

The Billboard

FEBRUARY 7, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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'53 Kick-Off Is Biggest in Years for Record Business

Phono Sales, Production Boom Rolling

Mfrs. See 'New' Industry; Upswing To Hold Thru Year

WASHINGTON, Jan. 31.—A boom in sales and production of phonograph sets is quietly under way, it was revealed this week in conferences of industry brass here and in New York. In Washington, Commerce Department's National Production Authority was informed by industry spokesmen that the boom is virtually transforming phonograph manufacture into a "new" industry with an upswing in public demand seen sure to continue thruout 1953. In New York similarly optimistic reports were exchanged Wednesday.

Phonograph Industry Committee, representing the Radio and Television Manufacturers' Association, the Record Industry Association of America and the Phonograph Manufacturers' Association.

The booming volume of sales...

Film Shot For Both TV, Theater Use

ROME, Jan. 31.—An accentuation of the trend which has films produced for use both on TV and in theaters took place this week with a new entry in the dual-use sweepstakes. "Theater of the Doomed," a series of half-hour films in English, will be produced in Rome for the American TV market, with each script specially written, so that three or four of the films combined will make up a complete, feature-length motion picture. The full movies, with Italian dialog dubbed in, will be distributed to theaters outside of the United States.

The project is an American-Italian co-production deal between U. S. producer Marion Gering of G-L Enterprises, Inc., New York, and Dr. Sandro Pallavicini of INCOM, Rome. Films will feature American and Eng-

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CROSBY NODS TO TV

Agencies Scramble For GE Business

NEW YORK, Jan. 31.—Bing Crosby this week tentatively committed himself to do one and perhaps two TV shows this season. This decision resulted in a dog-fight between two agencies — Young & Rubicam and Batten, Barton, Durstine & Osborn—over which is to have the billings of the sponsor, General Electric. Meanwhile, the third of the GE agencies, Maxon, got itself a hefty slice of GE business when GE this week bought "Meet Mr. Nutley," featuring Ray Milland, from Revue Productions, the Music Corporation of America subsidiary.

From the Crosby shows this

Kaye 58G for Palace 2d Wk.

NEW YORK, Jan. 31.—The second week of the Danny Kaye show at the Palace Theater, here, was good for \$58,000, against an opener of \$51,000. Both weeks did capacity, but the first one had paper the opening night.

The show, which runs for 10 shows a week at current prices, is about \$55,000. The difference comes from SRO sales which account for an additional \$2,000 to \$3,800 weekly.

season is expected to come his decision to do a regular series next fall. This, of course, is the juicy bone over which the two agencies are wrestling. The Groaner's half-hour shows, expected to be on film, will probably go into the Sunday night 9:30-10 p.m. slot on the Columbia Broadcasting System's TV network where GE now programs Fred Waring. One of the Crosby programs may be presented in late April and the other in late May. The only consideration precluding his TV shows this season is a tight working schedule because of his European vacation which is due to start in March and last until June. Bing Crosby Productions will produce the films and retain residual rights.

B. E. D. & O. services the Waring TV program, but Y. & R. has Crosby for radio on the CBS-AM web, so that the future disposition of the singer in TV is far from simple. Since the three agencies represent the client for different aspects of the giant corporation's vast electronic empire — Maxon for electronics (radio-TV sets), Y. & R. for appliances and B. E. D. & O. for institutional, it would seem that Y. & R. might get a TV program to handle since it is the only GE agency without such billings.

But Fred Waring's future as a TV salesman is not considered too

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CESANA COOKS UP CHARM ON ALL BURNERS

NEW YORK, Jan. 31.—Renzo (The Continental) Cesana will be charming the ladies via practically every branch of show business shortly. New projects include an intimate-type night club act (staged by Georgia Hale) with champagne for ringsiders and a trio of ballerinas; a "Boulevard Will Rogers" syndicated column, titled "Don't Be Afraid My Darling," on which King Features has an option; two new Columbia Record albums (he composed music on one) out next month; a possible movie in Rome, and a merchandising program for "Continental" smoking jackets, etc.

In addition, he guests on Tallulah Bankhead's TV show February 7, and is currently negotiating with Du Mont and another network for the sale of two new TV packages—not "The Continental"—which he has written and produced.

Marg O'Brien TV Pix Talked

HOLLYWOOD, Jan. 31.—Bing Crosby Productions this week was considering featuring Margaret O'Brien in a new film series.

The show would have her do a series of readings in the style of Charles Laughton, but would concentrate on much lighter material.

Cafe Owners Pledge Unity On All Future Negotiations

By BILL SMITH

NEW YORK, Jan. 31.—The Theater Restaurant Owners of America, representing 350 clubs in about 42 cities, wound up its first annual convention Thursday

promise to stick together in their battle with the American Guild of Variety Artists. All the members, however, agreed that it need not come to an open fight if a mutual agreement on major points can be reached.

The chief hurdle is the AGVA demand that ops contribute \$2.50 per week per performer to the union's welfare fund. The second, and perhaps an even bigger obstacle, is AGVA's claim that all its members are employees and not independent contractors which the cafe men consider them to be.

Added to these is a firm position taken by TROA in all future deals with the music license firms. It was agreed that in the future none of its members will negotiate contracts with either the American Society of Composers, Authors and Publishers or Broadcast Music, Inc. The licensing orgs would be required to negotiate with TROA's executive committee.

Unions Too

The same pattern will be followed, it was decided, with all organizations which now have contracts with individual members which will come up for renegotiation. These will include all unions.

Where a union has a local, the branch of the TROA will deal with it, subject to the approval of the TROA's executive body. The employer-independent con-

tractor interpretation came in heated discussions. Lou Walters, Latin Quarter op and president of TROA, disclosed he was being asked for \$14,000 by the New York State Unemployment Insurance Board for failure to deduct and contribute certain sums for performers. Walters' contention was that these people (he gave as examples, Sophie Tucker and Milton Berle) were not employees; they were independent contractors, all as such, he had to pay. He said he was ready to take the case to the highest court.

TV Duo May Be for Real

NEW YORK, Jan. 31.—Arthur Murray is negotiating for Rosemary Clooney and Jose Ferrer to appear as a team on his Du Mont Television Network program sometime next month.

Miss Clooney plans to marry Ferrer as soon as his divorce from Phyllis Hill is final. The Murray show is aired on Sunday nights at

All-Industry Levels High For Dec.-Jan.

Hits Are Spread Wide; No Slump After Christmas

By PAUL ACKERMAN, NEV GEHMAN, IS HOROWITZ and BOB ROLONIZ

NEW YORK, Jan. 31.—The record business on the manufacturer, distributor and dealer levels has just concluded two lush months of business—December and January. In some instances, the business volume racked up by firms reached record-breaking proportions; in others it was very strong or good. Virtually no firms experienced weak business. Tradesters noted two pertinent factors. The hits for some weeks have been widely spread—with no one or two diskeries having a corner on this commodity. And business, which generally dips for a period of two weeks after the Christmas holidays, did not do so this time. In fact, holiday business

Capitol Takes Over Cetra Opera Catalog

NEW YORK, Jan. 31.—Capitol Records has taken over the largest library of recorded opera in the world, and has greatly strengthened its position in the classical field, as a result of three-party conferences between representatives of the Italian diskery, Cetra; Dario Soria, head of American Cetra-Soria, and Glenn E. Wallichs, president of Capitol. The successfully-concluded agreement provides that Cetra and Cetra-Soria records will be manufactured and sold by Capitol here, effective April 1. Capitol, the only company whose records are manufactured and distributed thruout the world under its own label, has appointed Cetra as its Italian representative.

The long-term transaction will involve payments between the principals of over \$1,000,000.

From the standpoint of dealers,

THE MODERN WAY

to clean windows? Use this strange, new dry cleaning cloth which cleans without mess and entirely replaces liquids. It's just one of the brand-new hot items listed for quick sale in this week's Billboard classified columns. The modern way to move your goods and services is to get just what you're looking for in hundreds of categories. That's practical and money items. That's simple, too. Just turn to the three Billboard classified sections in the merchandise department every week! For your profit's sake, use them, read them regularly.

What Do You Want To Buy or Sell? See pages 48, 67, 86.

TV Firm Eyes Chaplin Studio

CHICAGO, Jan. 31.—Dickering via trans-Atlantic phone for the purchase of Charlie Chaplin's Hollywood film studio by King Studios, Chicago and Hollywood TV film producers, has been under way for the past three weeks, Robert Eiringer, King president, disclosed this week.

Chaplin studio is 350 feet on Sunset Drive by 600 feet on La-brea.

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Billboard Backstage

By JOE CSIDA

I wonder if you've ever wondered why the numerous situation comedies modeled after "I Love Lucy" fail to match the genuine warmth, the wholesome humor of the Lucille Ball-Dick Powell show. Being a professional wonderer concerning matters such as this, I often have. And I have done a little more. I've tried, as circumstances and time permitted, to find out why.

One clue I have, I ran into some 10 or 12 years ago on my first visit to Hollywood. Like everyone else who makes his maiden trip to the film capital, I did the rounds of the studios. At one of them (I don't remember which, at this late date) they were shooting a thing with Miss Ball and Dick Powell. She was no more beautiful than she is now, nor any less a regular guy. I'd watched them shooting a few pictures before I made the Ball-Powell set, and a few after. On all the other sets there was a somewhat grim air. The directors, the actors, the cameramen, the grips all seemed tense and on the edge of a scream. Not so around the Ball-Powell set.

It was early in the morning, about nine o'clock, and Miss Ball

and Powell were playing a love scene in a rustic setting. A camera, high on a boom, peered down at the couple. The director yelled, "cut," and then to the cameraman: "Get down on Miss Ball."

Miss Ball made a comment on this instruction which I shall not print here in this family journal. Not that she used obscene or otherwise unprintable language. She merely made a very funny comment. Everybody on the set got a big chuckle out of it and relaxed. And got back to shooting the scene, which came off perfectly on that very next take.

I am making the point that Miss Ball is that rare combination of a beautiful woman and a really good guy. A lovely lady who doesn't take herself too seriously. I say that this quality transmits itself to her fellow players, her producer-director and everyone else around her. On the "Lucy" show, indeed, I'm quite certain that all the people are of the same heart and spirit. Speaking of "Lucy's" producer-head writer, I know for sure he is. His name, of course, is Jesse Oppenheimer. When I was in Hollywood last November I had breakfast with

him one morning. He pretty much substantiated the theory I've outlined above.

And this guy who produces the number one show in television, and whose name and title is flashed on the glass face of television sets in some 14,000,000 homes every week, told me this story about himself.

He ran into a fellow with whom he'd gone to college years ago, and whom he hadn't seen since college days. This fellow was an insurance salesman. "Jesse," he hollered, "Jesse Oppenheimer, you old son of a gun! Imagine running into you. I was playing poker with some of the fellows in our class the other night, and your name came up. We all said 'What do you suppose ever became of old Jesse Oppenheimer?' Tell me, Jesse, old boy, what are you doing with your-what are you doing with your-"

"Oh," said Jesse, "I'm in television . . . getting along, kind of." And he didn't laugh till the insurance guy excused himself to leave . . . to lath on, no doubt, to someone in a sounder and less hectic type of business, where the life span figures to be a little longer.

Legit Line-Up

Two years ago Actors' Equity dropped summer theater managers' suggestion that stars turning the strawhats were required to rehearse five days—with each troupe before opening. This was because the managers later decided that stars would demand such high prices as to be prohibitive. Now Equity Council, after complaints from deputies and its strawhat committees on countless problems involving one-day rehearsals, has passed a resolution that either the five-day rehearsal must stand or a complete package be hired instead of a limited one involving only the leads. Council is now listening to summer managers' complaints before making final conclusions. . . . The Council is also awaiting official interpretation on the McCarran-Walker Immigration Act before sending John Kennedy to British Equity in London, to discuss mutual hiring of alien performers.

"Polishing 'On Borrowed Time,'" with original director Demetrius Vilan busy on the Coast, is Marshall Jamison, assistant to Joshua Logan. When Logan takes "Picnic" to Boston, he'll also give "Time" the once-over there. . . . "South Pacific," booked into Miami by Bernard E. Selevan and Sam H. Grisman, hit the top for legit box office there, with 106G advance against a possible 142G for its full 11-day, 15-performance run. . . . Robert Downing's "Around We Go" will bow in April at the Houston Playhouse, two-year-old arena theater, with Joanna Albus direc' g. Play

spotlights a Carney background. . . . The deadline date for Players' Guide entries is February 5. . . . Equal Fielding will resign February 1 from Cincinnati's Stage, Inc., theater group, to set up a professional stock theater next fall.

EQUITY ENDOWS COAST PROJECT

Actors' Equity has awarded West Coast membership \$3,000 (\$2,500 from Actors' Equity and \$500 from Chorus Equity) for setting up an Equity Theater Project there. . . . David Wayne may assume the lead in the U. S. version of "Murder Mistaken," London hit produced by Wauna Paul and written by Janet Green, with Edward Choate and George Ross producing here. . . . Albert Lewis will start mid-April casting on "The Greatest Story Ever Told," dramatized by Fulton Oursler and Henry Denker from the late Mr. Oursler's book, for a tour of 20 cities starting in September, with a New York Easter Week, 1954, opening scheduled. The show will feature a cast of 50 and a chorus of 20. . . . Curtney Burr and John Byram set up a producing office this week. . . . The musical "Hazel Flagg" has been postponed for New York from February 5 to 11. Tickets already bought for February 6, 7, 9, 10 will be for paid previews. Holders may exchange if desiring. . . . Geraldine Page was elevated to stardom this week in "Mid-Summer," her first play on Broadway. . . . William Stuckey's "Touchstone" follows "Male Ani-

mal" into the Music Box, New York, on Tuesday (3). . . . Upcoming is Samuel Taylor's "Sabrina Fair." "A Woman of the World," probably to be produced by John Fearnley.

NEW DRAMA GROUP READIES 'CITIZEN'

The New Dramatists Workshop, February 11-12, will present its first new play of the season, "Citizen," by Norman Lessing, at the Palm Gardens, New York. . . . USO-Camp Shows will send to Europe a streamlined version of "The Merry Widow" on Monday (2). . . . "Carnival in Rio," Brazilian revue, will be brought to the U. S. soon by Harry Kosarin and David Samuels. The cast has 30 people, including a dancing-singing chorus of 16. . . . The biggest hit Copenhagen, Denmark, has ever had, "Sunstroke," an intimate revue, closed Sunday (18) with a record run of 410 performances. The Dagmar Theater there has scheduled April 15 for its new revue. . . . Noted Italian dramatists are planning a Mid-night Theater in Rome to operate from the old Nottambulo Theater. The Italian Riviera's resort town, San Remo, will use legit as winter and spring tourist lure. The town has lined up the country's top stars in many shows, including "Twentieth Century" and "Every-one Does Broadway."

A new tent for musicals, to play a 12-week season, beginning June 12, is set for Hamden, Conn., with Carleton Spear, general manager.

Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 31.—If half of the third dimensional projects now being discussed behind closed doors ever materialize, you'd better pack a pair of polarized specs with your bifocals. The movie industry is experiencing its first surge of enthusiasm for something new since the perfection of color film. Twentieth Century-Fox, RKO, Universal-International, Columbia Pictures and Allied Artists, among others, are known to be ready to enter the third dimensional race. Some in the industry, such as Sol Lesser, feel that if the meteoric rise of third dimension continues, it may backfire at the box office—that the public may be lured by the ballyhoo of depth and start passing up the older flat productions. Studios would then be left holding multi-million dollar backlogs.

As far as this reporter is concerned, this appears unlikely. I am inclined to feel that the play's still the thing and moviegoers will continue to be attracted by top productions whether or not they have the benefit of such added attractions as color or dimension. Such films as "High Noon," "Mem-

ber of the Wedding" or "Treasure of Sierra Madre," to go back a year or so, base their audience appeal on fine story material, top direction and good acting, and can prove themselves both at the box office and in the collection of honors without gimmicks.

The current craze for dimension was created by the phenomenal success of Arch Obler's "Bwana Devil." Patrons flocked to the theaters to see "Bwana Devil," but it seems difficult to determine whether the turnaway crowds can be actually attributed to the success of third dimension or to the public's response to the film's ballyhoo. The promise that lions will leap from the screen into one's lap stimulated the curiosity of patrons. Whether or not third dimension could do repeat business remains to be seen. I for one would just as soon not put up with the distracting play of paper rimmed spectacles and the resulting eye strain, and take my film far straight and flat.

It should be remembered, however, that at this stage of the industry's history, when it is locked in a losing battle over audience

with television, that it may turn in desperation to anything that can bring back the crowds. The overwhelming success of Obler's experimental film is enough to whet the appetites of producers. Obler's "Bwana Devil" was produced for less than \$300,000. Last week, it was sold to United Artists for \$1,750,000, after having earned approximately a half-million dollars during its introductory runs. Obler reportedly came out with a \$500,000 profit on the film after taxes. Others benefiting similarly in the success of the film were partners Sid Pink, Sid Feder and Milton Gunzburg, president of the Natural Vision Corporation, firm that owns the third-dimensional process used in the production of the Obler film. (Gunzburg reportedly owned 5 per cent of the picture's gross earnings.)

