return of all copyrights on songs written by SPA members. The action, termed precedential by SPA members, was taken as a result of a council meeting called to consider what measures might be taken against the pubbery which, according to SPA, had failed to permit an audit.

An SPA executive said the publishing firm had been asked repeatedly to permit an audit; but firm would produce no books or records.

The council decided it would avail itself of a regulation in the SPA publisher contract, which provides that SPA may demand return of copyrights in the event publishers do not co-operate on audits.

Altho SPA felt constrained to take what is considered very drastic action, it is known that the writers' organization would be happy to open talks with Wizell & Day with the idea of arriving at settlement.

# M-G-M Offers Deal to Hype Album Buying

NEW YORK, Jan. 16.—M-G-M Records has set a special promotion of its classical catalog aimed at hyping the album business during February and March.

The plan, called "Cross Section," calls for setting up two special packages of 10 M-G-M disks. One is aimed at the average disk buyer and the other at the more discriminating customers.

Normal retail cost of each package would be \$48.50. The diskery is offering its distributors an additional 20 per cent discount on the packages bringing the price to wholesalers down to \$19.20 instead of the usual \$24. Deal ends on March 31.

It is expected that many of the diskery distributors will pass on the 20 per cent extra discount to dealers. Distributors have also been told that the packages can be broken up and the disks sold singly. Packages will be specially wrapped in cellophane with complete descriptive material. Each group of 10 disks is packaged in individual cardboard containers.

The Group "A" package, for the average customer, includes the following "E" series LP disks: 3002, 3006, 3014, 3022, 3023, 3032, 3037, 3045 3054 and 3008.

The Group "B" package, for the discriminating customers, includes the following "E" series LPs: 3013, 3017 3018, 3020, 3030, 3069, 3071, 3073 3079 and 3095.

M-G-M has readied a heavy promotional and advertising campaign to back up the merchandising of the two packages.

# 'Caravan' Bow Set April 25

NEW YORK, Jan. 16.—RCA Victor's personal appearance tour of c.&w. talent, the "Country Caravan," will make its bow on April 25 instead of late February. The tour being handled for Victor by Colonel Tom Parker (The Billboard, January 16) was set back about two months due to the diskery's inability to find suitable auditoriums or arenas available for the tight schedule demanded by a 10-city line-up in 15 days.

Victor c.&w. sales chief, Bob McCluskey, is currently in the South working out schedules as sites for the personal appearances are lined up.

What does the public want in phonographs?  
 What equipment is available?  
 Will the demand for high-quality records continue to influence phonograph sales?

Read... "THE OUTLOOK FOR 1954 PHONOGRAPH SALES"

One of the special features of

THE BILLBOARD

SPRING PHONO MARKETING ISSUE

dated

FEBRUARY 13



**SHEET SALES BRIGHTEN**

**Five Sell 200,000  
In Sudden Up-Trend**

• Continued from page 1

20,000 to 35,000 copies a week. The big five includes "Oh Mein Papa," "Changing Partners," "Strangers in Paradise" and "That's Amore."

Shapiro-Bernstein, publishers of "Papa," reported that it was averaging better than 35,000 copies a week on the tune. Frank Music noted that "Strangers" was hitting a 30,000-a-week clip.

Porgie Music's "Changing Partners" sold 50,000 copies from January 4 to 15, and Paramount's "That's Amore" has been selling

from 15,000 to 20,000 copies a week, even tho it is a novelty.

Perhaps even more important than the sales on the hits are just getting action, or are not yet off the ground.

Just a few months ago the new tunes moved few copies until the record really broke thru; today, orders are coming in even while the record has just started its upward curve. In other words, the publishing business, is beginning to look better than it has for a long time to many publishers.

In explanation of the spurt in sales, one music man said, "Nothing cures the illness of the publishing business like a hit song, and a hit song doesn't care who publishes it."

**Super Circus  
Cast Cuts 2d  
Batch of Wax**

CHICAGO, Jan. 16.—The cast of "Super Circus" finished cutting four sides recently under terms of a two-year contract set up recently with Mercury Records by the "Super Circus" merchandising organization, Television Merchandising, Inc.

The sides, "Super Circus Comes to Town" and "Super Circus Train," were the second in a series recorded by the cast. The others were made last August and released in December.

The records contain original skits and songs and feature regular cast members, Mary Hartline, Claude Kirchner, the Super Circus Band, and clowns Cliffy, Nicky and Scampy. The series is based on story outlines by the TV show's producer, Phil Patton. Music and dialog are written by the team of Creatore and Plattner.

**'Yaya' Boosts  
Dutch Sales  
For Capitol**

HOLLYWOOD, Jan. 16.—Capitol Records reached a sales peak in Holland during 1953, completing its first year with Bovema as sole distributor.

Competing for sales in one of the toughest record buying areas in Europe, Capitol sales climbed to a top position on the Dutch market, among the three major trademarks represented in that area.

Sales gains in the lowlands were reported to Glenn Wallichs, Cap prey, by Gerry Oord, Bovema managing director, whom Wallichs appointed to represent the firm in 1953.

"Yaya Con Dios" accounted for 50,000 sales in Holland within four months of release, reported to be a record sales for a pop single in the Netherlands. "Yaya" currently is the No. 1 hit in Holland, with sales expected to reach 75,000.

**Mitchell's Hudson-Ross Hi-Fi  
Promotion Gives Bumper Sales**

CHICAGO, Jan. 16.—Mitchell Manufacturing Company producer of the Mitchell 3-D high-fidelity phonograph, announced the completion this week of what it termed a most successful hi-fi promotion with the six Hudson-Ross retail record shops in Chicago.

Mitchell began the promotion by holding a training session at its plant with the sales personnel from the six Hudson-Ross stores. Then the firm set up a demon-

**40-Man Smith  
Band to Tour**

DETROIT, Jan. 16.—Leonard B. Smith, well-known bandmaster and cornet soloist, will take his 40-man organization on a five-State tour in February—believed to be the first regular tour by a big band organization in many years. Concerts will be played in Illinois, Indiana, Michigan, Ohio and Pennsylvania.

An unusual aspect of the tour, in addition to breaking the ice in the band field, is that it will be sponsored by Bandland Records, which has recorded Smith's organization.

He will make personal appearances in music stores in towns where they are playing and will be available for autographing records. Several nationally known musical artists are also being signed up to appear with the band on tour.

Clyde F. Josey, a newcomer in show business, has been named general manager of the band.

Musical workshops are planned in each city where concerts are given, with some of the name figures participating in a program which is receiving strong support from local schools and communities.

**Columbia Sets Jan.  
As Liberace Month**

NEW YORK, Jan. 16.—January is Liberace month at Columbia Records. The diskery is aiming to make the month Liberace month in dealers' shops too, with a three-foot-square poster of the pianist currently being sent out to distributors.

The display also contains easel album covers of the 88-er's four album sets, plus a quantity of consumer order blanks for Liberace albums and singles. Dealers can obtain the displays from their Columbia distributors.

**Rothfield Named  
Urania Gen. Mgr.**

NEW YORK, Jan. 16.—Werner Koppl, Urania vice-president, has named David Rothfield general manager of the diskery.

The Koppl will continue in charge of production, Rothfield will free him of some of his present duties so that he can resume part-time activities as an engineering consultant.

Rothfield was formerly with Oceanic Records and most recently served as record buyer for Heins & Bolet here.

**SHAW'S '2 ARE 1'  
FAST SELLER**

NEW YORK, Jan. 16.—George Shaw's Decca disk of "Till We Two Are One," which jumped into the No. 17 spot on The Billboard Best Selling chart this week, is the label's fastest selling single by a new artist in the last two years. Previous honors went to the Four Aces for their "Tell Me Why."

**Decca and U-I  
Collaborate on  
'Miller' Hype**

NEW YORK, Jan. 16.—The promotion facilities of Decca and Universal-International are being combined for a major hype behind "The Glenn Miller Story," as the movie and sound track album move closer to release. The promotion of each company will also plug the other's product. The close corporate tie between the two firms is expected to lead to similar collaboration on subsequent ventures.

On the diskery's part, a major point-of-sale effort is being mapped, with generous amounts of streamers and other dealer aids moving out to the trade. Universal will hold screenings of the film for dealers in key cities, with local publicity to push this disk as well as the movie.

The two firms are also joining in the sponsorship of a talent contest to find promising boy and girl vocalists. The contest is being run by a committee of disk jockeys in Iowa, Miller's home State. Winners will appear in a U-I featurette and cut some sides for Decca.

RCA Victor, meanwhile, is issuing an album titled "Glenn Miller Plays Selections From the Film, 'The Glenn Miller Story,'" featuring original Miller cuttings made prior to 1943. The album will be available on LP and EP. The Decca package will be offered in all three speeds.

**PHONO MERCHANDISING**

**Post-Holiday Activity  
In Detroit Market**

By HAVILAND REVES

DETROIT, Jan. 16.—Opening a new after-the-holiday promotional campaign, Columbia Records and its Detroit distributor, Buhl Sons Company, will run a late movie on television Sunday evenings, with disk jockey tie-ins and co-op advertising with a group of record shops.

To be titled "The Columbia 360 Show," named for the model which will be most heavily promoted, along with the consolettes, the television show is scheduled to start Sunday, January 17, on WXYZ-TV at 11 p.m.

Ed McKenzie, of "Jack the Bellboy" fame, is the first disk jockey to appear with the pitchman on the show, which has the commercial during intermission, rather than before the film starts. This will be McKenzie's first TV program.

Guest Deeja's

Other disk stars planned for appearances will include Bob "Bobbin' with Robbin" Seymour and Toby David. These guests will appear with the pitchman upon the scene of a "prop" record shop, complete with ample display racks of Columbia records, with phonographs on the counter and floor models in easily seen positions. The pitchman will appear behind the counter, and the opening commercial will have McKenzie leaning on the counter listening to a Columbia 360.

The entire pitch will be on the phonograph line, but offers will be made, as "If you buy one of the Columbia 360 phonographs this week, you will receive free, courtesy of the (name of co-op record shop) an album of popular records of 'Kismet,'" etc.

Record Shops Co-Operate Co-operating with the show, which will have a 13-week run, are a group of Columbia account record shops from Detroit and suburban areas, including Liberty Music Shop, of Ann Arbor, Mich.; the Cherry Hill Record Shop, of Dearborn, Mich., and the Sihler Record Shop, Ideal Housekeeping Shops, and Classic Record Shop, all of Detroit.

**Des Moines Tromar  
Turns to Skating**

DES MOINES, Jan. 16.—Closure of the Tromar Ballroom at Des Moines to a roller rink by Tom Archer, veteran ballroom operator, has reacted thru the trade with speculation on what it means to danceeries. If it was the first ballroom fatality it would not mean so much, but similar reports indicate a possible folding up of more dance spots.

Reason for the importance of the Des Moines switch, is that Archer is president of the National Ballroom Operators' Association and is one of the largest one-night buyer of bands. He has been regarded as one of the top operators in the business and his move will be watched closely by others.

Archer is not dropping out of the dance business, as he still has ballrooms at Marion and Sioux City, Ia., Sioux Falls, S. D., and an outdoor spot, also at Des Moines.

High cost of operating and a move to a lower admission price was given as the reason for the change by Archer.

"The high cost of operating today requires a high admission price for ballrooms," Archer pointed out. "With band prices as they are plus high taxes and other costs, the operator must take in enough at the door to meet expenses and the only way to do it—is to charge the customers accordingly. With present day high-cost-of-living, the average dancer is unable to pay this cost."

Archer also pointed out that the fatality rate among ballrooms has been high lately with a large number closing or reducing the number of dances per week.

Eddie Maker at South Bend, Ind., has converted his Palace Royale into a bowling alley, while the Ballerina Ballroom at Omaha has been shuttered and is now a garage. Mrs. V. C. Sperry, operator of the Meadow Acres at Topeka, Kan., is reported to have dropped public dances and will

resort to strictly rental deals. The large Rendezvous Ballroom at Balboa, Calif., was recently sold at a public auction. A large number of other ballrooms have been put up for sale, but the buying market is strictly off.

The Tromar Ballroom at Des Moines was opened by Archer on April 15, 1937, with Red Norvo's orchestra and Mildred Bailey, who died some time ago. Since the opening, the spot has been well known for name band attractions with virtually all of the top bands playing at some time.

Archer in announcing the closing of the spot, pointed out the number of romances that occurred at the place over the years.

"Every now and then someone comes up to me and introduces their husband or wife, somebody they met at the Tromar," Archer said.

The last public dance at the Tromar will be January 28 with Ralph Marterie playing the date. This will be followed the next night by an appreciation dance, open to those who patronized the ballroom. The closing of the Tromar will leave downtown Des Moines without a ballroom.

**'Indiscretion'  
Music Bought  
By Cromwell**

NEW YORK, Jan. 16.—Cromwell Music, a Howard S. Richmond publicity, has acquired the film music from "Indiscretion of an American Wife," starring Jennifer Jones and Montgomery Clift and produced and directed by Vittorio De Sica, who did "Bicycle Thief" and "Miracle in Milan."

The Cromwell acquisition includes Alessandro Cicognini's theme music, plus two songs based on the theme written by Sammy Cahn and Paul Weston. These two songs include the title song, "Indiscretion," and "Autumn in Rome." These sides have been issued back to back by Columbia. Cromwell acquired the rights via the office of David O. Selznick. Selznick turned over film distribution rights to Columbia Pictures.

Prior to turning the music rights over to Cromwell, Selznick had already arranged with Columbia Records to call the diskery issue an album, called "Salute to Jennifer," recorded by Weston, containing instrumentals from her films, as "Duel in the Sun," "Since You Went Away," etc., plus instrumentals of the two songs which have already been issued as singles.

Selznick also gave Columbia the sound track, which is to be issued as an album as the original sound track music from the film. The deal calls for the issuing of a Joe Stafford-Liberace single of the title song, "Indiscretion," in early February. This will be Liberace's first pop single.

**Phonographs**

People—Products—Prices

With the furniture show in Chicago now out of the way, manufacturers, distributors and retailers are now ready to sit down and digest the happenings of the past week or so. General reaction appears to be one of satisfaction with the business written at the Windy City market, tho some of the smaller manufacturers are reported to have been disappointed. In the electronic field, color TV and the many new phono models grabbed off most of the buyer interest.

Meanwhile, more new models have been introduced, personnel shifts continued to take place, and the general trade activity on all levels continued unabated. Frank Wilmento is reported to have bought out the interest of partner Irving Shurack and is now running the Shura-tone line by himself. Jack Meyerson, Phonograph sales manager, is due back in New York next week. Morgan Greenwood has been promoted to general advertising manager of Philco, assisting John Gilligan, vicepres. in charge of advertising. Jerry Greenberg joined Adolph L. Gross Associates

in New York. Arthur Ansley Company introduced a new hi-fi unit with detachable legs priced at \$139.50. The set has two speakers. Aaron Ignal, owner of Nadine Electronics, named Joseph R. Horenstein as general

**COAST REMOTES  
PULLED BY NBC**

HOLLYWOOD, Jan. 16.—Local band business gets a setback on February 1 when NBC pulls its remote wires from the Palladium Ballroom and the Hotel Statler's Terrace Room.

Move was cued as an economy measure, with the web feeling that affiliates would prefer to fill in via local disk jockey shows.

Only existing major radio remote coming from the Los Angeles area will be the show emanating from the Ambassador Hotel's Coconut Grove.



**a great new voice  
makes news with a  
great song!**

**ROY  
HAMILTON**

**YOU'LL  
NEVER  
WALK  
ALONE**

b/w "I'M GONNA SIT  
RIGHT DOWN AND  
CRY (OVER YOU)"

from "CAROUSEL"

78 rpm  
9015  
45 rpm  
5-9015



The Latest Smash Hit  
on **EPIC RECORDS**...

## Revolution in Manufacturing

• Continued from page 13

the better the stamper the better the record. Columbia execs state that its injection stampers are better than those in use on compression machines.

The other majors, and many indie pressing plants, are not yet convinced that the quality of the injection LP is better or even quite equal to a compression vinyl LP. Engineers and plant managers of these firms point out that the chemical structure of styrene is different than vinyl and claim that the reproduction and wear characteristics of vinyl are superior.

They more or less agree that an injection 45 is a satisfactory disk, but they are much more dubious about styrene LP's. They prefer to stay with the compression vinyl platter which they claim is a better record for both quality and wear. In addition, other majors say that their stampers for compression records are better than ever.

### Difference Slight

In spite of this dichotomy concerning injection molding, some firms who do not believe in injection as the future of records are willing to concede that any quality difference that may exist between injection and compression LP's is slight.

One engineer, with an indie pressing plant, stated, "Even if injection LP's are not as perfect now quality-wise as compression LP's, it is only a matter of time until the injection LP is the equal of the other." And altho no other major, and few large indies—except for Mercury—are turning out injection 45's and LP's, they all have one or two injection machines which they are using for test injection platters.

Styrene disks are less flexible than vinyl, but the difference here seems to be relatively unimportant since both can take a beating in the mail. However, styrene disks are lighter than vinyl and a saving is possible here on shipping costs, especially with injection LP's.

One manufacturer, who received an order for an advertising record, had them all made by injection due to the lightness of injections. The platters had to weigh less than eight ounces so they could go via third class mail, and injection disks were the answer.

### Economic Aspects

Record manufacturing by injection molding is an attempt on the part of Columbia and other diskeries to turn out records less expensively via assembly line methods. It portends a lower record price in the future, and it means an eventual lower nut for the manufacturer as production is increased.

Golden and Bell execs for instance, claim their costs would be up to 50 per cent higher if they had to make their disks via compression rather than injection molding. The low price of Bell disks, 35 cents for a seven-inch 78 r.p.m. platter, according to Bell brass, is made possible by the injection molding technique.

To some manufacturers, tho not the majority, the injection molding process is the coming one for mass manufacture of records. These manufacturers believe other diskeries will swing to injection as injection production rises and costs come down. However, to a large number of firms the future of records is still in compression molding, and they believe they can turn out disks more economically thru compression than injection.

Only time can tell who is correct; the competition between the two systems means that every engineer and plant manager is doing his best to make better records more economically and the consumer will benefit in the long run.

### No Change Due

Even if more diskeries were certain that injection was it, the change to injection would not happen over night. First of all the initial cost for injection machines is high, and a firm has to expend close to \$250,000 to install a bank of machines. In addition, many firms now have good compression machines in operation, and it will be years before they become uneconomical.

Perhaps just as important is that the production figures now being achieved by Columbia, the Bestway plant in the East and a few others, are the result of a few years of trial and error.

Columbia has a large jump on the other majors in injection, and it is possible that it would take other plants a while to catch up, since they would have to learn their machines as Columbia has

done. All of the bugs are not yet licked in injection; maintenance costs have to be cut, and there is still much to learn about the process.

Columbia is not turning out 10-inch 78's via injection even tho the firm uses a lot of 78's. It is making them by compression, because the material used for compression 10-inch 78's is less expensive than the styrene used for injection. In addition, 10-inch injection 78's would be too light to work on many automatic changers.

### Styrene Use

However, seven-inch 78's and six-inch kidisks can be made profitably via injection, due in part to a different artist royalty set-up for seven-inch 78's than with 89-cent disks and the use of less expensive styrene for kiddie platters. And the small 78's are not expected to be used on automatic changers. Injection 45's do work well on the large spindle 45 changer.

The injection molding process is a mass process. It is doubtful if it will cut costs sharply except for the mass producers. The large diskeries, and those who supply big orders, will benefit most.

The most economical injection plant, if it is to obtain optimum efficiency, should be in action 24 hours per day, for the injection machines are suitable for short or medium runs, they are still more profitable on longer runs.

The high cost of injection machines, at this stage of the game, makes them more preferable for large plants than small ones. The process holds out future savings once the plant investment is paid off, but this will not happen overnight. Injection molding is an investment for the long run.

(Concluded next week.)

## Elliott Boost

• Continued from page 13

was the "bonus book" arrangement, which is credited with having a major part in putting across the 45 r.p.m. speed in a very short space of time.

### Closer to Elliott

It is also known that the record department brass has often pushed for getting some phono models switched from home instrument division control to the disk section. Whether this will ever happen is, of course, unknown; but the diskery brass will now be at least physically closer to Elliott. It would be the nod from Elliott which could force such a change in basic company policy.

And with the record department having proved dramatically in recent months that distributor and dealer record sections can successfully handle packages of a fairly high unit cost, the possibility of having some phono models handled by the disk department is seen as being more than possible.

Within the past year, Victor has sold tremendous numbers of disk packages which retail at \$25 or \$50. Specific examples are the Glenn Miller Limited Edition and the Toscanini package of nine Beethoven symphonies.

## Buffalo Test

• Continued from page 13

or even nationally for limited periods. Before this could be done, however, the firm will carefully analyze results in each store in order to see how much sales have increased.

The lower price to dealers and the cost of the advertising and promotion means that the firm will have to practically double its business on LP's in order to make the bonus deal successful.

## Grant Buys Out Progressive Firm

NEW YORK, Jan. 16. — Gus Grant, partner in Progressive Records, indie jazz label, has bought out the interests of Harry Sultan and Irwin Gewirtz and will operate the firm himself from new quarters in Jersey City, N. J.

Grant is now prepping a release of seven extended play packages featuring such artists as Chuck Wayne, Al Cohen and George Wallington.



The Divine

Sarah Vaughn

"EASY COME,  
EASY GO LOVER"

COUPLED WITH

"THIS IS MY BELOVED"

MERCURY 70299 • 70299X45



**HOT POPS!**

**GOING STRONG**

1. **CHANGING PARTNERS**  
Don't Get Around Much Any More  
.....PATTI PAGE...No. 70295
2. **STRINGS OF MY HEART**  
Mama-Papa Polka.....THE GAYLORDS...No. 70258
3. **THE CREEP**  
Love Theme.....RALPH MARGERIE...No. 70281
4. **SADIE THOMPSON'S SONG**  
Drive In.....RICHARD HAYMAN...No. 70237
5. **OFF SHORE**  
Joey's Theme.....RICHARD HAYMAN...No. 70242
6. **JUST ONE MORE CHANCE**  
Heartaches.....HARMONICATS...No. 70277
7. **NATIVE DANCER**  
Lonesome Song.....RUSTY DRAPER...No. 70256
8. **GADABOUT**  
Caribbean.....DAVID CARROLL...No. 70247
9. **COW COW BLUES**  
Martha.....JAN AUGUST...No. 70228
10. **EBB TIDE**  
Make You Mine.....VIC DAMONE...No. 70216
11. **JONES BOY**  
Snow, Snow, Beautiful Snow  
.....BOBBY WAYNE...No. 70268

**HOT POPS!**

**HOT POPS!**

**COMING UP!**

1. **FROM THE VINE CAME THE GRAPE**  
Stolen Moments.....THE GAYLORDS...No. 70296
2. **SOMEBODY BAD STOLE DE WEDDING BELL**  
Baubles, Bangles And Beads  
.....GEORGIA GIBBS...No. 70298
3. **OH, AM I LONELY**  
Cuddle Me.....RONNIE GAYLORD...No. 70285
4. **THE BREEZE AND I**  
To Love You.....VIC DAMONE...No. 70287
5. **TILL WE TWO ARE ONE**  
Little Miss One.....EDDY HOWARD...No. 70293
6. **YES, DEAR**  
Old Country.....BERNICE PARKS...No. 70289
7. **BY HECK**  
Fancy Pants.....DAVID CARROLL...No. 70292
8. **BIMBO**  
Call Me Darling.....EDDY HOWARD...No. 70301
9. **WOLF BOY**  
Blues In The Night.....MARTHA RAYE...No. 70294
10. **GAME OF LOVE**  
I Still Get A Thrill.....BILLY DANIELS...No. 70291
11. **YOU'RE IN LOVE WITH THE PAST**  
Whispering Grass.....ROCCO GRECO...No. 70288

**HOT POPS!**

**COUNTRY HITS**

1. **I NEED A LITTLE HELP**  
I'll Never Love Again.....THE CARLISLES...No. 70306
2. **WHAT IT WAS**  
Part 1 and 2.....DUKE OF PADUCAH...No. 70290
3. **WHAT WOULD IT TAKE**  
Hello To The Blues.....BETTY AMOS...No. 70280
4. **WHAT WOULD YOUR MOTHER SAY**  
I'm Changing Business..JIMMIE FLETCHER...No. 70279
5. **THE LOVE I HOLD SO DEAR**  
Steel Guitar Rag  
.....JOAN HAGER & LLOYD ELLIS...No. 70273

**RHYTHM AND BLUES HITS**

1. **MY MAN'S AN UNDERTAKER**  
Gone And Went...DINAH WASHINGTON...No. 70284
2. **TV IS THE THING**  
Fat Daddy.....DINAH WASHINGTON...No. 70214
3. **I'M JUST YOUR FCOL**  
A-12.....BUDDY JOHNSON...No. 70251
4. **UNLUCKY MAN**  
My Baby.....MEL WALKER...No. 70276
5. **ESCORTIN' OR COURTIN'**  
September Song  
.....JIMMY RICKS and THE RAVENS...No. 70307



**WOW! WHAT PUBLICITY!**

**JANE RUSSELL**

GILBERT ROLAND ★ MARY McCARTY

ORIGINAL CAST ALBUM

RKO PICTURES INC.

*"The French Line"*

The French Line  
Well I'll Be Switched  
With A Kiss  
Wait Till You See Paris

What Is This That I Feel  
How Are Things With You  
Any Gal From Texas  
Looking For Trouble

LONG PLAY 33 1/3 RPM • MG 25182 ★ EXTENDED PLAY 45 RPM • EP-2-3183





# Music as Written

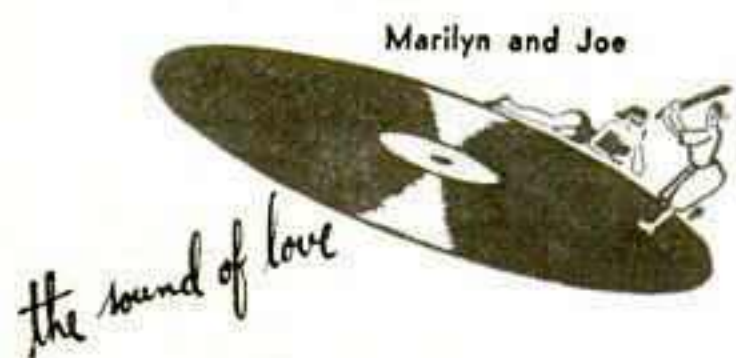
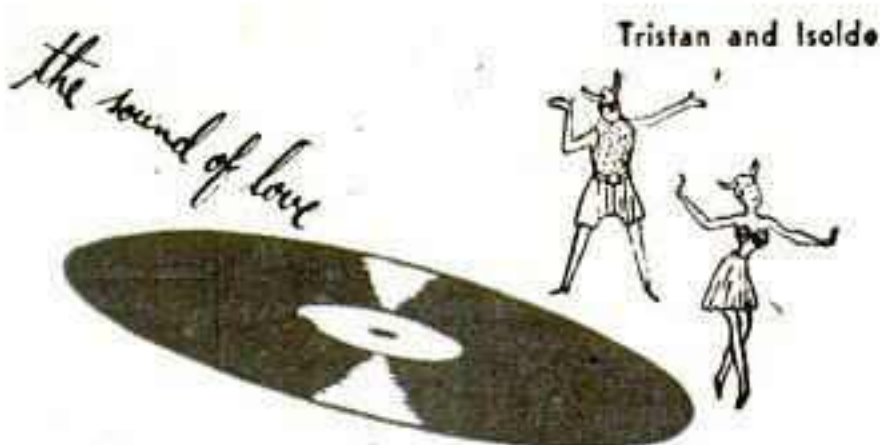
## THE SOUND OF LOVE IS HEARD ACROSS THE LAND!

Big response to Frank Murphy's  
new EPIC release  
"The Sound of Love"  
from coast-to-coast.  
Trade papers like it . . .  
Disc jockeys play it . . .  
Juke box operators love it . . .  
The public buys it . . .

# THE SOUND OF LOVE

by FRANK MURPHY

b/w "IF YOU BELIEVE" EPIC 9007



### MANAGEMENT

## Wakeman Corporation

250 S. BROAD STREET  
PHILADELPHIA 2, PA.

Kingsley 5-5532

Peggy Lloyd

Harry Fink Sam Bushman

### BOOKINGS

## GENERAL ARTISTS CORPORATION

New York City • Chicago • Hollywood • Cincinnati • London

### M-G-M TO PLUG 'TURN AROUND' . . .

Many music and record business people here recall the long campaign staged by a tunesmith some years ago to promote his tune, "An Onion and You." Now, M-G-M Records ad and publicity chief Sol Handwerger has hired a young student to chalk up local streets with the phrase "Turn Around Boy." Handwerger's plan also calls for handing radio and TV comics to pick up the phrase for their patter. M-G-M, incidentally, has high hopes for a Lew Douglas disk, "Turn Around Boy."

### NASHVILLE DJ INKED BY RCA . . .

Eddie Hill, Nashville disk jockey, has been signed to a recording contract by RCA Victor. His first sides for the label were cut this week by Steve Sholes, Victor c.&w. chief, and are skedded for release next month.

### 1,200 ATTEND FLATO PREEM . . .

Over 1,200 persons, including a batch of day favorites, attended the opening day festivities of the new Jerry Flato self-service one-stop in Boston. Flato's firm, Boston Record Distributing, unveiled its new set-up Sunday (10). Names who visited were Florian Zabach, Jill Corey, Ruth Casey, Bobby Wayne, Frank Petty Trio, Jerry Vale, Cindy Lord, Mary Mayo, Dewey Bergman, Judy Valentine, Dean Parker, Pete Lane, Pat O'Day and all the Boston area deejays. Flato is now servicing rhythm and blues, country and western, and classical disks to his one-stop and retail trade.

### COLUMBIA SIGNS ROBIN MORGAN . . .

Robin Morgan has been signed for Columbia kidisks by a.&r. exec Hecky Krasnow. The 11-year-old lass will tell stories for youngsters for the label. Miss Morgan has been a model, a disk jockey, an actress and a juke contest winner in her short career. She now stars on TV as "Dagmar" on the "Mama" seg.

### CORAL MULLING MODERNAIRES PACT . . .

Tom Sheils, manager of the Modernaires, planes to New York Monday (18) to discuss a new Coral recording contract with diskery toppers. Group's current pact, which has three months to run, is being shredded as a result of sales reaction on their newly released "Saltue to Glenn Miller" etching. Sheils will stop at Chicago on his return to the Coast to negotiate summer personal appearance dates for the group.

### COLUMBIA PICKS PAUL WESTON . . .

Paul Weston, Hollywood musical director for Columbia, this week was appointed West Coast rep for the company by executive veepee Goddard Lieberston. Weston will represent the diskery in general matters concerning a.&r. and will continue to supervise West Coast production of albums and wax for the firm. Lowell Frank has been named West Coast recording director for Columbia. He will supervise studio activity and assist Weston in a.&r. matters. Frank has worked for the firm on the Coast for two years.

### New York

Publisher Bobby Mellin leaves for an extended European business trip next week. A tie-in with a German movie firm is in the works. . . . Composer Ulysses Kay, a music consultant for Broadcast Music, Inc., will conduct the Tucson, Ariz., Symphony in one of his own compositions next month. . . . Anna Ray Suter, of station WITH, Baltimore, has

been promoted from music librarian to program director.

### Chicago

Bob Manning, Capitol recording artist, will replace Al Wallis as vocalist on "Close Up," the new TV show being aired here daily from 5:30 to 6 p.m. over WNBQ-TV and starring Howard Miller and June Valli. . . . Rudy Orisek begins a new deejay show over

(Continued on page 33)

**ANOTHER BMI "PIN-UP" HIT**

**"SUDDENLY"**

recorded by

MANTOVANI . . . . . London  
PERCY FAITH . . . . . Columbia  
LES BAXTER . . . . . Capitol  
DAVID ROSE . . . . . MGM  
MARY SMALL . . . . . Mercury

published by  
**BRENNER MUSIC, INC.**

**DARING! DIFFERENT! CONNIE HAINES'**

**"THE WRONG SIDE OF TOWN"**

CORAL 61094

**THE SONG YOU CAN'T KEEP OUT OF YOUR MIND!**

**"ANSWER ME, MY LOVE"**

\*\*\*\*\*

**"FLIRTATION WALTZ"**

**BOURNE, INC.**  
136 W. 52nd Street, New York 19

Leroy Anderson's  
**Greatest and Latest**

**Sleigh Ride**

The Typewriter

**MILLS MUSIC, INC.**

The New Dance Sensation!

**THE CREEP**

MILLER MUSIC CORPORATION

**Essex RECORDS**

**THE LABEL WITH A FUTURE . . .**

3208 So. 84th St.  
Philadelphia 42, Penna.

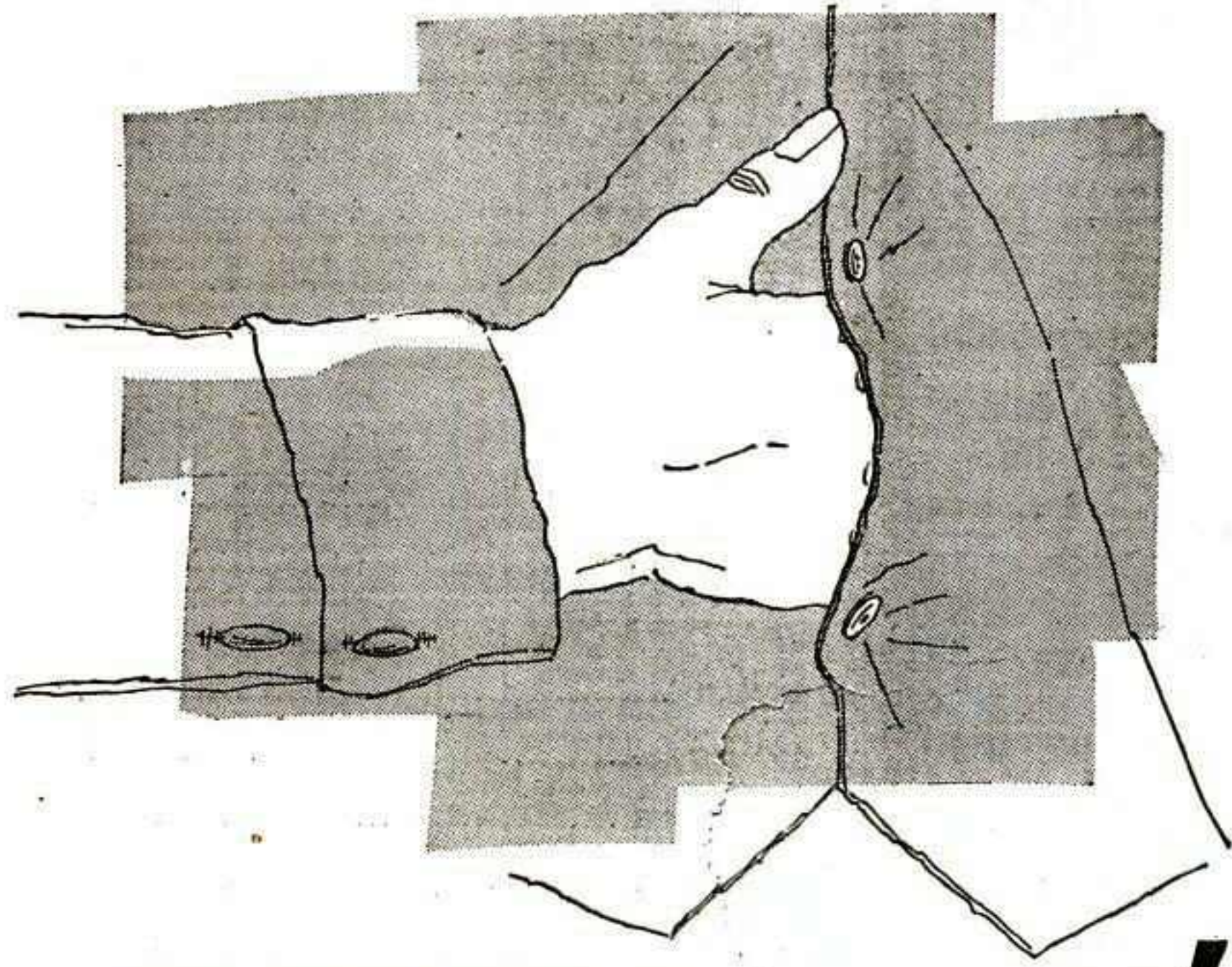
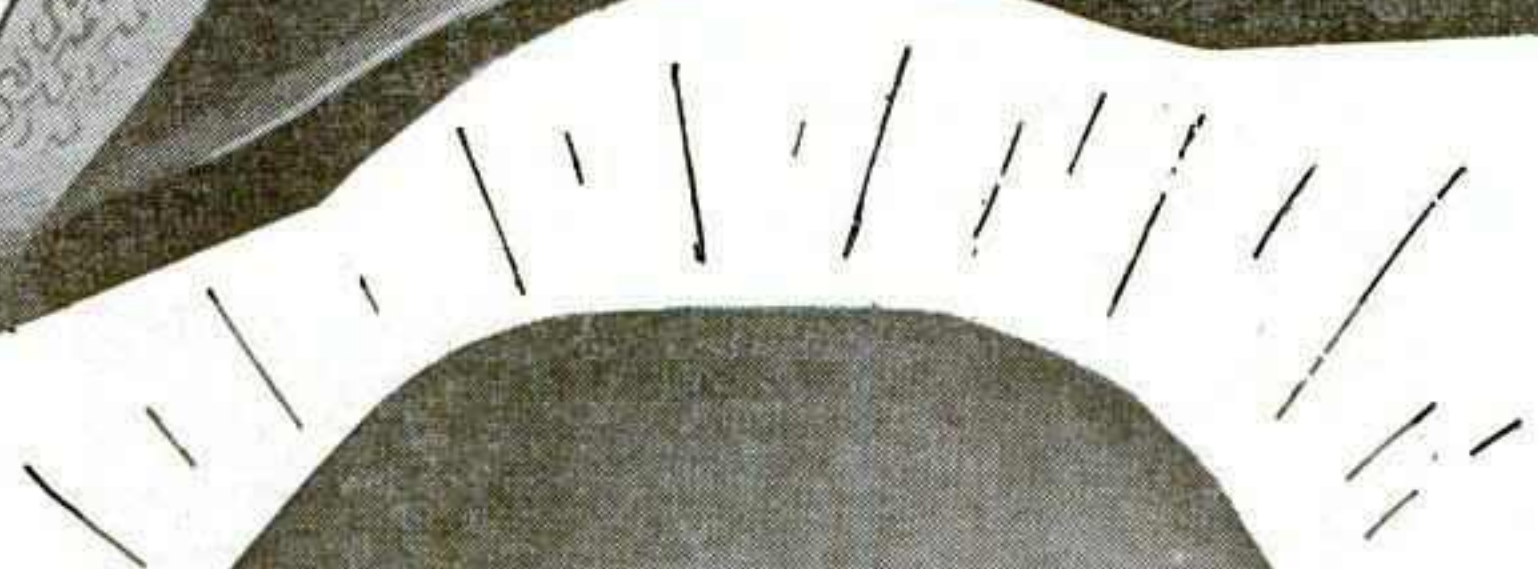
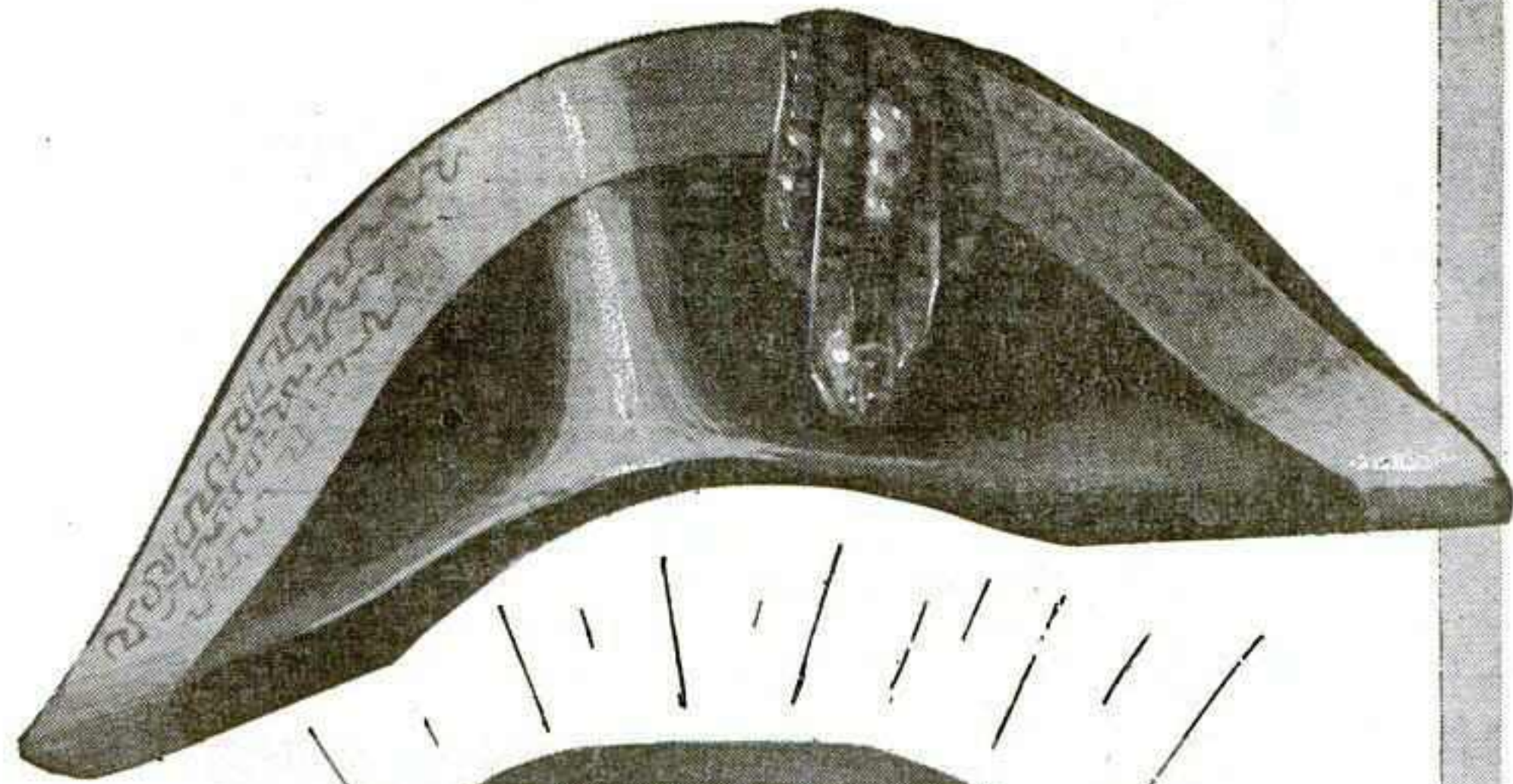
**"ROBE OF CALVARY"**

(All Record Labels and Artists Listed Alphabetically)

Bell . . . . . Stuart Foster  
Capitol . . . . . Jane Froman  
Columbia . . . . . Jill Corey  
Columbia . . . . . Stuart Hamblen  
Coral . . . . . Robert Mills  
Decca . . . . . Red Foley  
Jubilee . . . . . The Orioles  
RCA . . . . . Nelson Eddy  
Victor . . . . . George Beverly Shea

**HILL and RANGE SONGS, Inc.**





M  
A  
D  
C  
A  
D

**HENRI RENÉ** *and his orchestra*

b/w SEASHELLS



20/47-5595



**CAESAR'S BOOGIE**  
MGM 11654 78 rpm  
K11654 45 rpm



**TURN AROUND BOY**

and his orchestra

*Lew Douglas*

**JONI JAMES**  
**YOU'RE MY EVERYTHING**      **YOU'RE NEARER**  
MGM 30829 78 rpm • K30829 45 rpm

**BILLY ECKSTINE**  
**RENDEZVOUS**      **I'M IN A MOOD**  
MGM 11655 78 rpm • K11655 45 rpm

**TOMMY EDWARDS**  
**THERE WAS A TIME**      **WALL OF ICE**  
MGM 11668 78 rpm • K11668 45 rpm

**SHIRLEY HARMER**  
**IF YOU LOVE ME (REALLY LOVE ME)**      **WON'TCHA' LOVE ME**  
MGM 11667 78 rpm • K11667 45 rpm

**ROBERT MAXWELL and His Music**  
**SOLFERGIO**  
**THE DOLL DANCE**  
MGM 11671 78 rpm • K11671 45 rpm

**BETTY MADIGAN**  
**MY HEART IS DANCING WITH YOU**      **CALL ME DARLING**  
MGM 11670 78 rpm • K11670 45 rpm

**ART MOONEY and His Orch.**  
**SILHOUETTE**      **PROMISES**  
MGM 11669 78 rpm • K11669 45 rpm

**THE NOCTURNES**  
**POPPA PICCOLINO** and  
**FOR THE FIRST TIME IN A LONG TIME**  
MGM 11644 78 rpm • K11644 45 rpm

**FRAN WARREN**  
**IF I COULD HAVE YOU BACK AGAIN**      **IT'S ANYBODY'S HEART**  
MGM 11616 78 rpm • K11616 45 rpm

**BOB STEWART**  
**DID I REMEMBER**      **CARELESS**  
MGM 11659 78 rpm • K11659 45 rpm

**ALAN DEAN**  
**WHAT ARE YOU WAITING FOR**      **CALL ME ANYTIME AT ALL**  
MGM 11658 78 rpm • K11658 45 rpm

**THE CORONET ORCH.**  
**LOST LOVE**      **MAIN LINE**  
MGM 30837 78 rpm • K30837 45 rpm

**BOB SANTA MARIA**  
**I REALLY DON'T WANT TO KNOW**      **THE BIG DREAM**  
MGM 11666 78 rpm • K11666 45 rpm

**RITA FAYE**  
**I'M A PROBLEM CHILD**      **MISTER LIGHT'NING BUG**  
MGM 11664 78 rpm • K11664 45 rpm

**SHEB WOOLEY**  
**DON'T STOP KISSING ME GOODNIGHT**      **KNEW I HAD LOST**  
MGM 11665 78 rpm • K11665 45 rpm

**CLAUDE CASEY**  
**LOOKING AT THE MOON THROUGH A TEARDROP**      **YOU'LL HAVE TO TALK IT OVER WITH MY HEART**  
MGM 11611 78 rpm • K11611 45 rpm

**M-G-M RECORDS**

The Billboard Music Popularity Charts

**HONOR ROLL OF HITS**

Trade Mark Reg.

**The Nation's Ten Top Tunes**

... for Week Ending January 16

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

**1. Oh, Mein Papa (Oh, My Papa) 1 7**

By John Turner, Geoffrey Parson and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP)  
**BEST SELLING RECORDS:** Eddie Fisher, V 20-5552; Eddie Calvert, Essex 336.  
**OTHER RECORDS AVAILABLE:** R. Anthony, Cap 2678; L. Assia, London 18151; Brasshats, London 1403; B. De Welle, Coral 61111; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; J. Vadnal, V 20-5569; R. Wottawa, Coral 61111.

**2. Stranger in Paradise 2 8**

By Robert Wright and George Forrest—Published by Frank (ASCAP).  
**BEST SELLING RECORDS:** Four Aces, Dec 28927; T. Bennett, Col 40121; T. Martin, V 20-5535.  
**OTHER RECORDS AVAILABLE:** V. Damone, Mercury 70269; R. Flanagan, V 20-5505; Ink Spots, King 1304; G. MacRae, Cap 2652; A. Romero, V 20-5551; J. Sebastian, Cadence 1421; L. Stokowski, V 10.

**3. Changing Partners 4 8**

By Larry Coleman and Joe Darion—Published by Porgie (BMI)  
**BEST SELLING RECORDS:** P. Page, Mercury 70260; K. Starr, Cap 2657.  
**OTHER RECORDS AVAILABLE:** Crickets, Jay Des 785; B. Crosby, Dec 28969; H. Forest, Bell 1017; Ink Spots, King 1304; P. W. King, V 20-5537; D. Shore, V 20-5515.

**4. Rags to Riches 3 18**

By Dick Adler and Jerry Ross—Published by Saunders (ASCAP).  
**BEST SELLING RECORD:** T. Bennett, Col 40048.  
**OTHER RECORDS AVAILABLE:** A. Malvin, Prom 1059; T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.

**5. That's Amore 5 11**

By Jack Brooks and Harry Warren—Published by Paramount (ASCAP).  
**BEST SELLING RECORD:** D. Martin, Cap 2589.  
**OTHER RECORDS AVAILABLE:** B. Barron, M-G-M 11584.

**6. Ricochet 6 14**

By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI).  
**BEST SELLING RECORD:** T. Brewer, Coral 61043.  
**OTHER RECORDS AVAILABLE:** Davis Sisters, Tanager n' Texas 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.

**7. Heart of My Heart 8 9**

By Ben Ryan—Published by Robbins (ASCAP).  
**BEST SELLING RECORDS:** Four Aces, Dec 28927; D. Cornell, A. Dale, J. Desmond, Coral 61076.  
**OTHER RECORDS AVAILABLE:** L. Elgart, Col 40137; Four Vagabonds, Apollo 1076; F. Laine, Mercury 70262; Maple City Four, Mercury 6084; Sister Slocum, King 15017.

**8. Ebb Tide 7 21**

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP).  
**BEST SELLING RECORD:** F. Cuacksfield, London 1358.  
**OTHER RECORDS AVAILABLE:** C. Applewhite-Camarata Ork, Dec 28875; D. Ballard, Dec 28977; L. Becker-Enoch Light Ork, Prom 1058; J. Colonna, Dec 28975; V. Damone, Mercury 70216; K. Griffin, Col 40093; B. Haymes, Bell 1012; Ink Spots, King 1297; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.  
**TRANSCRIPTIONS AVAILABLE:** Hugo Winterhalter, Thesaurus.

**9. Secret Love 12 3**

By Sammy Fain and Paul Webster—Published by Remick (ASCAP).  
**BEST SELLING RECORD:** Doris Day, Col 40108.  
**OTHER RECORDS AVAILABLE:** R. Anthony, Cap 2678; T. Edwards, M-G-M 11604; Whitman-G. Grant, V 20-5512; G. Jenkins, Dec 28876.

**10. You, You, You 9 29**

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI).  
**BEST SELLING RECORD:** Ames Brothers, V 20-5325.  
**OTHER RECORDS AVAILABLE:** K. Griffin, Col 40039; J. Horton, Mercury 70198; Homer & Jethro, V 20-5555; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.

**Second Ten**

- 11. VAYA CON DIOS..... 10 31  
Published by Ardmore (ASCAP)
- 12. MANY TIMES..... 11 14  
Published by Broadcast (BMI)
- 13. WHAT IT WAS, WAS FOOTBALL..... 15 2  
Published by Charles (BMI)
- 14. WOMAN..... 17 3  
Published by Studio (BMI)
- 15. GRANADA..... — 1  
Published by Peer (BMI)
- 16. YOU ALONE..... 13 11  
Published by Roncom (ASCAP)
- 17. ISTANBUL..... 17 11  
Published by Alame (ASCAP)
- 17. JONES BOY..... 19 3  
Published by Pincus (ASCAP)
- 19. CREEP..... — 1  
Published by Miller (ASCAP)
- 19. I SEE THE MOON..... 15 11  
Published by Plymouth

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.





# Buyboard

**TOP SELLERS—**

**POPULAR**  
Listed Alphabetically

|   |                                 |      |
|---|---------------------------------|------|
| A DEAR JOHN AND MARSHA LETTER<br>C'EST SI BON .....                           | S. Freberg .....                | 2677 |
| ANSWER ME, MY LOVE<br>WHY .....   | M. Cole .....                   | 2687 |
| THE BUNNY HOP<br>THE HOKEY POKEY .....  | R. Anthony .....                | 2427 |
| CHANGING PARTNERS<br>I'LL ALWAYS BE IN LOVE WITH YOU .....                    | K. Starr .....                  | 2657 |
| THE CREEP<br>TENDERLY .....   | S. Kenton .....                 | 2685 |
| I GET SO LONELY<br>I COULDN'T STAY AWAY FROM YOU .....                        | The Four Knights .....          | 2654 |
| I LOVE PARIS<br>GIGI .....  | L. Baxter .....                 | 2479 |
| IN THE MOOD<br>TUXEDO JUNCTION .....  | R. Anthony .....                | 2699 |
| O MEIN PAPA<br>SECRET LOVE .....  | R. Anthony .....                | 2678 |
| OH!<br>SAN .....  | P. Hunt .....                   | 2442 |
| ROMEO AND JULIET, PART I<br>ROMEO AND JULIET, PART II .....                   | D. Griffith .....               | 2698 |
| ST. GEORGE AND THE DRAGONET<br>LITTLE BLUE RIDING HOOD .....                  | S. Freberg .....                | 2596 |
| THE TENNESSEE CHURCHBELLS<br>THERE'S A SILVER MOON ON THE GOLDEN GATE .....   | M. Whiting &<br>J. Wakely ..... | 2689 |
| THAT'S AMORE<br>YOU'RE THE RIGHT ONE .....                                    | D. Martin .....                 | 2589 |
| VAYA CON DIOS<br>JOHNNY (IS THE BOY FOR ME) .....                             | L. Paul & M. Ford .....         | 2486 |
| VENUS DI MILO<br>YOU MADE ME LOVE YOU .....                                   | B. Manning .....                | 2694 |
| WHAT IT WAS, WAS FOOTBALL, PART I<br>WHAT IT WAS, WAS FOOTBALL, PART II ..... | D. Griffith .....               | 2693 |

**TOP SELLER OF THE WEEK!**  
Based upon Actual Sales  
**"THAT'S AMORE"**  
with  
**DEAN MARTIN**  
Record No. 2589

**TOP SELLERS—**  
**COUNTRY & HILLBILLY**  
Listed Alphabetically

|   |      |
|---|------|
| A DEAR JOHN LETTER<br>I'D RATHER DIE YOUNG (THAN<br>GROW OLD WITHOUT YOU)<br>J. Shepard & F. Huskey ..... | 2502 |
| FORGIVE ME, JOHN<br>MY WEDDING RING<br>J. Shepard & F. Huskey .....                                       | 2586 |
| GO CRY YOUR HEART OUT<br>WAKE UP, IRENE<br>H. Thompson .....  | 2646 |
| JUST MARRIED<br>I HARDLY KNEW IT WAS YOU<br>F. Young .....  | 2690 |
| LOOK WHO'S CRYIN' NOW<br>WALKING ON TEARDROPS<br>S. McDonald .....  | 2696 |
| THE RED DECK OF CARDS<br>LORD, SEND AN ANGEL<br>T. Riifer .....   | 2686 |
| RELEASE ME<br>JUST TO BE WITH YOU<br>J. Heap & P. Williams .....  | 2518 |
| SINGIN' ON THE OTHER SIDE<br>I'VE GOT A BETTER PLACE TO GO<br>M. Carson .....                             | 2634 |
| SNATCHIN' AND GRABBIN'<br>SWEET JENNIE LEE!<br>M. Moore .....   | 2691 |
| YOU GOTTA HAVE A LICENSE<br>THERE'LL BE NO OTHER<br>T. Collins .....                                      | 2584 |

**BEST SELLING—**  
**POPULAR ALBUMS**  
Listed Alphabetically

|   |     |
|---|-----|
| THE EDDIE CANTOR STORY<br>Eddie Cantor .....                              | 467 |
| THE FOUR FRESHMEN<br>The Four Freshmen .....                              | 433 |
| THE HIT MAKERS!<br>Les Paul & Mary Ford .....                             | 416 |
| HITS FROM CAN-CAN<br>Top Capitol Artists .....                            | 482 |
| I REMEMBER GLENN MILLER<br>Ray Anthony .....                              | 476 |
| LOVER'S RHAPSODY & SONGS FROM<br>LOVER'S RHAPSODY<br>Jackie Gleason ..... | 366 |
| MIDNIGHT ON BOURBON STREET<br>Sharkey .....                               | 367 |
| MUSIC FOR LOVERS ONLY<br>Jackie Gleason .....                             | 352 |
| MUSIC TO MAKE YOU MISTY<br>Jackie Gleason .....                           | 455 |
| NAT "KING" COLE SINGS FOR TWO<br>IN LOVE<br>Nat "King" Cole .....         | 420 |
| PORTRAITS ON STANDARDS<br>Stan Kenton .....                               | 462 |
| TUNNY ITALY<br>Dean Martin .....  | 481 |
| TAWNY<br>Jackie Gleason .....   | 471 |

**BEST SELLING—**  
**"Specialized" HIGH-FIDELITY ALBUMS**  
Listed Alphabetically

|   |      |
|---|------|
| FULL DIMENSIONAL SOUND<br>A Study In High Fidelity .....              | 9020 |
| HIGH FIDELITY "CLASSICS" IN<br>FULL DIMENSIONAL SOUND .....           | 9024 |
| HIGH FIDELITY "POPULAR INSTRUMENTALS" IN FULL DIMENSIONAL SOUND ..... | 9022 |
| HIGH FIDELITY "POPULAR VOCALS" IN FULL DIMENSIONAL SOUND .....        | 9023 |
| THE PASSIONS<br>Les Baxter & Bas Sheva .....                          | 486  |

**BEST SELLING—**  
**"1600" SERIES**  
Listed Alphabetically

|   |      |
|---|------|
| HARLEM NOCTURNE<br>WHAT IS THIS THING CALLED LOVE<br>R. Anthony ..... | 1664 |
| HOW HIGH THE MOON<br>JOSEPHINE<br>L. Paul & M. Ford .....             | 1675 |
| I'LL REMEMBER APRIL<br>GET HAPPY<br>J. Christy .....                  | 1647 |
| NOLA<br>JEALOUS<br>L. Paul & M. Ford .....                            | 1621 |

**LATEST RELEASE**

No. 404

|  |                     |      |
|--|---------------------|------|
| YOUNG-AT-HEART<br>TAKE A CHANCE .....                              | Frank Sinatra ..... | 2703 |
| FOREVER YOURS<br>SOMEBODY ELSE IS TAKING MY PLACE .....            | Vicki Young .....   | 2704 |
| FLIRTATION WALTZ<br>ATLANTIS .....                                 | Les Baxter .....    | 2705 |
| THE GLASS THAT STANDS BESIDE YOU<br>LET'S KISS AND TRY AGAIN ..... | Jean Shepard .....  | 2706 |
| TACK-A-TOOM<br>ONE MORE LITTLE HEARTBREAK .....                    | Bill Dudley .....   | 2707 |

That "Dear John" team has done it again!

**"THE GLASS THAT STANDS BESIDE YOU"**  
JEAN SHEPARD

**"LET'S KISS AND TRY AGAIN"**

JEAN SHEPARD - FERLIN HUSKEY  
Capitol Records

Top-selling style!

**VICKI YOUNG**

with Dave Cavanaugh's Music  
sings "Forever Yours"

"Somebody Else is Taking My Place"

**LES BAXTER**

with his Chorus and Orchestra

...in an exciting new release—

**"Flirtation Waltz"**

and

"His"





The Voice All America Loves . . .

# JULIUS LA ROSA

with a great new release

**THE BIG BELL and THE LITTLE BELL**

**I COULDN'T BELIEVE MY EYES**

CADENCE #1235

Orchestra conducted by Archie Bleyer



Cadence breaks into the kiddie field with the first of a great monthly series of children's stories written and told by

*The Story Princess*  
of the Kate Smith TV Hour.

January release:

**FLUFFY and BLUFFY MEET FATHER TIME**  
#1610

February release:

**FLUFFY and BLUFFY and THE QUEEN OF HEARTS**  
#1611

Music composed and conducted by Archie Bleyer

A wonderful blending of inspirational material, plus a fresh new voice.

## EILEEN PARKER



singing star of the Don McNeil "Breakfast Club Show" singing 2 beautiful hymns

**GOD UNDERSTANDS**

and

**AN EVENING PRAYER**

#1730

Orchestra conducted by Archie Bleyer

A great contrast on one record! A real crazy jump tune backed by a beautiful lush instrumental.

**ARCHIE BLEYER**  
and his orchestra

**JULIE'S JUMP**

**AMBER**

#1320

A lush new release by America's brilliant harmonica virtuoso

## JOHN SEBASTIAN



**STRANGER IN PARADISE**

**AUTUMN LEAVES**

#1421

Orchestra conducted by Archie Bleyer

The Billboard's Music Popularity Charts

# Favorite Tunes

. . . For Week Ending January 16

## Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

| This Week | Last Week                                       | Weeks on Chart |
|-----------|---|----------------|
| 1.        | OH MEIN PAPA (OH MY PAPA) (R)—Shapiro-Bernstein | 1 6            |
| 2.        | STRANGER IN PARADISE (R) (M)—Frank              | 3 8            |
| 3.        | CHANGING PARTNERS (R)—Porgie                    | 2 8            |
| 4.        | EBB TIDE (R)—Robbins                            | 4 18           |
| 5.        | THAT'S AMORE (R) (F)—Paramount                  | 5 6            |
| 6.        | SECRET LOVE (R)—Remick                          | 11 4           |
| 7.        | RAGS TO RICHES (R)—Saunders                     | 6 13           |
| 7.        | HEART OF MY HEART (R)—Robbins                   | 8 5            |
| 9.        | RICOCHET (R)—Sheldon                            | 7 12           |
| 10.       | VAYA CON DIOS (R)—Ardmore                       | 9 30           |
| 11.       | YOU, YOU, YOU (R)—Mellin                        | 10 27          |
| 12.       | MANY TIMES (R)—Broadcast                        | 12 15          |
| 13.       | EH CUMPARI (R)—Crescent                         | 15 9           |
| 14.       | YOU ALONE (R)—Roncom                            | 13 8           |
| 15.       | IN THE MISSION OF ST. AUGUSTINE (R)—Republic    | — 14           |
| 15.       | OFF SHORE (R)—Hanover                           | — 1            |

## Tunes with Greatest Radio and Television Audiences

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

### Top 31 in Radio

|  |  |
|--|--|
| Changing Partners (R)—Porgie—BMI               | Rags to Riches (R)—Saunders—ASCAP                    |
| The Creep (R)—Miller—ASCAP                     | Ricochet (R)—Sheldon—BMI                             |
| Don't Forget to Write (R)—Advanced—ASCAP       | Sadie Thompson Song (R) (F)—Mills—ASCAP              |
| Don'tcha Hear Them Bells (R)—Iris-Trojan—ASCAP | Secret Love (R) (F)—Remick—ASCAP                     |
| Down by the Riverside (R)—Spier—ASCAP          | South of the Border (R)—Shapiro-Bernstein—ASCAP      |
| Ebb Tide (R)—Robbins—ASCAP                     | Stranger in Paradise (R) (M)—Frank—ASCAP             |
| Face to Face (R)—Whitmark—ASCAP                | Sweet Mama Tree Top Tall (R)—Hollis—BMI              |
| Granada (R)—Peer—BMI                           | That's Amore (R) (F)—Paramount—ASCAP                 |
| Heart of My Heart (R)—Robbins—ASCAP            | That's What a Rainy Day is For (R) (F)—Robbins—ASCAP |
| I Love Paris (R) (M)—Chappell—ASCAP            | Think (R)—Joy—ASCAP                                  |
| Jones Boy (R)—Pincus—ASCAP                     | Woman (Man) (R)—Studio—BMI                           |
| Many Times (R)—Broadcast—BMI                   | You All Come (R)—Starrite—BMI                        |
| Marie (R)—Berlin—ASCAP                         | You Alone (R)—Roncom—ASCAP                           |
| My One and Only Love (R)—Sherwin—BMI           | You, You, You (R)—Mellin—BMI                         |
| Oh (R)—Feist—ASCAP                             |  |
| Oh My Papa (R)—Shapiro-Bernstein—ASCAP         |  |
| Poppa Piccolino (R)—Chappell—ASCAP             |  |

### Top 22 on Television

|  |   |
|--|---|
| Crazy Man, Crazy (R)—Eastwick—BMI                  | Rags to Riches (R)—Saunders—ASCAP             |
| Down by the Riverside (R)—Spier—ASCAP              | Ricochet (R)—Sheldon—BMI                      |
| Heart of My Heart (R)—Robbins—ASCAP                | Side by Side (R)—Shapiro-Bernstein—ASCAP      |
| I Believe (R)—Cromwell—ASCAP                       | Sooth My Lonely Heart (R)—Feist—ASCAP         |
| It's Easy to Remember (R)—Famous—ASCAP             | Stranger in Paradise (R) (M)—Frank—ASCAP      |
| I've Got the World on a String (R) (F)—Mills—ASCAP | That's Amore (R) (M)—Paramount—ASCAP          |
| Momma's Gone Goodbye (R)—Pickwick—BMI              | Typewriter (R)—Mills—ASCAP                    |
| Oh My Papa (R)—Shapiro-Bernstein—ASCAP             | You Alone (R)—Roncom—ASCAP                    |
| P.S.: I Love You (R)—La Salle—ASCAP                | You, You, You (R)—Mellin—BMI                  |
|  | You're A! That I Need (R)—Sherwin—BMI         |
|  | You're Not Living in Vain (R)—Ben Bloom—ASCAP |

## England's Top Twenty

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

|   |   |
|---|---|
| 1. Answer Me—Bourne (Bourne)                  | 11. You, You, You—Mellin (American)                 |
| 2. Swedish Rhapsody—Connelly (Dartmouth)      | 12. Golden Tango—Lawrence Wright (Mills)            |
| 3. Oh My Papa—Maurice (Shapiro-Bernstein)     | 13. Wish You Were Here—Chappell (Chappell)          |
| 4. Rags to Riches—Chappell (Saunders)         | 14. Cloud Lucky Seven—Robbins (Robbins)             |
| 5. Ricochet—Victoria (Sheldon)                | 15. I Saw Mommy Kissing Santa Claus—Morris (Harman) |
| 6. Poppa Piccolino—Sterling (Chappell)        | 16. Song From Moulin Rouge—Connelly (Broadcast)     |
| 7. Why You Hear Big Ben—Box & Cox (Box & Cox) | 17. Istanbul—Auerbach (Alamo)                       |
| 8. If You Love Me—World Wide (Peer)           | 18. I Believe—Cinephonic (Oxford)                   |
| 9. Chicka Boom—Dash (Hawthorne)               | 19. Crying in the Chapel—Morris (Valley)            |
| 10. Vaya Con Dios—Maddox (Ardmore)            | 20. Eternally (Limelight)—Bourne (Bourne)           |

an Archie Bleyer Production

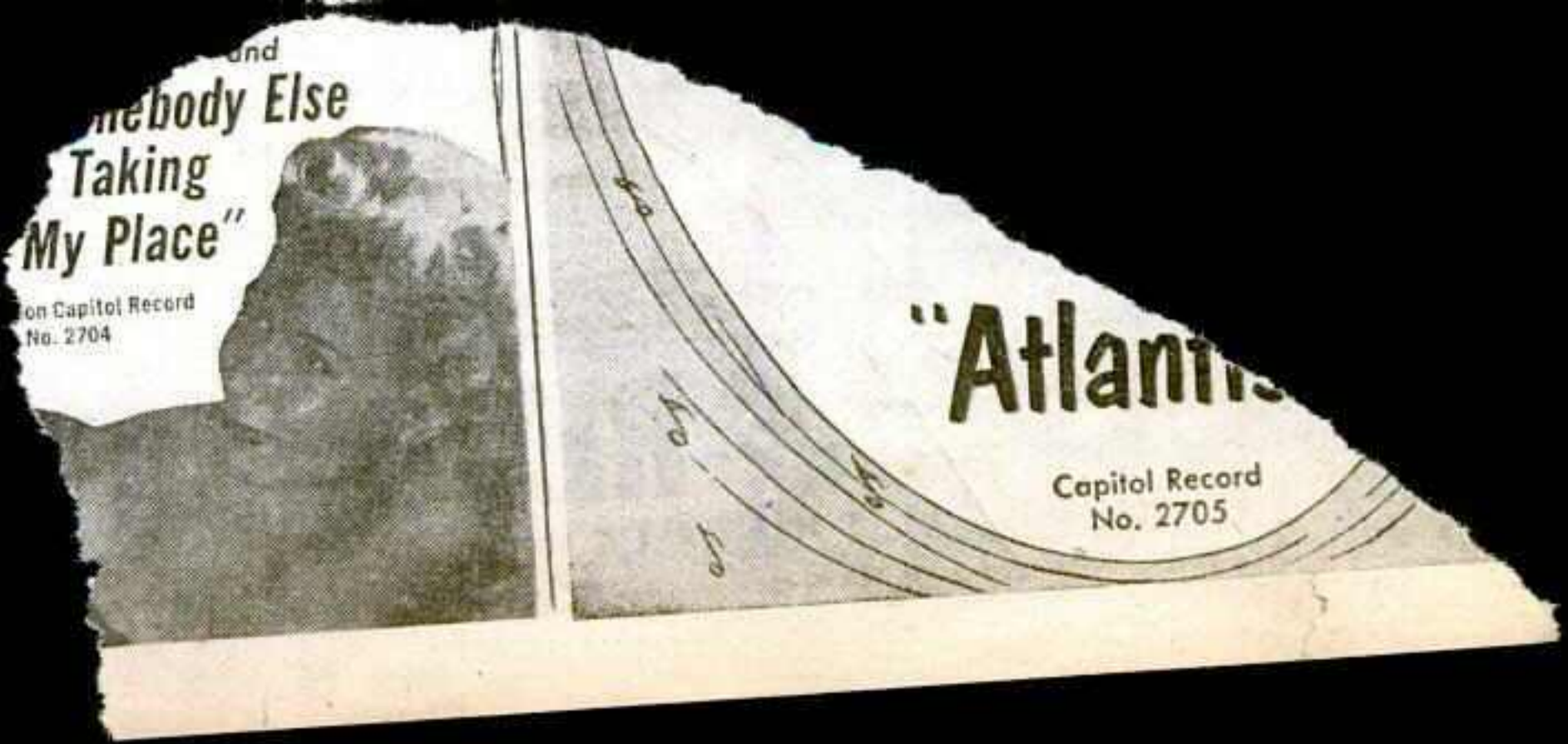
# Cadence RECORDS

watch for Don McNeil's first new records

THE LABEL WITH THE PICTURE  
40 East 49th Street

New York 17, N. Y.





and  
nobody Else  
Taking  
My Place

on Capitol Record  
No. 2704

Atlantis

Capitol Record  
No. 2705



PARADISE

LEAVES

#1421

Orchestra conducted by Archie Bleyer

*Archie Bleyer Production*

watch for Don McNeil's  
first new records

# AMERICA RECORDS

st 49th Street

LABEL WITH THE PICTURE

New York 17, N. Y.



# TREMENDOUS!



# THE HILLTOPPERS

# FROM THE VINE CAME THE GRAPE

ORDER FROM YOUR NEAREST DOT DISTRIBUTOR

- ALLEN DIST. CO. 420 W. Broad St., Richmond, Va.
- ARISTOCRAT DIST. CO. 750 E. 49th St., Chicago 15, Ill.
- B. G. RECORD SERVICE 337 W. 9th St., Portland, Ore.
- BENART DIST. CO. 327 Franklin Ave., Cleveland, Ohio
- BIG STATE DIST. CO. 137 Glass St., Dallas, Tex.
- C. & G. DIST. CO. 3181 Western Ave., Seattle, Wash.
- CHATON DIST. CO. 1921 Center St., Oshkosh, Calif.
- COLLEGE MUSIC CO. 318 Massachusetts Ave., Boston, Mass.
- COSMAT DIST. CORP. 315 W. 47th St., New York 19, N. Y.
- COSMAT DIST. CO. 278 Halley St., Newark, N. J.
- COSMAT DIST. CORP. 4710 12 1/2 North St., Philadelphia, Pa.
- DAVIS SALES CO. 1724 Annapolis St., Denver, Colo.
- GENERAL DIST. CO. 2329 Penn. Ave., Baltimore, Md.
- SOUTHERN MERCURY, INC. 1011 N. W. 5th St., Okla. City, Okla.
- HIT RECORD DIST. CO. 1643 Central Ave., Cincinnati, Ohio
- INDIANA STATE DIST. CO. 505 E. Washington St., Indianapolis, Ind.
- M. B. KRUPP DIST. CO. 309 S. Santa Fe St., El Paso, Tex.
- LIEBERMAN MUSIC CO. 257 Plymouth Ave., N. W., Minneapolis, Minn.
- MALLORY DIST. CO. 630 Baronne St., New Orleans, La.
- MALVERNE NEW ENGLAND DIST. 235 Cedar Blvd., East Hartford, Conn.
- MANGOLD DIST. CO. 913 South Clarkson St., Charlotte, N. C.
- JAMES H. MARTIN 2614 W. North Ave., Chicago, Ill.
- MUSIC CITY RECORD DIST. 403 Lee Ave., Nashville, Tenn.
- MUSIC SUPPLIERS OF N. E. 283-285 Huntington, Boston, Mass.
- MUSIC SALES 1117 Union Ave., Memphis, Tenn.
- MUSIC SERVICE CO. 204 4th St., S., Great Falls, Mont.
- PAN AMERICAN DIST. CO. 90 W. Riverside Ave., Jacksonville, Fla.
- PAN AMERICAN DIST. CO. 2731 Woodward Ave., Detroit, Mich.
- PAN AMERICAN DIST. CO. 3401 N. W. 36th St., Miami, Fla.
- RANDY'S Gallatin, Tenn.
- ROBERTS RECORD DIST. CO. 1518 Pine St., St. Louis, Mo.
- LEONARD SMITH, INC. 606 N. Pearl St., Albany, N. Y.
- SOUTHLAND DIST. CO. 441 Edgewood Ave., S. E., Atlanta, Ga.
- STANDARD DIST. CO. 1705 Fifth Ave., Pittsburgh, Pa.
- SOUTH COAST DIST. CO. 14 E. 11th St., Houston, Tex.
- SUNLAND DIST. CO. 1310 S. New Hampshire, Los Angeles 5, Calif.

b/w TIME  
WILL  
TELL  
DOT 15127

Published by RANDY-SMITH PUBLISHING CO. Nashville, Tenn.

*Dot* RECORDS • • • GALLATIN, TENNESSEE • • • Callatin 1600  
THE NATION'S BEST SELLING RECORDS



The Billboard's Music Popularity Charts

... for Week Ending January 16

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- THE HILTOPPERS**  
**TH Then** ..... 87  
 DOT 15132—Looks as if the quartet will have two big ones riding at the same time. The quick single release of this standard with their recent "Vine-Grape" may complicate things, but the material and solid performance are strong enough to overcome anything. Solid wax. (Leeds, ASCAP)  
**I Found Your Letter** ..... 80  
 Jimmy Sacca, as usual, leads the group in a typical Hilltoppers' reading of an agreeable new ballad. It's a sad story told in a heartfelt fashion. (Randy-Smith, ASCAP)
- EARTHA KITT**  
**Lovin' Spree** ..... 86  
 V 20-5610—Looks like Miss Kitt has another winner here—and written by the team which gave her "Santa Baby." Her performance on the slick material is just fine. (Joy, ASCAP)  
**Somebody Bad Stole de Wedding Bell** ..... 81  
 Could be that Miss Kitt will get plenty of action on this side, too. It's a first-rate Calypso item, and she does a good job in handling the material. (E. H. Morris, ASCAP)
- GEORGIA GIBBS**  
**Somebody Bad Stole de Wedding Bell** ..... 85  
 MERCURY 70298—This enchanting Calypso gets a solid performance by Georgia Gibbs. Side will surely create plenty of deejay action and must be watched. Could break thru quickly. **Bambles, Bantles and Breads** ..... 77  
 The fine show tune gets a beautifully-phrased performance by Miss Gibbs. This side was formerly released in a "Kismet" EP album by the label.
- FRANK SINATRA**  
**Young at Heart** ..... 85  
 CAPITOL 2703—A lovely new tune with a brighter than average lyric is sung with much charm by Sinatra supported brightly by a first-rate ork arrangement. The tune has the attractiveness of many of his early hits. Watch this one. (Sunbeam, BMI)  
**Take a Chance** ..... 74  
 Sinatra's advice here is to take a chance when love is near, and he sings the novelty while the Riddle ork lends strong backing. (Barton, ASCAP)
- RICHARD HAYES**  
**King for a Day** ..... 83  
 MERCURY 70297—The old standard is a swashbuckling, dramatic type of tune, and Hayes gives it that kind of performance, plus a striking soliloquy. Jockeys will spin this a-plenty. Watch it. (Remick, ASCAP)  
**Downhill** ..... 76  
 Hayes does an interesting piece of material here—one with a strong hill-billy quality. The reading is a good one, and some action could result. (Frank, ASCAP)
- JIMMY SACCA**  
**Alone** ..... 80  
 DOT 15130—The lead singer of the Hilltoppers bows as a solo wax artist here in a schmaltzy reading of the standard ballad. Should appeal to the group's fans and the people who go for Tony Bennett-like voices. Should be a profitable item for all. (Robbins, ASCAP)  
**You're All That I Need** ..... 78  
 Another first-rate Sacca effort. This time on a cliché-laden ditty penned by Milton Berl, who'll let Sacca into the song on the TV show. (Sherwin, ASCAP)
- ROSEMARY CLOONEY**  
**My Baby Rocks Me** ..... 80  
 COLUMBIA 40142—This is Rosemary Clooney's wildest effort since "Come on a My House" two years ago. It's a powerful novelty effort with a pulsating beat and the thrush sings it with drive, punching out every word over some harpsichord work. Watch this one; it could break out quickly. (MGs, ASCAP)  
**When You Love Someone** ..... 76  
 This tune, from the thrush's new flick "Here Come the Girls," receives a warm and intimate vocal from Miss Clooney, in her own personal style. Altho the flip has more power, the flick will help this one pull spins. (Paramount, ASCAP)
- JOHNNY MADDOX**  
**I Don't Love Nobody** ..... 78  
 DOT 15124—Honky tonk piano in typical Johnny Maddox fashion is featured here. His fans will like this side, which should cause considerable play in the boxes. (Dot Publishing, BMI)  
**There's a Star-Spangled Banner Waving Somewhere** ..... 77  
 If the other side doesn't catch those nickels, this one is likely to. (ASCAP)
- SUNNY GALE**  
**Just in Case You Chanced Your Mind** ..... 78  
 V 20-5609—The thrush has a good piece of material here, and she sings it with a lilt over good help from the vocal group. The ork arrangement is reminiscent of the singer's big hit, "Wheel of Fortune." Jocks will spin this one. (Jack Gold, ASCAP)  
**Close to Me** ..... 75  
 Stylized reading by Sunny Gale of a new ballad that is getting some wax attention. The thrush is backed by a chorus and a smart ork arrangement. (Harmar, ASCAP)
- DAVID CARROLL**  
**Fancy Pants** ..... 76  
 MERCURY 70292—Tune now getting

- some action in the country field is handled smartly here by the Carroll crew, with the 88 featured throust. A fine side for jocks. (Acuff-Rose, BMI)  
**By Heck** ..... 75  
 The lively oldie, all dressed up in an attractive new arrangement, is played cutely by the Carroll crew on this new instrumental cutting. (E. B. Marks, BMI)
- JACK PLEIS ORK**  
**Frenchman in St. Louis** ..... 76  
 DECCA 28981—Pleis concertizes at the piano with lush orchestral backing on a most unusual interpretation of "St. Louis Blues." It should get lots of spins. (Handy Bros., ASCAP)  
**Pagan in Paris** ..... 72  
 Another good instrumental side here, as the full ork and Pleis at the keyboard tackle a smartly written opus. (Hub, ASCAP)
- PEGGY LEE & GORDON JENKINS ORK**  
**Where Can I Go Without You?** ..... 76  
 DECCA 29003—Pretty Tune is sung persuasively here by the chanteuse as she tells how she can't run away from her old love. The tune is melodic, and the arrangement is good. Jocks should hand this spins. (Ivan Mogull, ASCAP)  
**Go You Where You Go** ..... 71  
 Interesting ditty out a while back is handled here in rather esoteric fashion by the thrush over a moody ork backing. Arrangement doesn't help the material. (Gale & Gables, BMI)
- SAMMY KAYE ORK**  
**Y (That's Why)** ..... 76  
 COLUMBIA 40151—New Novelty effort receives a typical Sammy Kaye ork rendition, with the vocal handled by Clay and the Kaydets. Side probably is headed for a lot of spins. (Republic, BMI)  
**Bella Bella Donna Mia** ..... 70  
 An Italian-styled effort receives a soothing performance from the Kaye ork and chorus, with Jeffrey Clay featured on the vocal. Pleasant but routine side. (Love, BMI)
- AL ALBERTS**  
**What More Is There?** ..... 75  
 DECCA 28979—Alberts sings this sweet new ballad with warmth over a fine backing by the Pleis crew. Side could get many spins. Alberts has a chance here to show off his wide ranging vocal style. (Halber, ASCAP)  
**Bandera** ..... 74  
 New polka ditty, this time about Texas, receives a straight-forward warble from Alberts, backed by a chorus and the ork. (Blue Grass, BMI)
- RUBY WRIGHT**  
**Tennessee Church Bells** ..... 73  
 KING 1305—New ballad about a love that is over receives a good rendition from the chanteuse with support from the chorus and ork. With exposure, disk could get some action. Gal can sing with the right song she'll make it. (Goday, BMI)  
**I Had the Funniest Feeling** ..... 72  
 The thrush does a great job with a "Tennessee Waltz" type tune, but the story here is so long that it lessens her vocal work. Jocks should spin some tho. (Templeton, ASCAP)
- FONTANE SISTERS**  
**TH Then** ..... 73  
 V 20-5612—Tune currently getting a healthy revival push gets an added assist here from the fem trio. Gals turn in a fine performance with good backing from a male vocal group and the ork. (Pickwick, ASCAP)  
**The Baion** ..... 70  
 The Latin-American tempo ditty which started as a vocal and switched to an instrumental is back in with a new vocal reading. It's bright and breezy. (Simon House, BMI)
- VAUGHN MONROE**  
**Always, Always in My Dreams** ..... 72  
 V 20-5608—Okay reading of a new Bob Merrill ballad by Monroe with close support from the chorus and ork. (Hawthorne, ASCAP)  
**Talkin' to a Sparrow** ..... 70  
 Monroe's vocal doesn't help this new tune too much, even tho the ork backing is cute. Monroe's fans may enjoy. (Recent, BMI)
- TONY MARTIN**  
**That's What a Rainy Day Is For** ..... 71  
 V 20-5596—Backed by a vocal group, Martin delivers a most pleasant reading of the tune from the flick "Easy to Love" in which he stars. (Robbins, ASCAP)  
**Look Out, I'm Romantic** ..... 70  
 Another flick tune here, but less effective pop material, tho Martin works hard. (Robbins, ASCAP)
- MERY GRIFFIN**  
**All the Livelong Day** ..... 71  
 COLUMBIA 40141—Familiar theme  
 (Continued on page 40)

Number of Releases This Week (Listed Alphabetically by Label)

| Label        | Pop | C&W | R&B |
|--------------|-----|-----|-----|
| A-440        | 1   | —   | —   |
| AMBER        | —   | 1   | —   |
| APOLLO       | —   | —   | 1   |
| CAPITOL      | 1   | 1   | —   |
| CHESS        | —   | —   | 2   |
| COLUMBIA     | 4   | —   | —   |
| CROWN        | 1   | —   | —   |
| DAWN         | 1   | —   | —   |
| DECCA        | 3   | 3   | —   |
| DELUXE       | 1   | —   | 1   |
| DOT          | 3   | —   | —   |
| FEDERAL      | —   | —   | 1   |
| GUYDEN       | —   | 1   | —   |
| KING         | 2   | 2   | 2   |
| MERCURY      | 4   | 1   | —   |
| ORIGINAL     | —   | —   | 1   |
| PENNSYLVANIA | —   | 2   | —   |
| RPM          | —   | —   | 3   |
| STARLAND     | 1   | —   | —   |
| SUN          | —   | —   | 2   |
| VEE-JAY      | —   | —   | 1   |
| VICTOR       | 6   | 4   | 1   |
| TOTAL        | 28  | 15  | 15  |

Sacred

- EDDY ARNOLD**  
**Robe of Calvary** ..... 81  
 V 20-5601—Tho heavily recorded and already selling well in other versions, the Arnold reading of this tune figures to be another important sales getter. His performance is excellent. (Hill & Range, BMI)  
**Prayer** ..... 79  
 Excellent backing for the top side is this simple little religious item which Arnold handles so well. (Atamo, ASCAP)
- PAUL MICKELSON**  
**In the Garden** ..... 75  
 V 20-5589—This fine instrumental reading of the beloved hymn is played by Mickelson on the Radio City Music Hall pipe organ. It will interest the sacred market. (Rodeheaver Company, ASCAP)  
**The Old Rugged Cross** ..... 75  
 Same comment. (Rodeheaver Company, ASCAP)
- THE SOUTHERN STARS**  
**I Remember I Heard My Mother Pray** ..... 73  
 CHESS 1556—There's honest emotion registered by the Southern Stars on this side. The spiritual picks up intensity as it goes along.  
**Tired of the Devil** ..... 70  
 This spiritual gets only a fair reading by the Southern Stars.

International

- WALTER ERIKSSON'S MUSETTE ORK**  
**Skipper's Waltz** ..... 76  
 STANDARD 180—This listenable waltz effort receives a happy instrumental rendition from the Eriksson crew, and it should pull spins and plays in the Pennsylvania to Wisconsin polka belt. (Colonial, BMI)  
**Charlie's Polka** ..... 76  
 Same comment. (Colonial, BMI)
- VALTARO MUSETTE ORK**  
**The Red Parrot** ..... 60  
 STANDARD 182—A lively waltz is played nicely by the ork. Pleasant fare. (Colonial, BMI)  
**Ability Polka** ..... 60  
 The ork goes to town on this peppy polka effort. May interest polka fans. (Colonial, BMI)

Jazz

- JACKIE DAVIS TRIO**  
**They Can't Take That Away From Me** ..... 74  
 TREND 65—The jazz set will undoubtedly be interested in this reading of the oldie. Not as pop as the underside, it should do better, however, in appealing to the music lovers. (Chappell, ASCAP)  
**Autumn in New York** ..... 71  
 First-rate jazz reading of the lovely standard. Davis, at the Hammond, leads his combo thru a slick performance with pop appeal. (Harms, ASCAP)

Rhythm & Blues

- LITTLE MILTON**  
**Beginn' My Baby** ..... 85  
 SUN 194—Here's a sock rendition of a most melodic new effort by Milton, over a pounding backing. The lyric has suspense, and Milton sings it for all he's worth. A solid slicing that could easily break out on the big con. (Memphis, BMI)  
**Somebody Told Me** ..... 79  
 Milton gets on the rumba blues beat on this new effort, and sells it, too, with style. However, the flip side is more powerful, tho this side could end up with some of the loot. (Memphis, BMI)
- THE "FIVE" ROYALES**  
**I Do** ..... 82  
 APOLLO 452—Tho not as powerful as the group's previous issues, this rocker should continue to show as a sales leader. The group is still strong enough to make this one. (Bess, BMI)  
**Good Things** ..... 80  
 Another typical side by the quintet, it should please their fans and make good sales. (Bess, BMI)
- THE HOWLIN' WOLF**  
**I Love My Baby** ..... 80  
 CHESS 1557—Howlin' Wolf has a strong hunk of wax here which could really earn juke loot and rack up sales. It's a slow blues, and the Wolf sings it with feeling over a plaintive backing. A potent disk. (Barton Ltd., BMI)  
**All Night Boogie** ..... 76  
 On this side the Wolf tells about his troubles with his woman who isn't treating him right. The side moves due to the solid beat, and it could pull coins on the boxes. (Barton Ltd., BMI)
- JIMMY REED TRIO**  
**I Found My Baby** ..... 79  
 VEE-JAY 105—Over a pulsating ork beat, the singer turns in a mighty listenable rendition of a blues lament. Tho the material is not exceptional, the warbler's rendition could help this one get action. Watch it. (Comrad, BMI)  
**Jimmie's Boogie** ..... 77  
 A wild boogie opus receives a pounding instrumental reading by the trio, with the guitar and mouth organ turning in some sensational sounds. The side moves, and it's a fine coupling for the flip. (Comrad, BMI)
- EARL CURRY ORK**  
**One Whole Year Baby** ..... 77  
 RPM 402—The idea behind this one was sensational but it doesn't sparkle as it should, due to a weak lyric. Curry opens the side by reciting the months to show his baby that it's been a year of misery. Ork backing is solid, and the disk has some chance for loot in spite of its disappointing moments. (Modena, BMI)  
**I Want Your Lovin'** ..... 77  
 Again Curry sings his heart out on a wild jump effort as he tells his baby he needs her love. The ork again backs him solidly. Curry is a comer, and he'll hit with the right material. These sides will get action. (Modena, BMI)
- DOCTOR ROSS**  
**Come Back, Baby** ..... 75  
 SUN 193—A happy rumba blues is sung by Ross with spirit and life, while the combo goes to town behind him. Good wax. (Memphis, BMI)  
**Chicago Breakdown** ..... 75  
 A lot of Chicagoans and many others will get their kicks out of this wild breakdown about the Midwest city. Two good juke sides. (Memphis, BMI)
- ROY BROWN**  
**AND HIS MIGHTY-MIGHTY MEN**  
**Lonesome Lover** ..... 73  
 KING 4698—Typical fine blues reading by Brown and his group. One of his best sides in some time. (Lols, BMI)  
**Everything's All Right** ..... 73  
 UP tempo and commercially repetitious item is above average, tho the material is slightly blue. Jocks better listen carefully. (Lols, BMI)
- PAULINE ROGERS**  
**Spinning the Blues** ..... 73  
 ORIGINAL 1008—New in wax circles, the thrush impresses with her chanting style and sound. With stronger material she could hit. This tune, tho, is good enough to kick her off. (BMI)  
**But Good** ..... 72  
 Switching material to the torchy side, Miss Rogers continues to impress with her vocalizing. There's even some pop appeal to this side. (ASCAP)
- QUINN KIMBLE ORK**  
**Feel My Broom** ..... 71  
 RPM 400—This is a good shouting rocker, with the combo setting up a powerhouse beat and the tenor solo  
 (Continued on page 40)

Country & Western

- WEBB PIERCE**  
**Slowly** ..... 86  
 DECCA 28991—Webb Pierce belts out a typically stylized reading of this love ditty. Should stir much deejay action, and be another hit for the warbler. (Hill & Range, BMI)  
**You Just Can't Be True** ..... 84  
 It's a philosophical weeper that Webb Pierce has here, as he tells why his sweetie can't be true. Pierce's fans will like, and this side is a strong one, too. (Cedarwood, BMI)
- HANK SNOW**  
**Act 1, Act 2, Act 3** ..... 84  
 V 20-5592—A powerful country weeper gets a standout performance by a great country warbler. This side will certainly stir strong deejay action and many sales, plus juke loot. (Hill & Range, BMI)  
**Panama** ..... 83  
 It's a ranchero that Hank Snow warbles here. The side has an infectious rhythm and is a good juke item. (Hill & Range, BMI)
- JERRY GLENN**  
**No Survivors** ..... 77  
 V 20-5599—Here's a most unusual piece of material for the young singer. The story of the shipwreck, with all the sad details, should get plenty of action. (Criterion, ASCAP)  
**Where's Daddy?** ..... 76  
 Surprisingly well done is this moppet version of a real tearjerker. Fine for deejay spins. (Trinity, BMI)
- JIMMIE FLETCHER**  
**What Would Your Mother Say?** ..... 77  
 MERCURY 70279—"You're on the wrong road... what would your mother say?" This country weeper merits and will get good deejay exposure. Expect action. (Acuff-Rose, BMI)  
**I'm Changin' Business** ..... 76  
 Jimmie Fletcher voices his enchantment with country life, as against the urban existence. Good lyric, good reading. (Peer, BMI)
- CHARLIE PICKARD**  
**The Wrong Trail** ..... 75  
 GUYDEN 702—This is a daring piece of Western corn, with a lyric redolent of outlaws and Indians. The sound of bullets punctuate the melodic line as Charlie Pickard sings a ditty which has some excitement. (Marmor, BMI)  
**My Side of the Fence** ..... 72  
 Charlie Pickard has a liting love song here, and he gives it an assured, pleasant reading. (Marmor, BMI)
- RED RIVER DAVE**  
**The Red Deck of Cards** ..... 74  
 DECCA 29002—Red River Dave gives a sincere reading, recitative style, of the lyric which exposes the Godless doctrine of the Reds. (Hill & Range, BMI)  
**Searchin' for You, Buddy** ..... 74  
 A soldier loses his dearest friend, his buddy. A weeper, with a backdrop of modern war. Dave hands it a strong reading. (Shapiro-Berstein, ASCAP)
- MARGARET WHITING**  
**AND JIMMY WAKELY**  
**And Tennessee Churchbells** ..... 74  
 CAPITOL 2689—Pretty new item about a love that is past is handled skillfully here by Wakely and Margaret Whiting. Side has a chance for a lot of spins. (Goday, BMI)  
**There's a Silver Moon on the Golden Gate** ..... 71  
 The duo does a nice job with this new ballad, selling the effort in a relaxed, smooth style. (Bourne, ASCAP)
- RICHARD GEARY**  
**Don't You Love Me** ..... 72  
 DECCA 28971—Another moppet in the country field is Master Geary. He has a way with a song, too. (Melody Trails, BMI)  
**Sing a Song of Sweet Notes** ..... 70  
 Based on "Sing a Song of Sixpence," the ditty sounds sufficiently familiar to garner some attention. (Bluegrass, BMI)
- BERRY SISTERS**  
**Blue Tennessee Rain** ..... 63  
 AMBER 152—Unbilled warbler does a nice job with this plaintive Western ballad with help from the Berry Sisters. May get spins in the Southwest. (White Oak, BMI)  
**Prayer for Rain** ..... 60  
 This prayer for rain may touch a responsive chord in those areas of the Southwest and West where rain would be a welcome sight this winter. The girls sing the tune with proper emotion. (White Oak, BMI)
- CURLY GIBSON**  
**Whispering Pines** ..... 60  
 PENNSYLVANIA 149—Curly sings of the beauty of the tall trees. It's slow-paced and melodic, but weak in production qualities.  
**Hand Me the Mustard** ..... 58  
 "... the mustard, a hot dog and a drink" are the delicacies Curly Gibson sings about in this happy, gang-sing ditty.

RATINGS: 90-100 Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record. THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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



**a FRANK CHACKSFIELD HIT**

**backed by**

**a FRANK CHACKSFIELD HIT**

**TWO HIT SIDES ON ONE RECORD**



**DANCING PRINCESS**

**and**

**GOLDEN TANGO**

**1381 and 45-1381**

*Don't forget*  
**GOLDEN VIOLINS**  
1368 & 45-1368  
**EBB TIDE**  
1358 & 45-1358  
**LIMELIGHT**  
1342 & 45-1342

*London*





The Billboard's Music Popularity Charts

... for Week Ending January 16

# THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

## Popular

**FROM THE VINE CAME THE GRAPE** (Randy Smith, ASCAP) — The Gaylords — Mercury 70296

Starting off nicely, disk is already reported strong in New York, Philadelphia, Buffalo, Cleveland, Detroit, Milwaukee and St. Louis. Good reports were also received from Chicago and Cincinnati. Flip is "Stolen Moments" (Tannen, BMI)

**Y'ALL COME** (Starrite, BMI)  
**CHANGING PARTNERS** (Porgie, BMI)—Bing Crosby—Decca 28969

Doing excellent business since time of release, the crooner's recent TV appearance has spurred intensive new interest in this disk in all markets. Territorial charts that list one of the sides include Washington-Baltimore, Dallas-Fort Worth, Atlanta and Los Angeles. Currently, the edge is on "Y'All Come."

**I GET SO LONELY** (Taylor, ASCAP)—The Four Knights—Capitol 2654

Record has built steadily in the past few weeks and is now reported good in Buffalo, Cincinnati, Cleveland, Nashville, Durham, Milwaukee, St. Louis and Atlanta. Flip is "I Couldn't Stay Away From You" (Johnstone-Monte, BMI).

**YOU'LL NEVER WALK ALONE** (Harms, ASCAP)

**I'M GONNA SIT RIGHT DOWN AND CRY** (Royal, BMI)—Roy Hamilton—Epic 9015

The first release of this big-voiced new artist has started off like a house afire in

Boston, New York, Philadelphia and Pittsburgh. Looks like a big one that could break in both pop and r.&b. markets.

## Latin American

**EL BAION**—Joe Loco Quintet—Tico 10-208

One of the biggest L.-A. disks in a long time. Starting off unusually well in New York and Philadelphia, disk is moving out of the traditional L.-A. markets and doing well in many important r.&b. territories as well. Strength of the record in Boston and Pittsburgh indicates that it could also see good pop action. Flip is "Gee."

## Rhythm & Blues

**I DO** (Bess, BMI)—Five Royales—Apollo 452

Moving out with little delay, the group's most recent release is registering strong sales in Philadelphia, Cincinnati, Atlanta and St. Louis. Among the territories returning good reports are Detroit, Durham and Nashville. Flip is "Good Things" (Bess, BMI). A previous "New Record to Watch."

**ROBE OF CALVARY** (Hill & Range, BMI)  
—The Orioles—Jubilee 5134

A fine spread of good reports was returned this week from markets that included New York, Philadelphia, Cincinnati, Cleveland, Detroit, Nashville, St. Louis and Atlanta. Flip is "No One But You" (Peer, BMI).

**EBB TIDE** (Robbins, ASCAP)—The Ink Spots  
—King 1297

Strong activity on this disk was reported in New York, Washington, Baltimore, Cincin-

nati, St. Louis and Milwaukee. Additional good reports were received from Philadelphia, Buffalo, Nashville, Durham and Atlanta. Flip is "If You Should Say Good-Bye" (Spier, ASCAP).

## Country & Western

**TENNESSEE WHISTLING MAN** (Studio, BMI)  
—Red Foley—Decca 29000

Taking off with Foley's typical speed, disk is already reported strong in Atlanta, St. Louis, Buffalo, Cincinnati and Eastern Pennsylvania. Good reports were also received from Durham, Chicago and Cleveland. Flip is "As Far As I'm Concerned" (Hill & Range, BMI). A previous "New Record to Watch."

**I LOVE YOU** — Ginny Wright—Jim Reeves—Fabor 101

A sleeper that is gaining momentum. Los Angeles, Atlanta, New Orleans, St. Louis, Chicago, Cleveland and Cincinnati were among the territories returning good and strong reports. Flip is "I Want You, Yes."

**SLOWLY** (Hill & Range, BMI)  
**YOU JUST CAN'T BE TRUE** (Cedarwood, BMI)  
—Webb Pierce—Decca 28991

Another fast-moving disk. Rated strong in Atlanta, St. Louis, Cincinnati, and Buffalo. Good reports were also received from Nashville, Durham and Eastern Pennsylvania. Preference for side is almost evenly split at this point. A previous "New Record to Watch."

# NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

## Popular

**PATTI PAGE**

Johnny Guitar (Chappell, ASCAP)  
**Cross Over the Bridge** (Valando, ASCAP)  
—Mercury 70302—On the heels of her smash slicing of "Changing Partners" the thrush has come thru with two powerful performances of two smart pieces of material. "Guitar" is a smooth ballad, "Bridge" a bright, lively semi-sacred effort. Both are fine.

**FRANK SINATRA**

**Young At Heart** (Sunbeam, BMI)—Capitol 2703—The warbler has an enchanting tune here with a wonderful set of lyrics and he sells it charmingly. It's Sinatra's best waxing since he made the teen-agers swoon. Flip is an up-tempo novelty "Take a Chance" (Barton, ASCAP).

**ROY HAMILTON**

**You'll Never Walk Alone** (T. B. Harms, ASCAP)  
**I'm Gonna Sit Right Down and Cry** (Royal, BMI)—Epic 9015—See "Best Buys."

## Rhythm & Blues

**RUTH BROWN**

**Love Contest** (Fisher, ASCAP) — Atlantic 1018—Sultry Ruth Brown has her best record here since the legendary "Mama" as she socks over the story of a love contest. The beat is rhumba blues and solid. Sales should be solid too.

## Classical Album

**ARTURO TOSCANINI-NBC ORK**

**Ode to Joy**—RCA Victor LRM 7046—A popular excerpt from the final movement of the Beethoven "Ninth Symphony." A fabulous seller in the complete version, this low-cost 10-inch LP also figures to attract many sales. (See separate review in Packaged Record section.)

**LEOPOLD STOKOWSKI ORK**

Enesco: Roumanian Rhapsodies Nos. 1 & 2

—RCA Victor LRM 7043—A smart classical coupling done in brilliant fashion by Stokowski. (See separate review in Packaged Record section.)