So great a margin of profit on a film hasn't been tasted by the motion picture industry in many a year. The natural tendency is to partake of this money-making innovation. However, it would be wise to see whether or not third dimension as we now know it will continue to pull in the crowds.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 31.—Show-biz folks who hire experts to compute their taxes may be interested in this story related by an Internal Revenue operative. Seems that Internal Revenue in the course of investigating a tax case found an ex-school teacher amassing a sizable fortune in the role of an income tax "consultant." The fellow's devices, the crude and unimaginative, were amazingly successful until Uncle Sam found him. He merely collected the tax revenue from his clients and pocketed the coin. If the taxpayer-client paid by check instead of cash, the "expert" erased the payee's name on the checks and inscribed his own. Once when he found it impossible to erase the name of the taxpayer, he returned the check to the taxpayer and got one payable to himself by explaining that the check had not been accepted and that he had paid the money out of his own pocket. After receiving the money in these cases, the "consultant" reduced the net income originally shown and filed a false non-taxable return or no return at all. Says Internal Revenue: Hire a tax expert if you want to, but be sure he's a reliable one.

AMUSEMENT TAX CUTS BOILING

Signs are stronger than ever that Congress will get down to brass tacks this year to slash amusement excises. The congressional timetable on excises has been advanced by a pressure drive to exempt movie theaters from the federal admissions tax. Theater folk pushing this drive have been doing their job behind scenes quietly but with astounding results. Altho the 83d Congress is hardly a month old, nearly 50 bills have been dropped in the hopper proposing tax relief for film houses. This is a remarkable volume of legislation, especially in so short a time. It is having the effect of stirring into action an army of adherents of other excise cuts. Bills have been hopped to repeal or cut federal taxes on phonographs, phono disks, cabaret admissions, cigarette packs, liquor, TV and radio sets. Counter-drives are being pushed by interests seeking an end to taxes on jewelry, furs and other luxuries. House Ways and Means Committee will schedule hearings soon after a showdown is reached on personal income tax reductions. In a separate step, the House Ways and Means Committee is preparing to seek an end to overlapping and duplication of State, federal and local amusement taxes. Less than

a week after the new Congress opened, it got a report left over from the previous Democratic House Ways and Means Committee urging an end to those tax duplications. The new GOP-led committee is studying the recommendations afresh with strong encouragement from President Dwight D. Eisenhower and his fiscal advisors. A blueprint to end the overlapping is definitely in the works. President Eisenhower may soon go publicly on record urging the move.

NEW JUKE BILL IS PENDING

A new version of the Bryson-Kelauver Bill to extend the Copyright Act to juke box playings will be introduced later this session. Rep. Joseph C. Bryson (D. S. C.), co-sponsor of the controversial copyright bill which got snagged in the last Congress, tells us he's definitely planning a new version, altho he has done no concrete thinking on it yet. Chances are that the new bill will not be exactly identical to last session's scrapped measure, but it will be along similar lines. Right now, outlook for passage of the legislation is no brighter than it was last year. . . . Beginning to attract enough notice to raise possibility of a Broadway tryout is a new play, "All Summer Long," which is in its third week of a world premiere run at the Arena Stage here. Adapted by Robert Anderson from a novel by Donald Wetzel, the play sensitively and movingly tells the story of a boy growing up.

St. Paul Blast At Camera May Blackball City

ST. PAUL, Jan. 31.—Mayor John Daubney's one man attack last week on the town's Guild's "I Am Camera" at the St. Paul Auditorium touched off a flare-up which may injure future local bookings. Daubney told the City Council the day following the opening that "Camera" was "filthy, vile and indecent" and a "disgrace to St. Paul." Public Safety Commissioner Robert Peterson (who had not seen the play) called it "New York's gutter culture." At the mayor's insistence, three police officers took in the Tuesday matinee. Trio, including a policeman, reported they could find no violations of the city ordinance.

The Daubney blast of "Camera" was a boon to business, however. Auditorium manager reported Monday night take at \$4,031. The Tuesday matinee, which began before the daibles carried the mayor's attack, grossed \$1,077, with evening finale jumping to \$4,350 for a total of \$9,459.42, a good gross for three performances here.

Julie Harris, star of "Camera," was greatly upset by the Daubney attack and said, "Someone with a filthy mind might think it's filthy, but no one else possibly could." (Continued on page 2)

BROADWAY SHOWLOG

Performances thru January 31, 1953

DRAMAS

Bernardine (Playhouse)	10-16, '52	126
Dial M for Murder (St. Nicholas)	10-29, '52	172
Mid-Summer (Plymouth)	1-21, '53	13
The Bat (Winterthur)	1-20, '53	15
The Children's Hour (Garden)	12-18, '52	52
The Crucible (Martin Beck)	1-22, '53	12
The Deep Blue Sea (Marocca)	11-5, '52	101
The Fifth Season (Carl)	1-23, '53	11
The Fourposter (Golden)	10-25, '51	335
The Love of Four Colonels (Stuber)	1-15, '53	20
The Male Animal (Music Box)	1-17, '53	315
The Moon Is Blue (4th Street)	3-8, '51	787
The Seven-Year Itch (Fulton)	11-20, '52	125
The Time of the Duckoo (Empire)	10-15, '52	125
Time Out for Ginger (Lyceum)	11-25, '52	77

MUSICALS

An Evening With Beatrice Lullie (Booth)	10-2, '52	141
Gays and Dolls (46th Street)	12-15, '50	989
New Faces 1952 (Revue)	5-16, '52	300
Pal Joey (Broadhurst)	1-3, '52	452
South Pacific (Majestic)	4-7, 1949	1,572
The King and I (St. James)	3-19, '51	771
Two's Company (Astor)	12-15, '52	56
Wish You Were Here (Imperial)	8-25, '52	253

COMING UP

(Week of February 2)
Low's Labour's Lost. . . . 2-9, '53 (N. Y. City Center)

London Dispatch

By LEIGH VANCE

LONDON, Jan. 31.—The most independent of the British newspaper barons is pukeish Canadian-born Lord Beaverbrook, whose "Daily Express" has a circulation of well over four million and whose "Sunday Express" is the most influential of the popular week-end papers here. Third of the Beaverbrook group is the London "Evening Standard," well-known for its hard-hitting theatrical and film criticism.

In recent months there have been rumblings in the American section of the motion picture industry here against the film reviews in all of these organs. Recently M-G-M's British chief, Sam Eckman, and Warner Bros. Arthur Abeles have withdrawn their advertising from both the Standard and Sunday Express because, they say, the reviews are "unfair." Their joint advertising runs to about \$700,000 a year—a hefty whack for any newspaper to lose. But no sooner did the film companies come out with their attack than Beaverbrook lashed back with a biting statement which said that, as he did not want the "Daily Express" critic to feel out of tune with his colleagues, the daily would therefore accept no further advertising from the two film companies.

The affair has sparked a furious controversy in the press. Almost all papers side with Beaverbrook's action, claim that the M-G-M and Warner Bros. action—if followed—would strangle freedom of the press. Feeling here is that the film companies have made a prize blunder by launching the move at a time when informed opinion in Britain is hardening against spending dollars on importing Hollywood's epics at all.

BRITISH DISKINGS ON UP-GRADE . . .

The music publishing business in Britain is in about the same position here today as that in the U. S. 20 years ago. Only recently has the power of selling of disks been fully exploited. It was a general shock to Briti showmen to watch the fabulous Palladium successes of names like Guy Mitchell and Frankie Laine—whose reputation over here was solely wax inspired. It seems that since then there has been a great awakening all round.

About 18 million pop disks are sold annually in this country. Singer Jimmy Young is the top seller, polling about 125,000 sales so far for his top numbers, "Too Young" and "Kiss of Fire." Vera Lynn is the top saleswoman, followed by Lita Roza and Anne Shelton. Behind Jimmy Young on the male side come Lee Law-

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Vol. 65 No. 6

Rome Round-Up

By SYD STOCEL

ROME, Jan. 31.—Economists haven't as yet got around to telling us why, but business seems to be better than good everywhere, especially in show business. Movie houses are crowded more than ever before, the opera is packed nightly, concerts are drawing good-sized audiences and—believe it or not—even the legitimate theaters have to dust off the SRO sign from time to time.

The big surprise of the legit season is the continued success of Vittorio Gassman's four-hour "Hamlet." Acclaimed by critics as the season's top show, "Hamlet" opened on November 26 at the Valle, and it is still going strong—quite an achievement here, when you consider that a three-week run is touted as a smash success. It is interesting to note that "Hamlet" is drawing a new type of audience to the theater—moviegoers who are seeing a drama in the flesh for the first time.

Milan, too, has had its hit show of the season, and the critics are still blushing every time someone mentions Arnaldo Fracaroli's comedy, "We're All Milanites." When the show opened last fall at the Manzoni Theater, critics jeered it in no doubtful terms, calling it "amateurish trash fit for the garbage truck," etc. The show closed last week after 140 consecutive performances, setting an all-time record.

ITALIAN DISKERS ADD KIDISKS . . .

Taking a cue from the Americans, Italian diskeries are now adding kidisks to their lists. The platters are quite good, tho it will take us some time to become accustomed to Pecos Bill drawing, "I reckon so, Pahdna," in Italian. Local disk jockeys are raving over a series of records put out by M-G-M in Italy featuring a Carnegie Hall concert given in March 1946, by Woody Herman and his band. Picked for pats and posies were Ralph Burns, Sonny Berman, Dave Tough, Red Norvo, Chubby Jackson, Phil Phillips and Bill Harris.

The George Raft picture has been re-titled from "Cairo Incident" to "Algiers Incident." Yes, it's being made here in Rome. . . . George Saunders has arrived (alas, without Zsa Zsa!) to make "New Wine," with Ingrid Bergman as co-star and Roberto Rossellini at the megaphone. . . . Director John Huston has left the Excelsior for Ravello, near Naples, to film "Beat the Devil" with Jennifer Jones and Humphrey Bogart. . . . Errol Flynn is back at work on "Don Juan's Teacher," after a two-week tussle with Don Jauncey. . . . Linda Darnell's first Italian pic, which starts next month, will be "Forbidden Women." The director will be Giuseppe (Bitter Rice) De Santis.

DISTRIBS IRATE AT CENSORS . . .

Film distributors are bitter at the current Christian Democrat censors who have become so prudish that even the strict Fascist censors now appear like liberals in retrospect. What hurts theater owners is not so much films that have been cut by the censors, but flicks which are okayed for release with the provision that minors under 16 will not be admitted. The regulation is rigidly enforced and cuts down attendance by as much as 25 per cent.

The National Dramatic Authors Union of Italy is continuing to fight foreign plays and is now preparing a regulation whereby non-Italian show can be translated and adapted for the stage here only by Italian authors regularly registered with the government.

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Highlight Reviews

TV FILM

Sothorn Is Slick 'Secretary,' But Seg Is Strictly Out of Stereo File

By JUNE BUNDE

"Private Secretary" belongs in TV's slick but stereotyped situation comedy file along with "Meet Millie," "My Friend Irma," "My Little Margie" and such close kin as "I Married Joan," "My Hero," and (still undisputed champion) "I Love Lucy." The series is smartly mounted, and flicker star Ann Sothorn is an excellent actress, but format and script-wise the show smacks too much of the assembly line to make much of a dent in an already over-crowded field.

Miss Sothorn (as Susie Camille McNamara of the title role) plays a sort of intellectual Maisie—so-

phisticated in voice and speech, but given to knocking golf balls around the office and sashaying thru jitterbug routines after hours. The terping took place in the first episode, when her talent agent boss (Don Porter) asked her to look after his teen-age niece (Gloria Winters) while he was out of town. The stock plot-line then decreed that the niece's teen-age beau (Michael Hall) ask Miss Sothorn to help him break up the young gal's romance with an older man (Walker Reed).

Thereupon Miss Sothorn donned a Maisie-like sequin-and-feathers outfit and proceeded to

drive Miss Winters mad with jealousy by prancing thru TV's idea of the Lindy Hop with her callow escort. Miss Sothorn is an accomplished comedienne, equally effective in slapstick or high comedy (as witness her academy award nomination for "Letter to Three Wives"), so she managed to make a good deal of this juvenile fare funnier than it actually was. Porter followed her lead and underplayed to advantage too, but the rest of the cast turned in painfully overdrawn performances.

The show deserves high praise (Continued on page 12)

NIGHT CLUB

Georgia Gibbs a New Thrill, With Superb Style, Vibrant Personality

By BILL SMITH

There are few girl singers around today who can match Georgia Gibbs' selling savvy. Coming out to a show-me house jammed with traders who knew her when, Miss Gibbs proceeded to do a show that had them yelling for more. The gal's routine consisted of oldies, pops, her Mercury reprise, "Kiss of Fire," and her new Mercury disk, "Seven Lonely Days," a country tune which will hit the trade next week. She also sang "Yiddisher Momma" and a few more novelties. Each number had skill written all over it. Each move, each phrase, up or down tempo, had the house on the edge of its seat. Even her occasional talk between numbers was apt and with just enough humility to add stat-

ure to her already superb singing performance. This is a new Georgia Gibbs, a vibrant personality with a voice and sight bits which should make it in almost any medium where visual values are important.

Sue Carson has done something to herself that adds much to her appearance. She also works a lot better, tho her material—all special comedy—can stand additional hypos. Her best were her "Never Trust a Man, Period" and "Seven Lively Arts." The latter has been in her book for a number of years, so she knows how to handle it. The former, "Never Trust . . ." is apparently new, tho a great piece of material. Using a bridal costume and a Judy Holliday-ish piping delivery, Miss Carson gets

screams. Unfortunately, much of the comedy values inherent in this number are lost thru her over-mugging and over-punching snapper lines. Such a number gets heightened values if undersold. The middle of Miss Carson's act is weak. It depends on take-offs, mugging, etc. Her Lena Horne copy was the best of this seg.

La Vie En Rose, New York

(Tuesday, January 27)

Capacity, 190. Price policy, \$4-\$5 minimum. Shows at 8:30, 12:30 and 2:15. Operator, Monte Proser. Booking, non-exclusive. Publicity, Gene Weber. Estimated talent cost this show, \$3,500.

TV FILM

New Series Offers Fem Features In Fresh, Departmentalized Format

By GENE PLOTNIK

The aim of the new Telenews package is to offer the ladies, via TV, the type of material they're used to getting in the slick women's magazines. There will be a new release every week, consisting of from five to eight separate features with a total running time of at least 1½ minutes. The station may run the week's release as a complete quarter-hour show in itself, or it may break up the separate features and integrate them into a locally produced fem show.

The several departments of the program include fashions, food,

furnishings and famous females. While these types of features are not exactly new to TV or theatrical newsreels, it must be said that the approaches employed in the show caught were somewhat different and so more interesting and attractive than the usual.

For instance, the fashion feature opened with shots of a couple of average American girls strolling thru Paris. There were several good long shots of famous Parisian landmarks, Notre Dame, Place de la Concorde, and so on. Finally the two girls landed up at Christian Dior's boutique,

where they were shown rummaging thru scarves and hats and then trying on dresses, always with the price tag played up. Certainly if producer Leona Carney will avoid the straight, hackneyed modeling shots and continue to round out her fashion features this way, the gals at home should be grateful.

The food feature in the segment reviewed was set at Gogi's LaRue in New York, where the chef quickly gave his formula for the sauce he uses on his duck à l'orange; then the dish was shown (Continued on page 12)

TELEVISION

All Work, No Play Makes Jack Dull Boy; He Fiddles While Room Squirms

By JUNE BUNDE

Hoary theatrical tradition decrees that every comedian be a frustrated tragedian. Last Sunday (25) night Jack Benny fulfilled his own personal yen to be a concert violinist, via a solo performance of "Love in Bloom," backed by a 60-piece symphonic orchestra. The results were pleasant, but lacked the sock showmanship of Benny's last TV show with the Jimmy Stewarts.

The concert gimmick would have been fine for a brief pay-off scene at the finish, but it was hardly the stuff of which top-notch, half-hour comedy shows

are made. The rest of the program was little more than window dressing for the concert which ran for several minutes, with Benny playing it straight for the most part. The basic trouble was that while Benny is a competent violinist, he doesn't play well enough to generate any genuine musical excitement, yet he doesn't play bad enough to be really funny.

Consequently, the audience was kept in a constant state of indecision thruout. Benny's relatively few concessions to comedy (walking on stage first without his

bow, giving a piqued double-take to an over-enthusiastic cymbal player, etc.) were beautifully timed as usual, but the audience seemed hesitant about picking up laugh cues for fear of laughing in the wrong places.

Benny's stint as a straight musician was curiously touching, particularly when camera close-ups caught a tight-lipped, almost frightened expression on his face while he was playing.