## Country & Western

**BETTY CODY**

**Please Throw Away the Glass** (Country, BMI) — RCA Victor 20-5600 — The thrush could have a winner here with this powerful plea for temperance on the part of her beloved. Flip is a weeper, "You Can't Feel the Way I Do" (Tannen, BMI).

**JEAN SHEPARD-FERLIN HUSKEY**

**The Glass That Stands Beside You** (Cedarwood, BMI)  
**Let's Kiss and Try Again** (Central, BMI)  
—Capitol 2706—The thrush turns in a sock reading on the tune made famous by Webb Pierce—this version with a new set of lyrics. On the flip she teams up with Huskey for a happy performance of a mighty cute novelty. Fine sales potential here.

# COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

## Popular

**BIMBO**

Jim Reeves—Abbott 148

**C'EST SI BON**

**DEAR JOHN AND MARSHA**

LETTER

Stan Freberg—Capitol 2677

**THE CREEP**

**JUST ONE MORE CHANCE**

Three Suns—RCA Victor

20-5553

**THE CREEP**

Ralph Marterie—Mercury 70281

**FROM THE VINE CAME THE**

**GRAPE**

**TIME WILL TELL**

Hilltoppers—Dot 15127

**MAKE LOVE TO ME**

Jo Stafford—Columbia 40143

**MARIE**

Four Tunes—Jubilee 5128

**OUR HEARTBREAKING**

**WALTZ**

**BELL BOTTOM BLUES**

Teresa Brewer—Coral 61066

**SADIE THOMPSON'S SONG**

Richard Hayman—Mercury

70237

**TILL THEN**

Hilltoppers—Dot 15132

**WHY**

**ANSWER ME, MY LOVE**

Nat Cole—Capitol 2687

**WOMAN**

**MAN**

Rosemary Clooney-Jose Ferrer

—Columbia 40144

**YOU'RE MY EVLRYTHING**

**YOU'RE NEARER**

Joni James—M-G-M 30829

## Country & Western

**BIMBO**

**CHANGING PARTNERS**

Pee Wee King—RCA Victor

20-5537

**RUN 'EM OFF**

Lefty Frizzell—Columbia 21194

**RUN 'EM OFF**

Otis Wheeler—Okeh 18022

**WHAT AM I GOING TO DO**

**WITH YOU?**

**DOG-GONE IT, BABY, I'M IN**

**LOVE**

Carl Smith—Columbia 21197

## Rhythm & Blues

**CALL BEFORE YOU GO HOME**

Memphis Slim—United 166

**EBB TIDE**

Ink Spots—King 1297

**FIFTEEN FORTY SPECIAL**

Joe Weaver and Blue Notes—

DeLuxe 6006

**GET IT**

The Royals—Federal 12133

**GOOD, GOOD WHISKEY**

Amos Milburn—Aladdin 3218

**I**

Velvets—Robin 122

**MAKE ME A PRESENT OF YOU**

Ernie Andrews—Trend 68

**PING PONG**

Tiny Bradshaw—King 4687

**SINCE MY MAN HAS GONE**

**AND WENT**

**MY MAN'S AN UNDERTAKER**

Dinah Washington—Mercury

70284

**SUNDAY KIND OF LOVE**

Harp Tones—Bruce 101

**YOU'RE STILL MY BABY**

Chuck Willis—Okeh 7015

# CURRENT TOP RECORDS

See page 28 for the top pop records.

See page 35 for the top c.&w. records.

See page 40 for the current top r.&b. records.

See pages 32 and 33 for the current top packaged records.



# BETTER!

## GEORGIA GIBBS

# "Somebody Bad Stole De Wedding Bell"

MERCURY 70298 • 70298X45

**BILLBOARD BEST BUYS (JANUARY 16)**

**GEORGIA GIBBS**  
*Somebody Bad Stole De Wedding Bell*—Mercury 70298—A very fetching reading by Her Nibs of this clever calypso ditty. Backing too stands out. Flip is "Baubles, Bangles and Beads," from the Mercury EP of "Kismet."

### NEW RECORDS TO WATCH *Billboard*

JANUARY 2, 1954

**VIC DAMONE**

*The Breeze and I*—Mercury 70287—Damone, off the kick of following an instrumental with a vocal version for the first time in months, turns in a potentially winning job on this lovely standard. He has a confident voice filled with warmth. Flip is "To Love You."

**VIC DAMONE**



### NEW RECORDS TO WATCH *Billboard*

**RICHARD HAYES**

*King for a Day*  
*Downhill*—Mercury 70297—Two sides that should collar an awful lot of spins. "King" features a very unusual arrangement, with a sock performance by Hayes, while "Downhill" is a lovely country-styled ditty.

**RICHARD HAYES**



### THIS WEEK'S BEST BUYS *Billboard*

**SINCE MY MAN HAS GONE AND WENT**  
**MY MAN'S AN UNDERTAKER**—Dinah Washington—Mercury 70284

Two-sided action here and numerous strong reports. Strongest came from New York, Philadelphia, Buffalo, St. Louis and Milwaukee. Several other areas added reports of good sales.

**DINAH WASHINGTON**



### THIS WEEK'S BEST BUYS *Billboard*

**SADIE THOMPSON'S SONG**—Richard Hayman—Mercury 70237

Movie tune has been around for some weeks. With film now around to help in exploitation, reports have definitely improved. Good activity is now reported in New York, Buffalo, Cincinnati, Chicago, Los Angeles, Detroit and Cleveland. Flip is "Drive In."

**RICHARD HAYMAN**





# TOP POPULAR RECORDS

## Best Selling Singles

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

| This Week | Last Week | Weeks on Chart | Record   |
|-----------|-----------|----------------|--|
| 1         |           | 7              | OH, MY PAPA—E. Fisher<br>Until You Said Goodbye—V 20-5552—ASCAP  |
| 2         | 3         | 11             | THAT'S AMORE—D. Martin<br>You're the Right One—Cap 2589—ASCAP  |
| 3         | 2         | 19             | RAGS TO RICHES—T. Bennett<br>Here Comes That Heartache Again—Col 40048—ASCAP                           |
| 4         | 4         | 9              | CHANGING PARTNERS—P. Page<br>Don't Get Around Much Any More—Mercury 70260—BMI                          |
| 5         | 7         | 8              | STRANGER IN PARADISE—Four Aces<br>Heart of My Heart—Dec 28927—ASCAP                                    |
| 6         | 6         | 7              | STRANGER IN PARADISE—T. Bennett<br>Why Does It Have to Be Me?—Col 40121—ASCAP                          |
| 7         | 5         | 15             | RICOCHET—T. Brewer<br>Too Young to Tango—Coral 61043—BMI   |
| 8         | 12        | 3              | SECRET LOVE—Doris Day<br>Deadwood Stage—Col 40108—ASCAP  |
| 9         | 13        | 3              | WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith<br>Cap 2693—BMI                            |
| 10        | 11        | 8              | HEART OF MY HEART—Four Aces<br>Stranger in Paradise—Dec 28927—ASCAP                                    |
| 11        | 10        | 4              | STRANGER IN PARADISE—T. Martin<br>I Love Paris—V 20-5535—ASCAP   |
| 12        | 8         | 21             | EBB TIDE—F. Chacksfield<br>Waltzing Bugle Boy—London 1358—ASCAP  |
| 13        | 9         | 8              | OH, MEIN PAPA—E. Calvert<br>Mystery Street—Essex 336—ASCAP   |
| 14        | 14        | 7              | CHANGING PARTNERS—K. Starr<br>I'll Always Be in Love With You—Cap 2657—BMI                             |
| 15        | —         | 1              | JONES BOY—Mills Brothers<br>She Was Five and He Ten—Dec 28945—ASCAP                                    |
| 16        | 15        | 20             | EH CUMPARI—J. La Rosa<br>Till They've All Gone Home—Cadence 1232—ASCAP                                 |
| 17        | 17        | 31             | YOU, YOU, YOU—Ames Brothers<br>Once Upon a Tune—V 20-5325—BMI  |
| 17        | —         | 1              | TILL WE TWO ARE ONE—G. Shaw<br>Honeycomb—Dec 28937—ASCAP   |
| 19        | 20        | 4              | HEART OF MY HEART—A. Dale, J. Desmond, D. Cornell<br>I Think I'll Fall in Love Today—Coral 61076—ASCAP |
| 20        | 16        | 12             | YOU ALONE—P. Como<br>Pa-Paya Mama—V 20-5447—ASCAP  |

## Most Played in Juke Boxes

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

| This Week | Last Week | Weeks on Chart | Record   |
|-----------|-----------|----------------|--|
| 1         | 1         | 17             | RAGS TO RICHES—T. Bennett<br>Here Comes That Heartache Again—Col 40048—ASCAP                           |
| 2         | 2         | 16             | OH, MY PAPA—E. Fisher<br>Until You Said Goodbye—V 20-5552—ASCAP  |
| 3         | 3         | 10             | THAT'S AMORE—D. Martin<br>You're the Right One—Cap 2589—ASCAP  |
| 4         | 4         | 7              | CHANGING PARTNERS—P. Page<br>Don't Get Around Much Any More—Mercury 70260—BMI                          |
| 5         | 5         | 15             | RICOCHET—T. Brewer<br>Too Young to Tango—Coral 61043—BMI   |
| 6         | 6         | 6              | OH, MEIN PAPA—E. Calvert<br>Mystery Street—Essex 336—ASCAP   |
| 7         | 8         | 6              | CHANGING PARTNERS—K. Starr<br>I'll Always Be in Love With You—Cap 2657—BMI                             |
| 8         | 11        | 8              | HEART OF MY HEART—Four Aces<br>Stranger in Paradise—Dec 28927—ASCAP                                    |
| 9         | 7         | 6              | STRANGER IN PARADISE—T. Bennett<br>Why Does It Have to Be Me?—Col 40121—ASCAP                          |
| 10        | 9         | 30             | YOU, YOU, YOU—Ames Brothers<br>Once Upon a Tune—V 20-5325—BMI  |
| 10        | 9         | 4              | STRANGER IN PARADISE—Four Aces<br>Heart of My Heart—Dec 28927—ASCAP                                    |
| 12        | 15        | 2              | STRANGER IN PARADISE—T. Martin<br>I Love Paris—V 20-5535—ASCAP   |
| 13        | 13        | 19             | EH CUMPARI—J. La Rosa<br>Till They've All Gone Home—Cadence 1232—BMI                                   |
| 13        | 16        | 15             | MANY TIMES—E. Fisher<br>Just to Be With You—V 20-5453—BMI  |
| 13        | 16        | 4              | MARIE—Four Tunes<br>I Gambled With Love—Jubilee 5128—ASCAP   |
| 13        | 19        | 12             | EBB TIDE—F. Chacksfield<br>Waltzing Bugle Boy—London 1358—ASCAP  |
| 17        | 16        | 31             | VAYA CON DIOS—L. Paul-M. Ford<br>Johnny—Cap 2486—ASCAP   |
| 17        | 19        | 8              | HEART OF MY HEART—D. Cornell, A. Dale, J. Desmond<br>I Think I'll Fall in Love Today—Coral 61076—ASCAP |
| 19        | 14        | 4              | I SEE THE MOON—Mariners<br>I Just Want You—Col 40047—ASCAP   |
| 19        | —         | 1              | GRANADA—F. Laine<br>I'd Give My Life—Col 40136—BMI   |

## Most Played by Jockeys

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

| This Week | Last Week | Weeks on Chart | Record  |
|-----------|-----------|----------------|---|
| 1         | 1         | 6              | OH, MY PAPA—E. Fisher<br>Until You Said Goodbye—V 20-5552—ASCAP               |
| 2         | 2         | 18             | RAGS TO RICHES—T. Bennett<br>Here Comes That Heartache Again—Col 40048—ASCAP  |
| 3         | 5         | 7              | STRANGER IN PARADISE—Four Aces<br>Heart of My Heart—Dec 28927—ASCAP           |
| 4         | 4         | 10             | THAT'S AMORE—D. Martin<br>You're the Right One—Cap 2589—ASCAP                 |
| 5         | 3         | 9              | CHANGING PARTNERS—P. Page<br>Don't Get Around Much Any More—Mercury 70260—BMI |
| 6         | 6         | 9              | STRANGER IN PARADISE—T. Bennett<br>Why Did it Have to Be Me?—Col 40121—ASCAP  |
| 7         | 7         | 17             | RICOCHET—T. Brewer<br>Too Young to Tango—Coral 61043—BMI                      |
| 7         | 8         | 7              | OH, MEIN PAPA—E. Calvert<br>Mystery Street—Essex 336—ASCAP                    |
| 9         | 9         | 8              | CHANGING PARTNERS—K. Starr<br>I'll Always Be in Love With You—Cap 2657—BMI    |
| 10        | 14        | 3              | SECRET LOVE—Doris Day<br>Deadwood Stage—Col 40108—ASCAP                       |
| 11        | 13        | 2              | WHAT IT WAS, WAS FOOTBALL Parts I & II—Deacon A. Griffith<br>Cap 2693—BMI     |
| 12        | 10        | 4              | STRANGER IN PARADISE—T. Martin<br>I Love Paris—V 20-5535—ASCAP                |
| 13        | —         | 1              | I GET SO LONELY—Four Knights<br>I Couldn't Stay Away From You—Cap 2654—ASCAP  |
| 14        | 19        | 3              | CHANGING PARTNERS—D. Shore<br>Think—V 20-5515—BMI                             |
| 15        | —         | 2              | OH, MEIN PAPA—R. Anthony<br>Secret Love—Cap 2678—ASCAP                        |
| 16        | —         | 1              | MAKE LOVE TO ME—J. Stafford<br>Adi-Adios Amigo—Col 40143—ASCAP                |
| 17        | 16        | 22             | EBB TIDE—F. Chacksfield<br>Waltzing Bugle Boy—London 1358—ASCAP               |
| 18        | 14        | 2              | HEART OF MY HEART—Four Aces<br>Stranger in Paradise—Dec 28927—ASCAP           |
| 19        | 12        | 16             | MANY TIMES—E. Fisher<br>Just to Be With You—V 20-5453—BMI                     |
| 20        | 11        | 12             | YOU ALONE—P. Como<br>Pa-Paya Mama—V 20-5447—ASCAP                             |

## Vox Jox

By CHARLOTTE SUMMERS

### Heart Fund

Deejay Joe Mulvihill, WTAM, Cleveland, national chairman of the American Heart Association Fund Campaign to be conducted during February, will mobilize the nation's deejays in support of the drive. Mulvihill, himself a heart disease patient, was appointed to the chairmanship by maestro Paul Whiteman. He was singled out as one of the millions of heart disease cases who are leading gainful and happy lives. Mulvihill is conducting a poll among jocks across the country to name choices for the top female and male record artists. The two winning vocalists will be crowned "King and Queen of Hearts" for the 1954 Heart Fund on a special network radio show in February. Numerous top recording stars have made records to emphasize the Heart Fund Campaign theme, "Help Turn the Tables on Heart Disease."

### Billboard Bows

Ed Jenkins, KOEL, Oelwein, Ia., writes: "Just a line to let you know that we get a genuine kick out of reading the 'Vox Jox' column and others in The Billboard each week." From Vic Knight, WXLW, Indianapolis: "This is partly a note of thanks for a particular service I appreciate. First, bouquets are in order for the little 'yesteryear's hits' box in the column. My show at 11 a.m. daily is based on just such material and it's downright indispensable. And incidentally, thru some mixup our Billboard subscription was allowed to expire a couple of weeks before the new one was started... let me tell you, it's like working without a turntable... since several of our shows build from The Billboard charts."

### Fan Club Convention

Art Ford's "First National Fan Club Convention," will bring 300

teen-age fan club presidents to Manhattan on January 23 to hold a real "working" convention. Representing between 50 and 100,000 club members, they will be addressed by famous stars, participate in four research experiments to determine their exact tastes, compare fan club publications and stage a demonstration of the proper and improper technique of obtaining an autograph. The four research ex-

See  
PAGES 32 AND 33  
for



Packaged Record  
REVIEWS

periments will be conducted by Coral, Epic, Audivox and Trend.

### Change of Theme

Mike James, WWIN, Baltimore, has moved to the morning time slot of 6 to 10. . . . Noble Sissle, "Mr. Shuffle Along," songwriter, actor, singer, orchestra conductor, unofficial mayor of Harlem and president of the Negro Actors Guild of America, will take on a new assignment over WMGM, New York, on January 18. Assisted by Phil Goulding, WMGM staff announcer, Sissle will be heard Monday thru Saturday playing the best of popular music with special emphasis on Negro recordings. . . . Stan Pat, formerly music director for WTNJ, Trenton, N. J., has resigned to concentrate on the personal management of RCA Victor's new r.&b. recording star, Bertice Reading. . . . Don Tibbetts will begin a series of Monday thru Saturday record broadcasts over WKBR, Manchester, N. H., in addition to his job as sports director for the KBR stations of New England. . . . Danny Stiles, former deejay at WABC, New York, will emcee a new TV program via

(Continued on page 36)

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JANUARY 22, 1944:

1. Paper Doll
2. My Heart Tells Me
3. Star Eyes
4. My Shining Hour
5. Boogie Woogie
6. Shoo-Shoo Baby
7. They're Either Too Young or Too Old
8. People Will Say We're in Love
9. Blue Rain
10. How Sweet You Are

JANUARY 22, 1949:

1. A Little Bird Told Me
2. Buttons and Bows
3. On a Slow Boat to China
4. My Darling, My Darling
5. Far Away Places
6. Lavender Blue
7. Powder Your Face With Sunshine
8. You Were Only Foolin'
9. Cuanto Le Gusta
10. Galway Bay



**NEW RELEASES**

RCA VICTOR — RELEASE #54-4

**POPULAR**

**THAT'S WHAT A RAINY DAY IS FOR  
LOOK OUT, I'M ROMANTIC**

(Both from the MGM film "Easy To Love")

Tony Martin with orchestra . . . . .20-5596 (47-5596)\*

**ALWAYS, ALWAYS IN MY DREAMS**

**TALKIN' TO A SPARROW**

Vaughn Monroe and his Orchestra . . . . .20-5608 (47-5608)\*

**CLOSE TO ME**

**JUST IN CASE YOU CHANGE YOUR MIND**

Sunny Gale with orchestra . . . . .20-5609 (47-5609)\*

**SOMEBODY BAD STOLE DE WEDDING BELL**

(Who's Got De Ding Dong)

(from the new Copacabana Show of 1954)

**LOVIN' SPREE**

Eartha Kitt with Henri Rene's Orchestra and Chorus . . . . .20-5610 (47-5610)\*

**DARKTOWN STRUTTERS BALL (Italian Style)**

**I KNOW HOW YOU FEEL**

Lou Monte with Hugo Winterhalter and his Orch. . . . .20-5611 (47-5611)\*

**THE BAION**

**TILL THEN**

The Fontane Sisters with orch. . . . .20-5612 (47-5612)\*

**HERE GOES—Polka**

**A LETTER INSTEAD OF A ROSE—Waltz**

Johnny Vadnal and his Orch. . . . .20-5606 (47-5606)\*

**COUNTRY-WESTERN**

**I WISHT THEY WOULD!**

**MAN (Uh—Huh)**

Minnie Pearl . . . . .20-5605 (47-5605)\*

**TAKIN' TIME OUT FOR TEARS**

**GOTTA GIT A-GOIN'**

The Davis Sisters . . . . .20-5607 (47-5607)\*

**YO YO HEART**

**CHANCES ARE**

Bobby Williamson . . . . .20-5613 (47-5613)\*

**SACRED**

**ROBE OF CALVARY**

**PRAYER**

Eddy Arnold, The Tennessee Plowboy . . . . .20-5601 (47-5601)\*

**COUNTRY-WESTERN**

**WHERE'S DADDY**

**NO SURVIVORS**

Jerry Glenn . . . . .20-5599 (47-5599)\*

**PLEASE THROW AWAY THE GLASS**

**YOU CAN'T FEEL THE WAY I DO**

Betty Cody . . . . .20-5600 (47-5600)\*

\* 45 rpm cat. nos.

**BEST SELLERS**

**POPULAR**

**Oh! My Pa-Pa/Until You Said Goodbye**

Eddie Fisher . . . . .20-5552 (47-5552)

**You Alone/Pa-Paya Mama**

Perry Como . . . . .20-5447 (47-5447)

**Stranger in Paradise/I Love Paris**

Tony Martin . . . . .20-5535 (47-5535)

**You, You, You/Once Upon a Tune**

Ames Brothers . . . . .20-5325 (47-5325)

**The Creep/Just One More Chance**

The Three Suns . . . . .20-5553 (47-5553)

**Many Times/Just To Be With You**

Eddie Fisher . . . . .20-5453 (47-5453)

**Madcap/Seashells**

Henri Rene . . . . .20-5595 (47-5595)

**Changing Partners/Think**

Dinah Shore . . . . .20-5515 (47-5515)

**C'est Si Bon/African Lullaby**

Eartha Kitt . . . . .20-5358 (47-5358)

**I Believe/Onward, Christian Soldiers**

Perry Como . . . . .20-5571 (47-5571)

**Santa Baby/Under the Bridges of Paris**

Eartha Kitt . . . . .20-5502 (47-5502)

**The Velvet Glove/Elaine**

Hugo Winterhalter-Henri Rene . . . . .20-5405 (47-5405)

**No Other Love/Keep It Gay**

Perry Como . . . . .20-5317 (47-5317)

**You-Ewe-U/Hay Shmol**

Homer & Jethro . . . . .20-5555 (47-5555)

**Boogie Woogie Maxixe/I Can't Believe That**

You're in Love With Me . . . . .20-5530 (47-5530)

**COUNTRY-WESTERN**

**Changing Partners/Bimbo**

Pee Wee King . . . . .20-5537 (47-5537)

**I Forgot More Than You'll Ever Know/Rock-A-Bye**

Boogie . . . . .20-5345 (47-5345)

**I Really Don't Want To Know/I'll Never Get**

Over You . . . . .20-5525 (47-5525)

**Panama/Act 1, Act 2, Act 3**

Hank Snow . . . . .20-5592 (47-5592)

**Robe of Calvary/Prayer**

Eddy Arnold . . . . .20-5601 (47-5601)

**Birmingham Jail/Wabash Waltz**

Slim Whitman . . . . .20-5557 (47-5557)

**The Red Deck of Cards/Deck of Cards**

Pee Wee King . . . . .20-5587 (47-5587)

**If I Never Get To Heaven/Mama, Come Get**

Your Baby Boy . . . . .20-5415 (47-5415)

**Love Trap/Cheated Out of Love**

Johnnie & Jack . . . . .20-5581 (47-5581)

**Please Throw Away the Glass/You Can't Feel**

the Way I Do . . . . .20-5600 (47-5600)

**RHYTHM-BLUES**

**Don't Get Around Much Anymore/Water Boy**

Four Tunes . . . . .20-5532 (47-5532)

**Right and Ready/Taxi, Taxi, 6963**

Piano Red . . . . .20-5544 (47-5544)

**I'm Alone/Tears of Joy**

Bertice Reading . . . . .20-5567 (47-5567)

*EARTHA'S great...  
with a double-decker hit!*

**EARTHA KITT**

**SOMEBODY BAD  
STOLE DE WEDDING BELL**

*and*

**LOVIN' SPREE**

*with Henri René's  
Orchestra & Chorus*

20/47-5610



*the hit tune  
from "THE JOE LOUIS STORY"*

**SUNNY GALE**

**CLOSE TO ME**

*and*

**JUST IN CASE YOU  
CHANGE YOUR MIND**

20/47-5609



*Craziest Italian  
Lyrics you ever heard!*

**LOU MONTE**

**DARKTOWN  
STRUTTERS BALL**

*and*

**I KNOW HOW  
YOU FEEL**

*with Hugo Winterhalter,  
and His Orchestra*

20/47-5611



**RCA VICTOR**  
FIRST IN RECORDED MUSIC





The Billboard's Music Popularity Charts

... For Week Ending January 16

**LADDER OF  
Best Sellers  
FROM  
King  
&  
Federal  
AND  
DeLUXE  
RECORDS  
AVAILABLE ON 45 RPM**

**BILLY WARD and HIS DOMINOES**  
RAGS TO RICHES  
DON'T THANK ME  
King 1280

**UNTIL THE REAL THING COMES  
ALONG  
MY BABY'S 3-D**  
Federal 12162

**HANK LOCKLIN**  
LET ME BE THE ONE  
I'M TIRED OF BUMMING  
AROUND  
4 Star 1641

**MICKY ROONEY**  
ALIMONY BLUES  
BOUILLABASSE  
King 1296

**TINY BRADSHAW**  
PING PONG  
POWDER PUFF  
King 4687

**THE INK SPOTS**  
EBB TIDE  
CHANGING PARTNERS  
King 1297  
King 1304

**YORK BROTHERS**  
TIGHT WAD  
KENTUCKY  
King 1299

**EARL BOSTIC**  
MEMORIES  
OFF SHORE  
King 4653  
King 4683

**CLIFF RODGERS**  
RED DECK OF CARDS  
THE ARM OF UNCLE SAM  
DeLuxe 2010

**ROY BROWN**  
LETTER FROM HOME  
MIDNIGHT LOVER MAN  
King 4684

**BONNIE LOU**  
TENNESSEE WIG-WALK  
HAND-ME-DOWN HEART  
King 1237

**RUBY WRIGHT**  
BIMBO  
BOY, YOU GOT YOURSELF A  
GIRL  
King 1293

**THE CHECKERS**  
WHITE CLIFFS OF DOVER  
WITHOUT A SONG  
King 4675

**JIMMIE OSBORNE**  
YOU ALL COME  
COME BACK TO YOUR LOVED  
ONES  
King 1295

**THE ROYALS**  
THAT'S IT  
SOMEONE LIKE YOU  
Federal 12160

**JOE WEAVER**  
15-40 SPECIAL  
SOFT PILLOW  
DeLuxe 6006

**JACK CARDWELL**  
I CAN'T MAKE UP MY MIND  
WALKING AWAY MY BLUES  
King 1292

**FLUFFY HUNTER**  
CLIMB THE WALL  
TO SAY I LOVE YOU  
Federal 12161

**LOUIE INNIS**  
I GOT A ROUND TRIP TICKET  
YOU'VE GOT IT  
King 1298

DISTRIBUTED BY  
**King  
&  
Federal  
RECORDS  
INC.**  
1540  
Brewster Ave.  
Cincinnati 14,  
Ohio

# Territorial Best Sellers (Popular)

## This Week's New Territorial Best Sellers to Watch

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

- Boston... **BELL BOTTOM BLUES** T. Brewer, Coral 61066  
**WOMAN** R. Clooney & J. Ferrer, Columbia 40144
- Detroit  
New York... **MAN** R. Clooney & J. Ferrer, Columbia 40144
- Los Angeles... **CHANGING PARTNERS** Bing Crosby, Decca 28969
- Philadelphia... **ARE YOU LOOKING FOR A SWEETHEART**  
K. Kallen, Decca 28904
- Pittsburgh... **BELL BOTTOM BLUES** T. Brewer, Coral 61066
- Seattle... **WOMAN** R. Clooney & J. Ferrer, Columbia 40144

## Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

- | Atlanta  | Cincinnati  |
|--|---|
| <ol style="list-style-type: none"> <li>1. Stranger in Paradise<br/>Four Aces, Decca</li> <li>2. Oh, My Papa<br/>E. Fisher, Victor</li> <li>3. What It Was, Was Football<br/>Deacon A. Griffith, Capitol</li> <li>4. Y'All Come<br/>Bing Crosby, Decca</li> <li>5. Rags to Riches<br/>T. Bennett, Columbia</li> <li>6. That's Amore<br/>D. Martin, Capitol</li> <li>7. Changing Partners<br/>K. Starr, Capitol</li> <li>8. Ricochet<br/>T. Brewer, Coral</li> </ol>   | <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Stranger in Paradise<br/>Four Aces, Decca</li> <li>3. That's Amore<br/>D. Martin, Capitol</li> <li>4. Changing Partners<br/>P. Page, Mercury</li> <li>5. Rags to Riches<br/>T. Bennett, Columbia</li> <li>6. You Alone<br/>P. Como, Victor</li> <li>7. Till Then<br/>Hilltoppers, Dot</li> <li>8. What It Was, Was Football<br/>Deacon A. Griffith, Capitol</li> <li>9. Ebb Tide<br/>F. Chacksfield, London</li> <li>10. Ricochet<br/>T. Brewer, Coral</li> </ol> |
| Boston   | Cleveland   |
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Bell Bottom Blues<br/>T. Brewer, Coral</li> <li>3. That's Amore<br/>D. Martin, Capitol</li> <li>4. Oh, Mein Papa<br/>E. Calvert, Essex</li> <li>5. Stranger in Paradise<br/>Four Aces, Decca</li> <li>6. Changing Partners<br/>P. Page, Mercury</li> <li>7. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>8. Woman<br/>R. Clooney-J. Ferrer,<br/>Columbia</li> <li>9. Ricochet<br/>T. Brewer, Coral</li> <li>10. Secret Love<br/>Doris Day, Columbia</li> </ol> | <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. That's Amore<br/>D. Martin, Capitol</li> <li>3. Changing Partners<br/>P. Page, Mercury</li> <li>4. Stranger in Paradise<br/>Four Aces, Decca</li> <li>5. Bimbo<br/>J. Reeves, Abbott</li> <li>6. Ebb Tide<br/>F. Chacksfield, London</li> <li>7. Bell Bottom Blues<br/>T. Brewer, Coral</li> <li>8. Heart of My Heart<br/>Four Aces, Decca</li> <li>9. Secret Love<br/>Doris Day, Columbia</li> <li>10. Eh Cumpari<br/>J. La Rosa, Cadence</li> </ol>             |
| Buffalo  | Dallas-Ft. Worth  |
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. That's Amore<br/>D. Martin, Capitol</li> <li>3. Rags to Riches<br/>T. Bennett, Columbia</li> <li>4. Stranger in Paradise<br/>T. Bennett, Columbia</li> </ol>   | <ol style="list-style-type: none"> <li>1. Stranger in Paradise<br/>Four Aces, Decca</li> <li>2. Oh, My Papa<br/>E. Fisher, Victor</li> <li>3. Rags to Riches<br/>T. Bennett, Columbia</li> <li>4. Y'All Come<br/>Bing Crosby, Decca</li> <li>5. That's Amore<br/>D. Martin, Capitol</li> <li>6. Istanbul<br/>Four Lads, Columbia</li> <li>7. What It Was, Was Football<br/>Deacon A. Griffith, Capitol</li> </ol>   |
| Chicago  | Detroit   |
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Stranger in Paradise<br/>T. Martin, Victor</li> <li>3. Secret Love<br/>Doris Day, Columbia</li> <li>4. That's Amore<br/>D. Martin, Capitol</li> <li>5. Marie<br/>Four Tunes, Jubilee</li> <li>6. Till Then<br/>Hilltoppers, Dot</li> <li>7. Changing Partners<br/>P. Page, Mercury</li> <li>8. Woman<br/>J. Desmond, Coral</li> <li>9. Stranger in Paradise<br/>Four Aces, Decca</li> <li>10. To Be Alone<br/>Hilltoppers, Dot</li> </ol>                                | <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Stranger in Paradise<br/>Four Aces, Decca</li> <li>3. That's Amore<br/>D. Martin, Capitol</li> <li>4. Changing Partners<br/>P. Page, Mercury</li> <li>5. Strings of My Heart<br/>Gaylords, Mercury</li> <li>6. Till We Two Are One<br/>G. Shaw, Decca</li> <li>7. Oh, Mein Papa<br/>E. Calvert, Essex</li> <li>8. Heart of My Heart<br/>D. Cornell-A. Dale-J. Des-<br/>mond, Coral</li> <li>9. Man<br/>R. Clooney-J. Ferrer,<br/>Columbia</li> </ol>              |

- | Kansas City, Mo.   | Philadelphia   |
|--|--|
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. That's Amore<br/>D. Martin, Capitol</li> <li>3. Rags to Riches<br/>T. Bennett, Columbia</li> <li>4. Changing Partners<br/>P. Page, Mercury</li> <li>5. Ricochet<br/>T. Brewer, Coral</li> <li>6. Stranger in Paradise<br/>T. Martin, Victor</li> <li>7. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>8. That's Amore<br/>D. Martin, Capitol</li> </ol>   | <ol style="list-style-type: none"> <li>1. That's Amore<br/>D. Martin, Capitol</li> <li>2. Oh, Mein Papa<br/>E. Calvert, Essex</li> <li>3. Oh, My Papa<br/>E. Fisher, Victor</li> <li>4. Stranger in Paradise<br/>T. Martin, Victor</li> <li>5. Ebb Tide<br/>F. Chacksfield, London</li> <li>6. Rags to Riches<br/>T. Bennett, Columbia</li> <li>7. Heart of My Heart<br/>Four Aces, Decca</li> <li>8. Jones Boy<br/>Mills Brothers, Decca</li> <li>9. Stranger in Paradise<br/>Four Aces, Decca</li> <li>10. Are You Looking for a<br/>Sweetheart?<br/>K. Kallen, Decca</li> </ol> |
| Los Angeles  | Pittsburgh   |
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. That's Amore<br/>D. Martin, Capitol</li> <li>3. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>4. Rags to Riches<br/>T. Bennett, Columbia</li> <li>5. Stranger in Paradise<br/>T. Martin, Victor</li> <li>6. Ricochet<br/>T. Brewer, Coral</li> <li>7. Secret Love<br/>Doris Day, Columbia</li> <li>8. Changing Partners<br/>Bing Crosby, Decca</li> <li>9. Eh Cumpari<br/>J. La Rosa, Cadence</li> <li>10. Changing Partners<br/>P. Page, Mercury</li> </ol>                                | <ol style="list-style-type: none"> <li>1. Two Purple Shadows<br/>J. Vale, Columbia</li> <li>2. Oh, My Papa<br/>E. Fisher, Victor</li> <li>3. Changing Partners<br/>P. Page, Mercury</li> <li>4. Stranger in Paradise<br/>Four Aces, Decca</li> <li>5. Till Then<br/>Hilltoppers, Dot</li> <li>6. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>7. Strings of My Heart<br/>Gaylords, Mercury</li> <li>8. Till We Two Are One<br/>G. Shaw, Decca</li> <li>9. Bell Bottom Blues<br/>T. Brewer, Coral</li> </ol>  |
| Milwaukee  | St. Louis  |
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Till We Two Are One<br/>G. Shaw, Decca</li> <li>3. Rags to Riches<br/>T. Bennett, Columbia</li> <li>4. Stranger in Paradise<br/>Four Aces, Decca</li> <li>5. Secret Love<br/>Doris Day, Columbia</li> <li>6. Woman<br/>J. Desmond, Coral</li> <li>7. That's Amore<br/>D. Martin, Capitol</li> <li>8. Changing Partners<br/>P. Page, Mercury</li> <li>9. Till Then<br/>Hilltoppers, Dot</li> </ol>  | <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. That's Amore<br/>D. Martin, Capitol</li> <li>3. Changing Partners<br/>P. Page, Mercury</li> <li>4. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>5. Stranger in Paradise<br/>T. Martin, Victor</li> <li>6. Time Will Tell<br/>Hilltoppers, Dot</li> </ol>   |
| New Orleans  | San Francisco  |
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>3. Changing Partners<br/>K. Starr, Capitol</li> <li>4. Stranger in Paradise<br/>Four Aces, Decca</li> <li>5. That's Amore<br/>D. Martin, Capitol</li> <li>6. Rags to Riches<br/>T. Bennett, Columbia</li> <li>7. What It Was, Was Football<br/>Deacon A. Griffith, Capitol</li> <li>8. Ricochet<br/>T. Brewer, Coral</li> </ol>   | <ol style="list-style-type: none"> <li>1. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>2. That's Amore<br/>D. Martin, Capitol</li> <li>3. Oh, My Papa<br/>E. Fisher, Victor</li> <li>4. Ricochet<br/>T. Brewer, Coral</li> <li>5. Rags to Riches<br/>T. Bennett, Columbia</li> </ol>   |
| New York   | Seattle  |
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>3. That's Amore<br/>D. Martin, Capitol</li> <li>4. Changing Partners<br/>P. Page, Mercury</li> <li>5. Rags to Riches<br/>T. Bennett, Columbia</li> <li>6. Ricochet<br/>T. Brewer, Coral</li> <li>7. Jones Boy<br/>Mills Brothers, Decca</li> <li>8. Stranger in Paradise<br/>Four Aces, Decca</li> <li>9. Heart of My Heart<br/>D. Cornell-A. Dale-J. Des-<br/>mond, Coral</li> <li>10. Man<br/>R. Clooney-J. Ferrer,<br/>Columbia</li> </ol> | <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Stranger in Paradise<br/>Four Aces, Decca</li> <li>3. That's Amore<br/>D. Martin, Capitol</li> <li>4. Changing Partners<br/>P. Page, Mercury</li> <li>5. Marie<br/>Four Tunes, Jubilee</li> <li>6. Woman<br/>R. Clooney-J. Ferrer,<br/>Columbia</li> <li>7. Rags to Riches<br/>T. Bennett, Columbia</li> <li>8. Ricochet<br/>T. Brewer, Coral</li> </ol>   |
| Washington-Baltimore   |  |
| <ol style="list-style-type: none"> <li>1. Oh, My Papa<br/>E. Fisher, Victor</li> <li>2. Ricochet<br/>T. Brewer, Coral</li> <li>3. Rags to Riches<br/>T. Bennett, Columbia</li> <li>4. Heart of My Heart<br/>Four Aces, Decca</li> <li>5. What It Was, Was Football<br/>Deacon A. Griffith, Capitol</li> <li>6. Stranger in Paradise<br/>Four Aces, Decca</li> <li>7. That's Amore<br/>D. Martin, Capitol</li> <li>8. Stranger in Paradise<br/>T. Bennett, Columbia</li> <li>9. Changing Partners<br/>Bing Crosby, Decca</li> </ol>   |  |

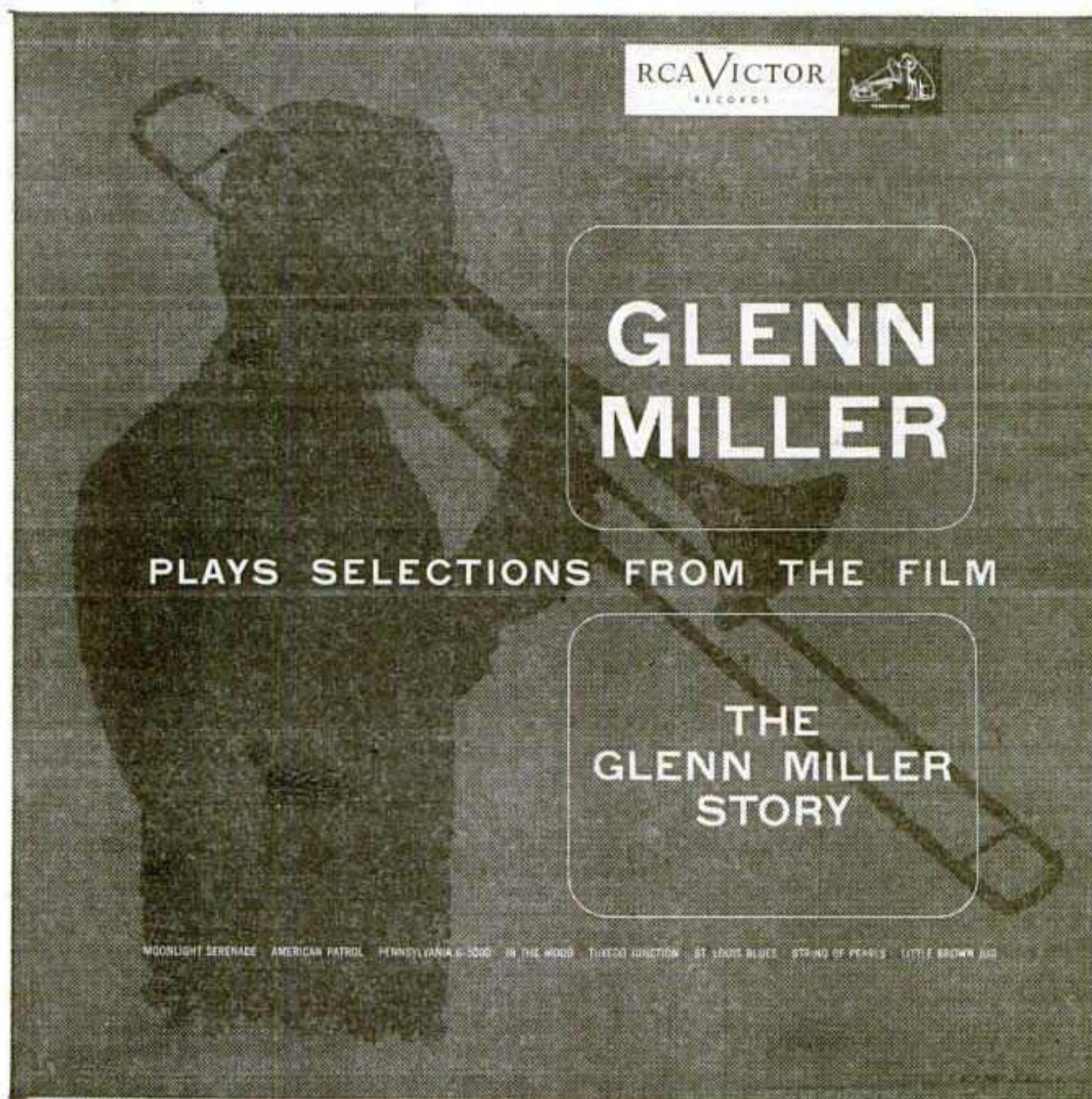




*Only RCA VICTOR has the*

# ORIGINAL GLENN MILLER

*Recordings!*



## 8 Great Hits

*American Patrol • In the Mood • Tuxedo Junction*

*Pennsylvania 6-5000 • String of Pearls • Little Brown Jug*

*Moonlight Serenade • St. Louis Blues*

**Available on "45 EP" and LONG PLAY**



## The Billboard's Music Popularity Charts

## PACKAGED RECORD BUYING GUIDE

## Packaged Record Review Ratings

## CLASSICAL LP'S

## SHORT ORCHESTRAL WORKS

- ODE TO JOY: BEETHOVEN'S NINTH SYMPHONY (1-10")  
—Robert Shaw Chorale; NBC Symphony; Arturo Toscanini,  
Cond. RCA Victor LRM 7046 ..... 86
- ENESCO: ROUMANIAN RHAPSODIES NOS. 1 AND 2 (1-10")  
—Symphony Orchestra; Leopold Stokowski, Cond. RCA Vic-  
tor LRM 7043 ..... 82
- MUSIC OF BRAHMS AND TCHAIKOWSKY (1-12")—West-  
minster Light Orchestra; Leslie Bridgewater, Cond. West-  
minster WL 4009 ..... 74

## INSTRUMENTAL

- HOROWITZ: 25th ANNIVERSARY OF HIS AMERICAN DE-  
BUT (2-12")—V. Horowitz, Piano. RCA Victor LM 6014 ..... 88
- BEETHOVEN: SONATA NO. 23, IN F MINOR, OP. 57 (APPAS-  
SIONATA); SCHUBERT: MOMENTS MUSICAUX OP. 94  
(1-12")—Edwin Fischer, Pianist. RCA Victor LM 1055 ..... 73

## VOCAL

- ENRICO CARUSO: FOUR PUCCINI ARIAS (1-EP) — RCA  
Victor ECT 5 ..... 80
- MILANOV SINGS (1-12")—With Margaret Roggero, Mezzo-Sop-  
rano; Lubomir Vichogonov, Bass; Robert Shaw Chorale; Rob-  
ert Shaw, Cond.; RCA Victor Orchestra; Renato Cellini, Cond.  
RCA Victor LM 1777 ..... 78
- ROSA PONSSELLE AS NORMA (1-EP)—RCA Victor ECT 19 ... 77
- BORI AS MANON AND MIGNON (1-EP)—RCA Victor ECT 3 ... 75
- MCCORMACK IN OPERA (1-EP)—RCA Victor ECT 17 ..... 75
- IGOR GORIN SINGS YOUR REQUESTS (1-10")—Symphony  
Orchestra; Carmen Dragon, Cond. Allied 2000 ..... 70

## POPULAR ALBUMS

## INSTRUMENTAL

- JEROME KERN: MUSIC FROM "SHOW BOAT" AND "RO-  
BERTA" (1-12")—Charles Sherrill, Pianist, with rhythm ac-  
companiment. Atlantic 1210 ..... 71
- RODGERS AND HART: MUSIC FROM "PAL JOEY" AND  
"THE CONNECTICUT YANKEE" (1-12")—Charles Sherrill,  
Pianist, with rhythm accompaniment. Atlantic 1211 ..... 71

## MUSICAL DOCUMENTARY

- SHOW BIZ (1-12")—Narrated by George Jessel, with soloists.  
RCA Victor LM 1011 ..... 85

## VOCAL

- SONGS BY MABEL MERCER (1-10")—Atlantic 408 ..... 65
- HUGH SHANNON SINGS AND PLAYS (1-10")—Atlantic 406... 65
- JEROME KERN SONGS (1-10")—George Byron. Atlantic 409... 60
- GEORGE AND IRA GERSHWIN—REDISCOVERED SONGS  
(1-10")—George Byron. Atlantic 410 ..... 50

## JAZZ

- FATS WALLER SOLOS (1-EP)—Riverside 105 ..... 70
- LOUIS ARMSTRONG PLAYS THE BLUES (1-EP) — River-  
side 101 ..... 68
- PEE WEE RUSSELL AND HIS RHYTHMAKERS (1-10")—  
Atlantic 126 ..... 67
- MUGGSY, TESCH AND THE CHICAGOANS (1-EP) — River-  
side 103 ..... 67
- JOHNNY DODDS: SOUTH SIDE CHICAGO JAZZ (1-EP)—  
Riverside 102 ..... 65
- BOBBY HACKETT TRUMPET SOLOS (1-10") — Brunswick  
58014 ..... 65
- DOTTY DENNY PLAYS MEMORABLE MUSIC FROM THE  
PEN OF EDGAR SAMPSON (1-10")—A440 505 ..... 60

## BRASS BAND

- FAVORITE GERMAN MARCHES (1-10")—Fritz Biemeier's  
Brass Band. RCA Victor LPT 3051 ..... 60

## Collectors

'Immortals,'  
Milanov, Gorin

RCA Victor's new series of EP packages, a group of 25 disks, includes some of the company's greatest catalog items—performances by the great of years ago. Four of the "Treasury of Immortal Performances" sets recently issued are Enrico Caruso; Four Puccini Arias, Rosa Ponselle as Norma, Bori as Manon and Mignon, and McCormack in Opera. While most of these same performances have been issued in LP forms, the new packaging should intrigue many a disk customer who likes the names, performances and the price. All are old recordings, but the transfer to the new speed has certainly been an engineering feat. All should be good, standard sellers.

The same label has delivered a fine new 12-inch LP called *Milanov Sings*, on which the Met's Zinka Milanov tackles the roles she's clicked with in opera—Leonora in "La Forza del Destino," "La Gioconda," Leonora in "Il Trovatore," and Santuzza in "Cavalleria Rusticana." Assisted by the Robert Shaw Chorale, mezzo-soprano Margaret Roggero and bass Lubomir Vichogonov, Miss Milanov's performances are top-flight—as is the new recording sound. In all a first-rate new issue.

Allied, a label which hasn't gone too deeply into the classical or semi-classical field, now has what should be a good standard item of interest to the many people who favor radio and television shows such as the "Railroad Hour" and the "Telephone Hour." Baritone Igor Gorin, backed by a large studio orchestra conducted by Carmen Dragon, does handsomely with such oft-requested selections as "Sylvia," "The Lord's Prayer" and "Song of the Open Road." The package is titled, of course, *Igor Gorin Sings Your Requests*. Joe Martin.

## EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 60-69, satisfactory; 50-59, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

## Nostalgia Plus

## Star Laden

'Show Biz' Set  
Looks Strong

Three albums, each of them deriving from a glamorous show business era—or eras—have hit the market recently. One is RCA Victor's *Show Biz*, a 12-inch LP presenting a panoramic impression of great names, great music and great events covering the decades extending from Caruso to Pinza, from Nora Bayes to Milton Berle. Steve Carlin has produced this colorful album and has done a splendid job. The narration of the Abel Green-Joe Laurie script is done by George Jessel, whose career spans much of the period covered by the disk. It's a bright record and will sell many, many copies, for there are enough tunes and names here to appeal to every member of the family.

Atlantic Records has issued two 12-inch LP's which re-create the scores of four of the century's greatest musical shows. These LP's are part of a series being produced for the label called "The Golden Age of Musical Theater." One of the disks just released contains Jerome Kern's score of *Showboat* and *Robert*, and the other includes Rodgers and Hart's *Pal Joey* and *The Connecticut Yankee*. Both albums feature pianist Charles Sherrill, accompanied by Carl Monaco on drums and Henry August on bass. Sherrill's piano stylings are very tasteful, and Atlantic, in producing these disks, has a pair of albums whose sales appeal might prove enduring.

One of the important charms of the Atlantic disks are the liner notes, which capture the glamor of the 1920's—the golden era of the Broadway musical stage. Paul Ackerman.

## Tearjerkers

Sad Songs for  
East Side Set

There are a group of vocalists who look at life with sorrow and pain. The songs they sing are full of sadness, dolefulness and woe. The happy and joyful aspects of love escape them; they tell only of unrequited love, broken hearts and unsatisfactory love affairs. Usually these singers are to be heard in wee bistros in fashionable cities like New York or Paris, or on the Riviera. Atlantic Records has been very active in presenting some of these unhappily romantic singers, and this month the diskery has released the third volume by one of the top thrushes of this genre, Mabel Mercer. In addition the firm has added a new sad warbler, Hugh Shannon.

Miss Mercer's third release contains tunes written especially for her, and one or two that have been successful in more cheerful surroundings. She sings them with passion and feeling and there is little doubt that the set will appeal strongly to that spe-

## Carnegie Performance

Horowitz' Anniversary Concert  
A Standout Two-Record Album

The light of Vladimir Horowitz has been shining in the U. S. for almost 26 years, and a two-disk recording of a Carnegie Hall concert signaling the 25th anniversary of his American debut has just been released by RCA Victor.

As a seller of phonograph records, Horowitz is in all probability among today's top three or four classical pianists. Thus, a package like this must be considered a big volume item and, in two-record form, becomes a profitable set for a dealer to handle.

Musically it's a standout album. The program is an interesting one, consisting of Schubert's "Sonata in B Flat," two Chopin selections—"Nocturne in E Minor" and "Scherzo No. 1," Scriabin's "Sonata No. 9" and two Etudes. And it closes with Liszt's "Second Hungarian Rhapsody." Encores are also included.

This is the Horowitz who has

been acclaimed one of the best technicians of our time, but also a pianist who is equally expressive musically. The recording, too, is excellent. Audible audience sounds and shattering applause add to the interest.

From every point this is a standout set that can deliver as much in sales as a dealer is willing to put behind it in exposure. Nev Gehman.

## Concert Cameo

Toscanini,  
Stokowski  
On 10-Inch

Heavy sales are imminent on two newly released orchestral 10-inch platters in RCA Victor's Concert Cameo Series. These are *Ode to Joy*, the choral movement from Beethoven's Ninth Symphony, conducted by Toscanini, and Enesco's two Roumanian Rhapsodies by Stokowski.

The Toscanini "Ode to Joy" is, of course, excerpted from the fabulously successful seller, the complete Ninth. Thus, there is no need to describe the disk. There is no reason, however, to assume that the market has been saturated by the solid sales of the complete set. This, at \$3, is a good buy and, if exposed, cannot fail to move.

The Stokowski disk, too, is potentially a winner. It's hard to find two more dazzling orchestral selections than these Roumanian Rhapsodies. They are truly musical firebrands. These new recordings (which, incidentally, were recorded for binaural machines as well as present-day equipment) are excellent for use in demonstrating high fidelity equipment. Try the No. 1 especially. The tonal range used is unusually wide. The great contrasts established between the string section on the one hand, and the percussion on the other, are great for showing up the merits of an amplifier or a speaker. Nev Gehman.

Tchaikowsky-Brahms  
For Background Buyers

Westminster Records is attempting with its new "Curtain Time" series to place on wax some of the lighter favorites of the classical repertory, played by moderate sized concert orchestras rather than large symphonic aggregations. So far, the firm has been rather successful and in its latest release, *Music By Brahms and Tchaikowsky* the diskery has continued on its lighter way. The Brahms selections include eight of the Hungarian Dances, the most played, of course. And the Tchaikowsky works include selections from "The Nutcracker Suite" and a few other familiar items by the Russian melody master. This disk will not appeal to the average longhair, but for those who like classical background music, or are just on the edge of the classical world, this disk makes sense.

Beethoven's "Sonata No. 23, in F Minor," more familiarly known as the *Appassionata*, is a favorite of both concert audiences and pianists. The fine European pianist, Edwin Fischer, performs it skillfully on a new HMV set, and does another excellent job with Schubert's "Moments Musicaux." The many other fine waxings of the Beethoven work will hand this new set plenty of competition. Bob Rolontz.

## 2-Beat on EP

Waller, Dodds,  
Muggsy, Louis

Despite the hue and cry over the modern musician, the new sounds and the new compositions, record companies find it profitable to dig into the music and record catalogs of years gone by to come up with good, salable disk merchandise. Riverside Records, of course, has built quite a following for its material gleaned from old masters. Most recently the label has transferred to EP some fine old performances which have already been marketed in LP form. These include Fats Waller Solos, Louis Armstrong Plays the Blues; Muggsy, Tesch and the Chicagoans, and Johnny Dodds: South Side Chicago Jazz. All have been previously reviewed in LP packages. Good potential for these shortened sets in the 45 speed.

Atlantic Records has packed in LP form a two-beat jam session staged some 15 years ago by the Hot Record Society. Called *Pee Wee Russell and His Rhythm-makers*, the set also stars such names as Zutty Singleton, J. P. Johnson, Max Kaminsky, Dickie Wells and others. The A 440 label has come up with a fem pianist, Dotty Denny, whose keyboard technique and style are both impressive. The material she tackles is from what may be called the "old school" in Dotty Denny Plays Memorable Music From the Pen of Edgar Sampson. Much nostalgia attached to the music. Brunswick has gone into its parent Decca company's files for some fine trumpet performances of standard show tunes. Packaged as *Bobby Hackett Trumpet Solos*, the set is more pop than jazz, but listenable to both segments of the public. Joe Martin.

cial audience to whom the best songs are the sad songs. Hugh Shannon continues this kick with some enjoyable unhappy readings of a group of sophisticated tunes by top clefters, and he is certain to enlarge his already substantial company of followers with this new release. The appeal of the two sets is limited, but sophisticates and sophists will flip.

Atlantic has just released two albums by warbler George Byron that were originally issued on the Desto (now defunct) label. On the set featuring some of Jerome Kern's lesser known compositions, Byron is satisfactory; on the disk containing eight of George and Ira Gershwin's tunes that have passed into obscurity it would have been prudent to let the efforts remain in limbo. Bob Rolontz.



The Billboard's Music Popularity Charts

# PACKAGED RECORD BUYING GUIDE

## Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

### CONCERTO

(Listed Alphabetically)

- BEETHOVEN: PIANO CONCERTO NO. 2; RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Kapell, NBC Symphony-Golschmann) RCA Victor LM 9026
- BEETHOVEN: PIANO CONCERTO NO. 3 (Serkin, Philadelphia Orchestra-Ormandy) Columbia ML 4738
- CASTELNUOVO-TEDESCO: GUITAR CONCERTO; MISCELLANEOUS PIECES FOR GUITAR (Segovia, New London Symphony-Sherman) Columbia ML 4732
- GERSHWIN: PIANO CONCERTO IN F (Pennario, Pittsburgh Symphony-Steinberg) Capitol P 8219
- GERSHWIN: RHAPSODY IN BLUE; GROFE: GRAND CANYON SUITE (Janis, Winterhalter Orchestra) Bluebird LBC 1045
- GRIEG: PIANO CONCERTO; MENDELSSOHN: PIANO CONCERTO NO. 1 (Dorfmann, Robin Hood Dell Orchestra-Leinsdorf) Bluebird LBC 1043
- MENDELSSOHN: VIOLIN CONCERTO; BRUCH: SCOTTISH FANTASY (Heifetz, Royal Philharmonic-Beecham) RCA Victor LM 9016
- TCHAIKOVSKY: PIANO CONCERTO NO. 2; RACHMANINOFF: PIANO CONCERTO NO. 1 (Moiseiwitsch, Liverpool Symphony-Weldon) RCA Victor LCT 1127

### COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BACH: ST. MATTHEW PASSION (Concertgebouw-Mengelberg) Columbia SL 179
- HANDEL: MESSIAH (Toronto Mendelssohn Choir-MacMillan) Bluebird LBC 6100
- MASCAGNI: CAVALLERIA RUSTICANA; LEONCAVALLO: PAGLIACCI (Boerling, Milanov) RCA Victor LM 6106
- RAVEL: L'HEURE ESPAGNOLE (Danco, Hamel, Orchestre de la Suisse Romande-Ansermet) London LL 796
- STRAVINSKY: THE RAKE'S PROGRESS (Gueden, Conley, Metropolitan Opera-Stravinsky) Columbia SL 125
- VERDI: OTELLO (Nelli, Merriman, NBC-Toscanini) RCA Victor LM 6107
- WAGNER: TRISTAN UND ISOLDE (Flagstad, Thebom, Fischer-Dieskau, Royal Opera-Furtwangler) RCA Victor LM 6700

## Best Selling Popular LP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol H 352
2. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol H 455
3. CALAMITY JANE—Doris Day, Howard Keel ... Columbia CL 6273
4. RCA VICTOR PRESENTS EARTHA KITT ... RCA Victor LPM 3062
5. GLENN MILLER LIMITED EDITION ... RCA Victor LPT 6700
6. VICTORY AT SEA ... RCA Victor LM 1779
7. CONCERTOS FOR YOU—Liberace ... Columbia ML 4764, CL 6269
8. MUSIC FOR DINING—Melachrino Strings ... RCA Victor LPM 1000
8. SEVEN DREAMS—Gordon Jenkins ... Decca DL 9011
10. LIBERACE AT THE PIANO ... Columbia CL 6217
10. TWO IN LOVE—Nat Cole ... Capitol H 420

## Best Selling Popular EP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol EBF 352
2. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol EBF 455
3. CALAMITY JANE—Doris Day, Howard Keel ... Columbia B 347
4. RCA VICTOR PRESENTS EARTHA KITT ... RCA Victor EPB 3062
5. LIBERACE AT THE PIANO ... Columbia B 308
6. LIBERACE BY CANDLELIGHT ... Columbia B 336
7. KISS ME KATE—Kathryn Grayson, Howard Keel ... M-G-M X 223
7. LET THERE BE LOVE—Joni James ... M-G-M X 222
9. TWO IN LOVE—Nat Cole ... Capitol EBF 420
10. SEVEN DREAMS—Gordon Jenkins ... Decca ED 900

## Phonograph Merchandising

Continued from page 15

after inventory, when he does plan to promote component parts. But he reports no actual need of promotion at this time, considering how demand is still going good for the \$139.50 Columbia 360 table models, with the RCA \$255 floor model with three speeds, both of which were the volume builders during the Christmas trade.

### Promotions Continue

Charles Brooks, in the phonograph department at Grinnell Brothers Music House, also reveals that sales are holding up well, with the three-speed floor models in the high fidelity types within the higher price ranges up to \$300.

Continued promotion is being done by the shop thruout the year, but Brooks announced, "As one of the pioneers in the high fidelity field, we have been furthering that since the end of the summer, and will continue to do so."

The shop's small phonographs,

table models, portables and juvenile models has experienced a gradual let-down that is being remedied almost at once by building up thru constant supply of fresh stock along the lines of the most constant demands, according to Tom Ahern, of that department.

High fidelity is the choice here too, with the \$29.95 juvenile type most popular in the three speeds, and the adults aiming for the over \$100 models. Before Christmas, a big demand was experienced for the RCA 45, in both the player and attachment, but the largest number of requests were for the three-speed models.

The RCA 45 r.p.m. attachment in the medium price ranges has maintained a fairly good sales volume at the Commodore Record Shop, with the same holding true in all the favored models at the J. L. Hudson Company phonograph department, according to their sales representative, Robert Schaffer.

## NEXT WEEK

★ BEST-SELLING CONCERTOS

## Herman Pulls 15G at SF's Diamond Knee

SAN FRANCISCO, Jan. 16.—The Woody Herman ork, now on a tour of the Northwest, racked sensational business at the Diamond Knee here in a 10-day stand. The club, formerly a strip joint, is now on a jazz policy, and the success of the Herman Herd will keep it on the jazz kick. Herman grossed over \$15,000 for its stand starting New Year's week-end, and has been booked back for a return engagement.

Vernon Alley, KLOK deejay, proclaimed the second week in January Woody Herman Week, in honor of Herman's appearance at the Diamond Knee. Flip Phillips' at the Black Hawk and Shorty Rogers' at the Downbeat. Both Phillips and Rogers are former Herman sidemen.

The Herman crew has been booked for the Colonial Hotel, Toronto, for a week starting March 1, and will play the Golden Hotel in Reno, Nev., in August. The latter date marks the first time a name ork has played the spot. Abe Turchen, Herman's manager, is booking the ork.

## NAMM, U-I Tie-In On 'Miller' Film

CHICAGO, Jan. 16.—The National Association of Music Merchants is issuing a special Merchandising Bulletin this month to tie in with the Universal-International Pictures' Technicolor production, "The Glenn Miller Story."

The association states, "Here is a movie that will sell music to millions." The bulletin, which will be issued to all association members, will contain suggestions for sales, a step by step procedure for tying in with local theaters, and ideas for promoting Glenn Miller records and sheet music.

Universal Pictures is furnishing its 1,500 key accounts with promotion kits, suggesting tie-ins with music stores. Field representatives will push the mutual promotion. A list of songs included in the film will be a part of the NAMM bulletin to help members feature the most popular selections.

## Music—As Written

Continued from page 18

WJJD January 18. The show will feature polka music and will be aired six days a week from 6:35 to 6:55 a.m. Josh White has been held over at the Black Orchid till the middle of February. The Four Aces and Sarah Vaughan still doing good business at the Chicago Theater.

### Hollywood

Seven-year-old Gerri Pace has been signed by Gold Star Records, with her first release, "Magic of Believing" and "Merry-Go-Round," due out this week. Sessions were conducted and arranged by maestro Eddie Truman. Jerry Gray ork booked into the Palladium March 19. Disk jockey Ray Starr, KWLL, Waterloo, Ia., has been named chairman of the "Saltue to Glenn Miller" committee. Arkster Claude Gordon and Manager Norm Malkin visiting disk jockeys along the Coast promoting his Alma etching of "Carnival in Venice." Fred Karger has been named musical co-ordinator on Columbia's "The Pleasure Is All Mine." Liberace inked into the Pasadena Civic for January 22. Bob Clayton, WHDH, Boston, in Hollywood vacationing.

## Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

### CONCERTO

(Listed Alphabetically)

- BEETHOVEN: PIANO CONCERTO NO. 5 (Horowitz, NBC Symphony-Reiner) RCA Victor LM 1718
- BEETHOVEN: VIOLIN CONCERTO (Francescatti, Philadelphia Orchestra-Ormandy) Columbia ML 4371
- BRAHMS: PIANO CONCERTO NO. 2 (Rubinstein, Boston Symphony-Munch) RCA Victor LM 1728
- GRIEG: PIANO CONCERTO; LISZT: PIANO CONCERTO NO. 1 (Rubinstein, RCA Symphony-Dorati) RCA Victor LM 1018
- GRIEG: PIANO CONCERTO; SCHUMANN: PIANO CONCERTO (Lipatti, Philharmonia Orchestra-Galliera) Columbia ML 4525
- PAGANINI: VIOLIN CONCERTO NO. 1; SAINT-SAENS: VIOLIN CONCERTO NO. 3 (Francescatti, Philadelphia Orchestra-Ormandy) Columbia ML 4315
- RACHMANINOFF: PIANO CONCERTO NO. 2 (Rachmaninoff, Philadelphia Orchestra-Stokowski) RCA Victor LCT 1014
- RACHMANINOFF: PIANO CONCERTO NO. 2 (Rubinstein, NBC Symphony-Golschmann) RCA Victor LM 1005

### COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Peerce, Albanese, RCA-Shaw) RCA Victor LM 6102
- GILBERT AND SULLIVAN: H.M.S. PINAFORE (D'Oyly Carte) London LL 71-72
- HONEGGER: JEANNE D'ARC AU BUCHER (Zorina, Yeend, Philadelphia-Ormandy) Columbia SL 178
- OFFENBACH: TALES OF HOFFMAN (Royal Philharmonic-Beecham) London LLA 4
- PUCCINI: LA BOHEME (Albanese, Peerce-Toscanini) RCA Victor LM 6006
- VERDI: AIDA (Tebaldi, del Monaco, St. Cecilia-Erede) London LLA 13
- VERDI: LA TRAVIATA (Albanese, Peerce, NBC-Toscanini) RCA Victor LM 6003
- VERDI: IL TROVATORE (Boerling, Milanov, RCA-Cellini) RCA Victor LM 6008

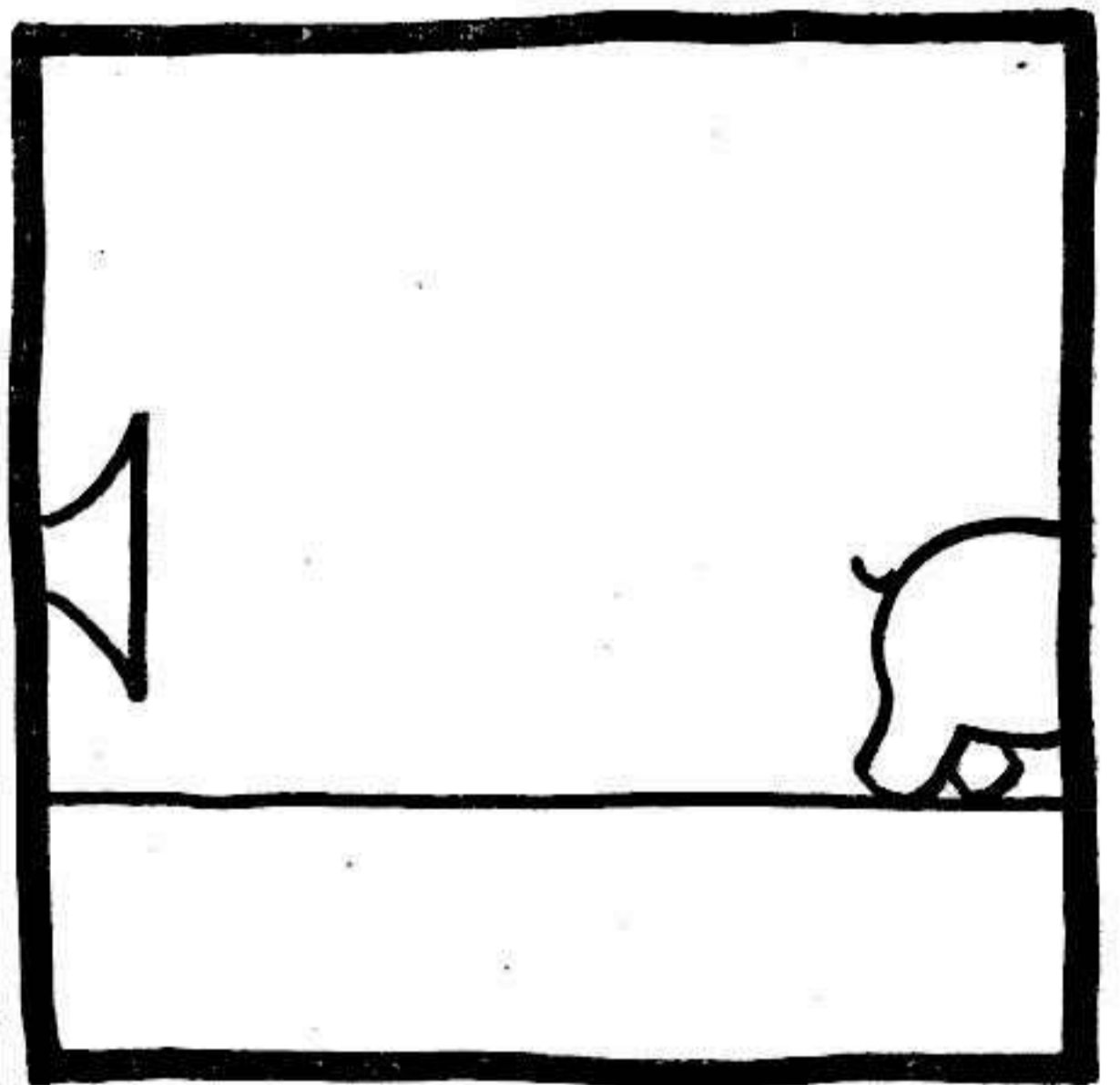
## London Awards Recordit Distrib

NEW YORK, Jan. 16.—The first winner of London Record's "Distributor of the Year" award is Recordit Distributing, Inc., St. Louis. The award, which is for the most improvement in the

sale of London Records over the year before, will be established as an annual method of recognizing outstanding distributor achievement during the year.

A wall plaque was presented to Recordit and the record sales staff will receive watches. The sales manager of Recordit is Jim Friedeman.

## EPICure No. 1 (A Roger Price "Doodle")



## Critical Hippopotamus walking out on Tuba Solo ... or dealer saying, "What—another Fifth Symphony?"

There is room on your shelf for another Fifth when customers who know it backward and forward say ... "It's like hearing it for the first time."

True—Epic's 24 releases so far have been well-known standards. But the big difference is Epic's Radial Sound ... a lifelike breadth and dimension never before accomplished on records.

Epic Records come magnificently jacketed—each one a stopper in itself! And the Epic catalog is building fast with the greatest artists from every corner of the world! Stock up on Epic now ...

**Sell**  
YOU CAN HEAR THE DIFFERENCE ...

Judge for yourself—listen to the fabulous Beethoven 5th by the Berlin Philharmonic. Reviews are out of this world.



with RADIAL Sound

EPIC Trade Mark



# Four-Point Hi-Fi Project

Continued from page 14

Fax" program is producing the best results, according to Mrs. Nides. Presented on Saturday afternoons from 4:30 to 5, the program follows the theme of the Peter Potter show, presenting an emcee and representatives of four leading record distributors in the Denver area, who vote on the potential popularity of a selected group of records.

Each member of the panel may rate any record from one to 25 points, with a total of 100 making it a "guaranteed hit." In addition, a guest artist is presented by

Mark Schreiber, emcee, each week, who adds his comments to those of the "experts." Commercials are liberally interspersed with comments on high-fidelity reproduction, and one or more models of each of the six lines represented is shown on the screen.

### Discussions

Discussions of remote three-dimensional speakers, the better reproduction of records already owned, etc., have appealed strongly to the "mass market" during the six weeks over which

"Wax Fax" has been offered as this article was written. Invitations to visit Nides Appliance Company for an "ear-awakening" demonstration of high-fidelity are liberally sprinkled thru the TV show.

While undeniably expensive, "Wax Fax" has proven the most potent sales-booster, not only in high fidelity but for records in general, that the Nides organization has yet employed.

Under the second point, every record customer, irrespective of his choice of music, is "exposed" at least briefly to hi-fi. As the customer steps into the listening booth to enjoy a record, the sales person on duty selects a duplicate of the record and places it on one

of the handily convenient hi-fi units along a low display shelf adjacent to the booths. In this way it is a simple matter to ask the customer to "Now hear it on hi-fi."

### Opening Wedge

The difference in the reproduction is so outstanding that this step forms an excellent "opening wedge" for a thoro discussion of high-fidelity. It is, at this moment, that the manufacturers' literature is handed over to the customer, with the suggestion that he read it. Most prospects do so "on the spot."

Where the customer is found to have a real knowledge of high-fidelity components, the "expert" on the store staff, mentioned above, is called into the discussion. Any comments made by customers as to high-fidelity components they would be most likely to buy are carefully stored away for guidance in making up future inventories.

Each purchase of high-fidelity equipment, of course, automatically goes into a newly created card file, which will provide complete records on each. Significant to date, Mrs. Nides believes, is the fact that almost every one of the listings shows that the high-fidelity phonograph purchases has added anywhere from \$100 to \$200 worth of new records to his collection.

### Good Results

"We have been delighted with the results," she said "Inasmuch as the high-fidelity phonograph provides a highly respectable unit sale which has been missing from record promotion for quite some time. Now that we have something to sell, we are willing to put a lot of promotional effort and expense behind it, particularly in aggressive personal selling, which gets the most impressive, immediate dividends."

We believe that at least 30 per cent of our regular customer list, whether made up of teen-agers who want jive music, ordinary followers of popular music or classic-album buyers, can be readily converted into a hi-fi enthusiast."

## Flair to Pops Via 'Sayonara'

HOLLYWOOD, Jan. 16.—Discovery of a new Japanese ditty by disk jockey Ira Cook, of radio station KMPC here, launched Joe Bihari's indie Flair lable into the pop disk biz this week.

Tune, hailed "Sayonara" (good-bye), was penned by Tom Oliver and Stan Saget while on duty with the U. S. Air Force in Japan, and later released abroad by Nancy Umeki on RCA Victor.

Upon his return to the States, Oliver took dubs to disk jockey Cook, who then played same for listener reaction. Cook's audience approved, with the song subsequently being picked up by Paul Mills of Mills Music here.

Flair etching is due for release early this week. Firm plans on adding talent to its pop roster in the future, and will also continue with its regular schedule of rhythm and blues releases.

## L. A. AUDIO FAIR PLANS MAPPED

HOLLYWOOD, Jan. 16.—Plans for the 1954 Los Angeles Audio Fair were firm here this week by William L. Cara, manager of the annual show.

Show will be held at the Alexandria Hotel, February 4-6, with the evolution of sound reproduction scheduled to be a highlight.

More than 100 U. S. and European manufacturers will demonstrate their audio equipment during the three-day event.

**"THIS GUY CAN SELL A TUNE!"** BILLBOARD

**CLARK DENNIS**

**"YOU AND YOUR SMILE"**

b/w  
**"MY BUDDY"**

**TIFFANY**

RECORDING COMPANY  
332 S. Michigan Ave., Chicago

**New Hillbilly Star Born**

The Hottest Hillbilly Tune in the South by

**JIMMIE NEWMAN**

Khoury 630

**"DARLING" and "YOU DIDN'T HAVE TO GO"**

Dist. by  
Wm. Amann's Dist. Co., New Orleans, La.  
442 Baronne St.

United Record Dist., Houston, Texas  
1902 Leeland Ave.

**Khoury's Recording Co.**  
328 R.R. Ave., Lake Charles, La.

**TEMPO**

Tempo Announces the Appointment of

**Jaytee Distributing Corp.**

664 Tenth Ave., New York

Exclusive distributors of its recorded products in New York, New Jersey and Connecticut.

**TEMPO RECORD CO. OF AMERICA**  
8540 Sunset Blvd., Hollywood 46, California

**4 SPEED**

Cash-in on the new 16 2/3 rpm Audio Books with World's ONLY 4-SPEED portable phono!

**V-M MODEL 121**

V-M Corporation  
BENTON HARBOR, MICHIGAN

**NOW ON**

**20th Century**

**Milton Buckner**

**"TAKING A CHANCE ON LOVE"**

b/w  
**"Flying Home"**

Manufactured by  
**Gotham Record Corp.**  
1626 Federal St., Philadelphia, Pa.

**WE BUY USED RECORDS**

78 R.P.M. — 45 R.P.M.

Contact Us Now.

**JALEN AMUSEMENT CO.**  
14 E. 21st St., BALTIMORE 18, MD.  
Or phone Mr. Jones, Belmont 5-2881

**BE INDEPENDENT! PRESS INDEPENDENT!**

WESTERN RECORD PRESSERS ASSOCIATION

LOS ANGELES, CALIFORNIA

— Send all inquiries —

c/o The Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

**A NEW AND COMPLETE SERVICE FOR INDEPENDENT LABELS**

- Distribution
- Office and Warehousing
- West Coast or National
- All other Services

Inquiries invited

**FOX ASSOCIATES**  
2519 W. 7th St., Los Angeles, Calif. DUnkirk 32148

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

**(NOBODY ASKED FOR IT...)**

**BUT HERE IT IS—**

The song that will set the music world back 2000 years! Warning to all artists: This song is only to be sung at your own risk! Record companies, disk jockeys, juke box operators—we will not be held responsible for any suicides, murders, or mayhem of any sort resulting from the playing of "That Crazy Thing."

**THAT CRAZY THING** Words and Music by **NORMAN TEMPLE**

*Yoda (Not too fast)*  
There's a il-ly song that keeps on whirl-ing 'round my brain,  
and I can't get rid of it, that's what's both-er-ing me;  
and if I don't tell some-one, I know I'll go in-sane, so  
*Chorus (Not too fast)*  
Cra-zy cra-zy, cra-zy, cra-zy, cra-zy cra-zy thing Cra-zy, cra-zy,  
cra-zy, cra-zy, cra-zy, cra-zy swing. Though you try, you can't for-get it,  
if you don't try, you can bet it soon will drive you cra-zy, yet it  
makes you feel you're glad you've met it. Cra-zy, cra-zy, cra-zy, cra-zy, cra-zy, cra-zy,  
thing. Cra-zy, cra-zy, cra-zy, cra-zy, cra-zy, cra-zy, swing  
If you think you're on-ly dream-ing, stop and lis-ten, you'll be scream-ing, "Cra-zy, cra-zy,  
cra-zy, cra-zy, cra-zy, cra-zy, cra-zy!" cra-zy!"

copyright 1948 by TEMPLE MUSIC CO., Los Angeles, Calif.

● ● ● **WRITE - WIRE - PHONE** ● ● ●

Phone for first recording rights. First come, first served. 97% promotional backing from our end assured.

**TEMPLE MUSIC COMPANY**  
1133 S. Lucerne Blvd. Phone: WALnut 1424 Los Angeles 19, California

**"I'M GLAD I DID ORDER TODAY'S TOP TUNES"**

TODAY'S TOP TUNES has done more good for me than ALL other forms of advertising.

White Electric Company  
Waukegan, Wis.

Each customer gets a copy of TODAY'S TOP TUNES. About 15% of the TODAY'S TOP TUNES lists come back within one week, marked with what they want to buy.

Northside Music & Appliance  
Cincinnati, Ohio

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

**"I WISH I HAD ORDERED TODAY'S TOP TUNES"**

**"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"**

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 30 or more top tunes. The Best-Selling conditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Folk Records, Best-Selling Albums and Tomorrow's Hits, attractively printed on 8 1/2 x 14 colored paper, two sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from customers who use the order form on TODAY'S TOP TUNES.

TODAY'S TOP TUNES dated one week in advance. Mailed every Friday from Cincinnati.

**UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP**

|  |                |
|--|----------------|
| <input type="checkbox"/> Trial Order   | Quantity Price |
| <input type="checkbox"/> Weekly        | 50.....\$1.00  |
| <input type="checkbox"/> Twice a month | 100.....\$2.00 |
| <input type="checkbox"/> Monthly       | 250.....\$3.50 |
|  | 500.....\$5.50 |

Charge  Enclosed

**SEND CASH WITH ORDER IMPRINTED AS FOLLOWS**

Name ..... (Please Print)  
Address .....  
City and State .....  
Phone .....  
Ordered by .....

183 Mail to:  
**The Billboard**  
2168 Patterson Street  
Cincinnati 22, Ohio

**YOU MUST LOSE THE BAIT TO CATCH THE FISH!**



The Billboard's Music Popularity Charts

... for Week Ending January 16

# TOP COUNTRY & WESTERN RECORDS

## National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

| This Week | Last Week | Weeks on Chart | Title                               | Artist        |
|-----------|-----------|----------------|-------------------------------------|---------------|
| 1         | 1         | 14             | THERE STANDS THE GLASS              | W. Pierce     |
| 2         | 6         | 6              | BIMBO                               | J. Reeves     |
| 3         | 4         | 7              | WAKE UP, IRENE                      | H. Thompson   |
| 4         | 2         | 18             | LET ME BE THE ONE                   | H. Locklin    |
| 5         | 6         | 3              | I REALLY DON'T WANT TO              | E. Arnold     |
| 6         | 9         | 21             | CARIBBEAN                           | M. Torok      |
| 7         | 4         | 24             | I FORGOT MORE THAN YOU'LL EVER KNOW | Davis Sisters |
| 7         | 7         | 5              | YOU ALL COME                        | A. Duff       |
| 9         | 8         | 3              | RELEASE ME                          | J. Heap       |
| 10        | 7         | 7              | I'M WALKING THE DOG                 | W. Pierce     |

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

| This Week | Last Week | Weeks on Chart | Title                               | Artist              |
|-----------|-----------|----------------|-------------------------------------|---------------------|
| 1         | 1         | 14             | THERE STANDS THE GLASS              | W. Pierce           |
| 2         | 2         | 21             | LET ME BE THE ONE                   | H. Locklin          |
| 3         | 3         | 8              | BIMBO                               | J. Reeves           |
| 4         | 6         | 4              | WAKE UP, IRENE                      | H. Thompson         |
| 5         | 7         | 4              | CHANGING PARTNERS                   | P. W. King          |
| 6         | 5         | 2              | I REALLY DON'T WANT TO KNOW         | E. Arnold           |
| 7         | —         | 2              | YOU ALL COME                        | A. Duff             |
| 8         | 9         | 3              | I LOVE YOU                          | G. Wright-J. Reeves |
| 9         | 4         | 22             | I FORGOT MORE THAN YOU'LL EVER KNOW | Davis Sisters       |
| 10        | —         | 1              | BIMBO                               | P. W. King          |

## Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

| This Week | Last Week | Weeks on Chart | Title                               | Artist        |
|-----------|-----------|----------------|-------------------------------------|---------------|
| 1         | 1         | 12             | THERE STANDS THE GLASS              | W. Pierce     |
| 2         | 2         | 6              | BIMBO                               | J. Reeves     |
| 3         | 4         | 13             | LET ME BE THE ONE                   | H. Locklin    |
| 4         | 5         | 18             | CARIBBEAN                           | M. Torok      |
| 5         | 3         | 13             | I'M WALKING THE DOG                 | W. Pierce     |
| 6         | 6         | 20             | I FORGOT MORE THAN YOU'LL EVER KNOW | Davis Sisters |
| 6         | 9         | 2              | WAKE UP IRENE                       | H. Thompson   |
| 8         | —         | 1              | SECRET LOVE                         | S. Whitman    |
| 9         | —         | 1              | CHEATIN'S A SIN                     | K. Wells      |
| 9         | —         | 1              | HOOTCHY KOOTCHY HENRY               | M. Torok      |
| 9         | —         | 1              | WHEN MEXICAN JOE MET JOLE BLON      | H. Snow       |

## FOLK TALENT AND TUNES

By JOEL FRIEDMAN  
6000 Sunset Boulevard, Hollywood

RCA Victor's Wade Ray just completed six weeks at Cowtown in Los Angeles and is set to leave on a 13-week tour that will cover Arizona, New Mexico, Texas, Oklahoma and Colorado. Wade, fiddle and his seven-piece band, will be traveling via trailer and automobile, doing personal appearances that promise to be a complete sell-out. Reg Marshall agency is handling the details. . . . Owen Perry the first country star to appear in Shreveport, La's plus Carnival Room at the Captain Shreve Hotel. . . . Lefty Frizzell broke the house record at Town Hall, El Monte, Calif., last week, playing to 3,862 for a gross of \$5,793. Current string of dates for Lefty have been especially successful. . . . Steve Stebbins, Americana Corporation, has set Jim Reeves for a West Coast Tour, with dates including Tucson, Phoenix, Hermosa Beach, San Diego and Los Angeles. . . . A. T. Young, manager and emcee of the Marshall (Tex.) Jamboree, has Martha Carson and troupe booked for January 29, along with the String Beans, Red Garrett and the Tennessee Pioneers. . . . Fred Stryker's Fairway Music has taken the Dusty Dallas ditty, "Word of Honor," Etching by Orville and His Saddle Serenaders due out soon.

Hank Thompson and Goldie Hill headlined the bill at Atlanta's Sports Arena, along with Boots Woodall, the Smith Brothers and Kenny Lee. Bill Lowery, of WGST, Atlanta, promoted the show. . . . Host of disk jockeys and country stars staging a mammoth show in the March of Dimes at the Tower Theater, Atlanta. . . . Hank Locklin, currently riding high via his 4-Star etching of "Let Me Be the One," playing dates out West starting in February. California schedule is for 10 days with John C. McDonald, and

an additional 10 days thru Arizona and New Mexico for Americana Corporation on the return route. . . . Starday Records has signed three new artists o recording contracts, with releases by George Jones, of Beaumont, Tex., and Gordon Baxter, assistant manager of KPAC, Port Arthur, Tex., scheduled to be released shortly. . . . Brother Tommy, WXGI, Richmond, Va., played host to WSM's Grandpa Jones, Ray Price, Don Helms and Jerry Rivers on New Year's Day, followed by a shindig tossed by record dealer Bill Bailey for the gang and Hank Snow, Mac Wiseman, Hank Thompson and Tom Anderson. . . . Al Turner has left KLIF, Dallas, and is now doing three and a half hours daily via KSKY, Dallas. Turner is the majordomo of the "Big D Jamboree." . . . Dick Dyson, new country star on Decca Records, is currently appearing at Rosa's Barn, Dallas.

Al Dexter and His Troupers playing to large crowds at the Plantation Club, Dallas. . . . Rusty Carson has left KHGB, Okmulgee, Okla., and has joined the staff of the Big D. Carson just finished a two-month tour with Dub Dickerson. . . . Sheriff Davis drew 4,600 payees at the recent "Grand Ole Opry" show he promoted at the Norfolk Municipal Auditorium. . . . Bonnie Lou, of King Records and the WLW, Cincinnati, "Hayride," is starting a new half-hour twice weekly program, along with the Pine Mountain Boys and Buddy Ross. . . . Billy Caswell, famed Canadian cowboy, honored recent at the Gaiety Theater, Halifax, N. S., after more than 20 years in show business. Billy currently heads the "Saturday Night Hoedown" from Halifax. . . . Jamboree Attractions set to package Blackie Crawford and the Western Cherokees, Jimmie Dennis, Arlie Duff and Hank Locklin shortly.

## WALTZ GREAT

### Oscar Straus Dies at 83 In Austria

VIENNA, Austria, Jan. 16.—Oscar Straus, 83, composer of "The Chocolate Soldier" and more than 50 other operettas, died of a heart attack this week in the resort town of Bad Ischl. The composer's best-known work was the operetta based on the Shaw play, "Arms and the Man," but such operettas as "A Waltz Dream," his first success, helped secure his position as one of the greatest Viennese waltz composers. Straus trained at the Vienna Conservatory of Music and studied harmony and counterpoint at Vienna University. Recognition in the operetta field came with "A Waltz Dream" in 1907, and "The Last Waltz" and "The Chocolate Soldier" followed in quick succession. He turned out an operetta a year for about 50 years, with his last work being "The First Waltz," which opened in Munich, Germany, March 31, 1950. In addition to the stage, Straus also composed some scores for films, including "The Guardsman," "Daybreak" and "A Lady's Morals." When the Germans entered Austria in 1938, Straus fled to Paris. He became a French citizen in 1940, and later became an American citizen, living in New York. Surviving the composer are his widow, Clara; his son Erwin, and a daughter, Kitty.

## NEWS BONANZA BY CAP 'BABY'

HOLLYWOOD, Jan. 16.—Babies make news, and so did Capitol Records' "Baby" make the news this past week. Release of the firm's "Birth of a Baby" album (The Billboard, January 16) cued an unprecedented spread of news coverage when Associated Press writer James Bacon's story of the album landed in an estimated 1,500 daily newspapers throughout the nation.

# PEE WEE KING

and his Band

BEST SELLERS  
COUNTRY-WESTERN

The Billboard Music  
Popularity Charts—JAN. 16

- CHANGING PARTNERS
- BIMBO RCA 20/47-5537
- RED DECK OF CARDS
- DECK OF CARDS

Most played by jockeys

**CHANGING PARTNERS**  
RCA 20-5537-BMI  
b/w BIMBO

RCA 20/47-5587



"THE RED DECK OF CARDS" (2:47)  
[Bill & Range BMI—Red River Dave McEnery]  
"DECK OF CARDS" (2:50)  
[American BMI—T. Texas Tyler]  
PEE WEE KING AND HIS BAND  
(RCA Victor 20-5587)

• Currently heading for the number one position on the popularity charts with his lovely treatment of "Changing Partners", Pee Wee King and his band follow through with an outstanding arrangement of a soul stirring item titled, "The Red Deck Of Cards". Adding to his already powerful reputation as a prolific band leader, Pee Wee comes up with a most vivid recitation on a dramatic piece of anti-

communist material. The story tells how the communists tried to make use of a deck of cards to implant their doctrine into the minds of the captured soldiers. Flipside, "Deck Of Cards", is the original T. Texas Tyler tale on which King delivers another commendable reading. Top deck has the fullest potential to make the grade. Watch for it.

For  
Availabilities



**Pee Wee King Enterprises**

307 Vaughn Bldg.

Louisville, Ky.



The Billboard's Music Popularity Charts

... for Week Ending January 16

# TOP COUNTRY & WESTERN RECORDS

## This Week's New Territorial Best Sellers to Watch

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

Cincinnati

Houston... SECRET LOVE S. Whitman, Imperial 8223

## Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

### Cincinnati

1. Let Me Be the One  
H. Locklin, Four Star
2. There Stands the Glass  
W. Pierce, Decca

BMI—Just Released—BMI  
**"COW TOWN BALL"**  
b/w  
"Tears on the Roses Tonight"  
Western Ranch Music Record 11-12  
ERNEST A. RORK & SON  
Publishers  
Memphis 2, Tenn.

3. Wake Up, Irene  
H. Thompson, Capitol
4. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
5. Run 'Em Off  
O. Wheeler, Okeh
6. Secret Love  
S. Whitman, Imperial
7. You All Come  
A. Duff, Starday
8. Bimbo  
R. Wright, King
9. Caribbean  
M. Torok, Abbott
10. Sorrow and Pain  
Davis Sisters, Victor

## GINNY WRIGHT

WITH JIM REEVES RECITING

HITTING BIG

## "I LOVE YOU"

b/w

## "I WANT YOU YES"

FABOR #101

ORDER FROM THESE  
FABOR DISTRIBUTORS

Allied Music Sales  
2542 W. Pico  
Los Angeles, Calif.  
Chalfon Distributing Co.  
1921 Grove St.  
Oakland, Calif.  
Binkley Distributing Co.  
504 Delwood Ave.  
Jacksonville, Fla.  
Coral Records, Inc.  
335 Edgewood Ave.  
Atlanta, Ga.  
James H. Martin, Inc.  
1343 Michigan Ave.  
Chicago, Ill.  
Frank's One-Stop  
506 Clifton  
Des Moines, Iowa  
Irwin Distributing Co.  
106 S. Grove St.  
Wichita, Kans.  
Lieberman Music Co.  
257 N. Plymouth  
Minneapolis, Minn.

Southern Mercury, Inc.  
604 Baronne St.  
New Orleans, La.  
General Distributing Co.  
2329 Pennsylvania Ave.  
Baltimore, Md.  
Pan-American  
3731 Woodward Ave.  
Detroit, Mich.  
Alpha Distributing Co.  
457 W. 45th St.  
New York, N. Y.  
F & F Distributing Co.  
863 S. Cedar St.  
Charlotte, N. C.  
Hit Records  
1043 Central Ave.  
Cincinnati, Ohio  
Lance Distributing Co.  
2307 Prospect  
Cleveland, Ohio  
Midwest Record Co.  
2642 Olive  
St. Louis, Mo.



Member of Louisiana Hayride, KWKH, Shreveport

Southern Mercury, Inc.  
1811 N.W. 5th St.  
Oklahoma City, Okla.  
Marnel Distributing Co.  
1623 Fairmount Ave.  
Philadelphia, Pa.  
Glenn Allen Co.  
1146 Union Ave.  
Memphis, Tenn.  
Southern Mercury, Inc.  
1035 Levee St.  
Dallas, Texas  
Southern Mercury, Inc.  
1906 Leeland Ave.  
Houston, Texas  
Allen Distributing Co.  
420 W. Broad St.  
Richmond, Va.  
Northwest Tempo  
310 Ninth Ave. N.  
Seattle, Wash.  
Music City Distributors  
714 Allison St.  
Nashville, Tenn.

## FABOR RECORDS

6636 Hollywood Blvd.

Hollywood 28, Calif.

## MITCHELL TOROK

The "CARIBBEAN MAN" ... Is Going Strong On His New Release ...

## "HOOTCHIE KOOTCHIE HENRY" (From Hawaii)

b/w

## "GIGOLO"

Abbott #150

Thanks to Disk Jockeys and Operators

## ABBOTT RECORDS

6636 Hollywood Blvd., Hollywood 28, California

Also Distributed by Quality Label in Canada



Member of LOUISIANA HAYRIDE, KWKH, Shreveport

### Dallas-Ft. Worth

1. Wake Up, Irene  
H. Thompson, Capitol
2. I Really Don't Want to Know  
E. Arnold, Victor
3. There Stands the Glass  
W. Pierce, Decca
4. Heartbreak Ahead  
C. Arthur, Victor
5. Bimbo  
J. Reeves, Abbott
6. You All Come  
A. Duff, Starday
7. Yesterday's Girl  
H. Thompson, Capitol
8. Hootchy Kootchy Henry  
M. Torok, Abbott
9. Shake a Hand  
R. Foley, Decca
10. Run 'Em Off  
L. Frizzell, Columbia

### Houston

1. Bimbo  
J. Reeves, Abbott
2. There Stands the Glass  
W. Pierce, Decca
3. Release Me  
J. Heap, Capitol
4. You All Come  
A. Duff, Starday
5. Hootchy Kootchy Henry  
M. Torok, Abbott
6. Secret Love  
S. Whitman, Imperial
7. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
8. Look What Followed Me Home  
G. Morgan, Columbia
9. North Wind  
S. Whitman, Imperial
10. Weary Blues From Waitin'  
H. Williams, M-G-M

### Memphis

1. Let Me Be the One  
H. Locklin, Four Star
2. There Stands the Glass  
W. Pierce, Decca
3. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
4. I Really Don't Want to Know  
E. Arnold, Victor
5. Run 'Em Off  
O. Wheeler, Okeh
6. Wake Up, Irene  
H. Thompson, Capitol
7. Crying in the Chapel  
Rex Allen, Decca
8. Tennessee Wig-Walk  
B. Lou, King
9. Love Letters in the Sand  
M. Wiseman, Dot
10. Hopeless Love  
L. Frizzell, Columbia

### Nashville

1. Let Me Be the One  
H. Locklin, Four Star
2. There Stands the Glass  
W. Pierce, Decca
3. Bimbo  
J. Reeves, Abbott
4. Wake Up, Irene  
H. Thompson, Capitol
5. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
6. I Really Don't Want to Know  
E. Arnold, Victor
7. Cheatin's a Sin  
K. Wells, Decca
8. Kiss Me Big  
Tennessee Ernie, Capitol
9. Tain't Nice  
Carlises, Mercury
10. Run 'Em Off  
O. Wheeler, Okeh

### New Orleans

1. Release Me  
J. Heap, Capitol
2. Bimbo  
J. Reeves, Abbott
3. There Stands the Glass  
W. Pierce, Decca
4. Wake Up, Irene  
H. Thompson, Capitol
5. I Really Don't Want to Know  
E. Arnold, Victor
6. Changing Partners  
P. W. King, Victor
7. Run 'Em Off  
L. Frizzell, Columbia
8. Leave Her Alone  
R. Price, Columbia
9. I'm Walking the Dog  
W. Pierce, Decca
10. Cheatin's a Sin  
K. Wells, Decca

## Vox Jox

Continued from page 28

WATV, Newark, N. J., entitled "Amateur Songwriters Hour." ... Nick Reyes has joined the staff of KLYN, Amarillo, Tex., and takes over the musical chores of the "940 Club" nightly.

### Surface Noises

Frank Roberts, WKAL, Rome, N. Y., advises: "A lot of deejays are missing out on a wonderful bet. One of the best recordings in a long, long time is the Ink Spots' version on the King label of 'Ebb Tide.' This version has been very much neglected. Give it a spin—you and the listeners will like it." ... Wally Thornton, KWIL, Albany, Ore., stands up for the West. "A note to those West Coast deejays who think the popularity of all hit tunes get the big start in the East. Looking back thru the past programs of our 'Best on Wax' I discovered that Pee Wee Hunt's 'Oh' was going strong in this territory a full two months before it hit The Billboard." ... Jim Stewart, Alabama-Gulf Radio, Foley, Ala., observes: "Looks as if the 'Vox Jox' column has turned into a gripe list about records. As long as some record companies charge for their releases and some stations continue to 'pay to play,' all of this will continue. It's to the mutual advantage of the stations, as well as the record companies, to have the tunes on the air. How about the station paying the postage if the companies will send records? You might try that. Prove to the company that you have an audience for your deejay shows. We're very satisfied with our relationship with the various record concerns. We plug the ones we get for all they're worth. Well, the ones we don't get—how can we plug them?"

### This 'n' That

Joe Flynn, KFEL, Denver, celebrated his birthday with a very early morning party for night workers who are his avid fans.

Nearly 100 guests, all bringing toys for local welfare groups, packed the dining room of a local cafe for a 7 a.m. party. Guests included night watchmen, truck drivers, Western Union workers, telephone operators, etc. Flynn had a huge birthday cake which later was sent to the local orphanage. ... Dave Denny, WPTR, Albany, N. Y., announces the birth of his first child, Charmaine Denny. ... The premier broadcast of Martin Block's "Make Believe Ballroom" over WABC, New York, had the highest listening audience in New York City during the 2:45 to 4 p.m., EST, time period on Monday, January 4, according to a special Trendex survey. More than one-fourth of all the city's listening homes during that time were tuned to his show.

Warren Orr, WFAX, Falls Church, Va., has just completed his third year as the "Town Crier." ... Jan Andre, WPIT, Pittsburgh, is celebrating his 15th year in radio as a jockey. ... Neil W. Sargent, KVNl, Coeur D'Alene, Idaho, has been combining record spins with bio material on tunes and artists and readings in a "Hemingway" style. Sargent tells us he has loads of fun programming this way, and his listeners love it. ... Harold Bledsoe, WEWO, Laurinburg, N. C., tells us about his programing style. "I have a 55-minute deejay show each night I have no sponsor, but we have a great time spinning the tunes that our listeners request. One of the local theaters helps a great deal by giving free passes to persons guessing mystery tunes."

Rodney Masters, KIQ, Portland, Ore., tells us that he is now putting in about 36 hours of air time each week and is beginning to see records in his sleep. ... Bob Snyder and Marty Ross are back together again on WABY, Albany, N. Y. Ross just returned from two years overseas with the Armed Forces.

## Western Music Swings North

Continued from page 14

ords, claims western record sales are up 20 per cent this year. He ascribes it to the great number of good western numbers.

Interest in the records, claims Weaver, is strongest in the Maritimes, Northern Ontario, rural Quebec and Manitoba, while British Columbia, Saskatchewan and Alberta, Canada's three Western provinces, make almost no showing at all. Ironic twist is that in New Westminster, radio station CNKW maintains 20 of its 24 hours daily programing western and folk music. Despite that, record sales are low.

### Sacred Songs Boom

"Whitey" Haines, of Capitol, reports that whenever a western sacred song is newly-released, evangelical movements buy large quantities. They sell the records, and one store which specializes in this material sells huge quantities of records.

Strongest sellers of western music, according to Haines, are the community stores, with department stores reporting a negligible sale.

The average store finds that western fans come in on Friday nights, just after they are paid. They have just so much money to spend and are careful in their selection. They ask the clerks what is new, and generally know what they want by listening to the radio. The fan is fussy, but he is a good customer, for he returns to the same dealer, week in and week out.

Indicative of the western fans' interest to the radio programs is the fact that all but one of the Toronto stations have western music programed thru the week. One station, CKEY, has a well-known baseball player spinning disks for them.

### Jukes on Up-Beat

Juke boxes, too, report an increase in the music. Jack Campbell, a local operator with machines spread thruout the city, says that in the last couple of years interest in country music has climbed to a new high.

There doesn't seem to be any particular district where the music goes over, said Campbell. He said he found that one of his locations, in a large restaurant downtown, there was as much interest in the music as there is in most of his other locations.

Campbell places on the average two western out of 10 records to each machine. He says western records are on 85 per cent of his machines on location. Vocal records are favorites, with Hank Williams continuing to be a draw on all units.

## Settlement Near

Continued from page 14

Billboard, "I am gratified at the expression of satisfaction implied by my re-appointment by the industry and its acceptance by the union."

"The economic future of the professional musician presents problems that are difficult of solution. There are more people listening to more music, and more and better students of music than ever before. Yet, there are fewer paid jobs for those who try to make a living as professionals."

### "Highly Creditable"

"It is highly creditable to the industry that it is willing to make these contributions to a fund which gives employment to musicians. It is equally creditable to the union that it co-operates even tho the Fund is no longer under its control. The public is the beneficiary. During the past year, it has received musical service free of charge, for which the Fund has paid out \$2,000,000. Under the new agreement this will increase."

Local 802 demands the networks increase staff musicians at the ABC, CBS and NBC from 65 to 80 and at WOR from 40 to 52. It also seeks live music on all live shows instead of recorded back-grounds and cues. No scale increases (current scale is \$182 a week) are being sought.



# SNOW BOUND - FOR A NEW SOUND

HEAR

# HANK SNOW

PLAY DUAL-GUITARS RECORDED ON DOUBLE SOUND TRACK

*Listen for the NEW  
"SNOW-SOUND"*



ON THIS  
AND ALL  
FUTURE  
RELEASES!

"PANAMAMA"

HILL AND RANGE B/WN#20-5592

"ACT 1-ACT 2-ACT 3"

RCA VICTOR  
FIRST IN RECORDED MUSIC



WATCH FOR THE HANK SNOW SHOW  
IN THE FOLLOWING CITIES!

January 24th, Oakland, Calif.—25th, San Jose, Calif.—26th, Fresno, Calif.—  
27th, Long Beach, Calif.—28th, Los Angeles, Calif.—29th, Phoenix, Arizona  
—30th, Tucson, Ariz.—31st, El Paso, Texas—February 1st, Amarillo, Texas—  
2d, Albuquerque, New Mexico—3d, Pueblo, Colo.—4th, Denver, Colo.

By Popular Demand  
THE ALL GUITAR  
(INSTRUMENTAL)  
ALBUM OF  
"COUNTRY  
PICKIN'"  
BY HANK SNOW

Exclusive Direction:

DUB ALLBRITTEN, 417 Broad, Nashville, Tenn. Phone 5-7031



The Billboard's Music Popularity Charts

... for Week Ending January 16

TOP RHYTHM & BLUES RECORDS



The Moon Glows, vocal group, on CHANCE 1152, put across their r & b version of "Secret Love" with a real spirit...

Sabre 103 has the 5 Echoes doing the vocal in their own fine style on "O-o-o-h Baby," backed by "My Gal Is Gone."

Still moving along on CHES 1558 is Larry Liggett doing "Perdido Mambo," backed with "The Flop."

A new blues come by Big Ed singing "Superstition," on Checker 790, is picking up the beat in Detroit and Cleveland.

T. J. Fowler, instrumentalizing on STATES 132, "The Queen," backed by "What's the Matter Now," with vocal by Frank Taylor...

A new release on United 168 by the Four Blazers harmonizing in the background to the vocal of Tommy Bradon on "My Great Love Affair" shows real promise of lots of action.

Dealers everywhere are now stocking these "picks." Call your distributor today.

GIVE TO DAMON RUNYON CANCER FUND

Adams Named G.P.M. of Two Autry Pubbers

HOLLYWOOD, Jan. 16.—Charlie Adams, general professional manager of Ridgeway Music, Inc., has been named to a similar position with the Gene Autry music publishing firms...

Adams disclosed the affiliation following a series of negotiations with Autry. He will direct the operation of both firms, in addition to continuing in his present post at Ridgeway...

In addition to complete supervision of both Autry firms, Adams revealed that he will have a financial interest in the much sought-after catalogs. Adams will continue to operate out of his present Ridgeway Music offices...

Adams revealed plans for the addition of an office to be opened in March in Dallas.

The Autry music firms contain some of the most lucrative copyrights in the country and western field. Among the top songs are "Here Comes Santa Claus," "Be Honest With Me," "Back in the Saddle Again," "Address Unknown" and "Have I Told You Lately That I Love You?"

Vanguard Sets Plans for Jazz

NEW YORK, Jan. 16.—Vanguard Records, classical indie diskery, is prepping a move into the jazz field, with four LP's bearing its imprint due to move out to retailers early in February.

Groups featured on the initial disks are headed by Mel Powell, Vic Dickenson and Charles Thompson. Recording dates are being supervised by Downbeat staffer Nat Henthoff and John Hammond.

Other Records Released This Week

Popular

The Gentleman Is a Dope—Portia Nelson and The Norman Paris Trio (My Love Is a Wanderer) Columbia 4722

If I Didn't Love You—Annette Warren (Our Flag) Starland 221

My Love Is a Wanderer—Portia Nelson and The Norman Paris Trio (The Gentleman Is a Dope) Columbia 4722

Our Flag—Annette Warren (If I Didn't Love You) Starland 221

Rainbow Train—Dotty Denny (Stompin' at the Savoy) A-440 505-781

Stompin' at the Savoy—Dotty Denny (Rainbow Train) A-440 505-781

What It Was, Was Football (Parts 1 & 2)—Uncle Martin Deluxe 2014

Rhythm & Blues

All Alone—Connie Mack Booker Ork (Love Me Pretty Baby) RPM 401

The Flop—Larry Liggett (Perdido Mambo) Chess 1558

Gin and Coconut Milk—Wilburt Harrison (Nobody Knows My Trouble) Deluxe 6031

Love Me Pretty Baby—Connie Mack Booker Ork (All Alone) RPM 401

Nobody Knows My Trouble—Wilburt Harrison (Gin and Coconut Milk) Deluxe 6031

Perdido Mambo—Larry Liggett (The Flop) Chess 1558

Country & Western

Come By My Rainbow—Grandpa Jones and Grandchildren (You Done Me Mean and Dirty) King 1301

Fool's Folly—Skeeter Webb (I Could Hardly Wait) King 1302

I Could Hardly Wait—Skeeter Webb (Fool's Folly) King 1302

If They Do—Curly Gibson (One Way Track) Pennsylvania 151

Indiana March—Country All Stars (Sweet Georgia Brown) V 20-5590

One Way Track—Curly Gibson (If They Do) Pennsylvania 151

Sweet Georgia Brown—Country All Stars (Indiana March) V 20-5590

You Done Me Mean and Dirty—Grandpa Jones and Grandchildren (Come By My Rainbow) King 1301

Jazz

Cool Mix—Stan Getz Quintet (Rustic Hop) Clef 89090

Rustic Hop—Stan Getz Quintet (Cool Mix) Clef 89090

Lead the Light—Sons of Calvary (My Blessed Saviour) Deluxe 6033

My Blessed Saviour—Sons of Calvary (Lead the Light) Deluxe 6033

Polka

Fichtelberger Polka—Oberlander Band (Tiroler Holzhaackerbaum) Musico 5004

Tiroler Holzhaackerbaum—Oberlander Band (Fichtelberger Polka) Musico 5004

International

Alte Kameraden—Wachtbattalion Der Garde (In Treue Fest) Musico 5001

Bayerischer Defilliermarsch—Wachtbattalion Der Garde (Koniggratzer Marsch) Musico 5002

Cinderella Oberek—Larry Chesky Ork (Playhouse Polka) Musico 103

Die Blonde Christal—Oberlander Band (Die Blonde Christal) Musico 5003

Die Fesche Toni—Oberlander Band (Die Blonde Christal) Musico 5003

Golden Wedding Polka—Larry Chesky Ork (Night in May Waltz) Musico 104

In Treue Fest—Wachtbattalion Der Garde (Alte Kameraden) Musico 5001

Koniggratzer Marsch—Wachtbattalion Der Garde (Bayerischer Defilliermarsch) Musico 5002

Night in May Waltz—Larry Chesky Ork (Golden Wedding Polka) Musico 104

Playhouse Polka—Larry Chesky Ork (Cinderella Oberek) Musico 103

Benida Names Budlow, Ascher

NEW YORK, Jan. 16.—Dewey Bergman, vice-president of Benida Records, has named Howard W. Budlow as national sales manager of the recently formed diskery. Budlow was formerly a district supervisor for King Records.

Benida, meanwhile, has made arrangements for Quality Records of Canada to press and distribute its product in that country. Facilities have also been secured for distribution in England.

This Week's New Territorial Best Sellers to Watch

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

- Charlotte... WHISKEY, WOMEN AND LOADED DICE S. McGhee, King 4628
Detroit... BABY I AM IN LOVE Serenaders, DeLuxe 6022
Philadelphia... EL BAION LOLLY POP J. Loco, Tico 10-280
St. Louis... TV MAMA O. McLollie, Modern 920

Territorial Best Sellers

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

Atlanta

- 1. Money Honey C. McPhatter, Atlantic
2. I'll Be True F. Adams, Herald
3. Honey Hush J. Turner, Atlantic
4. You're So Fine Little Walter, Checker
5. I Had a Notion J. Morris, Herald
6. Saving My Love for You J. Ace, Duke
7. Rags to Riches Dominoes, King
8. You're Still My Baby C. Willis, Okeh
9. Shake a Hand F. Adams, Herald
10. Drunk J. Liggins, Specialty

Charlotte

- 1. Money Honey C. McPhatter, Atlantic
2. I'll Be True F. Adams, Herald
3. You're So Fine Little Walter, Checker
4. Honey Hush J. Turner, Atlantic
5. You're Still My Baby C. Willis, Okeh
6. Drunk J. Liggins, Specialty
7. Saving My Love for You J. Ace, Duke
8. Rags to Riches Dominoes, King
9. Whiskey, Women and Loaded Dice S. McGhee, King
10. Marie Four Tunes, Jubilee

Chicago

- 1. Marie Four Tunes, Jubilee
2. I'm Just Your Fool B. Johnson, Mercury
3. Money Honey C. McPhatter, Atlantic
4. Rags to Riches Dominoes, King
5. Things I Used to Do Guitar Slim, Specialty
6. TV Is the Thing D. Washington, Mercury
7. Baby Doll Marvin & Johnny, Specialty
8. I'll Be True F. Adams, Herald
9. You're So Fine Little Walter, Checker
10. Shake a Hand F. Adams, Herald

Cincinnati

- 1. Honey Hush J. Turner, Atlantic
2. Rags to Riches Dominoes, King
3. I'll Be True F. Adams, Herald
4. Something's Wrong Fats Domino, Imperial
5. Money Honey C. McPhatter, Atlantic
6. Drunk J. Liggins, Specialty
7. Marie Four Tunes, Jubilee
8. I Had a Notion J. Morris, Herald
9. Get It Royals, Federal
10. Please Hurry Home B. B. King, RPM

Detroit

- 1. You're So Fine Little Walter, Checker
2. Money Honey C. McPhatter, Atlantic
3. Fifteen Forty Special J. Weaver & His Blue Notes, De Luxe
4. Baby Serenaders, De Luxe
5. Blind Love B. B. King, RPM
6. Honey Hush J. Turner, Atlantic
7. Things I Use to Do Guitar Slim, Specialty
8. I Am in Love Five Jets, De Luxe
9. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
10. I Had a Notion J. Morris, Herald

Los Angeles

- 1. Things I Use to Do Guitar Slim, Specialty
2. Money Honey C. McPhatter, Atlantic
3. Marie Four Tunes, Jubilee
4. Honey Hush J. Turner, Atlantic
5. You're So Fine Little Walter, Checker
6. Make Me a Present of You E. Andrews, Trend
7. I'll Be True F. Adams, Herald
8. White Cliffs of Dover Checkers, King
9. I Velvets, Robin
10. I Had a Notion J. Morris, Herald

New Orleans

- 1. Things I Use to Do Guitar Slim, Specialty
2. Something's Wrong Fats Domino, Imperial
3. You're So Fine Little Walter, Checker
4. Blind Love B. B. King, RPM
5. Mad Love M. Waters, Chess
6. I Had a Notion J. Morris, Herald
7. Shake a Hand F. Adams, Herald
8. Take Me Back L. Hayes, Hollywood
9. Dark Muddy Bottom Mercy Dee, Specialty
10. I Would If I Could Ruth Brown, Atlantic

New York

- 1. I'll Be True F. Adams, Herald
2. Money Honey C. McPhatter, Atlantic
3. Things I Use to Do Guitar Slim, Specialty
4. Marie Four Tunes, Jubilee
5. Don't Deceive Me C. Willis, Okeh
6. Rags to Riches Dominoes, King
7. Drunk J. Liggins, Specialty
8. I Had a Notion J. Morris, Herald
9. Golden Teardrops Flamingos, Chance
10. Baby Doll Marvin & Johnny, Specialty

(Continued on page 40)

WHAT A KICK OFF FOR 54! BANG RUTH BROWN LOVE CONTEST Plus IF YOU DON'T WANT ME (I Don't Want No Part of You) ATLANTIC #1018 CLYDE McPHATTER and THE DRIFTERS SUCH A NIGHT Plus LUCILLE ATLANTIC #1019 ATLANTIC RECORDING CORP. 234 WEST 56th St. NEW YORK 19, N. Y.





norman granz'



ON  
CLEF RECORDS

**THE COUNT BASIE SEXTET**

MGC 146

Basic Beat; K.C. Organ Blues; She's Funny That Way; Royal Garden Blues; Stan Shorthair; Blue and Sentimental; Count's Organ Blues; As Long As I Live

EP 185

Basic Beat; K.C. Organ Blues; Stan Shorthair; Blue and Sentimental

EP 186

She's Funny That Way; Tippin' On the Q T; Count's Organ Blues; As Long As I Live



**OSCAR PETERSON SINGS**



MGC 145

Spring Is Here; I Hear Music; Autumn In New York; I'm Glad There Is You; I Can't Give You Anything But Love; The Things We Did Last Summer; Polka Dots and Moonbeams; One for My Baby

EP 191

Spring Is Here; I Hear Music; Autumn In New York; I'm Glad There Is You

EP 192

I Can't Give You Anything But Love; The Things We Did Last Summer; Polka Dots and Moonbeams; One for My Baby

**THE ARTISTRY OF STAN GETZ**

MGC 143

These Foolish Things; How Deep Is the Ocean; Thanks for the Memory; Hymn to the Orient; Cool Mix; Rustic Hop; Have You Met Miss Jones; Erudition

EP 188

These Foolish Things; How Deep Is the Ocean; Thanks for the Memory; Hymn to the Orient

EP 189

Cool Mix; Rustic Hop; Have You Met Miss Jones; Erudition



**DIZZY GILLESPIE WITH STRINGS**



MGC 136

Sweet and Lovely; My Old Flame; I Waited for You; Ghost of a Chance; The Man I Love; Night and Day

EP 153

Sweet and Lovely; My Old Flame; The Man I Love; Night and Day

**BENNY CARTER: COSMOPOLITE**

MGC 141

I Get a Kick Out of You; Street Scene; Pick Yourself Up; Imagination; I've Got the World on a String; Gone With the Wind; Long Ago and Far Away; I've Got It Bad and That Ain't Good

EP 187

I've Got the World on a String; Gone With the Wind; Long Ago and Far Away; I've Got It Bad and That Ain't Good



**LATEST CLEF SINGLES:**

**BUDDY RICH**

AND HIS ORCHESTRA

"LET'S FALL IN LOVE"

b/w

"ME AND MY JAGUAR"

89094 • 89094x45

**ROY ELDRIDGE**

QUINTET

"LITTLE JAZZ"

b/w

"WRAP YOUR TROUBLES IN DREAMS"

89097 • 89097x45

**JOHNNY HODGES**

AND HIS ORCHESTRA

"JOHNNY'S BLUES (Part 1)"

"JOHNNY'S BLUES (Part 2)"

89098 • 89098x45

**GENE KRUPA**

SEXTET

"CAPITAL IDEA"

b/w

"OVERTIME"

89099 • 89099x45

**LESTER YOUNG**

QUINTET

"I CAN'T GIVE YOU ANYTHING BUT LOVE"

b/w

"CONFESSIN'"

89100 • 89100x45

451 NO. CANON DRIVE  
BEVERLY HILLS, CALIF.

**CLEF RECORDS**

522 FIFTH AVENUE  
NEW YORK 36, N.Y.



The Billboard's Music Popularity Charts

... for Week Ending January 16

# TOP RHYTHM & BLUES RECORDS

## R & B Territorial Best Sellers

Continued from page 38

### Philadelphia

1. I'm Just Your Fool  
B. Johnson, Mercury
2. I'll Be True  
F. Adams, Herald
3. El Baion  
J. Loco, Tico
4. Lolly Pop  
O. McLollie, Modern
5. Saving My Love for You  
J. Ace, Duke
6. Ebb Tide  
Ink Spots, King
7. Fat Daddy  
D. Washington, Mercury
8. Sunday Kind of Love  
Harp Tones, Bruce
9. Memories  
E. Bostic, King
10. Baby Doll  
Marvin & Johnny, Specialty

### St. Louis

1. Money Honey  
C. McPhatter, Atlantic
2. I'm Just Your Fool  
B. Johnson, Mercury
3. Honey Hush  
J. Turner, Atlantic
4. You're So Fine  
Little Walter, Checker

5. TV Mama  
J. Turner, Atlantic
6. Things I Use to Do  
Guitar Slim, Specialty
7. Call Before You Go Home  
Memphis Slim, Specialty
8. Shake a Hand  
F. Adams, Herald
9. Saving My Love for You  
J. Ace, Duke
10. I'll Be True  
F. Adams, Herald

### Washington - Baltimore

1. I'll Be True  
F. Adams, Herald
2. Honey Hush  
J. Turner, Atlantic
3. Money Honey  
C. McPhatter, Atlantic
4. Rags to Riches  
Dominoes, King
5. Ebb Tide  
Ink Spots, King
6. Please Don't Leave Me  
Fats Domino, Imperial
7. Good, Good Whiskey  
A. Milburn, Aladdin
8. Take Me Back  
L. Hayes, Hollywood
9. My Girl Awaits Me  
Castelles, Grand
10. These Foolish Things  
Dominoes, Federal

## Rhythm & Blues Record Reviews

Continued from page 24

sparking the group. Kimble's chanting is fine. (Modern, BMI)

**Blue Memories...70**  
A neat slow blues performance here from both Kimble on vocal and the ork. Kimble sings plenty. (Modern, BMI)

**LULA REED**  
**Your Key Don't Fit It No More...70**  
KING 4688—An attractive slow blues reading by the thrush. (Jay & Cee, BMI)

**Watch Dog...70**  
More good stuff here via the gal's style and projection. (Jay & Cee, BMI)

**TAMPA RED**  
**Big Stars Falling Blues...69**  
V 20-5594—Here's a duet-style vocal on a blues opus with a big beat. It makes for good listening. (Frederick, BMI)

**If She Don't Come Back...69**  
Red and the combo deliver up a

fairly good Southern style blues. (Tannen, BMI)

**THE PLATTERS**  
**I Need You All the Time...68**  
FEDERAL 12164—Good vocal combo with a strong lead voice sparking the performance comes up with a smooth reading of an okay ballad. (Armo, BMI)

**I'll Cry When You're Gone...68**  
More of the same here on another ballad. (Armo, BMI)

**IMPERIALS**  
**Life of Ease...65**  
GREAT LAKES 1201—A good new group, with an excellent lead, bucking routine material and weak backing here. Harmony and rhythm-wise the group has plenty on the ball, and deserve watching in future. (Kencee, BMI)

**If Won't Be Very Long...60**  
The quartet again expends talent and energy in vain on weak material. (Kencee, BMI)

## Popular Record Reviews

Continued from page 24

from a Verdi opera is sung nicely here by Griffin over smooth ork backing. Should get some spins. (Essex, ASCAP)

**Hey, Garçon!...68**  
A crazy, mixed up ditty is sung brightly by Griffin. It is hard to tell if this is meant to be a parody on "Hey Joe" or an example of how to mix Cajun and Pennsylvania Dutch sayings. (Aberbach, BMI)

**SARAH VAUGHAN**  
**Easy Come, Easy Go Lover...69**  
MERCURY 70299—Smart, East Side nitery type of lyric is handled with much vocal skill and finesse. (Midway, ASCAP)

**And This Is My Beloved...67**  
Still one of the finest singers in the business, Miss Vaughan continues to seek out esoteric material which will interest too few disk buyers. (Frank, ASCAP)

**ROY ELDRIDGE QUARTET**  
**Someone to Watch Over Me...68**  
DAWN 201—Little Jazz turns in a lovely reading of the Gershwin favorite, spinning out mighty listenable improvisations on the horn over quiet support from the rhythm.

**Ain't No Files on Me...67**  
Roy Eldridge and Anita Love handle the vocal nicely on this cute new effort penned by Eldridge. The combo lends a little support, and Roy gets a solo on horn. This is the first disk from Seeco's subsidiary jazz label, tho this side is pop.

**MICKEY ROONEY**  
**Alimony Blues...65**  
KING 1296—It's hard to fathom why Rooney should sound so excited in handling this so-so blues opus which he also managed to write and publish. (Rooney, BMI)

**Bouillabasse...60**  
The title, of course, is the same as that French mish-mash dish. Trouble is, tho, that the tune as handled here is also a mish-mash. Anyhow, jox looking for something different will have it here. (Weiss-Barry, BMI)

**DONNA PHILLIPS, KEN SCOTT ORK**  
**Hook, Line and Sinker**  
**The Next Place to Heaven...60**  
CROWN 131—These 78's have two tunes on a side. The arrangements feature one boy and one girl singer, each singing one tune. This side has tasteful arrangements, the singers belt out legit-style versions.

**To You I Grant**  
**Our Flag...60**  
Same comment.

**UNCLE MARTIN**  
**What It Was, Was Football**  
**(Part 1 & 2)...60**  
DELUXE 2014—Okay coverage of the special material introduced on a small label and bought up by Capitol. Since the click is better in every way, this can't do much but creep into the few spots where the Andy Griffith version may not have reached. (Charles, BMI)

## National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

| This Week                              | Last Week | Weeks on Chart |
|--|-----------|----------------|
| 1. MONEY HONEY—C. McPhatter            | 1         | 13             |
| Way I Feel—Atlantic 1006—BMI           |           |                |
| 2. I'LL BE TRUE—F. Adams               | 3         | 10             |
| Happiness to My Soul—Herald 419—BMI    |           |                |
| 3. HONEY HUSH—J. Turner                | 2         | 18             |
| Crawdada Hole—Atlantic 1001—BMI        |           |                |
| 4. YOU'RE SO FINE—Little Walter        | 4         | 3              |
| Lights Out—Checker 786—BMI             |           |                |
| 5. THINGS I USE TO DO—Guitar Slim      | 9         | 2              |
| Well I Done Got Over—Specialty 482—BMI |           |                |
| 6. I'M JUST YOUR FOOL—B. Johnson       | 6         | 3              |
| A-12—Mercury 70251—BMI                 |           |                |
| 7. RAGS TO RICHES—Dominoes             | 5         | 9              |
| Don't Thank Me—King 1280—ASCAP         |           |                |
| 8. MARIE—Four Tunes                    | 7         | 9              |
| I Gambled With Love—Jubilee 5128—ASCAP |           |                |
| 9. I HAD A NOTION—J. Morris            | 8         | 11             |
| Just Your Way Baby—Herald 417—BMI      |           |                |
| 10. SAVING MY LOVE FOR YOU—J. Ace      | —         | 1              |
| Yes Baby—Duke 118—BMI                  |           |                |

## Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

| This Week                         | Last Week | Weeks on Chart |
|-----------------------------------|-----------|----------------|
| 1. HONEY HUSH—J. Turner           | 1         | 19             |
| Atlantic 1001—BMI                 |           |                |
| 2. MONEY HONEY—C. McPhatter       | 3         | 11             |
| Atlantic 1006—BMI                 |           |                |
| 3. RAGS TO RICHES—Dominoes        | 2         | 4              |
| King 1280—ASCAP                   |           |                |
| 4. I'LL BE TRUE—F. Adams          | 6         | 5              |
| Herald 416—BMI                    |           |                |
| 5. THINGS I USE TO DO—Guitar Slim | —         | 1              |
| Specialty 482—BMI                 |           |                |
| 6. MARIE—Four Tunes               | 6         | 8              |
| Jubilee 5128—BMI                  |           |                |
| 6. SOMETHING'S WRONG—Fats Domino  | 8         | 2              |
| Imperial 5262—BMI                 |           |                |
| 8. I HAD A NOTION—J. Morris       | 5         | 5              |
| Herald 417—BMI                    |           |                |
| 8. SAVING MY LOVE FOR YOU—J. Ace  | 8         | 5              |
| Duke 118—BMI                      |           |                |
| 10. TV MAMA—J. Turner             | —         | 1              |
| Atlantic 1016—BMI                 |           |                |

## Phono Chatter

Continued from page 15

sales manager of the firm's Radiomaster division, which produced the high fidelity and strato-fidelity phono units... Jerry Blaine's Cosnat Distributing Company is now handling the Square Root line of phonos in the New York, New Jersey and Philadelphia areas.

Don Leary, Minneapolis record dealer, has opened a new self-service shop in the city's new St. Louis Park suburban shopping center. The outlet will handle disks, TV, phonos and wire and tape recorders... New RCA distributor in Seattle is Fidelity Electric.

## Milwaukee

Biggest selling three-speed phonograph during the just-ended Christmas rush at Radio Doctors, according to Laz Glassman, was the popular-priced Hudson. About a third of the floor space of the State was devoted to displaying the complete offerings of all lines this year, he adds... Johnny O'Brien, Major Distributors sales boss, reports an excellent holiday cleanout in the Mercury phono department... According to Harold Rietz, the new headquarters for the RCA Victor distributors, Taylor Electric, should be completed early next summer... New distributorship for Motorola products formed last week by Arthur E. Kronenberg and Paul R. Dye. Kronenberg left his post as manager of the television and radio division of the Taylor Electric Company here. Dye formerly was general sales manager of the Admiral Corporation in Chicago before they formed their partnership.

## WANTED for cash RECORD CLOSEOUTS

Dist., Mfrs., Dealers. All Speeds Century Co. 1121 Walton Ave., New York 52, N. Y. LUdlow 8-7134

## NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES

Biggest Selection on all Speeds. English, Polish Instrumentals. Write for catalog and nearest distributor. When no distributor near order direct. Prompt Service. Transportation paid. DANA RECORDS 344 North Ave. New Rochelle, N. Y.

Repeat Plays Across The Country!



**MERV GRIFFIN**

**ALL THE LIVELONG DAY**

on COLUMBIA RECORDS

ESSEX



**DECCA RECORDS**

**America's Fastest Selling Records!**

**PHONOGRAPH RECORDS**

10¢ each. POPULAR—WESTERN. Minimum 100 records, assorted, all new. Send money order or check. For immediate delivery.

**Acc-Hi Distributing Co.**  
5360 W. Pico Blvd., Los Angeles 19, Calif.

**LET US PRESS YOUR RECORDS**

78 rpm 10" from 12¢. Also LP 10" and 12" at lowest prices. We also service processing masters and labels at low prices.

**Stelray Products, Inc.**  
Shelton, Conn.

RELIABILITY—QUALITY

**RECORD PRESSING**

Originators of the NON-SLIP FLEX (Pat. Pending)

**Research Craft Co.**  
1037 N. SYCAMORE ST. LOS ANGELES 26, CALIF.

**SONGS FOR SALE**

Copyrighted Songs With Music "STAY OUT OF THE SNOW" (First Known Polka Music) "WHILE WALKING DOWN BROADWAY" "COLD WEATHER WILL FREEZE" Other Songs, All Kinds of Music. SONGWRITER OF THE DEEP SOUTH HARRY D. HAMMOND Eustis, Florida 306 Barns Ave.

**MONEYMAKER!**

**THINGS THAT I USED TO DO**

by GUITAR SLIM

#482 #482-45

**Specialty records**

8508 Sunset Blvd. Hollywood 46, Calif.

Write for LATEST CATALOG NEW RECORDS

1,000 Different "Standards" and Hit Tunes. 33 1/3, 45 & 78 rpm.

**\$9.00 per 100** (78 RPM)

1/2 with order, balance C.O.D. ALBUMS, 78 and 45 RPM, 50¢ and up

Over 1,000 Satisfied Customers

**VEDEX COMPANY**

734 10th Ave., New York 19, N. Y. CI-7-3494

Complete Inventories Bought

A Sure Fire Hit

**THE SPIDERS**

"I DIDN'T WANT TO DO IT" b/w "YOU'RE THE ONE"

Imperial #5265

**Imperial Records**

6425 Hollywood Blvd. Hollywood 28, Calif.

Two for the Money!

The Four Tunes singing

**MARIE**

b/w

**I GAMBLED WITH LOVE**

Jubilee 5128

and

The Orioles singing

**Robe of Calvary**

b/w

There's No One But You

Jubilee 5134

**JUBILEE RECORD CO., Inc.**

315 W. 47th St., N. Y., N. Y.

Getting Bigger Every Day!

#1119

**"LITTLE DADDY"**

b/w

"Love Is a Crazy Thing"

by **BIG BERTHA**

**SAVOY RECORD CO., INC.**

58 Market St., Newark, N. J.

A New HERALD HIT!

**JOE MORRIS**

"NO, IT CAN'T BE DONE" "TRAVELIN' MAN"

Herald #420

**Herald RECORDS**

234 W. 35th St. New York, N. Y.

**SACRIFICE 40,000**

**BRAND NEW RECORDS**

Rhythm and Blues, 78 RPM. All labels. Make Offer.

**BOX D-98**

c/o The Billboard Cincinnati 22, O.

2160 Patterson St.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.





# Burlesque Bits

By UNO

Gay Dawn's featured strip routine on the Hirst wheel takes the form of a pantomimic story of drink and romance all performed off and on a round table up-stage. . . . Comic Mac Dennison is mourning the loss of his dad who died January 8 in a Bronx (N. Y.) Jewish home at the age of 77. . . . Cyril J McCauley, attorney for Union City, N. J., at a hearing in Appellate Court in Newark last week, urged that an application by the Colony Theater in Union City to put on burly shows be rejected. The theater, he claimed, was unsafe for the performers and, further, is located next to a playground. Decision by the court has been reserved. . . . Frank Scannell, old-time comic who for the last two decades has been a character actor in pix, has opened a Gay 90's nitery in Hollywood which he will operate as well as taking part in the show. . . . Jon Lee opened January 8 at the Esquire Club in Tucson, Ariz. . . . Lonnie Young, who is now rounding out her third month at the Club Lido, New York, has decided she must get rid of her snake act and return to her original exotic strip, principally due to some recent accident in her suite in the Hotel Lincoln. Her snakes comprise a boa constrictor and a python; she will sell to anyone interested. . . . According to Orgille Baldy, former manager of the Rialto, Chicago, and personal representative for Lili St. Cyr, "Burlesque will last. It's the one form of entertainment you can't put on television." . . . Mae Dix, former ace principal, is in charge of wardrobe for the new musical, "The Girl in Pink Tights." . . . Wayne Kirk, back from Alaska, is playing club dates in Phoenix, Ariz. . . . Winnie Garrett, following her Miami Beach vacation, opens February 26 as feature at Minsky's Adams in Newark, N. J. . . . Harry Wald, former concessionaire at the Grand, St. Louis, and now owner of the World pic house there, was given a birthday party by his wife at his home last week. Among the guests were Mickey Jones, Margaret Acord, Al Baker, Lefty Lewis, Dick Lebes, Mr. and Mrs. Ralph Lia and Abie Morris. . . . Mollie Williams, 69, who headed her own show and starred in many others on the old-time big wheels, died January 5 in Roosevelt Hospital, New York. Funeral services were held privately in University Chapel, New York. She was the widow of Hugh Dewart, former prey of the Mohican Stores, a grocery chain. Surviving is a sister, Mildred Gilmore Hersh, also

of the burly stage. . . . Bob Biggs and Barbara Curtis will open January 22; Jennie Lee, February 5; Lily Icel, February 19, and Patti Waggin, March 5. . . . Karen Star, Ann Scott, Marguerette Stevenson (the 3-D Girl) and Judy Franklin, from New Orleans, are new additions to the stock cast at the Stone, Detroit, where owner Milton Jacobson was the recipients of gifts at a backstage party New Year's Eve. Back in time for the event was Roberta Lee, producer-manager, who spent a holiday week's visit at her home in Bay City, Mich., with her son just returned from four years in Uncle Sam's service. . . . Harry Sandler, concession manager during the run of the Rialto, Chicago, and his wife, Mary, former candy stand operator, are the parents of a girl born December 12 at the University Hospital in Iowa City, Ia., where dad now operates his own juke box route and record shop, the Hawkeye Music Company.



• Continued from page 11

besides being a band frontier, clarinetist, room manager and talent buyer. Chico Relli's relief work was good. Bill Smith.

## Hotel Sahara, Las Vegas, Nev.

(Sunday, January 10)

Capacity, 550. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, Milton Prell. Booker, Bill Miller. Entertainment director, Stan Irwin. Publicity, Hebert-Rose. Estimated budget, \$22,500.

Donald O'Connor came in with a fine act. Based on current business and future reservations, he should do as well as Marlene Dietrich.

This week, following Marlene Dietrich, there is Donald O'Connor and his top-rated television troupe. The talented young hooper, comic, mimic and singer of sorts, had no trouble capturing live audiences, though he insured his success by bringing along Sid Miller, Scat Man Crothers and George Prentice.

Highlight of the show is the mimic routine by O'Connor and Miller, who do hilarious take-offs on various names. Another stand-out was O'Connor's "Me and My Shadow" routine, with Duane Ratcliffe behind the backdrop furnishing a very funny shadow to O'Connor's antics up front.

George Prentice carries on his familiar Punch and Judy act with added starters, to the delight of youngsters in the audience.

In the program, credits are passed around liberally and are well deserved. Choreography is by Louis De Pron and George Moro; special material by Sid Kuller and Sidney Miller; musical arrangements by Bert Pellisch; orchestration by Bob Warren; original sets by Furth Ullman, with the whole thing being a Donald O'Connor production.

Music is by Cee Davidson and his orchestra. Ed Oncken.

## La Vie En Rose, New York

(Monday, January 11)

Capacity, 250. Price policy, \$5 minimum. Shows at 8:30 and 12:30. Operator, Monte Proser. Booking non-exclusive. Publicity, Gene Weber. Estimated talent budget this show, \$4,000.

Pearl Bailey has seldom been better. Guy Cherney, in his first New York job, proved a solid song salesman.

A snow storm that cut business down to almost nothing didn't prevent Pearl Bailey from walking out on that floor and doing a better job than almost any she's done in the many times she's been caught.

Using a gimmicked entrance—she came on from the front wearing a big floppy picture hat and a flossy cape—she talked her way thru the tables, clambered on stage and went to work.

Her material this time around was hyped by a couple of new specials, but it wasn't her set material that convulsed the slim audience, it was her asides. Even though probably set, they sounded like ad libs.

Her slimmed-down chassis was

another peg for chatter, pointing out how she couldn't have stood in profile last year. Yes, Pearl May is wonderful; wonderful to look at and wonderful to listen to.

Her new piano player, Reginald Bean, is a genuine find for her. He worked with her like Austin Mack works with Joe E. Lewis. His pianistics were fine and delicate, with a subtle beat that kept her from wandering off.

Cherney Solid Guy Cherney, a short, likable chap out of San Francisco by way of Chicago, is a solid commercial singer ideal for cafes. He has a good voice, though what impressed was his selling and ease. Despite his newness in the East, the boy showed authority. He also had heart. He worked hard, even though the ringside was occupied. There was no sluff-off.

His material consisted mostly of oldies and standards with one pop, "I Love Paris," thrown in for a pace changer. Most of the numbers, even the ballads, have apparently been chosen for their beats, which he does so well.

He's a natural for audience song-fests; he has that kind of a bary voice and uses songs the audience loves to come in on.

Van Smith's ork backed in its usual capable style.

Bill Smith.

## Mocambo, Hollywood

(Tuesday, January 12)

Capacity, 220. Price, \$2 cover. Shows at 12 and 1:30. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$4,500.

Eartha Kitt's quick return to site of her West Coast debut augurs well for Charlie Morrison's biz, appealing as it does to those who like her sexy song stylings.

Eartha Kitt's nightly bicycling between her downtown appearance in "New Faces" and this Sunset Strip nitery has only the disadvantage of a late starting time for her first show. The harassment of this commuting, however, is not in evidence as the song stylist spicily socks over selections in her clipped seductive manner. She repeats her initial top results here, though, with little exception, her flavorful offerings having a sameness that could become tedious were the bill longer than the half-hour she's currently on.

Suggestive numbers aplenty comprise the repertoire. Singer scores heavily again with her disk hit, "C'est Si Bon," but does even better with her latest platter click, "Lovin' Spree." Early in the stint the pattern is set with "Nobody Wants You When You're Down and Out" and others are in like vein, as for example, "I Wanna Be Evil."

Operator Morrison knows what he's doing by having her return, for Miss Kitt's initial two-weeker was s.r.o. and current engagement offers ample opportunity for her to be caught—if the reservations are made early. Capably backing show and supplying the terp music is Paul Herbert ork.

Ed Veiarde.

## Sands Hotel, Las Vegas, Nev.

(Thursday, January 14)

Capacity, 444. Price policy, no cover, no minimum. Shows at 8:30 and 11:30 p.m. Operator, Jake Freedman. Estimated budget, \$25,000.

Ezio Pinza's routine of pops and longhair, plus novelties, made him a big hit here the second time around.

Ezio Pinza, with a four-week stint ahead of him, is more relaxed this trip, more at ease with the audience than in his initial appearance a year ago when his nervousness and uncertainty detracted from his ability to deliver. Last year, Pinza did too much longhair. This trip he made no such mistake. His selection of semi-classics in four languages proved to him that the night club trade is not necessarily devoted to boogie woogie and torch songs.

Pinza's program opens with "You Belong to My Heart" in Italian and English. He then moves into a tense rendition of "Au Pays," a tragic French masterpiece. As a change of pace, the bass effectively delivers an American spiritual, "Thundering, Wondering," and follows it with a highlight, "I Love Paris." Continuing, he presents "You Alone," and follows with "Vaya Con Dios" in beautiful Spanish. His only selection from grand opera is the unfamiliar "Si La Rigueur," from "La Juive," which received a tremendous ovation.

Pinza then once more moves to the lighter side, with "Anema 'e Core" in Italian, followed by the

(Continued on page 42)

# Hocus-Pocus

By BILL SACHS

GEORGE MARQUIS, who in all seriousness announced his retirement from magic and the road some six months ago, is back at it again, this time with a spooker billed as the Mad Marquis and His Ghoul Friends in "Moonlight Madness," comprising himself, his wife, and Col. Lloyd and Willa Black. Black is stage manager, and Willa, principal assistant. The unit is now in its third month, with the veteran Anton Scibilia handling the bookings. Business, according to Marquis, has been topnotch. Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, and his wife, Katherine, were visitors on the Marquis show at the Town Theater, Danville, Ky., New Year's Day. . . . Elmer Eckam, Rochester, N. Y., magic dealer, is in Europe searching for new effects to market in this country. . . . Gladys Lyle, Hammond organist, has rejoined the Blackstone show to resume her duties as musical director. Dame Rumor has it that Blackstone is headed for a tour of Canada and the Northwestern United States, and that he plans to keep the show out until summer. . . . Charles T. Jackson, Webb City, Mo., trixster, enjoyed a dual gab session in Joplin, Mo., recently with Wormald, of Oklahoma City, and Lee Grabel, who was in town for a stand at Memorial Hall. . . . Charles Ruben posts from Los Angeles that he recently put on an escape performance for the association of finger-print experts in that city. Ruben was engaged in finger-print work with the government during the war. . . . Jack Herbert, tells of watching a magician perform the other night, when a be-bop musician looked up from the pit and sighed: "Man, dig those crazy ear-rings." . . . L. E. (Roba) Collins, who quit the road more than a year ago, is back at work at McDonald Aircraft, St. Louis, after a recent week-end jaunt to Shawnee, Okla., for a visit with the Whitneys. . . . Ruby Graves, lady magus and manager of the Fun Shop, formerly Chamber's Magic Shop, Wichita, Kan., was in St. Louis recently on a buying jaunt.

Patriotic Hall, that city, Saturday night, February 20. In charge of arrangements are James Hume, chairman; Benny Chavez, Jose Romero, Stephen Huetter and James Unsworth. Lita Grey Chaplin served as installing officer at the annual installation banquet of the IGP held in Los Angeles January 2. Officers installed were Deward Lindsey, president; James Unsworth, vice-president; Sheldon Atterbury, recording secretary; Stephen Huetter, corresponding secretary and Julie Atterbury, treasurer. . . . That young magician, formerly out of St. Louis, who has been playing hide-and-seek with the FBI for more than a year in an effort to evade the draft, would do himself a big favor by giving himself up. He's playing a chump engaged in a losing game. . . . Dorny Dornfield and Neil Foster worked several dates recently in the Illinois territory for the Don Sweet Entertainment Service, East Moline, Ill. . . . Reports are out that the International Harvester dealers shows, which have provided an outlet for the talents of numerous magi in the last 12 years, will be discarded this year, while IH officials mull the possibilities of some new form of attractions for the farm trade.

When in BOSTON  
It's the  
**HOTEL AVERY**  
Avery & Washington Sts.  
The Home of Showfolk

**ATTENTION**  
High & Variety Acts  
All Acts wanting early dates for Parks and Celebrations in the East contact  
**DEL-MAR-VA Theatrical Agency**  
314 East 4th St. Wilmington, Del.  
Give photos, price, full details in reply.

**EASTERN CANADIAN-MAINE BOOKINGS**  
SPORTS  
Wrestling—Boxing  
ENTERTAINMENT  
Shows—Bands  
Contact  
**EAST COAST BOOKERS**  
Box 134 St. John, N. B., Canada

**COMEDY "JUGGLING" ACT**  
CLOWNS—MAGICIANS—M.C.'s  
Looks like real juggling, but is a complete comedy routine using specially constructed and gimmicked props. No skill required, do it 5 minutes after you get it! Always ready. Terrific "Yock" finish! Can last from 2 to 7 minutes. Complete with illustrated routine \$3.50 Postpaid. (No COD's). (Free Catalog) THE "PROP-SHOP" (Free Catalog) P. O. Box 1352-B Philadelphia 5, Pa.

"The Location's the Thing"  
Just off Fifth Avenue between Times Square and Radio City  
—in New York!  
Accommodating 500 guests in an atmosphere of gracious comfort at the heart of all the thrills and sights of the wonder city!  
Suites with Private Bath. Radio & Television available. Garage.  
\$3.00 Single—\$5.00 Double  
Even Lower by the Week!  
**HOTEL Columbia**  
Mr. Emanuel Finck  
Managing Director  
JUdson 2-0560  
70 WEST 46 STREET, NEW YORK 36

**Minstrels' Costumes & Accessories**  
CIRCULARS FREE  
Dance—COSTUMES—Clowns  
For all other occasions. Get in touch with  
**THE COSTUMER**  
238 STATE ST. SCHEENECTADY 5, N. Y.

**3 REGIONAL OFFICES UNDER 1 OWNERSHIP**  
providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publications and literally every periodical on your schedule.  
Write or phone for our new booklet  
**LUCE PRESS CLIPPING BUREAU**  
27 Thames Street  
New York 6, N. Y.  
BARtlay 7-2096  
104 West Linwood Blvd.  
Kansas City, Mo.  
715 Harrison Street  
Topeka, Kansas

**Be a Booster for MILTON SCHUSTER**  
BOBBY GOODMAN NOW PLACING PEOPLE—NITE CLUBS—THEATRES—CARNIVALS.  
127 N. Dearborn St., Chicago 2, Ill.

**THEATER AVAILABLE**  
Dayton, Ohio. Pop. 500,000. Heart of City. 1000 seats. Fully equipped stage, screen, sound, modern. Suitable any stageshow, screen policy. Life time opportunity. Gold mine for right party.  
**P. BRADFORD**  
545 Fifth Ave. New York 17, N. Y.  
MURRY Hill 2-5627

**ATTENTION, ACTS**  
ESPECIALLY EXOTICS.  
In or coming to St. Louis. Contact:  
**LOUIE HAGES**  
TODDLE-IN NIGHT CLUB  
39th & St. Clair E. St. Louis, Ill.  
(Phone: Upton 4-4424)



# The Final Curtain

**ANDERSON—James L.**, 70, business agent for Local 61, International Alliance of Posters, Billers & Distributors, AFL, January 8 in Atlantic City. Surviving are his widow, Marie; a daughter and a brother. Services January 11 in Atlantic City, with burial in Laurel Memorial Park, Pomona, N. J.

**ANDREWS—Floyd J.**, 52, musician, January 6 in Easton Hospital, Easton, Pa. A member of bands and orchestras in the Eastern Pennsylvania area for many years, he played the trumpet and was originally with the old Ingersoll Rand Band. Surviving are his widow, Helen, and four brothers.

**BELTINGHOFF—Henry**, 82, associated with the William Morris Theatrical Agency, January 10 in New York. He was known to the theatrical world as "Uncle Henry." Survived by three sons and a daughter.

**BROWN—Douglas**, 51, veteran ride owner and operator with Majestic Greater Shows, January 5 in Miami Beach of a heart attack. He was formerly interested in rides and concessions at the now defunct Eastwood Amusement Park, Detroit, and was a director of the Michigan Showman's Association. Shortly before his death, he purchased the Ambassador Hotel, Miami Beach. Survived by his widow, Doris; two daughters, Mrs. Sally Heavenrich and Mrs. Mary Fromm, and a brother, Bernard. Burial in Woodmere Cemetery, Detroit.

**CARNEY—Don**, 57, veteran radio actor known as Uncle Don, January 14 at his home in Miami. Born Howard Rice at St. Joseph, Mich., he left home at an early age to join a circus as a tumbler. Later he toured with a stock company, and it was at 15, performing as a vaudeville Irishman, that he took the name which had stuck to him since. He became a trick pianist, then a character actor in Hollywood. In 1928 he joined Station WMCA, New York, as an announcer and entertainer. Later that year he moved to WOR, New York, where he began the children's chatter program that was to endear him to kids thruout the country via the Mutual network. By the early '30's his earnings reached nearly \$100,000 a year. In 1947 he ended this role, becoming a WOR disk jockey for children's records. In 1948 he moved to Miami, from where he had been conducting a weekly show on Station WKAT until his death. For the past few years he had been ailing. He and his fourth wife, the former Mrs. Priscilla Ripley, were divorced six months ago.

**CLARK—Mrs. Amy Ashmore**, 71, composer and author, January 9 in New York. She made her stage debut in musical comedies at the age of 15 and later was business manager of the Von Tilzer Company, music publisher. From there she went into the magazine publishing business. As a member of the American Society of Composers, Authors and Publishers, she wrote "My Rosary for You," "Laddie Dear," "In a Little Town Nearby," "If Thoughts Be Prayers" and others. She was the widow of Alexander Clark, popular comedian in the early 1900's. A son survives.

**CRADICK—Charles W.**, 47, organizer and chief counsel for the old California Amusement Machine Operators' Association, January 14 in Los Angeles following a long illness. (See Coin Machine Department for details.)

**DE LA CRUZ—Juan**, 75, last of a famed trio of midjets, January 10 in Fort Pierce, Fla. Just 24 inches tall, he and his 21-inch sister, Martina, and 36-inch Myrtle Mae Robenette, were known as the Filipino Midget Show and performed for many years all over the world.

**DIXON—George L.**, 22, Brazilian-Nordic seaman-singer known as "Caruso," in the sinking of the freighter, Nedjan, in a storm off the coast of Sweden January 9. Dixon had a contract to tour the folk park circuit in Sweden this coming season, starting April 1, and had signed as a seaman a few days prior to Christmas to fill in vacant time.

**DOBBS—Joe**, 37, of injuries sustained in a plane crash in Knightstown, Ind., January 11. He was an announcer and disk jockey for WCOL, Columbus, O.

**DODD—Guy**, former orchestra leader, December 21 in English, Ind., of a heart ailment. In recent years he was ride superintendent on Rumbles Greater Shows.

**EVANS—Mrs. Sara Elizabeth**, 88, mother of Merle Evans, bandmaster for Ringling Bros. and Barnum & Bailey Circus, at Columbus, Kan., January 7. She had been ill a year. Other survivors are three daughters and two other sons.

**GOLDFEATHER—Henry**, 46, Philadelphia editor of TV Guide magazine, January 7 in Hahnemann Hospital, Philadelphia. He was editor of TV Digest since 1949, continuing as editor when it became part of the national TV Guide. Surviving are his widow, Ruth J.; a daughter and a son. Services January 10 in Philadelphia, with burial in Mount Sharon Cemetery, Springfield, Pa.

**GORDON—A. George**, 71, veteran showman, in Bethany Methodist Hospital, Chicago, December 27 of a heart ailment. He had been in

show business all his life either as an actor, manager or producer of attractions. In the early road show days he had been associated with Rowland and Clifford, Gaskell and McVitty and Neil O'Brien Minstrels. He also owned and operated Gordon Players, dramatic tent show. For 10 years he managed the Palace and Orpheum Vaudeville Theater, South Bend, Ind., and later the Liberty Theater, Libertyville, Ill. In more recent years he was connected with the Balaban and Katz Picture Corporation. He was a member of the Show Folks of America. Burial in Acacia Park, Chicago.

**HAGGERTY—William**, 89, retired circus clown, in Middletown, Conn., convalescent hospital January 8 after a long illness.

**HEBERT—William (Billy)**, one-time minstrel show trouper, at Oklahoma City recently. He was drummer and blackface worker with Lew Dockstader. Later he was an encyclopedia salesman and more recently he became a bailiff in Oklahoma City. Survived by his widow, Grace. Burial in Oklahoma City.

**HUGHES—Annie**, 84, one of the grand old ladies of the British stage, January 7. Making her debut in England in 1885, she quickly became a star and was hailed in the United States for her performances in "Mr. Hopkins"; "Hawthorne, U. S. A." and "Henry V."

**LUTZHOFF—Otto**, 46, well-known cellist, in Copenhagen, Denmark, January 10. He was a member of the orchestra of Copenhagen's Royal Opera and a former member of Tivoli's Concert Orchestra and the Carlo Anderson Quartet. Survived by his widow, pianist Poldi Lutzhoff.

**MARR—James P.**, 78, drama coach at St. Peter's College of Jersey City, N. J., and father of film and TV actor, Edward Marr, January 10 there. Two daughters also survive.

**In Loving Memory of LEO C. MARSHFIELD**  
Passed away January 12, 1952  
"A Silent Striving in Memory's Heart is Deeply Touched Today."  
Not Just Today—But Every Day in Silence We Remember.  
Sadly missed by  
**RUTH, JEAN & ARTIE**

**MOORE—Raymond M.**, 53, chief engineer for KTLA, Los Angeles, suddenly January 13 in Cedars of Lebanon Hospital, that city. Associating with NBC, he installed the first transmitter for KTLA. In 1946 he joined Klaus Lansberg in operation of WEXYZ, later becoming KTLA. During KTLA's telecasts in April, 1952, of the atom bomb tests at Frenchmen's Flats, Nev., he had a large part in setting up the relay network which carried the picture to Los Angeles. Survived by his widow, Barbara, and two sons, Patrick and Casey.

**NICHOLS—C. C.**, 62, veteran Cresco, Ia., fair executive, January 12 in Cresco.

**IN MEMORY**  
Of My Beloved Husband  
**CHRIS NIELSON**  
Who passed away  
January 19, 1950.  
**MARGE NIELSON**  
Dwight, Ill.

**O'BRIEN—Cornelius J.**, 85, retired vaudeville comedian and minstrel show proprietor, January 13 in Mount Vernon, N. Y. Known professionally as Nell O'Brien, he had appeared for several years with the Primrose & Dockstader Minstrel Company, and, after an interval in vaudeville, he formed the Nell O'Brien Minstrel Company in 1913. The group toured the country until 1925. O'Brien then joined James J. Corbett, boxing champion, in presenting a comedy vaude act. He retired in 1929. A son survives.

**PANZER—Mrs. Josephine**, wife of actor Paul Panzer, January 6 in Los Angeles. She was born in Portland, Ore. She had been married to Panzer, once the heavy in the Pearl White silent serials. A daughter and son survive. Burial in Forest Lawn, Hollywood Hills, Calif.

**PHILLIPS—Astor C.**, former showman and kiddie ride builder, January 1 in Greensboro, N. C. Survived by his widow, Bertha; one son, Jerome; a brother, R. Hale Phillips and one sister, Fieta P. Huffman.

**In Loving Memory**  
OF  
**MIKE ROSEN**  
  
Who passed away January 27, 1945  
His loving wife  
**FRIEDA ROSEN**  
Brother and sister-in-law  
**LOUIS AND FANNIE ROSEN**

**PITTMAN—C. L.**, manager of Whittington Park, Hot Springs, and well known to outdoor show folks, January 9 of a heart attack in St. Joseph Hospital there. Survived by his widow, Frances; two children, Rose Mary and Castal Jr., and two grandchildren. Services and burial January 11 in Hattiesburg, Miss.

**PURCELLA—William E.**, veteran golf professional and vaudevillian, January 9 in Derby, Conn. He had been a vaude performer for more than 25 years, touring the world as a member of the American Six. After retirement from the stage, he became a golf pro. Four brothers survive.

**QUINN—Joseph W.**, 72, formerly with Ringling Bros.' Circus and one-time boss hostler there, at Baraboo, Wis., Wednesday (6). In late years he was employed by the State highway department. Survived by a sister, Mrs. Otto Stutz, Madison, Wis. Burial in Madison.

**RAYMOND—Fred**, 53, composer of "Summer in Salzburg" and other operettas, in Uberlingen, Germany, January 10.

**SINCLAIR—Tiny**, 39, comedienne, popular in small New York clubs and on club dates, January 14 at Memorial Hospital, New York. She left parents, Mr. and Mrs. Morris Schneid, two brothers and a sister. Burial January 15 at Mount Lebanon Cemetery, Queens.

**SMITH—Mrs. Ferne Whiteman**, 67, sister of Paul Whiteman, famous orchestra leader, in Fort Worth, December 24.

**STRAHM—Ben**, 50, January 10 in Los Angeles of a heart attack. He was a member of Local 399 Teamsters Union. For 10 years he had been a member of the Allied Artists transportation department in Hollywood. His widow, Ruth, and a daughter, Shirley, survive.

**STRAIGHT—F. Harvey**, 72, native of Bristol, R. I., and for 43 years a performer in vaudeville and circuses, doing a trombone specialty, January 11 in Bristol.

**STRAUS—Oscar**, composer, January 11 at Bad Ischl, Germany. (Details in Music Section.)

**UPDIKE—Abraham C.**, 69, January 7 in Trumansburg, N. Y. A retired farmer, he was president of the Trumansburg Fair Association and was a former director of the association. Survived by his widow; two sons, Vance and Claire; one daughter, Mrs. Virginia Burns, and one sister, Mrs. Florence V. Bullivant. Burial in Grove Cemetery, Trumansburg.

**WHEELER—Mrs. Albertina Randall**, 80, in Litchfield, Conn., January 9. She served as costume designer for David Belasco for 18 years. She also was an artist and designer of book plates. Survived by two sons, Fairfax and Edgar, both of Litchfield.

**WILMOT—Chester**, Australian-born writer for the British Broadcasting Corporation, January 10 in a plane crash at sea. He gained fame as a World War II correspondent, first with the Australian Broadcasting Company and later for the BBC. His assignments covered Lybia, Greece, Syria, Tobruk, New Guinea and Western Europe. He also served the BBC at the Nuernberg war crimes trials, about which he wrote the book "Struggle for Europe." He had filmed a television feature in the Far East for the BBC and was returning to his home in England.

## Births

**GOULD—**  
A son, Michael Alan, to Mr. and Mrs. Leonard Gould in Miami January 7. Father is manager of Majestic Greater Shows.

**HAYES—**  
A daughter, Vanessa, January 6 at San Anselmo, Calif., to 2d Lt. and Mrs. Ron G. Hayes. Father is with the Civil Affairs Division attached to the 1st Marine Division, Korea. Grandfather is ABC radio commentator Sam Hayes.

**LITTLER—**  
A son, David Edward, to Mr. and Mrs. Donald H. Littler in New Passavant Memorial Hospital, Jacksonville, Ill., January 12. Mother is the former Peggy Sullivan, daughter of Mr. and Mrs. Lee A. Sullivan, of the Ell Bridge Company. Father is production manager of the Big Ell Company.

**MURPHY—**  
A daughter to Mr. and Frank Murphy January 5 in Philadelphia. Father is recording and night club singer, associated with the Coral label.

**ROTH—**  
A daughter, Nancy, to Mr. and Mrs. Jack Roth in San Antonio recently. He is publicity director for KONO in that city and son of the station's owner, Eugene Roth.

**SANDLER—**  
A daughter to Mr. and Mrs. Harry Sandler in University Hospital, Iowa City, Ia., December 12. Father was former concession manager at Minsky's Rialto Theater, Chicago. Mother was a former butcher there.

**RUSSELL—**  
A son to Mr. and Mrs. Oliver J. (Johnny) Russell, January 12 in Good Samaritan Hospital, Vincennes, Ind. Father was formerly with Blue Grass Shows and Foley and Burk. He now operates a Kiddieland in Vincennes.

**WESTPHAL—**  
A son to Mr. and Mrs. Frank Westphal January 6 in St. Mary's Hospital, LaSalle, Ill. Mother is co-owner of Gravitt and Westphal Shows. Father is former manager of Young's Amusement Company.

## NIGHT CLUB-VAUDE

• Continued from page 41

current novelty hit "Eh Cum-pari." As expected, he climaxes his performance with "This Nearly Was Mine."

Pinza is ably accompanied by Gibner King, and an outstanding job of background music is provided by Ray Sinatra and his orchestra.

Second spot on the show is taken by comic-mimic Dave Barry, a better-than-average performer with more ability than original material. An effective "first" in the show is the Copa chorus line number on roller skates. Ed Oncken.

## Encore, Chicago

(January 8, 1954)  
Capacity, 300. Price policy, \$3 minimum. Shows on the hour till 2 a.m. Operators, Milt Schwartz and Ralph Mitchell. Booking policy, non-exclusive. Publicity, Max Cooper.

Artie Shaw's new outfit, which has played New York, is quite different from his old Gramercy Five. There's more of the jazz medium in the new group.

The Encore Room in its second premiere in as many months opened to a packed house with Artie Shaw and His Gramercy Five. This stanza marks the second attempt by the operators to establish a new club in the downtown area of Chicago. The first attempt failed and the second, which, from the looks of the crowd, may succeed, is based on giving the natives a taste of name jazz artists.

Shaw still draws a hefty following, judging from the requests from the floor. He obliges and consequently the greater part of his repertoire is filled with such items as "Begin the Beguine," "Frenesi" and "That Old Feeling." The interpretation, however, has changed along with the arrangements. Shaw now does his numbers in the jazz medium with little of the old band styling left. His clarinet is backed with a string bass, guitar, piano, drums and vibes, much the same as the old Benny Goodman Quintet with Red Norvo.

First nighters were generous with their applause on Shaw's new recordings, such as "Imagination" and the originals, "Sunny-side Up" and "Stop and Go Mambo." Shaw spaces the numbers well and tries to give each of the instrumentalists a solo spot during each turn. They show more than adequate ability to play jazz both on solo turns as well as combo stylings. Leroy Gentry plays between sets at the piano. Steve Schickel.

## Mass Quitting

• Continued from page 12

tion of Musicians, had given a booking license to a band leader expelled from the musicians in Boston.

The international vice-president said that relations in Ontario with the AGVA had been amicable, but he charged the local union with being "nothing more than a collection agency" for the counterpart, and with failure to give the AGVA members service.

**No Discrimination**  
It is understood that if a new agreement is set up with AGVA by the AFM, there will be a stipulation that there will be no discrimination against those who left AGVA. This would still permit Canadian entertainers to accept engagements in the U. S. without fear of being blacklisted by the AGVA.

Thus far, the only location to receive notice of the blacklisting has been the Barclay Hotel. There was no comment as yet what their policy will be in the light of the developments.

Meantime, Lou Smolev, of the national office of the AGVA, came here to discuss the matter with national representative Robin Logan. He had no comment on the matter, until he has made a full investigation.

**No Request**  
Canadian Broadcasting Corporation officials say they have had no request from the musicians' union yet to blacklist AGVA artists. They have been using a number of the artists.

They have an agreement, however, with an "umbrella" union called the Canadian TV Committee. This was formed two years ago to negotiate an agreement for all those appearing before the TV cameras. It included members of the Toronto and Montreal locals

## Giveaways Hearing Set For Feb. 1

WASHINGTON, Jan. 16.—The Federal Communications Commission's appeal to the Supreme Court from a lower court setback of its controversial giveaways ban (The Billboard, September 19, November 14) will be argued before the high court the week of February 1. The FCC in its brief filed this week reiterated a defense of its right to rule on this type of program matter. Opposing the FCC are three major networks—ABC, NBC and CBS.

The court dispute has narrowed down to whether the FCC is correct in including in its definition of a lottery the point that contestants are required to be listening to or watching programs in order to qualify for prizes. Such a requirement, according to FCC's brief, constitutes "consideration," an element necessary to label a program a lottery. Said FCC in this week's brief: "The classic lottery looks to advance cash payments by the participants as the source of profit; the radio give-away looks to the equally material benefits to stations and advertisers from an increased radio audience to be exposed to advertising." Thus, the Commission argued, consideration is not essentially cash, but any yield to the lottery operator, such as an increased audience.

Argument on the point has been going on since the case first went to the courts in 1949, when the FCC suspended its giveaways ban pending the court decision. FCC was upheld on all its other points, including the right to make rules banning broadcasting or telecasting of lotteries, by lower courts.

## NBC Film Division Holds Sales Meets

NEW YORK, Jan. 16.—The NBC Film Division held its first sales conference here this week to plot sales and promotion campaigns for the first quarter of 1954. Jack Cron, national sales manager, presided, assisted by advertising and promotion manager Jay Smolin.

The division's central sales staff meeting will be held in Chicago January 18-21, and the Western sales meet will take place in Los Angeles January 25-27. Cron and Smolin will attend both meets. Ted Sisson, the division's new associate director, will make the Chicago meet for one day on January 20.

## Sonic Unveils Two New Hi-Fi Models

CHICAGO, Jan. 16.—Two new high-fidelity models were unwrapped by Sonic Industries, Inc., at the Congress Hotel here during the recent furniture show. Also premiered was a portable phone, the Capri, which lists at \$22.95.

The firm claims deliveries will begin on its two hi-fi models, one portable and one table model, beginning about February 15. The portable, in a luggage-type case containing two speakers, will retail at \$79.50. The table model contains three five-inch speakers and will list at \$99.50 in mahogany.

## MCA CONFIRMS 'DRAGNET' BUY

NEW YORK, Jan. 16.—Sources inside the Music Corporation of America this week confirmed that MCA had bought "Dragnet." Contrary to reports in the trade over the past week, MCA bought the property outright, and not just Michael Meshekeff's 25 per cent interest. The price is rumored to be \$5,000,000, but neither this nor any further details would be confirmed by MCA.

of the Association of Canadian Radio and TV Actors, L'Union des Artistes de Montreal and the Montreal and Toronto locals of AGVA.

Only the "common interest" is what concerns Bernard Cowan, head of the local radio actors union and of the "umbrella" union. He said he knew nothing specifically about the dispute.

## Marriages

**FLOYD-GRUSHEZKI—**  
Don Floyd, tight wire and high act performer, member of the Platinos and The Del Oros, and Hedi Grushezki, known professionally as "Miss Heidi" of the same acts, January 1 in Los Angeles.

**FROBSTEIN-MILLER—**  
Norman Frobstein and Nancy Lee Miller (non-pro), January 10 at Denver. Frobstein is vice-president of the Congress Hotel and manager of Town and Country night club in that hotel in St. Louis.



## Minnesota Annuals' Gross Up 8% in '53

98 County-Regional Events Register \$1,409,150 Income From All Sources

ST. PAUL, Jan. 16. — Minnesota's 98 county and district fairs did 8 per cent more business in 1953 than the year previous, the annual meeting of the Minnesota Federation of County Fairs in Hotel St. Paul here Sunday thru Tuesday (10-12) was told by its secretary, Harold Pederson, of Minneapolis.

A record of 100 per cent membership of all county and district fairs in the federation was disclosed also by Pederson at what was the 10th annual meeting of the federation, held here Sunday thru Tuesday (10-12) was told by its secretary, Harold Pederson, of Minneapolis.

Total receipts from fair operation in 1953 were \$821,694.45, while revenue from other sources, including \$171,375.78 of State aid, came to \$587,455.48 for a grand total of \$1,409,150, compared with the 1952 grand total of \$1,284,477, according to Pederson's report.

### Re-Elect All Officers

The federation renamed all of its officers and three of four directors, whose terms expired. Earl E. Huber, of Wheaton, was re-elected for his second term as president; C. A. Anderson, Littlefork, vice-president; Clyde E. Kelsey, Wadena, treasurer, and Pederson, secretary.

Newly named board member is Francis Mullins, of Grand Rapids, representing the eighth congressional district, replacing C. M. Bray of Northome. Directors re-

lected were Hubert Ransom, of St. James, second district; Joseph G. Germann, St. Paul, fourth district, and Logan O. Scow, Long Prairie, sixth district. Five other directors hold over until 1955.

A breakdown of fair operation receipts, as shown in the Pederson report, include: \$263,418 from outside gates; \$199,976 from grandstand; \$33,618 from auto parking fees; \$220,251 from concessions, etc.; \$21,351 from entry, stall and pen fees, and \$28,426 from premium book and other advertising.

### 288C in County Aid

In addition to the State aid received by the 98 fairs, they also got \$283,931 in county aid and \$8,760 in municipal aid, plus \$13,685 in donations. Rental from grounds and buildings brought \$76,822; membership dues \$8,204; miscellaneous revenues \$19,618.

Total expenditures were \$1,101,313, with the premium list taking up one-fourth of it at \$262,459. Attractions cost \$299,888. Biggest chunk, \$127,024, of the premium payments went for 4-H Clubs and Future Farmers of America activities. Livestock premiums hit \$71,435.

The constantly increasing premium list has started to worry some of the fair executives, who said as much at the meetings. While receipts from all sources still are at a level where premiums can be handled, it was felt by some that fairs generally will have to start thinking of reducing the premium list in some fashion or have it "get out of hand."

### Austin Top-Grosser

The Freeborn County Fair, which in 1952 grossed \$35,000 in operation receipts, hit \$40,676 in 1953, but had to yield first place in this field to the Mower County Fair, Austin, which took in \$45,932. Other five-figure grosses were Brown County, New Ulm, \$30,607; Chippewa County, Montevideo, \$16,088; Douglas County, Alexandria, \$23,576; Houston County, Caledonia, \$15,001; Jackson County, Jackson, \$14,213; Kandiyohi County, Willmar, \$20,146; Kittson County, Hallock, \$13,230; Lac qui Parle County, Madison, \$16,917; McLeod County, Hutchinson, \$30,522; Nicollet County, St. Peter, \$12,604; Norman County, Ada, \$14,429; Olmsted County, Rochester, \$20,728; Otter Tail County, Fergus Falls, \$21,644; Pennington County, Thief River Falls, \$13,863; Redwood County, (Continued on page 48)

## Jim Anderson Of Billposters Passes at 70

ATLANTIC CITY, Jan. 16.—"Big Jim" Anderson, who has been identified with the local Billposters Union for about 35 years, most of the time as business agent, died Friday (6) following a heart attack. He was 70.

Anderson had a colorful career that included service in the Navy in China about the turn of the century. He was 15 when he enlisted. On his discharge, he remained in California for a while where he became one of the Mack Sennett comedy cops. Later he did advertising work with Barnum & Bailey Circus and with marathon dance promoters in this city, in Florida, and in New Bedford, Mass.

Anderson was born in Paterson, N. J. He made his home in this city for about 45 years. He was given a testimonial dinner by the Billposters Union a year ago and at that time was recognized as setting a record for years of service as its business agent.

He is survived by his widow, Marie; a daughter, Mrs. Patricia Brennan; three grandchildren, and a brother, William, of Paterson.

## AXLE TAX TOPIC AT OHIO MEETING

Truck Levy Hits Showmen; Lorain Top Fair; Moore for Mgr. Post?

COLUMBUS, Jan. 16.—Chief topic of conversation among carnival men, ride operators and major concessionaires making the 29th Annual Convention of the Ohio Fair Managers' Association at the Deshler-Hilton Hotel here Tuesday thru Thursday (12-14) of this week was Ohio's new axle tax on commercial vehicles which is destined to capture a pretty penny from showmen making the State in 1954.

The three-day conclave again measured up to its reputation of being one of the largest and most active of the nation's State fair meetings. Registration was estimated at around 1,250, 50 short of last year's figure. Registration mark was set in 1950 when some 1,360 delegates signed in. Inclement weather in the Northern part of the State early in the week had some effect in holding attendance down and a snowstorm on the final day which made driving conditions hazardous sent some of the more timid ones homeward earlier than planned to avoid being stranded.

Nevertheless, the closing banquet and ball in the Deshler-Hilton's Main Ballroom Thursday night pulled a capacity crowd, with Ex-Governor of Ohio Myers Y. Cooper serving as toastmaster. Principal speakers at the banquet were Lt. Gen. Floyd L. Parks, Commanding General, Second Army Headquarters, Fort Meade, Md.; Dr. Arthur S. Flemming, Director of Defense Mobilization, Washington, and philosopher-humorist, Lawrence H. Hall, Senior Canon, Trinity Cathedral, Cleveland.

### Lorain Fair of the Year

In the annual banquet feature, the final judging for the Myers Y. Cooper Trophy for the Ohio-Fair-of-the-Year for 1953, Lorain County Fair at Wellington, O., walked off with the honors. The Lorain annual is piloted by Secretary Clair L. Hill.

Appearing on the banquet show were the Newton Rascals, courtesy Barnes-Carruthers; Happy Hall, Mitzi Joyce and Homer and Holly, courtesy of the Gus Sun Booking Exchange; Bonnie Lou and Randy Dirks, courtesy of WLW Promotions, Inc., and Gregory and Sheri, courtesy of Klein's Attractions.

### Axle Tax Hits Showmen

The axle-tax law which caused much concern among the outdoor showmen at the meeting went into effect October 1, 1953, and is just being enforced by State tax officials. Enforcement has been lax to date, due to the lack of sufficient taxing stations thruout the State. Once the tax stations are set up, enforcement will begin in earnest, State tax officials say.

All commercial vehicles having

(Continued on page 48)

## Autry Buys 50% Of Cremer Rodeo

Heirs Retain Half Interest; Star's Appearances to Be Inked Independently

DENVER, Jan. 16.—Gene Autry has purchased a half interest in the rodeo of the late Leo J. Cremer, of Big Timber, Mont., and will continue its operation.

Deal, closed here Thursday (14) by Earl Lindsey, representing Autry, who is now on tour, and the Cremer heirs, Cremer's widow, Bertha, and son, Leo Jr., includes 207 bucking horses, 52 Brahma bulls, 145 Mexican steers and 40 parade horses.

Dates previously played by Cremer will be filled, according to announced plans. These include the Iowa State Fair, Des Moines; the Colorado State Fair, Pueblo; Montana State Fair, Great Falls; the Midland Empire Fair, Billings, Mont.; Ak-Sar-Ben, Omaha; the International Amphitheater, Chicago, and engagements at

Colorado Springs, Colo.; Mandan, N. D., and Nampa, Idaho.

In Denver this week, conferring with Lindsey and Leo Cremer Jr., in regard to appearances of the rodeo this year at their respective dates, were: Lloyd Cunningham, Iowa State Fair, Des Moines; Harry Fitton, Midland Empire Fair, Billings, Mont.; Leo Daily, North Montana State Fair, Great Falls; Bob Latta, Casper, Wyo.; Frank Wetstein, Vandan, N. D., and Myrt Thayer, International Amphitheater, Chicago.

### Off-Season Plan

Mrs. Cremer said that the stock will continue at the Cremer 103,000-acre Big Timber ranch during the off-season. Such Cremer staffers as Mrs. Hank Mills, secretary; Hank Mills, in charge of pick-ups; Shirley Hussey scout for tough bronks, and Doug O'Donnell, director of back-of-the-chutes activities, will continue with the rodeo.

Gene Autry will make some personal appearances with the rodeo but such appearances will be contracted independently of the rodeo, Lindsey said.

The show will operate this year under the Cremer Rodeo title, said Lindsey. He also reported that Harry Knight, veteran cowpoke, will be the rodeo's arena director, and that Leo Cremer Jr. will take an active interest in the show's operations. Young Cremer has indicated that he does not intend to continue in the rodeo business. However, he will make the show dates this year.

Cremer died last November as a result of a fall from a truck at his ranch. Until the consummation of the deal here Thursday (14), fairmen and others, who had planned to re-contract the Cremer rodeo, were in a quandry as what to do in lining up their '54 attraction program.

## Chuck Nichols, Cresco, Ia., Exec, Dies Suddenly

CRESO, Ia., Jan. 16.—C. C. (Chuck) Nichols, 62, veteran executive of the Howard County Fair, died here Tuesday (12) of a heart ailment.

He served as secretary of the fair for many years and had been vice-president during the past several years. In addition he was past president of the Iowa Fair Managers' Association and secretary-treasurer of the North-eastern Iowa Fair Association. Survivors include his widow and a daughter. Burial was in Cresco.

## W. Va. Execs Advised to Stress Youth

Tom Sydenstricker Renamed President; Morrison Veepee

CHARLESTON, W. Va., Jan. 16.—Fairs should aim their pitch at young people, J. B. McLaughlin, State commissioner of agriculture, told members of the West Virginia Association of Fairs at the organization's annual meeting in the Ruffner Hotel here Saturday (9).

He stressed the importance of drawing youth into the fair as exhibitors and competitors as well as spectators, pointing out that adult patronage was sure to follow. The commissioner told the delegates that State aid would be forthcoming in about the same amount as in previous years.

The annual meeting, which was attended by representatives from eight of the State's fairs, re-elected all officers, including Thomas Sydenstricker, president; Earl Morrison, vice-president, and James T. Hetzer, secretary-treasurer.

The annual banquet was held in

(Continued on page 55)

## Truex, Drake Split Agency

KANSAS CITY, Mo., Jan. 16.—Ben Truex and Tom Drake, who for the past 14 years operated as the Drake-Truex Agency, have dissolved their partnership and will operate separate agencies.

Truex will operate under the name of Ben C. Truex Attractions and will maintain offices in Wichita, Kan. Drake will operate under the name of Tom Drake Agency with offices here. Truex is currently, among other things, booking Tommy Holden's Motor Maniacs as well as lining up dates for the United Motor Contest Association in Missouri, Kansas, Nebraska and Oklahoma.

### STUNTERS OUT

## Roy Rogers Set To Head CNE's Matinee Bill

TORONTO, Jan. 16.—The Roy Rogers troupe has been signed to head the afternoon grandstand show at the Canadian National Exhibition here this week.

The signing of the Rogers troupe marks a sharp break with precedent, the CNE each year in the past 20 having offered a thrill show as the matinee grandstand attraction.

Decision to switch from a thrill show was ascribed to a continued decline in matinee grandstand attendance in recent years.

Announcement of the Rogers contract was made by Hiram McCullum, CNE general manager, who said that Rogers and his wife, Dale Evans, and their two trained horses would work in the night grandstand show to be produced by Jack Arthur as well as in the afternoon show.

The complete Rogers unit, however, will play only afternoons. Besides Rogers and his wife, the troupe includes Pat Brady and his mule; the Whipoorwill, singing group; eight Palamino horses and a dog.

McCullum said that a half hour of the afternoon bill remains to be plugged and indicated uncertainty whether this

(Continued on page 55)

## Kochman Unit Set for Three Shows at Tampa

TAMPA, Jan. 16.—Jack Kochman's Hell Drivers have been contracted for three shows at the Florida State Fair here, February 2-13. J. C. Huskisson, the fair's secretary-manager, announced. Performances will be given Thursday, February 4, Sunday, February 7 and Thursday, February 11. Engagement will mark first appearance of the Kochman show at the 49-year-old fair.

### GRANDSTAND SLAM

## Zemater Rounds Up Fair Circuit Biz

CHICAGO, Jan. 16.—Contracting of the night grandstand shows at the five Minnesota fairs of the Red River Valley Circuit this week by the Charles Zemater Agency gave the Chicago booking office a grand slam on most of the circuit business serviced by Midwest purveyors of attractions. Previously the Zemater agency had closed to provide the night show at the 14 member fairs of the Canadian B loop and last week signed for its fifth year the Northern Wisconsin Fair Circuit, which involves seven annuals.

Servicing of the three loops by one agency has provided the Zemater office with an excellent route from the economy standpoint. According to Charles Zemater Sr., the agencies' top man, he is able to provide acts with 19 weeks of consecutive work when the circuit fairs are supplemented with park bookings.

### Minn. Fairs

The Minnesota loop, July 8 thru July 25, includes fairs at Barnesville, Fertile, Warren, Rosseau and Mahanomen. The Wisconsin loop opens August 13 in Neillsville, then includes Merrill, Antigo, Ladysmith, Wausaukee, Shawano and winds up in Weyawega on September 12.

The Canadian B circuit opens in Moose Jaw on June 24, ending in Lethbridge on August 11. In between these two are fairs at

Weyburn, Estevan, Portage La Prairie, Carman, Yorkton, Melfort, Lloydminster, Vermillion, Vegreville, Red Deer, North Battleford and Prince Albert. Carman and Portage La Prairie are in Manitoba; Vermillion, Vegreville, Red Deer and Lethbridge in Alberta, with the balance in Saskatchewan.

## St. Paul Winter Carnival Signs Eddie Fisher

ST. PAUL, Jan. 16.—The St. Paul Winter Carnival Thursday (14) plugged a hole in its program, due to the pull-out of Nick Kahler's sports show, by signing Eddie Fisher for a one-nighter here to wind up the festival February 7 at Fire King concert. Singer will get \$5,000 for stint in St. Paul Auditorium.

Also signed were Homer and Jethroe, plus two other acts yet to be named. Entire package, including Fisher, will cost \$9,000.





jet propelled profits!

sleek 2-place jet planes, push button electrically operated guns.

here's a real "gold mine in the sky" for every operator! it's allan herschell's sensational new, aerial kiddie-ride, with a combination of hydraulic lift and fluid-drive that simulates a natural air flight. this exciting ride was the hit of both toronto's famous canadian national expo and the big, state fair kiddie-town at dallas. every youngster wants the thrill of riding the sky fighters high-flying planes and firing its realistic cracking guns! as an owner, you'll see the small fry go wild with excitement to board this popular new kiddie-ride. write or wire today!

OTHER ALLAN HERSHELL KIDDIE RIDES: CARROUSEL • KIDDIE AUTO RIDE • JEEP RIDE • BOAT RIDE • BUCCY RIDE • TANK RIDE • LITTLE DIPPER and Allan Herschell's newest... JOLLY CATERPILLAR.

# ALLAN HERSHELL

COMPANY, INC.

"world's largest manufacturer of amusement rides"

NORTH TONAWANDA, NEW YORK

**The TLT-A-WHIRL Ride**  
 "Best Buy in Rides Today"

- \* Very Popular and Profitable
- \* Good Looking
- \* Well Built
- \* Good Quality
- \* Economical
- \* Repeater!!

and what a  
**SELLNER MFG. CO.**  
 Faribault, Minnesota

**LOOK! PARKER DOES IT AGAIN!**

Prices reduced on all models of Merry-Go-Rounds. Save up to 10%. This offer limited to first 15 machines sold and made possible by special purchase of material. All models improved over last year.

STANDARD MODEL, \$5,500.00 DeLUXE, \$6,675.00

Time sales arranged For particulars, address

**C. W. PARKER AMUSEMENT COMPANY**  
 Leavenworth, Kansas, U. S. A.

**FINEST KIDDIE RIDES**

- \* WATER BOAT RIDE
- \* WHIRL-A-ROUND
- \* FERRIS WHEEL
- \* LOCOMOTIVE TRAIN
- \* ROCKET FIGHTER
- \* CIRCUS RIDE
- \* JET AIRPLANE
- \* CHAIR-O-PLANE
- \* ELEPHANT RIDE
- \* TANK RIDE

All our rides are complete, including fences, electric signs, ready to operate with no extra expense. Terms arranged. Illus. circular free.

**STANDARD KIDDIE RIDES MANUFACTURING CO.**  
 201 E. Broadway, Long Beach, L. I., N. Y.  
 Phones: Long Beach 6-7361 and 6-5594

We make them. We sell them. Contractors, Fairs, Parks and Festivities. When you buy Illinois Fireworks you get the "Best"

Write or call for prices

**ILLINOIS FIREWORKS COMPANY**  
 Box 792 Danville, Illinois

World's Largest Manufacturers and Exhibitors

GIVE TO DAMON RUNYON CANCER FUND

**NEW! KIDDIE RIDES**

- \* Rodeo Ride
- \* Choo Choo Ride
- \* Speed Boat Ride
- \* Kiddie Auto Ride
- \* Rocket Ride
- \* Pony Cart Ride
- \* Army Tank Ride
- \* Miniature Trains

**KING AMUSEMENT CO.**  
 Mt. Clemens, Mich.

YOU CAN RELY ON ANY EQUIPMENT from

**H. E. EWART CO.**

ADULT RIDES — 3-Abreast Merry-Go-Rounds. KIDDIE RIDES — Ferris Wheels, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse, Pony Cart Ride. COIN-OPERATED — Cow Pony, Moon Rocket. Write for Catalog. Two Seasons to Pay—Bank Terms.

**H. E. EWART CO.**  
 707 E. Greenleaf St. Compton, Calif.  
 Phones: NEwmark 1-9808—NEyada 6-1974

# MINN. STATE FAIR ELECTS SWENSON

1953 Profits Decline \$35,093 Despite 46,508 Gate Increase

ST. PAUL, Jan. 16.—The Minnesota State Agricultural Society, which operates the Minnesota State Fair, gave itself a youth transfusion at its annual meeting in the St. Paul Hotel here Tuesday and Wednesday (12-13) when it elected Henry W. Swenson, of Chisago, as president to succeed R. S. Thornton, who retired after holding office two years.

At 47, Swenson is the youngest

man ever to head up the 95-year-old board. A member of the board of managers from the third congressional district for nine years, Swenson vacated that post to take over the board presidency for a one-year term.

In addition to picking Swenson for the presidency, the board also named a new vice-president from the fifth congressional district, made up of most of the city of Minneapolis. Earle Brown, former sheriff and State Crime Bureau chief, who was vice-president for eight years and was due to be re-elected at this year's meeting, declined the office because of failing health.

### Choose Andrews

Chosen as Brown's successor was Robert R. Andrews, of Minneapolis, a real estate dealer. Thornton, its retiring president, was named a life member of the association.

Elected to succeed Swenson on the board of managers from the third congressional district was Fred S. Lammers, of Stillwater, secretary of the Washington County Fair Board at Bayport, Minn., for 17 years. Lammers also has one more year to serve as a director of the Minnesota Federation of County Fairs.

P. J. Holand, of Austin, representing the first district, and T. H. Arens of Aitken, the sixth district, were re-elected to the board of managers.

The board then re-elected Douglas K. Baldwin, of St. Paul, as secretary of the fair and R. C. Sorenson, of Minneapolis as treasurer.

### Net Dips

In his annual report to the society, Baldwin said that the 1953 fair earned a profit of \$66,552 "despite a record-breaking heat wave," which served to reduce attendance and receipts considerably during the first five days of last year's exposition. Total attendance, he said, was 865,523, an increase of 46,508 over the 1952 attendance figure.

The '53 profit was considerably under net earnings of the 1952 fair which hit \$101,645.

Baldwin said that the results of the 1953 fair serve as "additional proof" that the annual exposition in Minnesota "is backed by a solid tradition of service and that it lies close to the hearts of the people of Minnesota and our neighboring States."

"Had it not been for the five-day heat wave, five days of rain and the adverse effects of the polio epidemic which swept thru the State, attendance would easily

# Set Back Dates Of Minnesota Short Course

## 'How to Finance Construction' Set For Discussion

ST. PAUL, Jan. 16.—A question from the floor on how county fairs can finance construction of physical facilities on their grounds proved one of the highlights at the closing session Tuesday (12) of the 1954 meeting of the Minnesota Federation of County Fairs in the St. Paul Hotel.

So much interest was engendered by the problem, presented by R. J. Goodwin, of the Goodhue County Fair at Cannon Falls where a 4-H building was destroyed by fire last year, that federation directors agreed to survey the situation and continue the discussion at its annual short course for fair managers later this year.

Originally scheduled for February 7-9 at the University of Minnesota, the short course dates had to be canceled and new dates for either late March or early April substituted. Because of the conflict in February dates there was some question of abandoning the 1954 short course but federation members shouted down such a suggestion.

### Some Answers

Several fairs came up with answers to Goodwin's question at the federation's breakfast session, however.

Officials of the Carver County Fair at Waconia said they had built a new 4-H building in mem-

(Continued on page 55)

# Mere Heads Ohio Concession Assn.

COLUMBUS, O., Jan. 16.—Greater Ohio Showmen's Association, meeting in conjunction with the 29th annual convention of the Ohio Fair Managers' Association, named John Mere, of Hilliards, O., as president at the annual meeting and election of the organization held Tuesday night (12) at the Deshler-Hilton Hotel. The GOSA is made up largely of concessionaires who work Ohio fairs.

Jack R. Woods, of Russells Point, O., was elected vice-president of the group, and N. H. Cohen, Columbus, was named to serve his fourth term as secretary-treasurer. F. C. Cook, Robert Keener, Charles L. Swain, Mrs. DeBelle, Mrs. Rose Mary Woods, Gabe Sterling and Don Stewart were elected to serve as trustees.

Directors are Donald Holz, Carl Chaffin and Clay Begien. Art Kaufman, Ohio fairs' inspector, addressed the group and explained the new regulations covering concessions operating at Ohio fairs.

# William Haggerty, Former Clown, Dies

HARTFORD, Conn., Jan. 16.—William Haggerty, 80, one of five brothers who devoted their lives to show business, died Friday (8) at a Middletown convalescent hospital after a long illness. A former clown, he retired 30 years ago.

Haggerty and one of his brothers, Charlie, joined the Barnum & Bailey Circus in 1901 as an acrobatic clown team. The only survivor of the five brothers is John Haggerty of Meriden. Altho they never appeared as a unit, the Haggertys had wide circus and vaudeville bookings during the early 1900's. Also surviving are two sisters.

# Heavy Influx Of Show Reps At Ohio Meet

COLUMBUS, O., Jan. 16.—Out door showmen, attraction people, fireworks experts and fair and show suppliers converged upon Columbus in numbers this week for the 29th annual convention of the Ohio Fair Managers' Association held at the Deshler-Hilton Hotel Tuesday thru Thursday 12-14. Representatives present reported business as satisfactory, altho, generally, activity was not quite up to par of the last two years. Among those on deck for the three-day meeting were:

Gus Sun Jr., Glenn Jacobs and Mr. and Mrs. Bob Shaw, Gus Sun Booking Exchange; C. O. Stewart, World of Pleasure Shows; L. I. Thomas, Thomas Joyland Shows; John J. Anderson and Mildred and Earl Coburn, Enquirer Printing Company; John Galligan, Galligan Concessions; Joe Chitwood, Chitwood's Auto Dare-devils; Paul Young, Young's Starting Gates; Charles F. Connelly, Race Track Lighting and Thrill Show; Mr. and Mrs. Carl H. Bradford, Bradford's Border Collies; David Rosenberg, Triangle Poster Company; Henri A. Theodor, Henri Theodor Company; Charles F. Lutz, Advance Promotion Service.

Clarence Bodine and B. Ward Beam, Beam Attractions; A. D. Michel, Hudson Fireworks Display Company; Nelson Breeze, Breeze's Rides; Howdy Reed, Reed's Concessions; Ben S. Allen, Posters, Inc.; Jack Kochman and Art Hoard, Kochman's Hell Drivers; Bill Reed and Edward Stewart, Jimmie Lynch's Death Dodgers; Jack Lindahl, Boyle Woolfolk Agency; Roy Jones, Tom Gillespie, Mike Jennings and Bob Warden, Pepsi-Cola Company; Billy Senior, Mr. and Mrs. Jinks Hoagland and Bob McKinley, Barnes-Carruthers; Fair Publishing House.

Gene Johnson and Monte Blake, Station WWVA; Bob Corbin, Corbin's Calliope; Jimmy Hetzer and James H. (Red) Bicknell, Jimmy Hetzer Agency; Ken Smith, Earl Haupt, Bill Querner and Betty Blake, WLW Midwestern Hayride; Coren Lueders and Jane Hanlon, United Booking Associa-

(Continued on page 48)

# 3000 BINGO

No. 1 Cards, heavy white, black back, 3 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 35 cents, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 7 1/2 x 7 1/2 Wood Calling Numbers, \$1; Printed Tally Card, 15 1/2 x 7 1/2 Colored Heavy Cards, \$3, same weight as #1. in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

# 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Pet set of 100 cards, Tally card, calling numbers, \$3.58. LIGHT WEIGHT BINGO CARDS. White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls \$12.00  
 Replacements, Numbered Balls, ea. .30  
 3,000 Jack Pot Slips (strips of 7 numbers), Per 100 1.25  
 Middleweight Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon, Yellow, Per 100 2.00  
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M. 1.50  
 Plastic Markers, Red or Green, round or square, 3/8" diameter, M. 2.50  
 Scalloped Edge, Green only, M. 2.00  
 Smaller Size, 3/8" diam., Red or Green Plastics, M. 1.50  
 Adv. Display Posters, size 24x30, ea. 15  
 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for Thin, Transparent Plastic Markers, Brown, 3/4-inch Per M. 1.00  
 Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed M. 2.25  
 Round white N.J. Cardboard Markers, 2 sizes, 3/8-inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. 65  
 Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100 lbs. Send for illustrated circular for 160.00  
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

**J. M. SIMMONS & CO.**  
 525 S. Dearborn St. Chicago 5, Illinois

**ELI WHEEL**

ROCK-O-PLANE  
 ROLL-O-PLANE  
 FLY-O-PLANE  
 OCTOPUS  
 MIDGE-O-RACER  
 BULGY THE WHALE

James R. Boyer says:

"We want you to know it has been a sincere pleasure doing business with you. Our Wheel looks like the day it left the factory. We are proud of it."

Thank you, Mr. Boyer. We are glad your No. 5 BIG ELI WHEEL has proven a good investment. YOU, too, can be a satisfied BIG ELI Owner. Ask us for P.L.A.68 and full particulars. REMEMBER—the BIG ELI is a lifetime profit-earner.

**ELI BRIDGE COMPANY**  
 800 Case Avenue, Jacksonville, Ill.

**SMITH SMITH**  
 SPRINGVILLE, NEW YORK

KIDDIE BOAT RIDES  
 KIDDIE AIRPLANE RIDE  
 Trailer-Mounted AUTO RIDE  
 KIDDIE CHAIRPLANE  
 ADULT CHAIRPLANE  
 ADULT FERRIS WHEEL

**NEW MINIATURE RAIL**

#1—2 1/2 lbs. per ft., 20' lengths  
 #2—4 1/2 lbs. per ft., 15' & 30' lengths

**RAILMASTER MFG.**  
 136 Northampton St., Buffalo 9, N. Y.

**Shooting Galleries**

And supplies for Eastern and Western Type Galleries. Write for new catalog.

**H. W. TERPENING**  
 137-139 Marine St., Ocean Park, Calif.

**WANTED SPORT SHOW TANK AND OTHER EQUIPMENT**

**WILL RENT or BUY**

**OMAHA SPORTS & VACATION SHOW**  
 3302 DODGE ST. OMAHA, NEBR.

**HOLMES COOK MINIATURE GOLF CO.**

Designers and Builders of Miniature Golf Courses. Proven Money Makers.

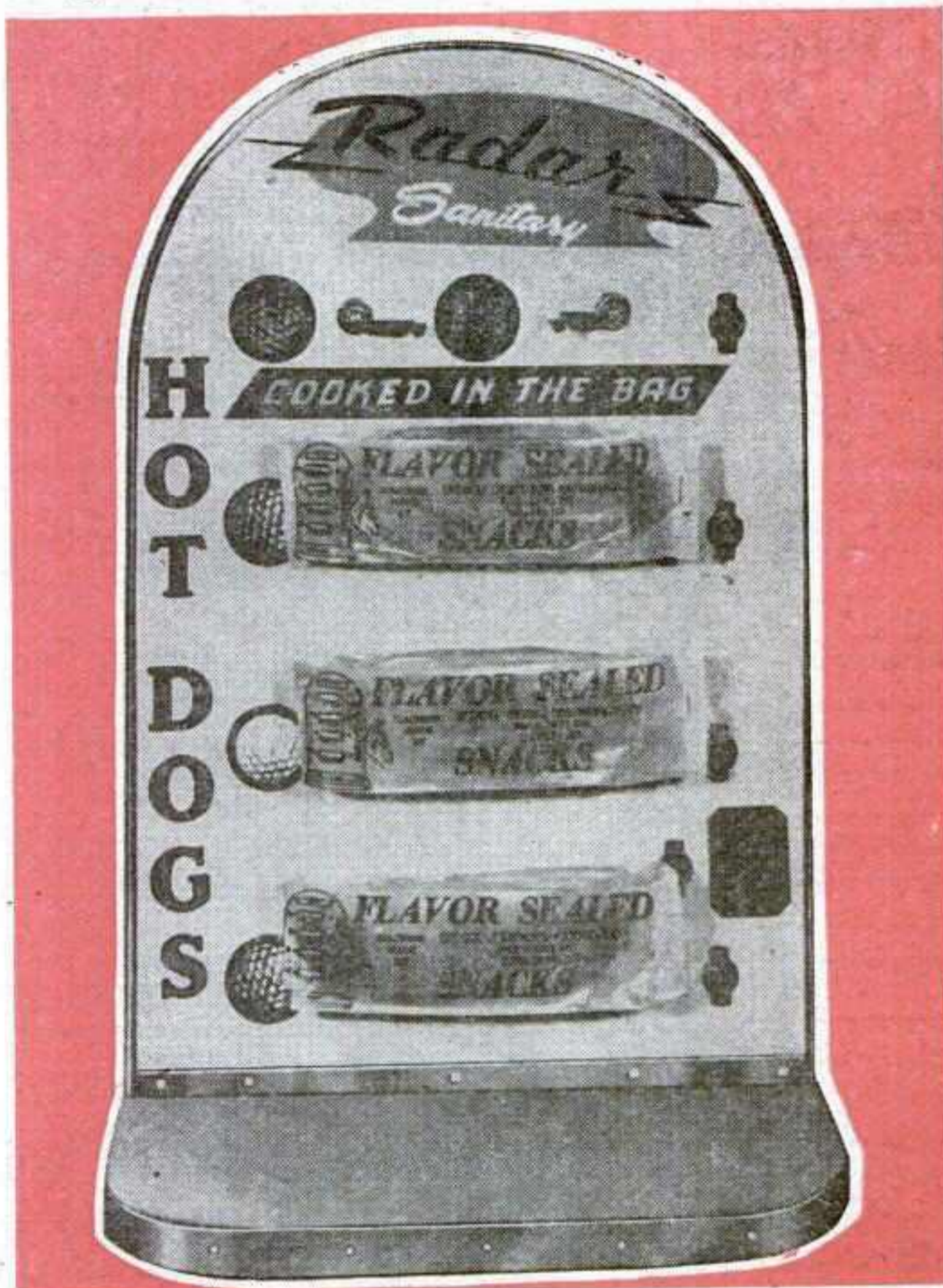
631 Tenth Ave., N. Y., 36  
 Phone: PLaza 7-3552



**The World Renowned**

# MAGIC RADAR HOT DOG COOKER

Get in on the ground floor • Start part time or full time!



**SPECIAL  
LOW PRICE  
only \$149.50  
EACH**

## YES — UNBELIEVABLE BUT TRUE!

● 20 Hot Dog Cookers selling only 30 hot dogs per day with only 6c profit per hot dog will net

**\$10,800 PER YEAR**

● 30 Hot Dog Cookers selling only 40 hot dogs per day with only 6c profit per hot dog will net

**\$21,600 PER YEAR**

● Who would have thought a hot dog bought it? Yes! Home—Car—Vacation—Security.

Be first in your town or county with one of the fastest money makers ever invented.

Only limited supply to each area.

Thousands of locations available. Every bar, bowling alley, soda fountain, dance hall, club, restaurant, etc., welcomes a new money making idea.

### ONE OF THE SAFEST, SUREST BUSINESSES ON EARTH

Hot Dog Cookers are booming across the nation because:

1. No overhead expense, no rent, no heat, no light, no salaries, no advertising. All cash. No bad accounts.
2. Steady year-round business. No strikes, no layoffs.
3. No selling experience needed. Attractive display sells itself.
4. Permanent—The American public has always loved hot dogs—depression proof.
5. No purchasing complications. Fast stock turnover.
6. It is possible for one individual to build his income into thousands and thousands of dollars per year.

**THIS IS BIG BUSINESS!  
CAN YOU HANDLE IT?  
EARNINGS UNLIMITED —  
IT IS UP TO YOU!**

**TURN COPPERS INTO GOLD  
HOT DOGS NET MILLIONS  
15,000,000 HOT DOGS SOLD EVERY DAY  
58,000,000 SANDWICHES SOLD EVERY DAY  
HOT DOGS OVER 1/4 ENTIRE AMOUNT**

**FOR COMPLETE INFORMATION WRITE:**

## WORLD WIDE BROKERAGE CORP.

SUITES 713-719 (AMBASSADOR BLDG.)

411 No. 7TH ST.

ST. LOUIS 1, MO.



## TENTS

ALL SIZES—ALL TYPES

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY  
**GEO. W. JOHNSON**

---

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

---

**S. T. JESSOP**  
Winter Address:  
4931 Bayshore Drive Sarasota, Fla.  
Phone: Ringling 5-4063

## POWERS TENTS

SEND US YOUR SIZES



Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

**Powers & Co.** 5929 Woodland Ave. Philadelphia, Pa.

ADVERTISING IN THE BILLBOARD SINCE 1904

## ROLL or FOLDED TICKETS

DAY & NIGHT SERVICE  
SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 1000 \$12.60 - ADDITIONAL 1000'S SAME ORDER, \$2.60

Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK TICKETS** \$1.50  
EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must show Name of Place. Established price, Tax and Total. Must be consecutively numbered from 1 up to your last number.

Multiplex Faucet Co. Serving the Trade 50 Years

a 3 1/2¢ Profit on a 5¢ Sale!

with a "MULTIPLEX"

## ROOT BEER BARREL

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES:

Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side.

**Exclusive! MULTIPLE FAUCETS**

17-45-60 Gal. Barrels with 2 faucets, one for Root Beer, other for Coca-Cola.  
45-60 Gal. Barrels with Draft Arm for Plain Soda plus 2 Faucets for two different Drinks.

Also Dispensers for Coca-Cola, other Drinks

• VARNISHED OAK BARRELS  
• STAINLESS STEEL HOOPS

Manufacturers: **MULTIPLEX FAUCET CO.** 1400-B Ferguson Ave. St. Louis 14, Mo.

## NEW INTERVAL TIMERS

Specialty Built For Major & Kiddie Rides

**AUTOMATIC RESET** (button)  
**MANUAL SET** (knob)

|                        |                                  |                  |                  |
|------------------------|----------------------------------|------------------|------------------|
| PBR-4 1/2 min. \$26.50 | (10-4 1/2 min.) 220 Volt \$27.50 | 110 Volt \$19.50 | 220 Volt \$20.50 |
|------------------------|----------------------------------|------------------|------------------|

Timer Set & Motor, Starter Cum. bined... \$37.50 ea.  
MANUAL SET for Bell or Buzzer for Gas Engine Rides: \$22.50 ea.

See these Timers at the Springfield Convention

Delivery: 2 to 3 weeks. Order Now To Insure Spring Delivery.

**Nu Art Novelty Co.** 203 N. Wabash Chicago 1, Ill.

## MACHINE-MADE COTTON CANDY CONES

Here's good news for the Floss Operator—now we can let you have all the machine-made Cotton Candy Cones you need. Packed 4,000 to the carton, price \$15.00 per carton. Immediate delivery. Stocked by leading Concession Supply Jobbers everywhere.

Don't get caught short on your Fair dates—always carry a few cartons on hand and be ready for the Big Ones. Samples sent upon request or better still, get your order in now

**GOLD MEDAL PRODUCTS CO.**  
318 E. THIRD STREET CINCINNATI 2, OHIO

## MINIATURE TRAINS for EVERY LOCATION

any SIZE...any CAPACITY...any PRICE RANGE...

THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER



AVAILABLE...  
FREE Descriptive Catalog and Complete Details - write to: Dept. B

**MINIATURE TRAIN CO. RENSSELAER, INDIANA**

## Four Speakers Highlight Pa. Meet on 28th

READING, Pa., Jan. 16.—Four speeches and election of officers will highlight the Thursday afternoon (28) session of the Pennsylvania State Association of County Fairs meeting. The 42d annual event begins Wednesday (27) and ends with the banquet and entertainment the following night.