The show opened in Benny's dressing room, where he confided his childhood dream of becoming (Continued on page 11)

Crosby Nod to TV Starts Agency Scramble for Biz

• Continued from page 1

rosy. While he is currently starting an eight-week road trip, two of his programs will be done remote from Los Angeles and Kansas City, Mo. The client is using six half-hour dramatic films made by Sovereign Productions to replace him. Should these films get substantial ratings, there is every chance that they may be used not only in the summer, but also to replace Waring next fall.

Who, Where?

Which agency gets Crosby will probably depend upon which division GE wants him to represent.

OPTIMISTIC

Patt Says AM Healthy, Proves It

DETROIT, Jan. 31. — There is no sound basis for pessimism in the radio business today, John F. Patt, president of WJR and WGAR, told an annual staff conference here last week, because "it is still the leading mass medium reaching the greatest number of people at the lowest cost." Patt backed up his optimistic predictions for 1953 by solid statistics from WJR's own books for 1952, highlighted by an advance sales increase of \$90,479.77 over 1952, for a new high of \$3,383,292.55. In addition, the station rejected over \$250,000 of business offered because of reasons of policy to conform with station standards.

Key factors in the business increase, despite the admitted inroads of television, were, according to Worth Kramer, station manager: Development of new sales material presenting concrete information to aid time-buyers in evaluating the station's sales-appeal potential, and opening of the new sales office in New York, under the direction of Gordon Gray, giving closer liaison with national accounts.

Guy May Spell Benny for LS

NEW YORK, Jan. 31. — The first rumblings on radio's summer replacement front were heard this week when it was reported this week that Lucky Strike was considering substituting either "Guy Lombardo Time" or an AM version of "Private Secretary" for Jack Benny on the Columbia Broadcasting System. The Lombardo show is probably first choice because of its track record two years ago when it replaced Benny.

But should "Private Secretary" the new filled situation comedy starring Ann Sothern, score on TV it will be given a chance to see what it can do on radio. Batten, Barton, Durstine & Osborn is the agency.

KRAFT THEATER IS NOW 'OLDEST'

PHILADELPHIA, Jan. 31. — "The Handyman," house-gadget show conducted by Jack Creamer on WPTZ, this week lost its distinction of being the oldest commercial show in television. Started back in April, 1947, Gimbel Brothers department store here started sponsoring the Creamer saga every Friday night at 9 for a quarter-hour Stretch. Gimbel's dropped out this week, with the "Kraft Theater" on Wednesday nights now enjoying the distinction of being TV's oldest continuously sponsored show. Creamer earlier this month started a show of his own on radio on WIP here.

Should the GE execs believe that they would make an ideal institutional front, Y. & R. might well be handed Sovereign films or the Waring show to service. It is believed that Crosby will wind up

KNXT Sales Reach 370G, Record High

HOLLYWOOD, Jan. 31. — Station KNXT this week hit an all-time high in sales totaling \$370,000. Edmund C. Bunker, sales manager for the Columbia Broadcasting System owned-operated outlet and the Columbia Television Pacific Network, disclosed that the week of January 15-22 saw the sale of three new half-hour shows, the sale of CBS-TV film packages plus more than \$30,000 spot announcement and participation business, including new sales and renewals.

OPERATION ORACLE

Weaver Set as NBC Clairvoyant

NEW YORK, Jan. 31. — The former board chairman's suite at the National Broadcasting Company this week was getting the final touches prior to its occupancy by Sylvester (Pat) Weaver, newly elected vice-chairman of the network's board, who is undertaking as his first effort in that post a real Nostradamus-type job. The quarters are those on the sixth floor, formerly occupied by Niles Trammell when he held down the chairmanship of NBC.

Weaver, who has been vacationing prior to moving into the lush quarters for his next assignment, will be charged with charting the network's moves in both radio and television for the next 15 years. This will involve his prognosticating the course both the aural and visual media will take in that period of time, and how NBC's policies should be geared to the changes he anticipates.

It's understood that Weaver can hardly wait to get started, since he has been noted in the trade for his long-range thinking about broadcast developments. Without the day-to-day worries about specific network and programming problems which he for-

NBC Signs Ed Beloin

NEW YORK, Jan. 31. — It is expected that the signing of Edmund Beloin as a TV producer for the National Broadcasting Company will bring to the TV network many more established comedy writers now in motion picture work.

NBC has lent Beloin to Official Films to serve as producer of "My Hero" starring Robert Cummings. In addition, he will produce at least one more show originating in Hollywood, and concentrate on the creation of new packages. Beloin entered the radio business in 1936 as a writer for the Jack Benny show.

10 CBS Clients Renew 18 Segs

NEW YORK, Jan. 31. — The Columbia Broadcasting System this week retained \$11,700,000 worth of radio billings when 10 web clients renewed 18 programs.

Procter & Gamble renewed six shows, Lever Brothers three programs, William Wrigley two programs, and General Foods, Toni, Mars, Metropolitan Life, Campana Sales, Longines-Witnauer and Carter Products each repacked for single shows.

next season Sunday nights at 9:30, an ideal time period. GE would then be forced to purchase another time period for the other program.

GE, meanwhile, is shopping for a time period for the Millard program thru Maxon. The National Broadcasting Company's TV network will have a half hour between 7:30 and 9 p.m. to offer, with the demise of the "All-Star Revue." CBS-TV has only Tuesday night 8-9 p.m. open and Saturdays 9-10 p.m., which periods have proved difficult to sell. But CBS-TV will certainly be willing to move other programs around to get the important GE business.

Meanwhile, Crosby is taping a number of his radio shows ahead to permit his European junket. The singer will also tape seven of his radio shows in Paris, which will allow him to use top European talent. His current radio series will last until July.

merly faced as veepee in charge of the networks, he will be able to concentrate more fully on this theoretical assessment of the industry's future. It's known that Weaver will deal mainly with the business side of the AM-TV prospect, rather than with the specifics of programs.

In his task, Weaver likely will have the aid of top technical and scientific brains at the parent Radio Corporation of America. It is deemed almost certain that his crystal-ball effort will necessitate fitting into the jigsaw such individual pieces as still nonexistent technological advances, the role of color TV, and the potential development of rival media such as home pay-as-you-go TV and theater by television. Fitting them into a single picture, he opines, will be the nearest he'll come since the Delphic Oracle advised the Roman emperors on whether their options would be picked up.

TV License Limit of 5 For 1 Firm Set by FCC

WASHINGTON, Jan. 31. — From here on out, the Federal Communications Commission will limit applications for TV stations to five, which is the legal bag of licenses that can be handed out to one person or corporation. The commission made this clear in its decision on bids by Storer Broadcasting Company, which currently owns or controls four TV stations, simultaneously pressed applications for VHF Channel 10 at Miami and VHF Channel 9 at Wheeling, W. Va.—Steubenville, O.

The Storer bids had drawn a protest from WSTV, Inc., also an applicant for Channel 9. WSTV claimed that if Storer were permitted to keep both applications on file, there would be no limit to the number of applications anyone might file, the commission would be flooded with applications and a general log-jam of applications would result.

The commission, concurring with WSTV, decided to withhold further action on applications for new TV stations in conflict with Storer for the Miami and Steubenville channels for a period of 30 days during which Storer must elect which of its two applications it wants the commission to consider.

Emphasizing that the Storer applications were actually "inconsistent and conflicting" under FCC rules which limits commercial TV station ownership to five per person, the commission indicated that it was lenient with Storer since the telecaster had participated earlier in proceedings

AEC ATOMIZES WWDC BUSINESS

WASHINGTON, Jan. 31. — A similarity in telephone numbers is causing a heap of confusion at Station WWDC and the Atomic Energy Commission, with the broadcasters convinced they are getting the worst of the deal.

WWDC (Sterling 3-3800) is not so much annoyed by the incoming calls intended for AEC (Sterling 3-8000) as by the loss of business. It is not uncommon for callers, answering direct pitch advertising on WWDC, to ask AEC for "a free home demonstration." On one particular day AEC might have sold two dozen sewing machines. WWDC hopes the new administration will change things—telephone numbers, anyway.

Blast CBC as 'Undemocratic'

TORONTO, Jan. 31. — The Canadian Broadcasting Corporation is "undemocratic and not in the public interest," the Canadian Association of Broadcasters charged this week in a hearing before the CBC Board of Governors. The blast came during public hearings on proposed new regulations for radio stations, stipulating among other things that private stations must use Canadian talent during 48 per cent of broadcast time.

"There isn't sufficient Canadian talent to take up that much air time," the CAB argued before the board, adding that the CBC was trying to "enforce a process of cultural breeding." The board reserved its decision on the proposed regulations.

R&R Snags Bosco Syrup

NEW YORK, Jan. 31.—Ruthrauff & Ryan this week got the Bosco account. The chocolate syrup maker spends about 1,500,000 a year on advertising. The agency has also recently acquired the Glamorine and Tintair business, among others.

These three accounts together bill close to \$2,000,000, a strong surge upward for R. & R., which was hurt materially when it lost the Lever Brothers account.

looking toward amendment of the commission's multiple ownership rules.

Storer contends that the rules limit ownership and operation of TV broadcast stations to five, but does not refer to applications for TV stations. Storer is the licensee of TV stations WJBC-TV, Detroit; WSPD-TV, Toledo, and WAGA-TV, Atlanta, and owns all of the stock of San Antonio Television Company, licensee of KEYL-TV, San Antonio.

Alleged Blacklist May Be Hot AFTRA Issue

NEW YORK, Jan. 31. — Fireworks are expected to take place at the next meeting of the local board of the American Federation of Television and Radio Artists because of a series on blacklisting currently running in The New York Post.

The series said that Laurence Johnson, of the Veterans Action Committee of the Syracuse Supermarkets, compiled a blacklist of his own with the aid of much personal information and advice furnished by Vinton Hayworth and Ned Weaver, among others. Hayworth is president of the New York local board of AFTRA and Weaver is a member of the board, in addition to both being members of the national board.

FCC ABC-Para Verdict Ready For Release

WASHINGTON, Jan. 31.—With Commissioner Frieda Hennek's dissent at last completed, the Federal Communications Commission is ready to make public its majority verdict, drafted more than a week ago (The Billboard, January 31), favoring the merger of American Broadcasting Company and United Paramount Theaters, Inc. Issuance of the verdict had been awaiting only the completion of Miss Hennek's dissent, which is written in strong language sharply critical of the FCC majority view. The final majority verdict okaying the merger, altho long anticipated, is expected to have another wholesome effect on stock quotations of the parties to the merger.

Meanwhile, on Capitol Hill, Sen. Charles Tobey (R. N. H.) is insisting he will investigate the whole subject. The senator, who heads the Senate Interstate and Foreign Commerce Committee, had asked the commission to withhold its verdict pending a study, and he has asserted he will stage hearings. Committed to his committee is his bill, introduced last week, to deny broadcast or TV licenses to anti-trust offenders (neither ABC nor UPT are in this category).

CBS Seeks Godfrey Subs

NEW YORK, Jan. 31. — The Columbia Broadcasting System this week was lining up replacements to spell Arthur Godfrey on his two-week February junket with General Curtis Le May. Tentatively set are Eddie Albert to emcee Godfrey's morning show on radio and TV, Garry Moore to handle "Talent Scouts," and perhaps Moore and Victor Borge to host on "Godfrey and His Friends," the Wednesday night video show.

Missing from the line-up of replacements is Robert Q. Lewis, who for seven years has been Godfrey's No. 1 replacement. Lewis is now no longer a CBS contractee. Godfrey leaves February 9.

DET. TV CREW DEFIES DANGER

DETROIT, Jan. 31.—Engineers Art Wilson and Chet Mitchell, of the WXYZ-TV remote crew, performed in the true tradition that "the show must go on" last Saturday when the microwave dish broke loose under ice and wind pressure just before a boxing show, picked up from the Coliseum on the State Fair Grounds. The two engineers climbed the 120-foot tower and took turns for an hour holding the dish in position, in a freezing rain and high wind. The scheduled show was able to go on, only three minutes late.

There already have been reports that several members of the New York local board will ask for an explanation from both of these execs. The AFTRA constitution expressly prohibits membership in the Communist Party for any of the union's dues payers. Those members of the local board asking for the explanation will want to know why, if both Weaver and Hayworth had any fresh information on Communist activities of union members, such information was not presented to the union, assuming the statements in the newspaper's series were correct.

Attempts to reach Hayworth and Weaver for comment were unsuccessful.

Sports World Awaits NPFL Suit Results

NEW YORK, Jan. 31. — Two important actions—one possibly placing further restrictions on telecasting of baseball games, and the other, a suit to force the National Collegiate Athletic Association to permit unlimited televising of college football games—were seen this week to hinge upon the decision in the Federal anti-trust suit against the National Professional Football League.

The TV committee of baseball major and minor leagues has decided to conduct a nation-wide survey of the effects of video on baseball attendance. The first formal report of this survey will be given to baseball executives during the annual mid-summer meeting in Boston, July 14. But any action by organized baseball to restrict the televising of the national pastime would depend upon the results of the current NPFL suit.

Many baseball execs profess to see their attendance situations as precarious, should most of the new TV stations going on the air be permitted to televise baseball, but they nevertheless are keenly interested in potential revenue to be derived from network airings of games as projected by two webs (The Billboard, January 31).

Du Mont to Sue

At the same time, the counsel for the Du Mont network, Morton R. Galane, this week said he would sue the NCAA for his client to force the unrestricted televising of collegiate football should the government prevail legally against the NPFL. Du Mont has been in the forefront in the fight against NCAA restrictions.

Meanwhile, the New York Yankees and the New York Giants reported that 24 games that are to be televised over WPIX, here, this coming season will be while the clubs are on the

road. Of these games, 13 will be Yankee contests and 11 Giant. The station will telecast a total of 158 games featuring both clubs. Chesterfield is the Giant sponsor and Ballentine and White Owl the Yankee client.

The reason that both baseball teams have decided to use road TV is to see if such a pattern will increase home attendance. Should the experiment succeed, next season will see the televising of more road games by these clubs.

The Brooklyn Dodgers, via President Walter O'Malley, and Horace Stoneham, president of the New York Giants, made the first move favorable to adoption of another system of televising. Both came out in favor of a trial of a pay-as-you-see coin TV experiment, but there seemed little chance of immediate adoption of their suggestions.

The pro grid trial in Philadelphia meanwhile, still was in its preliminary phase this week, with witnesses from the broadcasting research field testifying about the efficacy of TV, and the effect video has had on radio, among other subjects.

11 More Tele CP's Handed Out by FCC

WASHINGTON, Jan. 31.—Three TV grants for non-commercial educational stations, all in Connecticut, were included in the latest batch of 11 construction permits handed out this week by the Federal Communications Commission. This brings the number of post-freeze CP's to 219, including 14 non-commercial educational stations, while total TV station authorizations reached 327 this week. Four of the new CP's are for VHF channels and seven for UHF.

Recipient of the new non-commercial educational TV grants is the Connecticut State Board of Education, which will operate on UHF Channel 71 at Bridgeport, UHF Channel 24 at Hartford and UHF Channel 63 at Norwich. Harding College, Memphis, was awarded a TV grant to operate a commercial station on VHF Channel 13.

Other CP's went to Northwest Television Company, Fort Dodge, Ia., UHF Channel 21; John A. Barnett, Roswell, N. M., VHF Channel 8; Lawrence A. Harvey, Salem, Ore., UHF Channel 24; WJHL, Inc., Johnson City, Tenn., VHF Channel 11; Bell Publishing Company, Temple, Tex., VHF Channel 6; Jacob A. Newborn Jr., Tyler, Tex., UHF Channel 19, and Barham & Barham, Charlottesville, Va., UHF Channel 64.

At the same time the FCC denied a joint petition by the Stark Broadcasting Corporation and the Brush-Moore Newspapers, Inc., both of Canton, O., requesting the commission to amend the TV table of assignments to provide an additional UHF channel for Canton. Commissioner Rosel Hyde dissented and Commissioner Eugene Merrill concurred only in part.

The commission also proposed the assignment of VHF Channel 4 to Fayetteville, W. Va., and UHF Channel 18 to Burnsville, N. C. The proposed assignments would require no change in the commission's table of assignments.

TV HAMS CLOG IKE'S PARADE

WASHINGTON, Jan. 31.—Reason why President Dwight D. Eisenhower's recent inaugural parade was slowed to a snail's pace was because nearly everybody wanted to get into the TV act, according to views expressed at a "post-mortem" meeting Wednesday (28) of inaugural committee chairmen.

Many of the marchers were so anxious to make sure that they were seen on TV, they "just naturally paused" every time they faced a TV camera, it was pointed out by one of this week's inaugural conferees. The pauses were multitudinous, for there were cameras aplenty on almost every block. The parade was adjudged by the committee "best" in history, but it took longer than any other.

HI-FIDELITY

FM Outlet In Bid for N. Y. Market

NEW YORK, Jan. 31.—WABF, the classical music FM station here, will begin an all-out drive in the direction of high-fidelity fans and users in March. The plan calls for special programing and articles in the outlet's monthly program magazine. The programing will include talks on and demonstrations of the various audio devices. Several equipment dealers have already bought participating sponsorship, and Irv Green, of Allied Sound, is skedded to conduct an on-the-air demonstration.