The Wednesday afternoon meeting of the Central Fair Circuit, in the Abraham Lincoln Hotel, will hear George H. Miller, an insurance executive, discuss the importance of carrying insurance at race meetings. That evening the circuit will assemble for organizational purposes and to arrange dates.

The Thursday morning meeting will be addressed by Miles Horst, State Secretary of Agriculture, who will discuss the improvement of crops and livestock. Association president H. M. Singmaster of Allentown will preside, and committees will be appointed.

**Speakers Listed**

The Thursday afternoon session will have two speakers representing the U. S. Trotting Association. They will be Edward F. Hackett. (Continued on page 54)

## Macon, Ga., Yields 18G

Macon, Ga., Jan. 16.—Net profit from the 1953 Georgia State Fair totaled \$18,000, according to an auditor's report, better than a 10 per cent increase over the previous year.

Approximately \$11,000 of the winnings will go to the Georgia State Fair Association, a subsidiary corporation of the Macon Chamber of Commerce, which owns the fair, and about \$7,000 will go to the Macon Exchange Club, which operates the fair.

The association's share will be used for improvements and maintenance. C. W. (Red) Roberts, president of the association, announced. Among top projects planned for the fairgrounds in Central City Park is the paving of streets and sidewalks. The park is city-owned and many of the buildings are used for municipal purposes. Several buildings are leased to the fair association exclusively and others are used for a period of several weeks at fair time each October.

E. Ross Jordan, veteran general manager, will spend a vacation in Miami.

## Shelby Names Amil Kleinart Prez

SHELBY, Mont., Jan. 16.—Amil Kleinart was elected president of the Marias Fair here at the annual's organization meeting Saturday (2). Jean P. Ferlough was named vice-president and Clifford D. Coover was reappointed secretary-manager. Directors include Wilbur M. Cavitt, Charles J. Wiegand and Orville Aschim.

## West Union, Ia., Names Alcorn Sec'y

WEST UNION, Ia., Jan. 16.—Eugene T. Alcorn, of West Union, has been named secretary of the Fayette County Fair board. He succeeds Ed Bauder, also of West Union, who had served as secretary for 21 years and announced his retirement last September. Alcorn is postmaster at West Union. He also will fill out Bauder's term on the board of directors.

## Carsony Bros. to Head Date Festival Show

INDIO, Calif., Jan. 16.—The Carsony Bros. will head the vaudeville acts at the Riverside County Fair and National Date Festival here February 17-22. R. M. C. Fullenwider, secretary-manager, said. Also booked is Sharl Robbins, acrobat. Booking was thru Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency.

## E. P. Rae Begins Eighth Term as Estevan Prexy

ESTEVAN, Sask., Jan. 16.—President of the Estevan Agricultural Society for the past seven years, E. P. Rae was unanimously re-elected to the post at the org's annual meeting. Walter Gates, Harold Carlberg and Ronald Galway were re-elected vice-presidents.

A successful year of operations and projects by the society was indicated in the financial statement and committee reports.

The year's receipts topped the \$30,000 mark, not including \$12,000 handled in the annual baby beef (Continued on page 54)

## Maine Fairmen To Hear Talk By Gov. Cross

PORTLAND, Me., Jan. 16.—The State Commissioner of Agriculture and Gov. Burton M. Cross will deliver the chief addresses at the 30th annual meeting of the Maine Association of Agricultural Fairs, which begins Wednesday (20) at the Eastland Hotel. Four booking organizations are supplying the talent which will perform after the banquet Thursday evening (21).

Altho Wednesday is carried as a meeting day, there will be no scheduled program for that day, with delegates using the time to renew friendships and discuss business.

Four meetings will be held Thursday morning: Stipend committee, of which John F. Weston is chairman; horse pulling committee, J. Valton Neil, chairman; dues committee, Earle R. Hayes, chairman, and a special committee will meet with the Racing Commission. Donald J. Andrews is chairman of the committee.

The association will hold a general meeting in the afternoon at which it will hear several annual reports and an address by Fred J. Nutter, Commissioner of Agriculture. An open forum will follow, after which officers will be elected.

There will be a 5 p.m. cocktail hour, and the banquet is set for 7 p.m. A welcoming address will be delivered by association president Parker S. Adams, and the principal talk will be given next by Governor Cross. Acts and music will be provided by the Al Martin and Eleanor R. Leonard agencies, of Boston; George A. Hamid & Son, of New York, and Royal Amusement Company of Auburn, Me. Those who cannot make it to the banquet, for which tickets will be \$3, are urged to drop in later in the evening to enjoy the free entertainment.

## Florida Assn. Sets May Meet

TALLAHASSEE, Fla., Jan. 16.—The Florida Federation of Fairs, Livestock Shows and Expositions will hold its annual meeting and short course May 9-11 in Gainesville. T. L. Barrineau, secretary-treasurer, announced. Karl Lehmann, Tavares, is president of the organization.

## Hemet, Calif., Renames Loomis as President

HEMET, Calif., Jan. 16.—J. C. Loomis, this city, was named president of the 46th District Agricultural Association, sponsors of the Farmers Fair of Riverside County, for the 19th consecutive year. Edgar L. Searl, local rancher, was re-elected vice-president for the ninth year. Harry Hofmann was renamed secretary-manager.

## Show Excises

Continued from page 1

Mason (R., Ill. (The Billboard, January 16).

Chairman Daniel Reed (R., N. Y.), of the House Ways and Means Committee, intends to stage hearings for several weeks on an overall Internal Revenue Code bill, and it is uncertain whether separate hearings on amusement excise rates can be held off until later.

The Willis bill proposes to wipe out the federal 20 per cent tax on admissions to theaters, and to repeal the federal tax on cabarets and roof gardens, permanently leased boxes or seats, tickets sold outside of box office, radio and other communications cable facilities. The Willis bill also provides for repeal of several other excises, including those on jewelry, furs, toilet preparations, bowling alleys, electric light bulbs, initiation and membership fees. The Mason bill proposes merely to exempt movie theaters from the admissions tax, identical with legislation which was vetoed by President Eisenhower last year. Mason is also author of the manufacturers' excise tax bill, which would substitute for most existing excises while proposing a 5 per cent manufacturers' sales tax. The latter measure has little chance for passage.

## Calgary Invites Mexican Cowboys To '54 Stampede

CALGARY, Alta., Jan. 16.—For the first time since the original stampede of 1912, Mexican cowboys may participate in the 1954 Calgary Exhibition and Stampede.

W. A. Crawford-Frost, president of the exhibition board, and Dick Cosgrave, arena director of the stampede, left for Mexico City Saturday (9) in the hope of interesting half a dozen of Mexico's leading ropers in contesting at the 1954 show.

They were also to attend the annual meetings of the Rodeo Cowboys' Association and the International Rodeo Association in Denver in an effort to sign up outstanding rodeo acts and several bull-fighting clowns.

## Nacogdoches, Tex., Elects Tucker Prexy

NACOGDOCHES, Tex., Jan. 16.—Dr. Stephan B. Tucker will head the Nacogdoches County Fair and Live Stock Exposition to be held here October 6-9. Charlie Jaitman is retiring as president.



**NEW**

Strait away Portable Kiddy Tank Ride. 18 and 36 children capacity, sizes 12x32 and 12x50, with or without canvas top and awning. Replace your old Auto Cars with our Tanks. They are sold separately.

Write **ADOLPH KOSS**  
3801 Palmira St. Tampa, Fla.  
Phone: 63-7942  
(46 Years In Outdoor Amusement Business)  
When in Tampa see ride in operation. Factory 4502 West Alva Street.

AMERICA'S FINEST SHOW CANVAS

## SHOW TENTS CONCESSION TENTS RIDE COVERS BANNERS

Bornie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
4862 N. CLARK ST. CHICAGO 40

## SHOW TENTS CENTRAL Canvas Company

516-518 EAST 18th ST.  
Kansas City 4, Missouri  
Phone: Harrison 3026

**HARRY SOMMERVILLE**

## TENT ROPERS

Want two experienced Tent Ropers. Steady work, union scale. Will pay moving expenses for right man. Write experience and give references.

**Canvas Specialty Manufacturing Co.**  
440 S. San Pedro St., Los Angeles, Calif.

## Mesker - SECTIONAL PREFABRICATED STEEL



## SKATING RINKS

EASILY ERECTED - QUICKLY DISASSEMBLED - COVERED WITH 26 GA. SHEET METAL - FIREPROOF - MORE ECONOMICAL - 10-50 60 FOOT WIDTHS - LENGTHS MULTIPLES OF 10 FEET

PRICE OR REQUEST

**GEO. L. MESKER STEEL CORP.**  
EVANSVILLE, INDIANA

## MINIATURE GOLF

COURSES BUILT BY ARLAND

America's Leading Builder of Miniature Golf Course & Golf Driving Ranges.

Ice Skating Rinks • Outdoor Bowling

**ARLAND ENGINEERING & CONSTRUCTION**  
444 Brooklyn Ave.  
New Hyde Park, N. Y.



# Roadshow Rep

ALL EQUIPMENT of the Bardex Free Stage Show is getting a thorough overhauling in Florida headquarters in preparation for the 1954 tour, according to S. B. Warren, special assistant to Dr. Bartok, show owner. Warren is supervising the work. There will be some shuffling of personnel, with a number of new faces in the 1954 line-up, said Warren. Bill Mayo, leader of the 12-piece band, has indicated that his crew will be in readiness for the season's kick-off, and Sparky Jones, stage director and producer, is prepping a number of new and novel bits for presentation. Wardrobes have been completed by the Ennis Costume Company, which reports many of them utilizing Kolite and Stroblite effects. The new presentation will be offered under a 70 by 200-foot tent. Sammy Warren will again be in charge of the concession stands, all of which are owned and operated by the show. S. H. Carter, sales manager and stock supervisor, is currently in the East on business. The show's motor fleet will consist of seven vehicles.

PHILIP LAVERAL is promoting amateur shows in Rhode Island with moderate success. Laval reports that he put in most of last summer and fall in Maine, operating a photo concession, and says that resorts in the State have been hit hard by competition from horse racing and beano. . . The Knight family of three has been

working schools in the Klamath Falls, Ore., area, but is encountering tough sledding. Some other dates have helped to keep the Knights moving. "Oregon has a few spots that are okay, but the jumps are long and the weather is in the zero range a good part of the winter," says Arthur Knight. "All in all it hasn't much to offer in winter for small shows, but it's okay in the summer." . . . From Lubbock, Tex., George Rann writes that he has been doing a solo show in the western part of the State to poor results. Rann says that the area has been hit hard. . . The Gitt family show has been laying up in Hot Springs, where one of the trio is taking treatment for muscular trouble.

MAURICE DAVIS writes from Denver: "Have been working in the Trinidad area since early fall to light returns. Tried schools but they are scattered south of here and small in size. I have lined up a few sponsors for my spook show and believe I've got the kind of presentation that will go well when I get into better territory. Northern Colorado should be better and will try that area in the spring. Meanwhile, I'm keeping going by taking on a few tonks with my music. One thing about music is that if you want to take on the small stuff you can work almost every week." . . . Mr. and Mrs. A. Butler are in Miami after working the Far West. "There's nothing here for us, but we will enjoy the climate for a while and get set for a return trek," said Butler. He reported conditions tough last fall in the Western and Southwestern States and says current conditions indicate small business in those areas for some time. . . J. H. (Doc) Kirby writes from Winnipeg: "Have been laying off due to sickness and am currently framing an indoor fair layout that will carry some cloth spreads and a regular set-up for small halls and schools. The latter are not much in Canada, but serve well as fill-ins." Kirby inquires as to the whereabouts of Henri Lavine.

# Knoblauch Joins Ringling Press Dept.

NEW YORK, Jan. 16.—H. Edward Knoblauch, an International News Service correspondent in Madrid until recently, was at work in the press department of the Ringling Bros. and Barnum & Bailey Circus in Sarasota this week, but trade rumors gaining momentum that he was to head up the department were still unconfirmed at week's end. Roland Butler, long time head of the press section, reached by telephone, said that the show was indeed fortunate to have a person with Knoblauch's newspaper experience in its service. At the same time Knoblauch said that he was happy to be associated with the Big One and to be working with Butler. John Ringling North, circus president, who was unavailable for comment by phone, re-

portedly met and hired Knoblauch in Madrid during his most recent European talent hunt. After quitting his INS post in recent weeks Knoblauch journeyed to Havana to join North during the winter run of the abbreviated Ringling circus there. They arrived in Sarasota this week.

**Outline Press Duties**  
If any revamping in the operational setup is contemplated it is not being indicated. Describing the responsibility of the department as covering two phases—the production and the peddling of publicity material — Butler said that the originating of the press material was the most important. He added that Knoblauch's experience was excellent for this purpose.

Butler also said that the press department personnel would likely remain the same as last year, with Edward A. Johnson, Frank Braden and Allan Lester as members. Additionally, William Fields, top-notch legit-circus publicist, will continue to aid with the New York and Boston dates.

## Talent Topics

Lew and Ruth Henderson and their chimp, Marko, have been putting in a busy winter. They appeared on the "Super Circus" TV show November 29, followed with three weeks of Christmas shows, and appeared at the West Virginia Fair Association meeting at Charleston January 9. Handled by the Hetzer Agency, Huntington, W. Va., the act is scheduled to do a few weeks of International Harvester shows, opening February 1, and is skedded for "Big Top" and "Tootsie Hippodrome" TV shots in the spring. When the chimp escaped following a December 24 performance in the auditorium of the Women's Club of Louisville the result was a feature article, along with a picture of Henderson and the animal, in The Louisville Courier-Journal.

Linda, of Lynn and Linda, high act, is recuperating at the home of friends in Los Angeles following injuries suffered in an automobile accident. She has signed for the season with the Al Martin office in Boston. Altho undergoing daily treatment, she feels that she will be fully recovered in time to open according to bookings.

Wally Overman opened at the Golden Nugget, Las Vegas, Nev., January 13 for a three-week stint.

**INSURANCE**

IDA E. COHEN  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**ASTRO FORECASTS**  
All Readings Complete for 1953  
On hand in these sizes: 2 1/2 x 3 inch; 3 1/2 x 4 inch; 4 1/2 x 5 inch. Write for prices.  
Single Sheet, 8 1/2 x 14, 100, 75¢ per M.  
Gold Fish Pamphlet, 4 page, 8 1/2 x 11, 12 Signs, Any Quantity, Each .11¢  
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12-P., 2 1/2 x 3 1/2. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample . . . 10¢  
FORECAST AND ANALYSIS, 10-P. Fancy Covers, 8 1/2 x 11. Each . . . 4¢  
Samples of each of the above 4 items for No. 1 45-Page Assorted Color Covers . . . 50¢

**NEW DREAM BOOK**  
120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . 20¢  
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11. . . 25¢  
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc. Illustrated Pack of 36. . . 15¢  
Graph Cards, 9x17. Sample 5¢. Per M. \$7.50  
MENTAL TELEPATHY. Booklet of 21 p. 25¢  
Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

**SIMMONDS & CO.**  
525 S. Dearborn St., Chicago 2, Illinois  
Send for Wholesale Prices.

**BIG PROFITS**  
WITH SOFT ICE CREAM



**Sani-Serv** DIRECT DRAW DAIRY FREEZER  
WRITE FOR FREE INFORMATION  
GENERAL EQUIPMENT SALES, INC.  
1348 STADIUM DRIVE-INDIANAPOLIS, IND.

**OPEN A DRIVE-IN THEATRE**  
AT LOW COST  
New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters: 4", 35¢; 8" 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

**1 HOLMES 16MM. ARC PROJECTOR**  
Complete with stand, amplifier, rectifier, two outdoor speakers, 2 lenses. Also folding 9'x12' screen with frame and stand. Both in good condition, \$995.00.  
**COLONIAL FILMS**  
71 Walton St. Atlanta, Ga.

## Drivin' Round The Drive-Ins

COMPLETION by early spring is planned for a 750-car capacity, \$125,000 drive-in theater under construction at Mansfield, Conn., by the Morris Keppner-Louis Lipman interests.

Keppner is a partner in the Burnside Theater, East Hartford, Conn., while Lipman is a West Hartford, Conn., automobile dealer.

Lockwood & Gordon Theaters, operator of three outdoor theaters in Connecticut, will move into metropolitan Hartford next spring thru signing of a long-term lease for the East Windsor (Conn.) Drive-In, heretofore operated by the Kupchunos brothers. Financial terms were not disclosed. The circuit, which also controls 18 conventional theaters in the East, plans to put a new film policy into effect at the drive-in, according to Douglas J. Amos, Hartford district manager. L&G drive-in situations in Connecticut include the Torrington, Danbury and Norwalk theaters. . . The Blue Hills Drive-In, Bloomfield, Conn., has closed for the season, with Milton and Peter LeRoy and Paul Sullivan planning a spring reopening.

**Carnival Routes**  
Send to  
2160 Patterson St.  
Cincinnati 22, O.

Blue Grass: Dade City, Fla.  
Dion, Ted: Lafourche, La.  
Glades Amusement: Arcadia, Fla.: Pompano Beach 18-23.  
Lane, Leo: Bowling Green, Fla.: Lake Wales 18-23.

**Circus Routes**  
Send to  
2160 Patterson St.  
Cincinnati 22, O.

Rice Bros.-Joe Mix: Owensboro, Ky., 20-22; Bowling Green, 25-29.

**Miscellaneous**  
Stars Over Harlem: (Ritz) Arcadia, Fla., 19; (Harlem) Delray Beach 20; (Carver) Dania 21; (Starlite) Hallandale 22-23.

## Talent Topics

Lew and Ruth Henderson and their chimp, Marko, have been putting in a busy winter. They appeared on the "Super Circus" TV show November 29, followed with three weeks of Christmas shows, and appeared at the West Virginia Fair Association meeting at Charleston January 9. Handled by the Hetzer Agency, Huntington, W. Va., the act is scheduled to do a few weeks of International Harvester shows, opening February 1, and is skedded for "Big Top" and "Tootsie Hippodrome" TV shots in the spring. When the chimp escaped following a December 24 performance in the auditorium of the Women's Club of Louisville the result was a feature article, along with a picture of Henderson and the animal, in The Louisville Courier-Journal.

Linda, of Lynn and Linda, high act, is recuperating at the home of friends in Los Angeles following injuries suffered in an automobile accident. She has signed for the season with the Al Martin office in Boston. Altho undergoing daily treatment, she feels that she will be fully recovered in time to open according to bookings.

Wally Overman opened at the Golden Nugget, Las Vegas, Nev., January 13 for a three-week stint.

**MAKE \$100.00 A DAY**  
On Candy Floss



Our new Super Deluxe new style head bowl, brushes, holders, spindle, smooth running, heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers — Send your machine in now for check-up.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Benton Avenue Nashville 4, Tenn.

**DON'T BE LIKE THE OSTRICH!**  
When in trouble it buries its head in the sand.  
Buy Your Insurance With Confidence  
Secure Sound Protection  
INSURE WITH  
**CHAS. A. LENZ**  
"The Showman's Insurance Man"  
★  
1492 Fourth St., N., St. Petersburg, Fla.  
Phone: 7-5914



**POPCORN & CONCESSION SUPPLIES**  
UP TO \$100 TRADE-IN  
on our new  
**MIDWAY MARVEL FLOSS MACHINE**  
SEND FOR DETAILS



**CHUNK-E-NUT PRODUCTS CO.**  
BILL DRUTT 321 N. Second St. Philadelphia 6, Pa.  
CLEM CONLAN 2908 Smallman St. Pittsburgh 1, Pa.  
ED BERG 1261 E. Sixth St. Los Angeles 21, Calif.  
SEND FOR FREE CATALOG

**SAVE ON POPCORN KETTLES**  
JANUARY SALE  
For January only you can buy CONCESSION POPCORN KETTLES at greatly reduced prices. Concession Kettles are well known for rugged dependability and assured production.  
8 QT.—\$15.00 SAVE \$5.00  
12 QT.—\$21.00 SAVE \$8.00  
Everyone can now afford these top producers for main production or auxiliary use.  
**CONCESSION SUPPLY CO.** 3916 SECOR RD. TOLEDO 13, OHIO  
GIVE TO DAMON RUNYON CANCER FUND



**Have Your Own Home-Wherever You Roam!**



equipped. Ready to live in. Low down-payment. Easy payment plan. For FREE literature and floor plans of nationally famous "M" System Mobile Homes, WRITE TO DEPT. 54  
**"M" SYSTEM, INC.**  
Vicksburg, Miss.  
DIVISION OF  
MID-STATES CORPORATION  
The World's Largest Builder of Mobile Homes



**Here's a TRAFFIC STOPPER for YOU!**

**PROMOTION MINDED SHOW OPERATORS**

**CONNOLLY AUTOMATIC ROLL-A-GRILL**  
Barbecues Better Franks!

Now used in  
● AMUSEMENT PARKS  
● FAIRS ● CIRCUSES  
● CARNIVALS

NO SMOKE—NO ODORS  
No installation needed—JUST PLUG IN—and it STOPS TRAFFIC with its fascinating slow rotary motion—sells more franks!  
Consult your local dealer—or use coupon for further information.

Boosts Your Frankfurter SALES—AND PROFITS!

SELF-BASTING. Seals in Juices, retains natural flavor—frankfurter expands—looks worth more, and you get more for it. Barbecues up to 500 Franks per hour.  
"NO-WASTE" STAND-BY SWITCH permits all rollers to rotate—heat bypasses half of rollers, enabling full frankfurter display, in continuous rotary motion without cooking even during slow periods.

Manufactured by  
**J. J. CONNOLLY, INC.**  
457 West 40th St.  
New York 18, N. Y.  
Phone: CH. 4-5000 Cable Address: JAYCONLEY



J. J. Connolly, Inc., 457 W. 40th St., N. Y. 18  
Please send Roll-A-Grill literature to: BB-1  
NAME .....  
ADDRESS .....  
CITY ..... STATE .....



## Biz in Sharp Spurt At Cincy Skateries

CINCINNATI, Jan. 16.—Business at local roller rinks reportedly has spurted sharply since the holidays, reversing a trend that has been evident at rinks in some sections of the country. According to reports received by The Billboard, both local spots have been doing capacity or near-capacity business at week-end sessions, with party business, too, showing strong gains. In some areas business is said to have slumped as much as 30 per cent or more, indicating that local rink grosses are among the best in the nation.

When asked to give a reason for the improved business, C. V. (Cap) Sefferino, manager of Lou Meyer's Price Hill Roller Rink, said he believed a "Mile of Dimes" charitable skating show held at the suburban skaterie was responsible for the gains. That show,

held December 14 in co-operation with The Cincinnati Post for the benefit of underprivileged children, produced a bumper crop of publicity in The Post, on TV and in other advertising media. "This publicity not only helped the show, but generally gave roller skating a strong shot in the arm by reintroducing the sport to local citizens," said Sefferino. "It might be well to point out that the roller skating business thrives on publicity. I know of no better way of obtaining it than by tying up a benefit production with a strong sponsor such as a newspaper that is a ready-made outlet for publicity. In the case of The Post, it also controls a local TV station over which the show was advertised."

Sefferino pointed out that the fine kick-off the roller skating business has made locally backs up a prediction he made in the September 5 issue of The Billboard. At that time in an article, "Random Thoughts on the Roller Trade," he wrote: "I feel that the 1953-'54 season will be one of the best year's that the business has had in a long while. It will be the time for us to sell what is inside our buildings—while we have lots of people in the place, rather than wait until patronage slumps and try to find the reason and remedy for the slump."

In the article he also voiced the opinion that a skate queen contest, conducted earlier in the year by the rink, would be responsible for more future business than any promotion ever attempted in the past. That promotion, too, attracted strong suburban support as well as fine co-operation from the city's press. It undoubtedly may claim a share of the credit for the rink's fine 1954 start.

Latest promotion by the rink is the recent introduction of roller hockey to patrons on Tuesday, Wednesday and Sunday nights. The game is not being offered to lure the public into the rink, but as an added feature of regular skating sessions. Thus hockey competitors will pay the usual admission fee to the rink on those nights. Since the game will purely be an attraction for skaters, Sefferino is not restricting team play by strict competitive rules.

Sefferino said the idea has received enthusiastic reception by skaters. He already has received 212 applications from girls and boys for membership on hockey teams, and said that two teams already have bought uniforms. The rink is furnishing the equipment.

When teams are once organized Sefferino hopes to make connections with rinks in Kentucky and Ohio that will permit home-and-home games, as an attraction, between teams from those rinks and the Cincinnati rink.

## H. D. Ruhlman Dies; Kin Get Rink Profits

PITTSBURGH, Jan. 16.—Income from Lexington Skating Palace here will be divided among the brothers and sisters of Owner Hyatt D. Ruhlman, according to terms of the Ruhlman will filed for probate January 8. Ruhlman, who was well known in the skating rink trade and a member of the Roller Skating Rink Operators' Association, died December 28.

Ruhlman's will named the Potter Title & Trust Company, Pittsburgh, as executor, and directed that his home be sold. The document also stipulated that proceeds from the sale of the home be put in trust to continue operation of the rink.

Profits from the business are to be divided among Ruhlman's living brothers and sisters, Sumner, Orrie, Ray, Cloyd, Virgil, Wendel, Florence King and Blanche Mead; the children of two dead brothers and sister, and to Lucille Gallagher, daughter of Ruhlman's late wife.

## AOW Posts \$500 Prize in Theme Song Contest

ELIZABETH, N. J., Jan. 16.—"Marching Along With America on Wheels," the song which has opened every skating session in rinks of the America on Wheels chain for a number of years, is to be supplanted by a new theme for which AOW General Manager William Schmitz has announced a \$500 top prize to go to the songwriter whose tune is chosen as best in a contest being conducted by the chain.

The chain seeks a melodious song that skaters will enjoy hearing and keep humming, according to the AOW management. The contest is open to everyone except employees of AOW or members of their families.

Entries must be submitted on or before midnight, March 31, in final form on music sheet, complete with lyrics. All entries become the property of AOW. Entries must be such that AOW may copyright them for its own use, or they must already be in the public domain. Songs will be judged on their simplicity, melody and lyrics, and must have broad appeal so that they may be memorized easily by the average person. Themes of the songs must pertain to roller skating and AOW.

## Park City Skating Club To Worcester Contests

BRIDGEPORT, Conn., Jan. 16.—Park City Skating Club will travel to Worcester, Mass., soon to compete in the third interstate meet of the season. Host will be the Worcester Roller Skating Club.

Park City Skating Club ranks fourth in inter-club competition. The rink professional, Louis (Fuzzy) Fazekas, will accompany the team. Fourteen teams will compete.

## At Ohio Meet

Continued from page 44

tion; Frank A. Conway, Atlas Fireworks Display Company; Mr. and Mrs. Floyd E. Gooding, Hal Eifort, Mr. and Mrs. John Eifort, and Mrs. Lee Francis Gooding Amusement Company; L. H. Holt, Interstate Fireworks Display Company; George H. Reverman, Mutual Concessions and Midwest Totalizer Company; V. S. Scott, Great Scott Displays; Lee (Lucky) Lott, Lucky Lott's Hell Drivers; Mr. and Mrs. Happy Powelson and Homer Snedeker, Happy Attractions and Powelson's Greater Shows; Mr. and Mrs. Joseph Caccavello, Columbus Fireworks Display Company; Bob Otto, Otto's Wrestling and Stock Car Racing; Cherokee Hammond, Cherokee's Ranch & Wild West Rodeo; Mr. and Mrs. Lee Beck and Carl Becht, Lee Becht Amusements.

Morty Hertz, Gladys Supply Company; Bechtold's Sound Equipment Company; John H. Foster, Foster's Trophies; Mr. and Mrs. Ray S. Howard, C. D. Howard and Al Hatch, Howard Bros. Shows; A. F. Powers, Mr. and Mrs. A. H. Sutton and Homer Smith, the R. B. Powers Company; Mrs. Margaret Klein, Josef Smiley, Bob Kaitenbach and Peggy Kaitenbach, Klein's Attractions; Gregory and Cherie, Novelty Music Company; K. Koehn and Harry Wigton, Regalia Manufacturing Company; Milton E. Gaines and Korah McIntyre, Gaines Tent & Awning Company; Mr. and Mrs. A. J. Sunny, Sunny Amusements; Circus Sortman, Sortman Trophies; Harry Hagler and Gerald Nash, Hagler Sound Equipment and Photo Finish; Mr. and Mrs. Ralph Godwin, Godwin & Associates; Morvaty Sound & Photo; W. S. Meyers, Maurice W. Meyers and Mr. and Mrs. Ray Prowant, Meyers' Concessions; Dave Evans and Dave Evans Jr., Gold Medal Products; Chester Rotroff; Rotroff Attractions; Jimmie Chanos, Jimmie Chanos Shows; Mr. and Mrs. Buck Saunders, Mr. and Mrs. Jack Lampton, Jack Sweetman, Gettys and Gettys, Push, Push's Concessions; Dick and Dot Richards, jewelry; Marlon and Earl Meyer Jr., jewelry; Joe J. Frederick, Motor State Shows; Mr. and Mrs. Claire Pierce, Pierce's Concessions.

## Minn. Fairs Gross Up 8%

Continued from page 43

County, Redwood Falls, \$11,662; Rice County, Faribault, \$17,953; St. Louis County, Hibbing, \$11,590; Steele County, Owatonna, \$38,900; Traverse County, Wheaton, \$14,060, and Winona County, St. Charles, \$10,344.

Tuesday night (12) federation members joined with the Minnesota State Agricultural Society in sponsoring its annual banquet and vaudeville show in the St. Paul Hotel Continental Room. George Grim, Minneapolis newspaper columnist, was scheduled as principal speaker.

### Share Show Expense

The Juanita Enterprises of Minneapolis, independent booker, put on the stagershow, with the \$600 fee split between the federation and the State fair organization.

Acts participating were the Morrisons, three gal singers-dancers; Von Heinsohn, gal comedy pantomime; Engfords, two gals and a man balance act; Dick Weston, ventriloquist; Pat McCaffrey, comic and emcee, and Wes Barlow's seven-piece band.

Federation of State fair officials have undertaken a plan of attempting to rotate each year's contract for the stagershow so that all associate members get a crack at it. The plan of accepting free acts from the agencies was discontinued several years ago on the basis that a better show is presented and that the associate members get a chance to earn a fee from the two organizations.

C. A. Anderson, federation vice-president, introduced 13 new secretaries to the federation. They were A. L. Zoze, Detroit Lakes; E. J. Herriges, New Ulm; Harold A. Fowler, Farmington; A. J. Elliot, Winnebago; Mrs. Harold Running, Littlefork; L. R. Camradt, Princeton; Sula Ojkanagas, Hibbing; Harold W. Jensen, Duluth; Jerry Daniel, Saul Centre; Matt Metz, Wabasha; Ernst H. Birkholz, St. James; William E. McCullough, Breckenridge; D. P. Rice, Jordan.

Speakers, in addition to the officers, at the Monday afternoon meeting (11) were Frank L. Madden, representing the St. Paul

mayor; Ann Eichler, of the State 4-H Federation; Richard Hankerson, of the Minnesota F.F.A., and Mayard Speece, farm service director for radio station WCCO.

Included among attractions and concessions people present at the meeting were:

Aut Swenson, Swenson's Thrillade; Boyle Woolfolk, George B. Flint, M. D. Howe, Boyle-Woolfolk Agency, Chicago; Mickey Stark, Gold Bond Shows; Eugene Skerbeck, Skerbeck Amusement Company; Mr. and Mrs. Leo Otlor, North Star Shows; Rocco Schiavone, Rocco Shows; Charles F. Zemater Jr., Zematery Agency, Chicago; L. D. Ollinger, Dorothy Pickering, W. C. Dobson, V. L. Evine, Dobson-United Shows; Bernard Thomas, Thomas Shows; Maggie and Scotty Swan, Maggie and Scotty Shows; Roger Coleman, Star Fireworks Manufacturing Company; Carl Sedimayr, Royal American Shows.

Don Franklin, Don Franklin Shows; Ben and Velda Brune, Lucky Puckett, Black Hills Rodeo Company; Hal Garvin, Earl Dunn, Hal Garvin Stage Productions; Carl Marlo, Marlo Show Productions, Wesley, Ia.; Jack Duffield, Thearle-Duffield Fireworks, Chicago; John Planalp, Cyril Pheby, Sun-Groesman Agency, Des Moines; Mrs. Ernie Young, Ernie Young Agency, Chicago; Mr. and Mrs. W. A. Dickinson, Dickinson Concessions Company, Minneapolis; J. Vomberg, Badger State Shows; Mrs. Roy Merritt, Merritt's Rodeo; Cleo P. McCloud, C. B. McGowan, Speed Unlimited.

Jay E. Gould, Jay Gould Circus & Carnival; T. B. Skarning, Entertainment Enterprises, Minneapolis; Gil Tuve, Art B. Thomas Shows; Fred Kressman, Sam Levy, Jr., and Rube Liebman, Barnes-Carruthers Theatrical Enterprises, Chicago; Mr. and Mrs. Carlo Schiavone, Mr. and Mrs. Roy Raney, Raney United Shows; William T. Collins, William T. Collins Shows; Gladys A. Sommers, Minnesota Stock Car Racing Association; D. C. and Earl Rogers, Rogers Bros. Shows; Bob Utecht, Bob Utecht's Rodeo Productions; Charles Carroll, R. L. Sinderson, Veterans United Shows.

Frank Winkley, Auto Racing, Inc., Minneapolis; Albert Burwell and Clement M. Smith, Cactus Rodeo Show; Juanita Keldahl, Bob Anderson, Juanita Entertainment Service, Minneapolis; William Amacher, Tri-State Shows; Stanley W. Leaser, Wolf Greater Shows; K. H. Garman, Sunset Amusement Co.; Danny Moore, Ken Charlesworth, Golden West Shows; Mr. and Mrs. William L. Stipe, Stipe Shows.

Hanna DeWaldo, DeWaldo's Attractions, Crosby, Minn.; Jerry Coleman, Star Fireworks Manufacturing Company; Wisconsin Rapids, Wis.; Gladys M. Williams, Williams and Lee, St. Paul; Alva Merriam, Merriam's Midway Shows; S. J. Murphy, chariot and running races, Columbus, Wis.; J. V. Peterson, Tivoli Exposition Shows; Harold Dutcher, Land O' Lakes Racing Association, Rhinelander, Wis.; A. H. Brown, Royal United Shows; Henry Wood, B. P. Onsgard, Rudy Nelson, Arrowhead Fireworks Company, Duluth, Minn.

## Ohio Meeting Usual Success

Continued from page 43

more than two axles are subject to the tax. Tax ranges from 1/2 cent to 2 cents per mile depending upon the number of axles on the vehicle. For instance, a vehicle with three axles pay 1 1/2 cents per mile; those with four axles or more pay 2 cents per mile. Taxes are payable where the vehicle enters the State or at the point of origination of each trip. House trailers are not subject to the tax.

The new axle tax has already stirred a storm of protests from trucking companies maintaining headquarters within the State, as well as out-of-State shippers using the Ohio highways. Many Ohio trucking firms are threatening to move their headquarters out of the State, and already several neighboring States are planning reciprocal action against the axle tax. Out-of-State trucking firms are touring their shippings to avoid Ohio wherever possible.

### All Officers Retained

At the final business meeting Thursday, the nominating committee recommended that the State association's staff of officers be retained to serve another year. They are: Russell S. Hull, president; Charles J. Betsch, first vice-president; James Murray, second vice-president; Goldie V. Scheible, executive secretary, and Frank B. Cooper, treasurer.

The regular Wednesday and Thursday business sessions were made up of group conferences and discussions and reading of papers on the numerous problems usually associated with county fair operation. While nothing of a major nature developed at any of the meetings, the sessions were carefully planned and run off on schedule. The door-prize gimmick, first introduced two years ago, again served to stimulate attendance at the various meetings.

### Manager Post for Moore?

In a pre-convention announcement, Governor Frank Lausche appointed Andrew L. Sorensen to the post of Ohio's Director of Agriculture to fill the vacancy created by the passing two weeks ago of Howard S. Foust, who also

served as manager of the Ohio State Fair. It was rumored during the convention that Foust's former dual duties would be split, with his former aide, Robert Moore, taking over the duties as manager of the State fair. When contacted at the meeting, Moore said he knew of no such plans in the making.

Among the resolutions adopted at the final meeting Thursday was one requesting the association's executive committee to seek legislation giving Ohio county and independent fairs more adequate financial aid from the State in the amount of \$3,000 annually. Last year the State Legislature was asked by the association for a similar subsidy but the request, in the form of a measure which the House had passed, died in a Senate committee.

**USE! SELL!**  
TOE STOPS...  
Protect shoes, skates & floors; of finest, natural white rubber; sell on sight to every skater!

**Pro-Tek-Toe**

ORDER FROM YOUR DISTRIBUTOR OR WRITE  
SHOE RENEWER...  
Makes old shoes look like new; preserves leather; 50¢ retailer, also qts. & gals. for rink use.

PRO-TEK-TOE SKATE STOP CO.  
WENTZVILLE, MISSOURI

## Orange Skating Records

growing more popular every day. New releases every month. Write for free catalog.

Orange Recording Co.  
1253 Lewis Drive Winter Park, Fla.

## CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. CILES, Pres.  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself.

### WE BUY AND SELL USED ROLLER SKATES



All Kinds! Best Prices!

SPECIAL!

Men's closed toe leather lined shoes, wood wheels. \$11.00 Pair

BONNY'S HUG-ME-TIGHTS...\$11.00 Doz.  
BONNY'S SKATING SKIRTS  
LIGHTWEIGHT - \$18.00 Doz.  
HEAVYWEIGHT - \$24.00 Doz.

Write for price list, 1/2 down, bal. C.O.D.  
Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

JACK ADAMS & SON, INC.  
1471 Boston Road • Bronx 60, N. Y.  
DAYTON 9-3403

### CONTROL ADMISSIONS with STROBLITE IDENTIFIER



Hands of patrons are stamped with a permanent invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Pools, Amusement Parks, Dances, etc.

COMPLETE KIT, \$45

Write for Information

LUMINOUS COLORS, BLACKLIGHT LAMPS for stage, displays, decorations.  
Dept. B-2  
STROBLITE CO. 35 W. 52d St., N.Y.C.

### WE BUY and SELL



NEW and USED RINK ROLLER SKATES

largest exclusive skate distributor in the country  
lowest prices  
By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.

JOHNNY JONES, JR.  
Representatives for CHICAGO ROLLER SKATE CO.  
31 CHATHAM ST., PITTSBURGH 19, PA.

### ROLLER SKATING RINK

Modern; in Janesville, Wis. Living quarters. Ill health. Will finance if interested.

Write to owner

ERNEST R. FRITZ  
R.R. #4, Riverside Park, Janesville, Wis.

## RINK MEN WHO USE CHICAGO SKATES ARE SUCCESSFUL



No. 779 Hockey Skate

There's a reason Chicago's are strong, can take hard wear, low upkeep cost, easy rolling, simple to replace worn parts after long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skater's requirement, also

JUMP BARS FOR THE JUMPERS

CHICAGO ROLLER SKATE CO.

4427 W. LAKE STREET

CHICAGO 24, ILLINOIS



## OK FOR SOME

### Kid Parks Cautioned On Major Ride Usage

NEW YORK, Jan. 16.—The representative of a leading ride manufacturer spoke out this week against popularizing the installation of major riding devices in kiddie parks. Bill de L'horbe Jr., of National Amusement Device Company, told The Billboard that in most cases, moppet parks would hasten their own decline by putting in rides designed for adult customers.

"Altho there are no rules in this matter that apply equally to all kiddie parks," de L'horbe said, "many objections make themselves known almost immediately."

"A few such parks have the advantage of 'natural' locations at which they can hardly lose, no matter what they do. But most kid parks are in fringe and suburban locations, and in small to medium-sized cities. They don't have the mass volume of some parks in thickly populated areas."

**Avoid Teen Patrons**  
He added that the fact that a kiddie park has potential adult patrons does not exclude the responsibility the operator has of entertaining grown-ups. "But it is the parent grown-ups that the rides should be purchased for," he said, "not every teen-aged child or every adult."

"By this I mean that adult-carrying rides are perfectly acceptable for kiddie parks, if they are devices that are designed primarily for children—that is, kiddie-type rides, that offer safety to children with the ability to also carry their parents."

De L'horbe defined this type of device as larger kiddie carousels, kiddie coasters, Ferris Wheels, patron-operated boats, and dark rides that are entertaining rather than scary.

**Aimed at Kiddies**  
Operators of kiddie parks that begin to install major rides begin also to lose sight of their primary purpose, he added, and that intent is to provide a safe and en-

tertaining place for the sole amusement of children.

"With a park containing kiddie rides, there is every right and reason for a proprietor to exclude older children and teen-agers who get out of hand. The park was not designed or built for them. It's for kiddies."

"Install major rides and you invite the patronage of teen-agers and older youths. We know that older children have more energy and are possessed of more impulsive actions than are toddlers. We know that they become youthfully violent and destructive, often without any intent to do damage. They also congregate and roam in gangs. How can you shut your gates to this element when you install a device for their patronage?"

De L'horbe cautioned that in many instances kiddie parks were zoned for their specific purpose because they did not have "thrill" rides, and he said expanding in that direction might be a violation of their zoning. Where city fathers tolerate kiddielands, he added, they might object strenuously to major rides being put up in certain neighborhoods. "And once large rides dot the area," he said, "the spell and lure of the kiddieland is gone."

### Spot Vacant, Olympic to Shift Rides

IRVINGTON, N. J., Jan. 16.—Favored with a vacancy by the sale of its Rocket ride to Bertam's Island at Lake Hopatcong, Olympic Park plans to relocate equipment rather than purchase another riding device. "I haven't seen anything that I think we need here," manager Bob Guenther said yesterday.

The park will shift its Caterpillar to the empty location.

The Olympic management, which opined last fall that television had weakened the appeal of circus-type free acts, will go ahead with its customary policy next season. Olympic shows Hamid acts, many of which have been on TV. Guenther said that in the absence of any daily presentation substitute, the policy would be continued. "We have to show something good for the price of admission," he added.

### Knox Cave Still On the Market

ALTAMONT, N. Y., Jan. 16.—Knox Cave near here, owned by D. C. Robinson, still is being developed and an additional 1,000 feet of cavern should be ready by the time the season starts in May.

Warren Enck's contract to develop and care for the cave has been extended thru 1954. A contract for new lighted signs has been let. Robinson said negotiations for sale of the cave have been continuing. A lodge is operated in conjunction with the cavern.

### NAAPPB Maps Member Drive; Legislative Committee Alert

CHICAGO, Jan. 16.—Membership committee of the National Association of Amusement Parks, Pools and Beaches is planning a more forceful drive than usual this year and will start it in April rather than after the season starts.

Make-up of the committee is being enlarged to include representatives from more sections of the country. Chairman is Don Dazey, of LeSourdsville Lake, Middletown, O., and Richard Geist, Rockaway's Playland, New

### Urge \$320,000 To Ballyhoo Atlantic City

ATLANTIC CITY, Jan. 16.—The city administration is planning to increase its advertising and publicity budget about \$140,000 this year to publicize the resort's 100th birthday celebration. The appropriation for this purpose will be \$320,000 as compared to \$180,000 spent last year, if the city commission accepts the budget proposal of Mall Dodson, director of publicity.

The amount includes \$61,000 for the Centennial train, which will run along the Boardwalk to depict on its 10 coaches the different stages of the resort's growth.

The budget for special events will be increased from \$10,000 to \$35,000. Newspaper and magazine advertising appropriations will be increased from \$120,000 to \$130,000, but the extra amount will go for the purchase of engravings for the official centennial booklet.

Another appropriation of \$40,000 will be made for printing the booklets.

### Partners Plan Asbury Park Bingo Building

ASBURY PARK, N. J., Jan. 16.—Partners Vincent Anderson and John S. Weisman are going to erect a \$25,000 bingo building here at Fifth and Ocean avenues. They have a 10-year lease on part of the former Kinmonth tract that is owned by Ocean-Kingsley Associates, Inc.

Anderson and Weisman filed plans which show that the present bingo structure, badly damaged during the November storm, will be replaced by theirs. They control CBS Enterprises, which runs bingo in buildings in the beach-front area.

The partners were issued a building permit last week by the city manager.

### Expenses for Bally Listed By Wildwood

WILDWOOD, N. J., Jan. 16.—Wildwood Public Relations Department, under Mayor W. Harry Steele Jr., and directed by John J. Kay, in a report made to the Wildwood city commission listed the following projects:

For miscellaneous advertising \$1,780.84 was used. Booklets and similar advertising cost \$5,717.95 and \$8,154.53 was spent in newspaper and \$725.30 in magazine advertising during the past year. The postage cost for answering inquiries and mailing out advertising material amounted to \$1,360.36.

The department operates seven large billboards at an annual cost of \$3,490.33, and operates the information bureau on the boardwalk. A total of 62,000 pieces of Wildwood advertising literature was distributed during the year.

York, is active in the planning. Paul Huedepohl, national secretary of the association, also reported that the legislative committee, headed by Harry J. Batt, Pontchartrain Beach, New Orleans, has been active and is keeping a close watch on admission tax developments in Washington. Huedepohl observed that the treasury department has been working on a survey of what tax loss might be expected under various alternatives to the present 20 per cent levy.

## TENANT BUYS CARROUSEL

### Vacate Notice Yields Tilyou Ride Solution

NEW YORK, Jan. 16.—Steeplechase Park has found a convenient solution to its Carrousel problem. Their 21-year-old Mangels ride, which suffered \$50,000 fire damage during the East Coast's November 7 storm, will be replaced by an older and even better one.

Manager Jimmy Onerato described the developments last week. The park-owning Tilyou family had owned the former ride, which was operated at boardwalk level by James J. McCullough since 1944. Prior to then, the Tilyous had operated the Carrousel since its installation.

McCullough will remain as a tenant, but henceforth will run his own ride, a 30-year-old Mangels operated indoors up to now in Stubbman's Pavilion on West 5th Street and Surf Avenue, owned by Stubbman's widow. The pavilion is one of several establishments forced to vacate within three months, in order that New York City can clear the land needed in order to start work on the new Aquarium at Coney Island.

**Ride Must Be Moved**  
Onerato said that whereas McCullough for nine years had rented both space and Carrousel, he will now lease only the location. A son-in-law of Mrs. Stubbman, McCullough is negotiating for moving the big ride up to 17th Street where Steeplechase stands.

Altho the Stubbman ride is a 72-horser as was the Tilyou Carrousel, Onerato described it as having 64 "jumpers" whereas the old ride had 48 jumping horses. The wooden horses that were rescued from the fire are set up inside the park structure. Altho many of the two dozen animals show various degrees of fire damage, perhaps 10 are in excellent condition and will be utilized in the park, Onerato said.

Also being moved to the new location with the ride are two

Stubbman band organs, one of them described as "one of the best around," having 96 keys. These use paper music rolls, where the destroyed ride's organ used the old-fashioned perforated cardboard strips. The Stubbman Carrousel has a mirrored crescent over the ride platform, where the Tilyou model had painted wood.

### Disney Project Mentioned by N. Y. Columnist

NEW YORK, Jan. 16.—The Walt Disney kiddie enterprise received widespread publicity this week thru a mention Monday (11) in the syndicated column of Danton Walker of The New York Daily News. Walker mentioned that Disney is constructing a huge amusement layout in Los Angeles.

Disney has 150 acres under option and projected plans are to erect numerous compounds of various themes, such as space travel, frontier days, etc. Riding devices would be incorporated, but would be disguised by the efforts of Disney's large staff of artists and designers.

Long prominent in the design and marketing of items with moppet appeal, Disney will let his imagination run its course in the planned "Disneyland." Heavy sums have been spent for research, and four of his representatives were busy gathering facts, figures and ideas at the Chicago NAAPPB convention. It is understood Disney and his associates are prepared to sink as much as \$10 million in the venture.

## WILL SACRIFICE

- 1 LITEO—Electrical Group Game—60 Units
  - 1 FASCINATION—48 units
  - 1 GREYHOUND RACER—12 units
  - 1 GREYHOUND RACER—14 units
  - Complete With Trailer and Tractor
  - 1 SALT WATER TAFFY PULLING MACHINE
  - Mfd. by H. C. Hilbreth Co.—A-1 Condition
  - 3 KESTENBAUM Double Pump Dispensers—2 Sizes—5 and 10 Gallon
  - 1 CHARCOAL BROILER
  - 2 MANLEY POPCORN MACHINES
  - 6 KESTENBAUM WHIPPING MACHINES
- ALL ARE IN GOOD CONDITION
- WRITE BOX D-2
- C/O THE BILLBOARD CINCINNATI 22, OHIO

**ATTENTION, BOOM!!! TOWN SEEKERS, PARK OPERATORS & RIDE CONCESSIONAIRES**

**For Sale in Heart of Ohio's \$1,200,000,000 Atomic Energy Project on Beautiful Lake White, Pike County**

- All new and modern 1200 lineal ft. sand beaches.
- Main buildings approx. 3,500 sq. ft. with showers, rest rooms, recreation hall and dining room.
- Check room and storage room.
- Buildings are winterized and heated.
- Knotty pine built-in bar.
- All glass front in building overlooking lake.
- City water.
- Roof dance pavilion overlooking Lake White.
- Lagoon for boating.
- This county's population will swell to 100,000 by this spring of '54.
- 4 1/2 acres on lake front.
- Land and beaches all tiled for drainage.
- Beautiful location for concessioned rides.
- Only swimming and recreation in this area.
- 10 mile lake. All brand new.
- All fenced in, white ranch type fence.
- \$65,000. Terms: \$65,000. Spring of '54.

Write or wire if financially responsible

**FRED L. McKINNEY, Owner, Grayson, Ky.**

**High Quality KIDDIE RIDES**

**ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL**

Illustrated Circulars Free

**W. F. MANGELS CO., Coney Island 24, N. Y.**

**FOR SALE**

12 Pokerino machines (Scientific), knock-off switches and frame to set Pokerinos on, 12 chrome stools, one 6' blond showcase, one 24" electric extension chrome fan, all ready to go and in A-1 condition. Must sell to settle estate. The price, \$1250.00 f.o.b. Wilkes-Barre, Pa. All transactions through Attorney S. KEENE MITCHELL, JR., Miners Bank Bldg., Wilkes-Barre, Pa. Telephone VA-28195. For additional information phone Allentown, Pa., Hemlock 37022 after 5:00 p.m.

**WANT RIDE SUPERINTENDENT**

In amusement park. Must be sober and understand all major and Kiddie Rides.

Reply Box D-1, The Billboard Cincinnati 22, Ohio

**KIDDIE CAR RAILROADS BOUGHT AND SOLD**

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

**FOR SALE**

1 Train, carries 24 children  
1 Ferris Wheel, carries 18 children  
1 Boat Ride, carries 48 children  
1 Chairplane, carries 20 people  
All 1 year old, \$3,000.00 for the lot.

Contact  
**JOHN KELLEY**  
236 Monitor Ave., Cincinnati 33, Ohio

**WANTED**

Man experienced in operating and repairing gasoline motor boats, for taking charge of excellent paying ride. Should have small amount of cash to invest. Due to other interests, present owner cannot devote proper time to ride. Splendid proposition for right party. Write, wire, phone.

**JOSEPH GUILIANO**  
191 Wooster St. New Haven, Conn.

**WANTED KIDDIE HAND CAR**

and  
Several other Kiddie Rides

**JIMMIE THOMPSON**  
Alexandria, La.

**FOR SALE**

Poker Roll Concession in Long Beach, N. Y., 28 New Scientific Poker Tables, All new stainless steel chairs, Kentile floor, new showcase, fluorescent fixtures. Size 40'x40'. Good location. Write to:

**JULIUS SEIDEL**  
741 E. 42nd St., Brooklyn, N. Y., or call Buckminster 7-5434



## RINGLING SETS 40-DAY N. Y. RUN

Opener March 31 is Earliest In Years; 79 Shows Scheduled

NEW YORK, Jan. 16.—Ringling Bros. and Barnum & Bailey Circus will open its 1954 season March 31 in Madison Square Garden. The showing will last 40 days, ending May 9.

The March opening, which pre-dates the preem showings of the past five years by as much as a week, was finalized this year earlier than at any time in the recent past. Reason for the early contracting ties in with the New York Rangers, the Garden's hockey team. If the club is a contender for honors and goes into the playoffs an uncertainty of the availability of dates prevails to the extent that the Big Show, as was the case last year, had to post its paper without dates, adding the latter only a few days before the actual opening.

A total of 79 performances are scheduled. Only one performance, a night show, will be given on opening day, a Wednesday. While no announcement has yet been made on the price scale, it is likely that the record \$6.60 top will be maintained. Prices are scaled down to \$1.50 in recent years.

From 1949 to 1951 the Garden run was limited to 32 days. An extra five days, for a total of 37, were added in 1952. Last year 40 days were scheduled.

The longer runs at the Garden are good for the Big One, accounting for its best business on a day, week or month comparison. The possible gross earnings for a single performance are estimated in excess of \$30,000 thus making it possible for more than \$60,000 to be earned in one day. Days with two sell-out performances occur frequently enough to boost the show's earnings at the Garden each year to about the \$3,000,000 mark.

The press staff, already at work in Sarasota quarters, will be better able to plan its advance with the opening date set so far in advance. Last year the initial newspaper ads aimed at stimulating advance sales had to run without dates.

By the same token F. A. (Babe) Boudinot, general representative, will be able to put his billing crews to work well in advance.

## MILLS UNDECIDED ON EUROPEAN HOP

May Skip Trip; 3 Agents Booking; Lederer, Stafford to Cleveland

CLEVELAND HEIGHTS, O., Jan. 16.—Jack Mills, co-owner of Mills Bros. Circus, said here that whether he would make a planned air trip to England next week would depend on a last-minute decision. With press chief Fred Stafford due here from Connecticut at the end of the week to launch plans for next season, and with booking agent Hans Lederer expected for conferences on talent, Mills said the London flight was uncertain. He had planned to leave Sunday (17).

Lederer was to make the flight with Mills; however, he was advised by a doctor to pass it up because of an ear ailment. Mills said that names of acts to be signed for next year were ready and that only the contract formalities remained. If he makes the Atlantic trip, he will complete his business in England quickly and return within a week.

Meanwhile, three contracting agents are booking towns for the

## Polack East Alters Order Of Early Dates

CHICAGO, Jan. 16.—Early dates for Polack Bros.' Eastern unit, as announced at the Polack show's home office here this week, disclosed the circus will open in Huntington, W. Va., and then jump back to Lansing, Mich. Their outing is a reversal of the show's standard operation.

The Huntington stand will be January 27-29, and Polack Eastern plays Lansing February 3-6. After that it moves into Canada again to make London, Ont., February 9-11, and Kingston, February 15-16. Both are regular Polack Eastern stands.

## POLACK WESTERN READIES OPENING

Route Intact After Bout With Cole; Phoenix Breaks Jump to West Coast

CHICAGO, Jan. 16.—Polack Bros.' Western Circus has fended off threats against early major dates and revealed a tightened schedule that will enable it to play as many Middle Western dates, add Phoenix, Ariz., and still arrive in California a week earlier than usual.

The show's route emerged intact altho Cole Bros. Circus made a pitch for the Indianapolis stand some time ago, and for several weeks warding of the Chicago date hinged on intra-Shrine friction, with both Polack and Cole standing by. Both had been Polack stands and both continue as such in 1954.

This week act. and personnel of the unit were converging on Flint, Mich., where the season starts Sunday (17). Louis Stern, managing director, returned from California and on Thursday (14) moved to Flint to take command for the opening.

The week at Flint will be followed by one at Hammond, Ind., and three days in the 12,000-seat Coliseum at Fort Wayne, Ind. Then will come four days at Chanut Air Force Base, Ill., and a week at Louisville, Ky.

Change Chi Sked

Polack's Chicago run, opening February 26, will have two changes in the performance schedule. The day preceding the

public start has been sold again to Kraft Foods, but this time a matinee as well as a night performance will be given for Kraft employees.

The second change will have Monday night shows starting at 7 p. m. instead of the standard 8:15. The "twilight" shows are aimed at suburbanite patronage and duplicate the schedule tried by some Chicago legit houses.

A total of 39 performances will be given in Chicago during the 18-day run. Matinee schedule calls for none on Mondays, two on Sundays and two on the final two Saturdays.

A stand at Decatur, Ill., has been moved ahead and now comes between Chicago and Indianapolis. The latter run lasts a week and then the show makes its annual long hop westward. This time it will go stop over at Phoenix for a two-day stand formerly made by the Polack Eastern show. First California stand will be Stockton, opening April 10, and the show will stay west of the Rockies until October.

Mills Bros. Circus pending appointment of a new general agent. They are Merle Johnson, Harry Kackley and Scotty Queen. They stepped into the breach when H. W. Ahrhart Jr., general agent, resigned. Ahrhart quit his circus post when his father died recently and now is off the road to settle his father's estate and insurance business at Buffalo.

## Clyde Bros. Contracts With Ontario Arenas

OKLAHOMA CITY, Jan. 16.—Howard Suez will take his Clyde Bros. Circus into Canada this winter in what will be one of few recent invasions of the country by indoor shows on the search for additional territory. Generally, State-side building shows have been making only their old, established dates in Canada.

Suez, in confirming the Canadian route, said it could be termed an experiment. Tom Parker booked the Canadian dates thru the Ontario Arena Managers' Association. He attended an OAMA meeting in September and later signed such

dates as Windsor, Hamilton, Kitchener, and Toronto.

The OAMA, like other Canadian arena groups, has been pitching for more shows for its member buildings.

In Clyde Bros.' winter quarters, another new barn, 60 by 80, has been completed. New menage horses are being broken and Liberty horses, pony drills, dogs and bears are being worked out. The show has indicated it will strengthen its performance for the coming tour, which starts January 28. Also, Suez said that he expected to have a much stronger performance on his summer unit, Hagen Bros., this year.

## Under the Marquee

Arthur and Rietta (Wallenda) Grotefent left Miami for Caracas, Venezuela, where they are booked. Their high pole, rigging and props were flown down. . . . Norbert and Arden Kreisch left Sarasota Sunday (10) for the Polack Western unit. . . . Guenther Wallenda, back from Korea

and out of the Army, has joined the high wire troupe. . . . Also returning to the Wallenda wire is Lee Hester, who was injured in a fall last summer while with Tom Packs Circus.

The Alzanas left Sarasota to open with Polack Western in Michigan. . . . Les Kimris hopped to Cuba for an amusement park engagement. . . . Recently at Lido Beach, Sarasota, were Unus, Walter Shyretto, J. R. Griffin, Dave Murphy, Rudy Bundy, Lucio and June Cristiani, Baleen Cristiani, Tommy and Bonnie Paris, Wallace Love, Phil Hall, Red Keating, Sonia and Marcello Truzzi, Lee and Les Kimris, June DeYoung, Dolores Crocker, Jack Norman, Duina Zucchini Norman, Eddie Zucchini, Jack Leontini, Joe Seitz, Gene Gomez, Harry Haag, Helen Haag Hayes, Buster Hayes and Gloria Drew.

Harry Dann and Walter and Tom Long were guests in Gainesville, Tex., over New Year's and were guests of Norma and Andre Fox for New Year's Eve. Gus, Betty, Nicky and Roddy Bell, of Dallas, visited several times. . . . James R. (Cap) Ramsey, former circus press man and now chief deputy sheriff at Xenia, O., advises that Fred Barker, of Johnstown, Pa., former circus special agent, is at the Cambria County Home, Ebensburg, Pa.

L. M. White, CFA and editor of The Mexico (Mo.) Ledger, published a story about James Robinson, old-time champion bareback rider, in his paper January 11. Robinson once lived in Mexico.

## Jacoby Show Tees Off in Inglewood

INGLEWOOD, Calif., Jan. 16.—Rudy Jacoby's Rudy Bros. Circus opened its season here January 8. The show's third annual tour will take it thru the Imperial Valley and up the coast. Most dates are to be played under auspices, principally the Grotto and Optomists.

In the line-up are the Hollywood Educated Canines; Tony Madison and the Phelps, balancing; Rudy Bros. ponies, Aerial Burdicks, Bombo the chimp, Rudy Bros. riding dogs and monkeys; Ellston, wire act; Clark's bears; Mary Henry, Spanish web; Dorothy Herbert's horse, Cimmarron; Los Larabees, whips; Miss Larabee, Hap Henry, and Art LaRue and Lou Manley, clowns, the latter also doing Punch and Judy.

## Bundy to Have Ringling Door; Reynolds, Griffin, Scott Out

CHICAGO, Jan. 16.—Rudy Bundy has been named front door superintendent as the shake-up of Ringling-Barnum staffers continues in the wake of Arthur M. Concello's departure from the

show. Bundy succeeds Harold Genders.

Robert Reynolds, another Concello appointee, resigned his place as boss property man.

Two other changes were made, according to unofficial trade sources, but neither was linked directly with the Concello administration. J. C. Griffin was out of the auditor's post at the Sarasota office. Eugene (Arky) Scott was succeeded as elephant superintendent by Hugo Schmitt.

Bundy has been one of the operators of the Lido Club in Sarasota, and one of the group which purchased it from Concello some time ago. Griffin, succeeded by F. J. McKenna, has been associated with the Ringling company since the era of Sam Gumpertz. Scott took over the elephants after Schmitt left a few seasons ago. Schmitt was with Mills Bros. between stays with Ringling and earlier was with the Hagenbeck enterprises in Europe.

Also resigned is Grace Killian, assistant to the general manager.

**BILL BAILEY'S WHITE MINSTRELS**  
Can use 2 more good capable Promotional Men that can handle high class sponsors: deal is clicking. Only one of its kind. Also need 2 Ticket Sellers with the show under canvas—Homer Cantor, contact me. Would like to have good Piano Player and good trouping Brass Musicians. Good Cookhouse and Sleeping Quarters. Write or contact  
**SI RUBENS**  
Ft. Myers, Fla.

**SHOW PRINTING**  
"Fastest Service in America"  
Lowest Prices  
**NEAL WALTERS POSTER CORP.**  
Eureka Springs, Arkansas

**2—PHONEMEN—2**  
Washington, D. C., and Maryland  
Year round deals, tickets and advertising  
**BOB FEENEY**  
935 Gist Ave. Silver Spring, Md.  
Phone: JU 8-3228

**PHONE SALESMAN**  
Banners and Books  
\$250.00 up per week. Daily pay  
Come on, it is good.  
**BILL ARMAND & ASSOCIATES**  
701 Commercial Bldg., Dallas, Texas

**WANTED**  
**Billposters, Lithographers and Bannermen**  
**RINGLING-BARNUM CIRCUS**  
Union Conditions  
Write and please give all details in first letter.  
If you are a drinker do not bother to write.  
**F. A. BOUDINOT**  
139 North Clark Street Chicago 2, Illinois

**WANT PHONEMEN—CREW MANAGERS—NOW**  
ONE MORE CONTRACTING AGENT  
**TERRELL BROS.' CIRCUS**  
(One Day Stands)  
Can use silent Novelty-Circus Stage Acts. Will sell Candy Pitch, etc.  
Phone Tampa, Florida, 43762. P. O. Box 8276. Sulphur Springs branch, Tampa, Florida.

**WANTED**  
**CIRCUS CARPENTER**  
For Ring Bros. Circus. Contact at once  
**FRANCO RICHARDS**  
Route 2, Box 1  
Phone 80425, Pensacola, Fla.  
P.S.: Jack Wright, contact.

**EXPERIENCED ADVERTISING SOLICITORS**  
All year around work for sober, reliable Men.  
**G. E. FEENEY**  
1301 G Street, N. W.  
Washington 5, D. C.

**10—PHONEMEN—10**  
Yearbook, Banners, U.P.C. Unusually strong auspices. This deal framed to get money. This is a Vic Lewis promotion. Phone  
**OFFICE MANAGER**  
c/o Chittenden Hotel, Columbus, Ohio

**Phonemen Promoters**  
MAJOR NEW ENGLAND CITIES:  
STRONG AUSPICES: BOOK-TICKETS. YEAR ROUND WORK.  
**FRANK CRETELLA**  
285 ST. JOHN ST.  
NEW HAVEN, CONN.  
UNIVERSITY 5-6017

**AT LIBERTY CONTRACTING AGENT**  
Sober, reliable, late model car. Good Fraternal background. Tell all first letter. Wire, write or phone.  
**AL G. VINCENT**  
821 So. 9th St. Pasco, Wash.  
Tel.: 4511

**METAL SPANGLES**  
All sizes and colors. Chainette Fringes, Spangle Braids, Rhinestones, Ostrich Plumes, Elastic Net Hose, Tights, etc. Free Folder.  
**C. GUYETTE**  
346 W. 45th Street  
New York 36

**★ MILLS BROS. ★**  
1953 ROUTE BOOK  
Inaugural Parade & CFA Convention Edition. 36 pages of feature stories, photos, route map, cartoons, staff, route, complete personnel, program, statistics, day-by-day highlights. While they last—\$1 postpaid.  
**FRED W. STAFFORD JR.**  
17 Barbara Road Bristol, Conn.

**WANT CIRCUS ACTS**  
Acts available during month of June to work outdoor celebrations. Please send particulars to  
**STANLEY W. WATHON**  
Palace Theatre Bldg., New York 36, N. Y.

**ATTENTION**  
Alcoholics Anonymous Phone Salesman: If you are sincere in your desire to stop drinking I have no cure, but a regular job and security if you will work. Top commission, daily pay, no collect. come on.  
**BILL ARMAND & ASSOCIATES**  
701 Commercial Bldg. Dallas, Texas



## Mass. Fairmen Urge Unity, Name Reynolds

PITTSFIELD, Mass., Jan. 16.—The Massachusetts Agricultural Fairs Association elected Jack Reynolds as its new president and voted for unity in dealing with legislative and public relations problems, at its 34th annual meeting Tuesday (12) at the Hotel Sheraton.

The unity move, a resolution passed by the membership after being requested by the State relations committee, served as a polite warning to regional and splinter groups thruout the State to channel all such activities thru the association's executive board.

Adopted was a new grange exhibit scoring method developed by Earl S. Carpenter of Amherst. It was approved for two years. Horace M. Jones of Amherst, State 4-H leader, was moderator of the discussion Monday night (11).

### Carroll Plane Grounded

Tuesday morning the members heard reports by secretary-treasurer Paul Corson of Topsfield; A. L. Lombard, delegate to the New England Conference, Frank Kingman of Brockton on the Chicago IAFE program highlights, and a report by the State relations group. The past presidents' luncheon was presided over by Lombard, who substituted for Edward J. Carroll, of Great Barrington, was delayed when the East Coast blizzard grounded his plane en route from Florida.

Henry Broderick, State Commissioner of Agriculture, led off the Tuesday afternoon session. Leo Doherty, State Director of Fairs, presented a statistical report on fairs and Lombard led a discussion of new ideas presented at annuals last season. Highlight of the afternoon was "Fair Business is Our Business" by Dr. J. S. Dorton, manager of the North Carolina State Fair.

The association sponsored a cocktail party preceding the annual banquet. With President Charlie Thayer presiding, more than 300 persons attended the banquet. Special guests included Allan MacLeon, chairman of the State Racing Commission and Mayor Robert Capeless of this city.

### Officers Named

Elected with Reynolds, of the Eastern States Exposition, were Richard H. Campbell of Greenfield, first vice-president; Edward Dwyer of Weymouth, second vice-president; John Tutko of Topsfield, third vice-president, and Corson, secretary-treasurer. The new executive board will include Thayer, of Cummington, as chair-

man, and A. W. Lombard of Great Barrington, Willard Pease of Chester, Briceland Nash of Northampton, Carroll, Kingman, John Banner of Northampton, and Fred Dole of Shelburne Falls.

Al Martin of Boston and George A. Hamid of New York City hosted for the show which included George Lerche, novelty wire and juggling; Senor Torino & Company, magic; Jean Evans, singer; the Chords, novelty musical, and Walton & Sina, adagio. Chet Nelson's band played for the show and Buddy Wagner and Henry Cogert divided the emcee duties.

## Edmonton Ex To Construct A New Stage

EDMONTON, Alta., Jan. 16.—The Edmonton Exhibition will construct a new \$50,000 stage in front of its grandstand this year, according to an announcement made at the association's first meeting of the year.

The platform will be movable. It will be of steel construction and equipped with rollers so that it can be easily moved onto the race track.

Walter C. Bissell, prominent farmer and cattle breeder of Viking, Alta., for many years and now a real estate dealer here, was elected president of the fair. He succeeds Lawrence Rye, who retired after serving a two-year term. E. I. Clarke was named vice-president.

## Nebraska Circuit Sets January 25 Attraction Confab

NORTH PLATTE, Neb., Jan. 16.—The South Central Nebraska Fair Association will hold its mid-winter meeting in conjunction with the annual confab of the Nebraska Association of Fair Managers in the Cornhusker Hotel, Lincoln, H. B. Manners, secretary-treasurer, announced. The formal meeting is set for 3:30 p.m. January 25, immediately following the Nebraska State Fair board get-together and will be primarily concerned with attractions.

Member fairs include North Platte, Hastings, Grand Island, Kearney, Broken Bow, Lexington, Ogallala, Sidney, Lewellen, McCook, Elwood, Eustis, Holdrege and Minden.

## Fair Assn. Meetings

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 19-20. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Maine Association of Agricultural Fairs, Portland, January 20. Roy E. Symons, Skowhegan, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter Raleigh, January 21-22. Corbin Green, Hickory, secretary-treasurer.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 21-23. Dick Forkner, Langdon, secretary.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorsville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buf-

falo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa Hotel, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 974, Oklahoma City, secretary.

Louisiana Fair Association, Bentley Hotel, Alexandria, January 31-February 1. Adolph Netter, Donaldsonville, secretary.

Wyoming Fair and Rodeo Association, Henning Hotel, Casper, January 31-February 1. R. S. (Bob) Latta, Casper, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 8-9. Clyde E. Byrd, 2601 Howard, Little Rock, secretary-treasurer.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 11. J. M. Dean, Jackson, executive secretary.

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 19. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 20. Laura Bartlett, North Haven, secretary.

## Heavy Turnout Of Show People At Mo. Confab

### Elect Bud Moore As '54 President; Rename Singleton

JEFFERSON CITY, Mo., Jan. 16.—A heavy turnout of carnival agents, attraction bookers, fair and show suppliers marked the annual convention of the Missouri Association of Fairs and Agricultural Exhibitions here Thursday and Friday (14-15) at the Governor's Hotel.

Bud Moore, Lamor, was elected association president for 1954. Vice-presidents named were Major Cufkaden, Cape Girardeau; Guy O. Henson, Buffalo; Ed Robertson, Columbia; Harry Lewis, Kahoka, and Harry M. Garlock, St. Joseph. Rollo E. Singleton, assistant State director of agriculture, was re-elected secretary-treasurer.

Gov. Phillip M. Donnelly delivered the welcoming address. L. C. Carpenter, Missouri director of agriculture, was prominent in the proceedings, making his first appearance at the convention since assuming the post of director of agriculture.

### Showmen Present

Included among the showmen in attendance were:

Frank Winkley, Auto Racing Inc.; Leo Overland Tournament of Thrills; Aut Swenson, Swenson's Thrillcade; Al Sweeney, National Speedways; Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises; Frank Shortridge, Boyle Woolfolk Agency; Art Briese, Thearle-Duffield Fireworks, Inc.; Fred Herrin Jr., Paramount Fireworks Company; J. C. Michaels Sr., J. C. Michaels Jr., J. C. Michaels Attractions, and Ted Tillman, Eddie Gromacki, Harry Beller, Ted Tillman Enterprises.

Tom Drake, Hazel Randall, Tom Drake Agency; Mr. and Mrs. Sidney Belmont, Belmont Amusement Services; F. H. (Frie) Bailey, Hollywood Thrill Show; Mr. and Mrs. Paul Long, Paul Long Rodeo; Billy Veach, Veach Rodeo; Jimmie Downey, Jimmie Downey Attractions; Elmer McDonald, Mike Risoff, McDonald-Risoff Booking Agency; Jay Gould, Gould Million Dollar Circus; Mr. and Mrs. Joe Smith, Joe Smith Entertainment Agency; Jimmie Barr, RCA Rodeo, and Mr. and Mrs. L. Schultz, Sunny Schultz Rodeo.

V. E. Buddemeyer, G. O. Hoey, Pinkerton National Detective Agency; Orla Lashbrook, Orla Lashbrook & Sons; Ernie Campbell, E. G. Campbell Tent & Awning Company; William Garrett, Garrett Sound System; Mr. and Mrs. E. K. Mahaffey, Mahaffey Bros. Tent & Awning Company; Frank Prystas, Fair Publishing Company; Frank Sharp, John Wills, Regalia Manufacturing Company; Roscoe Walkup, Walkup and Wohlberg Insurance Agency. Mr. and Mrs. Ken Garman, Sunset Amusement Company; Floyd O. Kile, Kile Shows; John Francis, Schafer's Just For Fun Shows; Ray L. Swanner, Missouri Valley Shows; H. W. Bartholomew, Joe Sharp, American Beauty Shows; F. Burkhardt, Burkhardt Shows; Ed Campbell, Campbell's Rides; Charles Oliver, J. R. Alsbrook, Mound City Shows; Mr. and Mrs. Jimmie Henson, Greater Dixieland Exposition; Joe O. Greene, Don Franklin Shows; William G. Catlett, Charles Klausen, Catlett's Greater Shows; M. S. Albright, Albright Concessions.

### BEST YET

## \$88,566 Net Sets Record At Knoxville

KNOXVILLE, Jan. 16.—The Tennessee Valley Fair held its most successful year in '53, an event that wound up with a surplus of \$88,566 even tho \$272,381 was spent on new buildings. Treasurer Jo H. Anderson reported these results to some 100 association members at the fair's recent annual meeting.

Receipts totaled \$146,529, gate admissions of \$55,000 being the biggest item. Disbursements amounted to \$103,141, leaving a balance of \$43,388.

During the year the fair association dipped into accumulated surplus for the \$272,381 for the new building program, except for \$70,000 borrowed from the city. Of that \$15,000 has been repaid.

President A. Carter Myers and other officers and directors were re-elected. They are Charles J. Brown, Wayne Longmire and Sam Wilson, first, second and third vice-presidents respectively; Pat W. Kerr, secretary-manager; Anderson, treasurer, and John Wilson, assistant treasurer. Other

## Kansas '54 Events Will Tie In With State's Centennial

### County Annuals Report 4% Gate Increase in '53; Spending up 2 1/2%

TOPEKA, Kan., Jan. 16.—Kansas fairs this year will tie in their programs with the Territorial Centennial Anniversary, it was revealed during the annual convention of the Kansas Fairs Association here Tuesday and Wednesday (12-13) at the Jayhawk Hotel.

Most fairs represented indicated that they would participate in the State-wide contest to pick a centennial queen. Winners on the county level will compete in five regional finals, the sites of which have yet to be set, and the regional winners will vie for the State title at one of the State's two major fairs.

Fred Arnold, Cottonwood Falls, was elected 1954 association president. Others chosen were C. F. Peck, Abilene, vice-president, and Everett E. Erhart, Stafford, who was re-elected secretary-treasurer.

County fairs of the State reported a 4 per cent attendance

gain for 1953, with '53 receipts reported at 2 1/2 per cent higher than in '52.

Annual banquet, held Tuesday night, with Gov. Edward F. Arn as speaker, was attended by more than 400 persons.

Show people in attendance at the convention included:

Howard P. (Punk) Hill, Hill's Greater Shows; Don Brasher and Jack Turner, American Midway Shows; Jack Ruback, Alamo Exposition Shows; Malcolm M. Moser, Central States Shows; Aut Swenson, Swenson's Thrillcade; Cecil Goree, Goree & Sons Amusement Company; Tobe McFarland, Stewart & Stevenson Company; Mr. and Mrs. Tommie Tidwell and T. J. Tidwell Jr., T. J. Tidwell Shows; Fred Herrin Jr., Paramount Fireworks Company; J. C. Michaels Sr., and J. C. Michaels Jr., J. C. Michaels Attractions; E. S. (Ted) Webb, Webb's Concessions; Joe O. Greene, Don Franklin Shows, and B. M. (Brownie) Bishop, Big State Shows.

Fred Bogle and Boots Cutler, F. C. Bogle Shows; Capt. E. H. Hugo and George Carpenter, Hugo's Novelty Exposition Shows; Ray Lang and Sam Lyon, Allied Community Service; Ben Trux, Ben Trux Attractions; Tom Holden Sr. and Tommy Holden Jr., Holden Motor Maniacs; V. E. Buddemeyer and G. O. Hoey, Pinkerton National Detective Agency; Billie Veach, Veach Rodeo; Jim McConnell, KMBC-KFRM Artist Bureaus; Tom Drake and Hazel Randall, Tom Drake Agency; C. E. Hagensick, Midway of Fun Shows, and William Wheeler, Wheeler-Pittman Theatrical Exchange.

Ty Tyson, Williams & Lee Attractions; Mr. and Mrs. J. W. (Bill) Mahaffey, Cherokee Amusement Company; Orrie Maddox, Maddox Bros. Shows; William G. Catlett and Charles Klausen, Catlett Greater Shows; Forest Kuhns and Jerry Hedrick, Hedrick & Kuhns Attractions; N. L. Neighbor, Hutchinson Tent & Awning Company; Frank Sharp and John Wells, Regalia Manufacturing Company; Mr. and Mrs. James L. (Jimmie) Henson, Greater Dixieland Exposition; Roy Hatke, Screen Art Company and Centennial Pete Attractions; Mike Rockwell, V. H. Rockwell Shows; P. H. (Pete) Bailey, Hollywood Thrill Show, and M. H. Lines, E. G. Staats & Company.

Mr. and Mrs. A. E. Raines, Raines Amusements; Paul Long, Paul Long Rodeo; Harry (Hap) Peebles, Harry Peebles Agency; Mack Sanders, KFBI Ranch Boys; R. H. Chance, R. H. Chance Amusements; Johnny and Jean Gunter, Johnny Gunter's Entertainment Agency; William E., Mrs. Clay and Donald H. Evans, and Ivan (Whitey) Michaelson, Evans United Shows; Sonny Slater, KSAL Artists Bureau; Jack Colvin, Jack Colvin Theatrical Agency; Junior Schraeder, Brodbeck-Schraeder Amusement Company; Tommy Carter and Jimmy Farris, Carter's Concessions, and Fielding Graham, ride operator.

## Panel Sessions Highlight 2-Day Tenn. Meeting

### Name Taylor Prez; Thurman, Winters, Dunningan Veeps

CLARKSVILLE, Tenn., Jan. 16.—Two-day annual convention of the Association of Tennessee Fairs here Thursday and Friday (14-15) at the Montgomery Hotel proved a skull workout for representatives of close to 50 fairs. Sessions, devoted to forums with six-member panels, included various fair management subjects and were described by participating fair officials as among the most fruitful in the history of the association.

Pat W. Kerr, secretary of the Tennessee Agricultural and Industrial Fair, Knoxville, presided as outgoing president. Elected as 1954 officers were Hunter Taylor, Jackson, president; Ernest Thurman, Ralph Winters, and Horace Dunningan, vice-presidents, representing the State's eastern, middle, and western sections respectively, and L. E. Griffin, who was renamed secretary-treasurer.

Annual banquet Thursday night (14) was attended by 170, who heard Dr. Andy Hope, vice-president of the University of Tennessee, speak, effectively and humorously, on what parents and teachers can do to aid fairs and what fairs can do to aid parents and teachers. Banquet acts were Jerry Mosher, accordionist, and Bonny Church, singer-dancer, both supplied by George B. Flint, of the Boyle Woolfolk Agency, Chicago.

Show people noted at the convention included:

Joe Cousins, Eddie Young, Royal Crown Shows; Joe Fontana, L. J. Heth, L. J. Heth Shows; Theodore Meadow, Tennessee Valley Amusements; Tom Hickey, Don Greco, Gem City Shows; Bob Stewart, Windy Van Hooten Shows; W. E. Page, Page Bros. Shows; Mr. and Mrs. H. B. Rosen, Interstate Shows; Buff Hottie, Buff Hottie Shows, and B. L. Collier, Capital City Shows.

Eddie Steele, Virginia Greater Shows; Johnny Portemount, Johnny Brest, Johnny's United Shows; Lou Rosenberg, Triangle Poster Company; John Anderson, Enquirer Poster Company; Mr. and Mrs. Lora Shelton, Hatch Show Print, and Emil Guidentzopf, Regalia Manufacturing Company.

Mr. and Mrs. John Dalley, Illinois Fireworks Company; O. E. Bradley, concessionaire; John Gallagan, concessionaire; W. E. Levy, show supplier; Tom Brownell, N. E. Lassiter, Fruehauf Trailer Company; Byron Gosh, Auditorium Booking Company; Venita Rich, Louis Smith, TV talent contest; Ben Bluestein, Bluestein Booking Enterprises; George B. Flint, Boyle Woolfolk Agency.

members of the executive committee are Dr. Homer Hamilton, Frank L. Kerr, Oliver King, Ira Lay, H. T. Poore and C. S. Reeder.

## RAY STONE & HIS ORCHESTRA

A wonderful attraction for your Fair or Exposition.

PARAMOUNT ORCHESTRA SERVICE  
65 Spring, North Adams, Mass.

## DISPLAY FIREWORKS of Distinction

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most equal and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone

Continental Fireworks Co.  
R. R. 66 Jacksonville, Ill.  
Phone R-4913 or 1351

## FREE ACTS WANTED

For White County Fair  
Sparta, Tenn.  
Sept. 8-9-10-11, 1954  
Contact:

T. STANTON HALE

R. O. BOX 1553 SOUTH SIDE STATION  
SPRINGFIELD, MISSOURI

## ACTS WANTED

For Omaha Sports & Vacation Show week of April 5-11, 1954. Want only acts suitable for Sports Show presentation. Give complete details and best price in first letter.

OMAHA SPORTS & VACATION SHOW  
1302 DODGE ST. OMAHA, NEBR.

## ACTS WANTED

Aerial, platform and clowns for late Southern fair unit show. Have six weeks with short jumps. Send price and photos to

BOX 106  
1780 Stewart Ave., S.W., Atlanta, Ga.



## World of Mirth Sets 'Dancing Waters'

Fourth Carnival to Book Water Spec; Tampa Date to Offer Study Possibility

NEW YORK, Jan. 16.—Negotiations were completed this week for the presentation of a "Dancing Waters" unit by the World of Mirth Shows at its fair dates in 1954. Contract signing, scheduled for mid-week, was postponed until Monday (18) when hazardous weather conditions interfered with the travel plans of midway execs.

The World of Mirth is the

fourth major carnival organization, and likely the last, to book the fountain spectacle for 1954 tours. The other shows are the Royal American Shows, the only one to schedule the feature for its entire season; the Amusement Corporation of America, and the F. E. Gooding Amusement Company.

The deal has been in negotiation for the past several weeks with Bernard (Bucky) Allen, concession manager, representing the World of Mirth, and Sam Shayon, Harold Steinman and Hans Hasslach representing the feature which they own.

### Second Big Feature

With the acquisition of "Dancing Waters," Frank Bergen, general manager of the shows, feels that he will have one of the strongest show lineups that his organization has ever had and also one of the best carried by any mobile organization in recent years.

A deal was set to present Tony Diano's circus-zoo prior to the conclusion of last season. The unit reportedly will feature the most diversified and largest collection of wild animals available in this country for show purposes.

Special fronts and staging facilities will be constructed for both units. Since both are major

(Continued on page 56)

## NSA to Name Club Rep for Each Carnival

NEW YORK, Jan. 16.—With President Joe McKee presiding, a large turnout of National Showmen's Association members turned out for the meetings Wednesday (13) of the general assembly and board of governors. Refreshments were served by Frank (Shrimp) Rappaport and his luncheonette staff following the evening's business.

A proposal of McKee that will be adopted is the plan to appoint a steward with each carnival next season to handle NSA business.

Also meeting was the ways and means committee of chairman Gerald Snellens, which is discussing a possible fund project for 1954.

On the dias with McKee were Snellens, second vice-president; John S. Weisman, first vice-president; Harry Rosen, treasurer; Sam S. Levy, secretary; J. Jeff Harris, assistant treasurer; Sid H. Levine, councilor, and Fred C. Murray, chaplain.

## Bill Siebrand Named Prexy At Phoenix

PHOENIX, Ariz., Jan. 16.—W. R. (Big Bill) Siebrand was elected president of the Arizona Showmen's Association here in an election that saw the entire independent ticket swept into office.

Louis Wald was named first vice-president; Millard Freedman, second vice-president; Bill Carter, third vice-president; Earl Salter, secretary, and Don Hanna, treasurer. Officers will be installed at the January 18 meeting.

Following the election, a buffet luncheon of venison was served. The meat was the result of a recent hunting trip by the new president and Ralph Hoirstman.

Reported on the sick list were Joe Steinburg and Bob Uselton. J. J. Miller was in Phoenix recently after an absence of two years. Carl Sprague took the pot of gold.

### THOUSANDS SETTLED

## Show Folks Rate Miami High as Ideal Home Site

MIAMI, Jan. 16.—Do what you will in the normal course of living in and around this metropolis-playground area and the chances are that no day will go by without friendly contact with one of the members of the great outdoor brotherhood.

They are everywhere—as resident-owners of some of the area's swankiest hotels, home owners sopping up sunshine on their own premises in the plushiest, middle and lesser residential sections, pushing cabs and working at every other conceivable job that will keep them in victuals and

shelter, are par excellent patrons of the fights, horses, dogs and jai-alai frontons.

The colonization of this town and the causeway-attached Miami Beach area by the nomadic brethren can be said to be complete but, and paradoxically, by no means finished. The setting down of family roots, some of which date back for decades, continues at a brisk pace. Those just starting to settle here and the ones hopefully discussing the possibility as a near-future project cause the teasing thought that maybe someday nearly all of the

(Continued on page 56)



MR. AND MRS. JAMES H. DREW, pictured at the recent Indiana Fair Managers' Convention, are rated as one of the busiest husband-and-wife teams in outdoor show business. Besides operating the James H. Drew Shows, they are rearing two children, Jimmy, 8, and Linda, 7. Drew manages the show and his wife serves as office secretary. The Drews make their home in Eastman, Ga., where the show winters.

## Rites Held for Zilda Lefevre

MANCHESTER, Vt., Jan. 16.—Funeral services were held Tuesday morning (12) at St. Paul's Parish for Zilda Lefevre, 50, wife of King Reid Lefevre, who died here Saturday (9).

Mrs. Lefevre is survived by her husband, operator of King Reid Shows; a son, Arthur, an infant granddaughter, and two sisters and a brother who are residents of North Adams, Mass.

## Moore Makes 168 MSA Appointments

MIAMI, Jan. 16.—President William B. Moore made his Miami Showmen's Association committee appointments this week, as the club set its sights on additional fund-raising for the 1954 season. He filled 168 positions, including those of Cliff Wilson and Fred Holtzman as a two-man building committee, and Raymond (Shep) Blumberg and Ep Glosser to head up the 40-member ways and means group.

Appointments were as follows:

## Ross Manning Sets Staffers

MIAMI, Jan. 16.—Ross Manning, owner of the shows bearing his name, this week announced his staff for the coming season would include Walter D. Nealand, veteran press agent. Nealand will handle publicity along with special agent chores and children's matinee promotions.

Jack J. Perry is again general agent and Tommy Carson will be business manager. Dutch Whitesides will have his string of concessions on the front end. Work is under way at the show's Kings-tree, S. C., winter base. Rides are being repaired and equipment put in shape for the coming tour. Several new trucks will be added for '54, he said.

Attorney, William DeCostas; physician, Dr. Harry Tarr; chaplain, William Bryant, and tiler, Russell Erdell.

### Committee Named

Finance Committee: Fred Holtzman, chairman; Pat Finnerty, co-chairman; Frank Miller, Andy Markham, J. D. Edwards, Ben Weiss, and William Tucker. Relief: William Bryant and Lyman Truesdale.

Publicity: A. L. Rossman, chairman; Herb Pickard, Maxie Herman, and Jim McHugh.

Cordial Relations: William Tara, chairman; George Whitehead, Shep Blumberg, Harry Ross, and Sydney Daniels.

By-Laws: Lew Lange and William DeCostas.

Annual Picnic: J. D. (Eddie) Edwards, chairman; Building: Cliff Wilson and Fred Holtzman.

Building Management: Mel Dodson, chairman; Oscar Buck, Fred Holtzman, Leo Bistany, and Cliff Wilson.

### 10 on House Group

House: Ben Glasberg, chairman; William Tara, co-chairman; Rhody Ridings, John Hoffman, Sydney Daniels, Joe Galvin, Joe Aarons, George Lewis, Harry Newfield, and Abe Zuckerman.

Ways and Means: Shep Blumberg and Ep Glosser, chairmen; Harry Schreiber, Irving Sherman, David Fineman, Andy Markham, Robert Parker, Hry Westbrock, John Vivona, Thomas Kefe, Max Sharp, Claude Sechrest, Ross Manning, W. R. Geren, Louis Rice, Edward Walter, A. R. Whiteside, Harry Weiss, John Hoffman.

(Continued on page 56)

## EVIDENCE FAILS TO COOK COOK

MIAMI BEACH, Jan. 16.—With his notebook ready, pencil busy and bills wedged between his fingers, Phil Cook, bouncy executive secretary of the Miami Showmen's Association, felt a heavy hand on his shoulder as he stood in the lobby of the Arena here Wednesday night (6) while milling with the crowds attending the Bobby Dykes-Joe Giardello fight. It was State Attorney George Brautigan, and the upholder of law and order noted in a loud voice that he had at last caught Cook red-handed at making book. Informed by the secretary that he was merely collecting dues from club members and making note of the same, Brautigan replied that he had heard every excuse under the sun but that that was a brand new one. He believed it, however, being a club member and not wishing to risk being brought up on charges as a character assassin. Cook, his honor vindicated, forgot to ding Brautigan for his dues.

## COLORFUL EVENT

## Miami Ladies Install Sydney Thomas Pres.

MIAMI BEACH, Jan. 16.—Sydney Thomas was installed as president of the Ladies' Auxiliary of the Miami Showmen's Association at a plush 10th annual ceremony and dinner in the Starlight Room of the Biscayne Terrace Hotel Thursday night (7). She succeeds Ruth Shreiber who became a member of the board of trustees.

Also installed were Ada Cowan, first vice-president; Freda Wilson, second vice-president; Irene Moore, third vice-president; Ann Whitehead, secretary; Hilda Roman, treasurer and Ethel Weer, corresponding secretary.

Named to serve on the board of governors in 1954 were: Myrtle Duncan, Ella Dodson, Winnie Edwards, Dorothy Finnerty, Kitty Glosser, Agnes Grosso, Lois Hanson, Mickey Hawkins, Lola Kochenour, Elsie Keeler, Alberta Mack, Doris Pierson, Betty Endy, Leona Parker, Hilda Roman, Mae Levine, Ruth Schreiber, Billie Palitz, Emma Rocco, Mae Ross, Pearl Schultz, Judith Solomon,

Elizabeth Murphy, Lillian Tucker, Ann Tara, Marie Vivona, Lois Wise, Sue Walters, Charlotte Wright, Nancy Whiteside, Raynell Golden, Louis Endy, Martha Weiss and Dolly Young.

Besides Mrs. Schreiber, the board of trustees includes Hilda Roman, Dolly Young, Martha Weiss and Mae Levine.

### Lavish Affair

Ladies attending the event reported it the most colorful and lavish ever staged by the auxiliary. Participating in the formal program were Nan Rankine, chaplain; Louise Endy, mistress of ceremonies; Dora Pierson, installing officer; Kathleen Brown, flower bearer; Evelyn Taylor, Joan Prell, Elinor Miller, Nancy Whiteside, Jeanne Lampell and

(Continued on page 56)

## Krekos Orgs Round Out '54 Routes

SAN FRANCISCO, Jan. 16.—West Coast Shows and West Coast Exposition Shows added two new California fairs to their '54 list with the booking of the Yuba-Sutter Fair in Yuba City and the Mother Lode Fair in Sonora, Bobby Cohn, general representative for the Mike Krekos organizations, announced.

The shows also filled their Labor Day time with the addition of two spots. West Coast Shows will return to Lakeview, Ore., for the Rodeo and Round-Up Days after an absence of five years. West Coast Exposition Shows have set Daly City, Calif., for a community fair under the joint auspices of the Chamber of Commerce and the Henry Doelger "Westlake Village."

According to Cohn, Exposition will set right in the heart of Westlake. The dates coincide with the opening of the J. C. Penney store, said to be one of the largest in its chain.

For the Westlake date, the show will furnish a big top 240 by 80 to house 80 exhibit booths. Local civic and service organizations will operate concessions in addition to the show's game line-up.

## Swanner Inks 5 Iowa Fairs

ST. LOUIS, Jan. 16.—Missouri Valley Shows, newly organized this winter, has been signed to provide the midway attractions at five Iowa fairs, Ray Swanner, owner-manager, announced.

Fairs signed include those at Afton, Winterset, Coon Rapids, Cherokee and Ridge Water. In addition, Swanner reported the org would play a number of church picnics around Des Moines and is lining up a series of street celebrations in Iowa and Missouri.

## Strates Adds Railroad Spur At Quarters

TAFT, Fla., Jan. 16.—A special railroad spur making it possible to store the entire show train of the James E. Strates Shows in its new winter quarters here has been completed. With all equipment now readily accessible, the show personnel will shortly begin full-scale refurbishing efforts.

Owner James E. Strates attended the annual banquet of the Miami Showmen's Association Sunday (3) and then returned here to supervise activities until he departs this week-end to attend a number of the Eastern fair meetings.

## White Suffers Crushed Chest

BRAWLEY, Calif., Jan. 16.—Doc G. W. J. White, veteran Snake Show operator, who suffered a crushed chest and other injuries January 16 near here in a truck accident, has been given a 50-50 chance for recovery by doctors, according to his son, George (Red) White.

White and his wife, Zella, were en route to El Centro, Calif., to join the Martin Arthur Shows with their snake attraction when their truck was forced off the road near here. Mrs. White sustained no serious injuries.

White, who is 71 and has spent 40 years in outdoor show business, was taken to Pioneer Memorial Hospital here for treatment. His son asks that friends send mail to the injured showman.

### GOOD TONIC SHOWS NEEDED

## McCaffrey Views Industry Ailments From Hospital Bed

MIAMI BEACH, Jan. 16.—Held in traction and confined to a bed in St. Francis Hospital with a broken pelvis bone suffered in a fall at his home on New Year's Day, J. C. McCaffrey, a dean among the operating carnival hierarchy, is immobilized only in body.

Visited here last week by Paul Olsen, co-owner of the Amusement Company of America, and Louis Berger, special representative of the shows, Mac was probably more concerned about when he would be released to continue his convalescence at his Miami Beach home than with the week-end news that his associates had

succeeded in signing the Kentucky State Fair, Louisville, a date that will replace the Knoxville (Tenn.) Fair played last year.

While resting comfortably and showing admirable patience in dealing with his enforced confinement, Mac is busy with thoughts of the season to come and the problems of outdoor show business in general.

### Back End Problems

One of the first to recognize the possibilities of "Dancing Waters" as a carnival attraction, Mac is hopeful that it will be successful and so lead to the framing

(Continued on page 56)



# Midway Confab

Charley C. Hutchinson, formerly of the 20th Century Shows, has entered the T. B. Sanitarium at Montgomery, Ala., and would appreciate hearing from his friends. . . . Noble C. Fairly recently visited Less and Babe Hutchinson at Montgomery.

Turner Scott has taken his rides to the Leo Lane Shows for several Florida dates. Scott reports he plans to open at his Daytona Beach, Fla., permanent spot in mid-March. . . . Vahan Alder, concession op on Johnny Denton's Gold Medal Shows, was recently discharged from a hospital and



CLIF WILSON and Fred W. Holtzman, chairman of the Miami Showmen's Association building committee, pose proudly in front of the \$150,000 structure which was completed in time for members and visitors attending the annual banquet to view. The co-chairmen were roundly applauded at the meeting, at which they gave their final report and turned over a certificate of occupancy.

is now convalescing at his home. He is, however, confined in traction as a result of a dislocated spinal disc.

W. D. (Wingy) Schaffer, general agent for the Wade orgs, was recently in Tampa where he and his wife, Flo, visited Joe Pearl, Mrs. Ben Abrams, Mr. and Mrs. Bert Britt, Paul and Olive Thomas, Mr. and Mrs. Leo Carroll, Mr. and Mrs. Jack Halstead, Slim Winslow and Cecil Brown.

New Brunswick Notes: Jack Snyder, manager of the Motor-drome on the Bill Lynch Shows, plans an early trip to Toronto where he will pick up a ride to operate this season with his drome. . . . Dooley Morash, man-

ager of the Lynch No. 2 show, was the subject of a recent yarn on curling in the sports section of a Halifax daily. . . . Art Perry, ride foreman on the Lynch org, is back in winter quarters prepping equipment after a Toronto ride-shopping jaunt.

Bert Ganter, veteran advance agent for the show, is working the off-season as an inspector of imported shrubs and plants in St. John. . . . Percy McCullough, former concessionaire, is now operating a sign painting business in St. John. . . . Jackie Sullivan, tattooer, is also in St. John working on the water front. . . . Frank Dougherty, concession op, is also wintering in that city.

While vacationing in Tampa, Mr. and Mrs. William Beldock, of the O. C. Buck Model Shows, purchased a new ranch-style home. . . . J. D. McNeely, vet bannerman and billposter, reports that he'll be back with the white tops again this season. He is wintering in Louisville. . . . Kitty Martin Royal, wife of Splinter Royal, was uninjured when her house-trailer turned over December 17 in Brooksville, Fla. Mrs. Royal, who has been staying at her mother's home in Columbus, Ga., since the accident, is nursing at a local hospital. . . . Mrs. Dixie Shields, wife of Bill Shields formerly with Wallace Bros.' Shows, is recuperating at her home in Lexington, Ky., following an emergency appendectomy on Christmas Day.

Frank Lavall, veteran of 62 years in outdoor show business, was guest of honor at a birthday party tendered him by personnel of Midway of Mirth Shows on his 75th birthday. A five-course dinner and gifts were the high points. Those attending included Mr. and Mrs. Tommie Davis, Mr. and Mrs. Carl V. Pope, Mr. and Mrs. Jon Garrett, Jim Owens, Bob Schmidt, Mr. and Mrs. Ed McAuliffe, Ossie McAuliffe, Eddie Khron, Mr. and Mrs. Willis Yowell and son, Mr. and Mrs. Fields and Rosie Davis

R. C. McCarter, inactive as a show general agent last year when he took time out to promote a fair at Bristol, Tenn., which, unfortunately was delt a death blow by a polio outbreak, reports that he is now in the process of formulating another annual. The new event will be located in Florida, with full details reported when plans are completed.

Gerald Snellens, special representative of the World of Mirth Shows, parted Mrs. L. T. (Pete) Christian, wife of the well-known Richmond, Va., show authority and undertaker, this week. Snellens will represent his organization at the Maine fair meeting while Bernard (Bucky) Allen, concession manager, will attend the Southern meetings.

John Kobler, well-known freelance writer, will shortly visit with Ben Roodhouse, of the Eli Bridge Company, to gather material for a story on Ferris Wheels for The Saturday Evening Post. . . . John S. Wiseman, first vice-president of the National Showmen's Association, who made a flying trip to Miami to attend the showmen's banquet there, was back in New York last week and already working on the preliminaries for the 1954 NSA banquet.

L. C. (Ted) Miller, absent from show business for several years, has settled down in Miami Beach as the manager of a plush motel.



PHIL COOK, executive secretary of the Miami Showmen's Association, and Harry Schreiber, well-known concessionaire and one of the stalwart members of the thriving organization, had time for picture-taking only at the conclusion of a busy week of events that included a banquet and installation meeting. Cook, who travels extensively for the club, is already working on an itinerary for the coming season.

**AMUSEMENT COMPANY of AMERICA**

formerly HENNIES BROS.' SHOWS  
CAN PLACE FOR 1954 SEASON . . . SOLID ROUTE OF STILL DATES AND FAIRS  
SHOW WILL OPEN SOMETIME IN MAY

|  |   |
|--|---|
| <p>MONKEY SHOW . . . Have wagons for same.</p> <p>MOTORDROME OPERATOR with his own Motorcycles. We have large Drome.</p> <p>Will give these 2 attractions good proposition.</p> <p>GLASS HOUSE . . . Have transportation for same.</p> <p>MAJOR RIDES that do not conflict.</p> <p>GRIND SHOWS.</p> <p>GIRL SHOW OPERATOR . . . This show will have only one Girl Show all season.</p> | <p><b>OUR FAIR ROUTE</b><br/>CHIPPEWA FALLS, WIS.<br/>SPRINGFIELD, ILL. STATE FAIR<br/>DES MOINES, IOWA. STATE FAIR<br/>LOUISVILLE, KY. STATE FAIR<br/>CHATTANOOGA, TENN.<br/>LAUREL, MISS.<br/>BIRMINGHAM, ALA. STATE FAIR<br/>BEAUMONT, TEXAS</p> |
|--|---|

**PAUL OLSON, Manager**  
Write or wire: Box 939, Riviera Beach, Fla., until February 12  
Then: Box 414, Hot Springs, Ark.