Ira Hirschman, president of WABF, believes that the good-music, high-fidelity fans are among those who will remain loyal to radio despite TV.

Morris Suit vs. James Dismissed

NEW YORK, Jan. 31.—The \$37,963 suit by the William Morris Agency against Dennis James was dismissed by New York Supreme Court Justice Aron Steuer yesterday. Judge Steuer dismissed the second and third causes for alleged breach of contract because the complaint failed to include necessary facts. He gave the agency until February 2 to file an amended complaint.

The first cause of action against James was dismissed as insufficient. In it, the William Morris Agency asked for commissions allegedly due it covering September to November, 1952 totaling \$1,722.

O'KONSKI ON FCC HOOK

Okay to Build Sans CP But Operations Nix

WASHINGTON, Jan. 31.—Building a radio station without a construction permit is not illegal the Federal Communications Commission ruled this week in support of the "premature" construction of a broadcast facility at Wausau, Wis., by Rep. Alvin E. O'Konski (R., Wis.). The only catch is that an unauthorized station cannot go on the air.

The commission offered its opinion after Station WSAU, Wausau, Wis., petitioned the FCC to hold up on a broadcast license for O'Konski, who had been authorized earlier to increase power and move his station WOSA from Merrill to Wausau. WSAU further requested a hearing to determine whether or not O'Konski violated the Communications Act by beginning construction on the new facilities before a CP was issued to the congressman December 4, 1952, and "whether or not the circumstances bear on the moral and other qualifications of the applicant to be a licensee."

The Communications Act specifically states that "no license shall be issued for the operation of any station the construction of which is begun or is continued after this act takes effect, unless a permit for its construction has been granted by the commission." Upon O'Konski's

BLUE RIBBON GAMBLE

Davey-Gavilan Bout Guaranteed by Pabst

CHICAGO, Jan. 31.—A gamble made by Pabst Brewing Company in guaranteeing the International Boxing Club against any empty seats at the Davey-Gavilan fight February 11 has paid off. The fight already is a virtual sellout, and it is likely that even the standing room will be exhausted.

In a precedent-setting contract, Pabst not only paid an estimated \$100,000 for rights to the scrap, but agreed to pay for any unsold seats. Pabst ran large newspaper ads in Chicago, Milwaukee and Michigan touting the fight, and giving ticket prices and mail-order blanks. The company reported excellent results from the ads.

The guarantee is for 22,160 ticket sales. The gross gate will run about \$398,000 plus TV rights. To this will be added the standing-room seats at \$5 and \$10. Four thousand will be available.

Another twist on the extent to which television has taken over boxing was provided in the Wednesday night (28) telecast from Chicago Stadium. Two pre-lim bouts were televised, and the main event was not seen. Attendance was only 2,285, and the pre-lim boys got more pay, \$1,000, from television than the main-event fighters got from the gate.

NO LET-UP

Dems Map AM, TV Battles; Adlai Vs. Ike

WASHINGTON, Jan. 31.—Democratic National Committee revealed this week that its plans are rapidly materializing to keep Adlai Stevenson in a running battle via TV and radio against President Dwight D. Eisenhower. The defeated Democratic national standard-bearer will appear in a national simulcast not only on February 4 but also on February 26, both dates being viewed by the national committee as only the "starters" in the renewed drive.

Democratic National Chairman Stephen A. Mitchell revealed that the committee is meeting considerable success in its fund-raising drives. "Listening" parties are being organized for Stevenson's national telecast from a Jefferson-Jackson dinner in New York on February 14 and his telecast February 26 from Los Angeles. Funds will be raised at the various "listening party" dinners throught the nation.

Mitchell in a talk in St. Cloud, Minn., today declared that publicity, research and speakers' bureau activities will be conducted throught 1953 at "campaign year tempo" under direction of Deputy Chairman Clayton Fritchey, aided by research chief Phil Stern and publicity director Sam Brightman.

GOP to Fill 2 FCC Posts

WASHINGTON, Jan. 31.—White House sources say President Dwight D. Eisenhower is at last ready to name a new chairman of the Federal Communications Commission and a new member to the post now held by Commissioner Eugene Merrill, a Democrat, whose appointment by former President Harry S. Truman comes to an end as soon as a successor is confirmed by the Senate.

FCC Chairman Paul A. Walker is expected to stay on as commission member after a new chairman is named. Walker's term ends June 30. Commissioner Rosel Hyde continues to be considered for chairmanship along with former Rep. Albert Cole, Kansas Republican; former FCC Commissioner Norman S. Case, who is a former governor of Rhode Island, and former Commissioner Robert Jones. The last named would have to be "drafted" for the chairmanship since his availability is uncertain.

CBS Tries to Save Admiral

NEW YORK, Jan. 31.—The Columbia Broadcasting System this week was trying to save the Admiral business on its radio network. The set manufacturer has a 25-minute Sunday afternoon news show which features Robert Trout. The program not being productive of a big rating, the client has been unhappy, with renewal not certain.

The CBS radio news department has worked out a formula that would bring in correspondents from overseas and freshen up the program. Should Admiral not buy this idea, it may continue on the network with another program of its own selection. Erwin Wasey is the agency.

'Comedy Hour' Stint Set for Ritz Brothers

HOLLYWOOD, Jan. 31.—The Ritz Brothers will headline their first "Colgate Comedy Hour" on February 22. Comedy threesome's TV appearances were restricted to one show last November and a show during the past season, both on the "All Star" series. This will mark their Colgate debut.

According to present plans, trio will shoulder the show on their own talent sans guest stars. They will be supported by the Colgate line and ork.

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Write for information.

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New York Chicago Los Angeles San Francisco

*Figures released August, 1952 by U. S. Dept. of Commerce.

'Today' Billings 100G Shy of Year's Costs

NEW YORK, Jan. 31. — The National Broadcasting Company has chalked up \$1,200,000 worth of sales orders on its early morning TV show, "Today," for 1953, which puts the Dave Garroway program within \$100,000 of covering its production costs of \$1,300,000 for the year. The three-hour daily series carries a weekly budget of \$25,000, with a production unit of 30.

A total of \$260,000 in new "Today" business was booked this month, including Red Heart Dog Food (two segments a week for 26 weeks, \$130,000) and the Trailer Manufacturers Association (one segment per week for 52 weeks, \$130,000). In addition, Kleenex tissues will spend more than \$150,000 on the show during the first quarter of 1953, and NBC will realize additional income from local station revenue.

Recent sales on "Today" also include an \$80,000 one-week saturation campaign for General Motors, while Dial Soap (which bought more than \$500,000 worth of "Today" time in 1952) has extended its contract thru May, 1953.

Effective February 1, NBC is offering "Today" clients discounts (on time costs only) up to 20 per cent, with old clients given the option of continuing on the old discount plan until April 30, 1953. Discounts range from 10 per cent (for advertisers buying from 39 thru 51 segments) to 20 per cent (for 108 or more segment buys). New discount structure goes into effect concurrent with "Today's" new plan allowing a maximum of four advertisers to buy one min-

NARTB Flacks Thump Drums For Conclave

WASHINGTON, Jan. 31.—Preparing for the biggest turnout in its convention history, the National Association of Radio and Television Broadcasters this week sent to members the first brochure promoting the 31st annual NARTB convention, slated for the Biltmore Hotel and Theater, Los Angeles, April 28-May 1. The snappy folder reflects the upcoming convention theme, "53 Gold Rush to California," which according to NARTB convention committee chairman Clair R. McCullough, will "emphasize that the 'gold' of increased profits and greater savings in broadcasting can be gained thru the 'mine' of tested experience and practical operating procedures" which the NARTB convention will provide.

Symposiums on UHF and limited market TV and on coverage of sports and public events are included on the agenda. Tested principles for profitable station management, developed from an exclusive NARTB survey of broadcast operations in four representative areas, will be unveiled. Subscription TV and the "complexion of the Federal Communications Commission in the new administration" will also be up for discussion. The "greatest exposition of radio and television equipment ever staged for broadcasters" is promised by NARTB.

Radio, TV Cost Winery 400G

NEW YORK, Jan. 31. — The Wine Corporation of America (Mogen David Wine) this week went on a \$400,000 binge for the purchase of two shows, one radio and the other TV, for a 13-week period. The advertiser bought Monday thru Thursday 10-10:15 p.m. on the American Broadcasting Company's radio network beginning February 9 for "News of Tomorrow," featuring Gordon Fraser. It also acquired Thursday morning, 11:15-11:30, on the Columbia Broadcasting System's TV network beginning February 12 for a program featuring Bill Cullen, Betty Clooney and Milton De Lugg's band.

The client will retain its present Du Mont nighttime half-hour show, "Where Was I?" Weiss & Geller is the agency.

ute of time each during a 25 minute period of the program.

Meanwhile producer Dick Pinkham has decided to bolster the show's heavy news content with more human interest features. Robin Chandler has joined the show to handle a daily women's news seg, and Pinkham is going after the kid audience via the pacting of Mr. Muggs, an 11-month-old chimpanzee who starts on the show Monday (2). Muggs, owned by two former NBC page boys (Roy Waldron and Bud Mennella) who now own a Glen Rock, N. J., pet shop, will appear thru-out the program. However, Pinkham expects to make particularly good use of him on commercials, as a lure for advertisers with products that appeal to children.

NY Spielers Win Raises, Via AFTRA

NEW YORK, Jan. 31. — The American Federation of Television and Radio Artists this week won substantial raises for announcers working at three local TV stations here, WOR-TV, WABD-TV and WPIX. Announcers at WOR-TV received raises from \$115 to \$135. In addition, they are now allowed to free lance for networks if it does not interfere with their staff work and is not for a competing product.

At WABD-TV they were raised from \$95 to \$135, but will not receive pay for announcing station breaks. At WPIX, announcers getting \$85, \$95 and \$105 respectively will get \$20 pay boosts in each category. At both stations, mike spielers will get fees for film work which were not given to them previously.

NEWS CAPSULES—COAST TO COAST

Nixon Agrees TV Helps Campaigns; Stanton to Head New Ford Study

WASHINGTON—Vice-President Richard Nixon has joined with those who contend that television in the near future will shorten political campaigns. Nixon made his viewpoint known on the Mark Evans show this week (27) on WTOP-TV. It was his first appearance on a TV news show since he was sworn in as vice-president. Nixon, whose famous "funds" explanation simulcast provided the turning point in the last national campaign, demonstrated his affection for TV by walking out of a White House diplomatic reception to appear on the Evans TV show.

In predicting condensation of campaigns of the future, Nixon said: "In three or four weeks the public can get to know the candidates thru television, radio and newspapers." Frequent TV appearances presumably would enable candidates to rely less on the grueling whistlestop coast-to-coast tours of the past.

FORD FOUNDATION NAMES STANTON . . .

NEW YORK — Frank Stanton this week was named chairman of the board of the Center for Advanced Study in the Behavioral Sciences, a new \$3,500,000 organization to study social relations being supported by the Ford Foundation. Stanton will not curtail any of his duties as president of the Columbia Broadcasting System.

VIEWERS' COMMENTS SOUGHT BY TV . . .

WASHINGTON—The "Seal of Good Program Practice" used by 95 TV stations will soon be changed to include the address of the Code Board of the National

Association of Radio & Television Broadcasters. This is to encourage viewers' comments on programming.

SINGLE RATE FOR ABC STATIONS . . .

NEW YORK — The five radio stations owned by the American Broadcasting Company will shortly effectuate a single rate for both daytime and evening. WJZ here, WENR, Chicago, and WXYZ, Detroit, put their new rate cards into effect February 1. KECA, Los Angeles, and KGO, San Francisco, will follow shortly. WJZ has set \$720 per hour from 8 a.m. to 10:30 p.m. seven days a week, a cut of 20 to 40 per cent in nighttime periods. Class B time on WJZ is set as 7 to 8 a.m. and 10:30 p.m. to midnight. Class C time is between midnight and 7 a.m. The new Chicago and Detroit rates are along the same lines. ABC is the first network to go into the single-rate plan for its o.&o.'s.

'GARDEN GATE' TO SEED COMPANY . . .

NEW YORK — For the ninth straight year, the Ferry-Morse Seed Company has bought "Garden Gate" from the Columbia Broadcasting System's radio web. The 14-week series, which is programmed to take advantage of the pre-planting season, starts February 21 in the 9:30-9:45 time period. McManus, John & Adams is the agency.

PHILLY SCHOOLS SKED 24 SEGS . . .

PHILADELPHIA — A schedule of the 24 weekly radio and TV programs produced for in-school and at-home reception is being

FCC: 'Talk Theater TV Sense or Else'

WASHINGTON, Jan. 31. — As the Federal Communications Commission resumes hearings Monday (2) on theater TV, participants are facing what amounts to an ultimatum from the commission to clarify their proposals lest the FCC abruptly terminate the hearings in the near future. In a sharply worded notice of revised procedure, the commission Friday (30) demanded the participants point-blank to clarify themselves and address themselves to "the apparent inconsistencies" in their testimony. In language which left no doubt as to its meaning, the FCC declared: "The commission is unable to determine at this time whether the continuation of these proceedings as presently constituted would serve any useful purpose."

Legalists for movie, theater and common carrier interests in response to the FCC's notices are insisting that they have kept the issues clear. But the commission ordered counsel for the National Exhibitors Theater Television Committee and Motion Picture Association of America to furnish the FCC with complete theater TV cost data, including costs of production and transmission, so that the commission can determine the "ultimate cost of admission to a theater patron."

NETTC and MPAA were also studying seven other key questions posed by the FCC, on which resumption of hearings Monday (2) may hinge. FCC wanted to know: (1) Why is it not feasible for theater TV to operate on the frequencies already allocated to common carrier services? (2) Why should common carrier frequencies be allocated to a theater TV service on an exclusive basis, and what justification is there for displacing other present users of those frequencies? (3) Why is it feasible to share frequencies in the industrial service but not in the common carrier services? (4) To what extent will frequencies allocated for theater TV be applied for, by whom, and when? (5) What percentage of the time will programs be shown by theater TV? (6) Will Theater TV provide only "live" programs? (7) How could theater TV be established as an industrial service and what limitations would apply to theater TV customers?

FCC said it expected to hear the answers to these questions, following conclusion of testimony on the engineering and cost phases of theater TV, "before determining whether to proceed further with this hearing."

FCC cited as a sample "inconsistency" the suggestion by NETTC and MPAA that theater TV should be established on a "special common carrier" basis, and on another occasion, on a "private non-common carrier" basis.

sent by the board of education to each of the 220,000 students in the public schools. Parents are urged to keep the schedules near their television sets and radios and to "tune in as often as possible." The programs are prepared and produced by the radio-television staff of the public schools.

KITCHENER SEEKS PRIVATE STATION . . .

TORONTO — The first television station in Canada to be operated by private interests is to be set up in Kitchener, a city of 50,000 persons. There are only 350 TV sets there, but an application has been filed by Gilbert Liddle, owner of the radio station in the city. At the present, the city receives programs from Buffalo and Toronto.

GODFREY BENEFIT GROSSES 20G . . .

DETROIT—The special Arthur Godfrey show at the University of Detroit Memorial Building Saturday (24) drew a capacity crowd of 7,100, with a gross of about \$20,000, on a scale of \$1 to \$4. The house was a sellout two weeks ahead of time. Godfrey brought his cast in for the event at his own expense. Only basic costs, such as lighting and local musicians, came out of the proceeds. Funds go toward the projected \$1,250,000 Student Activities Building.

CANADA TO END RADIO LICENSE FEE . . .

TORONTO—Canada's nuisance radio license fee of \$2.50 a year is to be abolished in the forthcoming budget. It is reported at the same time that no TV license fee

will be fixed until there is an extension of TV service in Canada. The money which the Canadian Broadcasting Corporation received from the licenses will be made up by an additional grant from Parliament.

PAY-AS-YOU-SEE TV ON RTMA'S AGENDA . . .

WASHINGTON.—Discussion of pay-as-you-see television will highlight the mid-winter conference of the Radio Television Manufacturers' Association to be held at the Roosevelt Hotel, New York, February 3-5. Paul V. Galvin, Motorola, Inc., heads the newly appointed RTMA Committee to Survey Subscription TV, which will meet for the first time Tuesday (3). RTMA's established Television Committee, under Chairman W. R. G. Baker, General Electric Company, will meet the following day.

'52 TV SET OUTPUT UP BUT AM DROPS . . .

WASHINGTON—An estimated 6,096,279 TV sets were produced last year to better 1951's production figure of 5,384,798, the Radio Television Manufacturers Association announced. Radio output, however, dropped from 12,627,362 units in 1951 to 9,711,236 in 1952, a year-end tabulation issued this week by RTMA revealed.

RTMA also reported that on the basis of a six-week reporting period last December, 921,986 TV sets and 1,325,158 radios were manufactured, to make it production wise the best month of the year. This is in contrast to 467,108 TV sets and 868,100 radios in December, 1951, a five-week reporting period. July was the low point in production, with TV sets down to 198,921 and radio output sagging to 441,736.