## FLORIDA CITRUS EXPOSITION

WINTER HAVEN, FLA. — FEB. 15 THRU 20

*Florida's Second Largest Fair*

|                    |  |
|--------------------|--|
| <b>WANT</b>        | <b>WANT</b>  |
| <b>CONCESSIONS</b> | Cookhouse, Grab, Age and Scales, Auction, Jewelry, Photos, French Fries, Long Range, Short Range, Ball Games, Any kind of Merchandise Concessions. |
| <b>SHOWS</b>       | Mechanical City, Motordrome, Fun House, Glass House, any Grind Show with own equipment. Must be in keeping with standards of this Fair.            |
| <b>RIDES</b>       | Scooter or any New Major Ride. (No Kiddie Rides—have plenty.)  |

**All Answers: DOLLY YOUNG, P. O. Box 515, Tarpon Springs, Fla.**

## WEST COAST SHOWS

240 JONES STREET SAN FRANCISCO, CALIF.

|                     |   |                 |
|---------------------|---|-----------------|
| <b>1st CALL</b>     | <b>WANT</b>   | <b>1st CALL</b> |
| <b>SHOWS:</b>       | Monkey, Maze or Glass House, Fun House, Wild Life, Freak Animal, Mickey Mouse, Mechanical City or any other non-conflicting show with what we now have.   |                 |
| <b>RIDES:</b>       | Dark Ride, Chair-Plane, Octopus, Roll-o-Plane or any other ride not conflicting.  |                 |
| <b>CONCESSIONS:</b> | Long Range Gallery, String, Cigarette Gallery, Photo, Duck Pond, Scale and Age, Hoop-La, Hi-Striker, Balloon Dart, Derby Racer and all other stock concessions not conflicting with what we now have. |                 |
| <b>HELP:</b>        | <b>HELP IN ALL DEPARTMENTS:</b> Have openings on all rides for '54 season. Must be semi-driver and non-drinkers. Will also have some ticket selling jobs for wives.                                   |                 |

## LAREDO, TEXAS, 57TH ANNUAL WASHINGTON BIRTHDAY CELEBRATION

FEBRUARY 17 to 23 — 12 DAYS — 2 SUNDAYS

WANT

|                    |  |
|--------------------|--|
| <b>SHOWS</b>       | Big Snakes, Motordrome, Monkey and Illusion Shows, Platform Attractions, Glass House, Penny Arcade, Wild Life, Midget and Fat Shows. |
| <b>RIDES</b>       | Have opening for C-Cruise, Miniature Whip, Caterpillar, Fly-o-Plane, Dark Ride and Mix-Up.   |
| <b>CONCESSIONS</b> | Photos, Novelties, Custard and Ice Cream, Short Range Gallery and Hanky Panks. No "Sneakum" Stores.                                  |

**Address: J. GEORGE LOOS, Box 455, Laredo, Tex.**

## GLADSTONE EXPO SHOWS

|  |   |   |
|--|---|---|
| <b>14 FAIRS</b>  | <b>2 CELEBRATIONS</b>   | <b>14 FAIRS</b>   |
| <p>CONCESSIONS—Bingo, Lead Gallery, Short Range, Cork, Glass Pitch, Penny Pitch, Arcade, Pitch-Till-You-Win, Ball Game, Fish Pond, American Mitt Camp, Mouse, Pan, P. C. Tables. All Hanky Panks open.</p> <p>SHOWS—Can place any Shows with own equipment, 25%—</p> <p>Humboldt, Tenn., Strawberry Festival<br/>Russellville, Ky., Hodgenville, Ky.<br/>Dresden, Tenn., Camden, Tenn.</p> | <p>Central City, Ky.<br/>Springfield, Ky.<br/>Centerville, Tenn.</p> <p>Eminence, Ky., July 4 Celebration<br/>Pontotoc, Miss.<br/>Clarksdale, Miss.</p> | <p>Brownsville, Tenn.<br/>Charleston, Miss.<br/>Canton, Miss.</p> |

**F. POOLE, Owner**  
Box 1184, Jackson, Miss.

**JACK OLIVER, Bus. Mgr.**  
Phone Edwards Hotel, Jackson, Miss.

— See You At The Tampa Fair —

## HANKY PANKS

**TRIED AND PROVEN MONEY MAKER**

NOW MADE IN TAMPA, FLORIDA

Shipments made same day order received. Our business is good and yours will be too. Remember every one loves to win, that's a Hanky Pank.

FREE CATALOG

**RAY OAKES & SONS**  
P. O. BOX 4344 TAMPA, FLORIDA  
Telephone 80-2121

## T-E-N-T-S

CONCESSION, CIRCUS, CARNIVAL

### AMERICAN TENT & AWNING CORPORATION

One of America's largest Builders of Fine Show Tents.  
201 E. Water St. Norfolk 10, Va.

BILL SANDERS

## HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

## LEGAL ADJUSTER

**AT LIBERTY FOR '54**

Capable of laying out lot and help in booking if necessary. Was placed, but due to misunderstanding am at liberty.

N. L. (WHITIE) DIXON  
Box 684 Aransas Pass, Texas  
Phone: 215



## TOPEKA NOTES

## Who Got What Fairs at Kan. State Confab

By FRANK JOERLING

TOPEKA, Kan., Jan. 16.—Jack Ruback, owner-operator of the Alamo Exposition Shows, signed the Salina County Fair, Salina, and the Lyon County Fair, Emporia, during the convention of the Kansas Fairs Association here this week. While at the confab, Ruback also booked several rides, shows and concessions for the Battle of Flowers in San Antonio in April, at which he again will supply all of the midway attractions.

## Green Inks 'Em

J. O. Greene, general agent of the Don Franklin Shows, signed the Franklin No. 1 unit into the North Central Kansas Free Fair, Belleville, and the Franklin No. 2 unit into the Montgomery County Fair, Coffeyville.

## Brashear Signs Four

Don Brashear, owner of the American Midway Shows, was in attendance for the first time in three years and was kept busy. He booked the Decatur County Fair, Oberlin; the Stafford County Fair, Stafford; the Five-State Fair and Race Meet, Liberal, and the Garfield County Fair, Enid, Okla.

## H. P. Hill Returns

Nursing his broken leg which continues in a cast, H. P. Hill booked the American Legion Fair, Columbus, O. The signing returns the Hill show to the Sunflower State after a two-year absence.

## Goree Adds Four

Cecil Goree entered the convention with two fairs signed en route to it. They were the fairs at Perry and Bristow, Okla. And, during the convention, he tacked on two Kansas annuals, the Pratt County Fair, Pratt, and the Barber County Fair, Hardtner.

## Cutler with Bogle

Ferd C. Bogle, owner of the F. C. Bogle Shows, announced during the sessions that Boots Cutler would handle the front end on his unit this season. While here, Bogle announced the signing of the Thomas County Fair, Colby; Trego County Fair, Wakeeney; Rook County Fair, Stockton; the Phillipsburg Rodeo and the Downs Centennial Celebration.

## Edminster Looks On

Corky Edminster, for 14 years a regular at the meetings, again

## Club Activities

### Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Jan. 16.—Hunter Farmer conducted his first meeting since his installation at the regular Monday night (11) session. On the rostrum with him were Joe Steinberg, vice-president, and Al Flint, executive secretary, who substituted for the regular secretary, Joe Mead.

Sam Steffin was elected into the life membership group in recognition of his work on committees, particularly that of the 1953 banquet and ball. Two applicants were voted into the membership. They were Virgil Lattiker and Ben Korte.

President Farmer called upon several members, who attended for the first time in several weeks. They included Si Otis; Glenn Holder from Chicago; Abe Goldstein, just back from the Hawaiian Islands; George Perkins, Harry Sandler, a new member, and Mario DeSilva.

Vice-President donated \$25 to the welfare fund. The club also voted to buy 20 pints of blood, which will be donated to the blood bank.

Matt Herman was awarded the door prize.

was here, this time to announce that he had withdrawn from show business and was associated with the Shamrock Oil & Tire Company, Wichita. Last year he had a show on Station KOV-TV, Tulsa, prior to which he had his "Corral Gang" out of Wichita for 14 years.

## Contracts Six

Capt. E. H. Hugo, operator of the Hugo Novelty Exposition Shows, signed six fairs during the sessions. They are annuals at Platte City, Eudora, Oskaloosa, Tonganoxie, Effingham and Wetmore.

## Ted Webb Helps

E. S. (Ted) Webb, of frozen custard renown, was a big help. He again operated the director in the lobby of the Jayhawk. Following the convention here, Ted headed for the Western Canadian fair meetings at Winnipeg and said he planned to be back in time for the Illinois State Fair convention.

## Red Duval On Hand

Red Duval, for many years in the circus and carnival business, was on deck, renewing acquaintances. Duval retired from show business eight years ago and is now with the Graham Tractor Company, Denver.

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Jan. 16.—President Carl J. Sedlmayr Jr., was in town to preside at the Thursday (14) meeting. Also at the table were vice-presidents Ned Torti and Maurice (Lefty) Ohren; William Carky, treasurer; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and Lou Keller, past president.

Sick list included Arthur Morse, in Henrotin Hospital here; J. C. McCaffery, St. Francis Hospital, Miami Beach; Russell Johnson, Veterans Hospital, Memphis; Sam Roberts, Wesley Memorial Hospital, Chicago, and Sam Gordon, Dave Swarthout, Harry Atwell, Louis Drillick, Frank Daniels, Ray Marsh Brydon and Ray Balzer.

Committee to find a permanent home for the club includes Lou Keller, George W. Johnson, Jack Duffield, Al Sweeney, William Carky, Morris A. Haft, Elmer Mendelson, M. J. Doolan, Elmer Byrnes and Ed Sopenar.

Jack Sheehan in for his first visit to the clubrooms. Others stopping off en route to the St. Paul and Winnipeg meetings were C. J. Sedlmayr Sr. and Bob Lohmar. The Max Brantmans left for Florida.

Clubroom callers included William A. Hetlich, Charles Bohdan, Henry Polk, Jack Duffield, Morris Brown, Joe Welles, Petey Pivor, Chester Chapp, Eddie Murphy, Charles Zemater Sr., Harvey Earlin, Hank Shelby, Leonard Sacks, Mel Harris, Max Brantman, Harry Duncan, Walter F. Driver, Louis Stern, Kris Krenkel, Jack Kaplan, Harold Barrows, Walter Nealand, John Dehner, Ray Langen, Abe Raymond, Oliver Barnes, Chick Schloss and Earl Shipley.

## Ladies' Auxiliary

Mrs. Lucille Hirsch, new president, was in the chair at the regular meeting, assisted by Mrs. Ann Belden, first vice-president pro tem; Mrs. Carmelita Horan, second vice-president; Evelyn Hock, treasurer, and Mrs. Elsie Miller, secretary. Margaret Filograsso, chaplain pro tem, delivered the invocation.

### SLA Auxiliary President Names New Committees

CHICAGO, Jan. 16. — Lucille Hirsch, newly installed president of the Ladies' Auxiliary of the Showmen's League of America, this week announced committees for the year.

Committees and their personnel are: Finance: Mrs. Lou Keller, chairman; Margaret Hock, Marie Brown, Ann Belden, Louise Rollo and Lillian Glick. Relief: Mae G. Taylor, chairman; Frieda Rosen, Lillian Lawrence and Lee Gluskin. Reception: Mrs. Mae Smith, chairman; Ethel Wadoz, Dorothy Dodge and Ida Chase. Press: Mrs. Robert H. (Elsie) Miller, chairman; Virginia Kline and Margaret Filograsso.

Ways and means: Mrs. Viola Moore, chairman; Mrs. Henry T. Belden, Mrs. L. M. Brumleve, Marianna Pope, Evelyn Hock, Phoebe Carky, Edith Streibich, Carmelita Horan, Frances Berger, Ann Sleyster, Grace Weiner, Joan Sullivan, Sara McCaffery, Ethel Weer, Hattie Wagner, Ann Doolan, Minnie Simmonds and Nella Mae Stokes. Membership: Grace Weiner, Clair Sopenar, Myrtle Hutt, Betty Shea, Josephine Hayward, Bess Hamid, Hattie Hoyt, Shirley Levy, Ruth Martone, Esther Meyers, Veronica Potenza, Billie Billiken, Sophia Carlos, Martha Moss and Sally Murphy. Marie Brown is chaplain; Margaret Hock, Evelyn Hock and Mrs. Lou Keller, official greeters, and Frieda Rosen, sergeant at arms.

### 2 W. Va. Annuals Signed by G. & B.

PARKERSBURG, W. Va., Jan. 16.—G. & B. Shows have been awarded midway contracts for 1954 Paw Paw District Fair, Rivesville, W. Va., and Gassaway (W. Va.) Free Fair, marking the fourth consecutive year the outfit has been signed for the events,

### Vivona Bros. List Staff For '54 Trek

FLORENCE, S. C., Jan. 16.—The staff lineup for Vivona Bros. Shows, as reported by general manager John Vivona, consists of Morris Vivona, general representative; Mrs. Catherine Vivona, secretary; Dominic Vivona, assistant secretary, and Babe Vivona, purchasing agent.

Also, Danny Dell, business manager; Harry Wilson, assistant manager and promotion director; Tony Massiello, chief mechanic; Jim Rapple, advance publicity, and Leslie Minor, builder. The ride superintendent has not been selected yet.

Morris and John Vivona and Danny Dell will attend the various fair meetings. Winter quarters here on the fair grounds will open after the Pennsylvania fair meeting in Reading, the last week of this month.

### Showfolks Install Charlotte Porter As '54 President

SAN FRANCISCO, Jan. 16.—Charlotte Porter was installed as president of the Showfolks of America at the club's annual banquet and ball held here Saturday (9) at Barnhams at the Beach. Upward of 200 members and guests turned out for the event.

Others inducted into office included Ralph Meeker, Eddie Hellwig and Phil Sapiro, first, second and third vice-presidents respectively; Oscar Mattley, treasurer; Albert Roche, corresponding secretary; Bonnie Townsend, recording secretary; Arthur Craner, executive secretary, and Rev. Frederick L. Pyman, chaplain. Judge Walter Carpeneti served as installing officer and Nate Cohn handled the emcee chores.

Following the ceremonies, Duke Lavarre put on a floorshow comprised of Carolyn Elliot, Peggy Stearn, Bernice Gregory, Benny Smith, Erma and Eldon Irwin and the Spicer Twins.

The following day memorial services were held at Showfolks Rest in Olivet Memorial Park with Jack Dalton conducting the ceremonies. Reverend Pyman delivered the main address in the program which was supervised by Georgia McDonnell Balcom. Committee in charge of grave decorations included Georgia McDonnell, Frances Weidman, Harry Boyd, Oscar Mattley, Lester Pederson and Joe Ryan.

### Penny Speakers

Continued from page 46

USTA secretary and attorney, and Al Ahrens, field representative, who will discuss "How Fairs Can Obtain the Most Benefit From Harness Racing." Also slated to speak are J. A. Diecker, of the Western Electric Company, who will discuss the transistor, and John S. Giles, Reading Fair president, whose topic will be: "Trying to Operate a Satisfactory and Also a Profitable Fair."

Committee reports and elections will follow the talks. The annual banquet will be held at 7 p.m. Thursday (28), with tickets tabbed at \$5 each. Singmaster will be chairman, with Giles performing the toastmaster's chores. Music will be by George Haller and the Reading Fair band, and several leading booking agencies will supply other entertainment.

it was announced this week by G. & B. Owner George Broas.

Both dates will be played in August, said Broas, who also revealed that he is negotiating for two Ohio and three more West Virginia annuals. To date the show is virtually booked solid until after Labor Day. When the show leaves headquarters here Cliff Mitchell will be starting his third year with the organization.

### WANT FOR 1954 SEASON

CONCESSIONS—Cookhouse, Glass Pitch, Photo, Hanky Panks of all kinds.

RIDES—Boat Ride, Roto-Whip, Auto Ride, Tilt or Spitfire for park.

WILL BOOK, BUY OR LEASE—32 or 36-foot Merry or any other non-conflicting ride for show.

CARL D. FERRIS

Travies Field, Savannah, Georgia

### Beam Works On Fairs, Sets April Opening

WINDBER, Pa., Jan. 16.—With a number of repeat fair dates already set, Merle A. Beam, owner-operator of Beam's Attractions, is currently working on the completion of his schedule of annuals. The booking has taken the form of a culling process, he reports, with a number of events played last year being dropped because of unsatisfactory results.

The show, which will stick to Pennsylvania territory until fair time, has also set a number of celebrations, Beam says. The opening will be at Johnstown, Pa., April 20 at a firemen's celebration.

Rodney (Steve) Decker will again manage midway activity while Beam devotes more time to promotional efforts, including the building of kids' days. John Yawns will be in charge of the electrical department. Walter Hart returns as head mechanic. Elizabeth S. Beam is secretary-treasurer. More front office help will be added, Beam said.

### Rae's 8th Term

Continued from page 46

sale, W. R. Cantlon, secretary, reported.

Gate receipts at the annual summer fair, the largest revenue source of the society, totaled \$11,294 in 1953. Government grants totaled \$5,533 and midway receipts were \$2,990.

The secretary reported that the fair now has 1,400 members, making it one of the largest of its kind in Canada. Membership fees collected in 1953 totaled \$1,390.

Receipts from the annual poultry show and livestock rally totaled \$1,655.

Major expense items were: Prize money, \$5,570; music and attractions, \$3,995; horse racing prize money, \$3,377; labor and grounds, \$2,616; poultry show and livestock rally, \$2,001; repairs, \$1,810; farm boys' and girls' camps, \$1,402.

President Rae indicated in an address to members that serious consideration will be given in the near future to construction of an arena on the fairgrounds.

### WANT

For two-a-week Street Celebration for coming season.

Man with Concessions to handle patch and entire front end. Popcorn, Floss, Mug, Grab, Diggers, Bingo, Mitt Miller, contact. Will book or lease Eli Wheel with or without transportation. Want to hear from Acts; prefer Dog or Animal Man to handle complete Drome. General Agent wanted; Foreman for all Rides. Contact

JIM BOMASTER, Mgr.  
Stonewall, Okla.

### AMERICAN MIDWAY SHOWS WANT FOR TEXAS CITRUS FIESTA

JAN. 26-31  
MISSION, TEXAS  
Concessions, Novelties, Demonstrators.  
Address  
BOX 1471 HARKLINGEN, TEXAS

### WANT CARNIVAL

June 28th to July 5th or July 5th to 10th.  
Good 4th town. Sponsored by Lions' Club.

Contact  
L. K. TILLOTSON  
Marceline, Mo.

### BRAND NEW BUICK

Regular price over \$3000.00  
Will take \$2285.00  
Immediate delivery  
Very good '50 Chev Tractor  
2 speed axle, \$445.00

JOHNNY CANOLE  
671 N.W. 50th St., Miami, Fla.  
Phone 78-6074



### OPENING EARLY IN MARCH

PLAYING INDUSTRIAL TOWNS IN NORTH CAROLINA, VIRGINIA, MARYLAND AND PENNSYLVANIA.

### NOW BOOKING CONCESSIONS

EVERYTHING OPEN

### GOOD OPENING FOR EXCLUSIVE ON BINGO, POPCORN AND APPLES

Reliable Showman for back end. Will build to suit you. Girl Show Manager with Girls. We have equipment. Our fair route is booked. Still dates; we have the best. Can use Legal Adjuster with some Concessions. See me at Columbia, S. C., fair meeting. All correspondence to

### BEN WOLFE

Box 277, Landrum, South Carolina. Phone 58

### LEO LANE SHOWS

"The South's Finest"

WANT for our Florida Fairs—Lake Wales next week; Fort Myers follows. Stock Concessions of all kinds. Shows and Rides not conflicting. Want Flyplane Foreman. Van Lawler, contact at once. All address

### LEO LANE

Bowling Green, Fla., this week. Phone: 2501.

### NOW BOOKING FOR '54 J. A. GENTSCH SHOWS

7 STOCK SHOWS AND 14 FAIRS. BEST 4TH OF JULY SPOT IN STATE OF TENNESSEE; 25,000 PEOPLE ATTENDED LAST YEAR.

Will book Concessions of all kinds. Especially want Cookhouse that caters to show people. Will sell "EX" on Custard. Will book Blower, Count Store and Upright Wheel. Will book 10-in-1, 5-in-1, any kind of Animal Show or Freak Show. This show carries 10 Rides, 7 Shows, 45 Concessions. Opening March 15, Forest, Miss., biggest Stock Show in State of Mississippi; 6 more to follow.

### Wire or Call EMMETT BUFKIN

(Phone) Evergreen 1237 2228 Buckner Blvd., Dallas, Texas  
YOU PAY YOUR CALLS AND P.L.L. PAY MINE.



# Minnesota Elects Swenson

Continued from page 44

have exceeded that of the record year in 1950 when 905,563 persons passed thru the gates," Baldwin reported.

He said that the fair organization spent a considerable sum during the past year on badly needed maintenance. This included replacement of the livestock pavilion roof, unrepaired since its erection in 1920, and major roof repairs to the horse barn, poultry-sheep building and several smaller structures.

Other improvements included the remodeling of the publicity building, formerly known as the rest cottage, construction of new glass-enclosed exhibit cases in the home activities building and installation of additional transformer vaults, transformers and ventilating system in all transformer stations of the electricity plant.

### Operating Expense

The 1953 fair's total operating expense was \$1,037,017.13 against income of \$1,103,569.21. Total expense, Baldwin said, came within 1 per cent of the cost anticipated in the budget.

Citing the "close escapes" from complete loss of several grandstand performances because of bad weather, Baldwin said the "losses would have been financially disastrous" and "re-emphasizes the importance of the society maintaining a substantial cash reserve against such contingencies."

During his report, Baldwin took time to single out the new fea-

ture introduced at the 1953 fair, teacher recognition day. He said it "evoked commendation from persons high in State and national educational and government circles."

### Balance Off

R. C. Sorenson, treasurer, told the society that the fair's cash balance November 30, 1953, end of its fiscal year, was \$374,317.02 against \$397,971.18 the year before.

Final session was a noon luncheon Wednesday at which the new president officiated for the first time. Present were members of the board, supervisors and some superintendents, as well as Carl Sedlmayr and Bob Lohmar, of Royal-American Shows, Sam J. Levy, of Barnes-Carruthers, and Jack and Frank Duffield, of Thearle-Duffield Fireworks, Inc.

Speakers at the Tuesday afternoon session were Gov. C. Elmer Anderson, John A. Buxton, secretary of the Minnesota Implement Dealers Association, and Dr. G. Theodore Mitau, professor of political science and history at Macalester College, St. Paul.

Next meeting of the fair board will be January 30 when the 1954 budget will be presented and department supervisors named from among the managers.

### W. Va. Execs

Continued from page 43

the evening and following supper, a floor show was presented by the Hetzer Agency. Acts included James H. Bicknell, emcee; Lew Henderson and Marko the Chimp; Bob Johnson, balancing; Miss Jody Rice, dance, and Mrs. Diane Hetzer, songs. George Charles and his ork provided the music.

Attraction and show supply reps on hand included James T. Hetzer, James H. Bicknell, Mabel Hetzer and Mrs. Mildred Wroten, Hetzer Theatrical Agency; George Hamid Jr., George Hamid & Son; Don Presutte Jr., and Veto J. Presutte, Ohio Fireworks Company; J. Caceavello, Columbus Fireworks Company; Lloyd I. Thomas, Thomas Joyland Shows; George Broas, G & B Shows; Mr. and Mrs. James H. Drew Jr., and Frank Griffith, James H. Drew Shows; Bobbie Kline, Metropolitan Shows; A. B. Webb, sound equipment; Harry Wigton, Regalia Manufacturing Company; Earl Tennant, Enquirer Printing Company, and David Rosenberg, Triangle Poster Company.

### Rogers for CNE

Continued from page 43

would be filled by acts. The possibility has been advanced that the musical ride of the Royal Canadian Mounted Police would be used in this spot. CNE officials have been trying to prevail upon the Federal Government to continue the unit, and in the event that the government yields it is not unlikely that the ride will be offered at the afternoon show.

Deal with Rogers, worked out by his personal manager, Art Rush, and the CNE, provides that Rogers will not play anywhere else in Canada before his appearance here. His last engagement in Toronto was in 1945.

Rogers is to participate in the CNE's annual Sunday religious services. Between now and exhibition time he is to make several appearances in Great Britain with evangelist Billy Graham.

### Minn. Short Course

Continued from page 44

ory of George King, county agent, who died last summer. A general solicitation was carried on throughout the county to obtain the necessary funds for the memorial and the results were "extremely gratifying," federation members were told.

Another fair representative said that 4-H Club members raised funds, thru various activities, which were turned over to the county fair board for the purchase of material with which to put up a steel frame for a new 4-H club structure. The fair put up the frame and then the 4-H's, aided and abetted by leaders, relatives and friends, built the rest of the structure themselves, the federation was told.

imilar enterprises, with some variations, were reported also by the LeSeuer County Fair at LeCenter and the Traverse County Fair at Wheaton.



### OPENING NEAR PHILADELPHIA LAST WEEK IN APRIL

WANT SHOWS—Capable troupe with manager for our new Side Show. Man to handle office Motordrome. Can place Girl Shows with own equipment. Attractive deal for any Grind Shows with own equipment. CONCESSIONS — Cookhouse catering to show folks. Red Adams, write. Can place Games of all kinds; Ponies, Long Range, French Fries, Short Range, Mouse and Pan Games. HELP—Want two capable Ferris Wheel Men for dual Wheels, help on all other Rides, including Octopus, Tilt-a-Whirl, Chairplane, Merry-Go-Round, Kid Rides. Sam Murphy wants to hear from ride men he knows. Winter quarters open April 10th, Reading Pa., Fairgrounds. We have a long select route of celebrations and fairs starting in June and ending in October, including the big Cambria County Fair at Ebensburg, Pa., Labor Day. ATTENTION, FAIR SECRETARIES—Have one open week in August. Telephone us here collect at once or see us at the Pennsylvania meeting in Reading, Rooms 908 and 910. All replies

### MORRIS HANNUM

934 Murdock Rd., Philadelphia, Pa. Telephone Philadelphia Chestnut Hill 7-8176.



OPENING AT EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 29. PLAYING MISSOURI, IOWA, MINNESOTA AND ILLINOIS. CLOSING OCTOBER 10 AT THE AMERICAN LEGION FAIR AT CARUTHERSVILLE, MO.

### WANT CONCESSIONS

Cookhouse and Grab  
Age and Weight  
Long Range  
Short Range  
Foot Long and Root Beer  
Nickel Roll  
Novelties Hanky Panks

### WANT RIDE MEN

Foreman for C-Cruise  
Foreman for Octopus  
Foreman for Front Gate and Towers  
Second Men on Rides  
All Must Drive Semis  
Salary and Season Bonus

### WANT SHOWS

Circus Side Show  
Mechanical Show  
Animal Show (No Monkeys)  
Snake Show  
Fun House  
Class House

WANT RIDERS FOR MOTORDROME. HOUSE TRAILER AND CAR FURNISHED. (Les and Boots Evans, Contact)

Address Correspondence: P. O. Box 25, Coral Gables, Fla.



### Now Contracting RIDES • SHOWS & CONCESSIONS

For the 1954 Manatee Co. Fair, Palmetto, Fla., Jan. 25 to 30. Other Florida Fairs to follow

G. P. O. Box 1488  
Detroit 31, Michigan



FOR SALE—Motordrome, Roller Coaster, 5-101 Indian Scout  
Good Condition—Priced Right

### WANT FOR 1954 SEASON

SHOWS—10-in-1, Fun House, Fat Show, Girl Show with own outfit (Bob Purvis, Dennis Duffy, get in touch). Also want Illusion, Posing Show, Baby Show, Minstrel, Penny Arcade. CONCESSIONS—Hanky Panks and Hanky Pank Agents. Custard, French Fries, Short and Long Range Galleries, Scales and Age, Ball Games, No Popcorn, Floss or Cookhouse, already booked. No Mitt Camp, Bingo Caller, Manager, also Counter Help. HELP—Can place Ride Men on all rides. Want Foremen for Wheel, Little Dipper. Can place Carpenter, Scenic Artist; all season's work. (Geehee, Brodshaws, Mr. and Mrs. Butt, please write.)

All wires and letters to L. I. THOMAS, Mgr.  
3007 N.W. 36th St. (Phone: 64-3756) Miami, Fla.

### WANTED FOR WESTERN CANADA

PLAYING STRONGEST ROUTE OF FAIRS, STAMPEDES AND CELEBRATIONS ALREADY CONTRACTED FOR 1954

RIDES DIPPER, ROLLOPLANE, SPITFIRE.  
SHOWS FUN HOUSE, MOTOR DROME, ANY GRIND OR BALLY SHOW. Must have own transportation.

### ROYAL CANADIAN SHOWS

"CANADA'S NEWEST AND LARGEST MOTORIZED MIDWAY"

JERRY CRAWSHAW  
MANAGER

1696 FRANKLIN ST.  
VANCOUVER, B. C., CANADA



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS  
ANYTHING IN CANVAS  
Manufacturing Show Canvas for Over Fifty Years.  
Underwriters' Approved Flame Resistant Materials Available.  
FIVE DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE INDIANA

### VOLUNTEER SHOWS

Opening Near Nashville, Tenn., in April  
3-FAIRS-3

WANT Bingo, Arcade, Slum Concessions of all kinds, Mitt Camps, Buckets, Swinger, Six Cats and P.C. Ride Help on Wheel, Jenny, Tilt, Chairplane, Electrician; useful Show People in all departments. Bertha Bert, get in touch. Business Manager with Concessions.

ELMER REID, General Delivery Crystal River, Fla.

GIVE TO DAMON RUNYON CANCER FUND

The favorite of showmen since the days of Tom Mix

### AIRSTREAM

WORLD'S FINEST TRAVEL TRAILER

For big catalog, special showmen's folder and a good deal write Airstream Trailers:  
Andy Charles Jackson Center, Ohio  
Art Costello 1755 N. Main St., L.A., Calif.

### WANTED

#### Outdoor Attractions

including Carnivals, Circuses, Rodeos, etc. Have large acreage right in the City. Please contact

**LEO A. STEFFEN**  
Dubuque Sports Bowl,  
Dubuque, Iowa.

### Kiddie Rides Wanted

Want to lease for April opening, Miniature Train, Merry-Go-Round, etc. Need at least 10 rides for Kiddie Park in large, growing community, South suburb of Chicago.

Box 492, c/o The Billboard  
188 W. Randolph St.  
Chicago 1, Ill.

### CHARRO DAYS FIESTA

FEBRUARY 25-26-27-28  
Street Concession space available for Hanky Panks only. No griff.

**M. G. DENNIS**  
1004 Van Buren St., Brownsville, Texas  
Phone: 2-5080

### TURNER SCOTT

Wants Foreman for Wheel, Octopus, Roller Coaster. Long season, Daytona Beach all summer. If you have any habits outside of the knife and fork, don't bother me. Address

c/o LEO LANE SHOWS  
Bowling Green, Fla., this week; Lake Wales follows.

### FOR SALE

Allan Herschell 8-car Auto Ride, ready to operate, blue and orange top and wall, two seasons old, \$1,200.00; No. 5 Ell steel wheel base, never used, \$50.00; 50 ft. Panel Main Gate, plenty of Lights, Ticket Box, \$350.00.

**MYRON N. COLEGROVE**  
Hemlock, New York

### TERRY AMUSEMENTS

Want Jewelry, Pond, Ball Game, Blower, Sit Down Grab, Mims, Fla., this week; Apopka, Fla., follows.

### SUGARLAND EXPOSITION

#### CLEWISTON

Jan. 26-30

Place legitimate Concessions and clean Shows  
Lake Worth Fiats follows.

**MAC MARCKRES, Mgr.**  
R. 1, Box 370, West Palm Beach, Fla.  
Tel. 8456

★ **ROYAL MIDWEST SHOWS** ★

Now booking Stock Concessions, Bingo, Photo, Mitt Camp, Girl Show, Manager for Athletic and Snake Show for early opening.

**ROXIE HARRIS**  
P. O. Box 142 Findlay, Ohio

### RELIABLE SIGN PAINTER & FRONT BUILDER

Also Drummer for Band wants good, steady job. Good Talker for Sound Truck Do not drink. Age 55, white, have car Know show business. Write or wire

**J. F. LeCARTER**  
3304 Hamilton Rd., Corpus Christi, Texas

### CARNIVAL WANTED

WEEK JULY 5-10  
FLORA, ILLINOIS, CENTENNIAL

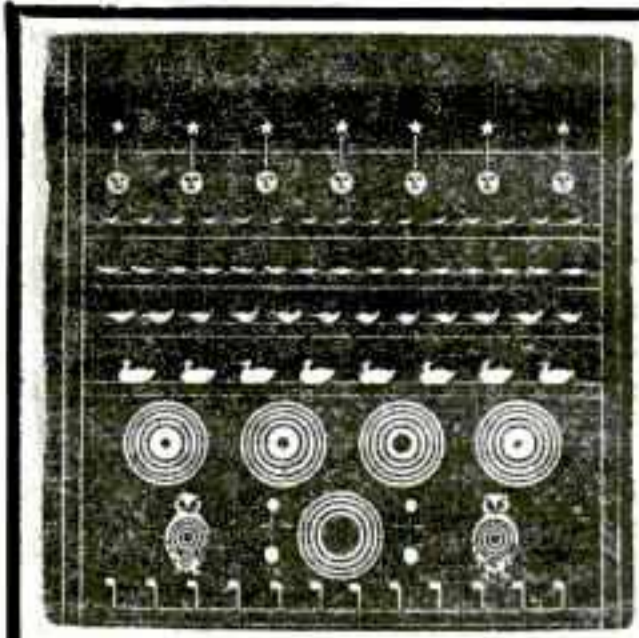
Contact:  
GEORGE COOPER or PAT RICHEY  
Flora, Illinois

### WANT TO BUY

Good used Portable Skooter Building. No high trailer type. No junk wanted.

Contact  
**FRANK L. PARRINO**  
125 Carlile Ave. Pueblo, Colorado  
Phone 1391





**ATTENTION—  
SHOOTING GALLERY  
OPERATORS!  
IF YOU NEED GALLERIES  
ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . . assure your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG**  
Parts and Targets also available.  
Write Today.

**H. C. EVANS  
& CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

**IMMEDIATE DELIVERY—  
NO WAITING for  
These EVANS' Quality  
LONG RANGE GALLERIES**

**GALLERY "L"—8 ft. high, 10 ft. wide.** One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.  
**GALLERY "E"—10 ft. high, 12 ft. wide.** One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and belt!

**WANTED FOR**

**Legion Fair, Mulberry, Fla., Jan. 25 thru 30th.**

FOLLOWED BY TITUSVILLE, FT. PIERCE AND LARGO. ALL BONA FIDE COUNTY FAIRS

Legitimate Concessions and Hanky Panks of all kinds.  
Can place one or two Major Rides with own transportation.  
Have room for a few non-conflicting Shows.

All Address **C. C. GROSCURTH**  
**Blue Grass Shows** Sarasota, Fla.

**WANTED WANTED WANTED**

for  
**RIVERSIDE COUNTY FAIR**  
and  
**NATIONAL DATE FESTIVAL  
INDIO, CALIFORNIA**  
FEB. 17-FEB. 22 INCLUSIVE

LEGITIMATE MERCHANDISE CONCESSIONS — SHOWS OF MERIT  
Contact:  
**FRANK W. BABCOCK UNITED SHOWS**  
**BALTIMORE HOTEL**  
501 South Los Angeles St., Los Angeles, Calif. Phone: TRinity 5941

**JAMES H. DREW SHOWS  
NOW BOOKING FOR THE 1954 SEASON**

SHOWS WANTED—Will place any Grind or Bally Show not conflicting. (Note: Do not answer unless you can stay the season.)  
Will place legitimate Concessions of all kinds. Several choice Concessions are open at this time.

NOTE: We will open early in April and have a solid Circuit of Celebrations and Fairs from June 1 until the middle of November.

Address  
**JAMES H. DREW SHOWS**  
Fairgrounds, Eastman, Georgia. Phone: 3047

**BEAM'S ATTRACTIONS**

25 weeks of Community sponsored Events and Fairs. All Concessions open for 1954 season except Eating Stands and Bingo. Want Foreman and Second Men who can drive for Wheel, Merry-Go-Round, Spiffire and Kiddie Rides, Operators for French Fries, Candy Apples, Floss and Popcorn. Experienced Help for Cookhouse. Show Painter who can report April 1 Dennis Duffy, please write. Write **BEAM'S ATTRACTIONS**, P. O. Box 367, Windber, Penna. (Mgr. Steve Decker will be at North Carolina, Virginia and Pennsylvania fair meetings.)

**MOTOR DROME FOR SALE**

24 ft. drome rebuilt last season. Hauls on 30 ft. semi which is used for bally. Beautiful front, top new last season. \$2500 for outright sale or will sell for small down payment with weekly payments if booked on show. Write

**M. A. BEAM**  
P. O. Box 367 Windber, Pa. Tel. 7841

**MILLIKEN BROS.' SHOWS**

ENLARGING SHOW FOR SEASON 1954  
Will book major Rides not conflicting with Merry-Go-Round, Ferris Wheel and Kiddie Rides. The office owns six Hanky Panks of all kinds, good Grind Shows, Will sell X on Bingo, Custard and two Wheels that can work stock. Will book P.C. and pan Game, but you must have Hanky Panks to go with them. Can use Man and Wife for Popcorn and Candy Apples. Can use Help on Grab, Agents for office-owned Hankies, Ride Help on Jenny, Wheel and Kiddie Rides, Electrician who can operate G.M. Diesel plant. We open in Georgia in March. All address  
**J. A. MILLIKEN, General Delivery, Bristol, Georgia**  
P.S.: Henry and Cynthia Working World; Herbe Mace, answer.

**TENNESSEE VALLEY AMUSEMENTS**

12 Fairs—Open Early March—12 Fairs  
Book—Cookhouse that will cater to showfolks, Lead Gallery, Jewelry, Grab, Pitch Till You Win, Hoop-La, Bumper, or any Hanky Pank, Diggers, 6 Cafe, Buckets, Roll-down, Pin or Raffle, Set Spindle, Swinger. Excellent opening for (flashy) Bingo, Popcorn, Snow Cones and Candy Apples open. Bill Kreiger and John Taylor, write. Sensational Free Act wanted for season. Agents for Office Concessions—Pan Game, Ball Game, Stum Spindle, Penny Pitch, Pea Pool, Cotton Candy, Man and Wife for (flashy) Photo Studio, Shows—Monkey, Big Snake, Wrestling, Gorilla, Girl Show or any Grind Show with own outfits. Help—Foremen for Wheel, Merry-Go-Round, Octopus, Chairplane, two Kid Rides. Man for handling front. Salary or P.C. Book any Ride not conflicting. For Sale—50 K.V.A. 2300 transformer, Chev. Tractor and Dodge Van 1946—Cheap. Phone 2832. Write or wire Baldwin, Miss., Winterquarters, Theodore Meadows, Owner and Manager; Charlie Croy, Business Manager.

**Miami Home Site**

Continued from page 52

midway gentry and their ladies will reside here.

**State a Mecca**

Even now the State, with its sunshine lure, harbors each winter an amazing number of outdoor showfolks. Long-time residents of Miami with a wide acquaintance among the outdoor brethren guess that there must be at least 10,000 folks who make their living in outdoor show business nestled in and around the town each winter. Many are known and their dwellings tagged, but the larger number by far each winter blend themselves into communities, the knowing ones say.

While the Miami adherents acknowledge the existence of sizable colonies at Tampa-Gibson-ton, Orlando, Kissimmee, and the many other towns where wintering shows in the past and present have caused some homesteading, none will admit that all of these put together can equal numerically the Miami census.

While the Miami Showmen's Association and its plush new \$150,000 headquarters represents an industry effort in the securing of funds, the attendance at the regular weekly meetings averages out in excess of 300. The 600 who attended the association's annual banquet were mostly residents and the claim that a 1,000 or more could be attracted to the event if a more suitable site was available is readily believable.

**Excellent Facilities**

The completion of the club took the fraternity out of makeshift quarters in the heart of town and gave the membership facilities that are probably the equal of anything of similar nature in town.

With the opening of the bar and restaurant facilities the services will be complete. Previously the club arranged for recreational facilities. Available at half price and only across the street is a full athletic layout, including a large swimming pool.

Thus the showman wintering in Miami who can only afford his \$10 annual dues has club facilities equal to those of other prosperous organizations.

**World of Mirth**

Continued from page 52

offerings and require considerable space, the World of Mirth show lineup will take on an entirely new look even without the addition of other new features, altho Bergen has not eliminated this possibility.

**Record Investment**

Since the shows booking the water units will pay an estimated \$175,000 or more in booking guarantees, percentages and staging costs (The Billboard, January 9) considerable study will be given to the framing of the units.

Fortunately for those scheduled to have the unit this year the Royal American Shows will give the show its first test run under competitive carnival conditions at the Florida State Fair, Tampa, next month. The same tent and other equipment used by Steinman and Shayon to present the unit under canvas for the first time last fall at the Eastern States Exposition, Springfield, Mass., and the Texas State Fair, Dallas, will be used at Tampa.

Many improvements in the physical presentation are expected to result and it is likely that all owners who have contracted for the units will examine the Tampa presentation closely before setting final plans for the physical equipment needed.

**Study Transportation**

Altho comparatively simple to transport, it is likely that the carnival owners will be further able to simplify the transportation of the rather bulky units.

Altho the money slated to be spent collectively for the fountain spectacle is by far the largest sum ever spent by the carnival industry for a single show feature in any one year, the operators believe that it can be made to pay off. It is pretty certain that any box office success registered will represent a building process, and a couple of operators queried even now feel that it will be a good repeat attraction next year.

Even if no big profits accrue to the show owners the units should prove a potent publicity gimmick and certainly win for the shows favor with the officials of the fairs they play.

**McCaffrey Says**

Continued from page 52

and offering of similar novel shows to the carnival industry. The need for bona fide new attractions—as opposed to the refurbishing of equipment and the change of titles—has been pressing for some years. The owners-operators are willing enough to make the effort in terms of investment for units that hold the promise of earning money but, Mac points out, the imaginative workings of midway minds has not been particularly stimulated in recent years.

There is, always has been and always will be room and the possibility of good earnings for new and novel shows on the nation's midways, he says. But any potential progress along these lines can be stalled, and perhaps even killed, by those fairs that demand prices or percentages that make it impossible for shows to earn a reasonable profit.

Unaffected in most instances, Mac nevertheless noted with concern for the industry, the out-of-hand competitive bidding instituted by some fairs and carnivals alike which could only lead to impossible economic problems for the showman and headaches, as well, for the fair operators dealing with the hard-pressed carnivals organizations.

With Louis (Stretch) Rive reporting in twice a day and numerous other visitors—especially last week when dozens of persons were attracted to Miami by the Miami Showmen's Association banquet and ball—contributing their news and analysis of the business, Mac isn't missing a thing except exercise.

Altho he is probably faced with additional weeks of convalescence, the chances are that Mac will be up and around and on his own long before the first wagons roll.

**Colorful Event**

Continued from page 52

Ann Tara, pages; Germaine Lollar, Kitty Glosser, Ella Dodson, Sue Walters, Shirley Lyons, Elsie Keeler, Mickey Hawkins, Dorothy Finnerty, Winnie Edwards, Barbara Broeffle, Mildred Finn and Agnes Grosso, hostesses, and Mary C. Thomas, guest of honor.

Winners of gold cards were Charlotte Wright, Babs Geffen, Rose Lange, Dora Pierson, Gladys Manning, Dorothy Finnerty, Pearl Ridings and Lillian Tucker.

Plaques were awarded to Mae Levine, Dorothy Finnerty, Agnes Grosso, Ada Cowan, Kitty Glosser, Freda Wilson, Hilda Roman, Sidney Thomas, Dora Pierson, Virginia Feldman, Babs Geffen, Irene Moore, Pearl Ridings, Charlotte Wright, Ethel Weer, Ann Tara, Sue Walters, Ceasara Buzzella, Elsie Keeler, Peg Heiman and Ruth Schreiber.

The 1954 committees are: Nan Rankine, chaplain; Louise Endy, parliamentarian; Mickey Hawkins, Bea Barry, membership; Lillian Tucker, ways and means; Nancy Whiteside, east; Agnes Grosso, north; Kitty Glosser, mid-west; Dorothy Finnerty, south; Ella Dodson, Mae Ross, entertainment; Caesara Buzzella, sick; Mae Nelson, Emma Rocco, tylers; Lois Hanson, Lola Kochenour, public relations; Alberta Mack, Bea Gerson, publicity; Lois Weiss, Myrtle Duncan, relief; Pearl Scholtz, Myrtle Brooks, refreshments; Billie Palitz, Kitty Brown, Mildred Finn, Peggy Minden, Anna Wilkins, Winnie Edwards, Barbara Broeffle, hostesses; Elsie Keeler, Glendora Daniels, Helen Eule, Rose Hicks, house; Lillian Riley, birthdays, and Madge Harris and Regina McLinden, journal.

**McASKILL'S ILLUSION SHOW**

Opening January 29, Ft. Worth Stock Show; San Antonio Stock Show to follow. Need Working Man and two Ticket Sellers who drive trucks. All must have neat appearance and be sober and reliable. No drinking or short change tolerated. Top salaries paid every week. Mike Conway, wire or call me.

Winterquarters, 2617 Roosevelt Ave., San Antonio, Texas, until January 24; then care Bill Hames Show, Ft. Worth, Texas. San Antonio telephone: Lambert 2042.

A. W. McASKILL

**EDDIE'S EXPOSITION SHOWS**

OPENING APRIL 24  
9 RIDES — 4 SHOWS — 30 CONCESSIONS

WANT  
Rides, Shows and Grind Concessions that do not conflict. Custard and French Fries.  
**EDDIE DIETZ**  
165 N. Monroe St. Phone: 7-1933 Butter, Pa.

**WANT—G & B SHOWS—WANT**

SHOW OPENS IN APRIL  
Cookhouse, Photos, Age and Weight, Jewelry, Glass Pitch, Fish Pond, Cork Galleries, Long or Short Range Shooting Gallery, Coke Bottles, Six Cat, Buckets, Ball Games, Balloon Dart, Mitt Camp, Percentage if you have Concession. Positively no racket. SHOWS—Animal, Monkey, Snake, Ten-in-One, Girl Show, HELP—Merry-Go-Round Foreman, Second Man; Chairplane Foreman and Second Man; Kiddie Ride Wheel and Octopus Man. All replies to  
**GEORGE BROAS, 627 30th St., Parkersburg, W. Va.** No collect calls.

**Moore Appoints**

Continued from page 52

Ray Marsh Brydon, Roland Page, Charles Wright, Jack Gilbert, Charles Travers, Paul Prell, Lloyd Serfass, Ed (Pud) Hartman, Mike Roman, Frank Spina, Max Miller, Alton Pierson, Harry Modele, Fizzle Brown, W. William Jones, Vincent Anderson, Frank Miller, Al Dorso, Art Lewis, Robert Morton, and Jack Greenspoon.

Membership: David Fineman and Harry Schreiber, chairman; Pete Norman, A. R. Whiteside, Claude Schrest, Russell Erdell, Harry Rubin, Mark Graham, Harry Westbrook, Fizzle Brown, Frank Spina, Abe Prell, H. William Jones, Leonard Lamell, Frank Miller, Art Lewis, Al Dorso, John Weisman, Alton Pierson, Tobey Turbin, Harry Weiss, Eddie Horwitz, Harry Ross, Robert Parker, William Tara, Patrick Finnerty, W. R. Geren, Ben Glaaberg, Danny Dell, and W. O. (Bill) Page.

**Miller, Morton Named**

Circus Representatives: Frank Miller and Robert Morton.

Year Book: Claude Schrest, Irving Sherman and Harry Westbrook, all chairmen. Also, Ben Weiss, Eddie Horwitz, Harry Schreiber, Andy Markam, A. R. Whiteside, Jack Greenspoon, Robert Parker, Ed (Pud) Hartman, Maxie Sharp, Paul Prell, W. O. (Bill) Page, Fizzle Brown, and David Fineman.

Banquet and Ball: Robert Parker and David Endy.

Funeral: Philip Duskin.  
Funeral: William Tucker and Michael Roman.

Entertainment: Max Sharp, chairman; Patrick Finnerty and Sparky Nissenbaum, co-chairmen. Also, Mark Graham, Philip Duskin, Sam Walsh, Issie Beck, and Tobey Turbin.

Amusement Park: Jack Gilbert, Jack Greenspoon, George Priest and Andy Markham.

Children's Christmas Party: Charles (Prency) Schwacha, chairman; Ep Glosser, Thomas Allen, William Tara, Merle Deemer, Ben Gasberg, Joseph Ross, Fred Conti and Harry Ross.

Good Will Ambassadors: Louis A. Rice, chairman; L. Ed Roth, Sam Solomon, Bob Morton, Guy Markley, Frank Miller, Andy Markham and Robert Parker.

West Coast Representative: L. Ed Roth.  
Building Plaque: Carl J. Sedlmayr Sr.  
Building Fund: Art Lewis and Frank Spina.

**CONCESSIONS FOR SALE**

RAZZLE—14 foot, complete. Horse Clocks, Radios and Lamps.  
ROLL DOWN—14 foot, complete. Fuzzy-Wuzzies, Radios and Clocks.  
SKILLO—12 foot, complete. Tires, Inner Tubes and Automobile Accessories.  
WHEEL—14 foot, complete. 2 Wheels, Ham and Bacon and Groceries.  
WHEEL—14 foot, 4 dozen Beaver, States, PIN STORE—16 foot, complete. Radios, Clocks, China and Lamps.  
CIGARETTE GALLERY—14 foot, complete. Cigarette Stock.  
BALLOON DART—14 foot, complete. Rag Dolls, Plush Dots, Horse Clocks, Lamps and Big Dolls.  
PAN GAME—14 foot, complete. With Laydown.  
PEA POOL—8 foot, 12 foot Awning. Complete with Laydown.  
BLOWER—16 foot, complete. Panda Bears, Television, Radios and Lamps.  
SPIN AROUND—14 foot 2, complete. Wire Dogs and Stum.  
HUCKLEY BUCK—14 foot, complete. Rag Dolls, large Dolls.  
DUCK POND—12x12, complete.  
BALL GAME—14 foot, complete.  
BALL GAME—14 foot, Pank Rack, complete.  
PENNY PITCH—12x12, complete.  
SIX CAT OUTFIT—18 foot, complete.  
All Concessions are complete, stocked and ready to go. Background, Ceilings, Stringers, Bubs, Stakes. All accessories that go with Concessions.  
Also 3 dozen Hammers, Stakes, Sledge Hammers, extra Stringers and Light Bubs.

**TRUCKS**

1—K7 International Tractor.  
32 foot Nabors Van.  
2—GMC Pickups.  
3—House Trailers to go with Pickups. Travelite, 27 1/2 foot in length.  
All the above can be purchased at a real bargain. The value of above is estimated at \$25,000.00, and can be bought very cheap.

**H. M. BOUTH**

100 Mountain Route, Hot Springs, Ark.

**FOR SALE**

12 Erie Diggers (hand operated) mounted in a 12 ft. closed trailer that opens on 4 sides. Trailer and machines were new 3 years ago. Outfit is well flashed with fluorescent lights. Has operated the past three seasons in Michigan and has never been closed in any spot. No slots on machines. Other interests force sale or would consider a HONEST, RELIABLE Agent. PRICE \$3500 CASH. CONTACT

**H. L. ANDERSON**

711 W. Alexandrine, Apt. 406  
FAirmount 1-0657 Detroit 1, Mich.

**WANTED**

Good used Merry-Go-Round. State price, condition, location and size.

**ROBERT H. SNYDER**

Box 463 Camden, N. J.



# DISPLAY-CLASSIFIED SECTION

## A MARKET PLACE FOR BUYERS AND SELLERS

**REGULAR CLASSIFIED ADS . . .** Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS . . .** Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE

### THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

#### ACTS, SONGS & PARODIES

**AT LAST! YOU CAN BE FUNNY LIKE** the big-time comedians! Buddy Lewis shows you how in his exciting, new photo-illustrated book, "Get Into The Act." Contains many valuable professional "Tips," plus 215 gags, jokes, quips and comedy routines. All for only \$1, postpaid. (Satisfaction Guaranteed.) Make 'em laugh or your money back! Send for yours now! Buddy Lewis, 4932 8th, Philadelphia.

**EGYPTIAN DANCER** with wide experience from Europe, wishes to get into connection with suitable nightclub or cabaret. Reply to: MISS HAYAT GAD, Hotel Norrvala, Malmo, Sweden

**EMCEE MAGAZINE—CONTAINING BAND** Novelties, Parodies, Monologs, Parodies, Gags; combination of comprising year subscription, four rag-packed back issues and book of heckler stopper-comic song titles, \$4. Emcee-B, Box 983, Chicago 90. Ja30

**FREE CATALOG! PROFESSIONAL COMEDY** Material! Every phase of showbiz introductory collection, including seven parodies, \$1. Sebastian, 10934-B Hamer, North Hollywood, Calif. Ja30

**NEW 1954 EDITION COMICCOLLECTION,** the complete reference file for the entertainer. Monologs, parodies, gags, song titles, etc., \$2. George Schindler, Showbiz Comedy Service, 1613 E. 29 St., Brooklyn 29, N. Y.

#### AGENTS & DISTRIBUTORS

**ARALONE PEARL SEA SHELL JEWELRY** Butterfly Wings, Novelty Dangling Earrings, Italian Mosaic, Italian Coral, Iran Jewelry. Price list features unusual novelties. Lewis LeVine, Tropical Gifts and Curios, 906 Tampa St., Tampa, Fla. Formerly Joseph Fleischman. fe13

#### AMAZING CLOSEOUTS

Tailored Earrings, asst. gr. . . . \$15  
Tailored Pins, asst. gr. . . . \$18  
Stone Earrings, asst. gr. . . . \$18  
Stone Pin, asst. gr. . . . \$18  
Stone Pin & Earring Sets, boxed, dz. . . \$9  
Sample dozens reg. price, 20% deposit. Balance c.o.d. No catalogs. NEW ENGLAND JEWELRY, 9 Empire St., Grov., R. I.

**ASSORTED EARRINGS—GROSS, \$16.50;** 3 dozen samples, \$5 postpaid. Cash orders direct from manufacturer. Jacobi, 1715 E. Mercer, Seattle 2, Wash.

**ATTENTION LADIES LINGERIE BUYERS:** Rayon panties, \$1.55 dozen; Two-Bar-Tri-cot panties, \$2.15 dozen; rayon jersey half-slips, \$3.50 dozen; nylon lace trim half-slips, \$14.75 dozen; nylon hose, standard quality, 51/15, all shades, all sizes, \$6.50 dozen; nylon hose, closeout, 1st quality, size 1/2, \$4.75 dozen; nylon hose, closeout, 1st quality, sizes 8 1/2 and 9, med. shade, \$4.75 dozen. Many other promotional items. Rubio, 1155 Broadway, N. Y. C.

**BARGAINS, JOB LOTS, CLOSE-OUTS!** Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc. 2000 Items, 25¢ brines. Wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-B, North Desplaines, Chicago. np

**BEAUTIFUL LADIES' STYLES—INTER-** woven throat with gold color metallic cellophane, both ends finished. Colors: blue, red, white, black, yellow, pink; big size flash, \$9 per dozen. Pure silk 31"x36" scarfs, 12 designs, \$6.75 per dozen; men's reversible neckties, \$5 dozen; leopard designed genuine lambskin, \$8.50 each; girl's lambskin coats, sizes 1-6, \$15 each; hat and muff shade, \$1 each item. Colors: blue, green, white, leopard dye, grey, brown and pink. Sells retail for \$27.50. Send money order, include postage for parcel post. (Money refundable). Nat's, 641 Fifth Ave., Brooklyn, N. Y.

**BIG PROFITS FOR MEN AND WOMEN** selling Deken's Ointment for Rheumatic Pains. Free sample. Deken's Products, P. O. Box 666, Newark 1, N. J. Ja23

**BINGO BLOWERS—RETAILING \$150, SELL-** ing out, \$49.50. AC Electric, Ballo, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. fe20

**BURLESQUE STRIPEASE QUEENS, COLOR** Photo Sets! First time offered, all headline "strippers," (Georgia Southern, "Peaches," "Irma," etc.) Fast sellers! \$6.50 dozen assorted sets, prepaid. (Samples \$1.) "Burlesquequeens," Box 1352-B, Philadelphia.

**BUY WHOLESALE DIRECT—25,000 ITEMS;** electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog 25¢, refundable. Matthews, 1478 -C2 Broadway, N. Y. C. 35.

**COSTUME JEWELRY—FOR AGENTS,** salesmen, distributors, etc. Direct from our factory. Picture catalog free. Pickcraft, 19 Bank St., Attleboro, Mass. Ja30

**CLOSEOUT—100 GROSS ASSORTED EAR-** rings, metal screw backs, some pierced. Sample gross, \$7.50; 10 gross lot, \$65. Auerbach, 14 E. 34th, N. Y. C.

**FAST SALES AND BIG PROFITS WITH** Decals, Comic, Girlie, Souvenir Decals; also very witty plaques. Enclose 25¢ for generous samples. Hand, 187-04 Ludlum Ave., Hollis 12, N. Y. C.

**JOKERS FUN SHOPS—FULL CREDIT AL-** lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. Ja30

**MAKE BEAUTIFUL FINE PINS YOUR-** self in 1/2 minute; fast seller; samples, details, 50¢. Ed Duddy, 1110 W Washington, New Castle, Pa. Ja23

**MAKE \$100 DAY SELLING NEW COLOR** Filter Screens. Put your television in colors. Jobbers wanted. Contact Moody Supply, 3028 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017.

**NATIONAL DISTRIBUTION SOUGHT FOR** jewelry, religious items, ash trays, paper weights made from hard coal. Joseph Crocama, 48 E. Broad St., Hazelton, Pa.

**NECKLACES, BRACELETS, PINS AND** Earrings, discontinued line, 79¢-81¢ retailers; good selection, smart styles; \$20 gross; 6 dozen \$12. Postage extra. Cash with orders; satisfaction guaranteed. Debonair Manufacturing Co., 188 Whitmarsh St., Providence, R. I.

**OIL PAINTINGS—POPULAR PRICES, ALL** sizes, all kinds. Write for descriptive price list. Studio-2, 1306 East Third St., Merrill, Wis.

**POCKET COMBS — ASSORTED COLORS,** 100 cards, 12's, \$16; with clip, 100 cards, \$20. Novelties, Notions, Specialties; over 200 items. Carleton House (5B), Texas City, Tex.

**RHINESTONE FASTENER SET — AT-** taches rhinestones to costumes, dresses, etc. Big assortment of 350 brilliant crystal rhinestones with settings, \$3.95. Rhinestone fastener free with each order. Amolite Company, 21 Parsons, Columbus 15, O.

**SELL TIES — MAKE \$131.25 WEEKLY** more! Unusual Discount, Bonus Plan Rush \$1 (refundable) for 2 ties, catalog, amazing details; or write for details. Loren Specialties, 4351-H Flournoy, Chicago 24, Illinois

**RUN A SPARE-TIME GREETING CARD** and Gift Shop at home—Show friends samples of our new 1954 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary, costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 9, Ferndale, Mich. Ja30

**STRANGE "DRY" WINDOW CLEANER—** Sells like wild, replaces messy rags, liquids. Simply glide over glass. Samples sent on trial. Kristee 51, Akron, Ohio. np

**TEN DOZEN PAIR MEN'S DRESS SOX,** \$12.50; ten dozen pair ladies' full fashioned Nylons, \$15; ten dozen pair boys' or girls' Sox, \$12.50. Imperfects; all orders satisfaction guaranteed. Nelson Hosiery Sales, Greenville, Ala.

**YOUR OWN BUSINESS — SUITS, \$1.50;** Overcoats, \$5; Mackinaws, 25; Shoes, 12 1/2; Ladies' Coats, 30; Dresses, 15; Enormous profits. Catalog free. Moro, 559 -AF Roosevelt, Chicago.

**200 BLADES, DON JUAN DOUBLE EDGE,** \$1.20; 1,000 blades, \$5.50; all postpaid. Samples, wholesale list free. National Specialty Sales, 15 E. 3rd., Cincinnati 2, Ohio.

#### ANIMALS, BIRDS, PETS

**ALLEN CAN SUPPLY FROM FRESH** stock for your "rattling" goose. New Year: 5 once-milked Diamondback Rattlesnakes, \$15; Florida King Snakes, average 4 ft., \$3.50 each; lots of 10, \$25. Everglades Rattlesnakes, average 4 ft., \$3 each; lots of 10, \$30. Large healthy Stump Pulling Lizards, Turtles, Tortoises, Extra special! Fence Lizards, \$2 doz.; also other fine specimens both native and foreign. Ross Allen's Reptile Institute, Phone Marion 2-6369, Silver Springs, Fla. Refer to this ad when ordering.

**CALIFORNIA SEALS, SEA LIONS—WILD** or trained; main suppliers 200s, cures thru world. Marine Enterprises, Inc., Hermosa Beach, Calif.

**MEXICAN BABY BURROS—CUTE, VERY** gentle, ideal gift for kiddies and children. Suitable to ride on. Males, \$40; females, \$45. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. Ja30

**PARAKEETS—YOUNG ONES, DANDIES,** assorted colors, \$39 dozen; 100 for \$300; Canaries, nice lot, assorted colors, \$18 dozen; 100 for \$180; also Puffins etc. Pet Supply, 3101 Olive, St. Louis, Mo. Ja23

**TWO FEMALE WORKING ELEPHANTS** for sale, will earn money. They are fully trained act, runs from five to eight minutes; write for routine; priced at \$8,000; tame, gentle elephants. Also write for our full list on animals we have for immediate shipment. Trefflich, 228 Fulton St., New York.

**TWO LEOPARDS, \$550 FOR PAIR;** Hyena, \$150; Black Bear, \$50; male side hump Camel, 18 months old, \$1250; old Camel, \$350; 5 Java Monkeys, \$20 each. Prices f.o.b. Wallace & Clark Circus, Box 455, Norwalk, Calif.

**YOUNG MONKEYS—BONNET MACAQUES,** \$30; Rhesus, \$25; Whiteface, \$35; Squirrel, \$25; Spider, \$30; Marmosettes, \$30; Pig-tails, young, \$60; Babies, \$70. Bronson Tropical Birds, 2228 Amsterdam Ave., N. Y. C. fe8

#### BUSINESS OPPORTUNITIES

**COMPLETE CIRCUS FOR SALE, ANY** part or piece. 90 with 3 forty's, 50 with 2 thirty's, 100 with 3 light plants, cable, 14 late model Chevrolet trucks and trailers, 1 Wayne Sanguin canvas spool, seats and other equipment. Box 455, Norwalk, Calif.

**EARN \$25 PER HOUR IN SEARCHLIGHT** advertising business! Giant searchlight and generator, \$1250.00; terms, (Cost U. S. \$35,000.) Buck's War Surplus, Ogden, Utah.

**EARN MONEY AT HOME—OUR BOOK** "Home Factory" tells how to make 101 different products and articles in daily use. Tells where to buy all ingredients and materials necessary, direct from first hands. Price 50¢ postpaid. C. A. Wittesell, Box C-51, Reynoldsburg, Ohio.

**FREE FOLDER "G" IS FULL OF MONEY** making ideas for salesmen, agents, and mail order dealers. Write for it now! Giftory, Box 12, Cincinnati 13, Ohio.

**NEW ELECTRIC MACHINE BAKES** Eraseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

**START VENETIAN BLIND LAUNDRY—** Profitable, lifetime business; new machine; free booklet. E. B. Co., 442 N. Seneca, Wichita 19, Kan. Ja30

**START A MAIL-ORDER BUSINESS—** Small capital. Details, \$1. Fred Hettick, P. O. Box 1478, Bismarck, N. D.

**\$1 MO. ESTABLISHES YOUR PERMANENT** address here in Los Angeles. We forward all mail for our many customers personally and efficiently. Ellery Office Service, 1244 S. Grand Ave., Los Angeles 15, Calif. fe13

#### FORMULAS & PLANS

**ANY FORMULA, \$3; CATALOG, CHEM-** ical Instruction Sheet, 10¢. Joseph H. Bel-fort, 192 N. Clark, Rm. 620, Chicago 1, Ill.

# The Nation's Finest Source for exclusives and NAME BRANDS

Gifts • Premiums  
Incentive Awards  
**SAME DAY SHIPMENTS**

We Carry Complete stocks . . . every item first quality.



## TEMPLE COMPANY, INC.

804 Sansom St., Philadelphia 6, Pa.

Market 7-8242

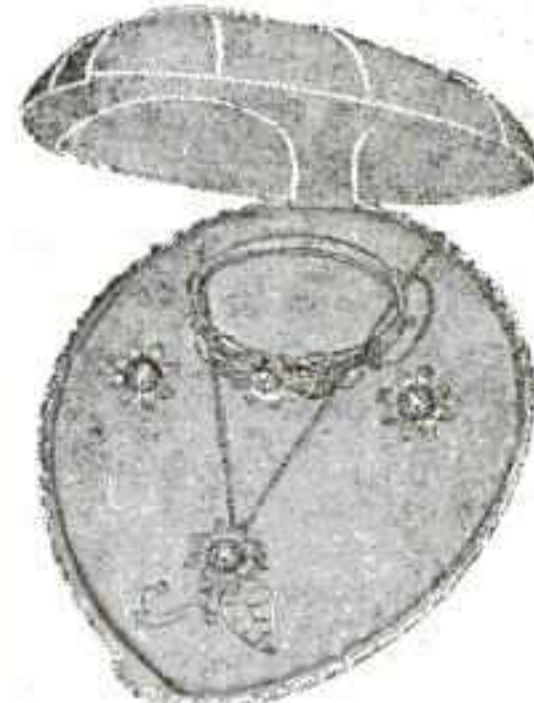
Visit Our Auxiliary Showroom 708 Sansom St., Philadelphia 6, Pa.

National Headquarters for DIAMONDS • CULTURED PEARLS PRECIOUS STONES

### Valentine Special!

Temple Exclusive  
**CLAUDIA**  
Only \$3.00 Each  
Retail \$29.75 and Worth It

Dainty filigree ensemble . . . leaf and blossom motif. Matching bracelet with chain guard, necklace, costume pin and earrings. Brilliant, highest quality, machine cut rhinestones and simulated precious stones. Pin may be used with necklace or separately as brooch. Attractively gift packaged in leaf design tid-bit server.



Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.



#### INTRODUCTORY OFFER OF REAL FUR AND PLUSH BUNNIES

38" High Grade Plush BEGGING RABBIT with hand embroidered nose and mouth, or 36" CUD-DLY with plastic nose.

per dozen . . . \$34.50  
in 6 dozen lots per dozen . . . \$33.00  
We will ship orders for later delivery.

No Extra Charge for Samples 1 Doz. (6 of each) . . . \$34.50  
F.O.B. N.Y.C., 25% dep., C.O.D. if not rated.  
Order and Be Convinced! FREE 32-Pg. Catalog with Samples

We have some attractive all year-round numbers, LARGE SIZED, LOW PRICED, ideal for CARNIVAL and CONCESSION TRADE.

**ACE Toy Mfg. Company**  
122 W. 27th St. N.Y. 1, N.Y.

#### Fully Automatic Pocket Lighter



Imagine a fully automatic lighter for only \$7.20 doz. \$84.00 gr. Plus Postage. Compares with lighters selling for 5 or 6 times as much. Chrome or chrome finish. No Federal Tax. Never before offered at this low, low price! This lighter will prove your fastest seller ever. Ideal for gift, prize or premium. Nicely boxed.

They are moving fast, so order your complete stock TODAY. Top lever action exactly like the Ronson. Minimum order one dozen. (SEND FOR CATALOG)

**MINIATURE POCKET LIGHTERS.** With key chain ring in mesh or all chrome finish. \$2.00 Doz. \$22.50 Gr. Plus Postage

#### STERLING JEWELERS

PHONE: ADAMS 4621 - 44 E. LONG STREET, COLUMBUS, OHIO

#### Save an EXTRA \$15.40 on Special \$50 DEAL!

Bulova, Waltham, Elgin, Benrus, Gruen Watches. for men & women ea. \$9.95

New model cases and dials. Re-conditioned and guaranteed like new. Yellow Exp. Band, 95¢ add.

6 ass't above \$9.95 watches and 6 95¢ exp. bands to match—all for \$50.

**RUTILE "TITANIA" GEMS** Synthetic diamonds, but \$8.25 more brilliant. Carat . . . Set in 14-kt. mountings, ladies', \$10 add.; gents', \$15 add.

Send for Our New Big 100-page 1954 catalog, only 25¢ (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.  
**JOSEPH BROS.**  
5 S. Wabash Ave. Chicago 3, Ill.  
"The Watch and Diamond House"



#### New and Latest Bar Gag! EYE BALLS

Molded Styrene plastic balls, painted in color for realistic appearance. Both single and double Eye Balls packaged in colorful carton. Eye Balls are airtight and weighted so that they float with pupils always looking up. Not affected by alcohol.

Retail price 35¢ each.  
COLLINS PRODUCTS Dept. B-12, Box 465, North Hollywood, California

SEND FOR OUR GENERAL CATALOG LISTING IDENTS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

**RINGS \$5.50** Per Gross and up  
NO. 2400, assorted styles—per gross \$5.50  
**\$7.50 PER GRO. & UP**  
Illustrations 1/2 actual size  
NO. 2000, aluminum ident—per gross \$7.50

**FRISCO PETE**  
226 S. Wells St. Chicago 6, Ill.  
All Phones—Franklin 2-2567

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63  
**JUST OFF THE PRESS—NEW CATALOG**  
No. 55 for Engravers, Demonstrators, Fair Workers, Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.  
**McBRIDE JEWELRY CO.**  
1261 Broadway at 31st St. N. Y. 1, N. Y.

#### To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

- 2 Check the heading under which you want your ad placed:
- Acts, Songs, Parodies
  - Agents and Distributors
  - Animals, Birds, Pets
  - Business Opportunities
  - Costumes, Uniforms, Wardrobes
  - Food and Drink Concession
  - Supplies
  - Formulas
  - For Sale—Secondhand Goods
  - For Sale—Secondhand Show Property
  - Help Wanted
  - Instructions, Books, Cartoons
  - Magical Apparatus
  - Miscellaneous
  - Musical Instruments, Accessories
  - Partners Wanted
  - Personals
  - Photo Supplies and Developing
  - Printing
  - Salesmen Wanted
  - Scaenry, Banners
  - Tattooing Supplies
  - Wanted to Buy

3 Indicate below the type of ad you wish:  
 REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in . . . . . issue

I enclose remittance of \$ . . . . .  
Name . . . . .  
Address . . . . .  
City . . . . . State . . . . .



**BEAUTIFUL CROSS**

**MIRACLE CROSS**

When you place the center to your eye you can see the

**A REAL LORD'S PRAYER MONEYMAKER** clearly and distinctly.

1999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

**\$4.25** Doz. **\$48.00** Gross

1999-G. Same as above, heavier chain in beautiful gold finish.

**\$6.00** Doz. **\$66.00** Gross

No. 710 Full of Fire Brilliance!

**\$3.85** Doz. **\$45.00** Gross

Gold Finish

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

Deposit with all C.O.D. orders. Please state your business.

**PROVIDENCE RING COMPANY**

49 Westminster St., Providence, R. I.

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS—CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers Krispy Korn. 120 S Halsted, Chicago, Ill. mh20

**BASEBALL PITCHING MACHINES—FIVE** Rotarys, also 200 dozen A-9 Balls and complete netting equipment; three months old original cost \$7,000; make an offer M Fisher 3145 Brighton 4th St Brook N. Y. 102

**DIESEL PLANTS FOR SALE—1,300 KW.** G.M. Allis Chalmers, 8-268, 1200 speed, 3 phase, 220/440 volts; 1-200 kw, G.M., G.S., Twin 6-71, 1200 speed, 3-phase, 4 wire, 115 230 volts; 1-100 kw, Caterpillar D-17000, 900 speed, 3 phase, 4 wire, 115 230 volts; 1-100 kw International, UD-24, 1200 speed, 3 phase, 4 wire, 115 230 volts; 1-90 kw Caterpillar, G.E., D-13000, 900 speed, 3 phase, 4 wire, 115 230 volts; 2-90 kw G.M. Deice, 6-71, 1200 speed, 3 phase, 115 230 volts; 1-60 kw, G. M. Delco, 6-71, 1200 speed, 3 phase, 4 wire, 115 230 volts; 1-60 kw, G.M. El. Pr., 4-71, 1800 speed, 3 phase, 4 wire, 115 230 volts; 2-375 kw, Bud, Century, 6TGT317, model 1800 speed, 3 phase, 4 wire, 115 230 volts. Also gasoline light plants 1 1/2 to 25 kw. Sumter Electric Rewinding Co., Phone 1860, 303-305 S. Main St., Sumter, S. C. Your visit at our plant is welcome.

**REAL BARGAIN—#12 TWO CONDUCTOR** neoprene portable cable, can be used for direct burial; 102 ft., 11 ft. diameter, 250 ft. M. C. Solon, 407 E. Superior St., Duluth 2, Minn.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**A COMPLETE SELECTION USED SEMI-** Trainers; showman's representative for special service. Call, write Box 235, Willow Grove, Pa. Phone 2672.

**ARCADE—PARK OR CARNIVAL, 160 MA-** chines, parts, supplies, 30x60 top, furniture van, '50 Chev. tractor, complete. Trade for Southern property, farm or residence. W. R. Long, 301 S. W. 3d St., Richmond, Ind.

**A STREAMLINED WHIP—8 CAR MAN-** gels, must dispose, perfect thru-out; new G.E. motor, \$200 extra; new parts; \$6,500 value, sacrifice, \$2,950. New set -5 Eli Wheel Seat Crates; value \$450, sacrifice \$75. Funland, York Beach, Me. fe13

**BUILD \$100 TWELVE SEAT KIDDIE** Chairplane; tested plans, \$5; free 43 Plan Circular. Brill, Box 875, Peoria, Ill.

**FACTORY BUILT 16-FOOT CHAIRPLANE,** all steel, Wisconsin motor, \$450; Choo-Choo Train, new electric motor, \$750; both fine shape. Giff Wiggin, Canton, S. Dak.

**FACTORY BUILT AUTOS, AIRPLANES,** Boat, Ponycart, Merry-Go-Round, trade for Skyflier, Bulgy, Dodgem, Whip, Looper, or what? F. Shafer, Washington, Ind.

**FOR SALE AT BARGAIN PRICES—COM-** plete Dramatic Tent Show. All equipment including trunks, manuscripts, wardrobe, scenery, electrical equipment, mechanical stage driver, four tractors, 1800 speed, folding wed chairs, everything needed. Sell complete at bargain or lease to responsible party who can make deposit and furnish bond. L. Verne Slout, Vermontville, Mich.

**FOR SALE—KIDDIE TRAIN RIDE, 18** passenger, new Briggs-Stratton motor, Mercury clutch, 150' track, Russell's Rides, Canandaigua Road, Palmyra, N. Y.

**FOR SALE** 16x36 Blnko, complete with tractor and underslung van. Inventory stock; priced for quick sale. Phone 54159 or write FRANK BROWN 1608 Edwards Ave., Springfield, Ohio

**FOR SALE—600 GALV. CHECK ROOM** Baskets, 1 1/2"x12", 8" deep, heavy weight construction. Knoebels Groves, Elsbaur, Pa.

**FOR SALE: 14'x40' TOP AND WALL,** poles stakes, 40' bally cloth, 54' drapes, 40' panel front. Used 4 months. Trunks, etc. Delmar Harridge, Queen City, Mo.

**JUGGLING CLUBS AND ROLLING GLOBES** made to order, finest of craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Mo. ja20

**LARGE COMPLETE WAX SHOW—ALL** fully dressed, for fraction of cost. Palace Playland, Old Orchard Beach, Me.

**LONG RANGE GALLERY—KING MADE** 18 ft. semi, good tires, \$2100; 1947 Ford Tractor, new motor, good tires, \$450; 11 model 241 Remington, \$400; \$2800 takes all. Marshall Peterson, Shawano, Wis.

**MANUFACTURE, REPAIR, TRADE ANY-** thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. fe6

**MINIATURE TRAINS—ALL TYPES, SIZES,** gauges; new, used; built to order; photos, details, 50c. Miniature Trains, 33-B Winthrop, Rehoboth, Mass. ja23

**PHOTOMATIC—USED VERY LITTLE,** mounted on two wheel trailer, good condition. Write Thompson Bros., Altoona, Pa.

**POPCORN TRAILER, 5x9, SAME AS NEW.** \$800; cost \$1500; large Jumbo Popper, Star wet type, \$100, good shape; Caramel Corn Dr. Popper, \$100. A. R. Sultze, Box 216, Winona, Minn.

**POPCORN, CANDY APPLE TRAILER,** fully equipped, \$600; Chevrolet Trailer, Stock Truck, \$700; Dodge Popcorn Trailer, living quarters in trailer, \$1000; all in A-1 shape. DeVito, Little Falls Rd., Caldwell, N. J. Caldwell 6-9676.

**SHOOTING GALLERY — 15 SHELL LOAD-** ing tubes; 75 dozen; \$6, 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.

**SMALL 110V, 60 CYCLE ONAN LIGHT** plant; little used, valued \$250; first \$100. Showman, West Monroe Tourist Park, W. Monroe, La.

**WANTED TO BUY—LATE KIDDIE MERRY-** Go-Round. For sale, 1932 Herschell Buggy Ride, absolutely perfect. Also 5-coin rides. Green Amusements, 103 N. W. 20th, Portland, Ore.

**WURLITZER BAND ORGAN—REBUILT,** ready to operate, two new rolls, \$475. Horstman, 437 Oneida St., Pittsburgh, Pa.

**#12 ELI WHEEL, KIDDIE TRAIN, KIDDIE** Rocket Ride, Popcorn, Floss, Snow Cone machines; reasonable. 1402 N. Alexander Drive, Baytown, Tex.

**5000 STADIUM CHAIRS, THEATRE** Chairs, Folding Chairs, Tents, Screens, Sidewalk, Screens, Projectors. Lone Star Seating Company, Box 1734, Dallas 1, Tex.

**SUB MINIATURE RADIOPHONE FOR MEN-** talists; weighs less than pound; easily concealed; illustrated brochure, specifications, price, Nelson Enterprises, 336 S. High Columbus, Ohio ja23

**VENTRILOQUIAL (665 UP): PUNCH FIG-** ures, \$15 each, dresses America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3240 Columbus, Minneapolis, Minn.

**MISCELLANEOUS**

**BRAND NEW G.E. AND SPERRY ORIGINAL** Searchlight Assemblies, includes positive and negative units, also have carbon control boxes. Will sell as one complete unit or break into parts. Sky-Lights Advertising, 617 2nd Ave. No., Minneapolis, Minn. ja30

**UNITY SCHOOL OF CHRISTIANITY—FREE** lecture to all who ask; for churches and personal use; Daily Word Weekly, United Sunday School Paper, Free samples. Mchaffey Wholesale Dist., Box 118, Burlington, Iowa.

**\$1,000,000 GOVERNMENT SURPLUS** Trucks, Jeeps, Canvas, Machinery, etc. Sold by bid annually. For bulletin listing latest Government Surplus for Sale, send \$1 to Abacus Press, Box 213, East Hartford, Conn.

**PARTNERS WANTED**

**WANTED: FEMALE PARTNER IN AMUSE-** ment, entertainment and burlesque show business. Burlesque, exotic or strip-tease girl with \$2000 cash to invest; talent will be usable; combination B girl and strip-tease considered. Address P. O. Box 713 Muscatine, Iowa. ja30

**PERSONALS**

**NEW YORK CITY—LETTERS REMAILED,** 25c each; 10 letters, \$1. Reliable mailing. Frank Bonomo, 54 Jefferson St., Brooklyn 6, New York. fe13

**SISTER WANTS INFORMATION ABOUT** Valeska Richter Radke. Contact Community Service Society, 105 E. 22d St., New York 10, N. Y.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**ANY SMALL PHOTO COPIED AND EN-** larged to 8x10, \$1; Coloring, \$1 extra; original returned unharmed. Johnson, Box 1635, Washington, D. C. ja30

**COMIC FOREGROUNDS & BACKGROUNDS,** Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Mchaffey Supplies, 1533 Franklin, St. Louis 8, Mo. fe6

**DIRECT POSITIVE PHOTOGRAPHERS—** We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and catalog. We are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. if

**EASTMAN DIRECT POSITIVE PAPER,** cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 4, N. Y. ja30

**PHOTO BOOTH OUTFITS CHEAP—ALL** sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. if

**TEN WALLET SIZE PRINTS PLUS 5x7** enlargement, \$1. Photo or negative sent with remittance returned unharmed. Martin, Box 204, Canal St., Station, New York, N. Y. ja30

**PRINTING**

**ALWAYS LOWEST PRICES, FASTEST** service—Flashy 14x22 three-color window cards for all amusement purposes, \$8 hundred; larger 17x26 deluxe cards, \$12.50 hundred. Tribune Press, Dept. 54-W, East Park, Ind. mh27

**ATTRACTIVE NAME AND ADDRESS** stickers, 1,000 only \$1.50 postpaid; excellent work; well packaged; guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

**ILLUSTRATED BROCHURE—HELP SELL** your act; 1,000, \$35; 2,000, \$45; one or two pictures, special artwork; printed in black and white; color work special price; write for sample. Nu Art Novelty, 293 N. Washburn Ave., Chicago 1, Ill. ja30

**OFFSET PRINTING—1000 8 1/2"x11** circulars or letterheads, \$7.20; additional 1000, \$4.55; Prepaid 3d zone. Wayne Litho-print, Carlton Ave., Washington, N. J.

**PRINTED 8 1/2"x11 LETTERHEADS, ENVEL-** opes, 100 each, \$2; 250, \$3.95; Business Cards, 250, \$1.95; 500, \$2.95. Standard Copy, 250, \$1.95. Allen, Printing Dept., B.P., Easton, Mo. mh27

**PRINTING OF DISTINCTION — LETTER-** heads, Envelopes, Tickets, Cards, Decals, Window Cards. Samples, price list, 3c stamp. Mallo, 767-B Leith, Flint 5, Mich. fe6

**SALESMEN WANTED**

**ANYONE CAN SELL FAMOUS HOOVER** Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon; exclusive styles, top quality. Big cash income now, real future, equipment free. Hoover, Dept. 409, New York 11, N. Y. mh27

**GET NEW SHIRT OUTFIT FREE; MAKE** \$50 weekly on 3 average orders a day. Famous quality made-to-measure dress and sport shirts at \$3.95 up sell fast to all men; no experience needed; full or part time. Write: Packard Shirt Co., Dept. 610, Terre Haute, Ind. ja23

**IS \$210 A WEEK WORTH A POSTCARD** to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes." Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. K-106, 173 W. Madison, Chicago 2, Ill.

**REPRESENTATIVE WANTED FOR LADIES** lingerie and accessories. Popular price and promotional line; all territories; liberal commission. Rubio, 1155 Broadway, N. Y. C.

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES — DESIGNS,** colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 5, ja30

**WANTED TO BUY**

**KIDDY RIDES WANTED—MUST BE IN** good condition. What do you have? Will pay cash. Write to Tony Bernardi, 630 Sherman Way, Bell, Calif. LOgan 8-3602. ja23

**PUPPETS—REQUIRE SET OF PUNCH AND** Judy puppets immediately; will buy other puppets and Marionettes if priced right; state condition and send photograph. Will also buy good used magic. Shalmar, 3777 Chinden, Boise, Idaho.

**USED TENT, 40'x50' WITH 1 OR 2** center pieces; theatrical spotlights, links, fresnels, strips, switchboard, upholstered or wooden seats, used, in good condition. Box 904, The Billboard, 1564 Broadway, N. Y. C.

**WANTED—EVANS' HAND STRIKER—1** said Hand Striker, Box C-460, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ja23

**WANTED—MERRY-GO-ROUND, 36 FT. AL-** lan Herschell preferred. State age, make, price; must be in good condition. G. Starr, Jr., Algonquin, Ill.

**WANTED TO BUY—MERRY-GO-ROUND,** 32-36 ft. State age, make, condition. Thompson Brothers, Altoona, Penn. ja36

**WANTED TO BUY—TANGLEY AIR CAL-** hope with rolls and keyboard. R. C. Lambert, Monticello, Iowa.

**WANTED—STUFFED BUCKING BRONCO** or Mounted Pony for taking pictures. Ted Miller, 127 Profile Ave., Portsmouth, N. H.

**WANTED—SERIAL CONTROL BOXES** for the MacGlashan E. 3 Air Machine Gun. Write C. A. Kirkpatrick, 7313 Montgall, Kansas City, Mo.

**HELP WANTED**

**DISPLAY-CLASSIFIED ADVERTISEMENTS**

**REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph,** no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are** charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

**Forms Close Thursday for the Following Week's Issue**

**ACTS WANTED FOR TOURING SHOWS,** Clubs, fairs, circus; also rep people all lines. Green's Theatrical Enterprises, 20814 Main, Evansville, Ind. ja30

**DRUMMER AND ALTO SAX; OTHERS** write; commercial band traveling Midwest; weekly salary; no lay-offs. Box 1031, Grand Island, Neb. fe6

**LADY ORGANIST WANTED—SINGLE,** 24-36 years, with personality, neatness, friendliness. I have large modern roller rink. Write Jerry Meixner, Owatonna, Minn. ja30

**WANTED—MALE OR FEMALE LEADERS** for flying act, or will train. Contact at once. Bill Valentine, 947 West 21 St., Houston, Texas. ja23

**BANDS & ORCHESTRAS**

**FIVE OR SIX PIECE COMMERCIAL-DIXIE** Band (girl vocalist optional) available for month of February. Will go anywhere but prefer South or Southwest. Bus Widmer, Pioneer, Ohio.

**3 OR 4 PIECE COMBO—DIXIELAND AND** commercial music. Want to book in South or Southwest. Eddie Bean, 345 Winnebago Dr., Fond Du Lac, Wis.

**LEAD TRUMPET MAN WANTED IM-** mediately for Midwest Tenor Band. Guaranteed weekly salary. Contact Jess Gayler Orch., 2023 N. Huston, Grand Island, Neb.

**PIANO MAN WHO WANTS GOOD YEAR-** round salary, good conditions, locations who will stick. Commercial band, lot of piano features; cut or no notice. Leader, Box C-478, c/o Billboard, Cincinnati 22, O.

**WANTED: PIANO MAN OR GIRL THAT** sings, commercial and jazz. Established trio; top salary, tax, transportation paid; opening Feb. 1; send photo, experience. Jeanne Maxey, 3214 Jefferson, Kansas City, Mo.

**AT LIBERTY—ADVERTISEMENTS**

**5c a Word Minimum \$1**

**Remittance in full must accompany all ads for publication in this column**

**No charge accounts**

**Forms Close Thursday for the Following Week's Issue**

**PIANO MAN AVAILABLE NOW—SEMI-** name band experience; prefer steady location work. Jack Howard, 2106 Madison Ave., Montgomery, Ala. ja30

**RINK ORGANIST—AVAILABLE IM-** mediately, 10 yrs. experience; good metronome music; good references. Address Organist, East Springfield, Erie Co., Pa.

**TENOR SAX, CLARINET, VOCALS—BAL-** lad and scat, fake; also can do comedy; age, 29. Write Lou Lindholm, 3234 79th St., Elmhurst, N. Y.

**TRUMPET—JUST CLOSED WITH SOCIETY,** Dixieland, Spike Jones type band; read, fake; experienced big band, combo, shows. Bill Quenzler, 50 East New St., Lancaster, Pa. Phone 4-5759.

**CIRCUS & CARNIVAL**

**BOZO WARD, PRODUCING CLOWN WITH** props; work comins, have walk-arounds, numbers for one or three ring indoor and outdoor circus. State all. Don't drive. 624 Clinton St., Brooklyn 31, N. Y.

**RIDING ACT—TWO SUPERB DRESSAGE** Horses for circuses, fairs, celebrations. Capt. Von Ajenicht, Rt. 2, Box 592, Albuquerque, N. M. ja30

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 12, Ind. fe13

**HIGH DIVE—SMALLEST TANK IN** world; Spears, Fire, Back Summersault, etc. Capt. Earl McDonald, 456 Lampher Place, Warren, Ohio. Phone 4-5337. mh9

**MISCELLANEOUS**

**EXPERIENCED PUBLIC RELATIONS** worker—Secretary, young, male, can travel; dependable, good references; available in few weeks; neat appearance. Box C-476, c/o Billboard, Cincinnati 22, Ohio.

**FEMALE IMPERSONATION CHARACTER-** ization act open for Night Club booking; Rhumba, French Can-Can, Ravel Bolero, Ballerina, and Air Stewards acts. Flashy wardrobe; will send photos; salary \$150 per week. S. L. Burgess, 1308 Peachtree St. N. E., Atlanta, Ga. ja30

**MAN, 36, WANTS TO LEARN PRODUCING** Carny Sideshow Acts coming season. Anything considered; travel anywhere; learn anything. Dependable. Write Box C-472, c/o Billboard, Cincinnati 22, Ohio. ja23

**VENTRILOQUIST AVAILABLE FOR** schools, International Harvester, western reviews, circle stock. Three dummies, clean material, neat props, best wardrobe; positively no drinking, well mannered, reliable; will double MC, have transportation. Travel anywhere. Write Larry Wald, General Delivery, Wittenberg, Wis. ja30

**VAUDEVILLE ARTISTS**

**FEMALE IMPERSONATOR OPEN FOR** Night Club booking; singer, exotic dancer; flash wardrobe; send photo; salary, \$150 net. Westey Davis, 411 So. Wabash, Chicago, Ill. fe13

**VENTRILOQUIST (5 FIGURES) MAGIC,** Punch and Judy, chalktalk, rag strobilite pictures, movies, M.C. 10 minutes or 2 hours. For legion meetings, schools, bars, quets, theaters, etc. Go any place up in this territory. Spencer, 3240 Columbus, Minneapolis, Minn. ja30

**MUSICIANS**

**AT LIBERTY—BASS AND GUITAR MAN,** (union) ASCAP song writer, vocalist; prefer Western or Dixieland combo with radio show and P.A.'s. Single, sober, and ready to go. Rex Mann, 10314 Nebraska Ave., Tampa, Fla. ja23

**DRUMMER-ARRANGER — SEMI NAME** band experience, conservatory degree; hotel band or small cocktail lounge group. Also double vibes; cut or no notice. Don Mitchell, 24 W. Division St., Springfield, Mo., Phone 2-7778.

**DRUMMER—JUST CLOSED WITH SO-** cietly, Dixie, Spike Jones type band. Read, fake; available to travel; single, 28, sober. Write, wire, Phone 2-6209. Drummer, P. O. Box 63, Atlantic City, N. J. ja30

**DRUMMER—SMALL COMBO; HILLBILLY,** Dixieland, Latin, all commercial. Go anywhere. Phone Du 2830. W. G. Scott, General Delivery, Cincinnati, Ohio.

**DRUMMER AVAILABLE—FORMERLY** with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and reliable. Write or Phone George Sloan, 119 East 11th St., Ha-5052, Kansas City 6, Mo.

**ELEC. GUITARIST—MODERN, LATIN,** popular, standards; fast take off, fake, read chords only, sing gang vocals. Neat, sober; travel experience, will travel anywhere; single, 26 yrs. old. South preferred. 600 S. Ohio, Kokomo, Ind. Phone 21694.

**ELECTRIC GUITAR—RHYTHM AND** lead, vocals, solo or parts 6 years top trio. G. Erickson, Harmon Hotel, Minneapolis, Minn.

**EXPERIENCED DRUMMER—JOIN IMMEDI-** tely; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

**GUITAR—RHYTHM OR ELECTRIC LEAD;** read or fake; sing solo or parts. Write Musician, Box C-469, c/o Billboard, Cincinnati 22, Ohio. ja30

**HAMMOND ORGAN—LET MY MUSIC** bring pleasure to your patrons, more business for you. Congenial surroundings, nice town, more than money. Interview. Box C-477, c/o Billboard, Cincinnati 22, Ohio. fe13

**PIANIST—LIBERACE STYLE, ALL TYPES** of music; radio, television, any night club experience. Box C-479, c/o Billboard, Cincinnati 22, O.

**PIANO—ALL STYLES, ALL ESSENTIALS,** cut everything; will travel, but no one nighters, Box C-475, c/o Billboard, Cincinnati 22, Ohio. ja23

**MAGNIFICENT WATCH BRACELET**

**Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box, \$120 price tag. Min. order 3. 25% with order — balance C.O.D.**

**Only \$12.50 each**

**In lots of three, \$13.95 for sample.**

**NATIONAL DIST. CO.**

**222 Calumet Bldg. Miami, Fla.**

**Phone: 82-6473**

**IMPORTED WOVEN JAPANESE STRAW RUGS**

**\$2 VALUE FOR \$1**

**For the first time, we offer this large 34 1/2 by 66 Rug for only \$2 retail. Low price to you \$1 each prepaid in lots of 4 or more. Sample cost you \$1.19 each prepaid. Each rug is fine 260 warp quality with multicolor stenciled designs in hooked carpet or oriental patterns. Rush cash, check or money order today. No C.O.D. ACT NOW.**

**E. CONDON**

**Box 204 Upper Darby, Pa.**

**FREE! FREE!**

**LATEST GIANT WHOLESALE CATALOG**

**MONEY MAKING OPPORTUNITY**

Agents—Distributors—Salesmen Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today! Novelties • Jewelry • Carnival Mdse. • Leather Goods • Toys • Premiums.

**GEM SALES** 533 Woodward Detroit 26 Mich.

**Take the lines of least resistance with NAME BRANDS**

**THE HOUSE OF NAME BRANDS**

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. **WHOLESALE ONLY**

**H. B. DAVIS CORP.** 145-B West 15th Street, New York 11, N. Y.

**BEAUTIFUL POCKET SECRETARY** with retractable pen. \$6.00 doz.

- Three Pockets
- Detachable Note Pad
- Retractable Pen
- Heavy Gauge Plastic Imit. Morocco

Guaranteed Quality • Unusual Value. Retractable Pens, \$23 gr. Guaranteed FIRST QUALITY **NEW FREE CATALOG OF NAME BRAND BARGAINS** 10 W. 27th St., N.Y.C.

**BURXI**

**ENGRAVERS**

No. 100 Men's All Aluminum Idents \$13 Gr.

No. 102 Double Heart All Aluminum Idents \$13 Gr.

No. 14 All Aluminum Grab Bag Idents (not seconds) \$7.50 Gr.

Send for New Catalog—We Pay Postage on All Prepaid Orders. Except Airmail. All Phones: Waterfall 8-8855

Originators of the All-Aluminum Idents. 7739 Avalon Chicago

**MILLER CREATIONS** DAY & NIGHT SERVICE

**TABLES & STEEL OR WOOD CHAIRS**

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. **ADIRONDACK CHAIR CO.** 1140 B'way, N. Y. (27 St.), Dept. 42, MU 3-1385

**INSTRUCTIONS BOOKS & CARTOONS**

"HYPNOTIZE THE FIRST DAY" INSTANTaneous hypnotic sleep, or your money back. \$2. Lewis the Hypnotist, 4009 Lake Park, Chicago 15. fe6

**MAGICAL APPARATUS**

**A BRAND NEW #24 CATALOG — MIND-** reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic. 144-page illustrated catalog, 50c wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. ja23

**MAGIC HEADQUARTERS FOR ACCES-** sories, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, 51 J. P. Kane, Box 379-B, New York 1, N. Y. ja30

**TABLES & STEEL OR WOOD CHAIRS**

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. **ADIRONDACK CHAIR CO.** 1140 B'way, N. Y. (27 St.), Dept. 42, MU 3-1385



# Pipes for Pitchmen

By BILL BAKER

**HUSK O'HARE** . . . the former "Genial Gentleman of the Air" and now a prominent Chicago manufacturer and distributor of hair beautifying preparations and exotic French perfumes, reports that the ladies and gentlemen of the pitch fraternity did quite a job of peddling his merchandise thruout the country. Judging from the old maestro's enthusiastic note, there was so much of the stuff sold in the Chicago area that now B. O. is something that you merely read about in the soap ads. Thanks to professor O'Hare and his whiff water there is no longer any excuse for anyone running around smelling like an airedale.

**ANOTHER FAST** . . . from Joe Joblots, the Windy City slicker, says the Moonshine Marks is bidding for the concessions at South Bend, Ind., where Notre Dame plays football. Ernie Newman, of Cleveland, recently cele-

brated his 91st birthday in Chicago with Nate Abrams acting as his host. Mr. Saluppi, also of Cleveland, has been auditioned for a big Broadway show. Alex Fiddler wants to know where Bernard Stein is holing up. It's reported that he wants him to take over the concession at all his Iowa dates.

**ELMER ELLIOTT** . . . pipes in to let the boys know that George (Whitie) Brecht is in the Veterans Hospital, Ward C-3, Hines, Ill., and he would like to hear from some of the novelty boys.

**TIM STUTZ** . . . postaling from Lindenhurst, N. Y., reports that Bill Parker is covering the H. L. Green store at Hemstead, L. I., while John Brown is working the Farmer's Markets in that same area.

**IF TEDDY GOLDSTEIN** . . . has his peepers focused on this column, he should sit down right now and get in touch with Frank H. Thompson. Piping in from North Aurora, Ill., Frank used all the superlatives in the English language to describe Teddy's ability as a premier pitcher.

**THE LOWDOWN** . . . on a few of the boys whom we haven't heard from in quite a while is furnished by Hank Frederick. Lettering from Youngstown, O., Hank says: "Just left Tom (Hemmingway) Kennedy, and it appears that he's doing a terrific job in the literary field. He's making nothing but money. I had to leave my job at Ragan's Laundry in Richmond because the boss got jealous of me as I was making more money than he was. Now here I am in Youngstown working parking lots. The only trouble is that when I try to collect the money for the parking privilege, the owner comes running out and I have to take it on the lam. Incidentally, Tom Kennedy asked me to try to swing a connection for him in Warren, O., and it fell thru. Eddie Gillespie is here resting up after a very strenuous Christmas season. Eddie Fields, and his partner, George, are in town working their mental act. Just got word that Speedy Haskel is coming in from Cleveland for a short visit. I was over in Akron recently and caught a few strangers working the local 5 and 10s, and they were picking up plenty of cabbage."

## Winter Fairs

- California**
  - Imperial—California Midwinter Fair, Feb. 27-March 7. D. V. Stewart.
  - Indio—Riverside Co. Fair & Date Festival, Feb. 17-23. R. M. C. Pulte/Weider.
  - San Bernardino—National Orange Show, March 25-April 4. Earl Bule.
- Florida**
  - Bartow—Eastern Imperial Brahman Show & Sale, March 16-18.
  - Bowling Green—Hardee Co. Strawberry Festival, Jan. 18-23. G. W. Glendening.
  - Clewiston—Sugarland Exposition, Jan. 26-31. Frank Cox.
  - Eustis—Fla. Sportsmen's Expo-Lake Co. Fair, March 15-20. Karl Lehmann.
  - Fort Myers—Southwest Fla. Fair, Feb. 1-6. J. Clyde King.
  - Port Pierce—Indian River Youth Show, Feb. 18-19. M. B. Jordan.
  - Inverness—Citrus Co. Fair, Jan. 19-27. Quentin Medlin.
  - Kissimmee—Kissimmee Valley Show, Feb. 18-21. J. R. Gunn.
  - Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan.
  - Miami—Dade Co. Youth Fair, Jan. 20-24. C. H. Steffani.
  - Ocala—Southeastern Fat Stock Show & Sale, March 1-8. Louis Glibreath.
  - Orlando—Central Fla. Expo, Feb. 22-27. O. T. Bickford.
  - Palmetto—Manatee Co. Fair, Jan. 25-30. W. H. Kendrick.
  - Plant City—Fla. Strawberry Festival, Feb. 22-27. Fred W. Nulter.
  - Punta Gorda—Charlotte Co. Fair, Jan. 18-23. Harry Jack.
  - Quincy—West. Fla. Livestock Assn. Feb. 16-18. A. G. Driggers.
  - Ruskin—Fla. Tomato Festival, April 14-16. Lyle O. Dickman.
  - Sarasota—Sarasota Co. Agrl. Fair, Jan. 18-24. G. W. Potter.
  - Sebring—Highlands Co. Fair, Feb. 23-27.
  - Stuart—Martin Co. Fair, Jan. 20-23. L. W. Johnson.
  - Tampa—West Coast Dairy Show, Jan. 9.
  - Tampa—Fla. State Fair, Feb. 1-13. J. C. Huskisson.
  - Titusville—Brevard Co. Fair, Feb. 1-6.
  - West Palm Beach—Palm Beach Co. Fair, March 5-13. LaMar Allen, P. O. Box 107.
  - Winter Haven—Florida Citrus Exposition, Feb. 15-20. Phil E. Lucey, P. O. Box 1460.
- Montana**
  - Bozeman—Mont. Winter Fair, March 13-20. Geo. T. Sime.