NARTB TV LABOR COMMITTEE NAMED . . .

WASHINGTON — Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, Friday (30) announced the appointment of a new working committee for the association—the Television Labor Advisory Committee. Chairmanship of the unit has been accepted by Robert D. Swezey, WDSU-TV, New Orleans, who presently heads the NARTB television board.

Serving with Swezey are: Joseph McDonald, National Broadcasting Company; Frank Falkner, Columbia Broadcasting (Continued on page 12)

The Members of the
Radio, Television and Advertising Professions
are cordially invited to
an exhibition of entries
in
The Billboard Fifteenth Annual
Radio & Television Promotion Competition

Tuesday, February 10, 1953

2 to 5 P.M.

at the Jansen Suite
Waldorf-Astoria Hotel
New York City

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in BUFFALO

(316,000 TV Sets;* Panel Size 200)

... According to Videodex Reports

WBEN-TV WBEN, Inc. Du Mont, ABC, CBS, NBC

Videodex reports monthly on each of 25 major markets, besides publishing a monthly national network report based on all 63 markets. In the 25 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 25 markets are determined by comparing the average ratings.

DECEMBER, 1952			
July, '52	Pos.	Rtg.	Avg. Rtg.
SUNDAY, SIGN-ON TO SIGN-OFF			
1. COMEDY HOUR	NBC	8:00-9:00	WBEN 59.9
2. TV PLAYHOUSE	NBC	9:00-10:00	WBEN 56.4
3. RED SKELTON	NBC	7:00-7:30	WBEN 54.6
4. THE DOCTOR	NBC	10:00-10:30	WBEN 47.5
5. THIS IS SHOW BUSINESS	CBS	7:30-8:00	WBEN 46.8
6. WHAT'S MY LINE?	CBS	10:30-11:00	WBEN 45.6
7. LET'S PLAY CHARADES	Non-Net	6:30-6:45	WBEN 29.2
8. SUNDAY AFTERNOON PARTY	Non-Net	6:00-6:30	WBEN 27.9
9. FOOTBALL	ABC	2:00-4:30	WBEN 24.9
10. SUPER CIRCUS	ABC	5:00-5:30	WBEN 24.8
MONDAY, SIGN-ON TO SIGN-OFF			
1. I LOVE LUCY	CBS	9:00-9:30	WBEN 69.3
2. OZZIE & HARRIET	ABC	7:00-7:30	WBEN 42.9
3. LUX VIDEO THEATER	CBS	8:00-8:30	WBEN 42.5
4. STUDIO ONE	CBS	10:00-11:00	WBEN 40.8
5. MARINE THEATER	Non-Net	7:30-10:00	WBEN 40.0
6. VOICE OF FIRESTONE	NBC	8:30-9:00	WBEN 36.3
7. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	WBEN 35.4
8. HOWDY DOODY	NBC	5:30-6:00	WBEN 30.3
9. DICK TRACY (film)	Non-Net	5:15-5:30	WBEN 23.1
10. SPORTS SPOTLIGHT	Non-Net	6:45-7:00	WBEN 10.7
TUESDAY, SIGN-ON TO SIGN-OFF			
1. CIRCUS HOUR	NBC	8:00-9:00	WBEN 55.2
2. MARCH OF MEDICINE	NBC	9:30-10:00	WBEN 43.4
3. FIRESIDE THEATER	NBC	9:00-9:30	WBEN 41.2
4. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	WBEN 36.6
5. TWO FOR THE MONEY	CBS	10:00-10:30	WBEN 32.3
6. FOUR STAR PLAYHOUSE	CBS	10:30-11:00	WBEN 30.3
7. HOWDY DOODY	NBC	5:30-6:00	WBEN 29.6
8. YOUR JEWELERS SHOWCASE (film)	Non-Net	7:00-7:30	WBEN 28.6
9. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WBEN 27.1
10. DICK TRACY (film)	Non-Net	5:15-5:30	WBEN 24.4
WEDNESDAY, SIGN-ON TO SIGN-OFF			
1. GODFREY & FRIENDS	CBS	8:00-9:00	WBEN 64.8
2. KRAFT TV THEATER	NBC	9:00-10:00	WBEN 57.7
3. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	WBEN 38.5
4. PABST BLUE RIBBON BOUTS	CBS	10:00-10:30	WBEN 36.2
5. SUPERMAN (film)	Non-Net	7:00-7:30	WBEN 32.9
6. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WBEN 31.5
7. HOWDY DOODY	NBC	5:30-6:00	WBEN 30.5
8. DICK TRACY (film)	Non-Net	5:15-5:30	WBEN 27.6
9. SPORTS SPOT	CBS	10:30-10:45	WBEN 22.9
10. ARTHUR GODFREY	CBS	10:15-11 A.M.	WBEN 21.5
THURSDAY, SIGN-ON TO SIGN-OFF			
1. GROUCHO MARX	NBC	8:00-8:30	WBEN 54.8
2. T-MEN IN ACTION	NBC	8:30-9:00	WBEN 52.7
3. DRAGNET	NBC	9:00-9:30	WBEN 49.9
4. FORD THEATER	NBC	9:30-10:00	WBEN 42.4
5. MY HERO	NBC	7:00-7:30	WBEN 41.1
6. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	WBEN 38.5
7. HOWDY DOODY	NBC	5:30-6:00	WBEN 37.0
8. MARCH OF MEDICINE	NBC	10:00-10:30	WBEN 35.7
9. DICK TRACY (film)	Non-Net	5:15-5:30	WBEN 29.8
10. DANGEROUS ASSIGNMENT (film)	Non-Net	10:30-11:00	WBEN 28.6
FRIDAY, SIGN-ON TO SIGN-OFF			
1. MAMA	CBS	8:00-8:30	WBEN 56.7
2. GULF PLAYHOUSE	NBC	8:00-8:30	WBEN 49.3
3. WRESTLING	Non-Net	9:00-10:00	WBEN 44.0
4. BOXING	NBC	10:00-10:45	WBEN 40.4
5. SAGEBRUSH TRAIL	Non-Net	6:00-6:30	WBEN 39.2
6. HOWDY DOODY	NBC	5:30-6:00	WBEN 35.9
7. DICK TRACY (film)	Non-Net	5:15-5:30	WBEN 27.7
8. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WBEN 27.6
9. KATE SMITH	NBC	4:00-5:00	WBEN 24.3
10. GREATEST FIGHTS	NBC	10:45-11:00	WBEN 22.9
SATURDAY, SIGN-ON TO SIGN-OFF			
1. ALL STAR REVUE	NBC	8:00-9:00	WBEN 54.9
2. YOUR SHOW OF SHOWS	NBC	9:00-10:00	WBEN 52.3
3. YOUR HIT PARADE	NBC	10:30-11:00	WBEN 32.6
4. WESTERN THEATER	Non-Net	6:30-7:30	WBEN 31.9
5. NEWS	Non-Net	10:00-10:15	WBEN 28.6
6. BEAT THE CLOCK	CBS	5:30-6:00	WBEN 27.7
7. CISCO KID (film)	Non-Net	5:00-5:30	WBEN 25.2
8. BIG TOP	CBS	12:00-1:00	WBEN 24.4
9. STRAUSS PLAYHOUSE	Non-Net	11:30-12:45	WBEN 21.0
10. THE SPORTSMAN'S CLUB (film)	Non-Net	10:00-10:15	WBEN 20.4

*NBC estimate for December 1, 1953.

NEXT WEEK

Top 10 TV Shows Each Day in PITTSBURGH

... According to Videodex

Top 5 Radio Shows Each Day in RICHMOND

... According to Pulse

Share of Total Audience Radio Vs. TV in RICHMOND

... According to Pulse

FOR FULL INFORMATION

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

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

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

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

Share of Total Audience Radio vs. TV in BUFFALO

... According to Pulse Reports November-December, 1952

	7 P.M. to Midnight		TOTAL AUD. Sets in Use Radio & TV
	TELEVISION % of Total Aud.	Radio % of Total Aud.	
SUNDAY	66.0	34.0	46.3
MONDAY	64.1	35.9	43.4
TUESDAY	63.8	36.2	41.0
WEDNESDAY	63.2	36.8	44.6
THURSDAY	62.7	37.3	45.3
FRIDAY	62.9	37.1	44.0
SATURDAY	64.8	35.2	44.0
6 A.M. to 6 P.M.			
MON.-FRI.	25.5	74.5	27.5
6 A.M. to Midnight			
ENTIRE WEEK	45.3	54.7	32.2

WWJ
NBC AFFILIATE in DETROIT
OWNED AND OPERATED BY THE DETROIT NEWS
NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO.

Top 5 Radio Shows Each Day of the Week in BUFFALO

(311,258 Radio Families*)

... According to Pulse Reports

WBEN	5,000 watts	NBC	WGR	5,000 watts	CBS
WBNY	250 watts	Ind.	WKBW	50,000 watts	ABC
WEBR	5,000 watts	MBS	WWOL	1,000 day	Ind.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 40 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

DECEMBER, 1952			
July-August '52	Pos.	Rtg.	Highest Qr. Hr. Rtg.
SUNDAY, 7 TO 12 P.M.			
1. JACK BENNY SHOW	CBS	7:00-7:30	WGR 8.5
2. AMOS 'N' ANDY	CBS	7:30-8:00	WGR 8.0
3. PHIL HARRIS-ALICE FAYE	NBC	8:00-8:30	WBEN 7.0
4. BERGEN-McCARTHY SHOW	CBS	8:00-8:30	WGR 6.8
4. DRAGNET	NBC	9:30-10:00	WBEN 6.8
MONDAY, 7 TO 12 P.M.			
1. LUX RADIO THEATER	CBS	9:00-10:00	WGR 8.5
2. BOB HAWK SHOW	CBS	10:00-10:30	WGR 6.8
3. RAILROAD HOUR	NBC	8:00-8:30	WBEN 6.4
4. SUSPENSE	CBS	8:00-8:30	WGR 6.3
5. VOICE OF FIRESTONE	NBC	8:30-9:00	WBEN 5.8
5. GODFREY'S TALENT SCOUTS	CBS	8:30-9:00	WGR 5.8
5. TELEPHONE HOUR	NBC	9:00-9:30	WBEN 5.8
TUESDAY, 7 TO 12 P.M.			
1. FIBBER MCGEE & MOLLY	NBC	9:30-10:00	WBEN 7.0
2. MARTIN & LEWIS	NBC	9:00-9:30	WBEN 6.5
3. RED SKELTON	NBC	8:30-9:00	WBEN 6.3
4. MR. & MRS. NORTH	CBS	8:30-9:00	WGR 6.0
4. CAVALCADE OF AMERICA	NBC	8:00-8:30	WBEN 6.0
4. TWO FOR THE MONEY	NBC	10:00-10:30	WBEN 6.0
WEDNESDAY, 7 TO 12 P.M.			
1. YOU BET YOUR LIFE	NBC	9:00-9:30	WBEN 7.5
2. THE BIG STORY	NBC	9:30-10:00	WBEN 7.0
3. GREAT GILDERSLEEVE	NBC	8:30-9:00	WBEN 6.5
4. DR. CHRISTIAN	CBS	8:30-9:00	WGR 6.3
5. EDWARD R. MURROW	CBS	7:45-8:00	WGR 6.0
5. WALK A MILE	NBC	8:00-8:30	WBEN 6.0
5. BOXING	CBS	10:00-10:45	WGR 6.0
5. F.B.I. IN PEACE & WAR	CBS	8:00-8:30	WGR 6.0
THURSDAY, 7 TO 12 P.M.			
1. EDDIE CANTOR SHOW	NBC	9:30-10:00	WBEN 6.8
1. JUDY CANOVA SHOW	NBC	10:00-10:30	WBEN 6.8
3. BING CROSBY SHOW	CBS	9:30-10:00	WGR 6.5
3. FATHER KNOWS BEST	NBC	8:30-9:00	WBEN 6.5
5. ROY ROGERS	NBC	8:00-8:30	WBEN 6.3
5. MEET MILLIE	CBS	8:00-8:30	WGR 6.3
5. TRUTH OR CONSEQUENCES	NBC	9:00-9:30	WBEN 6.3
5. ROMANCE	CBS	9:00-9:30	WGR 6.3
FRIDAY, 7 TO 12 P.M.			
1. BEST PLAYS	NBC	9:00-10:00	WBEN 5.5
2. CISCO KID (film)	Non-Net	7:00-7:30	WBEN 5.3
2. ONE MAN'S FAMILY	NBC	7:45-8:00	WBEN 5.3
2. OZZIE & HARRIET	ABC	9:00-9:30	WKBW 5.3
5. YOUR HIT PARADE	ABC	8:00-8:30	WBEN 5.0
5. MR. CHAMELEON	Non-Net	9:00-9:30	WGR 5.0
SATURDAY, 7 TO 12 P.M.			
1. GRAND OLE OPRY	NBC	9:30-10:00	WBEN 5.5
2. TWENTY QUESTIONS	MBS	8:00-8:30	WEBR 5.3
3. CAMEL CARAVAN	CBS	7:30-8:00	WGR 5.0
3. GENE AUTRY SHOW	CBS	8:00-8:30	WGR 5.0
3. DUDE RANCH'S HOPE	Non-Net	8:30-9:00	WBEN 5.0
3. PEE WEE KING	Non-Net	9:00-9:30	WBEN 5.0
3. GANGBUSTERS	CBS	9:00-9:30	WGR 5.0
MONDAY-FRIDAY, 6 A.M. TO 7 P.M.			
1. CLINT BUEHLMAN	Non-Net	6:00-9:00	WBEN 10.8
2. NEWS	Non-Net	8:00-8:15	WBEN 10.5
3. NEWS	Non-Net	7:00-7:15	WBEN 9.0
4. ARTHUR GODFREY	CBS	10:00-11:30	WGR 8.2
5. NEWS	Non-Net	9:00-9:15	WBEN 8.1
SATURDAY, 6 A.M. TO 7 P.M.			
1. HI TEEN	Non-Net	1:30-4:30	WEBR 7.3
1. CLINT BUEHLMAN	Non-Net	6:00-9:00	WBEN 7.3
3. NEWS	Non-Net	8:00-8:15	WBEN 7.0
4. ARCHIE ANDREWS	NBC	10:00-10:30	WBEN 6.0
4. NEWS	Non-Net	9:00-9:15	WBEN 6.0
SUNDAY, 6 A.M. TO 7 P.M.			
1. CHILDREN'S HOUR	Non-Net	11:00-12:00	WEBR 6.0
2. MARTIN KANE	NBC	4:30-5:00	WBEN 4.8
3. HOLLYWOOD STAR PLAYHOUSE	NBC	5:00-5:30	WBEN 4.5
3. THE SHADOW	MBS	5:00-5:30	WEBR 4.5
3. GUY LOMBARDO ORCH.	MBS	3:00-3:30	WEBR 4.5
3. OFFICIAL DETECTIVE	MBS	6:30-7:00	WEBR 4.5
3. OUR MISS BROOKS	CBS	6:30-7:00	WGR 4.5
3. NICK CARTER	MBS	6:00-6:30	WEBR 4.5

*Based on U. S. Census of radio ownership and Sales Management 1952 estimate for Buffalo metropolitan area, including Erie and Niagara counties.

Trend Grows on Shooting Pix for Both Movie, TV Use

• Continued from page 1

lish-speaking Italian actors, and Gering is currently negotiating for the services of such well-known Italian movie players as Gina Lollobrigida, Alida Valli, Rossano Brazzi, Vaentina Cortese, Lea Padovani, and Silvana Pampanini.

The budget on the TV series

PIX' PULSE

WNBT Gets 15 Rate for Grind Films

NEW YORK, Jan. 31.—“Continuous Performance,” which repeats the same feature film and shorts on a grind policy over WNBT here every Saturday afternoon, from 11:30 a.m. to 4:15 p.m., chalked up a cumulative unduplicated rating of approximately 15, according to Pulse reports for the first week of January.

The four-hour-and-45-minute program, now entirely sponsored by Necchi Sewing Machines, scored an average quarter hour rating of 4.5, compared with an average quarter hour rating of 2 when the show was launched over WNBT five months ago.

TV FILM PURCHASES

The Purity Biscuit Company has bought “Counterpoint,” half-hour dramatic series produced by Bing Crosby Enterprises, for 26-week showing in Salt Lake City, Tucson and Phoenix. United Television Programs is the distributor.

“This Is the Story,” a 15-minute series syndicated by Morton Television Productions of Chicago, has racked up repeat sales in three markets, Los Angeles, Indianapolis and Washington.

Sears Roebuck will sponsor “I Am the Law” starring George Raft in Dallas, Houston and New Orleans. The show was also recently sold into San Francisco. Distributed by MCA-TV, the half-hour mystery show is now sold in 13 markets.

Latest sale of “The Abbott & Costello Show” by MCA-TV was to Toledo. The comedy show is now in over 40 markets.