# Merchandise Topics

### From All Around

The Jay Sales Company, Chicago, will soon have for sale what it announces as a "beautifully designed" family shrine with revolving doors that open and close automatically at the touch of a finger. An imported Swiss movement continues to play "Ave Maria," revealing six hidden doors with the blessed saints appearing on each door. It also contains a place for blessed holy water. The dome is in gold with a cross placed at the top. The shrine measures 6 1/4 inches wide x 7 1/2 inches high. Priced to retail at \$19.95, a sample is offered at \$15. In quantities of six or more the item is offered at \$12 each.

A key may be duplicated in less than 30 seconds on the new Jet machine which is capable of handling all types of common house, locker, auto and padlock keys. Manufactured by the Sager Corporation, Worcester, Mass., the machine is simplified so that even the least experienced operator can use it. Some of its features are: Cast iron chassis and vises, polished and ground shafting seated in oilite bushings, precision file cutter, protective chip guard and V belt pulley. The file cutter, used for making cylinder keys, may be exchanged easily and quickly for a flat slotter that enables the operator to duplicate any flat steel locker key. Each machine is furnished with illustrated instructions. List price is \$39.50 delivered.

Cutler & Company, New York, is currently expanding its tool line and reports fine trade acceptance of its six-piece magnetized screw driver set. The firm says the set is a \$4.85 value and is now offered at \$9.60 per dozen.

## COMING EVENTS

- Arizona**
  - Mesa—Montana State Picnic, Feb. 7.
  - Mesa—South Dakota State Picnic, Feb. 14.
  - Phoenix—Home Show, Jan. 30-Feb. 7.
  - Phoenix—Palomino Horse Show, Feb. 7.
  - Phoenix—Western Saddle Club Stampede, Feb. 14.
  - Phoenix—Washington State Picnic, Feb. 22.
  - Phoenix—Phoenix Indian Ceremonials, Feb. 26-28.
  - Wickenburg—Gold Rush Days, Jan. 29-31.
  - Wickenburg—Desert Sun Ranchers' Rodeo, Feb. 7.
- Colorado**
  - Denver—National Western Rodeo, Jan. 15-24. John T. Cain.
- Florida**
  - Jacksonville—Home Show, March 21-28. Edgar V. Smith, 317 W. Forsyth St.
- Illinois**
  - Galva—Centennial Celebration, July 28-Aug. 1. C. F. Bailey.
- Indiana**
  - Milan—American Legion Homecoming, June 21-25. Howard Hempling.
  - North Webster—Merrill Festival, June 29-July 3. John G. Herrman and J. Homer Shoop.
- Iowa**
  - Cedar Rapids—Home Show, May 18-23. Paul Waters. Memorial Coliseum.
- Kansas**
  - Topeka—Home Show, Jan. 18-24. Paul Waters. Auditorium.
- Massachusetts**
  - Minneapolis—Caledonia—Centennial, July 16-18. M. A. Duxbury.
  - Boston—Poultry Show, Jan. 19-23.
- New York**
  - Bronx—National Motorboat Show, Jan. 15-23. Joseph C. Choate, Kingsbridge Armory.
  - Jamestown—Auto Show, Feb. 18. C. J. Lawson.
  - New York—World Motor Sports Show, Jan. 23-31. Fred Pittera, Garden.
  - New York—International Motor Sports Show, Feb. 6-14. Herb Shriner, 7th Reg. Armory.
  - Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24.
  - Utica—Utica Sports & Boat Show, March 25-30.
- Ohio**
  - Canton—Home Show, March 2-7. Dorothy Godfrey, 104 S. Market St.
  - Youngstown—Home Show, April 6-11. Clyde E. McGranahan.
  - Youngstown—Home Show, April 6-11. Clyde E. McGranahan, 170 Redwood Trail.
- Pennsylvania**
  - Arnold—Old Home Week, July 11-17. Arthur F. Fleeger.
  - Pittsburgh—Sportsmen's Show, Feb. 5-14.
- Texas**
  - Austin—Austin Stock Show, Feb. 19-25.
  - Brownsville—Charro Days, Feb. 25-28. H. C. Appleton.
  - El Paso—Home Show, March 17-21. George Coloursis, P. O. Box 3156.
  - Dallas—Home Show, May 8-16. H. F. Van Horn, 102 Walnut Hill Village.
  - Fort Worth—Fort Worth Fat Stock Show, Jan. 29-Feb. 8.
  - Houston—Houston Fat Stock Show, Feb. 3-14. Herman Engel, Box 2371.
  - Waco—Home Show, May 4-9. Dorothy Gosan Antonio—Livestock Expo, Feb. 12-21. W. L. Jones.
  - Frey, Heart of Texas Coliseum.
  - San Antonio—Home Show, May 8-16. Grover A. Godfrey Jr., 833 Bandera Road. Varsity Village Bldg.
  - San Angelo—Stock Show, Feb. 24-28.
  - Mission—Texas Citrus Fiesta, Jan. 26-31.
  - Laredo—Washington Birthday Celebration, Feb. 17-28.
- Washington**
  - Tacoma—Home Show, May 19-23. George Coloursis, 1103 1/2 Division St.

## NOW FIRST TIME AT THIS NEW LOW PRICE

### 29 pc. TWIST DRILL BIT SET WITH INDEX

#22A—This set (as pictured) is made from high grade chrome Vanadium steel. A product perfected by unexcelled West German Craftsmanship. Drill Bit sizes graduated from 1/16" to 1/2" by sixty-fourths. Complete with Radnor Drill Index.

\$6.50 each in doz. lots  
Samples \$7.50 each

#22B—Same 29 pc. Drill Bit Set as above, with calibrated drill stand instead of Radnor Drill Index.

\$5.75 each in doz. lots  
Samples \$6.50 each

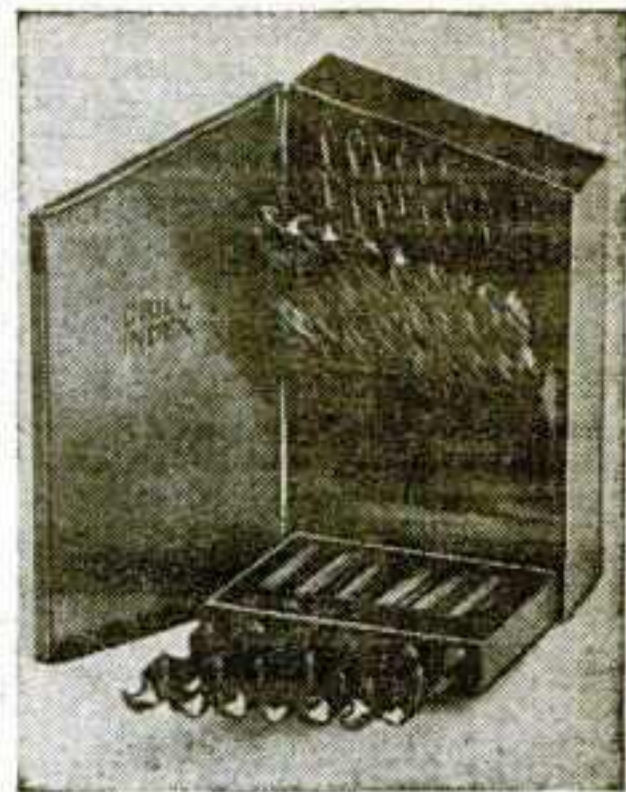
#22C—Same high grade Vanadium steel Drill Bits in 29 pc. set complete with Radnor Drill Index. Drill Bits from 1/4" to 1/2" have reduced Shank for use in 1/4" Drills.

\$8.00 each in doz. lots  
Samples \$9.00 each

25% Deposit, balance C.O.D.

SEND FOR FREE WHOLESALE CATALOG

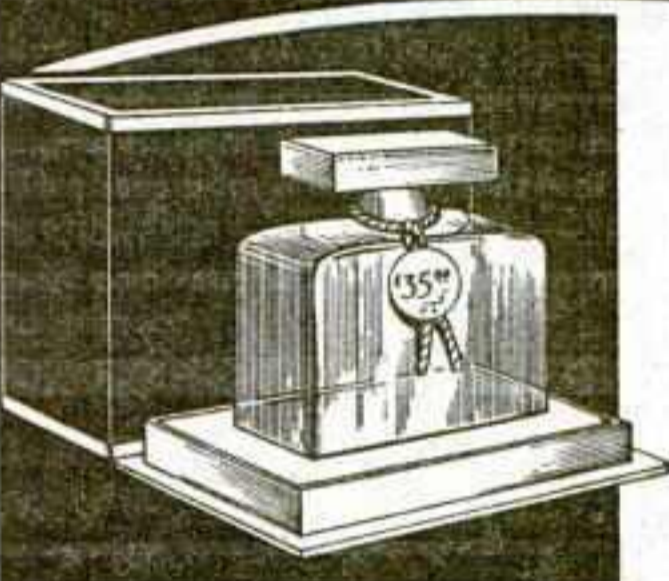
Phone: ORegon 3-6330



CUTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

## A PERFUME SENSATION!



Full ounce bottle of WORLD FAMOUS FRAGRANCE—in bottle of distinctive design—and plush, gold-trimmed container

\$35.00 VALUE EACH

YOURS at \$2.50 each, or 6 for \$12.00  
**TREMENDOUS PROFIT OPPORTUNITY**

A big number for VALENTINE DAY giving. Get busy now!

Assortment includes 6 Sibonne fragrances, resembling renowned nationally advertised perfumes. Satisfaction guaranteed or money back.

These Perfumes also available in 1 1/2-gram gold-top bottles—individually gift-boxed at \$7.00 dozen. Original fragrances sell at \$3 to \$6 per 1 1/2 gram. Sample vial for customer demonstration sent free with order.

ORDER YOUR FIRST SHIPMENT TODAY!

YOU CAN WRITE YOUR OWN TICKET FOR PROFITS with these proved popular perfumes

EXCLUSIVE IMPORT CO., 1139 S. Wabash Ave., Chicago 5, Ill.

### VALENTINE SPECIALS!

#### MIRROR VANITY CHEST

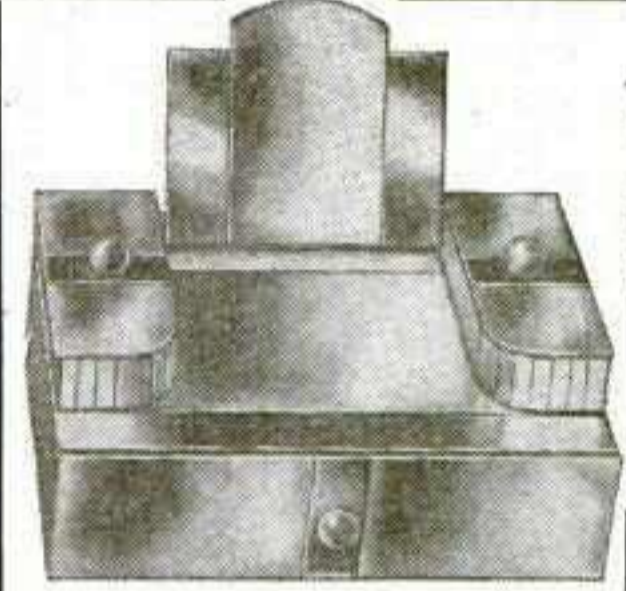
Packed with valentine chocolates. Without Candy  
**\$3.00** **\$2.25**  
Has tremendous appeal. 2 jewel compartments and colorful silk screen decorations.

#### AROMATIC CEDAR CHEST

Packed with assorted valentine chocolates, complete with beautiful FULL-COLOR picture on top; lock, key and mirror in lid. **\$2.75 ea.**  
Guaranteed retractable pens, asttd. colors. **\$2.00 doz.**

#### SYLVAN CO.

767 Milwaukee Ave. Chicago, Ill.



**DIRECT FROM MANUFACTURER**

**\$16.00** per doz.  
**\$15.00** per doz. (gross lots)

**A New Packard Presentation!** Each Stone individually prong set. Brilliant new EXPANSION BRACELETS set with finest quality imported, machine-cut Rhinestones. **FITS ANY WRIST!** First-class merchandise always available for IMMEDIATE DELIVERY! Send for Catalog—50 other jewelry items!  
25% Deposit on C.O.D. orders.  
**Packard Jewelry Co.**  
220 Fifth Ave. New York, N. Y.

**BEAUTIFUL 4-PIECE SETS**

**1955**

**\$1.50 each or \$16.50 per dozen.**  
**6 ASSORTED STYLES.** Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings. Necklace, can be worn separately as a pinst sparkling machine-cut Rhinestones and Jewels. **HANDSOMELY GIFT BOXED.** Other 4 piece sets—\$1.00 and \$1.25 each.

**Genuine MINK BRACELETS EARRINGS**

Now Every Woman Can Wear Mink. Beautiful Mink Fur Trimmed Earrings, \$9.00 per doz. Beautiful Mink Fur Trimmed Bracelets, \$9.00 per doz. These are the Two Fastest Sellers on the Market Today. Retail value \$3.95 ea. Minimum Order: 4 Samples for \$3.50 postpaid.

**RUSH ORDER TODAY**

**Genuine FUR LAMBSKIN RUGS**

Ideal for Dens, Amusement Rooms, Living Rooms, Children's Rooms, Bedrooms, Fireplace and Wall Decorations. Beautiful lustrous colors — Red, Green, Blue, Beaver, Grey, Dk. Brown & White. Large size approx. 35"x40". Retail value \$18.00 each. Dealers price, \$6.35 each. Sensational Repeat item. Rush order for 1 Rug at \$6.85 postpaid.

**ALL MERCHANDISE SOLD ON MONEY BACK GUARANTEE. SEND CHECK OR C.O.D.**  
Order direct from Mr. HARVEY LEWIS FUR CO., Dept. B 324 Hennepin Ave. Minneapolis, Minn.  
Jobbers Inquiries Invited

**"BARGAINS"**

The only Tabloid Size magazine published that lists EVERY MONTH hundreds of sensational Bargains in—Toys, Novelties, Jewelry, Household Goods, Greeting Cards, Books.

- AT WHOLESALE PRICES
- Below wholesale
- Bankrupt, closeout merchandise Bargains
- Money making opportunities. Here's just a FEW SAMPLE bargains—
- \$16.50 perfume, 35¢ bottle
- \$2.00 gummed photo stamps, 65¢ a \$1.00 toy, 20¢ each
- 50¢ greeting cards, 7¢ box
- \$10 Men's toiletry sets, 60¢ set
- \$17.50 talking dolls at \$7.00 PLUS HUNDREDS of other terrific bargains!

**BIG Special Issue NOW OUT!** Save 50%-75% or more on many BIG BUYS! Stretch your BUYING DOLLARS! "BARGAINS" tells you WHERE & HOW to Buy over 100,000 items at the LOWEST PRICES! You can BUY BETTER, CHEAPER, NEWER Things every month! Subscription \$3.00 per year—SPECIAL INTRODUCTORY OFFER—\$2.00 for 1 year. (Money back if first issue doesn't please you!)

**TOWER PRESS, INC.**  
P. O. Box 591-SG, Lynn, Mass.

**P D Q—World's Greatest PHOTO BOOTH CAMERAS**

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

**P D Q CAMERA CO.**  
1165 N. Cleveland Ave. Chicago 10, Ill.

25c Needle Books, with Threader, Gr. \$7.80

**\* FREE CATALOGS \***  
UNBEATABLE VALUES  
Gifts, Toys, Novelties, Etc.

**MILLS SALES CO**  
Cut Rate WHOLESALERS Since 1916  
26 West 23rd St., New York 10, N. Y.

**WE ARE MANUFACTURERS**

**All Kinds—PULL TICKET GAMES**

**TIP BOOKS**

Buy Direct From Manufacturers at Very, Very Reasonable Prices.

**Columbia Sales Co.**  
302 MAIN ST., WHEELING, W. VA.  
Phone: Wheeling 348

**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hossacks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, 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.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th St. St. Louis 4, Mo.

**THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW General CATALOG**

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS

Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

**GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.**

Use **GLOBE TICKETS--CLUB DEALS**  
**BINGO TICKETS--TIP BOOKS--JAR GAMES**  
**ORDER FROM YOUR JOBBER**  
or Write for Complete Information.

**GLOBE MFG. CO.** 2241 So. Indiana Ave., Chicago 16, Ill. Victory 2-0550



**3 WAY SAW**  
1-14" 8 pl.  
Compass Saw Blade  
1-12" 8 pl.  
Compass Saw Blade  
T 1-10" 8 pl.  
Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.

**\$5.00** Per Doz. Sets  
No Less Sold

**HACK SAW FRAMES**  
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

**\$6.00** Per Dozen  
No Less Sold

10-inch Hack Saw Blades... \$3.60 Per Gr.  
Sold in gross lots only.

**REGULATION SIZE HAND SAW**  
24 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold... **\$ .90 ea.**

**5 WAY CABINET SAW SET**  
1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 14" Panel Saw. **\$13.50** For doz. sets  
No Less Sold

**6 PC. MAGNETIZED Screw Driver Set**  
Self-display individual box unit. Overall lengths ranging from 1 1/2" to 3 1/2"—includes stubby recess and square shank. 7 1/2" Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades.  
25% deposit with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS.**  
916 So. Halsted St.  
Chicago 7, Ill.

**RED HOT! IT'S NEW**  
BE THE FIRST TO HAVE IT  
"THE SPIDER GIRL"

Sensational Novelty  
All Rubber  
She shakes, shimmies, wiggles.

Price **\$17.50** Per Gross  
**\$1.75** Per Dozen  
F.O.B. Milwaukee.

No. 4995 BASHFUL MONKEY  
**\$16.00 per gross. \$1.50 per dozen.**

No. 3927 SNAKE BOW TIE  
**\$16.00 per gross. \$1.50 per dozen**  
Include postage with remittance will refund any difference.

**WISCONSIN DELUXE CO.**  
1902 N. Third St., Milwaukee, Wis.

**NEW! Fast Selling!**  
Accordion-Pak  
PHOTO & CARD HOLDER

Perfect for Amusement Park Prizes  
**Sells on Sight** "IT OPENS AND CLOSES LIKE AN ACCORDION."

AN IDEAL SPECIALTY GIFT ITEM  
Holds sixteen pictures, licenses, cards. Has two money pockets. Send \$1.00 for sample, prices and brochure.

**KIRK PLASTIC CO.**  
170 E. Jefferson Blvd., Los Angeles 11, Calif.

**Sell Ultra-Blue SIGNS**  
**\$7 BRINGS BACK \$55**

100 Signs, 7"x11", \$7 (Cash With Order)

Rank in orders for these fast selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 2000 different, snappy COMEDY, GENERAL, RELIGIOUS SLOGANS

Margvelous full or spare time money-maker OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR \$55 EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00  
15 Samples Ultra-Blue Retail Signs, 7x11 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00

Above Samples Mailed Postpaid.

**L. LOWY** 812 Broadway, Dept. 775  
New York 3, N. Y.

**STEINBERG ROSS**  
Dept. 1-R  
628 W. ROOSEVELT  
CHICAGO 7, ILLINOIS  
Seley 3-6760

**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—IRONS—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—P. U. S. H. ANIMALS—Plastic Goods (Surto) HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—Noisemakers—PREMIUM GOODS—Decorations—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps.

72-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today. Complete line of items.

**M. K. BRODY**  
1116 S. Halsted St., Chicago 7, Ill.  
L. D. Phone: MONroe 6-9520  
In Business in Chicago for 37 Years

**PLASTIC LAMINATING**

This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profits guaranteed laminating CARDS of all kinds, Business Cards, Social Security Cards, Identification Cards, Credit Cards, photos, passes, drivers' licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand is staggering. Price complete (illus.) \$35 plus postage. Write now! Free sample and literature. Plasticast Co. Dept. J, P.O. Box 6737, Chicago 80

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St.  
Cincinnati 22, O.

**Parcel Post**  
McCarthy, Frank, 45e Satina, John 10c

- Accordino, Chas.  
Adams, Mrs. E. T.  
Alexandra, Wayne & Gene  
Alland, Maurice  
Allen, Donna  
Allen, Frank  
Allen, Henry S.  
Alfred, Ray  
Ames, Eddie  
Amy, Mrs. Virginia (Zorella)  
Anv. Raymond  
Andrews, Mr. Jackie  
Angus, Oga  
Ansin, Ralph J.  
Anschel, Joseph  
Ave, Bill  
Aves, Homer  
Aves, Maurice C.  
Bageit, James W.  
Baird, Wm (Bill)  
Bain, Gene R.  
Baker, Jos. Dewey  
Barkette, Vanda  
Barker, Albert  
Barnes, Virgiland V.  
Barnes, Charlie & Basil Walker  
Barr, Wilber H.  
Barron, Freddie  
Barron, James  
Barton, Miss. Frances "Sue"  
Barton, Mildred  
Bate, Frenchie  
Beal, Joe  
Beard, Arthur  
Beck, Basil Kingsley  
Bemore, Willard H.  
Berall, Ronnie  
Berkie, Ben  
Bernard, Anthony & Mabel  
Best, Dick  
Bible, Mrs. Sue  
Bimbo, Johnny Nick  
Blakely, Benton H.  
Blackley, John R.  
Blair, Ray  
Bliss, Herbert Lee  
Bluestein, Morris  
Bowers, Jimmy  
Boyd, Neal F.  
Boyd, Wesley M.  
Brady, Thos.  
Bradley, Wm. T.  
Brafford, Enoch O.  
Brent, Tommy  
Breslin, Jimmy & Clara  
Briskey, Andrew Paul  
Brisson, Ray  
Broeffle, Harry J.  
Brown, Chester T.  
Bruce, Dean  
Buck, Geo. H.  
Buckland, Thos. & Dillie  
Budd, Charlie  
Bunch, Bob  
Burdick, Kenneth & Mrs.  
Burns, Jimmy  
Burns, Larry R.  
Burton, Howard  
Susane, Jim  
Bush, James  
Butler, Gilbert  
Butter Beans & Susie  
Calson, Virgil L.  
Campbell, C. F.  
Cantwell, Chas.  
Carey, Esther  
Carl, Geo.  
Carroll, Myrtle  
Cartee, Arthur W.  
Cassano, Louis  
Cattlett, Clarence  
Cave, Lester Gene  
Cearley, Gordon
- Champlain, Robt.  
Chastain, Wm  
Childers, James D.  
Childers, John M.  
Chisholm, Dave & Bobbie Jewel  
Cissom, Floyd & Mary  
Clancy, Harold J.  
Clare, James  
Clark, Ralph H.  
Clarkson, Christal  
Collins, Donald A.  
Collins, Ralph Mac  
Collins, W. C. (Pop)  
Coltrite, Loretta  
Colwell, Virgil  
Congill, Robt.  
Coomes, Ruth  
Cooner, James F.  
Cooper, Arthur  
Cowan, Leo  
Cooper, Richard R.  
Corbett, John M.  
Coriell, Vernell  
Cosmo, Bogo & Helen  
Coster, Harry B.  
Couchot, Chas.  
Cox, Jimmie  
Crawford, Kenneth  
Crickloff, Wm.  
Crislip, Ernest  
Dalley, John  
Dainty, Lorna  
Daneil, Lewis  
Darden, Wm. L.  
Davis, James R. (Davis Greater Show)  
Davis, John Roby  
Deason, Iona (Big & Dedrick Ted & Mrs. Deer, Marx  
Demattio, Jerry  
Denby, Mildred  
Desmond, Bud  
Dion, Joe  
Dixon, Rabbi  
Dominy, Rudolph  
Donovan, John & Larry  
Dopierajsky Wm  
Doss, Jimmy  
Doto, Mrs. Phil  
Ducharme, Henry  
Duchene, Lewis P.  
Dudley, Earl  
Dunbar, Mr. Gale R.  
Earnest, Bill & Mrs. Earwood, Judge  
Edwards, James H.  
Edwards, Jerry & Alyce  
Elder, Robt.  
Elkins, Aaron  
Emerson, Geo.  
Erwin, Jos. P.  
Escalante, Phil & Mrs. Etting, Ruth  
Evans, Mrs. Bell  
Evans, Sam  
Evans, Thos. Alfred  
Everahore, Edw  
Faleski, Leo  
Farmer, W. E.  
Farrall, Alfred (Irish)  
Feller, Mrs. Clifford  
Ferguson, Vivian  
Festival of Fun Shows  
Fhisittia, Miss Touna  
Finch, Lewis  
Finnerty, James M.  
Forbes, James L.  
Forgette, Edna  
Foster, Gerald L.  
Fowler, Curtis  
Francis, Mrs. John  
Frazier, David  
Frazier, Sonny  
Frederick, Alonzo & Grant
- Friedman, Jack  
Friend, O. (Red)  
Frierson, H. L.  
Friend, J. D. & Mrs. Gall, Max L. & Mrs. Gambone, Felix  
Garrett, John M.  
Garry, Mrs. Bobby  
Gauthier, Alma & Harold (Excess Baggage)  
Gaze, Gynsee  
Gerber, Joe  
Gerber, Joe (Red)  
Gerry Sr., Mrs. Frank  
Gibson, Ben  
Gibson, Shirle  
Gibson, Wm.  
Gilmore, Roger  
Goodman, Sparkplug  
Goodman, Wm.  
Goodrum, Bob  
Gratona, Gloria  
Grauman, Sam  
Gray, Melvin  
Gray, Stash  
Gregg, Fearless  
Gregg, Joe  
Griffith, Geraldine  
Grimes, Billiken  
Gueth, Louis  
Guiliano, Chas  
Gunn, Wm. H.  
Halsch, Fred  
Haley, Virgil L.  
Halley, Leo Lee  
Hamblin, Claude E.  
Hammon, D. R.  
Hanson, Al  
Harbin, Mrs. Frank  
Hardesty, Herb & Mrs. Harding, Walt & Mrs. Hardy, Cecil Hill  
Harley, Tex  
Harlow, Hubert Lee  
Harris, Ray  
Harris, V E  
Hasson, Tom  
Hays, John  
Haynes, Jos. F.  
Hazen, Lawrence  
Herrick, Linda  
Higgins, Herman H.  
Hill, Edward  
Hines, Earl B.  
Hitchman, Roland  
Hodges, Chas. C.  
Hogan, Jake  
Holland, E. S.  
Hoskins, McKinley  
Holstrom, Tip & Mrs. Hoskinson, Mrs.  
Houston, Lee Howard  
Hudson, Dewitt  
Huffstutler, Lawrence & Grant  
Hughes, Dick  
Humphreys, James  
Hunt, Jr., Albert  
Hunt, Michael  
Hunter, Miss Billie  
Huxster, Carlton  
Hyman, Al  
Iber, Fred E.  
Jackman, Rose & Lew  
Jackson, W. W.  
Jamison, Mr. Winfred Edw.  
Jester, John B.  
Johnson, Ethel B.  
Johnson, Guy  
Johnson, Joe E.  
Johnson, Leumuel M.  
Johnston, Kenneth & Lee  
Jones, H. W.  
Jordan, Ethel A.  
Judy, R. F.  
Jurden, Don  
Kaapuni, Ernest & Mrs. Keegan, Ralph  
Keeler, Chuck C.  
Keelman, Walter B.  
Keller, Phil  
Kelly, Phillip  
Kelly, Carl Stephen  
Kendell, William L.  
Kennedy, Bill  
Kennedy, Curtis  
Kennedy, Nancy L.  
Keating, Jim  
Keyes, James Sidne  
Keyte, George  
Kiehl, Harry  
Kiehl, Bob  
Kiehl, Jean  
King, Art  
King, Dick (Side Show Performer)  
King, Luke  
King, Mickey  
King, R. L.  
Kirkland, Monroe & Mrs. Kiser, G. B.  
Knight, Herbert  
Knowles, Paul S.  
Koehler, Louis  
Kreidt, Walter (Whirlwinds)  
Kriel, Family  
La Fleur, Arthur  
La Montague, Chester J.  
Lady Vera  
Lamb, Floyd  
Lane, Castella  
Lankston, Paul R. or  
Latasinski, Paul G.  
Laurette, Leonard  
Lauther, Mrs. Carl  
Lawson, Mrs. Max  
Leath, James Paul  
Lee, Coleman L.  
Lee, Harry  
Leedy, Bob  
Leech, Willis  
LeFebure, Mrs. J. A.  
Leslie, Napoleon  
Lester, Vincent Leroy  
Lewis, Harry V.  
Lindsay, Harold  
Linkhorst, C. J. & Mrs. Lloyd, Eugene  
Lloyd, (Shrine Circus)  
Loy, Verna  
Loyal, Justino  
Lucas, Joseph  
Mae Collins, Ralph  
Mallory, Henry  
McDaniels, Daniel Elmer  
McDermott, Wm H.  
McKay, Minnie D.  
McMahon, Thomas  
McMaster, William II  
Malanga, George  
Mann, Donald L.  
Mann, Virginia H.  
Mansy, William W.  
Marsh, J. B.  
Marshall, Richard  
Martin, Carl Gene  
Martin, Kurt  
Mortiz, Robert  
Maru, Nyona (Johnson)  
Mason, Harry W.  
Mathis, Ernest & Mrs. Mayo, Bill  
Meek, Harry Donald  
Menth, George J.  
Merkeley, Edward  
Meyers, Cecil  
Mhor, Mike  
Mighty Monarch  
Miller, Jones Shows  
Miller, Ralph Arnold  
Miller, Ruth  
Milton, Cebron B.  
Milton, Earl (Eggs)  
Meyers, Cecil  
Mitchell, Mrs. Edith  
Mitchell, John Thomas  
Mitro, Steve  
Moffeld, James  
Moore, Virginia B.  
Moore, G. B. & Mrs. Mooney, Tommy

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Anderson, Mary  
Arnold, George M.  
Atkins, Mr. & Mrs. Geo.  
Cannon, Frank  
Davis, Lester J.  
Domonick, John  
Danatti, Lillian  
Dunn, Peggy  
Egan, Adrinne  
Franklin, Mr. & Mrs. C. W.  
Kennedy, Ida Mae  
Kenny, Pat & Jack  
Kapetsky, Carl  
Leggan, Walter  
Louis, Leonard  
Luckadoo, Allen  
Mack, Cuban  
Miller, L.  
Miller, Joe  
Mintz, Bert  
Mueller, Fred  
Nichols, Geo. or Viola  
Nichols, Mrdes  
Orrell, Vincent T.  
Purves, Bob  
Rand, Sally  
Rodak, Wm.  
Sarritz, John  
Sayers, James  
Seida, Madam  
Sloan, Larry  
Smith, Dick & Dott  
Smith, Joseph  
Snell, Thomas E.  
Spoke, Robert  
Straus, Helmut  
Subrt, John  
Tate, Nolie  
Zubard, J. L. Sr.

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

Adams, Donna  
Axbill, Mrs. Mamie  
Bacon, Mrs. Jean  
Baker, D. C.  
Barfield, Sally  
Barnett, Fred  
Bart, Bertha  
Bouillon, Frenchy  
Bowlin, Florin John  
Bozza, Mr. & Mrs. Tom  
Bardburn, Robert  
Brown, Martin J.  
Bryer, Mr. & Mrs. Ollie  
Burge, Lloyd  
Campbell, William H.  
Carry, Thoms P.  
Carpenter, Mrs. Ralph  
Carroll, Claude W.  
Cassidy, James  
Chyenne, Charles  
Colous, Less  
Colyer, Mr. & Mrs. Robert  
Cooke, James Kendale  
Cowboy Mac  
Cox, Charles G.  
Cutler, Louis & Rose  
Davis, Bert  
Davis, Mr. & Mrs. N. E.  
DeLaney, Mrs. John  
Dennis, Mrs.  
Desmond, Jacqueline  
Dimplex Darline  
Doves, L. S.  
Drain, Gunley C.  
Dushane, Frank  
Edwards, J. E.  
Evans, Bob  
Evans, Frank  
Evans, Thelma  
Ewer, Robert Glen  
Festor, Charles  
Fields, George Lewis  
Finkelstein, Harry  
Finnert, Roman D.  
Flannagan, Wm.  
Foltz, Russell  
Fraker, Charles  
Fullmer, Mr. & Mrs. Howard  
Gawle, Kay  
Gillespie, Edward  
Good, Marie Wenner  
Gray, Clifford  
Gross, Bess & Roy  
Gruss, Mrs. Kay  
Haley, G. A.  
Hall, Ed L.  
Hampton, Dudley  
Harding, Dalphin D.  
Harris, Mrs. J. R.  
Harris, Edward  
Hill, Mr. & Mrs. Monk  
Hockett, Neil J.  
Hollingsworth, John  
Hunt, Mr. & Mrs. Henry  
Holston, Mr. & Mrs. John F.  
Holston, Mrs. Rose  
Houston, Lee  
Hunter, Mrs. Frances  
Jennings, Harold F.  
Johnson, Emogene  
Jones, C. B. & C. L.  
Joyce, James

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 36, N. Y.

Woolsey, John  
Adams, A. & R.  
Abbot, Hazel  
Carne, Raymond  
Clarkson, Robert  
Faye, Larry  
Fuller, Dorothy  
George, Alice  
Harding, Urene  
Jacobson, Jesse  
Jabara, E. L.  
Juliano, Joseph  
Kurtzman, Mr. & Mrs. G.  
Kurtz, Miss M.  
McLean, John  
Ollis, Paul Mrs.  
Pell, Thomas  
Polk, Prof. J. E.  
Reeves, Betty & Al Morrison  
Scott, Sue  
Schwab, Buddy  
Talbot, Eddie

Moore, W. J.  
Moran, Joseph  
Moreno, Mike  
Morrison, Suede  
Mort, Louis  
Mullins, John J.  
Mumford, Mary  
Mundy, Marvin  
Munroe, William  
Murphy, Pat & Mrs. (Diana & her Monkey)  
Murray, Bob  
Murray, Maxine  
Muszynski, Patricia Ann  
Myers, L. Z.  
Neas, Paul  
Neal, Rubie  
Nelson, Jack (Jacks)  
Newman, Bill & Mrs.  
Noller, Chas.  
O'Neil, Dorothy  
O'Brien, Jerry  
O'Connell, Daniel F.  
O'Connor, Edward Lee  
O'Dell, Mary  
Odom, Floyd  
Owens, Mrs. Maudine  
Pagel, Bill  
Palmer, George R.  
Paphan, James  
Parker, Lee  
Parks, Oro O.  
Parshall, Robert  
Parsons, Jack & Lola  
Pearl, Alberta  
Peppers, James  
Perry, Whitey  
Peterson, Guy E.  
Peterson, Theodore  
Pinkston, Bill & Tiny  
Pope, Bill  
Pope, Lillie B.  
Porter, M.  
Porterment, John  
Posey, David  
Powers, Mrs. Mildred  
Puckett, William  
Printer, L. F.  
Quintel, Louise  
Ragan, C. W.  
Ragan, Edna  
Rasor, Eddie & Mrs.  
Raye, Ginger  
Reed, Eric Dee  
Reed, James & Mrs.  
Reese, Ed.  
Reese, John  
Rehau, Martha  
Rhoades, Dusty D.  
Rhyne, Mrs. Bessie  
Vielma  
Rhyne, Earnest  
Richardson, Kenneth  
Riley, A. C.  
Riley, Mrs. Mathew  
Risser, Raymond C.  
Rodeous, Mrs. Gloria  
Rome, Mrs. Clara  
Rose, Set Joint  
Ross, Frankie  
Roy, Alfred E.  
Russell, Clarence W.  
Rutledge, Betty  
Ryan, James  
Ryan, Joe  
Salyina, John  
Sandler, Louis  
Sandoz, John  
Schafer, Frankie  
Schreiber, Harry  
Schuber, William L.  
Schuberg, Anne  
Schultz, Edie & Mrs.  
Schulz, Thomas A.  
Scruggs, William B.  
Segal, Ben  
Seiter, H. L.  
Shaffer, James E.  
Shank, Charles C.  
Shannon, John  
Sharrer, Charles & Mrs.  
Shaw, Doris  
Shields, William A.  
Shields, Wilmet  
Shipp, Eula  
Shusky, John J.  
Silver, Al. D.  
Simmons, Mack  
Simpson, Ralph E.  
Skogen, L. J.  
Slaughter, C. C. & Mrs.  
Sleeman, George (Serena)  
Slaven or Sloven, Stanley Lee  
Smiga, Joe  
Smith, Robert D.  
Snall, Frank  
Snapp, Joseph  
Snider, Mrs. Cecil  
Sorrow, Eddie Lee  
Spencer, Frank  
Spreng, John F.  
Springard, James  
Stack, Dick  
Stanley, Mrs. Bubbles  
Stanley, Steve  
Starr, Agnes (Junie)  
Steamer, Steamboat  
Stear, Melvin Esq.  
Stevenson, Louie E.  
Stoffel, Walter & Mrs.  
Stone, John Mason  
Stowers, John Leroy  
Strunk, Freddy  
Strunk, Ledford  
Stubber, H. G.  
Stuber, Bob  
Stuibter, Master Billy  
Talbert, Edward  
Talbert, Mrs. Mildred  
Tammamy, John  
Taylor, Billy  
Taylor, Chester  
Taylor, J. H.  
Taylor, Jack R.  
Taylor, Joyce Lee  
Teason, Joe (Bub)  
Terrell, Doyle  
Thivatt, Henry  
Thompson, James  
Tordenshield, Carl E.  
Turner, T/Sgt. Lionel H.  
Turner, Willie  
Tyaki, Walter  
Unus (One-Finger Balancer)  
Vermitte, Edward  
Vigalanti, Pauline  
Wadsworth, Opal F.  
Walton, James  
Walsh, Mrs. Joseph Patrick (Flo-Bel)  
Ward, John  
Watkins, Johnny J.  
Weir, Joe & Peggy  
Wendt, Ted  
Went, Ernie & Mrs. Whalen, Tom  
Whitaker, Betty  
Wilbur, Mrs. Mary L.  
Williams, Earl (Toad)  
Williams, Flash (Motor Drome)  
Williams, J. W.  
Willis, Claude  
Willis, Mrs. Lottie  
Wilson, John  
Winker, Leon A.  
Wiss, Mrs. Shirley  
Witham, Charles W.  
Wood, C. J.  
Wood, L. T.  
Wright, H. C.  
Wykplez, Joseph  
Wyrick, Brice W.  
Yarbrough, James Wesley  
Yates, Thurman  
Yelvington, Joy  
Young, Clarence B.  
Young, Tiny & Mrs.  
Zyzniewski, Stanley

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Anderson, Mary  
Arnold, George M.  
Atkins, Mr. & Mrs. Geo.  
Cannon, Frank  
Davis, Lester J.  
Domonick, John  
Danatti, Lillian  
Dunn, Peggy  
Egan, Adrinne  
Franklin, Mr. & Mrs. C. W.  
Kennedy, Ida Mae  
Kenny, Pat & Jack  
Kapetsky, Carl  
Leggan, Walter  
Louis, Leonard  
Luckadoo, Allen  
Mack, Cuban  
Miller, L.  
Miller, Joe  
Mintz, Bert  
Mueller, Fred  
Nichols, Geo. or Viola  
Nichols, Mrdes  
Orrell, Vincent T.  
Purves, Bob  
Rand, Sally  
Rodak, Wm.  
Sarritz, John  
Sayers, James  
Seida, Madam  
Sloan, Larry  
Smith, Dick & Dott  
Smith, Joseph  
Snell, Thomas E.  
Spoke, Robert  
Straus, Helmut  
Subrt, John  
Tate, Nolie  
Zubard, J. L. Sr.

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

Adams, Donna  
Axbill, Mrs. Mamie  
Bacon, Mrs. Jean  
Baker, D. C.  
Barfield, Sally  
Barnett, Fred  
Bart, Bertha  
Bouillon, Frenchy  
Bowlin, Florin John  
Bozza, Mr. & Mrs. Tom  
Bardburn, Robert  
Brown, Martin J.  
Bryer, Mr. & Mrs. Ollie  
Burge, Lloyd  
Campbell, William H.  
Carry, Thoms P.  
Carpenter, Mrs. Ralph  
Carroll, Claude W.  
Cassidy, James  
Chyenne, Charles  
Colous, Less  
Colyer, Mr. & Mrs. Robert  
Cooke, James Kendale  
Cowboy Mac  
Cox, Charles G.  
Cutler, Louis & Rose  
Davis, Bert  
Davis, Mr. & Mrs. N. E.  
DeLaney, Mrs. John  
Dennis, Mrs.  
Desmond, Jacqueline  
Dimplex Darline  
Doves, L. S.  
Drain, Gunley C.  
Dushane, Frank  
Edwards, J. E.  
Evans, Bob  
Evans, Frank  
Evans, Thelma  
Ewer, Robert Glen  
Festor, Charles  
Fields, George Lewis  
Finkelstein, Harry  
Finnert, Roman D.  
Flannagan, Wm.  
Foltz, Russell  
Fraker, Charles  
Fullmer, Mr. & Mrs. Howard  
Gawle, Kay  
Gillespie, Edward  
Good, Marie Wenner  
Gray, Clifford  
Gross, Bess & Roy  
Gruss, Mrs. Kay  
Haley, G. A.  
Hall, Ed L.  
Hampton, Dudley  
Harding, Dalphin D.  
Harris, Mrs. J. R.  
Harris, Edward  
Hill, Mr. & Mrs. Monk  
Hockett, Neil J.  
Hollingsworth, John  
Hunt, Mr. & Mrs. Henry  
Holston, Mr. & Mrs. John F.  
Holston, Mrs. Rose  
Houston, Lee  
Hunter, Mrs. Frances  
Jennings, Harold F.  
Johnson, Emogene  
Jones, C. B. & C. L.  
Joyce, James

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 36, N. Y.

Woolsey, John  
Adams, A. & R.  
Abbot, Hazel  
Carne, Raymond  
Clarkson, Robert  
Faye, Larry  
Fuller, Dorothy  
George, Alice  
Harding, Urene  
Jacobson, Jesse  
Jabara, E. L.  
Juliano, Joseph  
Kurtzman, Mr. & Mrs. G.  
Kurtz, Miss M.  
McLean, John  
Ollis, Paul Mrs.  
Pell, Thomas  
Polk, Prof. J. E.  
Reeves, Betty & Al Morrison  
Scott, Sue  
Schwab, Buddy  
Talbot, Eddie

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Anderson, Mary  
Arnold, George M.  
Atkins, Mr. & Mrs. Geo.  
Cannon, Frank  
Davis, Lester J.  
Domonick, John  
Danatti, Lillian  
Dunn, Peggy  
Egan, Adrinne  
Franklin, Mr. & Mrs. C. W.  
Kennedy, Ida Mae  
Kenny, Pat & Jack  
Kapetsky, Carl  
Leggan, Walter  
Louis, Leonard  
Luckadoo, Allen  
Mack, Cuban  
Miller, L.  
Miller, Joe  
Mintz, Bert  
Mueller, Fred  
Nichols, Geo. or Viola  
Nichols, Mrdes  
Orrell, Vincent T.  
Purves, Bob  
Rand, Sally  
Rodak, Wm.  
Sarritz, John  
Sayers, James  
Seida, Madam  
Sloan, Larry  
Smith, Dick & Dott  
Smith, Joseph  
Snell, Thomas E.  
Spoke, Robert  
Straus, Helmut  
Subrt, John  
Tate, Nolie  
Zubard, J. L. Sr.

**bingo**  
SUPPLIES and EQUIPMENT

7 & 10 Color Specials  
4-5-6 & 7 ups  
Midgets 3,000 series—7 colors  
Paper & Plastic Markers  
Wire & Rubberized Cages  
Pencils—Crayons—Clips  
5x7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards made to order

**JOHN A. ROBERTS CO. INC.**  
817 Broadway, Newark, N. J.

**FLAMINGOS**  
Cast Aluminum, 30 inches high, \$40.00 dozen pair. Sample pair postpaid \$4.95—Aluminum Red Birds, Egrets, Woodpeckers, \$18.00 dozen. Samples \$2.00 each postpaid. Manufacturing Co. Valley Station, Ky.

**Valentine**

**VALENTINE ASSORTMENT, \$7.20**  
Consists of 2 gross 2 for 1 Valentines, 1 gross 16, 1 gross comics, 1 gross 3 for 5, 100 5c mechanical, 1 doz. 10c Valentine packages.

8"x11" Comic Sheets ..... Gr. \$ .85  
2 for 16 Valentines ..... Gr. .40  
16 Valentines ..... Gr. .50  
3 for 5 Valentines ..... Per 100 1.35  
2 for 5c Valentines ..... Per 100 1.30  
5c Mechanical Valentines ..... Per 100 2.50  
Asst. of 10 Valentines ..... Doz. Pkgs. .85  
25c "Make Your Own"  
Valentines ..... 1 Doz. Pkgs. 2.00  
5c Kiddies' Relation Valentines ..... Box of 100 1.00  
5c For Teacher Greeting Card ..... Box of 100 2.50  
25c Deluxe Greeting Card ..... Box of 20 1.50  
Valentine Napkins, Pkgd. 32 ..... Doz. Pkgs. 1.50  
9" Valentine Balloons ..... Doz. 7.50  
Heart Candy Boxes:  
Small Size ..... Box of 3 Doz. 1.25  
Medium Size ..... Box of 2 Doz. 2.40  
Larger Size ..... 1 Doz. 2.25

(Minimum order \$5.00)  
Include postage with order. 25% deposit with C.O.D. orders.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
340-42 SOUTH MERIDIAN ST. INDIANAPOLIS 21, IND.

**LITTLE ATOM**  
World's Smallest Pistol  
Biggest Profit Producer Ever Offered!

BANG! UP YOUR PROFITS WITH "LITTLE ATOM" — IT SELLS ON SIGHT WITH A BANG!

The Tiny Pistol 1 1/4 inch Long User Ammunition (Blank Cartridges) That Actually Shoots!

JOBBERS, DISTRIBUTORS,  
Write, Wire, Phone for Quantity Prices.

De Luxe Model Western  
Call or order \$1.00 with \$1.00 cash  
Standard Model Western  
Call or order \$1.00 with \$1.00 cash

Standard Model Western  
Call or order \$1.00 with \$1.00 cash

Standard Model Western  
Call or order \$1.00 with \$1.00 cash

**G & S Mfg. Co.** NASHVILLE, TENNESSEE

**HOCUS-POCUS MAGIC KIT!**

Clean up quick, easy money with this "HOCUS-POCUS KIT" of 16 easy to do, mystifying, electrifying tricks—mostly metals—also wood, rope and papers. Hundreds of hours of fun and entertainment for young and old. Beautiful presentation. Costs you as low as 50¢ per kit prepaid. Sells on sight for \$1. Sample kit and full information on many other items—ONLY \$1. If not tickled pink, money back upon return of kit. SEND THAT \$1 NOW and enjoy many, many future happy hours.

**HARRY EVERS**  
51-56B Simonsen St.  
Elmhurst 73, N. Y.

**NEW—TITANIA**  
WORLD'S MOST BEAUTIFUL GEM  
for men and women in 10K and 14K solid gold mountings.  
HUGE PROFITS every day.

Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and sterling silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.

NO-RISK TRIAL SALES OFFER. You don't risk a cent.

Write today for Free Catalog and details.  
**DES MOINES RING CO.**  
1155 26th St. Des Moines 11, Iowa

**NEW! 5¢**

**POST CARDS BY ELMER ANDERSON**

91 Snappy Numbers in Full Color!  
Many choice territories open for jobbers and Distributors  
Complete sample line, \$1.00  
**H. K. KITTRELL CO., Inc.**  
Box 142 Waterloo, Iowa

**MAKE \$2 HR. SELL RA-GLO SIGNS**

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

**ALL ART SIGN CO.**  
179 N. Wells St., Dept. 43, Chicago 6, Ill.



## CAFE TO POLL GUESTS ON COIN MACH. ISSUE

HALIFAX, N. S., Jan. 16.—Szwelitz Brothers, lessees of Norman's Restaurant, one of the largest eateries in Halifax, are leaving it up to the customers whether to continue their policy of banning coin machines.

The restaurant was recently acquired by Lou Norman, and leased to the Szwelitz Brothers. Each patron is given a ballot on which he or she can express a choice as to whether the ban should be continued.

The polling is expected to take several months but negotiations have already been started by coin machine distributors for contracts with the restaurant in the event machines are installed.

This is believed to be the first time the installation of coin machines has been submitted to a vote by customers.

## LOCAL OPTION

### Bell Routes Go Well In Maryland Counties

LA PLATA, Md., Jan. 16.—Charles County, a free subdivision in Maryland, is one area where bell operation is big business.

The area takes in the towns of Waldorf and La Plata and a good stretch of U. S. 301 on the west side of the Chesapeake Bay.

The bells were legalized by local option in 1949. They have multiplied until there are now about 1,300 of them in Charles County. Anne Arundel, St. Marys and Calvert are other counties where they are legal.

Corner groceries, barbershops, gas stations, restaurants, drug-stores, "package stores," novelty shops, cafes, country clubs and service groups display bells, and Charles County has taken on some of the aspects of a small size Las Vegas.

With a population of 23,000, Charles County doesn't have many more people than bell machines. A grand jury, convened in 1948 to probe the almost open gambling

by way of bell machines, urged the legislation of the equipment. On June 21, 1949, the people, exercising local option, voted for the legalization of bells.

#### Strict Regulations

Strict regulations prohibit play on the units by children under 16. Not a single case of violation of this provision has been recorded since the law went into effect. The law also is strict as to who may run the equipment. Each machine is taxed \$150, plus \$25 for each additional chute. Anybody operating more than three machines is classed as a distributor and pays an additional \$2,000. An operator must be a resident or voter in the county, and a distributor must have been one for five years. This, the county believes, blocks racketeering.

Charles County has derived considerable revenue from this source. Last year the machines paid \$170,000 toward meeting an annual county budget of \$400,000. This year's take is expected to approach \$200,000. Without increasing the tax rate, the county has been able to increase its allocations to the county hospital, volunteer fire companies, the public library and the school system.

The bell tax also permitted issuance of school bonds to cover costs of building a \$1,900,000 addition to Indian Head High School, a \$700,000 addition to the LaPlata High School, a new \$370,000 Negro grade school in Port Tobacco, and another \$170,000 for the Wayside Consolidated School.

About 80 per cent of the gravy is supplied by tourists. The pay off is on an 80-20 ratio as against the customary 90-10 set-up in Las Vegas.

## Federal Games Tax Declines

WASHINGTON, Jan. 16.—The federal tax on coin-operated amusement devices yielded \$158,000 in November, up \$46,000 from the previous November, the Internal Revenue Service announced today. The tax yield for the fiscal year since July 1, however, is down 7 per cent from the same period a year ago. The fiscal year yield so far is \$4,895,000.

Revenue for the federal tax on coin-operated gaming devices in November totaled \$128,000, just about half of the yield for the same month a year ago, according to IRS' latest figures just out. The tax yield from this source for the fiscal year so far is \$7,693,000, down nearly 18 per cent from the same period a year ago.

A slump is also shown in the yield from the federal tax on cigarettes, with the November yield totaling \$120,544,000, compared with \$121,644,000 the previous November. The yield from this tax so far this fiscal year is \$654,107,000, down 5.3 per cent from the same period a year ago.

## Correction

A. B. T. Manufacturing Corporation is located in Chicago, not in New York, as it appeared in the Trade Directory published in The Billboard, January 16.

## IN BUSINESS FOR HIMSELF

NEWARK, N. J., Jan. 16.—A 13-year-old boy dumb-founded Newark police when he showed them how to open a parking meter and remove the coin box in less than three minutes—with only a pen-knife and a screwdriver.

The youth told officers he had opened about 90 meters in recent weeks and also taught his technique to four others.

Newark authorities asked the meter manufacturing company to work out a new design.

## SUN NEVER SETS

### Coin Routes Circle World; Exports Top \$10 Mil in '53

Continued from page 1

out from the States were a big factor in spreading the word on the wonders of the U. S. coin machine manufacturing industry.

But they all agree that it took plenty of good old-fashioned sweat and elbow grease to keep building up new territories when old established coin areas were closed because of embargoes initiated by dollar shortages in scores of countries.

Now that the export trade is rolling at high gear, many of the pioneers in retrospect find that if there had not been so many bruising trade barriers

along the way the business never would have reached the heights it did in the last year. The \$10,657,844 sales volume was big business all in itself. However, when the breakdown showed games and vending shipments had increased tremendously in value to go along with the traditional leader, music machines, new dollar horizons were predicted in the immediate years and near future.

Game sales in 1953 reached the unprecedented dollar total of \$4,017,857. Not only did this represent a more than 50 per

cent over the previous year but topped juke sales for all previous years. In addition the \$1,057,310 chalked up by the automatic merchandising end of the export field also indicated the solidarity of the over-all market.

## Meteor Export Trade Grows In 6 Months

NEW YORK, Jan. 16.—The Meteor Machine Corporation, which began selling kiddie rides on the export market only six months ago, now sends a sizable percentage of its output outside the U. S., according to Al Blendow, Meteor sales manager.

Blendow said that South America accounts for about 50 per cent of Meteor's export business, with Colombia by far the best customer. He explained that the demand was great there, the currency restrictions few, and the duties comparatively low.

In Argentina, he added, the coin machine industry is a virtual government monopoly, while in Brazil

(Continued on page 63)

## MUCH AT STAKE

### Oregon Trade Eyes Beverage Jamboree

PORTLAND, Ore., Jan. 16.—Game and music operators will have a lot at stake in the two-day jamboree of the Oregon Licensed Beverage Association opening at the Congress Hotel here Monday (25).

Chief interest lies in plans of the OLBA to combat a growing prohibition movement thruout the State which threatens to close outlets that afford coin operators the bulk of their locations.

Gene Rossman, of Portland, secretary-manager of OLBA, has called attention to two movements, which seek to close drink outlets via the ballot. One is a State-wide circulation of petitions aimed at putting the prohibition issue

on the ballot. The other is circulation of petitions that would call for local option.

Local-option petitions already are circulating in Yamhill, Washington and Benton counties, with activity promised in additional counties.

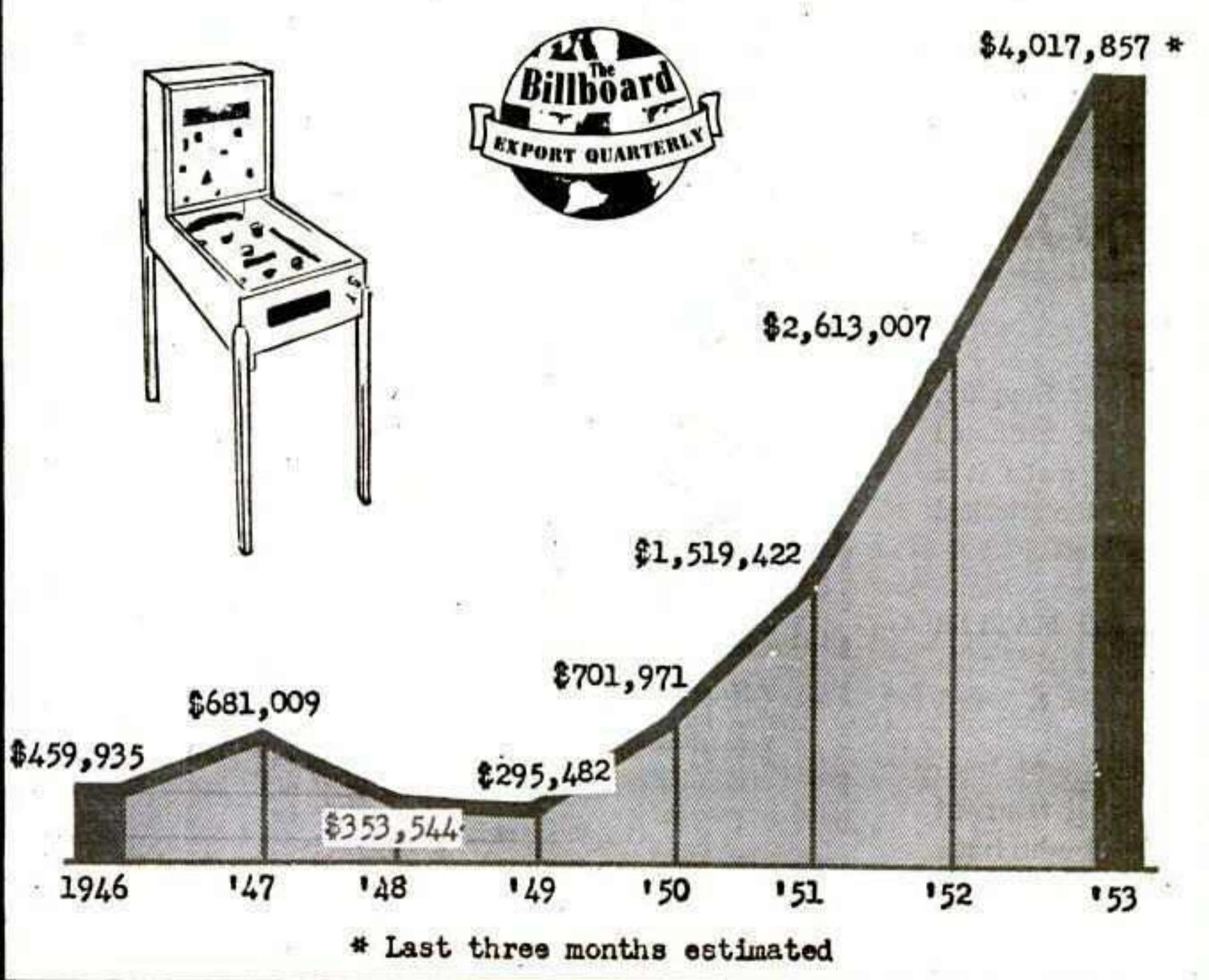
The coin-machine industry, with a vital stake in operation of taverns and lounges, is co-operating with the OLBA in seeking means of meeting this threat to its economic welfare.

Coinmen, thru the Coin Machine Men of Oregon and the Oregon Music Association, are expected to share in other phases of the jamboree program such as underwriting various prizes.

## Calendar for Coinmen

- January 27—Recorder Music Service Association, election meeting, Hotel Sherman, Chicago.
- February 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- February 11—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.
- February 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.

## GAME EXPORT SALES SOAR



## Cradick, Assn. Founder, Dies

LOS ANGELES, Jan. 16.—Charles W. Cradick, organizer and chief counsel for the old California Amusement Machine Operators' Association, died here Thursday (14) following a long illness. He was 57.

Cradick started CAMOA and worked in the interest of the amusement game operators until December 13, 1939. When voters at a special election banned the machines, he continued to represent the organization, gradually going into other practice.

Cradick studied law at the University of Kentucky and moved to this city in 1924. During his years in the legal profession he handled such film clients as Barbara Stanwyck and Jackie Coogan's mother. He was a past president and life member of the Eagles. A World War I veteran, he was a member of the American Legion as well as the Hollywood Bar Association.

He is survived by his widow, Elizabeth, and a brother, George.

## Det. Shuffle Assn. Skeds Installation

DETROIT, Jan. 16.—The annual installation banquet of the Detroit Shuffleboard Association has been set for February 10 at the Westwood Inn in suburban Inkster.

The new president, Marvin M. Burke, heads the list of officers to be inducted. Special guests include leading city and county officials. An entertainment program and dancing will follow the formal ceremonies.

## Vandalize Coin Route

PHILADELPHIA, Jan. 16.—As the result of a series of acts of vandalism at the new International Airport terminal building, Louis R. Inwood, director of aviation, was studying a request for an increase in the guard staff.

In the first week of the new terminal building's operation, holes were drilled in the pinball machines so that the games could be played without coins. It was also reported that insurance vending machines had been damaged by marauders. The machines were out of operation for several days.



# POLIO IS ON THE RUN!



PREVENTION WILL STOP THIS!

RESEARCH WILL WIN

**AUTOMATIC MUSIC AND AMUSEMENT MACHINE INDUSTRY DIVISION**  
**1954 CAMPAIGN OF THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS**  
 BASH O'CONNOR, President  
 654 MADISON AVENUE • NEW YORK 21, N. Y.

**General Chairman**  
 HORACE C. FLANNAGAN, Pres.  
 Manufacturers Trust Co.

**Chairman**  
 SAMUEL KRESBERG, Pres.  
 APCO, Inc.

**Co-Chairmen**  
 PHILIP SILVERMAN  
 RCA Bruno, N. Y.  
 SENATOR ALBERT W. BOENING  
 Photograph Industry  
 WILLIAM D. LITTLEFORD  
 Billboard Publications  
 ALBERT S. DENVER  
 Automatic Music Operators Assn.  
 GEORGE POMER, Exec. Director  
 Associated Amusement Machine  
 Operators of N. Y., Inc.  
 MEYER FRANKOFF  
 HARRY ROSEN  
 Atlantic NY Corp. (Seeburg)  
 JOSEPH YOUNG  
 Young Distributors (Wurlitzer)  
 BARNEY SUGARMAN  
 Sunyon Sales (AMI)  
 JOSEPH ORLECK  
 Cash Box Publication  
 JACK MITCHELL  
 AMI  
 PERRY WACHTEL  
 De Pire Advertising Inc.  
 DAVID STERN  
 Seeburg Distributors (Rock-Ola)

**AUTOMATIC MERCHANDISING INDUSTRY DIVISION**  
**1954 CAMPAIGN OF THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS**  
 BASH O'CONNOR, President  
 654 MADISON AVENUE • NEW YORK 21, N. Y.

January 1954

As Chairman of this year's polio campaign for the Automatic Merchandising Industry, I am calling upon you for your support in this tremendous job.

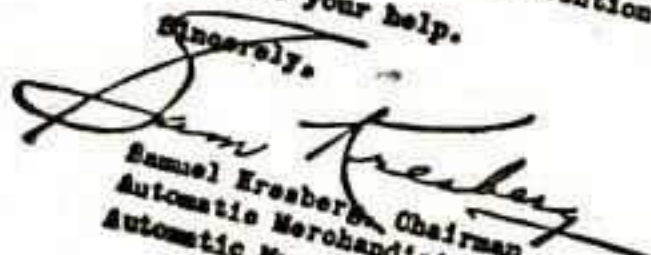
This summer the National Foundation for Infantile Paralysis plans to inject 1,200,000 children with a polio vaccine. Success of this vaccine can mean the complete control of polio! The National Foundation must spend \$7,800,000 alone to underwrite these tests. In addition, \$18,000,000 is to be allocated to increase the supply of gamma globulin which will be used to weaken the force of polio in epidemic areas, thus decreasing polio incidence.

The scientists have done their work, but they need your help to complete the job. Your contribution this year will speed the day when all America's children and adults will be completely protected from polio.

Since the entire industry is working on this most worthy cause, you may receive this same request from one of the Co-Chairmen listed on the left. All that is required is one contribution. No matter what the amount, it will be greatly appreciated by all of us. All donations received will be credited to our industry-wide drive.

Here is really a wonderful chance for the Automatic Merchandising Industry to do something really worthwhile for the youth of this country. Fill out the enclosed pledge blank and return it to me as soon as possible. Please make checks payable to "Polio Prevention".

Thank you in advance for your help.

Sincerely,  
  
 Samuel Kresberg, Chairman  
 Automatic Merchandising Industry  
 Automatic Music and Amusement Machine Industry

**Let Our Industries Give It The Gun!**

**Here is YOUR chance to HELP RESEARCH WIN!**

Everyone—Manufacturer, Distributor, Supplier, Operator and everyone everywhere affiliated with our great industries—should make it a matter of personal pride to fill out the attached form and

SEND IN A CONTRIBUTION NO MATTER HOW SMALL!

**Please . . . DO IT NOW!**

**P.S.:** In behalf of our wonderful team of co-chairmen I want to thank all who have already made their contributions to us.

**AUTOMATIC MERCHANDISING INDUSTRY DIVISION**  
**THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS**  
 654 Madison Avenue, N. Y. 21, N. Y.

Date \_\_\_\_\_

I hereby contribute \$ \_\_\_\_\_ to help polio victims back to health faster and speed the medical research for a vaccine to prevent paralytic polio.

(PLEASE PRINT INFORMATION BELOW)

Firm Gift Company \_\_\_\_\_  
 Personal Gift Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ Zone \_\_\_\_\_  
 Borough \_\_\_\_\_ Industry or Profession \_\_\_\_\_  
 Committeeman \_\_\_\_\_

Please make checks payable to "Polio" or National Foundation for Infantile Paralysis  
 Contributions are tax deductible

CHECKS CAN BE MAILED TO 654 MADISON AVE., NEW YORK 21, N. Y.  
 or to SAMUEL KRESBERG, APCO, INC., 250 WEST 57th ST., NEW YORK 19, N. Y.

Cash Enclosed \_\_\_\_\_

Check Enclosed \_\_\_\_\_

Pledge \_\_\_\_\_



## Comparative Game Exports (First Nine Months '52-'53)

|               | 1952          |                    | 1953          |                    |
|---------------|---------------|--------------------|---------------|--------------------|
|               | No.           | Value              | No.           | Value              |
| January       | 998           | \$144,286          | 2,218         | \$301,919          |
| February      | 1,449         | 165,315            | 2,220         | 333,441            |
| March         | 1,358         | 152,796            | 2,499         | 307,688            |
| April         | 1,626         | 205,827            | 2,312         | 369,823            |
| May           | 1,644         | 206,904            | 3,096         | 358,502            |
| June          | 1,067         | 173,199            | 3,752         | 398,843            |
| July          | 1,927         | 193,747            | 2,849         | 315,049            |
| August        | 1,931         | 317,954            | 1,342         | 218,629            |
| September     | 1,756         | 200,500            | 1,935         | 409,499            |
| <b>TOTALS</b> | <b>13,756</b> | <b>\$1,760,528</b> | <b>21,863</b> | <b>\$3,013,393</b> |

## Coin Machine Exports January-September, 1953

|               | Phonographs  |                    | Venders       |                   | Amusement Games |                    | Totals        |                    |
|---------------|--------------|--------------------|---------------|-------------------|-----------------|--------------------|---------------|--------------------|
|               | No.          | Value              | No.           | Value             | No.             | Value              | No.           | Value              |
| January       | 943          | \$ 462,409         | 1,352         | \$ 102,359        | 2,218           | \$ 301,919         | 4,513         | \$ 866,677         |
| February      | 1,183        | 589,334            | 1,695         | 90,642            | 2,220           | 333,441            | 5,089         | 1,013,417          |
| March         | 953          | 448,978            | 2,157         | 91,014            | 2,499           | 307,688            | 5,509         | 847,680            |
| April         | 953          | 401,040            | 1,885         | 123,312           | 2,312           | 369,823            | 5,150         | 894,175            |
| May           | 1,170        | 544,147            | 1,200         | 83,742            | 3,096           | 358,502            | 5,466         | 986,491            |
| June          | 1,065        | 447,832            | 667           | 112,397           | 3,752           | 398,843            | 5,484         | 959,072            |
| July          | 955          | 404,794            | 896           | 44,718            | 2,489           | 315,049            | 4,313         | 764,561            |
| August        | 942          | 405,809            | 1,598         | 49,873            | 1,342           | 218,629            | 3,892         | 674,311            |
| September     | 1,144        | 482,665            | 1,127         | 93,926            | 1,935           | 409,499            | 4,206         | 986,090            |
| <b>TOTALS</b> | <b>9,208</b> | <b>\$4,187,008</b> | <b>12,577</b> | <b>\$ 792,983</b> | <b>21,863</b>   | <b>\$3,013,393</b> | <b>43,631</b> | <b>\$7,994,394</b> |

## Meteor Export Trade Grows

Continued from page 61

the selling of coin equipment involves politics. In both these countries, as in Peru, dollar shortages are severe. Puerto Rico and Cuba are good customers.

### Monier Named

Blendow said that Canadian sales are going strong and announced the appointment of Jean B. Monier as head of the Canada Meteor Corporation, a Meteor sales company.

While Mexico has no currency

restrictions, nor is it necessary to delve into politics to get kiddie rides into the country, Blendow said that high duties hurt the sale of kiddie rides there.

Meteor does some European business, altho currency restrictions exclude the United Kingdom as a market. Blendow said that Meteor is able to sell some machines in France, despite the embargo which went into effect at the first of the year.

## Attention! Foreign Buyers! METEOR--THE PROFIT LINE

### METEOR PONY BOY

A Real Western Pony Equipped With Genuine Top Grain Leather Western Saddle!



Smart Operators Buy Meteor Because They . . .

- Are of all steel construction!
- Light in weight—easy to transport!
- Have simple rugged mechanisms
- Have imaginative child play appeal!
- Carry a one-year unconditional guarantee!
- Adaptable to any foreign coin and special electrical requirements!

ALSO TWO HORSE CAROUSEL!

**METEOR MACHINE CORP.**  
Operators—Step On It! GO METEOR TODAY!  
75 West 45th Street, New York 36, N. Y.  
Phone Circle 6-2241-2

## COUNTER UNIT BOWS

# Mel Binks Organizes New Game Manufacturing Firm

CHICAGO, Jan. 16.—For the first time in over five years a new major amusement manufacturing company has been organized in the coin machine industry. Mel Binks, 24 years in the trade, this week formed Binks Industries, Inc., with factory and general sales offices at 4350 North Pulaski Road here.

Production on the new firm's first game will start Wednesday (20). It will be a counter amusement game, called Zipper, and will feature bingo-type scoring, plus high score and competitive play. Binks had the dies made several weeks ago, accounting for the quick production. Zipper has coin chutes, suitable for penny, nickel, dime and quarter play.

Binks Industries has long range plans to build amusement games for which Owner Binks is convinced there is a high demand. Some will be counter types,

others conventional size. Binks emphasized none will be in competition with other games now on the market.

### Compact, Sturdy

Zipper is 17 inches high by 12 inches wide by 9 inches deep. Tho sturdy in construction, it has a shipping weight of approximately 30 pounds, which Binks stressed makes it a practical export game. He explained that most foreign locations are cramped for space and light-weight items have always been popular with overseas operators. He also pointed out they have to pay shipping charges and frequently pay duty on a weight as well as a value basis.

Binks had his own engineering firm prior to 1930. In that year, one of his accounts, the late Frank Meyer, owner and founder of Exhibit Supply, advised him their was great potential in the coin machine industry for Binks' talents. Meyer suggested that he start by operating diggers, produced by Exhibit Supply. He later became associated with the company. From 1935 thru March, 1948, he was an engineer and de-

signer of equipment for J. H. Keeney & Company. Just before resigning to become president of Universal Industries, Binks completed designs for Keeney's electric cigarette vender.

When United Manufacturing Company and Universal consolidated July 11, 1951, Binks became executive vice-president. He resigned that post in the middle of 1953 to start planning his own manufacturing firm.

## BINKS NAMES 3 DISTRIBS

CHICAGO, Jan. 16.—The first three distributors appointed by Binks Industries were Advance Automatic Sales, San Francisco; Conat Sales, New York, and Double U Sales Corporation, Baltimore.

Automatic Sales is owned by Lou Wolcher; Conat's head is Nat Cohn and Harry Rosenberg is the owner of Double U.

## British Firm Enters Kiddie Ride Business

LONDON, Jan. 16.—American-type kiddie rides, which have been gaining rapidly in popularity here, should make further progress in the United Kingdom with the recent announcement that Walter Streets & Company Ltd., Eastbourne, has entered the kiddie ride field with Star-Dust, a Western-type horse.

Streets started its promotion drive with a half-page ad in The World's Fair, British outdoor and amusement publication.

The ride operates for 76 seconds, taking a sixpenny piece (about 5 cents). The 54-inch long fiberglass horse operates on a three-foot by two-foot base; total weight is about 200 pounds.

### Action Controlled

The ride starts slowly, with the rider controlling the action. A tug on the reins will produce a gallop. The Western saddle is optional.

The firm said it would produce a line of other animal rides, including smaller horses. A stimulant to the British kiddie ride manufacturing business has been the difficulty encountered in importing American rides, and their cost when they can be imported. A company official said that U. S. rides, when they can be gotten, cost about 600 pounds (nearly \$1,700) here. The scarcity of second-hand U. S. rides, which would go for a lesser figure, is another factor.

## SILVERMAN AIDS MONTREAL ASSN.

MONTREAL, Jan. 16.—Joe Silverman, general manager of Amusement Machine Association of Philadelphia, was the honored guest Friday (15) at the first meeting of an association of coin machine operators, here.

Silverman in an address told the local operators of the advantages derived from association planning and emphasized the importance of a strong public relations program.

**NOW in the 4th YEAR**

of Continuous Production!

**Ride Big Bronco**  
10¢  
Ride For Fun  
Ride For Health

Steadiest profit-maker in the industry!

**EXHIBIT SUPPLY** 4218-30 W. LAKE STREET  
CHICAGO 24, ILLINOIS

## EXPERIENCED COIN MACHINE SALESMEN

Leading manufacturer of Kiddie Rides has lucrative territories open, INCLUDING CANADA, for live wire, wide awake salesmen.

Our top men are now averaging well over  
**\$3000.00 MONTHLY!**

Write fully outlining experience, giving references and enclose photo.

Our sales force knows of this ad.

**BOX D3**

c/o The Billboard, Cincinnati 22, O.

## NEW LOW, LOW PRICE!

BERT LANE

**MUSICAL MERRY-GO-ROUND**

COIN BOX ON CENTER POST  
• nothing sticks out.  
New model . . .  
Same Bert Lane quality

**NEW Fiberglass horses**  
**NEW galloping ride**  
**ABSOLUTELY noiseless**  
**NEW self contained coasters**  
**SAFE No overhang—no squeeze**  
**SPECIAL restacking 12-record player**  
**TOP ride—TOP demand everywhere**

Smaller Floor Space  
... only 42" Diameter

**THE BERT LANE CO., Inc.**  
372 N. E. 61st ST. MIAMI, FLORIDA    PHONE 84-2635

OUR AMERICAN RED CROSS IS ALWAYS THERE  
AFTER TRAGEDY STRIKES



## 1953 Juke Exports Climb Toward \$5 1/2 Million Mark

'52 Gains Equalled in 9 Months; Reports Indicate Bright 1954

By JIM WICKMAN

CHICAGO, Jan. 16.—Juke exports for 1953 are expected to climb over \$5 1/2 million, according to reports from the Department of Commerce covering the first nine months of the year. Reports revealed exports for the first nine months of '53—\$4,187,008—almost equal to the final total of 1952, \$4,248,173.

## Hrdlicka Named Service Mgr. At Wurlitzer

NORTH TONAWANDA, N. Y., Jan. 16.—Robert H. Bear, sales manager of the phonograph department of the Rudolph Wurlitzer Company, announced this week that J. F. (Joe) Hrdlicka had been named service manager



J. F. HRDLICKA

to head the factory and field service departments of the firm. Hrdlicka, who has been with Wurlitzer since 1928, replaces L. A. Draper, who passed away last November.

Hrdlicka started with the firm in St. Louis, working as service manager of its retail store. He

(Continued on page 66)

## Denver Distrib Adds Personnel

DENVER, Jan. 16.—In an effort to provide better, more rapid service to juke box operators, the Draco Sales Company, Wurlitzer Distributors here, has increased the personnel in its service department, reports Mike Savio, head of the firm.

Newly listed on the service department roster is Walt Poteet, mechanic with many years of experience as both operator and repairman.

A second addition is W. L. Pinkston, likewise a veteran operator.

A third asset to the firm is John Shissler, currently apprenticing in the repair shop.

"Service is the password" says Savio, who feels that altho the juke box business is presently doing alright, operating costs are

(Continued on page 66)

## PLAY JUKE FOR 3 YEARS, JUDGE RULES

NEWARK, N. J., Jan. 16.—A 19-year-old Montclair, N. J., youth who this week was convicted of stealing \$12.40 from a juke box at the Edgemont Recreation Center, won't forget the theft for a long time. County Judge Joseph E. Conlon here ordered him to get a job and pay his penalty at the rate of 25 cents a week. It will take him three years

By projecting the Department of Commerce's figures, the total dollar volume for the year would be \$5,582,677. Percentage-wise, this represents a 32 per cent increase over the previous year.

### Export History

The past eight-year history of the juke box export market (see graph on this page) has shown a steady increase in dollar volume, but for a lag following 1947.

Juke exports were running high thru 1946 and 1947 as foreign markets quickly absorbed pre-war machines being replaced in the States by new models. In '48 the market fell far below the previous years. The sudden change was attributed to overseas embargos and general business lags. The lag continued thru '49, picking up slightly at the close of the year.

In 1950, exports began to climb, and by the end of the year they had reached nearly \$2,000,000. At the close of 1951, the industry began to see the possibilities of the export market surpassing the \$4 million mark of 1947.

In 1952, the \$4 million mark was topped by over \$250,000.

What's ahead in '54? Reports from juke manufacturers and juke exporters indicate that the year is off to a flying start.

One noticeable change in the export market has been the dollar volume each year, compared with the unit volume. In 1947, the average price of a machine leaving the country was \$321. The average price during the third quarter of '53 was \$425, over \$100 higher. This increase in price shows that more new machines are being shipped and if present foreign record activity continues, the number of new machines shipped next year will be even higher.

As in the past, a few countries import the bulk of exports. These are continually increasing their purchases but the order in which they appear on the list of top importers, varies little.

Colombia has moved on to the top spot for the third quarter of '53, with a dollar volume of \$227,585, and a unit volume of 550. Belgium was next with \$189,050 and 638 machines. While Belgium imported more machines than Colombia, the dollar volume was lower. Venezuela, Mexico and Canada all passed the \$100,000 mark and all three show signs of importing newer equipment. (See chart on this page for 3d quarter).

With more and more foreign distributors being appointed each year, the export market shows a healthy sign for continual growth.

## Music Guild of N. J. Skeds 17th Annual Meet January 28

NEWARK, N. J., Jan. 16.—The 17th annual meeting and dinner of the Music Guild of New Jersey has been set for Thursday, January 28, at the Hotel Essex House here. The meeting will begin at 8 p.m. and will be devoted to the election of officers.

At a board of directors meeting, January 7, a nominating committee was appointed. Those named on the group were Robert Harvey, chairman, C. L. Harvey & Company; John Minero, G. M. Vending Company; Harry Knowles, Valley Amusement Company; Carl Procope, Garden State Amusement Company; William A. Brower, John DiManno,

Ace Music Company; Harry Asnes, Automatic Phono Service; Ray Kitzler, Independent Amusement Company; Joe Lubin, Atlas Vending Company; Jack Kronberg, Art Distributors, Inc., and Ernest Krauter, Acme Vending Company.

At the directors meeting, it was pointed out by Sam Waldor, president of the guild, that the nominating committee was to act as a guide for the election and not as a restrictive body. Members were told that all nominations from the floor would be accepted.

A final meeting of the 1953 officers will be held January 23.



AIDING THE MARCH OF DIMES drive, juke box operators of Northern Illinois are donating one day's play from each machine. The group includes (left to right) Roland Cope, Woodstock; Donald Palmer, Harvard, chairman of the local polio fund committee; R. L. Lindelof, Skokie, president of the Music Operators of Northern Illinois, and Louis Casola, Rockford, president of the Illinois Amusement Association.

## Calif. Music Guild Establishes Branch In Los Angeles Area

30 Operators Submit Applications; Union Tie-In Keys First Meeting

By SAM ABBOTT

LOS ANGELES, Jan. 16.—Establishment of a branch of the California Music Guild in Los Angeles County became a reality Tuesday night (12) when George Miller, its president, met with members of the Co-Operative Music Operators in Rodger Young Auditorium here. Miller had on

a previous occasion agreed to include the county if "20 or more" operators submitted applications. At the start, 22 had signed up with the list hitting 30 before the evening was over.

Walter Hemple, of the First National Music in San Fernando Valley, was elected temporary president; Ben Korte, vice-chairman; Mrs. Ernest Bryant, secretary, and Gabe Orland, treasurer.

A vote was taken to increase the number of temporary directors to seven rather than five. Those named included Al Hanlin, chairman; Pete Pellegrini, Larry Collins, Glenn Catlin, Fred Ross, Merle Holmes and George Nachtweih. Alternate members of the board are Al Cohen, Joe Donch, E. J. (Red) Locke and Don Wyckoff. Sam Ricklin was elected ser-

(Continued on page 68)

## General Sales Appointed AMI 3-State Distrib

BALTIMORE, Jan. 16.—The appointment of General Music Sales Company, Inc., as AMI distributors in Maryland, the District of Columbia, Delaware, and northern counties of West Virginia, was announced this week by Jack Mitnick, eastern regional manager of AMI.

General Sales entered the coin machine business in 1925 and since then has been a distributor for many leading coin machine

(Continued on page 66)

### YOUNG IDEAS

## Quick Record Service Aids Colorado Op

DENVER, Jan. 16.—The most effective means by which a juke box operator can obtain prominent drugstore locations is to promise swift and frequent record changes, according to Ted Averitt, operator of the Modern Music Company here.

Being an operator with "young ideas," Averitt has concentrated on drugstore locations, usually near

(Continued on page 66)

## Trans-World Ups Exports 30% in 1953

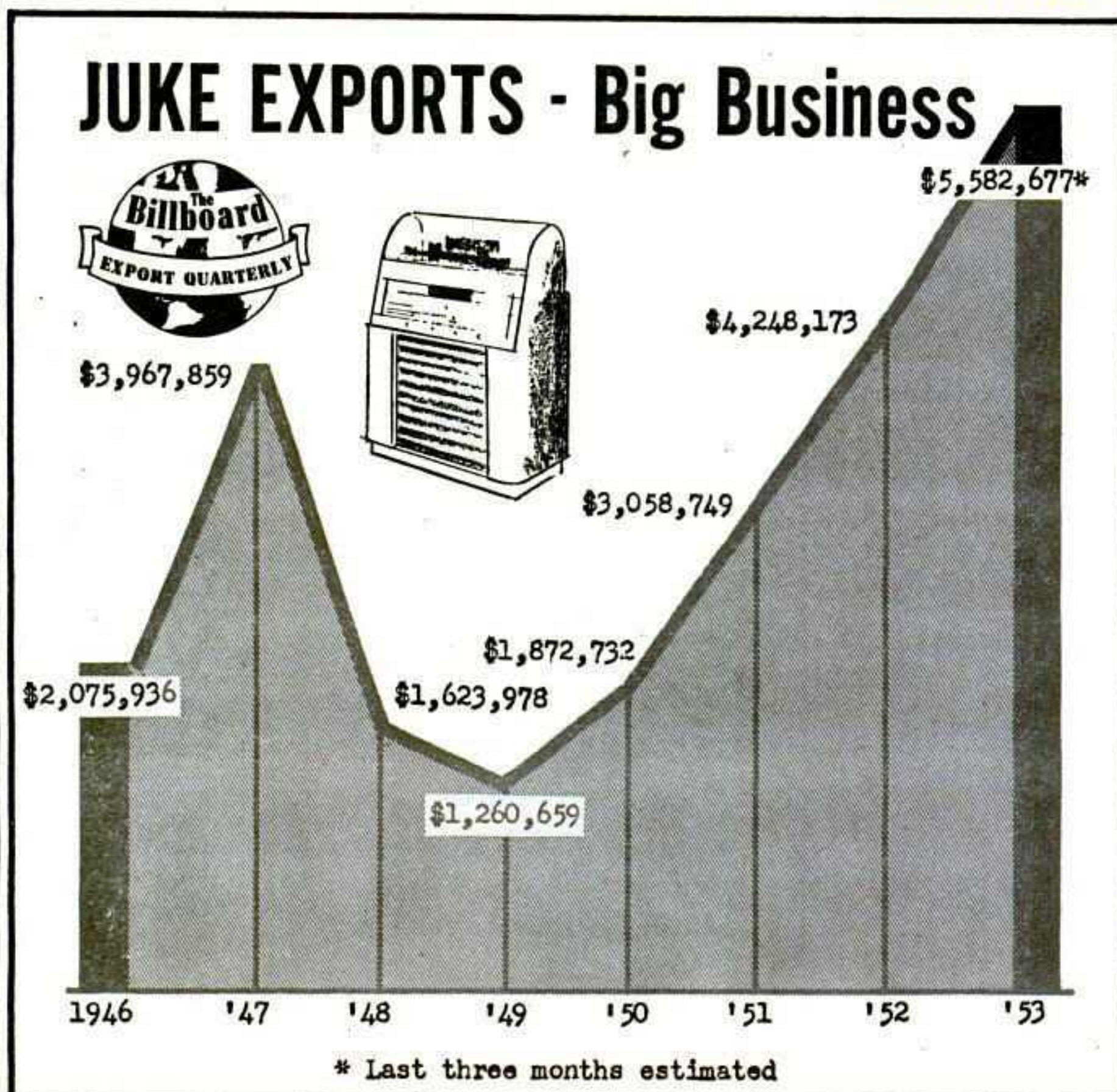
CHICAGO, Jan. 16.—Joe Caldron, president of the Trans-World Trading Corporation, announced Friday (15) that his firm had increased its 1953 juke box exports 30 per cent, compared with 1952.

Caldron, who specializes in coin machine exports, said that the market in South America had

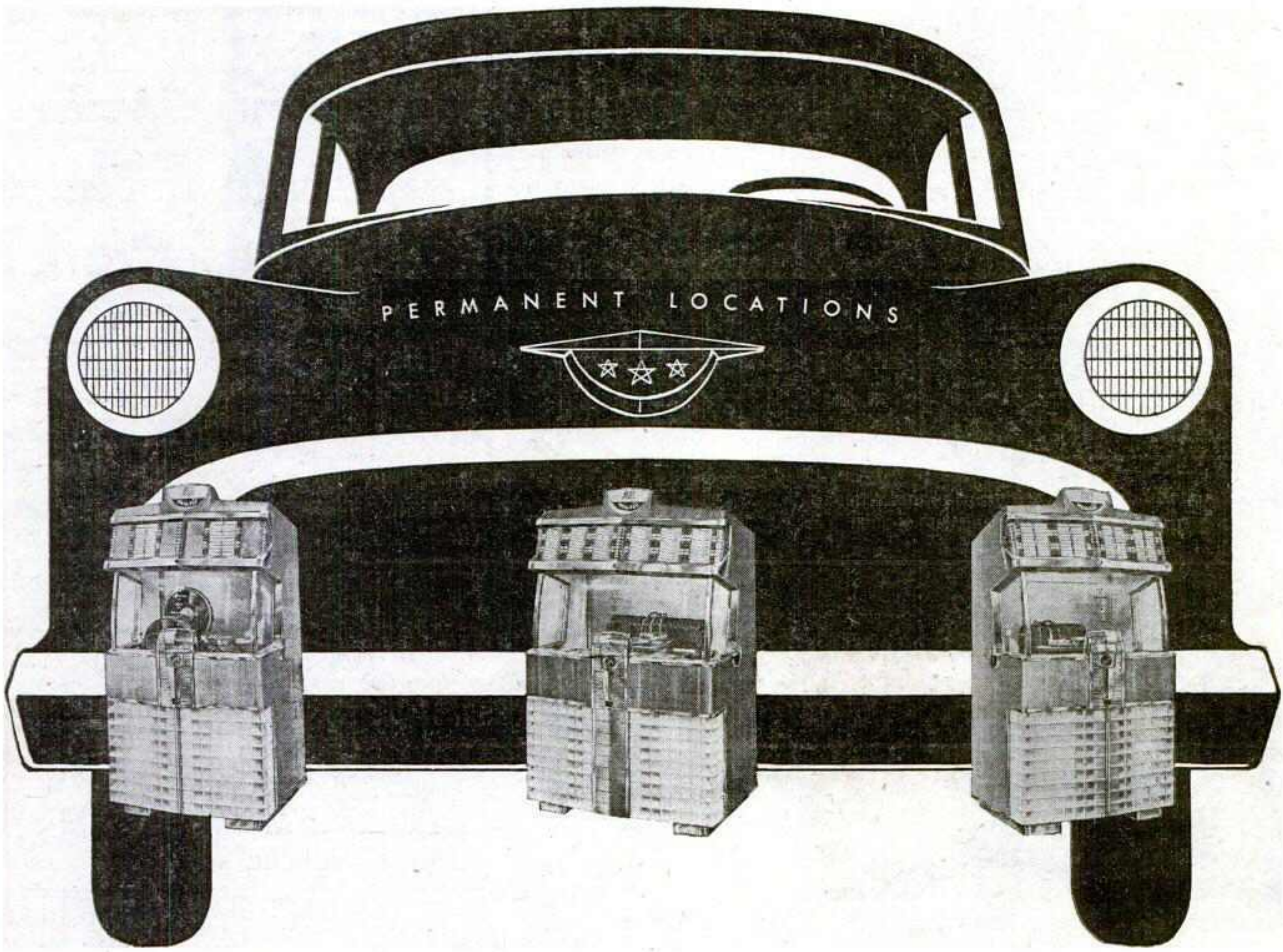
(Continued on page 66)

## Leading Markets Third Quarter 1953

|               | No.          | Value              |
|---------------|--------------|--------------------|
| Colombia      | 550          | \$227,585          |
| Belgium       | 638          | 189,050            |
| Venezuela     | 263          | 175,734            |
| Mexico        | 385          | 144,916            |
| Canada        | 305          | 134,296            |
| France        | 183          | 80,651             |
| Netherlands   | 163          | 48,497             |
| Peru          | 83           | 42,552             |
| Other         | 471          | 249,987            |
| <b>TOTALS</b> | <b>3,041</b> | <b>\$1,293,268</b> |







# BUMPER GUARDS

**AMI** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICH



**Music Route Management**

# Juke Box Merchandising

By JIM WICKMAN

"Attractive window displays draw people into businesses of all kinds throughout the country, so why not in the juke box business?" asks Paul Brown, head of Western Automatic Music, Chicago.

Brown feels that a lot of business is missed when an operator overlooks the average person on the street.

"The re-sale value of a machine is considerably higher than the trade-in value, especially when the machine is cleaned up and readied for home use," Brown explains.

Following this theory, Brown has arranged his shop front to look like any one of a thousand attractive windows displaying merchandise. Customers that inquired about machines for home entertainment and rentals made Brown sure that his idea was sound in both theory and practice.

Western Automatic Music occupies two adjoining buildings with large plate glass windows. For the pedestrians and automobile drivers passing by, there is a little over 50 feet of clear viewing.

Inside the showrooms there are usually from eight to 10 juke boxes on display—a few new machines to arouse interest of prospective location owners, a few 40 or 50-selection machines for rentals, and a few older models for home use.

**Uses Ad Signs**

On the front windows are signs advertising the juke boxes for sale and rental. The only other advertising done by the firm is in the Chicago classified telephone directory, in which the company offers all types of machines. Brown, however, thinks that one of his best ads comes from satisfied customers.

"One of the biggest headaches that could come from the sale of a machine for home use, is the one of service," Brown said. Keeping that in mind, Brown set up an efficient overhauling technique. A machine that is sold by Western Automatic for home use receives the same careful checkup that a rental machine receives before it goes out on location. Back in the service department, Western Automatic has a steam cleaning unit, wats for hand washing and lamps for quick drying. The juke box

is stripped of all its working parts and then both the cabinet and the mechanism undergo a complete overhaul.

Every customer that buys a machine from Western Automatic receives a three-month guarantee. Brown said that this goes a long way in making satisfied customers. "And the guarantee adds no extra responsibility, because we would be obliged to fix the machine in any case," Brown explained.

**Title Strips, Records**

A machine sold for home use goes out of Western Automatic with a complete set of title strips and a complete set of records, just as if it were going out on a location. The records are pre-selected by the customer and Brown guarantees 80 per cent of the requests.

"After a customer has purchased a machine, there is a good chance that you may see him again in a few years, knocking at your door for a newer model," Brown advises.

Having built one of the largest rental and home sale businesses in Chicago, Brown warns operators about accepting business without some form of down payment. "It's all too easy for people to call for a rental, then after setting up the deal, call another operator and set up the same deal as a form of insurance for themselves," explains Brown.

Western Automatic charges anywhere from \$25 to \$50 for a one-day rental, depending on the type of equipment. The normal down payment is \$5 on a rental and \$25 on a sale.

On both home sales and rentals, the firm removes the coin mechanisms and installs an attractive chrome-plated strip to cover the coin chutes. These strips are made up in advance and are designed differently for each machine.

**Plans Record Counter**

Because of the attractive window displays, Brown is planning a record retail counter to be opened in the store. "People are always stopping in and asking us if we have records for sale and so now we're going to accommodate them," states Brown, who feels that this will add another eye-catcher to his spot.

The average rentals at Western Automatic are for halls on either

## Meet Paul Brown

When you first meet and talk business with Paul Brown, head of Western Automatic Music, Chicago, it only takes a few seconds before you realize that he knows the coin machine business. Part of this is due to Paul's 21 years of active participation in the business, but the bulk of it comes

the plunge, purchasing six machines. Once in the field, it didn't take Paul long to dispense with his other coin operations and concentrate solely on music.

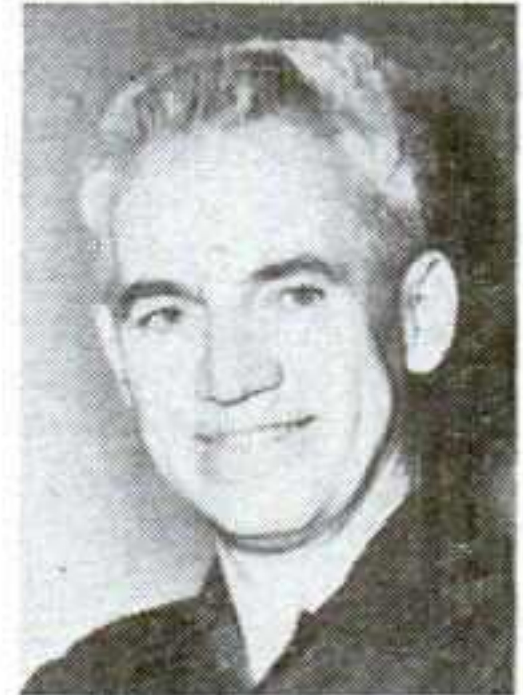
Paul formed a partnership with Frank Butler, and the two operated their route with their homes as offices. The company was called B & B Music. Later, when Frank died, Paul took over the route and changed the name to Western Automatic Music.

**250 Locations**

Western Automatic Music now boasts of two adjoining buildings, 10 employees, about 250 locations and one of the most attractive juke box window displays in the business. Today, with the aid of Bill Nyland, manager of the firm, Paul has a business that runs as smoothly as a Swiss movement.

Being an outdoor enthusiast, Paul takes his wife, who helps him at the office, and five children to Canada every year. "Nothing like a little hunting and fishing to relax a man," he says. While Paul's up in Canada it's Nyland's job to keep things purring.

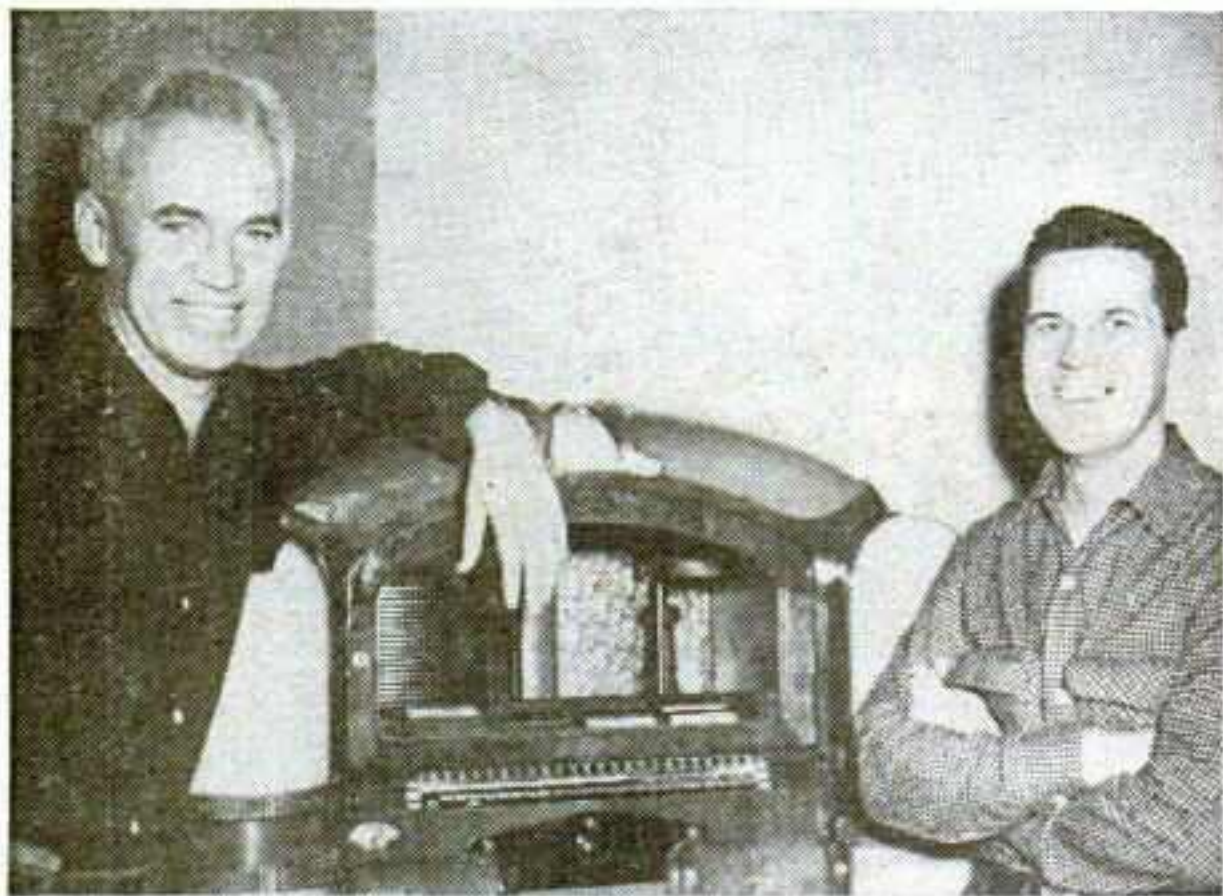
"Keeping customers happy and staying up-to-date with your association's activities are two of the best methods for a smooth-running business that I can think of," asserts Paul, who is a member of the Recorded Music Service Association and the Music Operators of North-eastern Illinois.



PAUL BROWN

from the way he overcomes barriers and gets right down to the business at hand.

Paul got the idea of entering the coin machine business while working for a Chicago tobacco wholesaler. He figured that the coin industry was a comer and so with a few coin-operated games he began business in 1932. After handling games for five years, Paul started thinking about the possibilities of the juke box business and in 1937 he took



PAUL BROWN, head of Western Automatic Music, Chicago, has had chrome plated panels made to replace the coin chutes on older phonographs used for rentals and those sold for home entertainment. Brown and Bill Nyland, manager, are shown with a converted machine.

the first or second floors. Deliveries are made to levels higher than the second floor but an added charge is tacked on to allow three men for the job. Most home sales are delivered to basements.

"Another prerequisite for a successful operation is keeping customers happy," Brown said. He added that this holds true for

### Name Hrdlicka

Continued from page 64

joined the phonograph department at North Tonawanda a few years later, and acted as field service manager for different Wurlitzer distributors. During the war he took over the duties of special representative on war contracts with Eastern manufacturers. In 1945 he became service manager for the Philadelphia distributor, where he remained for five years prior to his recall by the factory.

Hrdlicka, as head of the service department, will be responsible for the over-all service policy and will work with all distributors. The activities of field service engineers will also come under his supervision.

### General Sales

Continued from page 64

lines. The firm's headquarters are at 245 West Biddle Street in a modern building, constructed for the coin machine business.

Officers of the firm, who also head General Vending Sales Corporation, are Irvin Blumenfeld, president; George Goldman, vice-president and secretary, and Harry Hoffman, vice-president and treasurer. The service department is headed by Herbert A. Golembeck assisted by John Carter, Isidor Milner and Frank DiDonata.

All three Model E juke boxes, the 40, 80 and 120-selections, are now on display as well as auxiliary equipment.

### Denver Distrib

Continued from page 64

mounting and before long it will take a machine that needs little service before a profit can be made.

"With this addition in personnel, we have made it possible for operators running into repair problems, to call us and be sure that one of our servicemen will be out to help him in quick order. We feel that reliable service also pleases the location owner, which may go a long way toward increasing the spread between profit and operating cost."

rental and home sale customers as well as location owners. Each year, around Christmas, Brown mails cards and calendars to all his locations. But, according to Brown, the best way to keep a location owner happy is to keep improving his machine from time to time.

Brown feels that associations also aid operators in running a successful business by keeping them informed on legislative activities and new ideas.

### Young Ideas

Continued from page 64

high schools, where there is a heavy traffic of music-loving teenagers.

"In many instances, the drug-store owner had never before permitted a juke box on the premises, feeling that this would keep youngsters in the store, result in overcrowding, and annoy other patrons," Averitt said.

A general decline in sales throughout the Colorado retail drug industry, however, has aided Averitt in overcoming such resistance—particularly when he points out the profit possible from juke play during "coffee breaks," the noon-hour and after-school hours.

"Late afternoon hours are particularly important," Averitt said, "because the juke will draw many youngsters into the store during this normally dull period of the day."

A typical Averitt location is the Meyer's Drugstore in suburban Englewood, close to Englewood High School. Here, the location owner was so pleased with the traffic that developed by the juke box that he cleared out a space between the soda fountain and merchandise departments to permit larger groups of youngsters to congregate. Here, the phonograph is played thruout most of the day. Averitt has co-operated by changing records at an average of once every three days.

### Trans-World

Continued from page 64

grown considerably during the past year and that if present activity continued, 1954 would be still better.

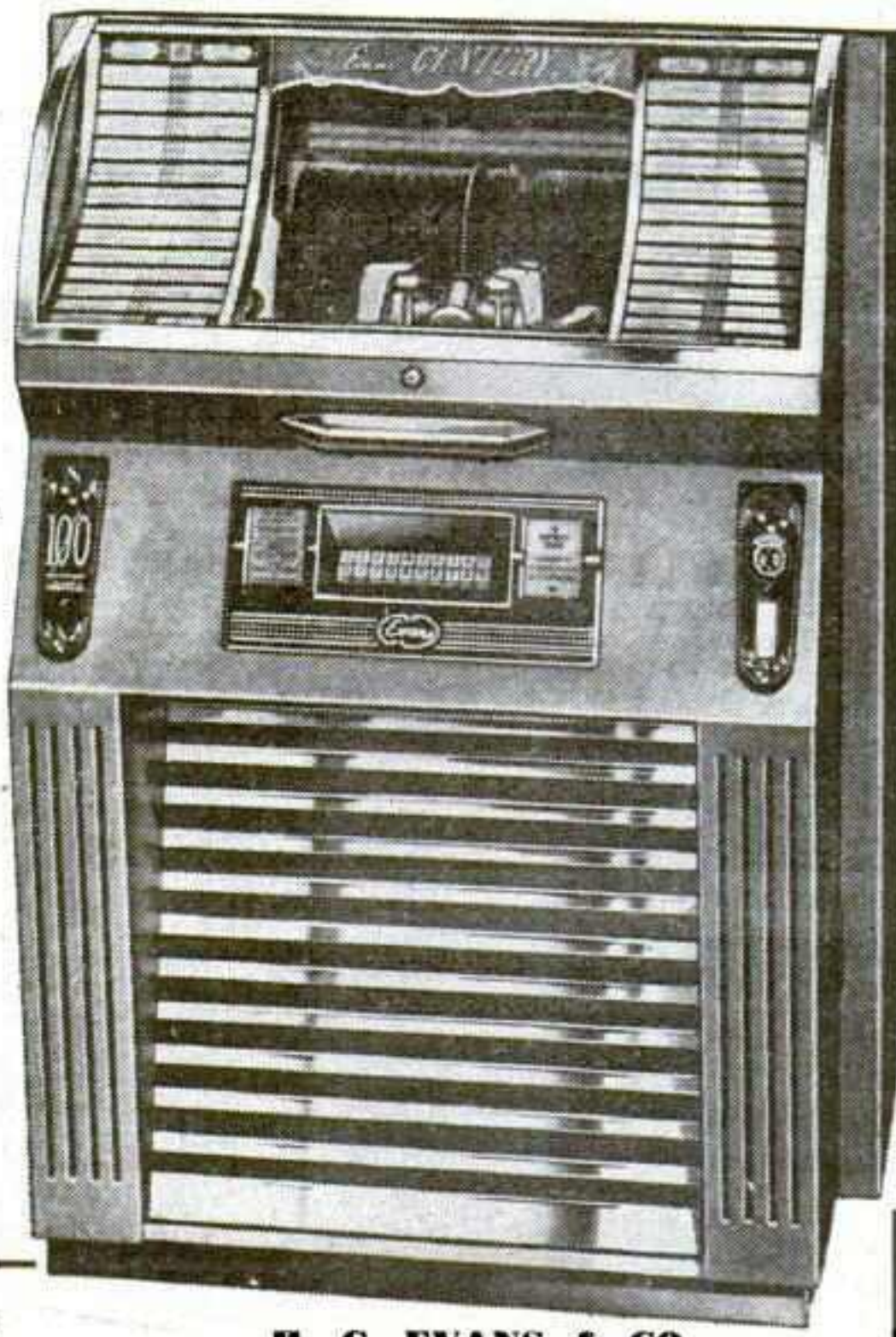
Another boost for his firm will be the introduction of Ristocrat's juke box, scheduled to be finished in time for the Music Operators of America convention in Caldron, said.

One thing in the export market that can't be overlooked, according to Caldron, is the increasing number of 45 r.p.m. machines being shipped.

"We sold approximately 50 per cent more 45's this past year than in '52," he said.

## Why LOCATIONS Prefer EVANS' PHONOGRAPHS

From the very first days of operation Evans' Phonographs inspire location confidence. The reason may be stated in one word . . . DEPENDABILITY! Evans' Phonographs keep patrons pleased and playing, thanks to trouble free mechanisms and rich, true-to-life tone reproduction. In Evans' locations there are no frequent emergency service calls to disturb normal business routine. And as days grow into months, Evans reliable Quality is emphasized, again and again, in consistently satisfying revenue for both locations and operators.



ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTION CENTURY

50 RECORDS 45 RPM

and

40-SELECTION JUBILEE

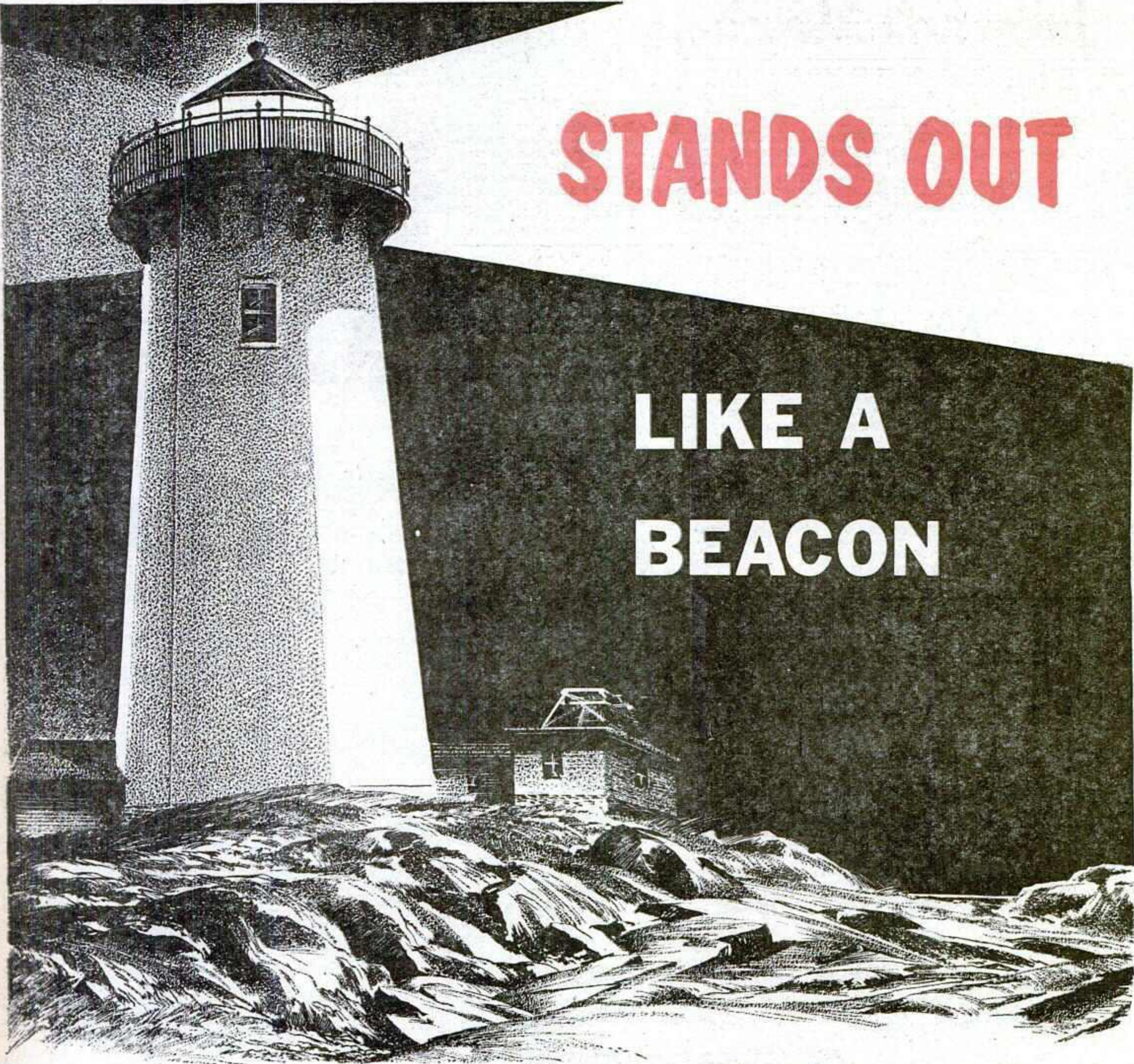
20 RECORDS 78 or 45 RPM

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.

1556 W. Carroll Avenue Chicago 7, Illinois





# STANDS OUT

# LIKE A BEACON

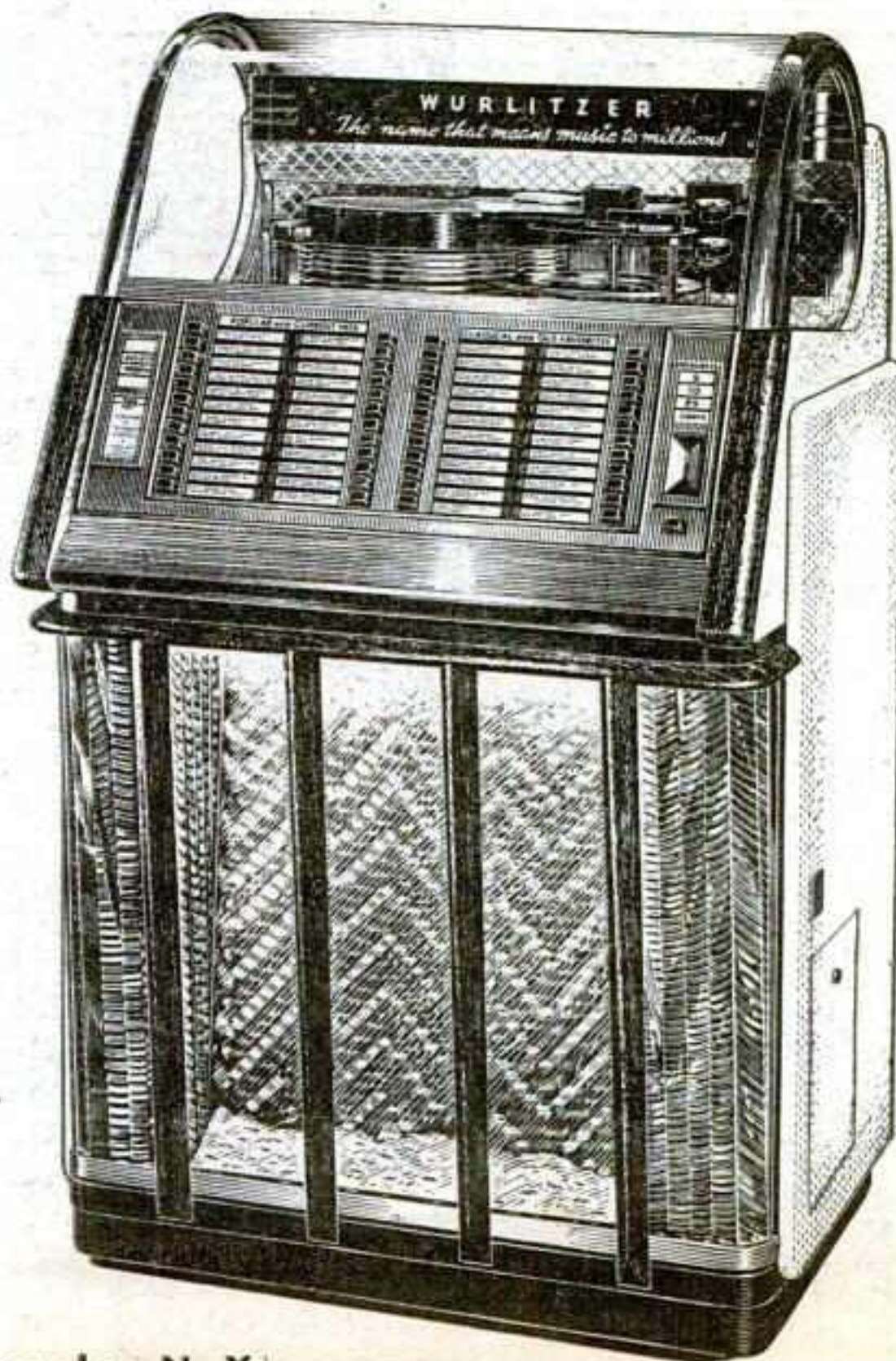
Brilliant appearance...dazzling in performance...brightest of all in earning power... Wurlitzer's low-cost Models 1650 for straight 45 RPM play and 1600 for 78 RPM records have established all time high profit totals in limited space locations.

See Your Wurlitzer Distributor

# Wurlitzer

**1650** 48-SELECTION  
STRAIGHT 45 RPM PLAY

**1600** 48-SELECTION  
45 OR 78 RPM PLAY



The Rudolph Wurlitzer Company • North Tonawanda, N. Y.



# Calif. Music Guild Sets Up LA Branch

Continued from page 64

geant at arms. Regular election is set for March 31, the 60-day period being necessitated by Miller's activities in the national Music Operators of America convention in Chicago.

### Eight Areas

The move to bring in the California Music Guild, making it eight areas in which the association has jurisdiction, had been planned for several years. However, at the last COMO meeting, it gained momentum when John C. Stevenson, general counsel for the Teamsters, suggested that the juke box industry be organized. He advised that one association, it made no difference which one, work with the union. The operators had questioned this on the basis they wanted to retain their little groups such as COMO and the Beach Operators' Association in Santa Monica.

Stevenson explained to members at that meeting, December 15, that those who were members of Local 396 would be automatically transferred to Local 848 (The Billboard, December 26). During the time between the two meetings, there was some confusion among the operators as to what to do. However, Fred Ferrier, business agent for Local 396, appeared and cleared up the matter to a great extent.

Ferrier said, "We have contacted our International for we have run into a little trouble after Mr. Stevenson's talk." He added that the International had been asked to rule on the matter of the local having employer and employee members or employers, who work with tools and are in competition to employees.

### Two Locals

Hemple took the floor to ask Ferrier about the union affiliation. "First we were told to join Local 396 and then Local 848. Which one should we join?"

"Local 396 is the one to join because Local 848 includes drugstores and cigarettes," Ferrier answered.

"We have cigarettes, too. Should we join two unions?" Hemple shot back.

"No, Local 396 covers both operations," Ferrier advised.

"Can you give me an assurance that 396 is the one?"

"Ask anyone here if they have been bothered," the business agent suggested.

### Initiation Fees

The matter of initiation and dues was brought up. While the initiation is \$50 and \$5 per month, Ferrier stated, there might be some arrangements to be made as the whole group was joining.

Al Hanlin, chairman for the evening, suggested that Miller could clear up some of the points since he had been in conference that afternoon with Frank Matulla of Local 396.

Miller was accompanied to this city by Joe G. Silla, a director of his Oakland CMG for 19 years. Ben Chemers, former Chicago operator, attended the meeting with Miller and Silla.

Miller plunged immediately into the union question upon Hanlin's request. "We met with Matulla and Stevenson in conference two hours this afternoon. We now have seven locals, some affiliated with the Teamsters. No other union in Northern California represents the music industry. And we are happy with the relationship."

"I want to make my stand clear. There are no deals and we have kept the two organizations (association and union) separate and apart. I do not believe there is anything to worry about and the gentleman has told you the Teamsters plan to organize this industry."

He continued, "Matulla says there will be no conflict in jurisdiction unless the International rules differently. Employers, who do not work, will not be members. Men using tools of the trade would be members, perhaps with an 'A' or 'B' category."

Miller stated that he had been advised that any group coming in with 30 members could be recognized. And he added that Matulla had declared that no contract with any one group with full authority would be issued.

The association head pointed out that the advantage of an association was twofold. The first is to bargain with the union with the association working out a master agreement, and second, the union can work with the governing body.

### Chance to Close Link

With the union matter ended, Ferrier excused himself. Miller went into the discussion of the association. He outlined the work of the Oakland group, adding that the inclusion of Los Angeles County would make him most happy for it closed a link between San Diego and Kern counties. Miller emphasized that he did not want to extend CMG activities unless "you fellows want it."

Plans for operating the association were discussed. Miller advised that local autonomy would exist and that a full-time business agent would be on the job to organize, handle reports and conduct the office. The association's head also read the pledge taken by operator members.

Dues, it was emphasized, would

## THE SAFE-EST SPOT IN TOWN

LOS ANGELES, Jan. 16.—The long policy of paying cash for everything used by Homer RaZor and Walt Hemple, of First National Music in the San Fernando Valley, was interrupted this week. And it is not because the firm doesn't have the money on hand.

After finding a couple of notices from the local police that they had found the doors unlocked, RaZor went out and bought a safe. It was delivered and the cash placed within.

Now with combination and all, RaZor can't get it opened.

be set by the local board. However, Miller advised there was expense to the office operation and that the dues must cover it.

Starting with 22 applications for membership, the list grew to 30 before the end of the evening. The group elected the temporary officers with Miller installing them.

With the meeting adjourned, the board met and voted unanimously to allow Miller to employ a business agent. The group will meet before the general election late in March. Miller will attend that session.

## N. J. 10c Minimum Move Continues

NEWARK, N. J., Jan. 16.—Renewed activity in the elimination of nickel play by North Jersey operators was reported this week, after a lull in conversions during the holiday season. The pattern has been not to increase the price of play, but to offer two tunes for a dime and five for a quarter, with no nickel play.

Duke Ellington, of Major Music, said his firm has already converted 100 locations to dime minimum play. Ed Burg, Runyon Operating Division, said his firm is continuing its conversion program with favorable results.

## Los Angeles

Jack Simon, Simon Sales Company, reports an increase in the volume of Arcade game sales. Cohort Abe Chapman took time off from his duties at Mount Sinai Hospital, to take in the Los Angeles Open Golf tourney.

No damage suffered in this week's earthquake tremor, although there were lots of anxious coinmen on Pico Boulevard. . . . Dora Mandes staffing the office at Dan Stewart Company, while Bob Bever is off on a sales trip to San Diego.

Bill Happel, president of Badger Sales, planning a trip to Europe again this summer, following the success of last year's jaunt.

## Coinmen You Know

### Pittsburgh

Howard Crombie, Tri-State Automatic Candy Corporation, believes it is difficult to tell what 1954 will bring in the way of sales. . . . Harry Rosenthal, Banner Specialty Company called on Frank Williams in Bellefonte, and Pat Houser in Uniontown.

Sidney Reinwasser and his cousin Marty Gluckow, who operates a candy and ice cream vending route around East Liverpool, O., recently worked out a business deal.

M. B. Abelson in town for a few days after covering his vending territory. . . . Automatic Canteen's building is within 40 feet of the Penn-Lincoln Parkway West at the Banksville interchange and may well identify its quarters for passing motorists.

Alfred Rosenzweig, of Automatic Food and Refreshment Company, visited Panama, Colombia, Venezuela and Honduras on his recent vacation in South America. . . . Raymond Watts on a recent swing for Mills Automatic traveled to Charleston, W. Va.

Robert Haser, of Allegheny Amusement Company, at Millvale, Pa., expects 1954 to continue at a steady pace similar to the year just ended.

### Hartford, Conn.

During 1953, more new corporations were established in Connecticut than in any year since 1947, according to statistics just announced by Secretary of State Charles B. Keats.

In 1953, a total of 1,745 new corporations were set up. This compares to 1,540 in 1952; 1,299 in 1951; 1,481 in 1950; 1,327 in 1949, and 1,476 in 1948.

Connecticut residents may smoke 3,330,000 fewer packs of cigarettes this year, according to State Tax Commissioner William F. Connelly. He bases his estimate on a possibility that the usual increase, as reflected in tax receipts, is presently one-third less than the expected 3 per cent rise.

Paul Rechtshafer, of Reliable Coin, expects to take the matrimonial plunge this spring. Visiting Abe Fish, president of the Music Operators of Connecticut and owner of the General Amusement Games Corporation, Paul hinted he may make the announcement in a few weeks.

### Washington

Sid Lotenberg, owner of Westway Vending, says business is steady and he plans to add pastry machines soon. He has expanded his line of coffee machines, because he believes there is a great future in java sales. Sid adds that government employee layoffs have resulted in the closing of

many restaurants, causing a decline in cigarette sales. However, he hopes to forget the slump long enough to spend a few days in New York.

Jack A. Spittler, who operates in nearby Virginia, says business is holding its own. . . . Norman Hayter, manager of the local Dr. Pepper-Tru Ade distributing company, says sales so far this year are ahead of December and also ahead of January, 1953.

Kwik Kafe of Washington is enjoying an increasing volume, reports manager James Bowen. Cold weather has helped coffee sales, and the firm is receiving its best collections. Bowen recently installed a coffee vender in the Japanese Embassy.

Mrs. G. L. Sinclair, of the Northern Music Company, says collections are holding up well. Mrs. Sinclair adds that locations complain business isn't up to par, mostly because of government employee layoffs. In a city like Washington a situation like this hurts every type of business.

### Chicago

Automatic Phonograph Bowling League teams competed with their closest opponents at last Monday's position session. The top team of the league, Walter Oomens Sons, lost three games to the second placers, Decca Coral, and closed the margin between the two to four and a half games. ABC Music won two games from Atlas Music; Western Automatic built up enough steam to take three from Star Music; Melody Music took two from Paschke Phono; Gillette Distributors took two from Mercury Records and Coven Music walked off with three games from B & B Novelty.

Ray Gallet, of Paschke Phono and Frank Putomase, of Decca Coral, tied for the evening's high score with 583. Clara Strobl held high women's series with 432. Visitors for the evening included Mary Gillette, head of Gillette Distributing Company, and Bur Bondioli, head of B & B Novelty.

### Los Angeles

Lyn Brown, owner of the Lyn Brown Company, devoting much of his spare time working on the committee to bring major league baseball to Los Angeles. Lyn's associate, Sam Gabler, just returned from a two-week visit to Philadelphia.

Music and games operator Joe Lein back from a vacation in Honolulu. . . . W. L. Cook in from Palos Verdes Estates this past week. . . . Al Weymouth due back shortly from his Eastern hiatus that covered Washington and New York.



## Reconditioned Music Equipment

Say, Man!

### Have We Got Bargains!

#### SEEBURG

|                       |                     |
|-----------------------|---------------------|
| 148SL . . . . . \$159 | 146M . . . . . \$99 |
| 147M . . . . . 129    | H146M . . . . . 79  |

|                                |  |
|--------------------------------|--|
| Wurlitzer 1500 . . . . . \$595 | Wurlitzer 1015 . . . . . \$99          |
| Rock-Ola 1434 . . . . . 395    | Rock-Ola 1426 . . . . . 99             |
| Wurlitzer 1100 . . . . . 219   | Rock-Ola 1422 . . . . . 79             |
| AMI Model A . . . . . 169      | Riscrolat (12 selections) . . . . . 79 |

#### WALL BOXES

|                                  |
|----------------------------------|
| Wurlitzer 4820 . . . . . \$29.50 |
| Wurlitzer 4851 . . . . . 39.50   |
| Wurlitzer 3020 . . . . . 12.50   |
| Packard . . . . . 4.50           |

#### WIRE--WRITE--PHONE

1/3 down, balance C.O.D.

Export inquiries invited

DETROIT, MICH. —10217 Linwood  
Tulsa 3-3900

CLEVELAND, OHIO—2600 Euclid  
Cherry 1-3801

LANSING, MICH. —1224 Turner  
Lansing 5-4243

TOLEDO, OHIO —1302 Jackson  
Main 6192

## MUSIC SYSTEMS INC.

## How Was Your Timing on . . .

# "GRANADA"

FRANKIE LAIN  
COLUMBIA 401

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have little strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Yermie Stern Title Strip Co.  
2 E. 45th St., New York 17

Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Spotted as a Billboard BEST BUY

DECEMBER  
**22, 1953**

Title Strips Ready for Top Juke Profits

DECEMBER  
**22, 1953**

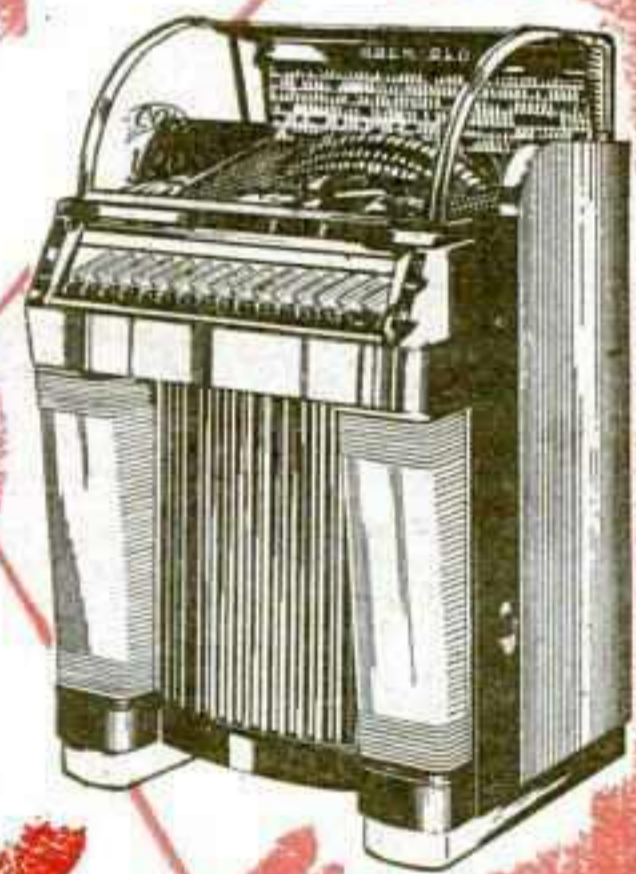
CONVENIENT ORDER FORM

There are 20 title strips on each card — 10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records — 20 cards) delivered weekly for a period of 3 months.

| (Cards per Weeks)          | (Cost For 3 months) | (Cards per Weeks)           | (Cost For 3 months) |
|----------------------------|---------------------|-----------------------------|---------------------|
| 20 (400 strips) . . . . .  | \$ 9.00             | 70 (1400 strips) . . . . .  | \$29.00             |
| 30 (600 strips) . . . . .  | 13.00               | 80 (1600 strips) . . . . .  | 33.00               |
| 40 (800 strips) . . . . .  | 17.00               | 90 (1800 strips) . . . . .  | 36.00               |
| 50 (1000 strips) . . . . . | 21.00               | 100 (2000 strips) . . . . . | 39.00               |
| 60 (1200 strips) . . . . . | 25.00               |                             |                     |



WIDE  
RANGE  
FIDELITY



MODEL 1438

**SOUND**—that  
"gives out" all that the  
record has got!

**ROCK-OLA**

**Comet 120**  
*Selections*



MODEL 1546  
Chrome Cover Wall Box  
with 120 Selections

**ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue Chicago 51, Illinois

*"The original phonograph  
with 120 selections"*



## Vender Exports Show Steady \$ Gains; See 1953 Record

### Unit Drop Indicates Larger Models Sold; More Markets in 3d Quarter

By FRED AMANN

CHICAGO, Jan. 16.—Vending machine exports continued to climb in dollar volume, tho they showed a marked decline unit-wise during the first three quarters of 1953. The trend indicates that foreign markets are demanding the more expensive types of U. S.-made automatic merchandising equipment, especially elec-

trically operated models, and altogether stepping up the variety and selectivity of their purchases.

Third-quarter statistics released by the U. S. Department of Commerce this week revealed that 3,621 venders, valued at \$188,517, were exported during the July-September period last year. This adds up to 12,577 units at \$791,983 exported in the first nine months of 1953, compared with 28,426 venders, valued at \$619,597, for the like period in 1952.

Thus, the three 1953 quarters accounted for a \$172,386 gain in dollar volume while sustaining over a 50 per cent drop in units for a 15,849 loss. Much of this drop, however, can be traced to the decline of bulk vender shipments to Canada, still the leading

importer of American vending equipment, which a year earlier had absorbed record quantities of such machines.

#### See '53 Record

The high dollar volume of exported equipment, expected to continue during the fourth 1953 quarter, probably will set a new record for the year. The first six months saw \$603,466 worth of venders exported, compared with

(Continued on page 74)

## Settle Chi Air Insurance Vender Dispute

### Two Policy Firms To Move Machines In By February 1

CHICAGO, Jan. 16.—A dispute between the city of Chicago and airlines operating at Midway Airport, involving commissions to the city on air travel insurance vender sales, was settled yesterday.

Tele-Trip Policy Company and the Airport Sales Corporation will each operate air insurance venders in the airport waiting rooms—leased by the airlines from the city—beginning February 1.

The firms will each pay the city 13 per cent of the gross sales of \$35,000 a year, whichever is greater plus a \$32,500 bonus.

The dispute came to a head (Continued on page 73)

## Nat'l Phoenix, Croft Co. In Merger Plans

NEW YORK, Jan. 16.—Plans for a merger of National Phoenix Industries, Inc., owner of the canned carbonated beverage firm of Cantrell & Cochrane, and the Croft Company of Boston, were announced this week by Walter S. Mac, National Phoenix president, and Winslow Sears, Croft president.

C & C introduced soft drinks in cans nearly a year ago and is currently marketing the line on

## Vendall Keys Op Growth to Lunch-O-Mats

NEW YORK, Jan. 16.—Vendall, Inc., the operating firm which purchased Lawrence Reiss' 20-machine Lunch-O-Mat route (The Billboard, January 16) announced plans this week to expand its operation of multi-selection venders in public and industrial locations in the metropolitan New York area.

The equipment to be used for the expansion, the Lunch-O-Mat, is a vender that has not, to date,

(Continued on page 74)

## Cole Premieres 6-Flavor Mach.

CHICAGO, Jan. 16.—The first showing of Cole Products Corporation's new six-selection cup vender, ColeSpa "6," was made Saturday (16) at company headquarters here.

The new model (The Billboard, January 16) features selections of both carbonated and non-carbonated beverages. The 1,200-capacity machine lists for \$1,444.

Addition of the six-flavor unit brings Cole's beverage vender line to five models; it now has three, five, eight-selection cold drink units and a coffee vender.

## Brand Output Table

Following is a table comparing cigarette output by brands in 1953 and 1952 (output by billions):

| Brand              | Manufacturer           | 1953  | 1952  | % |
|--------------------|------------------------|-------|-------|---|
| Camel              | Reynolds               | 107.1 | 113.7 | - |
| Lucky Strike       | American               | 72.8  | 82.2  | - |
| Chesterfield       | Liggett & Myers        | 57.3  | 65.8  | - |
| Pall Mall (K)      | American               | 50.5  | 45.5  | + |
| Philip Morris      | Philip Morris          | 29.1  | 40.4  | - |
| Old Gold           | P. Lorillard           | 20.3  | 23.6  | - |
| Chesterfield (K)   | Liggett & Myers        | 14.0  | 8.5   | + |
| Tareyton (K)       | American               | 14    | 12.8  | + |
| Kool               | Brown & Williamson     | 11.5  | 11.5  | + |
| Philip Morris (K)  | Philip Morris          | 9.0   |       |   |
| Raleigh            | Brown & Williamson     | 6.0   |       |   |
| Viceroy (F)        | Brown & Williamson     | 6.0   | 2.7   | + |
| Old Gold (K)       | P. Lorillard           | 4.0   |       |   |
| Cavalier (K)       | Reynolds               | 3.2   | 1.3   | + |
| Kent (F)           | P. Lorillard           | 3.0   | .5    | + |
| Fatima (K)         | Liggett & Myers        | 2.5   | 3.0   | - |
| Parliament (F)     | Benson & Hedges (P.M.) | 2.3   | 1.66  | + |
| Domino & Yorkshire | Larus                  | 2.8   | 2.6   | + |
| Raleigh            | Brown & Williamson     | 1.5   | 8.3   | - |
| Dunhill (K)        | Philip Morris          | 1.0   | 1.0   |   |
| L&M (F)            | Liggett & Myers        | 1.0   |       |   |

(K)—King size. (F)—Filter tip.

## 1ST DROP IN 21 YEARS

## Cig Consumption Down 2% in '53: Wootten

NEW YORK, Jan. 16.—Cigarette consumption in the U. S. during 1953 dropped 2 per cent, in its first decline in 21 years, Harry M. Wootten, consultant to the tobacco industry, reported in an annual survey for Printer's Ink this week.

Last week, New York State Department of Taxation and Finance announced cigarette sales in the State had dropped 1.21 per cent during the eight months ended November 30, 1953, reversing trend that saw consumption double between 1940 and 1953 (The Billboard, January 16).

Wootten said estimated total U. S. consumption last year was 386 billion cigarettes, 8.1 billion below the 1952 record of 394.1 billion.

R. J. Reynolds' Camels, a regular size brand, remained top brand in sales. But that was a

drop of 5.2 per cent from sales in 1952. However, Reynolds' king-size Cavaliers went up 1 per cent last year for the second largest increase chalked up any brand. P. Lorillard's filter tip Kent showed the biggest gain, 500 per cent jump sales.

Over-all sales of king brands increased 45 per cent in 1953, thus keeping total cigarette consumption (because they use more filler) on a par with that of 1952, Wootten pointed out.

Export sales of U. S. cigarettes dropped approximately 5.4 billion units from the 1952 level. The combined drop of exports and domestic consumption led to a 3.1 per cent drop in total cigarette output by 1953 from the previous year.

## CANADA HANDS DOWN

## Venezuela, Belgium Next Biggest Markets

CHICAGO, Jan. 16.—Canada continued its uncontested place as the No. 1 importer of U. S. vending equipment the first three quarters of 1953, as it has for each of the full postwar years since

1946. Venezuela retained second place, while Belgium jumped to third spot from fifth a year earlier. Cuba, which held third place in 1952, with 226 machines, valued at \$57,685, fell further down the scale in the first nine months of the year with 21 venders valued at \$29,739.

January thru September, Canada imported 7,726 U. S. venders worth \$514,796, against 7,511 machines at \$752,704 for the same period. The decline apparently revolved around a drop in demand, which had boomed a year earlier.

Venezuela, in the three quarters last year, imported 531 venders worth \$934,464, compared with 494 units valued at \$125,448 in 1952.

Belgium imported 2,131 venders worth \$59,771 in the first nine 1953 months, while in 1952 it imported 1,206 units valued at \$16,107.

Four countries made their appearance on the 1953 market for U. S. equipment during the third quarter. With minor importance because of small dollar volume represented they do indicate that the market is continuing to expand.

The four countries, and their imports, are: Bahama, 40 venders worth \$4,130; United Kingdom, 10 machines at \$3,500; Nicaragua, 10 machines at \$1,250, and West Germany, with one vender at \$1,000.

## Sugar Trade Sets Million P-R Program

NEW YORK, Jan. 16.—The sugar industry, during the past few years the object of attack by health authorities and advocates, moved to take the offensive this week.

Ernest W. Greene, president of the Sugar Association, in

(Continued on p

## TIP FOR CANDY OPS?

## Separate Dime Display Aids Over-All Bar Sales

NEW YORK, Jan. 16.—If vending sale patterns on candy follow those of retail outlets, candy operators can achieve higher grosses vending dime bars on public locations by keeping them in different venders and displayed separately from nickel candy.

Factors influencing the sale of dime bars in 178 retail outlets were studied by the Wholesale Confectionery Industry Foundation, and the following conclusions were reached:

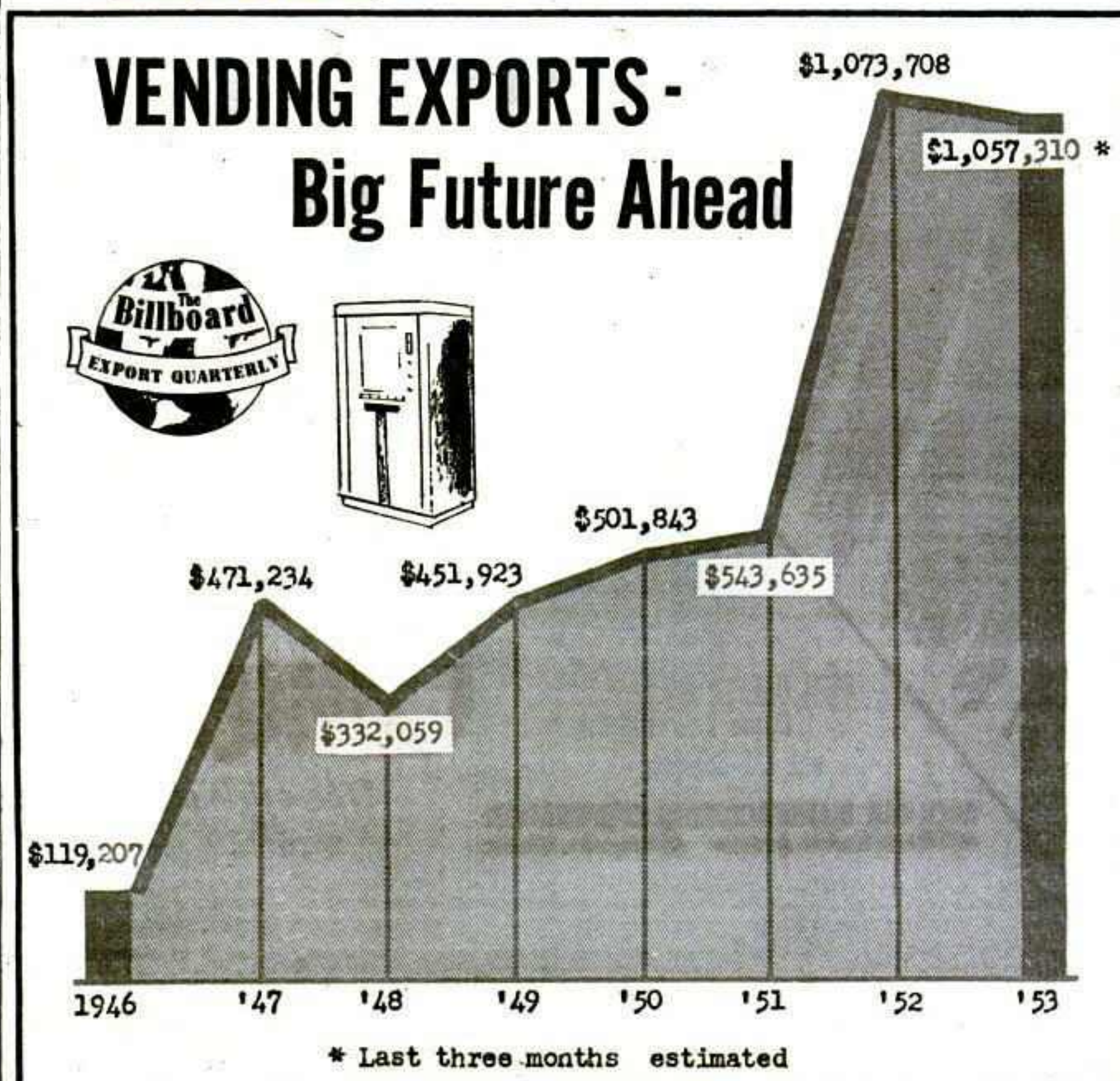
#### 3 Conclusions

1. When dime candy bars are segregated and displayed separately, the sale of these bars increases.
2. Volume in nickel bars will decrease slightly, but over-all sales will be up.
3. The total number of bars will remain practically constant, indicating that customers will trade up to dime bars.

Of particular interest to operators are the results on three

types of retailers—which are normally good vending locations—restaurants, service stations and theaters.

Restaurants showed an increase (Continued on page 73)



## Victor Readies 1-5c Combo Unit

CHICAGO, Jan. 16.—Victor Vending Corporation announced this week that after over two years of development, production on a new combination penny-nickel bulk vender would start in mid-February. The unit, Model HMS, will be packed four to a case as are other Victor machines; in lots of less than 100, price will be \$16.95 each f.o.b., and \$16.50 on orders of over 100.

Harold M. Schaefer, president, stated that "highly flexible change-over" features in the new model means that it will offer multiple-product sales. Individual change-over, said Schaefer, can be made in seconds. He did not announce construction or functional details.



# Detroit Club Loses Appeal For Sponsored Route License

## Fraternity Groups Mull Vender Use For Charity; Eye Self-Operation

By H. F. REVES

DETROIT, Jan. 16.—Stymied under present interpretation of city ordinances (The Billboard, January 16), Detroit fraternal organizations were still undecided this week as to what course they would take in the sponsorship of vending machines for charitable objectives.

An appeal from an earlier refusal for a license was heard Friday (8) by the Charitable Solicitations Authority Committee of the city. The appeal was presented by the Downtown Lions Club, and resulted in a fresh refusal to okay such sponsored machine placement. Observers from the Kiwanis and the Detroit Optimist Club, which have also been active in placement of vending units, were present.

The city's position is based on an ordinance passed in 1944, requiring a formal approval before any group may make a public appeal for funds for charity. Essential test is the requirement that 70 per cent of the net proceeds must go to the charity, and that was the committee's decision, both in the original application and on appeal, that the vending machine plans do not meet this condition.

The committee is a five-man organization of city officials and consists of the city clerk, corporation counsel, the head of the

Board of Health, the head of the Welfare Department, and the police commissioner.

### No Reflection

A spokesman for the Special Investigation Bureau made it clear that there was "no thought that anyone concerned was 'gyping' either the sponsoring organizations or the public," but that it was strictly a matter of compliance with the terms of the ordinance.

Under the general method of operation, the distributor or manufacturer, out-of-State companies in all cases involved, concludes a deal with local operators, and also secures sponsors for the charity aspect. In these cases, the sponsoring organization goes out and secures the locations, typically in restaurants, factories and taverns.

Weldon O. Yeager, chairman of the vending committee for the Optimists, declared that the club contributes no capital, but does secure locations "the average operator might not otherwise be able to secure individually," and that in general these are likely not to be top-drawer locations.

### Sponsor Plan

The standard arrangement is that the location furnishes the space free, so that the operator's percentage, instead of going to the location, goes to the club. In turn, the club reimburses the location owner for the cost of electricity if any is required for operation of the machine.

The actual operators are thus working a typical route, much like any individual operation. The Special Investigation Bureau appeared satisfied with this part of the problem, and it was indicated that no effort was made to determine the actual ownership of machines by operators.

It was stated that in no instance did the members of any of the sponsoring groups appear to be owners of machines, and that the actual operators were typical people of good character including a retired city fireman, a man formerly in the furniture business, and a school teacher and his wife.

The situation is not a new one in Detroit. The use of penny venders for a similar purpose has been sponsored for a long time by the local Kiwanis Club whose operation dates back 17 years. For the past year, the Lions have also been operating a number of penny machines, including gum and candy venders.

### Becomes Issue

The situation came to public attention apparently as the result of the entry of the Tropical Trading Company of Chicago into the picture with a plan for more expensive units (5 and 10-cent hot nut venders) with which they approached the Optimists. At this point, someone thought it proper to apply for a license, and the matter was placed officially on the records.

Applications were originally made by both Optimists and Lions, and both were turned down October 27, last year. Part of the difficulty appeared to stem from details required on the application form. According to Yeager, the organization tried to be co-operative, but was unable to certify to some figures, such as how much the applicant expected to make next year, and expense figures, presumably for individual machines, which were accordingly filled in "unknown."

### Commissions

"The 10 per cent commission to clubs, which is average in this area, goes to the sponsor group," said C. J. Avery, manager of the Detroit Better Business Bureau. "They put stickers on the vending machine, saying it is sponsored by the club, and the public is more likely to patronize. Actually, only a small amount—10 or 25 per cent in different cases—goes to charity."

Following the first turndown, the Optimists decided not to try an appeal. Instead, thru Yeager, they appealed to the Common Council for a hearing on whether the ordinance applied to this type of case.

It was the general position of the service clubs that the Detroit ordinance was drafted to apply to the general charity drive, in which a promoter might take an unreasonably large percentage of the total donations. They felt it should not apply to a sponsorship

like theirs, where a percentage of the net profit of a valid merchandise sale was turned over to charity.

The Optimists' plea for a hearing was turned over by the City Council to a representative of the corporation counsel—one of the same men who sat on the CSAC, and the Common Council indicated that it would back the earlier decision of the CSAC.

At this point the Optimists officially dropped their attempts to secure authorization. The Lions, however, carried the ball to the appeal stage, which they lost last Friday.

### Continue Plan

Arthur Mansell, secretary of the Downtown Lions Club, said that the organization would probably continue its sponsorship but would remove the club's name from the machines.

"The council claims there is an appeal to charity—we don't think so," Mansell said. "The customer gets a penny's worth of merchandise for a penny. I don't see where there is any charity in that."

On the question of percentage, he said: "We figure we get practically all the profit after the operator takes out his cost of servicing, time, and depreciation."

The Lions are also considering

## GRASS ROOTS

# Moffett Sees Local Vending Group Growth

SAN ANTONIO, Jan. 16.—A big growth of local vending associations to supplement State and regional groups and the National Automatic Merchandising Association was predicted this week by Lee Moffett, newly elected president of the San Antonio Vending Machine Operators' Association, the city's first automatic merchandising organization (The Billboard, January 2).

Moffett said that "grass roots" associations have "the personalized touch" lacking in larger area groups. "We all have the tendency to believe at our individual problems are different from the operator's problems in another city or State, and we believe that the solution is a local group which is familiar with the local situation."

The attorney for SAVMOA is now securing a charter, Moffett stated. The group hopes to establish a "Code of Ethics which will be of benefit to us and to the public as a whole," he declared.

Alamo City operators wanted their own group, he said, so that they could exchange views on how to increase service and publicize automatic selling on a local level. Said Moffett: "Those of us who organized the group believe that by close co-operation each of us can learn something of the other's particular problems and, in this manner, elevate the industry as a whole."

He said the group would meet twice a month to discuss common problems.

Moffett stated that about 18 San Antonio firms were expected to participate in the association. While cigarette operators were chiefly responsible for setting up the group, all operators would be invited to join, he said.

## PENNY-NICKEL COMBINATION

Model H M S  
by VICTOR  
6 Venders In One  
Production Feb. 15  
See Your Nearest VICTOR Distributor

SAVE MORE MONEY—  
MAKE MORE MONEY

Subscribe to The Billboard TODAY!

another application or appeal, but no final decision on course of action has been made.

### Club May Operate

Another possibility seen by Mansell is that the club would buy the machines outright, contrary to present policy.

In that case, it would apparently be entitled to place its name on the machines as owner, not coupled with any special appeal for charity.

Exact figures on the present size of the Lions' operation are not available, but Mansell said that the total operation planned for a future maximum was 700 machines.

The Optimists, who now have about 75 of the 5 and 10-cent machines out, indicated they may decide to go ahead with operation without any sign identifying the club if the operators wish, or may, like the Lions, decide to buy and operate their own machines.

The applicants were told at the appeal hearing that they could take their names off the machines and re-apply for a license to determine whether this would be in violation of the ordinance. "It is still a charity appeal if the club goes to the location owner and asks for space as a contribution to charity," Avery of BBB, contended. "The question is, does this constitute a public solicitation?"

## IN STOCK VICTOR'S



New  
Deluxe  
Model  
BABY  
GRAND  
CHICLE  
TREET'S  
VENDOR

ORDER TODAY

## VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

## PENNY-NICKEL COMBINATION

Model H M S  
by VICTOR

6 Venders In One  
Production Feb. 15

See Your Nearest VICTOR Distributor

## CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

### UNEEDA CIGARETTE VENDORS

Model E, 5 cols., 140 cap. \$45.00  
Model E, 6 cols., 168 cap. 75.00  
Model E, 8 cols., 240 cap. 85.00  
Model A, 6 cols., 180 cap. 87.50  
Model 500, 9 cols., 350 cap. 95.00

### ROWE CIGARETTE VENDORS

Imperial, 6 cols., 180 cap. \$ 85.00  
Imperial, 8 cols., 240 cap. 95.00  
Royal, 8 cols., 320 cap. 100.00  
President, 10 cols., 475 cap. 135.00  
Crusader, 10 cols., 475 cap. 155.00

### CANDY MACHINES

Rowe Candy Machine, 120 Bar Cap., 8 cols. \$ 85.00  
DuGrenier Candyman, 72 Bar Cap. 49.50  
Uneeda Candy, No Base, 102 cap. 65.00  
Stoner Candy Machine, Pre-War, 8 cols., 160 cap. 135.00

### SODA and COFFEE MACHINES

Coca-Cola Bottle Vendors—Cup Drink  
Vendors—Coffee Vendors—

WRITE FOR INFORMATION!

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.

1/3 Deposit, Balance C.O.D.

## UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEGeman 3-6295

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

# ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**NEW!**  
**SILVER STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE  
PENNY KING CO.  
2538 Mission St.  
Pittsburgh 3, Pa.

WESTERN OFFICE  
OPERATORS VENDING MACHINE SUPPLY CO.  
1025 So. Grand Ave.  
Los Angeles 15, Calif.

## PENNY-NICKEL COMBINATION

Model H M S  
by VICTOR

6 Venders In One  
Production Feb. 15  
See Your Nearest VICTOR Distributor

HELP YOURSELF TO MORE ENDING PROFITS

Get VEND every Month Thru a Money-Saving Subscription

Are vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

More than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

Sign UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 769  
20 Patterson St., Cincinnati 22, Ohio  
Please enter my subscription to VEND for  
year \$4  2 years \$6  3 years \$7.50  
Payment enclosed  Please bill me  
(Foreign rate, one year, \$6)

Name .....

Address .....

City..... Zone.... State.....

Occupation .....

## MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.  
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 782

Name .....

Address .....

City..... Zone.... State.....

Occupation .....





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!



- 2 Machines in 1... Fortune and Weight
Fully Automatic & Patented
No Knobs, No Handles, No Trouble

Years for Only \$25 DEPOSIT

AMERICAN SCALE MFG. CO. 3206 Grace St., N. W., Washington 7, D. C. Check one of the following: Attached find check for \$25 payment on one model 403 scale. Ship at once. Please send further details immediately.

Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment.



THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed.

Table with columns for machine models (e.g., Advance Model D Ball Gum, DuGrenier Candyman) and prices for various issues (Jan. 16, Jan. 9, Jan. 2, Dec. 26).

WHAT IF HE REALLY TRIED TO MAKE A \$

NEW YORK, Jan. 16.—Bob Ferman, operator of Fruit-O-Matics in the New York area, recently discovered he can make money without even trying.

The unit, which holds 208 pieces of fruit, was left unattended for an hour and a half while Ferman talked with the health men.

MANDELL GUARANTEED USED MACHINES

- N.W. DeLuxe 1c & 5c Comb. \$13.95
N.W. #39 1c Porc. 7.95
N.W. #33 1c Porc. B.G. 7.95
Master 1c Bulk Porc. 7.45
Master 5c Bulk Porc. 7.45
Master 1c & 5c Bulk Porc. 7.95
Columbus 1c Bulk 7.45
Silver King 1c B.G. or Mdse. 7.45
Silver King 5c 7.45
Exhibit Post Card (Metal) 15.00
Advance #11 B.G. 7.45
Advance #11 Mdse. 5.95

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$1.85
Pistachio Nuts, Vendor's Mix \$1.73
Pistachio Nuts, Shaker \$1.55
Cashew Whole \$1.55
Cashew Buds \$1.50
Peanuts, Jumbo \$1.28
Spanish \$1.28
Mixed Nuts \$1.55
Almonds 480 ct. 5 lbs. vac. pk. \$1.85
Baby Chicks \$1.32
Rainbow Peanuts \$1.30
Boston Baked Beans \$1.20
Jelly Beans \$1.20
Licorice Lozenges \$1.25
M & M \$1.44
Assorted Fruit Charms, 100 ct. \$1.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum, prepaid, per lb. \$1.28
Adams Gum, all flavors, 100 ct. \$1.47
Wrigley's Gum, all flavors, 100 ct. \$1.47
Suchard Chocolate, 200 ct. \$1.30
Hershey's Chocolate, 200 ct. \$1.30
Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stamps, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL

PENNY-NICKEL COMBINATION Model H M S by VICTOR

FOR SALE COFFEE-SPA COFFEE MACHINE Like New

NORTHWESTERN 10 SELECTOR GUM VENDOR

Reconditioned Like New N.W. Tab Gum Vendors

PENNY-NICKEL COMBINATION Model H M S by VICTOR

Cleveland Bans 'Pill' Venders

CLEVELAND, Jan. 16.—Bulk vending equipment dispensing "Perk Up" pills, containing caffeine alkaloid and vitamin B1, were ordered removed this week by deputy health commissioner E. B. Buchanan.

K. C. Cig Sales Dip; Lowest Since '46

KANSAS CITY, Mo., Jan. 16.—Municipal cigarette tax income here in 1953 was down 4 per cent from the previous year and the lowest since 1946, according to Curtis T. Thatcher, Commissioner of Licenses.

NEW MACHINES: NORTHWESTERN Model 49, NORTHWESTERN Model 33, NATIONAL POST-AGE SERVICE, SHIPMAN FOLDER TYPE

RECONDITIONED MACHINES: ATLAS 5c ALMOND TRAY VENDOR, NORTHWESTERN Model 33, SILVER KING

RAKE COIN MACHINE EXCHANGE

PENNY-NICKEL COMBINATION Model H M S by VICTOR

Record in '53 POLIO RESEARCH GAINS Join the MARCH OF DIMES



Used Steel Tank Co. Appoints Two Managers

MILWAUKEE, Jan. 16.—Used Steel Tank Company appointed Edward Elliott Jr. manager of cylinder sales and Ross H. N. A. Evans, vice-president in charge of sales, announced this

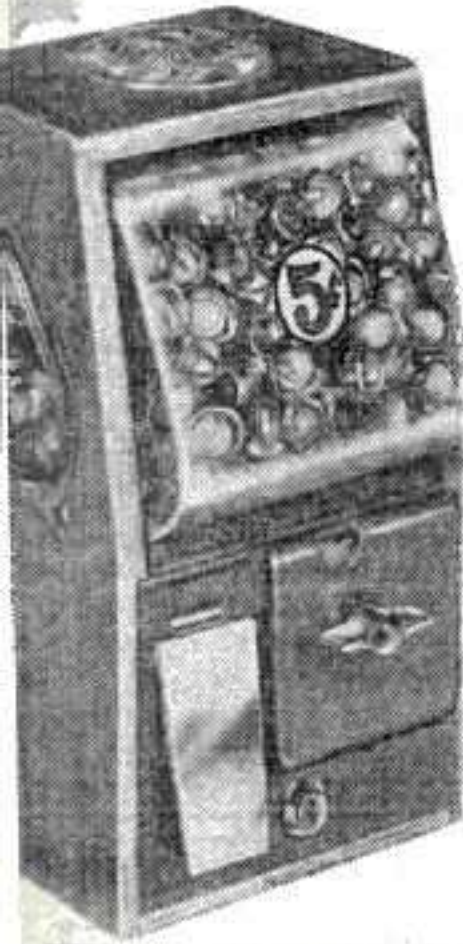
...ott served as manager of the New York sales office since 1949. He joined the company in 1937, worked in the engineering and production departments and the Milwaukee and Cleveland sales offices.

...an has been with the firm since 1949 in its Milwaukee sales office.

ATTENTION FOREIGN BUYERS!

VICTOR'S BABY GRAND DELUXE

The 3¢ Charm Vender that is sweeping the country! 100 or more, \$13.50 each. Less than 100, \$14.25 each.



GET ACQUAINTED OFFER!

Victor's Baby Grand Deluxe (5¢) All Charm Vender Filled .....\$25  
100 Vender Machines Filled.....\$97

Stock the complete line of Victor Venders. All machines packed and ready to the case, f.o.b. shipping. Immediate delivery on all models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. For our complete charm and handling list.

Nearest Vending Service  
Liberty Ave. Brooklyn 3, N. Y.  
Phone: PResident 4-5358

PENNY-NICKEL COMBINATION

Model H M S by VICTOR  
6 Venders In One  
Production Feb. 15  
Nearest VICTOR Distributor

Greatest Time-Saving PENNY WEIGHING SCALE

CITY \$10.00  
ALL SCALES ARE PRE-PAID CALIBRATED.  
1/2 SHEET METAL BASE  
COOP  
IS GLASS  
RED WHICH  
INDICATES POINT-  
WHEN IN USE.  
Hand-  
washed  
toyed in  
is in is  
to assure  
ity and  
is  
sturdiness  
struction more  
than is gen-  
erally found in  
F to fish is  
rinkle. Carry-  
is made of  
black fibre to meet the hard  
stant use that it is subjected

ORDER TODAY  
Bal. C.O.D., F.O.B. N. Y.  
Wholesalers. Write for Prices  
SCHOENBACH  
Wholesalers of Advance Vending  
Machines  
140th Ave., Brooklyn 25, N. Y.

Model H M S by VICTOR  
6 Venders In One  
Production Feb. 15  
Nearest VICTOR Distributor

PENNY-NICKEL COMBINATION

Model H M S by VICTOR  
6 Venders In One  
Production Feb. 15  
Nearest VICTOR Distributor

Reynolds Quarterly Dividend Upped 10c

NEW YORK, Jan. 16.—R. J. Reynolds Tobacco Company Thursday (14) increased its quarterly dividend on common stock to 60 cents, a 10 cent raise. Move marked the first such increase since 1947, and was attributed in part by company officials to the end of the excess profits tax this year.

Tobacco spokesmen termed the action "a declaration of confidence by Reynolds in its merchandising policies, in the face of the current controversy unsettling the cigarette industry."

Reynolds' directors, it is felt, would not have increased the quarterly dividend unless the higher rate could be maintained for the balance of 1954. Thus, the firm's management indicates a feeling that the outlook for cigarette sales this year is good—at least for its own brands.

Lily Territory Shifts

NEW YORK, Jan. 16. — Lily-Tulip Cup Corporation this week announced changes in sales territories and personnel promotions. Arthur Anderson was named Northwestern Division manager in Minneapolis; Phillip O'Dell replaced the late Daniel Wheeler as district manager of the Charlotte, N. C., territory and was also named head of the Central North Carolina territory (the two areas were combined).

Present Mississippi-Western Tennessee territory was divided to handle increased business more efficiently. G. Meharg was appointed head of the Central Mississippi area, with headquarters in Jackson.

Sugar Trade

Continued from page 70

announced that the organization is launching a three-year campaign—for which \$1,800,000 has been budgeted—to emphasize the place of sugar in the balanced diet.

One of the beneficiaries of the drive will be the vending operator, as soft drinks, candy and cookies account for the bulk of his food sales.

National Ads

SAI members include cane and beet sugar producers, refiners and processors in the United States, Hawaii, Puerto Rico, Cuba and the Dominican Republic. The program will embrace advertising in national magazines, daily newspapers and trade papers.

Greene said the first advertisements in the drive will appear in mid-January. The copy will read, "If you are watching your weight, you can raise your blood sugar level, tame your runaway appetite any time you want to; just eat or drink something with sugar in it. "Sugar is assimilated into your bloodstream and used as energy faster than any other food. It satisfies your craving for food better than any other thing you can eat, because it almost immediately raises your blood sugar level."

The campaign will be handled for the Sugar Association by Sugar Information, Inc., whose president is Dr. Henry B. Hass, former head of the Department of Chemistry, Purdue University. Leo Burnett Company, Inc., Chicago, is the advertising agency. Selva, Lee & Chase, New York, is the public relations counsel.

Air Insurance

Continued from page 70

last month when the city threatened to stop airline operations at the airport within 30 days if the venders operated by Associated Aviation Underwriters were not removed by that time (The Billboard, December 19).

Associated Aviation's machines, it was explained, had been operated in the airport for six years with no payment to the city. Involved were annual payments of at least \$70,000, plus a bonus of at least \$65,000 to the city as its commission on the vender sales.

Last summer the City Council accepted a bid from Tele-Trip and Airport Sales to place their units in the city-controlled corridors of the airport's administration building (at that time, Associated Aviation's machines were in the waiting rooms).

Associated officials stated they offered the same annual payments, plus a \$70,000 bonus to the city, but the council rejected their offer.

Vender Exports by Months

January Thru September, 1953

Table with columns for Countries, Units, Value, and Months (January to September). Total values range from \$80,613 in January to \$791,983 in September.

Tip for Candy

Continued from page 70

of 94 per cent in dime bar sales after they displayed 10-cent bars separately; for service stations the increase was 47 per cent; for theaters, 19 per cent.

The over-all increase in dime bar sales for 141 establishments was 78 per cent. Included in the survey were grocery stores, confectionery and cigar stores, variety stores, general stores and newsstands.

In 89 stores surveyed, the following results were tabulated after dime bars were displayed separately: Dime sales increased 49 per cent; nickel sales decreased 7 per cent; total bar sales increased 2.3 per cent.

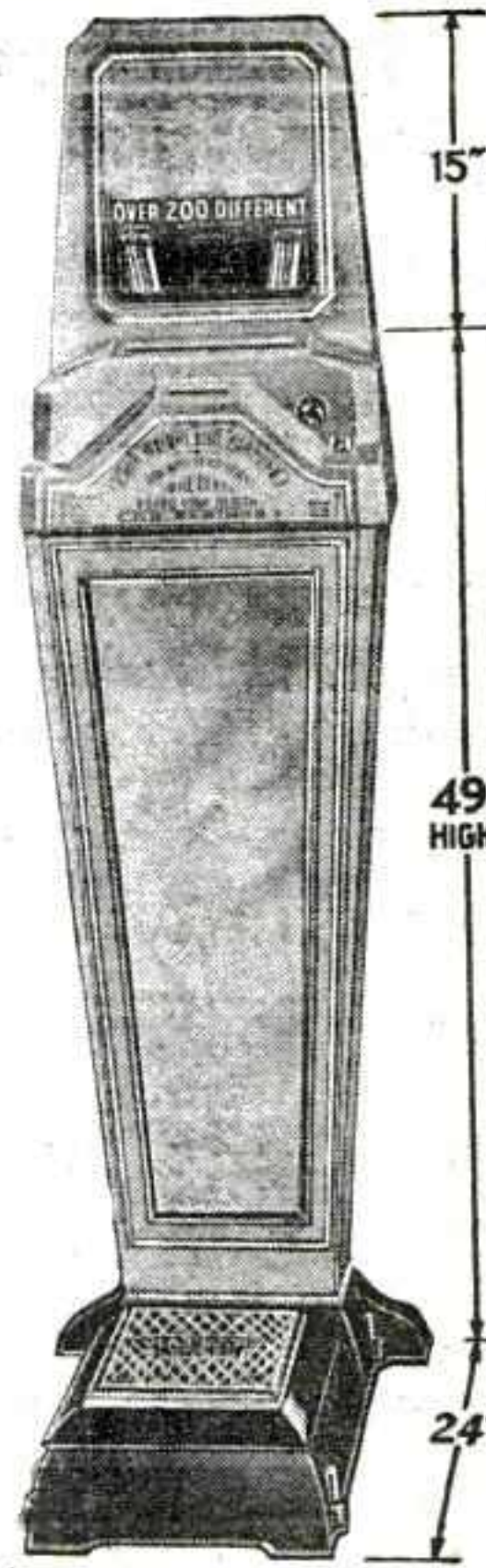
It was discovered that the best store locations for a dime bar display is as part of or next to a candy display. Second best location is elsewhere in the store, but away from the cash register. Near

the checkout or cash register was found to be the poorest.

Variety was found to be an important factor in the sale of dime bars. In 60 outlets tested, the retailers had an average of 2.5 dime brands before setting up separate displays. After the displays were installed the outlets handled an average of 7.2 dime brands. Sales increased an average of 243 per cent.

PENNY-NICKEL COMBINATION

Model H M S by VICTOR  
6 Venders In One  
Production Feb. 15  
See Your Nearest VICTOR Distributor



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly  
400 DE LUXE  
PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. .... 24¢ lb.  
Clor-a-Vend Ball Gum, 140 & 210 ct. .... 40¢ lb.  
Clor-a-Vend Chicks, 275 & 320 ct. .... 45¢ lb.  
Chicle Chicks, 320 & 520 ct. .... 36¢ lb.  
Bubble Chicks, 320 & 520 ct. .... 30¢ lb.  
These LOW prices F.O.B. factory 150 lb. lots.  
AMERICAN CHEWING PRODUCTS CORP.  
Mt. Pleasant & Fourth Aves.  
Newark 4, N. J.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

MONTHLY FEATURES  
Candy Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50  
(Foreign rate, one year, \$6) 783

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....





# PENNY-NICKEL COMBINATION

Model H M S  
by VICTOR  
6 Venders In One  
Production Feb. 15  
See Your Nearest VICTOR Distributor



We

Have Newer

# CHARMS!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢  
Complete  
Sample Kit

• false teeth • Silver tipped  
• bullets • Ship-in-a-bottle  
• Light bulb • Cameo rings  
• Record albums  
IMMEDIATE DELIVERY

National  
Sales Agents  
for  
ACORN  
CHARM VENDOR  
parts and  
accessories

## PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

# PENNY-NICKEL COMBINATION

Model H M S  
by VICTOR  
6 Venders In One  
Production Feb. 15  
See Your Nearest VICTOR Distributor



delivers because The Billboard is a member of the Audit Bureau of Circulations.

ADVERTISERS  
know exactly what  
THE BILLBOARD



you never had it so good!

ATLAS MASTER  
penny-nickel  
PROFIT MAKER

the modern Ball Gum and  
Charm Vendor for Biggest Profits —  
more nickel sales —  
faster emptying!

THE BIG LITTLE Money Maker

Be first  
with the best  
in your  
territory!

- YOU'VE BEEN ASKING FOR . . .
- Prefilled—saves time on route!
  - Big 8½ lb. capacity globe with "showcase" sides!
  - Automatic loader positions charms against glass sides for maximum visibility!
  - All die-cast—sturdy—sealed coin boxes available!
  - Also Vends NUTS and CANDY!

## ATLAS MFG. & SALES CORP.

12220 Triskett Road  
Cleveland 11, Ohio  
Phone: ORchard 1-7725

Get Full Particulars! Write, Wire or Phone TODAY!

# Vender Export Table

| 1953                             |                        | 1952                             |                         | 1951                             |                        |
|----------------------------------|------------------------|----------------------------------|-------------------------|----------------------------------|------------------------|
| No. Venders                      | Value                  | No. Venders                      | Value                   | No. Venders                      | Value                  |
| January                          | 1,352 \$102,359        | January                          | 1,048 \$ 30,232         | January                          | 620 \$ 74,247          |
| February                         | 1,695 90,642           | February                         | 1,056 59,742            | February                         | 498 22,077             |
| March                            | 2,157 91,014           | March                            | 938 50,783              | March                            | 1,756 76,898           |
| <b>TOTALS</b>                    | <b>5,204 \$284,015</b> | <b>TOTALS</b>                    | <b>3,042 \$140,757</b>  | <b>TOTALS</b>                    | <b>2,874 \$173,322</b> |
| April                            | 1,885 \$123,312        | April                            | 4,103 \$ 87,832         | April                            | 1,035 \$ 54,883        |
| May                              | 1,200 83,742           | May                              | 1,821 65,345            | May                              | 584 70,654             |
| June                             | 667 112,397            | June                             | 3,832 81,769            | June                             | 550 51,192             |
| <b>TOTALS</b>                    | <b>3,752 \$319,391</b> | <b>TOTALS</b>                    | <b>9,756 \$234,946</b>  | <b>TOTALS</b>                    | <b>2,169 \$176,739</b> |
| July                             | 896 \$ 44,718          | July                             | 4,618 \$ 67,630         | July                             | 693 \$ 41,640          |
| August                           | 1,598 49,873           | August                           | 4,745 84,598            | August                           | 378 32,751             |
| September                        | 1,127 93,926           | September                        | 4,265 91,666            | September                        | 655 27,610             |
| <b>TOTALS</b>                    | <b>3,621 \$188,517</b> | <b>TOTALS</b>                    | <b>15,628 \$243,894</b> | <b>TOTALS</b>                    | <b>1,726 \$102,001</b> |
| <b>Three-Quarter Year Totals</b> |                        | <b>Three-Quarter Year Totals</b> |                         | <b>Three-Quarter Year Totals</b> |                        |
| 12,577 \$791,983                 |                        | 28,426 \$619,597                 |                         | 6,769 \$452,062                  |                        |
| <b>Full Year Totals</b>          |                        | <b>Full Year Totals</b>          |                         | <b>Full Year Totals</b>          |                        |
| 38,350 \$1,073,708               |                        | 7,753 \$543,635                  |                         |                                  |                        |

## ICE SERVICE

### Miami Scene Of Growth in Vender Usage

MIAMI, Jan. 16.—Two principal ice companies here are establishing vending outlets at a rapid rate.

City Products Corporation maintains, in Dade and Broward counties, 190 venders and plans to install five more in a few weeks. The venders dispense ice in either blocks or cubes and have proved especially popular with residents and visitors bound for beaches and picnic grounds.

Royal Palm Ice has 11 venders on location thruout Greater Miami. Two strong selling points are featured by the companies in newspaper and radio advertising.

### Stempfel Chairman Of '54 NCA Meet

CHICAGO, Jan. 16.—Theodore Stempfel, vice-president of E. J. Brach & Sons, was named general convention chairman this week of National Confectioners' Association's 1954 convention and exhibit.

The NCA meeting will be held June 6-10 at the Conrad Hilton Hotel here.

Other committee heads named included Victor H. Gies, vice-president of Mars, Inc., as program chairman; David P. O'Connor, vice-president of Penick & Ford, Ltd., exhibit chairman, and Richard B. Kimbell, vice-president of Kimbell Candy Company, chairman of the ladies' program.

## Vender Exports

Continued from page 70  
\$234,946 for the similar period a year earlier. The half-year total for 1953, then, was almost \$100,000 greater than any one previous year's total with the exception of 1952 when vender exports broke the \$1 million mark for the first time: \$1,073,708.

Export dollar volume for 1953, according to best estimates, will equal and most likely exceed \$1,250,000.

Successive gains made in vender exports since 1939 are shown by the following Commerce Department figures:

|      |           |
|------|-----------|
| 1939 | \$ 66,449 |
| 1940 | 166,865   |
| 1946 | 119,207   |
| 1947 | 471,234   |
| 1948 | 332,059   |
| 1949 | 451,923   |
| 1950 | 501,843   |
| 1951 | 543,635   |
| 1952 | 1,073,708 |

Third-quarter vender exports recorded dollar gains each of the three months. The \$44,718 chalked up during July was more than doubled in the last month of the quarter, September, which saw \$93,926 worth of equipment shipped out of the country.

Too, the number of foreign nations buying machines reached a new high for the year in September: a round dozen, compared with only five important markets in July.

(See separate story and tables breaking down vender exports, both by markets (nations) and quarters for the last three years.)

## Nat'l Phoenix

Continued from page 70  
a national scale. It has a three-cornered deal with Spacarb-Juice Bar and Fanda, an operating company set up specifically for marketing C & C beverages in venders, to make and operate C & C vending machines.

Altho Fanda has operated units in the Newark, N. J., area on an experimental basis, no action has been taken on a national basis, nor is any contemplated in the near future, according to a C & C spokesman.

### Retail Sales First

It is felt in the trade that no attempt to vend C & C beverages nationally will be made until the drinks gain strong consumer acceptance on the retail level.

Croft, with whom National Phoenix is planning a merger, had been a brewery until a couple of years ago, when it suspended operations. The firm's assets consist of cash and a plant.

The merger plan, subject to approval by the stockholders of the companies, will be an exchange of stock on the basis of one share of the combined company stock for each share of National Phoenix stock held and for every three shares of Croft stock held.

The combined company will own the assets now held by each company, including the cash and plant now owned by Croft and the holdings of National Phoenix; namely, the 100 per cent of the stock of Nedicks, 100 per cent of the preferred and 95 per cent of the common stock of C & C and the approximately 40 per cent interest in the B/G food chain and other holdings.

## PM Seeks SEC OK on B&H Deal

NEW YORK, Jan. 16.—Philip Morris & Company, Ltd., this week filed a proposal with the Securities and Exchange Commission for permission to acquire stock control of Benson & Hedges, manufacturer of Parliament cigarettes. Officers of the two companies had agreed on the transaction, which is deemed certain to be approved by the stockholders.

The proposal filed with the SEC calls for a share-for-share exchange of about \$18,000,000 of Philip Morris common stock for Benson & Hedges shares.

Philip Morris told the SEC that it was continuing with the development of its own filter-tip cigarette, but it did not wish to rely solely on a "new and untried brand" for its entry into the field.

The Parliament acquisition will give PM a complete cigarette line—king-size and regular filter-tips, and king-size and regular standards.

## Vendall Keys

Continued from page 70  
been mass produced. Reiss unveiled the machine, made by his Statler Manufacturing Company, at the National Automatic Merchandising Association's Chicago convention in 1952. Since then, production has been limited to accommodate Reiss' own operation.

### Mass Production

Two months ago, Reiss said he was formulating plans for national distribution—which would entail mass production.

Vendall, organized three years ago, is being operated by Murray Oglan, Henry Davis and Robert Seigel. The firm operates, in addition to the units purchased from Reiss, coin-operated washing machines in apartment houses, and 460 cigarette, juice and carbonated drink venders in New York industrial locations.

Oglan feels that one of the most fertile fields for operators in the New York area is in-plant feeding. With good loft space in a plant going for \$1.25 a square foot and the cost of labor rising, Oglan pointed out that it is becoming increasingly difficult for Gotham plants to maintain cafeterias for their employees.

### Unions, Help

Oglan added that unions are restricting cafeteria set-ups and that competent cafeteria help is difficult to get.

He said the Lunch-O-Mat, which dispenses hot and cold sandwiches, dessert and beverages, should go a long way toward solving the in-plant feeding problems of small factories. He added that Vendall will probably continue to concentrate on smaller plants.

Daily service is required on Lunch-O-Mats, he said. Currently, one of Reiss' service managers is helping Vendall with the first few weeks of operation. Oglan figures that one man can service about 10 units, if they are not too far apart. Panel trucks are used for route work.

## D. C. Cig Tax Takes D

WASHINGTON, Jan. 16.—cigarette sales drop of 7.1 per cent under 1952 accounted for District of Columbia tax receipts falling off \$92,095 in 1953, compared with the preceding year, District Tax Collector Guy Pearson announced.

According to Pearson, the drop was indicative of a nationwide slump in the cigarette market. He said the District's 1-cent tax on each package of cigarettes was the lowest in the country.

## SPORTS CHARMS MIXTURE

Consists of—  
BOXING GLOVES, BOWLING PINS, FOOTBALLS, BASEBALLS AND 8-BALL CHARMS.

All of the above items are PLATED half in copper, half in silver, except the 5/8" Baseball which is white plastic with black stitches.

\$7.00 per 1,000  
F.O.B. Jamaica, New York, Or: At Your Distributor

We made this mixture at the suggestion of an operator who works in Montana. After testing, he wrote us—and we quote:

"All of these SPORTS CHARMS will still outpull most of the other gimmicks."

Our friend in Montana knows his Charms. He's very right—because the American Boy and Young Man is sports-minded and goes for SPORTS CHARMS.

When's the last time you concentrated emphasis on a mixture of SPORTS CHARMS? Time to do so—is NOW.

SAMUEL EPPY & CO., INC. 91-15 144 Place Jamaica, New York

## KARL GUGGENHEIM

Presents a Large Gold Finish

# ROCKET-SIZE BASKETBALL and FOOTBALL

only \$19.00 per thousand

Here is the large gold-plated ROCKET-SIZE Basketball and Football that's so popular with the kids. It's so easy to bring you "extra points" in sports when the kids make a line plunge your vending machines. These charms are priced so low, you're sure of biggest gate receipts in vending machine history. Get with this sales winning new—

They're Real Hot!  
Order from your distributor or from

## Karl Guggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. • AL

## The Latest . . .

for Rocket Machine Operators

A Charm! A Game!

They Wear It! They Play It!

# TIC-TAC-TOE

\$16.00 per M  
F.O.B. N.Y.



Comes in two-toned colors, complete peg-board, pegs and case for pegs—not too bulky for pocket . . . has for chaining!

Write, Phone or Wire Your Orders

## PAUL A. PRICE

55 Leonard St., New York

# PENNY-NICKEL COMBINATION

Model H M S  
by VICTOR  
6 Venders In One  
Production Feb. 15  
See Your Nearest VICTOR Distributor



# THE BILLBOARD Index of Advertised Used Machine Prices

## Shuffle Games

|   | Issue of Jan. 16 | Issue of Jan. 9 | Issue of Jan. 2 | Issue of Dec 26      |
|---|------------------|-----------------|-----------------|----------------------|
| Billiard, 2 player (Chicago Coin)               |                  |                 |                 | \$49.50              |
| League Bowler, 4 player (Keeney)                | \$115.00         | \$115.00        | \$115.00        | 115.00               |
| 1-a-Ball (Chicago Coin)                         | 200.00 250.00    | 200.00 250.00   | 200.00 250.00   | 125.00 200.00 250.00 |
| Billiard Alley (Chicago Coin)                   | 59.50            | 59.50           | 59.50           | 59.50                |
| Billiard Alley, 6 player (Chicago Coin)         | 125.00           | 74.50 125.00    | 95.00 125.00    | 95.00                |
|   |                  | 125.00w/p       | 125.00w/p       | 125.00w/p            |
|   |                  | 195.00          |                 | 125.00 195.00        |
| Billiard Champ (Keeney)                         | 50.00            | 59.50           |                 |                      |
| Billiard Classic (Chicago Coin)                 |                  |                 |                 |                      |
| Billiard Shuffle Alley (United)                 | 325.00 350.00    | 325.00(2)       | 325.00(2)       | 325.00(2)            |
| Billiard Shuffle Alley, 6 player (United)       | 360.00           | 385.00          | 385.00          | 395.00               |
|   | 385.00(2)        | 395.00(2)       | 395.00(2)       |                      |
|   | 395.00(2)        |                 |                 |                      |
| Billiard Shuffle Alley, 6 player (United)       | 325.00 335.00    | 325.00 355.00   | 325.00 355.00   | 325.00 365.00        |
|   | 355.00 365.00    | 365.00          | 365.00          |                      |
| Billiard Bowler, 10 player (Keeney)             | 375.00           | 375.00          | 75.00           | 375.00               |
| Billiard Bowler (Chicago Coin)                  | 325.00           |                 |                 |                      |
| Billiard League Bowler (Keeney)                 | 150.00(2)        | 150.00 165.00   | 150.00 165.00   | 159.00 175.00        |
|   | 165.00           |                 |                 |                      |
| Billiard Bowler (Keeney)                        | 49.50 69.00      | 49.50 79.50     | 49.50           | 49.50                |
| Billiard Header (Williams)                      | 49.50            | 49.50           | 49.50           | 49.50                |
| Billiard Score Bowler (Chicago Coin)            | 295.00 315.00    | 325.00 385.00   | 325.00 385.00   | 385.00               |
|   | 360.00 385.00    |                 |                 |                      |
| Billiard Player (Shuffle Alley) (United)        | 89.00 90.00      | 90.00           | 90.00           | 90.00 110.00         |
|   | 100.00 120.00    | 110.00w/p       | 120.00w/p       | 120.00w/p            |
|   | 125.00(2)        | 120.00w/p       | 125.00 139.00   | 145.00 150.00        |
|   | 135.00(2)        | 125.00 135.00   | 140.00 150.00   | 159.00               |
|   | 139.00           | 139.00 150.00   |                 |                      |
|   | 165.00           | 100.00          | 100.00          | 100.00               |
| Billiard Way Bowler (Keeney)                    | 75.00 79.00      | 95.00           | 95.00 105.00    | 90.00 95.00          |
| Billiard Player Shuffle Alley (United)          | 95.00 105.00     | 100.00w/p       | 120.00 135.00   | 125.00 135.00        |
|   | 119.50 120.00    | 105.00 120.00   |                 |                      |
|   |                  | 135.00          |                 |                      |
| Billiard Bowler (Universal)                     | 75.00 79.00      | 75.00           | 75.00           | 75.00                |
| Billiard 6 Player (Chicago Coin)                | 145.00 149.00    | 149.00 159.50   | 149.00 159.00   | 149.00 159.50        |
| Billiard Score League Bowler (Keeney)           | 155.00           | 155.00          | 155.00          | 165.00               |
| Billiard Bowler (Bally)                         | 50.00 69.00      |                 |                 |                      |
| Billiard Shuffle Alley (United)                 | 415.00           |                 |                 |                      |
| Billiard Bowler, 4 player (Keeney)              | 75.00 79.00      | 99.00 139.50    | 99.50           | 50.00 99.50          |
|   | 99.50            |                 |                 |                      |
| Billiard Shuffle Alley (United)                 | 210.00           | 275.00          | 210.00          | 210.00               |
| Billiard Bowler, 6 player (Chicago Coin)        | 195.00 295.00    | 295.00(2)       | 195.00          | 195.00               |
|   |                  |                 | 295.00(2)       | 295.00(2)            |
| Billiard Shuffle Alley (United)                 | 210.00 215.00    | 210.00 235.00   | 210.00 235.00   | 250.00               |
|   | 235.00           |                 |                 |                      |
| Billiard Shuffle Alley (United)                 | 355.00 360.00    | 355.00 365.00   | 355.00 365.00   | 365.00 395.00        |
|   | 365.00 375.00    | 375.00 395.00   | 385.00 395.00   |                      |
|   | 390.00 395.00    |                 |                 |                      |
| Billiard Alley Deluxe, 6 player (United)        | 115.00 119.00    | 89.50 125.00(2) | 125.00(2)       | 125.00(2)            |
|   | 125.00 135.00    | 175.00(2)       | 175.00 185.00   | 195.00               |
|   | 165.00           | 195.00          | 195.00          |                      |
|   | 175.00(3)        |                 |                 |                      |
| Billiard Alley Express (United)                 | 59.50 69.00      | 59.50           | 59.50           | 59.50                |
| Billiard Alley, 6 player (Keeney)               | 125.00 150.00    | 150.00 155.00   | 150.00 155.00   | 150.00 165.00        |
|   | 155.00 225.00    | 225.00          | 225.00          | 225.00               |
| Billiard Alley, 6 player (United)               | 125.00 150.00    | 100.00          | 100.00          | 95.00 100.00         |
|   | 155.00 159.00    | 125.00w/p       | 125.00w/p       | 125.00w/p            |
|   |                  | 135.00 155.00   | 145.00 159.00   | 175.00 179.00        |
|   |                  | 159.00 175.00   | 169.00 175.00   |                      |
| Billiard Game, 2 Player (Bally)                 | 79.00            |                 |                 |                      |
| Billiard Line (Bally)                           | 65.00            |                 |                 |                      |
| Billiard Tournament, 4 Way (United)             | 75.00            |                 |                 |                      |
| Billiard Tournament (United)                    | 89.50            |                 |                 |                      |
| Billiard Shuffle Alley Rebound (United)         | 59.50            | 59.50           | 59.50           | 59.50                |
| Billiard Super 10th Frame (United)              | 240.00(2)        | 240.00 270.00   | 240.00 270.00   | 240.00 270.00        |
|   |                  | 315.00          | 315.00          |                      |
| Billiard Shuffle Alley (United)                 | 65.00 69.00      | 65.00           | 65.00           | 65.00                |
| Billiard Bowler, 2 player (United)              | 295.00           | 295.00          | 295.00          | 295.00               |
| Billiard Player (United)                        | 225.00           | 250.00 265.00   | 250.00 265.00   | 250.00 265.00        |
|   | 250.00(3)        | 270.00 275.00   | 270.00          | 295.00               |
|   | 265.00 270.00    |                 |                 |                      |
| Billiard Frame, 6 player (United)               | 245.00           | 295.00          | 295.00          | 325.00               |
|   | 295.00(3)        |                 |                 |                      |
| Billiard Deluxe League Bowler (Keeney)          | 175.00 185.00    | 175.00 185.00   | 175.00 185.00   | 195.00               |
| Billiard Matched Bowler (Keeney) (Chicago Coin) |                  | 295.00          |                 |                      |
| Billiard Shuffle Alley (United)                 | 199.00 215.00    | 215.00(2)       | 215.00          | 225.00(3)            |
|   | 225.00(3)        | 225.00(2)       | 225.00(3)       | 235.00 249.50        |
|   | 229.50           | 249.50          | 249.50          |                      |
| Billiard Bowler, 10 player (Keeney)             | 305.00           | 305.00          | 305.00          | 305.00               |
| Billiard Game Bowler (Chicago Coin)             | 325.00           | 325.00          | 325.00          | 325.00               |
| Billiard Game Special Bowler (Chicago Coin)     |                  | 270.00          | 270.00 295.00   | 250.00 270.00        |
|   | 310.00           | 325.00          | 325.00          | 295.00               |
| Billiard Game Super Shuffle (United)            | 215.00 285.00    | 295.00(2)       | 295.00(2)       | 295.00               |
|   | 295.00           |                 |                 |                      |
| Billiard Game Bowler (Chicago Coin)             | 375.00           |                 | 375.00          |                      |
| Billiard Game (Chicago Coin)                    |                  | 59.50           |                 |                      |
| Billiard Game Exhibition                        | 75.00            | 125.00          | 125.00          | 100.00 125.00        |
| Billiard Shuffle Alley Rebound (United)         |                  |                 |                 | 49.50                |
| Billiard Shuffle Alley Rebound (United)         | 65.00            |                 |                 |                      |
| Billiard Shuffle Alley (United)                 | 50.00(2) 69.00   | 50.00 65.00     | 50.00 65.00     | 50.00 65.00          |

## Arcades Hit by Times Sq. Ban

NEW YORK, Jan. 16.—Arcade operators in the Times Square area currently have a double case of the chills. The first is from the weather—the coldest and snowiest here in several years. The second is from the New York Board of

Estimate, which this week held its first meeting under the Wagner administration.

The board approved a series of redefinitions of zoning in the Retail-1 districts, of which Times Square is the chief example, which would ban amusement centers of the Arcade type. While establishments already in operation would not be affected, once they move out they would not be succeeded by similar establishments.

## THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

### ADVERTISING RATES

**REGULAR CLASSIFIED (Minimum \$3)**  
 Usual want-ad style, one paragraph, no display. First line set in 4 pt. bold, balance 6 pt. light.  
 Per word ..... \$ .20  
 3 or more CONSECUTIVE or 24 insertions, per word ..... .18  
 52 CONSECUTIVE insertions, per word ..... .14  
 Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

**REGULAR CLASSIFIED (Minimum \$4)**  
 Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 24 lines or more.  
 Per agate line ..... \$1.00  
 3 or more CONSECUTIVE or 24 insertions, per agate line ..... .95  
 52 CONSECUTIVE insertions, per agate line ..... .90  
 1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

### Agents, Distributors

**Canadian Operators, Distributors—Introducing** Quizzettes, sensational low-priced coin-machines; first time in Canada; proven money-makers, opening new field in vending. Interested, write Mochuk Enterprises, 81 Indian Rd., Toronto, Ont.

**Stamp Machines—35 in excellent condition.** Free to purchaser of 20,000 refills at factory price; \$39.50 per thousand. Modern Chemical Co., 132 Nassau St., N.Y.C.

### Business Opportunities

**Candy! Cigarettes! Coffee! Soft Drinks!** Do you have an efficient operation? Do you want to improve your profits? Vending consultant thoroughly familiar with operating problems and financing is available to you. Write Box M 45, Billboard, Cincinnati, Ohio, for further information.

**Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets.** Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, New Jersey.

### Help Wanted

**Salesmen for vending and amusement machines of leading manufacturer.** High commission on fast selling equipment. Send resume, photo to Box M-44, The Billboard, Cincinnati, O.

**Service men—Want 2 dependable men for** Shuffle Alley, Pin Game and Music Route located in Akron; good salary; write, giving references and experience to Bell Music Co., Inc., 636 W. Bowery St., Akron, O.

### Parts, Supplies & Services

**Phono Motors rebuilt, rewound, replaced.** \$6.50. Phono Electric Motor Service, 359 W. 45th St., New York City, CI 5-9540.

**Stamp Folders direct from manufacturer;** unlimited quantities, immediate delivery, write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

### 1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD

Cast Iron Stands, \$4.25 ea.; 6 or more \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid Tubular Coin Wraps, 1¢ or 50¢, 85¢ per M; 10,000 or more, 80¢ per M.

### ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

**TAB GUM—MIN. 25 BOXES.**  
 All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct.), 1¢, \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.25.

Ball Gum, 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Ass'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb.; 520 ct.—30 lb. cases, 31¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago —1/2 Dep., Bal. C.O.D.

### KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, SuperVend 3-Drink Cup Dispensers, PV Cigarette Venders. 2702 W. Lake St., Chicago 12, Ill.

### Routes for Sale

**Route of 125 scales on select locations—** Americans and Waitings; must be sold within 30 days; also 50 off locations; best offer accepted. John Horn, 2965 Hickory, Abilene, Tex.

### Used Coin-Operated Equipment

**A-1 Cigarette and Candy Machines, \$25 up;** other vending Machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

**Cigarette Machines—Bargain Sale.** The following machines have just been pulled off location and are in good operating condition. 7 col. 5 model DuGrenier, \$50; 7 col. V, \$55; 9 col. W, \$60; 9-30 National, \$60; 9-500 Unneed-a-paks, \$65; Rowe Imperial, 6 col. and 8 col., \$60; Royal 8 col. and 10 col., \$70. These machines all set for quarter operation and have at least one King-Size Column. Central Vending Machine Co., 3967 Parrish St., Phila. 4, Pa. EV 6-4244 and BA 2-8710.

**Cigarette Machines, quarter operation.** Unneed, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statler 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

**Four slightly used Irish Poker skill games;** new type, no free plays; excellent where pin balls are restricted; will sell or trade, \$195 ea. Addition information to replies. Box 691, The Billboard, Chicago 1, Ill.

**Kiddie Rides from \$150—Horses, Rockets, Saucers;** excellent condition. Junior Amusements, 5 Meadow Lane, Rockville Centre, N. Y.

**150 One-Hour Play Coradios—40 still in** original cartons. Entire lot purchased less than 3 months ago, \$38 each; \$36 each in lots of 25 or more. Coradio, Inc., 196 Albion Ave., Paterson, N. J.

### Wanted to Buy

**Cigarette, Candy and other Vending Machines;** any make, size, model or condition, give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

**Penny Vender Route in Florida;** send full information. Amusement Service, P. O. Box 584, Eau Gallie, Fla.

**United Super Deluxes—Quote lowest prices;** machines must be cleaned, checked, ready to take in loot. Box 690, The Billboard, Chicago 1, Ill.

**Would like to purchase used soft drink machines** ready for operation; also three glass hot nut machines. Leo Bacher, 1742 Claiborne Towers, New Orleans.

**200 Penny Weighing Scales;** send full information. Amusement Service, P. O. Box 584, Eau Gallie, Fla.

## 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 6 additional words.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**3:** 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

**2:** Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted

Help Wanted

Parts, Supplies and Services

Positions Wanted

Routes for Sale

Used Coin-Operated Equipment

Want to Buy

**4:** And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$\_\_\_\_\_ Payment enclosed  Bill me (on 3 or more issues only)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

|                                      | Issue of Jan. 16 | Issue of Jan. 9 | Issue of Jan. 2 | Issue of Dec. 26 |
|--------------------------------------|------------------|-----------------|-----------------|------------------|
| ABC (United).....                    | \$75.00 99.00    | \$50.00 75.00   | \$50.00 75.00   | \$50.00 75.00    |
| All Star Basketball (Gottlieb)       | 115.00           | 99.00 115.00    | 99.00 115.00    | 99.00 115.00     |
| Aquacade (United).....               | 59.50            | 39.00 39.50     | 39.00 39.50     | 39.00 39.50      |
| Arche                                |                  |                 | 75.00           |                  |
| Arizona (United).....                | 79.50            | 79.50           | 79.50           | 79.50            |
| Atlantic City (Bally).....           | 175.00(2)        | 185.00 220.00   | 185.00 225.00   | 150.00           |
|                                      | 185.00 195.00    | 225.00 235.00   | 235.00 245.00   | 175.00(2)        |
|                                      | 225.00 245.00    | 245.00 260.00   | 260.00          | 185.00 235.00    |
|                                      | 260.00           |                 |                 | 250.00 265.00    |
|                                      |                  |                 |                 | 275.00           |
| Baby Face (United).....              | 39.00 49.50      | 39.00 49.50     | 39.00 49.50     | 39.00 49.50      |
| Barnacle Bill (Gottlieb).....        |                  | 34.50           |                 |                  |
| Basketball Champ (Chicago Coin)..... | 195.00 275.00    | 195.00 275.00   | 275.00          | 195.00 275.00    |
| Batting Practice.....                | 89.50            | 39.50 89.50     | 89.50           | 89.50            |
| Beach Club (Bally).....              | 360.00 375.00    | 385.00 395.00   | 395.00 410.00   | 350.00 385.00    |
|                                      | 395.00(2)        | 410.00          |                 | 410.00           |
|                                      | 410.00           |                 |                 | 425.00(2)        |
| Beauty (Bally).....                  | 269.50 310.00    | 310.00 325.00   | 310.00 325.00   | 275.00           |
|                                      | 325.00(2)        | 350.00(3)       | 350.00(3)       | 295.00(2)        |
|                                      | 350.00(2)        |                 |                 | 310.00 325.00    |
|                                      |                  |                 |                 | 350.00(2)        |
|                                      |                  |                 |                 | 360.00 375.00    |
|                                      |                  |                 |                 | 65.00 84.50      |
| Be Bop (Exhibit).....                | 65.00 84.50      | 65.00 84.50     | 65.00 84.50     | 65.00 84.50      |
| Bermuda (Chicago Coin).....          | 49.50            | 49.50           | 49.50           | 49.50            |
| Big Top (Genco).....                 | 54.50            | 54.50           | 64.50           | 54.50            |
| Black Gold (Genco).....              |                  | 59.50           |                 |                  |
| Blere (United).....                  | 110.00 115.00    | 110.00 115.00   | 110.00 115.00   | 110.00 115.00    |
| Boston Williams.....                 | 79.50            | 79.50           | 79.50           | 79.50            |
| Bowling Champ (Gottlieb).....        | 69.50            | 69.50           | 69.50           | 69.50            |
| Bright Lights (Bally).....           | 79.50 95.00      | 95.00(2) 125.00 | 95.00 125.00    | 75.00(3)         |
|                                      | 125.00 135.00    | 135.00          | 135.00          | 95.00(2)         |
|                                      | 150.00(2)        | 150.00(2)       | 150.00(2)       | 125.00 135.00    |
|                                      |                  |                 |                 | 150.00 175.00    |
| Bright Spot (Bally).....             | 175.00(3)        | 175.00(3)       | 175.00(3)       | 175.00(2)        |
|                                      |                  |                 |                 | 195.00           |
| Buccaneer (Gottlieb).....            |                  | 34.50           |                 |                  |
| Buffalo Bill (Gottlieb).....         | 69.50            | 69.50           | 69.50           | 69.50            |
| Cabana (United).....                 | 275.00 295.00    | 275.00 375.00   | 275.00 375.00   | 275.00 395.00    |
|                                      | 375.00           |                 |                 |                  |
| Camel Caravan (Genco).....           | 69.00            | 69.00           | 69.00           | 69.00            |
| Campus (Exhibit).....                | 84.50            | 84.50           | 84.50           | 84.50            |
| Canasta (Genco).....                 | 59.50            | 59.50           | 59.50           | 59.50            |
| Carnival (Bally).....                |                  | 49.50           |                 |                  |
| Carolina (United).....               | 39.00            | 39.00           | 39.00           | 39.00            |
| Catalina (Chicago Coin).....         | 35.00            | 35.00           | 35.00           | 35.00            |
| Champion (Bally).....                | 19.50 75.00      | 75.00 89.50     | 89.50           | 89.50            |
|                                      | 89.50            |                 |                 |                  |
| Chinatown (Gottlieb).....            | 145.00 160.00    | 160.00          | 125.00 160.00   | 160.00           |
| Cinderella (Gottlieb).....           | 29.50            |                 |                 |                  |
| Circus (United).....                 | 195.00           | 195.00(2)       | 195.00          | 195.00           |
|                                      | 225.00(2)        | 225.00(2)       | 225.00(2)       | 225.00(2)        |
|                                      | 225.00(2)        | 79.50           | 79.50           | 79.50            |
| Citation (Bally).....                | 14.95 79.50      | 79.50           | 90.00 125.00    | 90.00 125.00     |
| Coney Island (Bally).....            | 125.00(2)        | 140.00(2)       | 140.00          | 140.00 175.00    |
|                                      | 175.00(2)        | 175.00(2)       | 175.00(2)       | 190.00 195.00    |
|                                      | 190.00           | 190.00          | 190.00          |                  |
|                                      |                  | 109.50          |                 |                  |
| Control Tower (Williams).....        |                  |                 | 109.50          | 109.50           |
| Coronation (Gottlieb).....           |                  | 135.00          |                 | 135.00           |
| Cyclone (Gottlieb).....              | 139.50           | 139.50          | 139.50          | 149.50           |
| Dallas (Williams).....               | 69.50            | 44.50 69.50     | 69.50           | 69.50            |
| De-Ice (Williams).....               | 89.50            | 89.50           | 89.50           | 89.50            |
| DeLuxe Baseball (Williams).....      |                  |                 | 295.00          |                  |
| Dew-Wa-Ditty (Williams).....         | 49.50            | 34.50 49.50     | 49.50           | 49.50            |
| Domino (Williams).....               |                  | 95.00           |                 |                  |
| Double Feature (Gottlieb).....       | 89.00            | 89.00           | 89.00           | 89.00            |
| Double Shuffle (Gottlieb).....       | 65.00            | 49.50 65.00     | 65.00           | 65.00            |
| Dreamy (Williams).....               | 89.50            | 89.50           | 89.50           | 89.50            |
| Dude Ranch (Bally).....              | 425.00           |                 |                 |                  |
| Eight Ball (Williams).....           | 119.50           | 119.50          | 85.00 119.50    | 119.50           |
| El Paso (Williams).....              |                  | 39.50           |                 |                  |
| Fairway.....                         | 165.00           |                 |                 |                  |
| Fighting Irish (Chicago Coin).....   | 75.00            | 75.00           | 75.00           | 75.00            |
| Five Star (Universal).....           | 75.00            | 49.50 75.00     | 49.50 75.00     | 45.00 49.50      |
|                                      |                  |                 |                 | 75.00            |
|                                      |                  |                 |                 | 49.50            |
| Floating Power (Genco).....          | 49.50            | 44.50 49.50     | 49.50           | 49.50            |
| Flying High (Gottlieb).....          | 150.00           |                 |                 |                  |
| Football (Chicago Coin).....         | 65.00            | 65.00           | 65.00           | 65.00            |
| 400 (Genco).....                     | 75.00 95.00      | 95.00 125.00    | 95.00 125.00    | 95.00 125.00     |
|                                      | 95.00            |                 |                 |                  |
| Four Corners (Williams).....         | 75.00 115.00     |                 | 100.00          | 100.00           |
| Four Horsemen (Gottlieb).....        | 109.50           | 109.50          | 109.50          | 109.50           |
| Frolic (Bally).....                  | 185.00 189.50    | 185.00 200.00   | 175.00 185.00   | 175.00           |
|                                      | 195.00 200.00    | 225.00 240.00   | 200.00 240.00   | 185.00(2)        |
|                                      | 250.00 265.00    | 250.00 260.00   | 250.00 265.00   | 240.00 250.00    |
|                                      | 285.00           | 285.00          | 285.00          | 265.00 275.00    |
|                                      |                  |                 |                 | 285.00           |
|                                      |                  |                 |                 | 75.00            |
| Futurity.....                        |                  |                 |                 |                  |
| Georgia (Williams).....              | 89.50            | 89.50           | 89.50           | 89.50            |
| Gizmo (Williams).....                | 35.00 49.50      | 35.00 49.50     | 35.00 49.50     | 35.00 49.50      |
| Globe Trotter (Gottlieb).....        | 135.00           | 135.00          | 135.00          | 135.00           |
| Gold Cup (Bally).....                | 55.00 59.50      | 55.00 59.50     | 59.50           | 59.50            |
| Golden Nugget (Genco).....           | 110.00 125.00    | 125.00(2)       | 125.00(2)       | 125.00(2)        |
| Grand Award (Chicago Coin).....      | 35.00            | 35.00           | 35.00           | 35.00            |
| Grand Slam (Gottlieb).....           |                  | 165.00          |                 |                  |
| Guy-Dolls (Gottlieb).....            | 195.00           | 165.00          |                 |                  |
| Happy-Go-Lucky (Gottlieb).....       | 129.50           | 129.50          | 129.50          | 139.50           |
| Harvest Time (Genco).....            | 65.00            | 65.00           | 65.00           | 65.00            |
| Hit 'N' Run (Gottlieb).....          | 140.00           | 140.00          | 140.00          | 140.00           |
| Hit Parade (Gottlieb).....           |                  | 29.50           |                 |                  |
| Hong Kong (Williams).....            | 75.00            |                 | 95.00           |                  |
| Humpty Dumpty (Gottlieb).....        | 49.50            | 49.50           | 49.50           | 49.50            |
| Jalopy (Williams).....               | 120.00           | 120.00          | 120.00          | 120.00           |
| Jockey Special (Bally).....          | 54.50            | 54.50           | 54.50           | 54.50            |
| Joker (Gottlieb).....                | 95.00 99.50      | 95.00 99.50     | 95.00 99.50     | 95.00 99.50      |
| Judy (Exhibit).....                  | 94.50            | 94.50           | 94.50           | 94.50            |
| Jumping Jack (Genco).....            | 100.00 110.00    | 100.00 110.00   | 100.00 110.00   | 100.00 110.00    |
| Just 21 (Gottlieb).....              | 59.50            | 59.50           | 59.50           | 59.50            |
| K. C. Jones (Gottlieb).....          | 89.50            | 89.50           | 89.50           | 89.50            |
| King Arthur (Gottlieb).....          | 65.00            | 65.00           | 65.00           | 65.00            |
| King Cole (Gottlieb).....            |                  |                 | 65.00           |                  |
| King Pin (Chicago Coin).....         | 115.00 124.50    | 115.00 124.50   | 115.00 124.50   | 115.00 124.50    |
| Knock Out (Gottlieb).....            | 69.00 89.50      | 69.00 89.50     | 69.00 89.50     | 69.00 89.50      |
| Leader (United).....                 | 115.00 125.00    | 115.00 125.00   | 115.00 125.00   | 125.00 135.00    |
| Lite-a-Line (Keeney).....            | 45.00            |                 |                 |                  |
| Long Beach (Williams).....           | 125.00           | 125.00 139.00   | 125.00 139.00   | 125.00 139.00    |
| Lucky Inning (Williams).....         | 84.50            |                 | 84.50           | 84.50            |

# Coinmen You Know

## Miami

Larry Bushey and Tony Turturici, who supply the area's juke box operators with records on the RCA Victor label, report an unprecedented run on Eddie Fisher's "Oh, Mein Papa" and Tony Martin's "Stranger in Paradise." Another tune getting many spins on the boxes, they say, is "The Creep," featuring the Three Suns. Bushey and Turturici are employed by Sea Coast Appliance Distributors, who handle the complete RCA line.