MCA-TV has recently sold 26 segments of its “Playhouse” series for showing in Washington and Chicago under sponsorship of the Chrysler dealers.

WEWS, Cleveland, has bought 10 features from Television Exploitations for sponsorship by Ohio Gas Company. TV Exploitations this week also sold a group of features to KTLA, Los Angeles.

will be higher than usual to enable Hollywood scenario writer Aubrey Wisberg to write additional material into each video script for inclusion in the feature motion picture. Shooting on the series will commence shortly, with the first unit of three half-hour shows to be filmed at INCOM's Rome studios, only studios in Europe built specifically for TV film production. If the Italian-American project clicks, Gering and Pallavicini will launch a similar bi-lingual movie-TV plan in France, using American and English-speaking French stars, with French dialog dubbed in for the feature-length movies.

Originators

The dual-use method was originated in Hollywood by Arrow Productions, which is currently making up motion pictures from its half-hour TV film series “Ramar of the Jungle.” New York packager Bernard Schubert is setting up similar deals in England and Italy. Swedish producer Karl

Moesby recently announced that he plans to do the same thing with his half-hour TV film series, “Tales of Hans Christian Andersen,” produced in Denmark. The series is distributed in the U. S. by Interstate TV, Inc., which this week concluded a deal for an additional 13 films for the series. Interstate already has the first 13 in the series, with production on the second batch to get underway by April.

WPIX Gets 26 Independent Pix From Bagnall

NEW YORK, Jan. 31.—WPIX, here, this week acquired 26 independently-produced movie features from George Bagnall & Associates. The deal is significant because, in order to put the pictures on the market, Bagnall came to an agreement with the Security National Bank which owned prior rights to the properties.

It marks the first such large block of independently-made features to be released to TV. The pictures feature such names as Paulette Goddard, Henry Fonda, Burgess Meredith, Victor Moore, James Stewart, Lucille Ball, George Saunders, Boris Karloff, Charles Coburn and others. Most of the pictures will be shown on WPIX “First Show.” WPIX also just recently bought 41 movies from Atlantic TV Corporation and 14 Alexander Korda pictures.

Tashlin to Do NBC Comedies

HOLLYWOOD, Jan. 31.—National Broadcasting Company and the Frank Tashlin Company have concluded arrangements whereby the latter will do a comedy series of 39 half-hour comedy TV film shows, “Oops, It's Daisy,” on a partnership basis with the net. Contract with NBC was inked in New York by Tashlin.

Tashlin will write and direct the pilot reel of the series to establish the show's format and pace, and will then serve in a supervisory capacity for the remaining films in the series. Tashlin was writer-director of Bob Hope's “Son of Paleface” film for Paramount Pictures. He intends to continue his theatrical film activities while overseeing production of the TV film series.

Lucky Weighs 'Biff Baker'

NEW YORK, Jan. 31.—Lucky Strike cigarettes will decide over the week-end whether to renew “Biff Baker, USA” beyond its current 26-week span. Indications are that the client is not satisfied with the film show, which has not achieved the kind of rating or audience response expected.

If the current contract is cancelled with Revue Productions, the producer of the series and a Music Corporation of America subsidiary, Lucky Strike may yank about eight of the series and run them during the summer as a replacement for one of its other shows. In that case, too, another program will be bought and inserted in the Thursday night, 9-9:30 period, on the Columbia Broadcasting System's TV network.

WCAU TO FILM OWN WESTERNS

PHILADELPHIA, Jan. 31.—WCAU-TV, Philadelphia, which moved its studios and plant to the outskirts of town, now seems ready to make good a long-standing “threat” to produce its own cowboy pictures. Studio locations includes enough ground and hilly country to give the necessary wild west atmosphere.

Moving ahead in that direction, Jack Segal, of the Fairmount Stables, huddled with WCAU-TV execs this week to set up a horseflesh deal for filming Westerns on the lot in back of the studio building. Segal is rounding up 45 head of horses for the projected TV Westerns before returning to Mexico City, from which vacationing point he was called in by local studio officials.

CBS Acquires Fem Stanzas

NEW YORK, Jan. 31.—The Columbia Broadcasting System's TV film sales division this week took over distribution of one new show slanted at a female audience and refashioned another of its shows to appeal to the same sex. CBS TV Film Sales shortly is to peddle “Annie Oakley,” which features Gale Davis and was produced by Mitch Hamillburg Productions. The program tells of the adventures of the famed female sharpshooter of the old West.

CBS TV Film Sales will also have Gloria Swanson acting as hostess of its “Crown Theater” series which it is distributing for Bing Crosby Productions. Miss Swanson will also act in several of the series. Additional product for the program is now being made in Hollywood.

UTV Boosts Snader Telescription Sales

NEW YORK, Jan. 31.—United TV Programs has increased the sale of the former Snader Telescription package more than 50 per cent in the three months it has been peddling the property. In the year and a half that Snader had the package, he sold 48 markets, five of which were about to expire. UTV has sold 24 new markets and got renewals from the five whose agreements were to lapse.

All these stations also bought the Studio Telescription package along with the former Snader musical shorts. The packages, however, are not sold on an exclusive basis in any one city, which allows UTV to make more than one sale in a town. The combined property, 370 Studio Telescriptions plus 750 Snaders, are generally split in half.

If sales of the Snader property continue at the present rate, UTV expects to make back its cost in

about a year, according to UTV sales veepee Ben Frye. The shorts cost \$600,000, of which half has been paid.

Tracy Films

Only this week, UTV was awarded officially the distribution rights to 39 half-hour Dick Tracy films and 14 Alexander Korda feature films out of the Snader entanglement. According to the award made by the arbitrator, Col. Samuel Rosenbaum, Frye and Sam Costello have the right to buy outright both film packages for \$300,000 within 90 days, provided rights of ownership to the properties have been cleared during that time (The Billboard, January 31). In the event the rights cannot be cleared within the 90-day period, they will have a first refusal on purchasing the properties.

NEW SERIES

TV Exploit's Set to Boost Opera Films

NEW YORK, Jan. 31.—Television Exploitations, Inc., will soon begin a sales effort on a series of high-budgeted, 15-minute operatic films currently in production in Rome. Jacques Rachmilovitch, conductor of the Santa Monica Symphony Orchestra, is producing the series in Anasco color, using artists of the Rome Opera Company. Two of the segments, on “The Barber of Seville” and “Don Giovanni” are already in the can, and Rachmilovitch is due here with them about February 15.

Oliver Unger, exec veepee of TV Exploitations, leaves for the West Coast next week to confer with Joseph Justman on plans of which he would not disclose. While in Hollywood, Unger plans to set up a sales office for the firm at the Motion Picture Center Studios.

TV Exploitations this week also signed up its first syndication series, “Roller Derby,” which it will market either as 52 half-hour or 104 15-minute segments. This series was previously handled by Station Distributors, Inc., and is currently showing in 12 cities.

TV Exploitations' efforts up to now had been confined to its catalog of feature films. Latest acquisitions are “The Judge,” originally a Film Classics release, and “Fame Is the Spur,” a J. Arthur Rank production starring Michael Redgrave.

Harold Goldman was appointed sales manager of TV Exploitations and Seymour Scott its treasurer. The firm is now headquartered at 101 West 55th Street.

STATION DISTRIBS SELLS 'RUGGLES' . . .

NEW YORK—Station Distributors, Inc., is syndicating kines of “The Ruggles,” half-hour situation comedy starring Charles Ruggles. There are 52 in the series, and it is so far sold in 11 markets. Owner of the show is Television Productions of Hollywood. Station Distributors has moved its headquarters to 101 West 55th Street here.

'RUNYON PLAYHOUSE' DUE FOR SPRING . . .

NEW YORK—Production of “The Damon Runyon Playhouse,” consisting of 39 half-hour shows, is due to begin in the spring under the aegis of Harold Welsh, who recently concluded negotiations with the William Morris Agency for the TV rights to some 8,000 Runyon stories. Harold Breacher of WM, who handled the deal, will also be involved in the production to the extent of getting top WM talent. Budget for the series is reported to be about \$1,000,000.

Loew's Infringement Suit on Pix Names 7

HOLLYWOOD, Jan. 31.—Loew's, Inc., this week filed copyright infringement and breach of contract actions in Federal District Court, naming as defendants Rudolf Ising, Hugh Harman, Harman-Ising Pictures, Sterling Television, Station KTTV, Paramount Television Productions and Cornell Films. Matter involves 18 animated cartoons which Loew's contends were originally produced for Metro-Goldwyn-Mayer by Ising and Harman and who, it is alleged, retains sole ownership and distribution rights of the properties.

Complaint asks \$500,000 in damages and additional damages of \$250 for each of the 18 subjects, an injunction restraining their use by the defendants, impounding of all prints currently in distribution, accounting of all profits and the reverting of all profits to Loew's, Inc.

According to the complaint, M-G-M Distributing Company in 1934 made a contract with Ising and Harman under which they

were to produce and deliver to M-G-M the series of animated cartoons. On November 12, 1937, it is claimed that Ising and Harman amended the original contract whereby M-G-M should retain forever sole and exclusive rights of ownership and distribution of the cartoons. In the interim period, on September 29, 1936, Loew's, Inc., took over all assets of M-G-M. Loew's therefore charges that for the last four years the defendants have made and sold 16mm. and 35mm. prints of the cartoons originally made for M-G-M.

Cartoons concerned include the following titles: “Old Pioneer,” “Toyland Broadcast,” “Calico Dragon,” “Pup's Picnic,” “Little Cheeser,” “Alias St. Nick,” “Chinese Nightingale,” “When the Cat's Away,” “Barnyard Babies,” “Honeyland,” “The Early Bird and the Worm,” “Pup's Christmas,” “The Hound and the Rabbit,” “Wayward Pups,” “Little Butch Cheeser” and “The Little Bantamweight.”

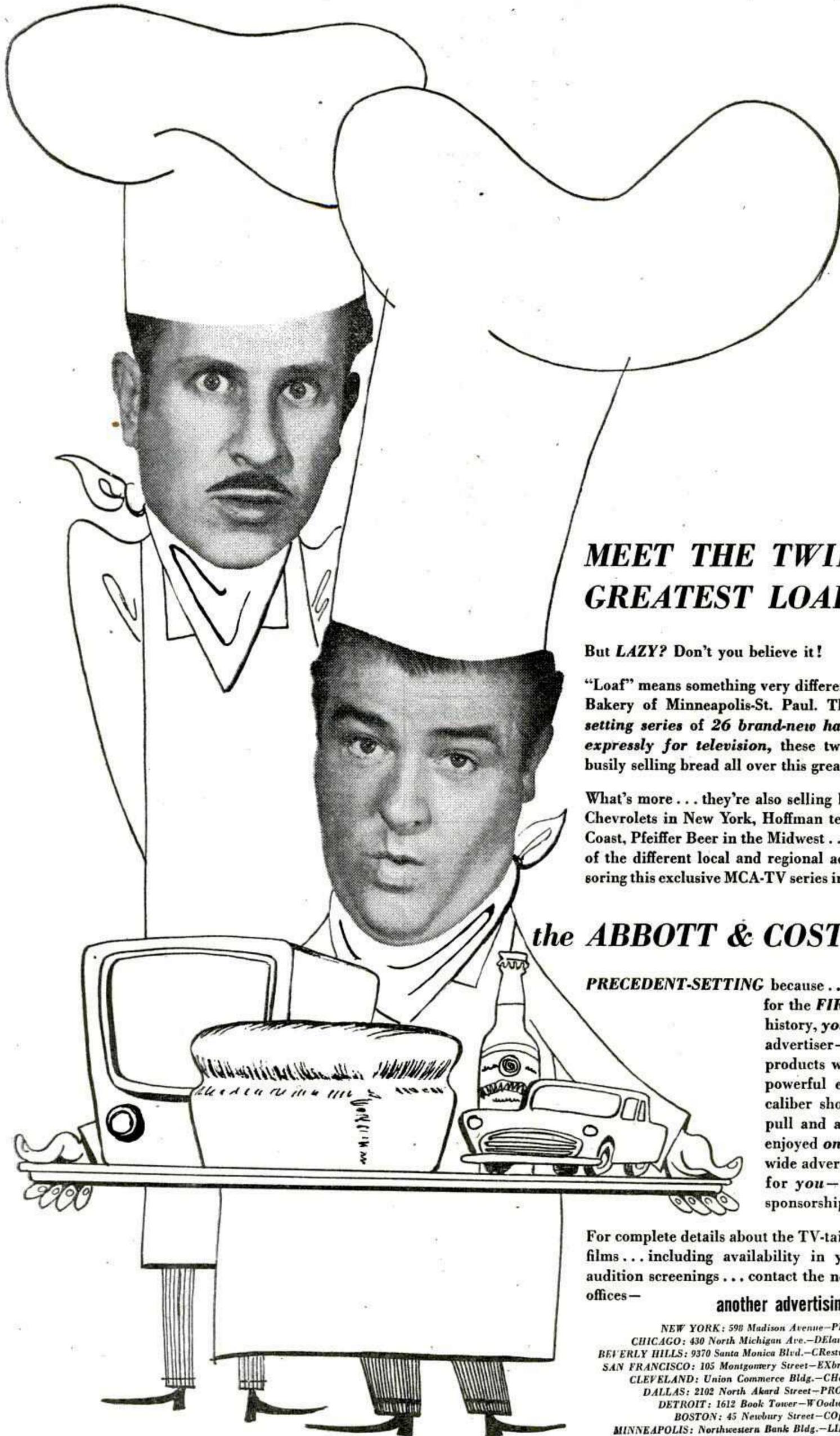
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But *LAZY*? Don't you believe it!

"Loaf" means something very different to the Holsum Bread Bakery of Minneapolis-St. Paul. Thanks to a *precedent-setting series of 26 brand-new half-hour films, created expressly for television*, these two hilarious fellows are busily selling bread all over this great Northwest market.

What's more . . . they're also selling Fords in San Francisco, Chevrolets in New York, Hoffman television sets out on the Coast, Pfeiffer Beer in the Midwest . . . to mention only a few of the different local and regional advertisers already sponsoring this exclusive MCA-TV series in key television markets.

the ABBOTT & COSTELLO show

PRECEDENT-SETTING because . . .

for the **FIRST TIME** in television history, **you**—as a local or regional advertiser—can now display your products within the framework of powerful entertainment. Here's a caliber show with super audience pull and an effectiveness hitherto enjoyed *only* by the largest nationwide advertisers. **NOW** it can work for **you**—under *your* exclusive sponsorship in your *own* market!

For complete details about the TV-tailored Abbott & Costello films . . . including availability in your market, cost, and audition screenings . . . contact the nearest of these MCA-TV offices—

another advertising **SHOWCASE** by

- NEW YORK: 598 Madison Avenue—PLaza 9-7500
- CHICAGO: 430 North Michigan Ave.—DElaure 7-1100
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- DETROIT: 1612 Book Tower—WOOdward 2-2604
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Omnibus

TELEVISION — Reviewed Sunday (25), 4:30-6 p.m., EST. Participating sponsorship via Columbia Broadcasting System TV. Executive producer, Robert Saudak. Producer, William Spier. Director, Andrew McCullough. Emcee, Alistair Cooke.

The latest edition of "Omnibus" featured a smart idea for a TV series, which thus got its initial airing via this CBS vehicle after the National Broadcasting Company had held extended talks about presenting it. This is the old-fashioned Sunday afternoon get-together, reading session and taffy-pull, in which the people involved entertain themselves and each other, and thus the viewing audience, rather than relying on such new-fangled artifices as movies, radio and TV. It's a throwback to a time, not too many decades ago, when people were participants rather than mere spectators.

Utilized on this gambit was the family of the noted American artist Thomas Hart Benton (who are splendid for the part, visually) plus a couple of guests, folk singer Susan Reed and actor Claude Rains. The set simulated the Bentons' living room in Kansas City, Mo., and those present alternately sang, recited and emoted for each other. It should have been better than it was.

As-Catch-Can

For one thing, Bento himself seemed to be laboring under the strain of a heavy load, and his off-camera coughing was disturbing, not only to the viewers, but doubtless to the other participants on the show. Also, the stint proved visually to be something of a catch-as-catch-can contest between the people on camera and director Andrew McCullough, especially in the early phases of the stanza. Camera switches to nab the person speaking in this ad lib presentation usually were late and sometimes almost too late. McCullough's sixth sense got the range about midway thru, but by then the segment had been mortally wounded.

The material used seemed well chosen and segued fluidly from item to item, from a rendition by Susan Reed of the country tune, "Sourwood Mountain," the camera turned to Benton's famed painting of Ozark Mountain musicians, leading to talk about Huck Finn as a great folk character and enabling Benton to read an amusing passage from the book about the difficulty of understanding a Frenchman. Mrs. Benton tossed in an anecdote about a sign language system used in Martha's Vineyard, and Rains followed with a bit about the Tower of Babel from Carl Sandburg's "The People, Yes."

High Spot

Another high spot was Rains' rendition of a comic thought-twister of a poem by Guy Whitmore Carroll about Bluebeard. But the thing as a whole did not come off, mainly for the reasons mentioned. However, the show idea still seems sound enough to deserve at least another whirl.

Other items of this edition included an old Edison film, a vintage 1914, y-clept "While the Tide Was Rising," or "A Girl's Honor Was at Stake." While there were a few moderately amusing moments in this, by and large it wasn't bad enough to be funny, and it certainly wasn't good enough to be worth taking that much time on one of video's most expensive stanzas. Another film clip, this one from the new Roberto Rossellini opus, "Little Flowers of St. Francis," was fascinating in a morbid way as it depicted graphically the fierce beating, almost to the death, of a gentle monk by a band of barbarians many centuries ago. The mugging of Aldo Fabrizzi as the barbarian chief made for some unintentional lighter moments.

Goodman

The stanza closed with about 15 minutes of music from the old Benny Goodman Trio, including B. G., Teddy Wilson and Gene Krupa. The boys did great on their traditional "World Is Waiting for the Sunrise," but their other three offerings were rather pallid and didn't sound as fine as they do on the old disks in most of the nation's albums.

The best commercial on the show was not for a sponsor, but for a magazine, Motor Trend, whose new issue was mightily boosted by Willys for claiming that that car runs a close second to Cadillac as the "car of the year" in a survey just concluded. It may not sell many Willys cars,

Television-Radio Reviews

Barn Dance Jamboree

RADIO — Reviewed Saturday (10), 9:30 p.m., EST. Sustaining via Mutual Broadcasting System. Producer-director, Maury Lowe. Emcee, Pappy Howard.

The seat of country music has been the City of Nashville for many years, and it is from this musical town that most of the top country tunes, and those that crack thru as pop items, usually originate. However, this does not mean that all outstate programs must come from Nashville, and Mutual has demonstrated this fact with this new series, which originates in North Attleboro, Mass. in this New England town, thousands gather every Saturday night, just like their fellow country music lovers in the South, to enjoy square dances and hoe downs at the local arena.

The program is in the pattern of many other country shows, featuring a good ork, a lot of music, a happy emcee, etc. However, the show is aimed more for the amusement and entertainment of the audience in Witschi's Sports Arena than for the interest of the radio listener.

Pappy Howard makes a good enthusiastic emcee, and he did a thorough job with the many selections introduced on the stanza. His vocalizing was merely adequate. Top performers on the show were the versatile Billy King band, which turned in bright performances on "Golden Slippers" and "Undecided," and Shorty Strada, who delivered some fine country yodeling on a novelty ditty. The Cornhuskers Trio handled the sacred tune, "Wait for the Light to Shine," very capably.

Unfortunately, some of the other talent on the show was not up to par. And the many pop tunes used detracted from the country atmosphere. It would have been more in keeping if a few more popular country hits, in addition to "Jambalaya," had been performed for the broadcast portion of the barn dance. The show is well-paced and runs smoothly, and with a little more attention to talent and musical programming it could attract a lot of country music fanatics.

Bob Rolontz.

The Jack Benny Show

TELEVISION — Reviewed Sunday (25), 7:30-8 p.m., EST. Sponsored by the American Tobacco Company, via Columbia Broadcasting System TV, thru Batten, Barton, Durstine & Osborn. Producers, Ralph Levey and Hilliard Marks. Director, Ralph Levey. Music director, Mahlon Merrick. Writers: Sam Perrin, George Balzer, Milt Josefberg and John Tackaberry. Cast: Jack Benny, Rochester, Alex Talton, Ann Southern, others.

• Conti. ved from page 3

a concert violinist to a self-assured fem magazine writer. Flash-backs purported to show how Benny had "fiddled" away his boyhood and adolescence, with young thespians standing in for him visually at various stages in his life. These bits would have been a lot funnier if Benny had essayed them himself.

Lucky Strike's commercial at the half-way mark was the best thing in the show. The pitch was reluctantly delivered by Don Wilson, after Benny persuaded him to don a Nijinski-type costume and trip around the stage as a sort of "Tobacco Road" ballerina. Wilson huffed and puffed thru his routine with admirable, albeit elephantine, grace, while Benny related the story of a lucky little tobacco leaf who ended up as a package of Lucky Strikes.

Flicker star Ann Southern came on for a brief bow at the finish to offer her new "Private Secretary" TV series, which the cig company will sponsor three times a month in Benny's 7:30-8 p.m. time slot, beginning February 1.

but ought to move a lot of the magazines, which, at a quarter, are a lot less expensive. Sam Chase.

CAPSULE COMMENT

Barn Dance Jamboree (Radio) MBS, Saturday (10), 9:30 p.m., EST.

New stanza over the Mutual Broadcasting System is different from other country music shows only in that it originates in Massachusetts rather than in the South. Otherwise it features a good ork, a lot of music and a happy emcee. But from the talent angle it is not a very strong stanza, but it features too many pop ditties. The show seems to be aimed more at the in-person audience than the radio listener. (See full review this issue.)

State of the Nation (TV), CBS-TV, Sunday (25), 4:430 p.m., EST.

This program should be of great assistance to viewers who wish to learn more about the functioning of their government and about personalities, events and issues in the nation's capitol. The initial show was devoted to the men behind Eisenhower, with special emphasis on the role which Sherman Adams, the President's assistant, will play in the administration. It also featured an interview with James Hagerly, the President's press secretary, in which it was disclosed that the nation's chief executive would occasionally report to the people via TV. Also presented were films of the cabinet room in the White House and of the President's office. Eric Severeid's commentary was yodeling and instructive thruout. (See full review this issue.)

Jack Benny Show (TV) CBS-TV, Sunday (25), 7:30-8 p.m., EST.

Hoary theatrical tradition decrees that every comedian be a frustrated tragedian. Last Sunday (25) Jack Benny fulfilled his own personal yen to be a concert violinist, via a solo performance of "Love in Bloom," backed by a 60-piece symphonic orchestra. The results were pleasant, but lacked the sock showmanship of Benny's last TV show with the Jimmy Stewarts. (See full review this issue.)

This Is Show Business (TV), CBS-TV, Saturday (24), 9:30 p.m., EST.

A new formula in the new time slot has given the show an added fillip. Levenson now works down front and center, and Kaufman has more to do. Together these two make the show. Guests now present non-showbiz problems around which the panel works. Naturally, this is contrived, but it gives the panel more latitude, and makes the show's appeal wider. (See full review this issue.)

The Adventurer (Radio), ABC, Sunday (25), 9:30-10 p.m., EST.

"The Adventurer," produced in co-operation with MacFadden Publications, is based on stories culled from three magazines aimed at masculine readers—"Saga," "Impact" and "Climax." First script, adapted from "Saga," more than fulfilled the promise of the series' title, via a fast-moving yarn centering about the Kenya jungles. Burgess Meredith acts as narrator and also appears in each week's dramatization. (See full review this issue.)

My Son, Jeep (Radio), NBC, Sunday (25) 7-7:30 p.m., EST.

Another situation comedy, the trouble maker in this case is a 17-year-old boy, son of a small town doctor. The performances of Donald Cook as the doctor and Martin Huston as his son are light and well timed. But the show on the whole did not seem to have enough values to enable it to pay off against the top competition it faces. (See full review this issue.)

My Son, Jeep

RADIO — Reviewed Sunday (25), 7-7:30 p.m., EST. Sustaining via National Broadcasting Company. Script, Walter Black and Bill Mendrek. Director, Dan Sutter. Cast: Donald Cook, Martin Huston, Joan Lazah, Leona Powers, Lynn Allen.

Here's still another situation comedy. The instigator of the half hour of trouble in this case is a 10-year-old boy, son of a small town doctor. So that sort of brings us back to the Henry Aldrich formula. Those who want something new in their programming may be thankful that it isn't still another dumb dame, call her Lucy, Imit Margie or Joan. But whatever the sex or age of the program's situation perpetrator, it still did not seem to have enough mass appeal values to pull its competition, Jack Benny, far down off the top rung.

Of Nurses

The situation cooked up for the premiere airing involved the boy's attempts to help his father do business. The lad had a crush on his substitute teacher and wanted his reluctant dad to hire her as his nurse. So the playful sprout played an ad for his father in the local paper, and advised the hospital that his dad was available for operations. Professional ethics being what they are, the doctor was quite embarrassed until it was all ironed out at the end.

Donald Cook is, of course, a polished comedian, and he carried off the role of the doctor with excellent timing. His takes were subtle and crisp. As the young trouble maker, Martin Huston gave a believable impression of a sly and indolent but still likable kid.

The show on the whole is all right. But the question remains whether just another variation of the formula can really pay off at this time. Gene Plotnik.

State of the Nation

TELEVISION — Reviewed Sunday (25), 4:430 p.m., EST. Sustaining via the Columbia Broadcasting System TV network. Producer, Charles VonFrend. Assistant producer, Larry Warick. Director, Charles Hill. Commentator, Eric Severeid.

Viewers who want to learn more about their government in its week-by-week handling of the affairs of the nation should find this program most informative. Accurately titled, "State of the Nation," it is a weekly report by the Washington office of the Columbia Broadcasting System's public affairs division on personalities, events and issues in the nation's capitol.

The premiere program was devoted to the men behind the new President, with a special emphasis on the role the former Governor of New Hampshire, Sherman Adams, will play in the administration. Adams has been appointed special assistant to President Eisenhower, a position the late Harry Hopkins occupied with the late President Roosevelt. The report on Adams was illuminating and showed the part he played in winning the nomination for the President; New Hampshire was the first to throw its primary support to Eisenhower and it was Adams who helped mastermind his victory at the Republican convention. The report on the other cabinet officers was merely routine, showing pictures of them and describing their positions.

The program also showed films of the cabinet room and of the President's own offices, places that seemingly had never before been viewed by the TV public. Eric Severeid also interviewed James Hagerly, the President's new press secretary, an interview which disclosed Eisenhower would occasionally report to the people via video. The commentary by Severeid thruout the program was extremely instructive and discussed the necessity for the President to delegate authority and so keep himself free of detail work if he wishes to function most effectively.

Leon Morse.

The Adventurer

RADIO — Reviewed Sunday (25), 9:30-10 p.m., EST. Sustaining via American Broadcasting Company network. Producer-director, Warren Bryan. Writers, Don Witty, Bernard Douglal and Michael Sklar. Script editor, Perer Martin. Cast: Burgess Meredith, Barry Kroeger, Ralph Bell, others. Music, Bobby Christian orchestra.

"The Adventurer," produced in co-operation with MacFadden Publications, is based on stories culled from three magazines aimed at masculine readers—Saga, Impact and Climax. First script, adapted from Saga, more than fulfilled the promise of the series' title, via a fast-moving yarn centering about the Kenya jungles.

Legit-flicker star Burgess Meredith, who acts as narrator and also appears in each week's dramatization, was a good choice for the series. His quietly authoritative manner gave credence to what otherwise might have seemed just so much melodramatic hokum on Sunday's (25) show.

Scripter Don Witty displayed a flair for colorful dialog, but some of his prose was on the rich side; i.e., "The bartender waggles an eyeball at me." Meredith delivered the line with just the right touch of casual elegance, whereas a less aware thespian might have underscored it with pretentious quillities by self-consciously underplaying it.

Plot revolved around a coffee plantation owner, who was shunned by his neighbors because his father (a professional hunting guide) had been branded a coward years ago when he allegedly let a client follow a wounded buffalo into a thicket. Meredith was brought into the picture as a friend of the father who knew the real story (client was a stupid ass, and had insisted on changing the beast against his guide's advice).

Finish had the son regain the respect of the community by tracking down a rabid hyena—pay off being that Meredith pressured a local official to help the boy win acceptance by threatening to tell the town that the official had been afraid to kill the insane animal.

Jur. Bundy.

This Is Show Business

TELEVISION — Reviewed Saturday (24), 9:30 p.m., EST. Sustaining via Columbia Broadcasting System TV. Producer Irving Mansfield. Director, Byron Paul. Music, Hank Sylvern. Cast, George S. Kaufman, Sam Levenson, Faye Emerson, Jane Froman, Eileen O'Dare, Emcee, Clifton Fadiman.

The basic formula is the same in the new time slot, there are some minor changes that help make "This Is Show Business" a better show as a sustainer. For one thing Sam Levenson's heart-warming nostalgic recollections of his life at home come thru better in the standup spot instead of sitting with the rest of the panel. Levenson now comes down front and center to chat. For another, George S. Kaufman's dry observations seem to have picked up some warmth. This may be deliberate because, since he became a controversial figure, he's taken on new sparkle. In any case, both Levenson's and Kaufman's contribution to the first of the CBS sustaining series, in the new time slot, if continued, will make it a show to watch.

Instead of the set up show business problems that the panel is supposed to solve, the formula is a catch-all, concocted of advice to the lovelorn and home problems. Obviously this gives the panelists plenty of room to roam in. For an added fillip to the kick-off of the new series, CBS had Jane Froman as the key guest plus Eileen O'Dare. Miss Froman's handling of "You Go to My Head" was masterful as always. Miss O'Dare's novelty acro-terps were adequate. But it was Levenson's recollections and Kaufman's cynical comments that made the show. Clifton Fadiman's contribution as the emcee were cut to the bone, which is perhaps just as well.

Faye Emerson, guest panelist, who came late—traffic tie-up or something, was Fadiman's explanation—was okay. Bill Smith.

TV Film Reviews

The Magic Lady

TV FILM—Reviewed at special screening. Running time 15 minutes. Produced by Telemount Pictures, Inc. Producer-director, Henry Donovan. Cast: Geraldine Larsen, Jerry Maren, Distributor: Official Films, Inc., 25 West 45th Street, New York, N. Y.

The subject matter and pacing of "The Magic Lady," as its title would indicate, confines its audience to the kindergarten and first grade group, or even younger. It is a low budget show, which Official Films is pitching for early morning or possibly luncheon slotting.

The action of the show is simply a series of basic tricks performed by the young lady of the title with a midget, known as Boko, as her straight man. The tricks are not of the usual vaude variety but rather such as are possible in filming. For instance, the Magic Lady does a bad drawing of a pig on a small slate. She hands the slate to the midget, and then with a wave of her wand it turns into a real pig.

The small amount of dialog is done slowly and clearly. A great deal of the interplay between the girl and Boko is via pantomime, which the midget carries off with some charm.

Geraldine Larsen as the lead is a nice looking brunette with stars in her hair, and she wears a gauze gown. Jerry Maren as Boko is costumed and made up as an elf. In the show caught the sets they worked in were either completely black or a sky backdrop with fantastic tree props. The show is scored thruout with light music.

Gene Plotnik.

Private Secretary

TV FILM — Reviewed Sunday (1), 7:30-8 p.m., EST. Sponsored by the American Tab. Co. Company for Lucky Strike Cigarettes thru Baiten, Barton, Durstine & Osborn, Inc., via the Columbia Broadcasting System's TV network. A Chertok Television, Inc., Film Production. Producer, Jack Chertok. Director, Christian Nyby. Writer, Tom Seller. Cast: Ann Sothern, Don Porter, Ann Tyrrell, Gloria Winters, Rex Evans, Michael Hall, Walter Reed.

Continued from page 3
in the set department. Modern office and apartment decor on

display in the first show were most attractive. Ann Sothern's personal decor also televised well. The blond actress looked lush and lovely—perhaps a trifle too lush figure-wise—a flaw which was minimized by shrewd costuming.

Lucky Strike commercials followed their familiar pattern, with Dorothy Collins on for two "friends" spots, and a cigarette demonstration and endorsement by a Treasury Department engraver, of all people. Miss Collins spiced up the proceedings a bit by exchanging her usual white blouse-garb for a college letter sweater and beanie for her second pitch. The sweater, need we add, was wholesomely shapeless.

"Private Secretary" is slotted in the 7:30 to 8 p.m. time spot occupied once a month by Jack Benny. Lucky Strike is sponsoring the new series, replacing "This Is Show Business," in the same period on the other three Sundays.

For Women Only

TV FILM—Reviewed at special screening. Running time 15 minutes. Produced by Telenews Productions, Inc. Producer Leona Carney. Commentary, Amy Sedell. Distributor, Telenews Productions, Inc., 630 Ninth Avenue, New York 36, N. Y.

Continued from page 3
being served. The furniture footage covered the latest exhibit of chairs, lamps and dishes at the Museum of Modern Art in New York. And the personality feature involved several shots of Britain's Queen Elizabeth II at work.

In addition, there was a statement by TV critic John Crosby about the great amount of TV film production now going on in Hollywood, shots of ceramic jewelry manufacturing in Rome, and the newest Swiss watches out of Geneva.

Telenews emphasizes that this is not a news show. These types of features do not require immediate airing. The films are scored with constant background music and cheerful commentary by Amy Sedell. Photography and film quality was generally very good in view of the dearth of good women's programming on film, this show ought to do all right.

Legit Review

AH, WILDERNESS (Opened Wednesday, January 28) Lenox Hill Playhouse

A comedy by Eugene O'Neill. Staged by Aaron Frankel. Costumes, Jeanne Burton. Production manager, Bette Ramey. Stage manager, John Sieg. Administrator, Arthur Seelen. Presented by Equity Library Theater.