Jimmy (Moon) Mullins, Mullins Amusement Company, is on the mend following an operation. Altho back on the job servicing his route, Mullins has reduced the tempo of his activity and now finds time to go home for lunch and also more time for his pride and joy, Jimmy Jr.

George Caravasio, Southern Phonograph Company, is expanding his game route by putting out more shuffle games. When time permits, George likes nothing better than to join his son in playing with a new electric train he received for Christmas.

Jai Alai players among the coin machine fraternity, who drop in at Southern Music Distributing Company, AMI distributors, may be able to get some hot tips from

Erasmio U. Ramos, export manager. At night Ramos works at the Jai Alai Fronton where the fast sport is played under a system of pari-mutuel betting.

Harold Roth, of Cigarette Service, New York, is spending a vacation at the Saxony Hotel, Miami Beach. Roth's company operates smoke vendors in many States and is one of the largest firms in the country. His companion on the Florida visit is Matty Forbes, manager of the Cigarette Machine Association in Manhattan for the past 20 years.

George Holtzman, New York City operator of music and pins, is another visitor here. Willie Levey, a partner in Holtzman's New York venture, operates a route in Miami and lives here the year-round. Harry Pearl, associated with Bert Lane kiddie rides here, spent a few weeks in New York on business.

Eli Ross, head of Ross Distributing Company, and his wife Sybil celebrated their fifth wedding anniversary. Barry Taran, son of Sam Taran, received congratulations on his 16th birthday anniversary.

Mannie Brookmire, topper at Brooke Distributors, which handles the Decca label, was ap-

proached by the composer of new tune titled "Florida" which sought his advice on getting a number cut by a name orchestra. Brookmire referred him to Decca headquarters in New York and the next thing he knew it had been recorded by Guy Lombard and his orchestra under the Decca banner. Now Brookmire has more than a passing interest in getting it before the public.

The employees at Supreme Distributors couldn't have given the boss, Willie Blatt, a more suitable gift than the two fiberglass tour chairs. They're perfect for playing gin rummy, Blatt reports and he looks forward to no Christmas when two additional chairs of the same type may be forthcoming. Then he'll be all for four-handed gin rummy during those Thursday afternoon sessions with the boys.

Jack Lipsiner, Coin-Opera Service, reports a gradual increase in collections now that peak of the winter season is being. Clicking big on his juke route, he says, is Tony Benne "Stranger in Paradise," with Tony Martin version of the number on RCA Victor also doing in for heavy play.

The future of Miami is bright, according to latest survey and statistics. The First Research Corporation of Florida predicted that Miami will be the largest in the South by 1958. The placed Miami's permanent population at the end of 1953 660,000. An increase to 770,000 was predicted for 1955 and 900,000 in 1958.

A 9.6 per cent increase in employment during the past year was cited as evidence of economic growth of the area.

Bert Lane's huge Fun Fair project on the 79th Street Causeway is off to a successful start, according to Lane and also Willie Blatt who operates the Arcade portion there. Blatt says that Fun Fair is becoming a meeting place for coinmen, including many out-of-towners vacationing here.

The other day, Blatt reported Fun Fair's big food stand ran out of hot dogs and had to have flown in from New York. The available parking space was full and the overflow had to be shifted to nearby lots. Fun Fair also features a miniature course, archery range and sports fishing attractions.

A recent visitor to Southern Distributing Company was Enrique Guerrero, of Cucuta, Colombia, who operates music machines there. Bob Norman reports that Guerrero fell in love with the AMI line and placed an order for several machines. Norman's export manager, Erasmio Ramos, are seeking to develop their export list now that he has an office in Miami.

Observed buying record King record distributors was Griffin, of Modern Credit Service. Griffin believes that "3-D" by the Dominoes will be a Marvin Novak, manager at record distributors, says the has already been placed on juke boxes operated by Kauffman and Eddie Leo C & L Amusement Company. Lucky Amusement Corporation and Deale Automatic Music Company.

Raoul Shapiro, Supreme Distributors, keeps his nose handy now that he is battling wintertime allergy. M. Marks, Brooke Distributing, makes shopping for Decca records a pleasure instead of a chore for the area's juke box operators.

## Detroit

Employees Canteen, Incorporated by Don Ford, sold its route to the Automatic Merchandise Company. The firm operates

## Vital Statistics Births

Mr. and Mrs. David Stevens a daughter January 10 at Detroit. The father is a collector for Brilliant Music Company, Inc. operating and jobbing firm. mother is the former Sarah Elliott, sister of Joseph Elliott, owner of the Brilliant Music Company.

|                                   | Issue of Jan. 16 | Issue of Jan. 9 | Issue of Jan. 2 | Issue of Dec. 26 |
|-----------------------------------|------------------|-----------------|-----------------|------------------|
| Majorette (Williams).....         |                  |                 | 75.00           |                  |
| Majors of '49 (Chicago Coin)..... |                  | 45.00           |                 | 45.00            |
| Marble Queen (Gottlieb).....      | 220.00           |                 |                 |                  |
| Mardi Gras.....                   |                  | 29.50           |                 |                  |
| Marland (Williams).....           | 49.00            | 49.50           | 49.00           | 49.00            |
| Mermaid.....                      | 125.00           | 125.00          | 125.00          | 125.00           |
| Merry Widow (Genco).....          |                  | 29.50           |                 |                  |
| Minstrel Man (Gottlieb).....      | 129.50 199.50    | 99.50 129.50    | 99.50 129.50    | 139.50           |
| Monterrey (United).....           |                  | 49.50           |                 | 49.50            |
| Moon Glow (United).....           |                  | 49.50           |                 | 49.50            |
| Niagara (Gottlieb).....           | 119.50 145.00    | 145.00          | 100.00 145.00   | 145.00           |
| Oklahoma (United).....            |                  | 69.50           |                 | 69.50            |
| Olympics (Williams).....          |                  |                 | 85.00           |                  |
| One, Two, Three (Genco).....      | 45.00 49.50      | 34.50 45.00     | 45.00 49.50     | 45.00 49.50      |
|                                   |                  | 49.50           |                 | 75.00            |
| Palm Beach (Bally).....           | 185.00 189.50    | 185.00 235.00   | 185.00 235.00   | 175.00           |
|                                   | 235.00 285.00    | 285.00          | 285.00          | 185.00(2)        |
|                                   |                  |                 |                 | 210.00           |
|                                   |                  |                 |                 | 215.00(2)        |
|                                   |                  |                 |                 | 250.00 285.00    |
| Paratrooper (Williams).....       |                  |                 | 95.00           |                  |
| Pin Bowler (Chicago Coin).....    | 99.50            | 99.50           | 99.50           | 99.50            |
| Playland (Exhibit).....           |                  | 89.50           |                 |                  |
| Playtime (Exhibit).....           | 45.00            | 45.00           | 45.00           | 45.00            |
| Puddin' Head (Genco).....         | 39.00 54.50      | 39.00 39.50     | 39.00 54.50     | 39.00 54.50      |
|                                   |                  | 54.50           |                 |                  |
| Quarterback (Williams).....       | 69.00 75.00      | 29.50 75.00     |                 | 89.50            |
| Quartette (Gottlieb).....         |                  | 119.50          |                 |                  |
| Queen of Hearts.....              |                  | 165.00          |                 |                  |
| Quintette.....                    | 165.00 190.00    | 190.00          | 150.00 190.00   | 190.00           |
| Rag Mop (Williams).....           |                  | 99.50           |                 | 99.50            |
| Ramona (United).....              |                  | 39.00           |                 | 39.00            |
| Red Shoes (United).....           |                  | 89.50           |                 | 89.50            |
| Rockette (Gottlieb).....          | 85.00 94.50      | 85.00 99.50     | 85.00 99.50     | 85.00 99.50      |
| Rodeo.....                        | 250.00           | 250.00          | 250.00          | 215.00           |
| Rose Bowl (Gottlieb).....         | 135.00           | 135.00          | 135.00          | 135.00           |
| St. Louis (Williams).....         |                  | 44.50           |                 |                  |
| Saratoga.....                     | 49.50            | 39.50 49.50     | 49.50           | 49.50            |
| Screwball (Genco).....            | 35.00 49.50      | 34.50 35.00     | 35.00 49.50     | 35.00 49.50      |
|                                   |                  | 49.50           |                 |                  |
| Serenade (United).....            |                  | 34.50           |                 |                  |
| Shantytown (Exhibit).....         | 85.00            | 85.00           | 85.00           | 85.00            |
| Sharpshooters (Gottlieb).....     |                  | 49.50           |                 |                  |
| Shindig (Gottlieb).....           |                  | 195.00          |                 |                  |
| Shoot the Moon (Williams).....    |                  | 120.00          |                 |                  |
| Shoo Shoo (Williams).....         | 95.00 119.50     | 95.00 119.50    | 95.00 119.50    | 95.00 119.50     |
| Silver Chest (Genco).....         |                  | 275.00          |                 |                  |
| Silver States (Williams).....     |                  | 125.00          |                 | 145.00           |
| Skill Pool (Gottlieb).....        |                  | 149.50          |                 | 125.00           |
| Sluggfest.....                    |                  | 119.50          |                 | 119.50           |
| South Pacific (Genco).....        |                  | 69.00           |                 | 69.00            |
| Special Entry (Bally).....        |                  | 49.50           |                 | 49.50            |
| Spot Bowler (Gottlieb).....       |                  | 119.50          |                 | 119.50           |
| Spot-Lite (Bally).....            | 95.00 104.50     | 95.00 110.00    | 90.00 95.00     |                  |



pute of coffee, cold drink, and... venders, specializing in the... industrial locations field. Ford is... now with the Ford-Brooks Com...

Joseph Brilliant, head of the... Brilliant Music Company, reports... amazing revival of interest in... new equipment with the new... Rock-Ola Comet on display. He... sold Comets to a number of... operators who had not bought... music boxes in years.

Emery Page, old-time Flint... ch., operator, whose son Harold... associated with him in a music... lite operation, was injured in a... accident recently. Mrs. Page... was thrown out of the car... seriously injured.

Philip G. Stratton has disposed... the Cup "O" Coffee Vending... mpany, which he formerly op... ted on the East Side, and has... ved to Roseville, outlying sub... . Meyer (Red) Saperstein... ible Vending Company, flew... New Orleans for a brief busi... -vacation trip.

ed De Harde, Detroit operator... o makes his home some 45... es north in Marine City, is re... ted "walking on air" these... s, with a new heir expected by... family any day now.

en Guinan, who has been op... ting for sometime in the North... ern suburban area as the Lake... re Shuffleboard Company, is... ew member of the Detroit... ffileboard Association. He is... ted in St. Clair Shores, Mich.

Fred Chlopan, executive direc... tor of the shuffleboard group, is... getting his family set for a month... in the sun at Fort Lauderdale, and... is planning to take off for the... South following the annual in... stallation party in February.

Frank Silver, field manager of... the Central Coin Machine Ex... change, is reported much im... proved since his recent operat... ion, and is spending part time now... around the business.

Milwaukee Harry Jacobs Sr., United, Inc.,... is vacationing in Florida. He... motored south with his son Richard... who is a graduate student in the... Florida University school of music.

Music business appears to be... perking up a bit in recent weeks... according to Art Vaillancourt, of... Racine. Stopping in at Radio Do... ctors for his weekly armload of hit... tunes, Vaillancourt reports the... outlook for the coming year ap... pears promising.

Reports from Madison are that... Bob Paape, form r Coral Records... salesman, has purchased the music... route for many years by Irv... Goff. Goff will continue to main... tain his interest in games operat... ions and his retail d'sk shop, ac... cording to the information.

Progress Music Company, run... by Mr. and Mrs. McCumber, con... tinues to be a fine exampl... of a highly successful husband and... wife team. (Continued on page 78)

### Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as listed below. All advertised used machines and prices are listed. Where more than one firm listed the same equipment at the same price frequently with which the price occurred is listed in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

Table with 5 columns: Machine Name, Issue of Jan. 16, Issue of Jan. 9, Issue of Jan. 2, Issue of Dec. 26. Lists various arcade machines like Bomber, Jet Space Ship, etc.

5-BALLS WILLIAMS UNITED RIO BALLY PALM SPRINGS EV. SADDLE & TURF -BINGO- Dude Ranch, Yacht Club, Beach Club, Beauty, Palm Beach, Atlantic City, Frolics, Bright Spot, Tropics, Cabana, Circus, Stars, ABC, Long Beach.

GOTTLIBS Wild West, Cyclone, Happy-Go, Lucky, Minstrel Man, Spot Bowler, 4 Horsemen, Joker, Rockette, Knockout, K.C. Jones, 3 Musketeers, Bowling Ch., Buffalo Bill, Just 21, Humpty D., UNITED Red Shoes, Arizona, Utah, Tampico, Oklahoma, Aquacade, Monterey, Moon Glow, Baby Face, EXHIBIT Judy, Be Bop, Campus, Tumbleweed, CHICAGO COIN King Pin, Pin Bowler, Bermuda.

VENDERS ACORN VENDER, 1c or 5c, ACORN 10 COL. TAB GUM, Mills 8 Col. Candy, Mills Tab Gum, Mills Tab Gum, Rebuilt, Silver King, 25c Razor Blade, N.W. 49 1c, 5c, S.K. Hot Nut, WRITE \$21.95, U Select It, N.W. Tab Gum, N.W. Stamps, U-Pop-It, Write, Kleenex 5 or 10c, Smokeshop, Lo-Boy, Ajax 8-Col. 320 Pkgs. Elect., New 175.00.

CHARMS New-Assorted \$2.25 Per Bag of 400

"Special Purchase" SALE Spot Lifes \$89.50 Coney Islands 119.50 "EMPIRE RECONDITIONED"

New Continental CHANGEMAKER Dispenses two dimes and one nickel for a quarter. Holds \$32.00. Takes 128 quarters. \$89.50

ARCADE GENCO INVADER GENCO SKY GUNNER AUTO-PHOTO ABT RIFLE SPORT Photomatic, Late, Voice-o-Graph, Midget Movies, Ev. Bat-a-Score, Shoot the Bear, Ch. Basketball Champ, Photomatic, Pre-War, Exh. Jet Gun, Muto. Silver Gloves, Muto. Sky Fighter, Muto. Ace Bomber, 4 Player Derby, Evans Super Bomber, Scientific Field Goal, Telequiz & Film, Exh. 2 Little Meters & Stand, 5c or 1c, Star Series, Bally Rapid Fire, Goales, Jack Rabbit, Life League, Exh. Dale Gun, Batting Practice, Marion Scale, Scientific Baseball, Merc. 13-Way Ath. Scale, Flash Hockey.

SHUFFLE GAMES UNITED CHIEF, HIGH SCORE! UNITED LEADER, MATCH BUILD-UP SCORING GENCO SHUFFLE POOL United Classic, Match Score, United Olympic, High Score, United Clover, Match Score, United Super 10th Frame, 6 Pl., United Star & Player, United Super & Player S.A., United De Luxe S.A., 6 Player, United 6 Player w/Formica, 7-10, United 5 Player w/Formica, 7-10, United 4 Player w/Formica, 7-10, Un. 2 Player S.A., Express, Jn. Single S.A., Rebound, Chicon 6 Player, High Score, Chicon Bowling Alley, w/Formica, Keeney 6-Player, Keeney League Bowler, 4 Player, Keeney Double Bowler, Williams Double Header, Star Bowler, 10' 2 Player, Wood Balls, Universal 18' Bowl-A-Matic.

Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT For United 4, 5 and 6 Players Also Chicago Coin's \$49.50

Move Games Around With Ease! LIFT DOLLY \$89.50

MARVEL'S NEW ELECTRIC SCOREBOARDS OVERHEAD MODELS \$125.00 WALL MODELS 95.00

COUNTER GAMES T-BALLS Art Show & Film, New, Mercury Counter, Grip, New, ABT Challenger, ABT Challenger, New, Acme Shocker, New, Texas Leaguer, Bally Futurity, Write, Turf King, Winner, Champion, Citation, Gold Cup, Special Entry, Jockey Special.

CIGARETTE VENDERS FACTORY REBUILT, 25c, KING SIZE COLS. Rowe President, 10 Col. or 8 Col., National Model 950, 9 Col., Unedapak Model 500, 9 Col., DuGrenier Model "W", 9 Col., EVANS' 100 Selections CENTURY Now on Display

EMPIRE COIN MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

Operators Get\* WORLDWIDE INDUSTRY COVERAGE from The Billboard ... because, every 3 months, The Billboard EXPORT QUARTERLIES give complete coverage on the current international coin machine market outlook. This is in addition to the monthly summaries on official export figures showing number of machines, value and country of destination, plus weekly news coverage of important export happenings. The extra distribution of EXPORT QUARTERLIES to foreign coinmen in over 55 countries; over and above our regular weekly foreign and American readership, includes: 1,666 in Latin America, 2,535 in Canada, 82 in Scandinavia, 405 in the United Kingdom, 257 in Africa, 105 in the Netherlands, 125 in Germany, plus others in smaller countries totaling more than 5,500 foreign distribution. \*When operators get full value, so do advertisers

ABC BUSINESS ENTERPRISE LEADERSHIP A Continuing Story of Leadership in Action



# French Embargo Slows Exports, Dims Bright European Picture

### Operators, Distributors Need Special Permit to Get U. S. Coin Products

NEW YORK, Jan. 16.—The French embargo on coin machine exports which became effective this month has sharply curbed French operators and distributors from fulfilling their need for American-built units. This was reported Friday (15) by Suren D. Fesdjian, head of the Mondial Commercial Corporation here, import-export firm and U. S. representative for Nova. French coin machine manufacturer.

Fesdjian, who leaves February 2 for a three-month European business trip, said the coin machine embargo which became effective in France on January 1 is virtually absolute. He said that French operators and distributors are unable to get American equipment, which may be obtained only

by special permit. These permits, he explained, are issued sparingly, with not enough of them given out to make any difference in the export picture.

#### Pinball Demand

The bulk of the coin machine import business to France, said Fesdjian, had been pinball machines. He said that juke box imports had been strong, but that little had been done with vending machines and kiddie rides.

The embargo has been somewhat of a shot in the arm for French game manufacturers. As far as the operators, the locations and patrons are concerned, American pinballs are France's favorite game.

#### Obstacles

It is unlikely, Fesdjian said, that French firms will make pinballs—they're not tooled for it and they don't have the engineering and manufacturing know-how. However, said Fesdjian, French firms are stepping up their manufacture of mechanically operated coin games, creating new games, and new firms are entering the coin field. The feeling is that if American pinballs are no longer available, operators will buy good mechanically operated games.

Nova, for example, has recently gone into production on its gold game. The device is a dead ringer for U. S.-style pool. It is played with five white and five black balls, on a pocket pool table, and with pool cues.

Golf enters the scene in the play and scoring. Object of the game is to sink the right balls in the right pockets with a minimum of shots—scoring is golf-style. After the balls are sunk in the pockets, they can only be retrieved by inserting a coin in the chute. Fesdjian said that when he returns from his trip, which will take him to France, Italy, Switzerland, Germany, Spain and North Africa, he will introduce the game in the U. S.

The French embargo, Fesdjian said, will probably be of long duration—with little prospect of it being eased in the next year or so. He pointed out that the embargo will probably be in effect as long as the cold war continues. He sees little prospect of France returning to the peacetime economy in the next year or so.

Fesdjian represents the Williams Manufacturing Company in North Africa and all of Western Europe, except the United Kingdom and West Germany.

## Coinmen You Know

Continued from page 77

wife team operation. Final word on disk buying still is Mrs. McCumber's responsibility. Keeping the male half of the firm busy in recent weeks has been a lock changing project. In the course of the next few months all of Progress Music coin machines will be equipped with Deutsch locks.

The Meyer-Cox Company in Madison was robbed January 5. Burglars smashed the combination of the safe but couldn't open it. The thieves made off with only a box of cigars.

C. T. Pelletier, Liggett & Meyers sales representative for Wisconsin, reports a keen acceptance in retail shops of the new L & M's. As yet no operator demand has been noticed for the new filter ciggies, he adds.

Melo C. V. R. D., Metropolitan Amusement Company owner, stated that he is definitely considering disposing of his music route equipment in the near future. He plans greater emphasis on his cigarette vending machine enterprise and his booming television sales and service organization.

## For Everything You Need

in new and used equipment

LOWEST PRICES

### Write for Our Lists

#### DAVID ROSE

Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, 1  
PHONE: STEVENSON 2-2903

#### Look at These Prices:

|              |          |               |          |
|--------------|----------|---------------|----------|
| Yacht Club   | \$275.00 | Palm Beach    | \$200.00 |
| Cabana       | 275.00   | Stars         | 160.00   |
| Frolics      | 200.00   | Tropics       | 350.00   |
| Coney Island | 200.00   | Atlantic City | 200.00   |

WRITE FOR LOW PRICES ON PINS, BINGOS & ARCADE GAMES

Lehigh Specialty Co.  
826 N. Broad St., Philadelphia 26, Pa.

GIVE TO DAMON RUNYON CANCER FUND



See Us FIRST for "Fatter" Collections

#### SHUFFLE GAMES

NEW

Keeney BONUS BOWLER  
Keeney PACEMAKER  
Chicoin CRISS CROSS  
Chicoin ADVANCE  
BOWLER KING BOWLER  
Chicoin KING BOWLER

"First-Conditioned"

Shuffle Games UNITED

|                       |       |
|-----------------------|-------|
| CLASSIC               | \$395 |
| OLYMPIC               | 365   |
| CASCADE               | 325   |
| STAR-10TH FRAME       | 295   |
| STAR 6 PLAYER         | 245   |
| OFFICIAL S.A. (MATCH) | 215   |
| SUPER 6 PLAYER        | 215   |
| DELUXE 6 PLAYER       | 175   |
| 5 PLAYER with Formica | 135   |
| 5 PLAYER with Formica | 115   |
| 4 PLAYER with Formica | 115   |
| 4 PLAYER              | 95    |
| SKEE ALLEY            | 65    |

KEENEY

|                      |       |
|----------------------|-------|
| DOMINO               | \$350 |
| CARNIVAL CLUB BOWLER | 350   |
| 10 PLAYER            | 325   |
| BOWLER TEAM          | 295   |
| SUPER DELUXE         | 165   |
| 6 PLAYER             | 125   |
| HIGH SCORE           | 125   |
| LEAGUE BOWLER        | 125   |
| BIG LEAGUE BOWLER    | 85    |

CHICAGO COIN

|  |       |
|--|-------|
| 10th FRAME DBL.                                  | \$365 |
| 6 PLAYER MATCH                                   | 275   |
| 6 PLAYER HI SCORE, flyaway pins, form. top       | 135   |
| 6 PLAYER HI SCORE, w/ stationery pins, form. top | 105   |

#### BINGO 5-BALLS

NEW

Bally PALM S'RINGS  
United RIO

"First-Conditioned"

BALLY

|               |       |
|---------------|-------|
| Dude Ranch    | \$425 |
| Yacht Club    | 295   |
| Beach Club    | 395   |
| Beauty        | 325   |
| Palm Beach    | 235   |
| Frolics       | 250   |
| Atlantic City | 225   |
| Coney Island  | 175   |
| Spotlight     | 145   |
| Bright Spot   | 175   |
| Bright Lights | 125   |

#### PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction guaranteed.

#### WANTED

United SHOWBOAT—CIRCUS—RODEO  
TROPIC—TAHITI  
Late Used GOTTLIEB 5-BALLS

#### ARCADE

NEW

EXHIBIT SPACE GUN  
GENCO INVADER  
AST CHALLENGER  
"First-Conditioned"

BALLY

"First-Conditioned"

|                          |       |
|--------------------------|-------|
| EX. REINDEER             | \$396 |
| EX. SPACE GUN            | 225   |
| SEEBURG SHOOT THE BEAR   | 199   |
| EX. JET GUN              | 175   |
| CHI COIN BAS KETAL CHAMP | 175   |
| EX. GUN PATROL           | 165   |
| TELEQUIZ                 | 115   |
| CHI COIN 4               | 150   |
| PLAYER DERBY             | 75    |
| CHICKEN S&S              | 75    |
| RIFLE RANGE              | 75    |
| RAY GUN                  | 75    |
| CHI COIN GOALEE          | 75    |
| UN. TEAM HOCKEY          | 85    |
| EXHIBIT DALE GUN         | 65    |
| WMS. QUARTERBACK         | 45    |
| CHI COIN HOCKEY          | 55    |

#### VENDING

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR

Easy to Service. Quick Loading. Greater Profits.

#### CIGARETTE VENDERS

FACTORY REBUILT—LIKE NEW!—25c Operation—King Size Cols.

|                           |       |
|---------------------------|-------|
| DuGren. W's. 9 Col.       | \$115 |
| DuGren. Champions, 9 Col. | 125   |
| Natl. 9-30's, 9 Col.      | 130   |
| Natl. 9-50's, 9 Col.      | 145   |
| Rowe Royals, 10 Col.      | 145   |
| Rowe Presidents, 10 Col.  | 155   |
| Uneda Elec., 9 Col.       | 125   |

#### 5 BALLS

|                     |       |
|---------------------|-------|
| Gottlieb Guys-Dolls | \$175 |
| Quintette           | 190   |
| Coronation          | 165   |
| Chinatown           | 160   |
| Skill Pool          | 150   |
| Wild West           | 145   |
| Niagara             | 145   |
| Hit 'n' Run         | 140   |
| Globe Trotter       | 135   |
| Rose Bowl           | 125   |
| Mermaid             | 125   |
| All Str. Bsktbl.    | 115   |

|               |      |
|---------------|------|
| Joker         | \$95 |
| Dbie. Feature | 89   |
| Rockettes     | 85   |
| Triplets      | 80   |
| Knockout      | 69   |
| Kings Arthur  | 65   |
| Dbie. Shuffle | 65   |

|                      |       |
|----------------------|-------|
| Stardust             | \$39  |
| Baby Face            | 39    |
| WILLIAMS Sweepstakes | \$195 |
| Shoot Moon           | 120   |
| Jalopy               | 120   |
| Shoe-Shoe            | 95    |
| Maryland             | 49    |
| Gizmo                | 35    |

# FIRST DISTRIBUTORS

Joe Kline & Wally Finks

1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

#### FOR SALE

Use Rocket Patrols, excellent condition, \$245.00 each, F.O.B. Los Angeles. Write \* Wire \* Phone

S. H. Rogat Company  
416 W. Olympic Blvd.  
Los Angeles 15, California  
Phone: Prospect 8264

# DAVIS GUARANTEED PHONOGRAPHS

## In Export, It's DAVIS!

The name DAVIS has become the symbol of extra quality in reconditioned phonographs everywhere.

We take this occasion to send greetings to our many friends and customers all over the world. We pledge you our continued all-out effort to provide you with DAVIS Extra Quality in equipment and service.

Cable Address "DAVDIS"

WE SPECIALIZE IN EXPORT TRADE

### DAVIS DISTRIBUTING CORP.

SEEBURG FACTORY DISTRIBUTORS  
738 ERIE BLVD. E.  
SYRACUSE, N. Y. PH. 75-5194

Branches in BUFFALO • ROCHESTER • ALBANY

# WE SHIP all over the world

## -BINGO-

PALM SPRINGS

|               |       |
|---------------|-------|
| Dude Ranch    | \$450 |
| Tahiti        | 390   |
| Yacht Club    | 275   |
| Beach Club    | 275   |
| Beauty        | 300   |
| Palm Beach    | 195   |
| Atlantic City | 195   |
| Frolics       | 195   |
| Spot Lite     | 125   |
| Coney Island  | 130   |
| Bright Spot   | 150   |
| Tropics       | 295   |

Write to: Palm Springs

## -ONE BALLS-

|               |      |
|---------------|------|
| Sunshine Park | \$95 |
| Futurity      | 65   |
| Turf King     | 45   |

## -WALL BOXES-

|                |      |
|----------------|------|
| Wurlitzer 3020 | \$10 |
| 3020-48        | 15   |
| 4820           | 20   |

## -SHUFFLE ALLEYS-

|                 |       |
|-----------------|-------|
| Clover          | \$375 |
| 6 Player Star   | 245   |
| Star 10th Frame | 275   |
| 6 Player Super  | 175   |
| 6 Player Deluxe | 145   |

## -MISC.-

|           |      |
|-----------|------|
| Hayburner | \$65 |
| Jalopy    | 65   |

## -All Machines 100% GUARANTEED

## -Satisfied Customers Everywhere

You can rely on our YEARS OF EXPORT EXPERIENCE

### FOOL-PROOF CRATING

### QUICK DELIVERY

REFERENCE—Your bank or the FIRST NATL. BANK of BOSTON

### Internationally Famous REDD MUSIC

|           |      |      |
|-----------|------|------|
| Wurlitzer | 3020 | \$10 |
| 1500      | 1400 | 1250 |
| 1100      | 1015 | 1080 |

Only 200 IN STOCK

## -WURLITZER-

## -AMI-

|                  |
|------------------|
| D80 - D40        |
| A - B - C        |
| Only 50 IN STOCK |

## -SEEBURG-

|                  |
|------------------|
| '46 - '47 - '48  |
| 100 A, B, C      |
| Only 25 IN STOCK |

## -ROCK-OLA-

Only 75 IN STOCK

### DISTRIBUTORS—WE WANT MUSIC MACHINES!

We'll PAY CASH \$5 or trade beautifully reconditioned Kiddie Ride or Bally Bingos for Music Machines.

## BIG KIDDIE RIDE NEWS!

OUR LARGE PLANT ACTUALLY REBUILDS KIDDIE RIDES! A REBUILT "BIG BRONCO" IS NOW A NEW PRAIRIE KING, A REBUILT "BALLY CHAMPION" IS NOW A NEW WESTERN CHAMP. IT'S UNBELIEVABLE! AND IF YOU ARE NOT SATISFIED, WE PAY FREIGHT FROM YOUR CITY TO BOSTON. ON TEST LOCATIONS NEW "PRAIRIE KING" and "WESTERN CHAMP" EARNED MORE than the old machines.

Bally Champion "WESTERN CHAMP" .....\$545  
Exhibit Big Bronco "PRAIRIE KING" .....395

### NEW KIDDIE RIDE EXCHANGE!

We accept in trade or pay cash for used Kiddie Rides REGARDLESS OF MAKE OR CONDITION!

|                                   |               |                     |       |
|-----------------------------------|---------------|---------------------|-------|
| MISS AMERICA BOAT                 | \$375         | BALLY SPACE SHIP    | \$575 |
| SCIENTIFIC OCEAN LINER            | 375           | NYLCO ROCKET        | 400   |
| MERRY-CO-ROUNDS                   | .....         | DECO SPACE RANGER   | 400   |
| .....                             | Write or Call | CHI. COIN SUPER JET | 400   |
| AUTOMOBILE RIDES                  | 245           | ATOMIC JET          | 250   |
| MIDGET MOVIES, Complete with Film | 165           | METEOR ROCKET       | 185   |

# REDD

ALL RIDES COMPLETELY RECONDITIONED

DISTRIBUTING CO., INC.  
298 LINCOLN ST.  
ALLSTON 34, MASS.-AL 4-4

Exclusive distributor for AMI BALLY-UNITED





WE EXPORT  
• PIN GAMES  
• MUSIC MACHINES

Joe Ash

SEND FOR  
OUR LATEST LIST OF  
RECONDITIONED AND  
REFINISHED GAMES  
READY FOR OPERATION!

We are exclusive  
**WURLITZER  
DISTRIBUTORS**  
in Delaware—S. Jersey—  
S. E. Pennsylvania

**ACTIVE**  
AMUSEMENT MACHINES CO.

100 Broad Street Philadelphia 30, Pa.  
Phone: FRemont 7-4495  
"You can ALWAYS depend on Active  
ALL WAYS!"

**THOROUGHLY RECONDITIONED**

|                         |       |
|-------------------------|-------|
| Wurlitzer 1400          | \$550 |
| Wurlitzer 1217          | 300   |
| Wurlitzer 1100          | 250   |
| Wurlitzer 1080          | 100   |
| Wurlitzer 1080, W/Cobra | 150   |
| Wurlitzer 1015          | 150   |
| Wurlitzer M100-A        | 495   |
| Wurlitzer M100-B        | 595   |
| Wurlitzer 3-W-1, W/Box  | 65    |

**IN GOOD WORKING ORDER**

|                        |       |
|------------------------|-------|
| Wurlitzer H-146        | \$ 50 |
| Wurlitzer H-246        | 75    |
| Wurlitzer 147          | 75    |
| Wurlitzer Music Mife   | 25    |
| Wurlitzer 3031, W/Box  | 5     |
| Wurlitzer 3025, W/Box  | 10    |
| Wurlitzer WIL56, W/Box | 3     |

Terms: 1/3 Cash, Balance C.O.D.  
**WORLDWIDE DISTRIBUTING COMPANY**  
100 Trade Street Charlotte, N. C.  
Phone 5-1714

**Finest Reconditioned  
Machines at LOW PRICES!**

|                             |          |
|-----------------------------|----------|
| Wm Elec. Cigarette Vender   | \$150.00 |
| Wm Space Gun                | 169.50   |
| Wm Chicken Sam              | 69.50    |
| Wm 4 Player, form./lg. pins | 100.00   |
| Wm 5 Player, form./lg. pins | 110.00   |
| Wm 10th Frame Stars         | 250.00   |
| Wm Bright Lights            | 95.00    |
| Wm Lights                   | 110.00   |
| Wm Islands                  | 145.00   |
| Wm Spots                    | 145.00   |
| Wm Pic Citys                | 185.00   |
| Wm Beach                    | 195.00   |
| Wm                          | 200.00   |
| Wm                          | 295.00   |
| Wm Cabana                   | 295.00   |
| Wm Playland (S-Ball)        | 55.00    |
| Wm Dreamy (S-Ball)          | 55.00    |
| Wm Bowling Champ (S-Ball)   | 45.00    |

AVAILABLE: Bally, United, Wurlitzer, Keeney, Chicago Coin New Games.  
1/3 Deposit, Balance C.O.D.  
**IRV OVITZ**  
**WORLDWIDE-INTERNATIONAL**  
DISTRIBUTORS  
W. Monroe Chicago 18, Ill.  
CORNELIA 7-7272

**New United  
SHUFFLE ALLEYS  
CHIEF and LEADER**

**SHUFFLE ALLEY  
SPECIALS**

|                     |          |
|---------------------|----------|
| KEY 10 PLAYER       | \$325.00 |
| KEY 10th FRAME STAR | 285.00   |
| KEY 4 PLAYER STAR   | 255.00   |
| KEY 6 PLAYER        | 220.00   |
| KEY 4 PLAYER SUPER  | 220.00   |
| KEY 4 PLAYER MATCH  | 210.00   |
| KEY 4 PLAYER FORM   | 125.00   |

LATE USED BINGO AND  
PINBALLS Write  
Ohio Coin Machine Exchange  
HIGH ST. COLUMBUS, O.  
AD 7254

**EQUIPMENT... PRICED LOW!**

|                    |          |
|--------------------|----------|
| Clovers            | \$339.50 |
| 10th Frame Star    | 295.00   |
| Super Triple Score | 219.50   |
| Space Guns         | 164.50   |
| Beautys            | 324.50   |
| potlites           | 110.00   |
| M100A's            | 495.00   |
| 015's              | 99.50    |

Send for complete list.  
1/2 deposit  
**WORLDWIDE DIST. CO.**  
Madway Albany 4, N. Y.

**WE MAKE MORE MONEY—  
YOU MAKE MORE MONEY**  
See The Billboard TODAY!

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

|                     | Issue of<br>Jan. 16 | Issue of<br>Jan. 9 | Issue of<br>Jan. 2 | Issue of<br>Dec. 26 |
|---------------------|---------------------|--------------------|--------------------|---------------------|
| <b>AMI</b>          |                     |                    |                    |                     |
| Model A             | \$169.00 225.00     | \$159.00 169.00    | \$159.00 169.00    | \$139.50 150.00     |
|                     |                     | 250.00             | 195.00 275.00      | 159.00 169.00       |
| Model B             | 229.50 300.00       | 229.50 239.00      | 229.50 239.00      | 229.50 239.00       |
|                     |                     | 325.00             | 275.00 325.00      | 250.00 265.00       |
| Model C             | 279.50 325.00       | 279.50 289.00      | 279.50 289.00      | 279.50 289.00       |
|                     |                     | 325.00             | 325.00 350.00      | 295.00 300.00       |
| Model D-40          | 399.50 450.00       | 450.00             | 475.00 495.00      | 435.00              |
|                     |                     |                    |                    | 314.95              |
| Model D-80          | 439.50 550.00       | 439.50 550.00      | 439.50 575.00      | 499.50 515.00       |
|                     |                     |                    |                    | 595.00              |
| <b>CHICAGO COIN</b> |                     |                    |                    |                     |
| Band Box            |                     |                    |                    | 125.00              |
| <b>EVANS</b>        |                     |                    |                    |                     |
| Constellation       | 325.00              | 325.00             | 325.00             |                     |
| <b>MILLS</b>        |                     |                    |                    |                     |
| Constellation       | 125.00              | 125.00             | 125.00             |                     |
| <b>PACKARD</b>      |                     |                    |                    |                     |
| Manhattan           |                     | 79.50              |                    |                     |
| Hideaway            |                     |                    | 125.00             | 125.00              |
| <b>RISTAUCRAT</b>   |                     |                    |                    |                     |
| 12 Selection        | 79.00               | 79.00              | 79.00              | 79.00               |
| <b>ROCK-OLA</b>     |                     |                    |                    |                     |
| Fire Ball 45 RPM    | 495.00              |                    |                    |                     |
| 1422                | 79.00               | 69.00 79.00        | 59.50 69.00        | 40.00 50.00         |
|                     |                     |                    | 79.00              | 69.00 79.00         |
| 1426                | 99.00               | 89.00 99.00        | 89.00 89.50        | 89.00 99.00         |
|                     |                     |                    | 99.00              |                     |
| 1428                |                     |                    | 199.50             |                     |
| 1432                |                     |                    |                    | 245.00              |
| 1434                | 335.00              |                    |                    |                     |
| 52-50               | 449.50              |                    |                    | 449.00              |
| Playmaster          |                     |                    |                    | 35.00               |
| <b>SEEBURG</b>      |                     |                    |                    |                     |
| Hideaway            | 125.00              | 125.00             | 125.00(2)          | 125.00              |
| M 100 A 78 RPM      | 495.00              | 495.00             | 495.00             | 445.00 479.95       |
| 146                 | 109.50 135.00       | 135.00             | 135.00             | 60.00 99.50         |
| H 146 Hideaway      |                     |                    | 79.00              | 60.00               |
| H 146 M Hideaway    | 79.00 79.50         | 79.00              | 79.00              | 50.00 75.00         |
|                     |                     |                    |                    | 79.00               |
| H 147 M Hideaway    |                     |                    |                    | 85.00               |
| H 246 M Hideaway    |                     |                    |                    | 60.00               |
| H 148 Hideaway      | 90.00 109.50        | 90.00              | 90.00              | 90.00               |
|                     | 185.00              |                    |                    |                     |
| H 147 Hideaway      | 79.00 99.00         | 79.00 99.00        | 79.00 99.00        | 79.00 99.00         |
| 146 M               |                     |                    |                    | 79.00               |
| 146 S               |                     |                    |                    | 79.00               |
| 147                 | 109.50 129.50       | 165.00             | 165.00             | 75.00 85.00         |
|                     | 150.00              |                    |                    | 109.50              |
| 147 M               | 99.00 129.00        | 99.00 129.00       | 99.00 129.00       | 99.00 129.00        |
| 147 S               |                     |                    |                    | 99.00               |
| 148                 | 195.00              | 195.00             | 195.00             | 195.00              |
| 148 M               | 164.00              | 164.00             | 164.00             | 164.00              |
| 148 ML              | 159.50 179.00       | 179.00             | 179.00 179.50      | 159.50 179.00       |
| 148 SL              | 159.00              | 159.00             | 159.00             | 159.00              |
| 1946 Hideaway       | 89.50               | 89.50              | 89.50              | 79.50               |
| <b>WURLITZER</b>    |                     |                    |                    |                     |
| 700                 | 59.00               | 59.00              | 59.00              | 59.00               |
| 750                 | 59.00               | 59.00              | 59.00              | 59.00               |
| 800                 | 59.00               | 59.00              | 59.00              | 59.00               |
| 850                 | 59.00               | 59.00              | 59.00              | 59.00               |
| 1015                | 125.00 129.50       | 99.00 150.00       | 150.00             | 95.00 99.00         |
|                     | 150.00              |                    |                    | 119.95              |
| 1017 Hideaway       |                     |                    |                    | 85.00               |
| 1017                |                     |                    |                    | 75.00               |
| 1080                | 89.00 125.00(2)     | 69.50 89.00        | 89.00 125.00       | 89.00               |
|                     |                     | 125.00             |                    |                     |
| 1100                | 275.00              | 199.50 219.00      | 219.00 275.00      | 195.00 219.00       |
| 1250                | 295.00 319.00       | 249.50 269.00      | 269.00 295.00      | 269.00 295.00       |
|                     |                     | 295.00 319.00      | 319.00             | 319.00              |
| 1400                | 429.50              |                    |                    |                     |

**NEW GAMES**  
GOTT GREEN PASTURES  
Bally PALM SPRINGS  
United RIO  
United LEADER

**WORLD WIDE—Fine  
Equipment at Low Prices  
WANT TO BUY**  
PALM SPRINGS • DUDE RANCH • BEACH CLUB  
BEAUTY • TROPICS • RIO

**PIN GAMES**

|                 |       |               |       |
|-----------------|-------|---------------|-------|
| Chinatown       | \$145 | Silver Skates | \$125 |
| Shindig         | 195   | Twenty Grand  | 120   |
| Queen of Hearts | 165   | Times Square  | 145   |
| Quintette       | 165   | Fairway       | 165   |
| 4 Corners       | 125   | Starlite      | 125   |
| Horseshoes      | 95    | 4 Star        | 115   |

**NEW 1954 MODEL  
ACE  
COIN  
COUNTER**  
Counts 1c, 5c, 10c,  
25c. Wt. 8 lbs.  
**\$149.50**

**Silk-Screened  
Genuine DeLuxe  
FORMICA  
TOPS**  
1. \$14.50 5. \$11.50 ea.  
10. \$9.50 ea.

**SHUFFLE GAMES**

|                           |          |
|---------------------------|----------|
| Chicago Coin DOUBLE SCORE | \$299.50 |
| Chicago Coin TRIPLE SCORE | 375.00   |
| United TENTH FRAME        | 295.00   |
| United OFFICIAL           | 175.00   |
| United STAR 6 PLAYER      | 249.50   |
| United 4 PLAYER           | 125.00   |

Terms, 1/3 Deposit,  
Balance Sight Draft.

**WORLDWIDE DISTRIBUTORS**  
Chicago 47  
2330 N. Western Ave.  
Phone: Everglade 4-2300

**SEE  
ROUND THE WORLD  
TRAINER**

**NOW!** In Our Showroom...  
**CHICAGO COIN'S  
New Money Maker**

**SHUFFLE GAMES**

|                                 |          |
|---------------------------------|----------|
| United 2 Player, Formica Tops   | \$ 50.00 |
| United 4 Player, Formica Tops   | 75.00    |
| United 5 Player                 | 90.00    |
| United 6 Player, 10th Frame     | 240.00   |
| United 6 Player, Deluxe         | 115.00   |
| United Olympics                 | 390.00   |
| Chicago Coin Matched Bowler     | 195.00   |
| Chicago Coin 10th Frame Special | 310.00   |
| Chicago Coin Double Score       | 360.00   |

**BINGOS**

|               |          |
|---------------|----------|
| Bally Beauty  | \$325.00 |
| Bright Lights | 125.00   |
| Spot Lite     | 135.00   |
| Frolics       | 200.00   |
| Beach Clubs   | 360.00   |
| Dude Ranch    | Write    |
| Atlantic City | 175.00   |
| United Cabana | 295.00   |

**SPECIALS**

|                                    |          |
|------------------------------------|----------|
| Genco Jumping Jac                  | \$100.00 |
| Genco Golden Nugget                | 110.00   |
| Genco Silver Chest, Like Brand New | 275.00   |
| Pop Corn Sez                       | 49.50    |

**RIDES**

|                                      |          |
|--------------------------------------|----------|
| Chicago Coin Super Jet               | Write    |
| Big Bronco                           | \$500.00 |
| Bally Champion                       | 525.00   |
| Chicago Coin Round the World Trainer | Write    |

**Monroe COIN MACHINE EXCHANGE, INC.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel.: Superior 1-4600)

**YOUR TICKET TO SALES RESULTS—  
THE ADVERTISING COLUMNS OF  
THE BILLBOARD!**

**Panoram Operators!  
FOR SALE**  
Overhauled Projectors for Spares,  
Continuous Reels, Complete Bracket  
Assemblies (MO 497-FOA).  
**Phil Gould**  
283 Market St. Newark, N. J.  
MARKET 2-4275

**YOUR AMERICAN RED CROSS IS ALWAYS THERE  
AFTER TRAGEDY STRIKES**

**THE COINS OF YOUR COUNTRY FIT ATLAS AUTOMATIC PHONOGRAPHS**  
**ONLY ATLAS MUSIC COMPANY OFFERS ALL THESE**

**Seeburg Model M-100-A**  
100 Selections 78 RPM  
Plays 10" and 12" records intermixed  
**\$495.00**

**Wurlitzer Model 1015**  
24 Selections  
**\$165.00**

**A.M.I. Model A**  
40 Selections  
**\$185.00**

- ★ World's Greatest Variety of perfectly RECONDITIONED and REFINISHED Automatic phonographs and Accessories.
- ★ Strict precision engineering tests of all machines under normal operating conditions.
- ★ Complete line of parts for all makes and models.
- ★ Phonographs adjusted to coins of your country.
- ★ Special export packing. Each unit packed in steel-strapped boxes, lined with moisture-proof paper.
- ★ Immediate Shipment.

**DISTINCTIVE QUALITY SERVICE FOR OVER A QUARTER CENTURY**  
(Illustration)

**WRITE FOR INFORMATION ON ANY MAKE OR MODEL YOU DESIRE**

**ATLAS MUSIC COMPANY**  
OUR FABULOUS NEW HOME  
★ 2122 N. Western Ave., Chicago 47, Ill. U. S. A.  
Cable Address: "ATNOVCO"—Chicago  
REFERENCES: Main State Bank, Chicago—J. P. Seeburg Corp., Chicago—International Forwarding Co.—Bally Mfg. Co., Chicago.

**TERMS: 50% Deposit  
With Order; Balance,  
Sight Draft. F.O.B.  
Chicago, Illinois,  
U. S. A.**

All Phonographs illustrated operate on 60 cycle 110 Volt A.C. Available for 220 A.C. Current & 50 Cycles at slight additional cost.



# YOU GOTTA GET ...



## GOTTLIEB

# GREEN PASTURES



## TO GO PLACES!

EXHILARATING ... ENTERTAINING ... EXCITING!

Watch this ...

**Rotation Sequence ...**

from 1 to 12 Awards REPLAY and lights  
2 Kick-Out Holes for ADDITIONAL REPLAYS!

**Super Point Score! ...**

Making A-B-C-D Roll-Overs lights Targets  
for super-point score.

**Extra Replay ...**

When all A-B-C-D letters are  
out, mystery letter lights up  
for REPLAY.

**MORE  
PLAY  
INDUCERS**

- Sound Effects
- 3 Pop Bumpers
- 2 Flippers



ORDER FROM YOUR  
DISTRIBUTOR!



**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AV  
CHICAGO 51, ILLINOIS

EVANS' LATEST

## "CLUB MODEL" Saddle & Turf

**GUARANTEED  
REPLAY AWARDS**  
every game when 7  
coins are played.  
Especially designed  
for locations de-  
manding liberal  
Replay awards.

**SINGLE COIN DROP  
(WITH SLUG REJECTOR)**  
easily accessible on push  
button plate 5c or 1c play.  
High scores possible with  
single coin for top-play  
incentive.  
As many as 7 players can  
deposit coins. Electric Re-  
play Counter registers to 999.



COLORFUL CABINET  
OCCUPIES LESS SPACE  
THAN ORDINARY PIN TABLE

IF YOU CANNOT SECURE THIS MACHINE FROM  
YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

**H. C. EVANS & CO.**

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**SACRIFICE**  
Chicago Coin 10th Frame ..... \$225.00  
Bally Beach Club ..... 300.00  
United Cabana ..... 200.00  
Seeburg M-100 B-45RPM ..... 500.00  
1/3 deposit with order  
**R. L. BARBER**  
4209 Whittier Blvd., Apt. 3  
Los Angeles, Calif.

**MECHANIC AVAILABLE**  
25 years' experience on all coin-operated  
equipment. Repair and rebuild. Have my  
own tools. Sober, reliable, honest and  
willing to work. No floater, married and  
originally from the North. Will go any-  
where and have car.  
**THEODORE ANDERSEN**  
821 S. 77th St., Apt. 2-C, Houston 23, Tex.  
Phone: WOODCREST 6125

**COBRA CARTRIDGES**  
Realigned and Resurfaced, 75¢ each.  
**ORIGINAL PERFORMANCE GUAR-  
ANTEED. 10 Days' Service Via  
Air Mail.**  
**ELECTRONIC INDUSTRIES**  
P. O. Box 2008 Mesa, Arizona

## ORDER THESE BARGAINS TODAY

| PIN GAMES                                |              | MISCELLANEOUS   |     |
|--|--------------|---|-----|
| 2 ARIZONA .....                          | ea. \$ 10.00 | 1 SEEBURG '47 .....   | \$  |
| 1 BLACK GOLD .....                       | 15.00        | 1 CLASSIC .....   |     |
| 1 ROCKETTE .....                         | 15.00        | 1 WURLITZER COLONIAL ...                                    |     |
| 1 TRIPLETS .....                         | 15.00        | 2 SHOOT THE BEAR<br>GUNS .....                              | ea. |
| 3 KNOCKOUTS .....                        | ea. 25.00    | 9 MILLS 1c GUM<br>VENDORS (new) ..                          | ea. |
| 1 PIN BOWLER .....                       | 15.00        | 42 DUGRENIER 1c GUM<br>VENDORS (new) ..                     | ea. |
| 1 NIAGARA .....                          | 85.00        | 3 MILLS SCALES .....  | ea. |
| 2 SKILL POOLS .....                      | ea. 90.00    | 8 WATLING FORTUNE<br>SCALES .....                           | ea. |
| 1 FOUR STARS .....                       | 85.00        | 8 WATLING GUESSER<br>SCALES .....                           | ea. |
| 1 HIT 'N RUN .....                       | 85.00        | 2 MARION SCALES .....                                       | ea. |
| 1 QUEEN OF HEARTS .....                  | 125.00       | 125 NEW AND USED MILLS &<br>JENNINGS SLOT<br>MACHINES ..... |     |
| 1 COUNTY FAIR .....                      | 35.00        |   |     |
| 1 WILLIAMS' DELUXE WORLD<br>SERIES ..... | 125.00       |   |     |
| 1 SPOT BOWLER .....                      | 20.00        |   |     |

ONE-THIRD DEPOSIT WITH ORDER - BALANCE C.O.D.

**OHIO SPECIALTY COMPANY, INC.**

539 S. 2nd  
LOUISVILLE 2, KY.  
Wabash 2465

## ATTENTION FOREIGN BUYERS

NATIONAL OFFERS THE BEST IN RECONDITIONED EQUIPMENT

- \* MACHINES IN GUARANTEED OPERATING CONDITION
  - Completely checked and reconditioned by our staff of expert mechanics—refinished to look brand new!
  - Changes for operation on any type electrical current can be made at nominal charge.
  - Coin Chutes adapted to fit almost any coin.
- \* MACHINES CAREFULLY CRATED!
  - Durable crates used on all shipments.
  - Steel-banded for extra safety.
  - Lined with water-proof paper.

TO GET THE MOST FOR YOUR DOLLARS, WRITE TODAY  
FOR LITERATURE AND PRICE LIST

Complete Stock of All Types of Coin Operated Equip-  
ment: Amusement Games, Phonographs, Shuffle Games.

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: 8Uckingham 1-6466) CHI

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



**OPERATE**

*Keeneys  
Capturing  
Locations  
everywhere!*

# BONUS BOWLER



Something to hoot about!

**RECORD-BREAKING PREFERENCE JUSTIFIED BY TREMENDOUS APPEAL!  
3-WAY FLEXIBILITY OF PLAY...SMART NEW SERVICING INNOVATIONS!!!**



GENUINE FORMICA PLAYFIELD

Keeneys MAINLINER BOWLER

available including everything except the "Match" feature.

HINGED FRONT DOOR

DISAPPEARING FOLD-AWAY KNEE ACTION MAMMOTH PINS!



HINGED LITE INSERT FOR EASY SERVICING!

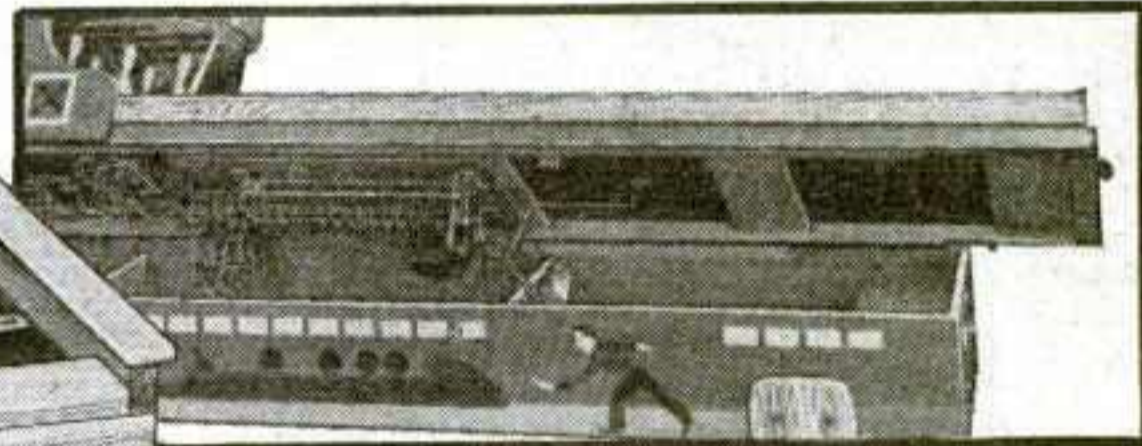
**2 SIZES:** 9 foot Playfield on 8 foot Cabinet  
8 foot Playfield on 7 foot Cabinet

The game that CONSERVES SPACE in any location.

## 3 CARD BONUS SCORING!

2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame  
• When last number of "Player Up" score matches one of numbers that light on backglass, the "Player Up" must press button on front of game.  
• "Player Up" receives Bonus Points scored if numbered Diamond "0" to "9" again matches last number of his score.

PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



COVERED CASH BOX plus FLOODLITE WHEN DOOR OPENS!

Reduce to 5 FRAME GAME by Simple Plug Adjustment

Single-Double-Triple-Double-Scoring for Strikes and Spares  
Shoot again in 10th frame

If not obtainable from your distributor—contact factory direct for name of nearest distributor.

J. H. Keeneys & CO. INC.  
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

| PHONOGRAPHS                                     |          | WALLBOXES                     |         |
|---|----------|-------------------------------|---------|
| Cleaned, checked, ready for immediate operation |          |                               |         |
| WURLITZER #1015                                 | \$ 94.50 | Wurlitzer 48 Sel., 5c-10c-25c | \$27.50 |
| WURLITZER #1100                                 | 194.50   | Wurlitzer 24 Sel., 5c-10c-25c | 11.00   |
| SEEBURG #146                                    | 74.50    | Packard                       | 2.50    |
| SEEBURG #147                                    | 79.50    | Seeburg 24 Sel., 5c-10c-25c   | 11.00   |
| SEEBURG #146-H                                  | 74.50    | Seeburg 24 Sel., 5c           | 5.00    |
|   |          | AMI 40 Sel., 5c-10c           | 14.00   |

**T & L DISTRIBUTING CO.**  
1663 CENTRAL PARKWAY MAIn 8751 CINCINNATI 14, OHIO

**EVERY PIECE GUARANTEED**

|             |          |                                 |          |
|-------------|----------|---------------------------------|----------|
| AUTY        | \$275.00 | SILVER CHEST                    | \$150.00 |
| LM BEACH    | 175.00   | 8-PLAYER SHUFFLE TABLE          | 75.00    |
| LANTIC CITY | 150.00   | EXHIBIT'S DALE GUN              | 35.00    |
| NEY ISLAND  | 90.00    | 1015 WURLITZER                  | 100.00   |
| OT LITE     | 90.00    | GENCO'S SKY GUNNER              | WRITE    |
| ALICS       | 175.00   | 3 1/2 x 7 POOL TABLE (Complete) | 125.00   |

WANT TO BUY—ALL TYPES OF SHUFFLE ALLEYS. WILL PAY CASH  
ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT

**PARKER DISTRIBUTING COMPANY**  
8th AVENUE, SOUTH NASHVILLE, TENNESSEE PHONE 4-0194

|   |  |                    |          |
|---|--|--------------------|----------|
| <b>ELECTRIC SCOREBOARDS</b>             | 22' and 20' Shuffleboard cabinets, good condition, new maple tops. New pucks and accessories. \$169.50 | Life-a-Line        | \$ 75.00 |
| <b>LARGE NATIONAL COIN REJECTOR BOX</b> | MONARCH OVERHEAD SCOREBOARD, 15-21 Pts., Reconditioned   | 5-Star             | 75.00    |
| erhead, 15-21 pts. Horsecollar          | \$75.00  | Spot Light         | 125.00   |
| 15-21-59 pts.                           |  | Bright Spot        | 150.00   |
| ult Model 15-21 pts. and 15-21-59 pts.  |  | Coney Island       | 150.00   |
| 10 pts. \$95.00 ea.                     |  | Keen, Holiday      | 125.00   |
| uffield, Adl., set 12.00                |  | Leader             | 135.00   |
| cks (set of 8) 12.00                    |  | Atlantic City      | 225.00   |
|   |  | United Stars       | 145.00   |
|   |  | Jumpin' Jacks      | 100.00   |
|   |  | Golden Nugget      | 100.00   |
|   |  | Circus             | 245.00   |
|   |  | Frolics            | 245.00   |
|   |  | Palm Beach         | 235.00   |
|   |  | Bally Shuffle Line | 69.50    |
|   |  | Genco Shuf. Target | 49.50    |
|   |  |                    |          |

Wax, dozen 3.00  
Shuf. Scorepads, Ea. .25  
Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

**MID-STATE COMPANY**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickens 2-3444

**"WE ARE EASY TO DEAL WITH"**

SET UP TO HANDLE EXPORT BUSINESS . . . FOREIGN BUYERS, WRITE

| UNITED BOWLERS         | ARCADE EQUIPMENT             | Western Baseball | DRINK & ICE CREAM VENDORS |
|------------------------|------------------------------|------------------|---------------------------|
| 2 Pl. with Formica     | Bally Big Inning             | \$ 85.00         | Keeneys Submarine Gun     |
| 3 Pl. with Formica     | Evans Super Bomber           | 120.00           | Craig Ice Cream           |
| 6 Pl. Stars            | Evans Ten Strike             | 210.00           | Hupp Cold Drinks          |
| 6 Pl. DeLux            | Evans Bola Score             | 185.00           | Hof Snak Bars             |
| 6 Pl. Super            | Ex. Gun Shooter              | 150.00           | Super Vend, 3 sel.        |
| 6 Pl. 10th Frame       | Ex. Gun Patrol               | 195.00           | Cole-Spa, 600             |
| Cascades               | Ex. Space Invader            | 210.00           | Kalva, bot, 3 sel.        |
| Olympics               | Mills Panoram                | 275.00           | Revco, Ice Cream          |
| C.C. & Pl. Bola Ball   | Mut. Flying Saucer           | 125.00           |                           |
| C.C. & Pl. Super Match | Mut. Voice Recorder          | 425.00           |                           |
|                        | Midget Movies                | 185.00           |                           |
|                        | Quizzer & Film               | 95.00            |                           |
|                        | Pitchem & Batem              | 185.00           |                           |
|                        | Auto Photos                  | 1,850.00         |                           |
|                        | A.B.T. Gun Range with Rifles | 650.00           |                           |
|                        | Astroscope, 10c              | 125.00           |                           |
|                        | Bally Defender               | 125.00           |                           |
|                        | Boomerang                    | 45.00            |                           |
|                        | Bally Heavy Hitter           | 35.00            |                           |
|                        | Bally Rapid Fire             | 125.00           |                           |
|                        | Candid Camera                | 125.00           |                           |
|                        | C.C. Hockey                  | 75.00            |                           |
|                        | C.C. Pistol                  | 75.00            |                           |
|                        | Chicken Sam                  | 105.00           |                           |
|                        | C.C. Goalee                  | 125.00           |                           |
|                        | Dale Gun                     | 55.00            |                           |
|                        | Edelco Pool Table            | 75.00            |                           |
|                        | Evans Ski Ball               | 95.00            |                           |
|                        | Evans Tommy Gun              | 165.00           |                           |
|                        | DeLux                        | 95.00            |                           |
|                        | Ex. Silver Bullets           | 125.00           |                           |
|                        | Life League                  | 100.00           |                           |
|                        | Muto Photo, late             | 525.00           |                           |
|                        | Muto Photo, early            | 195.00           |                           |
|                        | Pokerino Jr.                 | 75.00            |                           |
|                        | King Pin                     | 125.00           |                           |
|                        | Sci. Pokerinos               | 85.00            |                           |
|                        | Siro's Brush Up              | 50.00            |                           |
|                        | Seeburg Bear Gun             | 185.00           |                           |
|                        | Skyfighter                   | 125.00           |                           |
|                        | Supreme Bolascare            | 95.00            |                           |
|                        | Texas Leaguer                | 50.00            |                           |
|                        | Telequiz with film           | 125.00           |                           |
|                        | Wms. Quarterback             | 50.00            |                           |
|                        | Wms. Star Series             | 50.00            |                           |
|                        | Wms. Super World Series      | 150.00           |                           |
|                        | Wurlitzer Skeeball           | 150.00           |                           |
|                        | Exhibit Jet Gun              | 225.00           |                           |

AMi Distributors for Northern Ohio

Terms: 1/3 deposit with all orders, balance C.O.D.



**Cleveland Coin MACHINE EXCHANGE, INC.**

20-21-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

*a Vaccine will mean Victory!*

Join the **MARCH OF DIMES**  
January 2 to 31

All merchandise is completely shipped and reconditioned.

|  |            |                                |               |
|--|------------|--------------------------------|---------------|
| Choo-Choo Train  | \$495.00   | Merry-Go-Round with music, new | 625.00        |
| Rocket Ship  | 250.00     | Space Ship                     | 350.00        |
| Super Jet  | 475.00     | T.V. Ride, new                 | 495.00        |
| <b>MUSIC</b>   |            |                                |               |
| AMI A  | \$175.00   | AMI B                          | 275.00        |
| AMI C  | 325.00     | AMI D-40                       | 425.00        |
| AMI D-80   | 495.00     | Wurlitzer 1015                 | 125.00        |
| Wurlitzer 1100   | 250.00     | Wurlitzer 1250                 | 325.00        |
| Seeburg 100-A  | 450.00     | Rock-Ola 46                    | 125.00        |
| Rock-Ola 47  | 165.00     | Rock-Ola 48                    | 250.00        |
| Rock-Ola Fireball 120, 45 r.p.m.   | 550.00     | Packard Wall Boxes             | 8.50          |
| Buckley Wall Boxes   | 8.50       | <b>PIN GAMES</b>               |               |
| Big Hit  | \$100.00   | Crossroads                     | 150.00        |
| Chinatown  | 150.00     | Canasta                        | 40.00         |
| Double Feature   | 75.00      | Dreamy                         | 40.00         |
| Flying High  | 150.00     | Freshie                        | 45.00         |
| Holiday  | 45.00      | Harvest Time                   | 55.00         |
| Niagara  | 140.00     | Skill Pool                     | 125.00        |
| Triplets   | 50.00      | <b>FIVE BALLS—PIN GAMES</b>    |               |
| Arizona  | 1.2-3      | Baseball                       | Grand Award   |
| Bowling Champ  | 110.00     | Big Top                        | Holiday       |
| Catalina   | Just 21    | C. C. Football                 | Nevada        |
| Circus   | '49 Majors | Crazy Ball                     | Springtime    |
| College Daze   | Tri-Score  | Double Action                  | Tucson        |
| Double Shuffle   | Wisconsin  | Fighting Irish                 | Watch-My-Line |
| These are all \$45.00 each   |            |                                |               |
| <b>SPECIALS</b>  |            |                                |               |
| SCIENTIFIC X-RAY POKERS, brand new, place your order now for early delivery. Write for prices. |            |                                |               |
| SCIENTIFIC NEW T.V. KIDDIE RIDES, \$495.00—trades accepted.                                    |            |                                |               |
| MERRY-GO-ROUND KIDDIE RIDES, brand new, \$495.00, trades accepted.                             |            |                                |               |
| 6 AUTO PHOTOS, completely shipped, new guarantee, \$1,875.00 each.                             |            |                                |               |
| 10 AUTOMATIC 10c BOWLING BALL CLEANING MACHINE, special \$125.00.                              |            |                                |               |



**What makes a smart operator?**

A smart operator is one who studies his locations, the skill of the players and the competitive games in that location. He evaluates the potential of the location and adapts his equipment to meet the needs of this particular spot.

Shuffle-Pool is designed so that a simple adjustment permits tightening or liberalizing the scoring. This is only one of many features in the new Shuffle-Pool that makes it adaptable for the right location.

SEE YOUR DISTRIBUTOR TODAY  
Let him explain this and other outstanding features of SHUFFLE-POOL.

GET IN ON BIGGER PROFITS FOR 1954

**GENCO**

MFG. & SALES CO. 2621 N. Ashland Ave., Chicago 14, Ill.

**GENCO'S**  
1 to 4 PLAYER  
**Shuffle Pool**

- REALISTIC "3-D" COLORED LIGHT-REFLECTED BALLS
- ENDLESS COMBINATIONS of Straight and "Bank" Shots (with Live Rubber Rails)
- 18 SHOTS PER PLAYER
- 50 SECONDS PLAYING TIME

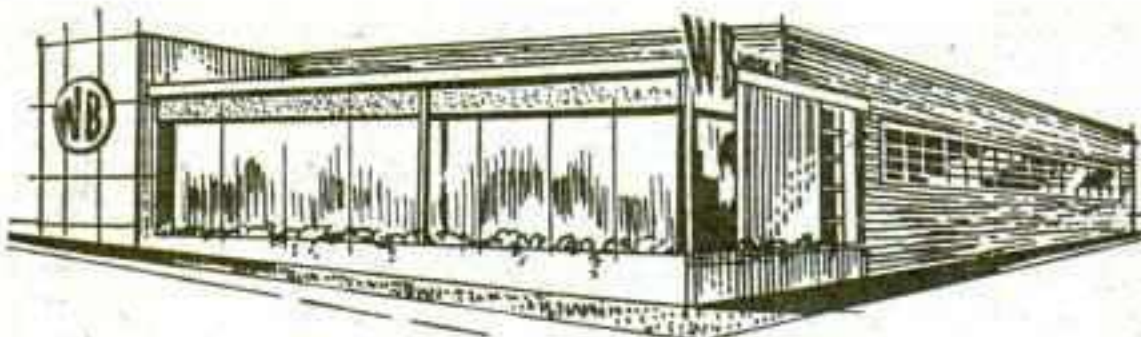


**ALL THE FEATURES OF A BOWLING GAME!**

- Formica Playfield
- Rollover Wire Forms
- Rebound Puck Return
- Size 8' x 2'

**GROWING GROWING GROWING**

and we're celebrating with a move into our own BRAND NEW HOME



The world's most modern musical merchandise facilities—featuring acoustical ceilings, steam cleaning rooms, paint rooms, dock level loading and unloading, demonstration rooms, parking facilities and host of features.

We'll be pleased to have you come in and see us when in the Kansas City area.

**WILLIAM BETZ** • **HARRY SILVERBERG**

**W. B. MUSIC CO.**

2900 Main St. Kansas City, Mo.

Distributors this territory for D. Gottlieb—Genco Mfg. Co.—Chicago Coin Mfg. Co.—J. P. Seeburg

**RECONDITIONED SHUFFLE GAMES**

|                         |                              |                                |
|-------------------------|------------------------------|--------------------------------|
| Un. Classic ..... \$385 | Un. Super 10th ..... \$295   | Un. 5 Play, F/7-10 ..... \$135 |
| Un. Olympic ..... 355   | Un. Super ..... 215          | Un. 4 Play, F/7-10 ..... 120   |
| Un. Clover ..... 355    | Un. DeLux ..... 175          | Keeney Super DeLux ..... 175   |
| Un. Official ..... 210  | Un. 6 Play, F/7-10 ..... 155 | Keeney DeLux ..... 150         |

HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS...WRITE

|                                      |                           |
|--------------------------------------|---------------------------|
| <b>BINGOS IN STOCK—RECONDITIONED</b> | <b>SPECIAL EXHIBIT'S</b>  |
| Spot Light ..... \$145               | Bright Lights ..... \$135 |
| Atlantic City ..... 245              | Coney Island ..... 175    |
| United Leader ..... 115              | Bright Spot ..... 175     |
| Beauty ..... 350                     | Frolics ..... 265         |

**CLAYT NEMEROFF • CHARLEY PIERI**  
**Monarch Coin Machine, Inc.**  
2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8

**"NUMBER" TROUBLE?**



Banner takes the headache out of adding and subtracting because everything you buy here adds up to profits!

You get all top equipment—new and reconditioned like new—at prices that are low! And you get complete service on everything you buy here. We always keep full stocks of supplies and parts ready to reach you in time for any emergency.

Operators everywhere know it's always **A BETTER BUY AT BANNER!**

**BANNER SPECIALTY COMPANY**  
Home Office: 199 W. Girard Ave., Phila. 23, Pa.  
Branch: 1508 Fifth Ave., Pittsburgh 19, Pa.

**OPERATORS!**  
LOOKING FOR A BUYER FOR YOUR ROUTE!  
Use The Billboard's Coin Machine Market Place...reaching potential buyers all over the country.  
It's economical, fast and efficient!  
TURN TO PAGE 75 FOR RATES AND INFO

**IMPORTERS** You SHOULD BE DOING BUSINESS WITH



**TRIMOUNT**  
THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurliitzer, All Models B and C and Rock-O-las.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect—all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

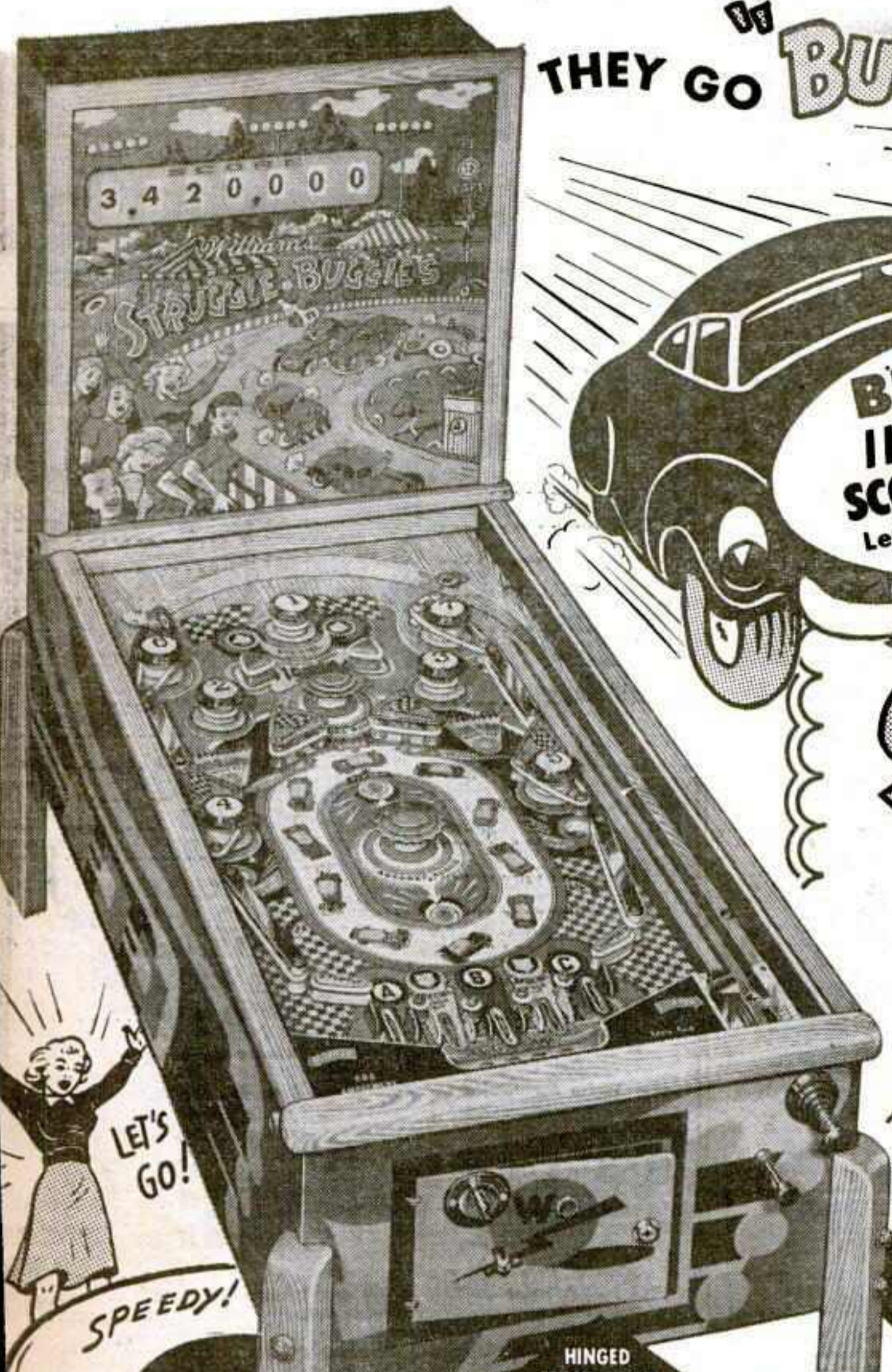
WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST  
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors

**TRIMOUNT**  
Remember IN NEW ENGLAND IT'S TRIMOUNT!  
40 WALTHAM STREET BOSTON 18, MASS.  
Tel. Liberty 2-9182

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
**"The House that Confidence Built"**  
**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**  
ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
1535 Delaware Ave., Lexington Ky. 129 W. North St., Indianapolis, Ind.



THEY GO **BUGGY** PLAYING THIS ONE!



**BIG BOLD ILLUMINATED SCORE INDICATOR**  
Lets Player See His Score at a glance!

ANOTHER *Williams* WINNER!

# STRUGGLE BUGGIES!

- ★Numbers 1 to 7 lite No. 1 Bumper for "Special".
- ★Making A-B-C Rollovers lites 2 additional rollover lanes for "Special".
- ★Thumper bumpers, rollover buttons, stand up switches and kickout holes advance buggy around track to score "Laps".

**HIGH SCORES—LAP SCORES**

**NEW! GOLD BUMPER CAPS AND FLIPPERS!**

Available with 5c or 10c Coin Chutes... We Recommend 10c PLAY!

All numbered bumper values increase from 10,000 to 100,000.

- 5 ROLLOVER LANES
- 4 ROLLOVER BUTTONS
- 2 THUMPER BUMPERS
- 2 KICKOUT HOLES • 2 FLIPPERS
- 2 AUTOMATIC RUBBER KICKERS

**ORDER TODAY!**

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

HINGED FRONT DOOR for easy SERVICING!

*Williams*  
**ORIGINATORS OF:**

- Interchangeable Front Door
- Hinged Front Door for 5-Balls
- Drum Type Scoring Reels on 5-Ball Games



CHANGE YOUR "TIRED" GAMES!  
SWITCH TO **STRUGGLE BUGGIES!**  
FOR LONG-RUN EARNINGS

**BARGAINS FOR EXPORT!**

| SHUFFLE GAME BARGAINS  |          | SHUFFLEBOARD SPECIALS         |         |
|------------------------|----------|-------------------------------|---------|
| Imperial               | \$415    | 18-22' Rock-Ola's             | \$99.50 |
| Classics               | 385      | 12' Am. Bank Board            | 129.50  |
| Clover                 | 335      |                               |         |
| South Fr. Star         | 245      | SHUFFLEBOARD SUPPLIES         |         |
| Star                   | 225      | Shuffle Game Wax, Case (12)   | \$ 3.30 |
| Official (Match)       | 215      | Fast Wax, Case (12)           | 4.50    |
| DeLuxe 6 Player        | 135      | Pucks (Set of 8)              | 14.00   |
| Player W/Form, Top     | 125      | Score Sheets, 10 pads         | 7.50    |
| Player W/Form, Top     | 100      | Fluorescent Lights, pair      | 23.50   |
| Twin Rebound           | 65       | Used Rock-Ola Shuffleboard    |         |
| Coin Crown Bowler      | 325      | Lites, pr.                    | 12.50   |
| Coin & Player Hi-Score | 150      | Adjusters                     | 18.50   |
| DeLuxe League Bowler   | 145      | New Shuffleboard Scoreboards: |         |
| Y League Bowler        | 75       | Overhead                      | 125.00  |
| Shuffle Line           | 65       | Wall Model                    | 95.00   |
| Hook Bowler            | 50       | SHUFFLE CONVERSIONS           |         |
| Leader                 | Write    | Un. Shuffle Tournament 4-Way  | \$ 75   |
|                        |          | Keeney 4-Way Bowler           | 165     |
|                        |          | Keeney Bowling Champ          | 50      |
| ARCADE EQUIPMENT       |          | PHONOGRAPHS                   |         |
| Jet Gun                | \$164.50 | Seeburg 148 Hideaway          | \$185   |
| 6 Shooter              | 149.50   | Wurlitzer 1015                | 125     |
|                        | 119.50   | Wurlitzer 1080                | 125     |
|                        |          | Late Seeburg 5-10-25 Wireless |         |
|                        |          | Wall-O-Matics                 | 24.50   |
| BINGO SPECIALS         |          |                               |         |
| Club                   | \$350    |                               |         |
| Coney Island           | \$150    |                               |         |
| Bright Spot            | 120      |                               |         |
| Spot Lite              | 95       |                               |         |
| Un. Stars              | 135      |                               |         |
| Keeney Lite-A-City     | 225      |                               |         |
| Line                   | 75       |                               |         |

**PURVEYOR DISTRIBUTING COMPANY**  
4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 8-1814

## FOREIGN BUYERS!

**Now Delivering**

New  
Williams STRUGGLE BUGGIES • Gottlieb GREEN PASTURES  
Keeney BONUS BOWLER • Bally PALM SPRINGS

International Reconditioned  
We stock a complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans music machines. Also the finest line of reconditioned pin games, arcade equipment, shuffle alleys and kiddie rides.

Cable us for our special price lists  
Parts and service manual available

**INTERNATIONAL AMUSEMENT CO.**  
1423 SPRING GARDEN STREET • Rittenhouse 6-7712  
Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

**SCOTT-CROSSE COMPANY**  
PHILADELPHIA 30, PA.

## MECHANIC WANTED

Wanted first-class Mechanic for Bingo Games.  
Must pay. Must be reliable, sober and honest.

Write  
BOX 689, c/o The Billboard Pub. Co.  
W. Randolph Chicago 1, Ill.

**JANUARY SALE!**

|                         |       |
|-------------------------|-------|
| 5 FROLICS. Ea.          | \$160 |
| 10 SPOT LITES. Ea.      | 75    |
| 3 CONEY ISLANDS. Ea.    | 75    |
| 3 ATLANTIC CITIES. Ea.  | 195   |
| 1 AMI "D-80"            | 495   |
| 2 AMI "HS-120" HIDEAWAY | Write |

1/3 certified deposit required with each order.

**COIN MACHINE SERVICE, INC.**  
422 Wilson St. Santa Rosa, Calif.  
Phone: Santa Rosa 3713

**SPECIAL**

Seeburg  
**Shoot the Bear Guns**  
Good Condition  
**\$150.00** each  
Write—Wire—Call  
**H. Z. VENDING & SALES CO.**  
1205 Douglas St. Omaha 2, Nebraska

**VERY CLEAN**

|                      |          |
|----------------------|----------|
| United CIRCUS        | \$225.00 |
| DUDE RANCH           | 425.00   |
| BEACH CLUB           | 375.00   |
| BEAUTY               | 325.00   |
| PALM BEACH           | 195.00   |
| FROLICS              | 175.00   |
| ATLANTIC CITY        | 195.00   |
| Wurlitzer, SKEE BALL | 95.00    |
| DALE GUNS            | 49.50    |
| SIX SHOOTER          | 125.00   |

**UNIVERSITY COIN MACHINE EXCHANGE**  
854 N. High St. Columbus 8, Ohio  
Tel.: UNIVERSITY 6900





**S-H-H-H-H-H..**  
**IT'S TOP SECRET NOW!...**  
*But...*  
**COMING SOON!...**  
**chicago coin's New**  
**ALL New**  
**BASEBALL GAME**  
*with Features!...*  
*More Features!...*  
*and More Features!*

**chicago coin**  
 MACHINE COMPANY 1725 W. Diversey Chicago 14, Ill.

# Shaffer Specials

## EXPORT SALE

| SEEBURG       |          | AMI     |          |
|---------------|----------|---------|----------|
| M-100-A       | \$495.00 | D-80    | \$439.50 |
| 148-ML        | 159.50   | D-40    | 399.50   |
| 147           | 109.50   | Model C | 279.50   |
| 146           | 99.50    | Model B | 229.50   |
| 1946 Hideaway | 89.50    | Model A | 139.50   |
| 1947 Hideaway | 99.50    |         |          |
| 1948 Hideaway | 109.50   |         |          |

| WURLITZER     |          | POST WAR WALL BOXES |         |
|---------------|----------|---------------------|---------|
| 1400          | \$429.50 | Seeburg 3W5-L56     | \$24.50 |
| 1250          | 249.50   | Seeburg W4-L56      | 21.50   |
| 1100          | 189.50   | Seeburg 3W2-L56     | 8.95    |
| 1015          | 99.50    | Wurlitzer 3020      | 12.50   |
| 1017 Hideaway | 99.50    | Wurlitzer 4820      | 32.50   |
| 1080          | 89.50    | AMI 5/10            | 12.50   |
| 1500          | 595.00   |                     |         |

| MISCELLANEOUS   |          |
|---|----------|
| Rock-Ola "Fireball" (120 Selection) 45 R.P.M., Like New | \$475.00 |
| Seeburg Shoot the Bear                                  | 179.50   |
| Exhibit Big Bronco                                      | 449.50   |

Terms: 25% Deposit, Balance C.O.D.  
 Write for Illustrated Catalog of Late Model Phonographs

# Shaffer Music Co.

Columbus, Ohio 606 S. High Street MAin 5563  
 Cincinnati, Ohio 1200 Walnut Street MAin 6310  
 Indianapolis, Ind. 1327 Capitol Ave. Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS



## FOREIGN BUYERS FOREIGN SHIPPERS

**1... 100... 1000** Whatever the quantity, if you are buying or selling coin equipment, parts or supplies, we are thoroughly equipped to handle your export shipments. Our experienced, expert, staff and complete export facilities guarantee you safe and efficient handling of your shipments.

**FOREIGN BUYERS...** Guaranteed delivery of equipment, parts, accessories and supplies at prices that will satisfy you. Send us a list of your coin requirements. We'll be glad to quote you.

**AMERICAN DISTRIBUTORS...** Have you been turning down export orders because you can't handle them? We will handle all your export transactions from start to finish. Contact us immediately for details and arrangements.

WE WILL GLADLY EXCHANGE REFERENCES WITH YOU

**O. O. MALLEGG** Specialists in Coin Machine Exports for Over 20 Years  
 Cable Address: PRODEX, Chicago  
 400 W. MADISON ST., CHICAGO, ILL., U. S. A.  
 Phone: FRanklin 2-4868



**Brand New!**  
**Buckley CRISS-CROSS JACKPOT BELLS**  
 5c-10c-25c-50c-\$1.00  
 Also made for many foreign coins.

**BUCKLEY WALL AND BAR MUSIC BOXES** 20-24-32 Record Selections 5c or 10c Play

**Buckley Manufacturing Co.**  
 4223 W. Lake St. Chicago 24, Ill.



## Now where's that foreign buyer?

The Jones Boys heard he was around — the foreign buyer who hasn't heard about the best place in the world to buy used coin-operated equipment. Naturally that's Jonesland. What have we got? Write the Jones Boys and find out.

Want to know more?



Exclusive Distributors  
**R.F. JONES CO.**  
 Seeburg Bally

1263 Mission St., San Francisco  
 127 E. 2nd So. St., Salt Lake City  
 1314 Pearl St., Denver  
 1200 S.E. Morrison St., Portland  
 2600 2nd Ave., Seattle

Cable Address "JONCO" - San Francisco

Send for our story, "The House the Jones Boys Built" — yours free without obligation. Write R. F. Jones Co., Dept. A, 1263 Mission St., San Francisco 3, Calif.



**Cliffy Clef**

## NOW READY!

Our Fully Illustrated Catalog of Post-War Phonographs

| PHONOGRAPHS |          | BOWLERS                  |         |
|-------------|----------|--------------------------|---------|
| WURLITZER   |          | KEENEY 4 PLAYER          | \$59.50 |
| 1015        | \$125    | CHICOIN 2 PLAYER         | 35      |
| 1100        | 250      | CHICOIN 4 PLAYER         | 110     |
| 1250        | 325      | CHICOIN CROWN            | 365     |
| 1400        | 495      | UNITED 4 PLAYER          | 99.50   |
| SEEBURG     |          | UNITED 5 PLAYER          | 115     |
| 146         | \$79.50  | UNITED 6 PLAYER          | 125     |
| 147         | 89.50    | UNITED 6 PLAYER DELUXE   | 145     |
| 148         | 99.50    | UNITED STAR              | 265     |
| M 100 A     | 449      | UNITED 10th FRAME        | 295     |
| M 100 B     | 595      | STAR                     | 295     |
| M 100 C     | 695      | UN. MANHATTAN 10th FRAME | 295     |
| A.M.I.      |          | UNITED CLASSIC           | 395     |
| "8"         | \$299.50 | UNITED OLYMPIC           | 395     |
| "C"         | 325      | UNITED CLOVER            | 365     |
| ROCK-OLA    |          | EXHIBIT DALE GUN         | 35      |
| 1428        | \$175    |                          |         |
| EVANS       |          |                          |         |
| 2045        | \$450    |                          |         |

WRITE FOR PRICES ON ARCADE EQUIPMENT

COVEN CART-SLED \$38.50

CAPCO CLEANER (plastics, chrome, etc.) \$3.95 per gal. \$12.00 per 4-gal. case

Distributors of **SMOKESHOP** Cigarette Vendors

**COVEN music corporation**  
 3181 Elston Chicago 18, Ill. Independence 3-2210  
 1545 Kelly St., Indianapolis, Ind. Garfield 9386

## FOR SALE

|                           |          |
|---------------------------|----------|
| 10 Model A AMI. Ea.       | \$149.50 |
| 10 Seeburg Bear Guns. Ea. | 139.50   |
| 5 Wurlitzer 1250. Ea.     | 275.00   |
| 10 Wurlitzer 1100. Ea.    | 229.00   |
| 1 Williams 5c All Stars.  | 59.50    |
| 1 Williams 5c Star Series | 79.50    |

One-third cash with order

**BIRMINGHAM VENDING COMPANY**  
 540 Second Ave., North Birmingham 4, Ala.

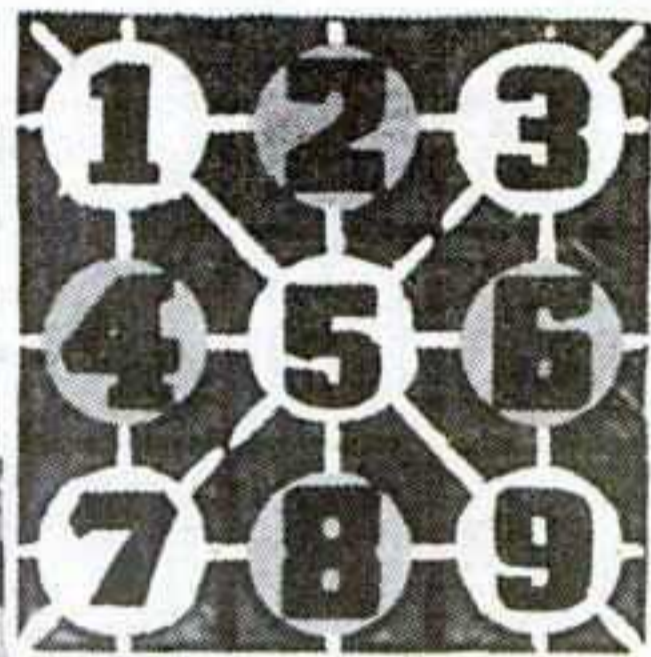
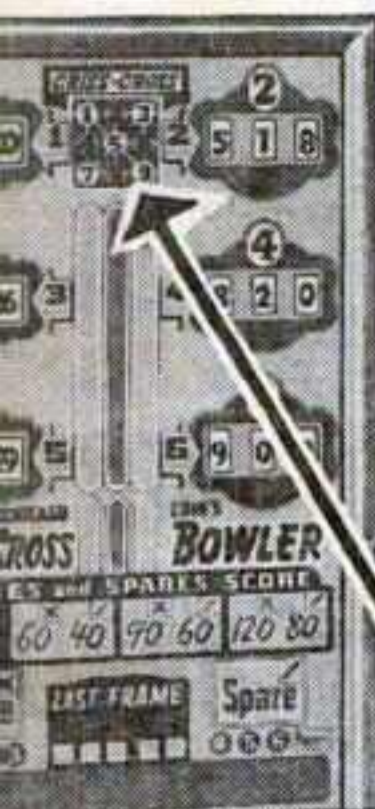


chicago coin *Does it Again!*

# CRISS CROSS

## BOWLER

OPERATORS EVERYWHERE ACCLAIM NEW BOWLING GAME MOST EXCITING ATTRACTION EVER INTRODUCED!



Featuring **PROGRESSIVE ADVANCE SCORING**  
— Plus! —  
**TRIPLE-MATCH SCORING**

**LOOK!**

8 Ways To **CRISS CROSS** By Matching Numbers — Numbers on **CRISS CROSS** Panel Carry Over From Game To Game Until A Line Is Completed.

*Plus*

★ Match A Number & Star — and Crown Feature!

★ Advance Scoring Feature!

★ Giant Pins!

★ Beautiful Cabinet Styling!

★ 5 or 10 Frame Play!

★ 45 Second Scoring!

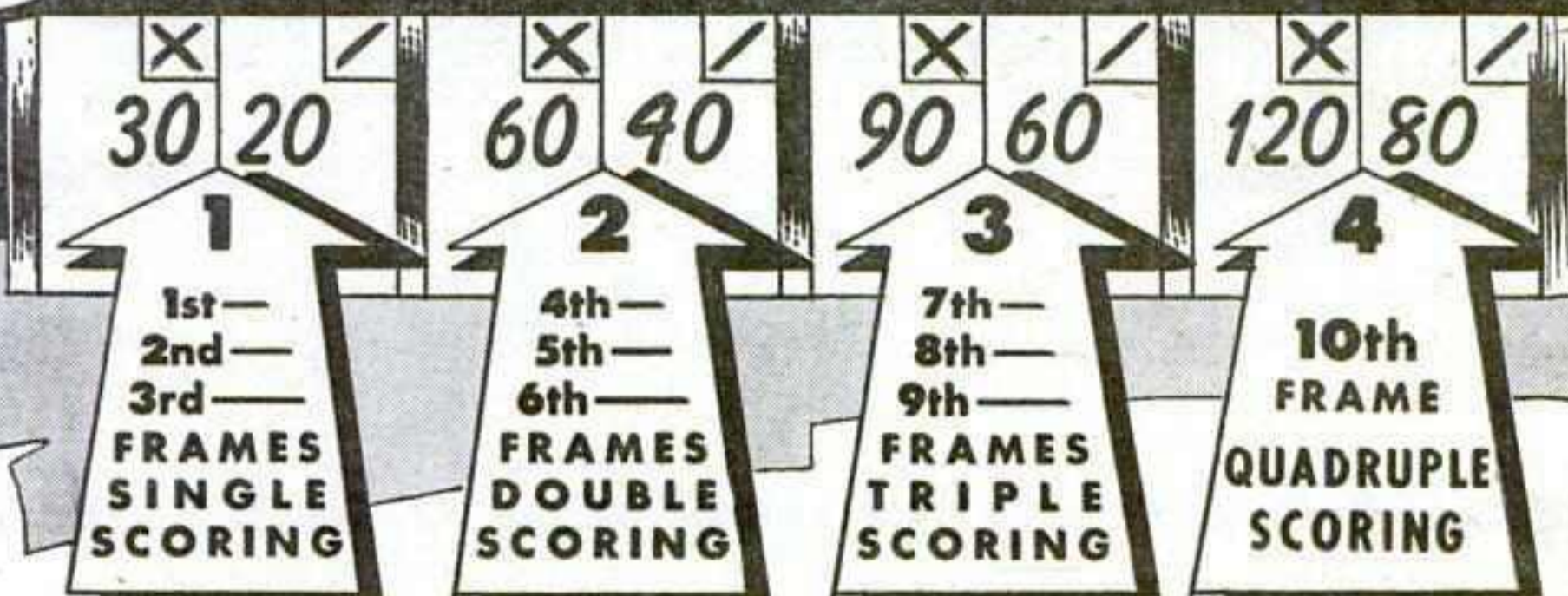
**chicago coin**

MACHINE COMPANY

1725 West Diversey Chicago 14, Ill.

chicago coin's

# ADVANCE BOWLER



★ Featuring **ADVANCE SCORING**

★ New Scoring Thrill! Top Score of 900!

★ FAST! 45 Second Scoring! Multiple Scoring on Strikes and Spares only!

★ Adjustable to Play 5 Frames

★ Giant Pins!

**chicago coin**

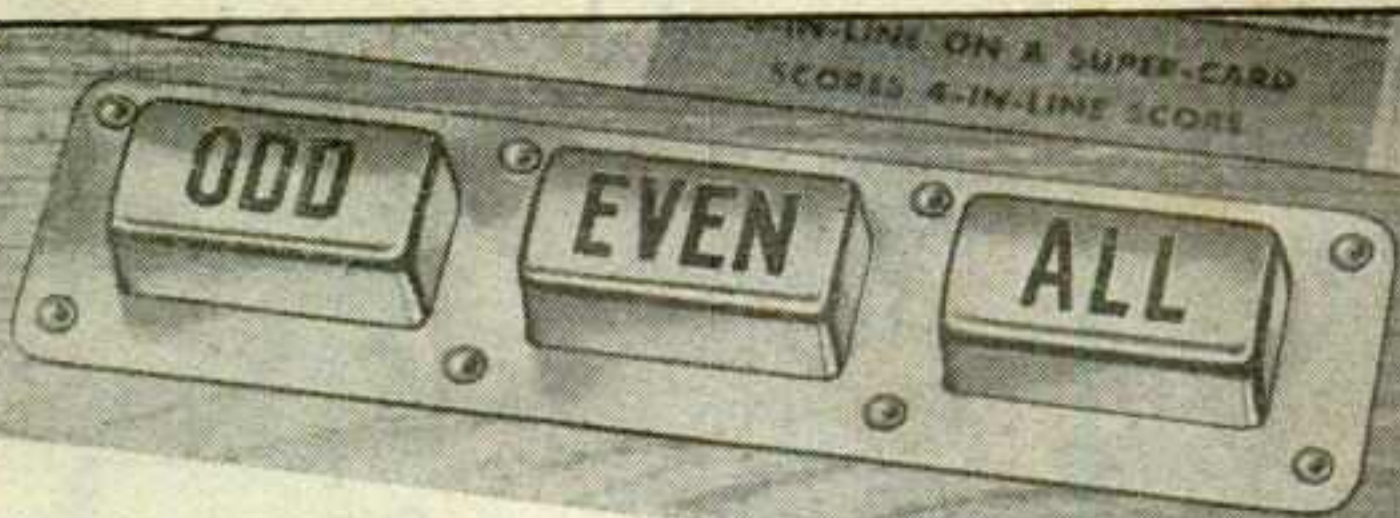
1725 West Diversey Chicago 14, Ill.

MACHINE COMPANY



# HOLD

numbers you need to build up score, cancel-out numbers you're "sorry" you hit... try again with BALLS RETURNED from cancelled numbers...



HOLD ODD OR EVEN OR ALL NUMBERS BY PRESSING **ODD** OR **EVEN** OR **ALL** BUTTON

BALLS RETURN FROM NUMBERS NOT HELD  
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

**PLUS SUPER-CARD SCORES**  
**PLUS CORNER SCORES**  
**PLUS SELECT-A-SPOT**  
**ADVANCING SCORES**  
**EXTRA BALLS**

Built into PALM SPRINGS are all the profit-proved features of the great Bally in-line games... plus the HOLD idea, greatest innovation in pin-game design in years. Get your share of the PALM SPRINGS profit. See your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

# Bally®

# PALM SPRINGS