Narrator	Richard Midgley
Miller	Paul Kirk
Bessie	Cynthia Rogers
Arthur	Morgan Holden
Madred	Elizabeth Ryan
Tommy	Nancy Brougham
Sid Davy	Lewis Schelle
Lily Miller	Frances Ingalls
Lady Macomber	Joe Graham
Muriel	Muriel Berkson
Nora	Jean Cooke
Wint Selby	Rex Sater
Belle	Elizabeth Ryan
Bartender	William Flatley
Salesman	Kenneth Maser

For the first of its series in its 1953 community theater revival, Equity Library Theater revives Eugene O'Neill's "Ah, Wilderness." Back in 1946, ELT dealt with an earlier edition which, if memory serves, came off rather well.

Currently, the O'Neill excursion into adolescence (circa 1906) is getting a sans scenery treatment. The effect is both good and bad. Personally, this reporter thinks "Wilderness" needs a visual turn-of-the-century background to build its fullest impact. However, a bare stage with chairs and table props could be okay, except that it has been elected to dress the cast in somewhat obviously budgeted, period costumes. Sometimes the combination seems hard to take. It is neither one thing nor the other.

In addition, since no one unfamiliar with the play would likely know what the actors are doing with the above-mentioned chairs and tables in order to make scene changes, a narrator has been interpolated into the current version. His duty appears to be a progressively humorous, explanatory intro of the plot. "Wilderness" needs no such obnoxious didoes. Something is obviously lacking in production-wise, if the play cannot project itself clearly on its own.

Aaron Frankel, credited with the direction, appears to have devised something gaited to in-the-round projection, and then put it on a stage. The result is tricky, a little arty, and frequently too intimate for proper impact. The young love scene in the last act, which has always been the play's high point, is played with the youngsters dangling their legs over the apron in most embarrassing proximity to the first couple of rows of the audience. A pewitter instinctively experiences a quirk of indecent intrusion on their privacy. This and other moments make it appear that Frankel is more or less intent on giving O'Neill a personal face-lifting.

Aside from these objections ELT's revival boasts some nice acting contributions. Outstanding is the work of Cynthia Rogers and Frances Ingalls as the distaff head of the Miller family and her spinster sister, respectively. Paul Kirk gives a satisfactory portrait of the small-town father confronted with a son suffering amorous adolescent pangs, and John Lehne shows inter-titit flashes of ability as the offspring afflicted with emotional growing pains. There is a nicely-played bit from Eileen Ryan as the tart, and another from William Fl they as the bartender. But the rest of the cast suffer in various degrees from inaptitude and inferior direction. A reporter is willing to settle mostly for the latter, since Frankel never seems willing to stop up a scene to a trot, if a walk will do.

Over-all, this production doesn't fit a pattern gaited to the avowed purpose of Equity Community Theater to increase audience scope. ELT has done far better and, a reporter hopes, will do so again. B B Francis.

SILBERT HITS DJ JACKPOT

NEW YORK, Jan. 31. — After being in New York only seven months, emcee Bill Silbert will earn \$75,000 during the next year. Silbert this week was signed by Station WMMG* to do his own disk show from 6-7 p.m., six days a week, replacing Ted Husing. He already is doing two TV shows on WABD.

NEWS CAPSULES

Calls TV Campaign Aid; Stanton to Ford Study

Continued from page 6

System: Donald H. McGannon, Du Mont Television Network; Mort Weinbach, American Broadcasting Company; Donald W. Thornburgh, WCAU-TV, Philadelphia; Leslie C. Johnson, WBBF, Rock Island, Ill.; Edward Wheeler, WWJ-TV, Detroit; Philip J. Lasky, WPIX, San Francisco, and Richard A. Moore, KTTV, Los Angeles.

LAUDS AM-TV 'HIRE HANDICAPPED' PLUGS

WASHINGTON.—Radio and TV stations which donated \$913,000 worth of time to plug National Employment of the Physically Handicapped Week last October were lauded this week for "an exceptional display of broadcasting and telecasting in the public interest" by William R. McAndrew, information chairman of the President's Committee on Employment of the Physically Handicapped and National Broadcasting Company's news and special events manager.

A total of 63,410 programs and spot announcements urged an estimated 13,000,000 listeners and viewers to "Hire the Handicapped" between October 5 and October 11, McAndrew reported. Radio and TV coverage of the 1952 campaign was 50 per cent greater than in 1951.

TV CELEBS INDUCT KOOP AS NPC PREXY

WASHINGTON.—TV stars Herb Shriner, Donald Richards, the McGuire Sisters, Lou Wills Jr., and Beatrice Kraft teamed up to help celebrate the inauguration tonight (31) of Theodore F. Koop of Columbia Broadcasting System as National Press Club's new president.

Koop, the first TV-radio newsmen ever to serve as NPC prexy, told an inaugural celebration group that the word "press" in NPC has now come to encompass "as equals in an honorable profession the men who gather and edit the news in any medium." "Freedom of the press," said Koop, "means freedom to disseminate news and opinion not only by newspapers but also magazines, newsreels, radio and television." Koop is director of news and public affairs for CBS radio in Washington.

THE RESTLESS PEOPLE AND THE YOUNGING DOOR

Brig. Gen. David Sarnoff has received the annual award of the Federation of Engineering Societies of the Drexel Institute of Technology, Philadelphia. Harold Burk formerly Hearst radio-TV director, is co-ordinating director of the Walter Reader Theaters UHF station in Asbury Park, N. J. Fred Ruegg, program head of KCBS, San Francisco, joins the labor relations division of CBS on March 1. Bill Murray has joined CBS Radio Spot Sales. Frank Grindley is now an account exec with Headley-Rood. Don Saraceno goes to the Chicago office of Blair-TV. James Cole is station and sales manager for WFTV, DuLuth, Minn.

John Vrba last week was named sales manager of Station KTTV, Los Angeles, succeeding D. W. (Bill) Whiting. Latter leaves to enter the TV film field. Leslie Norins will head the station's local sales department. Appointments are effective February 15. Vrba joined the station in early 1949 as promotion manager. Last April, he was appointed KTTV's national sales manager, which he will continue to handle in his new post. Vrba came to KTTV from Abbott Kimball advertising agency. He operated his own ad agency prior to joining the latter firm. Norins joined KTTV four years ago as an account executive.

Justin Miller, chairman of the board of directors of National Association of Radio and Television Broadcasters, resigned Friday (30) as chairman of the salary stabilization board along with four members of the board. The resignations were explained as being "in accordance with customary procedures following a change in national administration." The board's resignation was concurrent with the resignation of Economic Stabilization Administrator Michael V. DeSalle.

WASHINGTON, Jan. 31.—State Department's Voice of America, already target of three upcoming congressional probes, appears to be a step closer to its biggest re-organization since possible relocation outside the State Department as the result of a study under way by a President-appointed nine-member board. The board, created by President Dwight D. Eisenhower this week, plans to file a report by June 30 on unifying the nation's psychological warfare programs which are now scattered among several agencies, including the State Department. Among possibilities raised is that the board might recommend shifting the Voice operations to an independent agency housing all of the propaganda activities.

'Voice' Shift Seen Possible

The Voice, criticized by Congress year after year as wasteful, inept and incompetent, is already getting a going-over by the House Appropriations Subcommittee on State, Commerce and Justice Departments, and it is on the agenda of a Senate foreign relations subcommittee. The Senate Judiciary Internal Subcommittee investigating subversiveness in the entertainment industry has also placed the Voice on its agenda. Meanwhile, Sen. Olin D. Johnston (D, S. C.), in a report to Vice-President Richard Nixon this week, urged sharp curtailment of U. S. activities abroad where, Johnston said, "our wasteful practices and apparent disregard for the value of a dollar breeds disgust."

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Empire Room, Schroeder Hotel, Milwaukee
(Wednesday, January 14)

Capacity, 450. Price policy, \$1.50 cover nightly and \$1 Saturday matinee. One show nightly at 10:30, plus Saturday matinee. Owner-operator, Schroeder Hotels. Booking, non-exclusive (this one via William Morris). Manager, Louis Limecooly. Estimated talent budget, \$3,500.

Business is big these days at the Empire Room. The chief reasons are Benny Fields and Blossom Seeley. Fields appeared here as a single just a year ago, playing the Tic-Toc across the street to fair results, but this time, along with his wife, Blossom Seeley, plus the publicity attendant with the release of the flicker, "Somebody Loves Me," the drawing power of the revived team has been tremendous.

Fields' opener, "No Business Like Show Business," sets the pattern for the hour-long act which made both him and Blossom Seeley famous.

Difficult Room

The team solved the difficulties of working the awkwardly arranged room by working straight ahead, instead of facing one half of the room and then the other.

All their offerings were enthusiastically received. Any doubts that Blossom Seeley would have a rough time if it, or that the act would boil down to merely a "Then I sang such and such a tune" act, were dispelled as she belted right out with some strong tunes, "San Francisco Bay" and "Teasin' Rag," which elicited heavy mitting before she had finished.

Voice-wise and on the appearance side, both are strong. Miss Seeley's gown was stunning, and she has lost little of her legendary song-selling techniques, altho at times she seemed a bit grim and nervous.

Benny Field's "Song and Dance Man" won him his peak plaudits. Coming back for their encores, they seemed to shed some of the tailored aspects of their act, and the second half seemed to be a more spontaneous and entertaining portion.

Beg-Off

The finale "Somebody Loves Me," won them a beg-off in a clever fashion, with both Benny and Blossom selecting dancing partners from among the ringsiders. The wind-up had the crowd feeling as tho they had come to a party, with quite a few of the male customers cutting in to dance with Blossom Seeley. All in all it was a personal triumph for the pair of troupers back in the old home town.

Alex Alstone and his musicians did a very capable job of backing the show and providing dance tunes. Ben Ollman.

The Langs



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Night Club-Vaude Reviews

Roxy, New York

Wednesday, January 21)

Capacity, 5,886. Price range, 80 cents to \$2. Four shows daily. Booker and managing director, David Katz. Producer, Arthur Knorr. Show played by house ork.

The new show on the giant ice stage here, the second in the "Ice Colorama" series, is an uneven and poorly-staged spectacle, in spite of the sumptuous costumes and scenery and the talent on hand. The show appeared to be hastily thrown together, without sufficient rehearsal, and instead of a smooth-flowing production, became a chopped up and rather disorganized ice revue. Whereas the opening show made imaginative use of the ice for many of the routines, the new show lacked bright touches, except for a lively and colorful pantomime to the old standard "Lullaby of Broadway," with the chorus and principals acting out the parts.

Jo Barnum

The star of the new revue was petite Jo Barnum, an accomplished lass who joins the "Hollywood Ice Revue" next week. She was spotlighted in two lavish routines and came off charmingly in both, showing her stylish spins and axels in the "Deep Purple" and "Blue Danube" productions. Miss Barnum and Tony LeMac teamed up for some excellent pair skating in both of these routines.

Red McCarthy, covered from head to foot in silver paint and signifying the mythical speed demon Mercury, was effective in his speed skating routine, tho the lighting did not spotlight him to his best advantage. Johnny Flanagan came up with the only comedy number in the entire show, even tho most of his routine has been performed again and again by the Three Bruises or Freddie Trenkler. However, his bit received a lot of guffaws from the audience. Rhythm skater Alice Quesy sold well on her many appearances on the ice, especially during her brief solo. Ray Frost did not come thru with the necessary impact on the wild Haitian routine at the end of the show.

Adequate Line

The best to be said about the linework of the Roxy skating guys and dolls is that it was adequate. However, this should be blamed more on inadequate rehearsal than anything else. With a smoother production, rather than an episodic one, everyone's work would have come off better. The producer is using the chorus to better advantage than in the previous production, working the boys and girls from both sides of the ice, and the costumes by Michi were eye-catching. However, the show needs more comedy, less hackneyed routines and better staging.

The house is continuing its policy of not billing anyone in the show, and not even broadcasting the names of the performers until after they leave the ice, and sometimes not even then. This policy does not seem to be a very sensible or helpful one from either the performer's or the customer's viewpoint. Pic, "Niagara."

Bob Rolontz.

Olympia, Miami

(Wednesday, January 28)

Capacity, 2,170. Price policy, 68 cents - \$1.03. Four shows daily. House booker, Harry Levine. Show played by Les Rohde's orchestra.

The new bill here is paced neatly by comedian Pat Henning, recently returned from Germany where he appeared in a Fredric March pic, "The Man on the Tightrope," and he includes several anecdotes about his film work during his stage chore as emcee and in a solo spot.

Henning had them laughing thruout and proved an able master of ceremonies in addition to filling the closing act with a full quota of humor. His familiar closing, a St. Patrick's Day parade, is still a funny bit.

Richard Hayes

Strong reaction was also chalked up by Richard Hayes, who delivered a well-balanced routine of songs that ranged from

Clover Club Miami

(Friday, January 16)

Capacity, 450. Price policy, \$6 food or beverage minimum. Shows nightly at 9:30 and 12:30. Owner-operator, Jack Goldman. Booking, non-exclusive. Publicity, Les Simmonds. Estimated talent budget, \$14,000.

Johnnie Ray, the most emotional singer to come along since the late Al Jolson first dropped to one knee, made his Miami debut here, and it's hard to say who screamed more—Ray or the customers. Jack Goldman has him for two weeks and he's a sure bet to pack 'em in.

As a showman, Ray has few peers working the local circuit. He works hard and is as emotional to the eye as to the ear. Opening with "Walkin' My Baby Back Home" with a hand mike, he follows with a hymn, "The Touch of God's Hand."

The big noise from the audience comes, however, when he essays a medley of his record hits. Tunes such as "Little White Cloud That Cried" and "Cry" got tremendous hands. He finished with a jubilee singing bit that had the audience pounding mits thruout.

The balance of show spotlights the Clark Brothers, whose machine gun tapology was a joy to watch. They're a talented pair of performers. The comedy phase of the bill is handled by Gary Morton. On the show caught, he couldn't reach the people and even skipped his encore. Selma Marlow dancers (6), with Joy Skylar soloing and Paul Chapman singing the production numbers, round out the proceedings. Tony Lopez' ork backed the show. Herb Rau.

Macayoa, Santa Monica, Calif.

(Wednesday, January 28)

Capacity, 350. Price policy, no cover or minimum with dinner; \$1.50 minimum on drinks only. Shows at 9:30 and 12. Owner, Ramon Reachi. Booking policy, non-exclusive. Producer, Geri Galian. Estimated budget this show, \$3,500. Estimated budget last show, \$3,000.

This boite continues to come up with a good crop of newcomers. Bill Skipper and Joy Walker, a young dance team, offer impressionistic modern semi-ballet routines that show a real potential. The dark-haired boy opens each number with a song, around which the dance bit is built. His blond partner comes on after a couple of choruses for some smooth routines. They opened with a good rhythm precision bit, built on the one-time popular "trucking," and closed with an imaginative blues routine.

The Sonja Shaw Dancers (two dark-haired boys and two blondes) put a terrific amount of enthusiasm in their work, but their fundamental routines are too much like some of the big time acts, doing East Indian and Caribbean routines. These youngsters should find a format not yet used, for an original approach is all that's necessary to put them up among the toppers. Foursome are well-rehearsed and nabbed good mitting.

Only veteran on the show is Benito (Pat) Moreno, a 32-year-old lusty baritone, who should get an earring from diskeries interested in the Mario Lanza-type voice. He has a tremendous range and can turn on the steam a la the Victor disk. Moreno paces his stint with some good impersones of the Ink Spots, Vaughn Monroe and Lanza, and adds spice with some good, relaxed comedy. A TV producer seeking a singer who could do some ad lib talking parts, could ogle Moreno.

Geri Galian has returned to the stand and his band is one of the best five-piece show bands in the business. Galian's floorshow got their usual fine hands.

Johnny Sippel.

pop to a Cajun folk tune. The lad makes a nice appearance on stage, and has the voice to go with it.

Otherwise, the new bill is so-so fare. Billie and Gene Lambard open with some Swiss tumbling routines, and the Marvellos follow with their standard act. Jack Parker rounds out the proceedings with a juggling stint.

Herb Rau.

St. Regis Maisonette, New York

(Wednesday, January 28)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owners, St. Regis Hotel. Manager, Pierre Bultinick. Booking, non-exclusive. Publicity, Timmie Richards. Estimated talent cost current show, \$1,000.

Constance Moore fits this room like the proverbial glove. She has the looks, the class and the sort of material that goes best with the patronage the room draws.

On night caught, Miss Moore was handicapped by a cold giving her a Tallulah-like voice. But despite this handicap, she sold quite capably. Her material consists of little known show tunes plus semi-specials. Latter has enough spice and she has enough selling technique to make the combo draw top hands. Basically Miss Moore's forte are songs which require acting ability. Conversely a long number, Edna St. Vincent Millay's "Penitent" set to music, gave her little room to display her histrionic talents. Such numbers as "Too Late Now" or "I Love the Guy" give her the chance to shine in best.

Milt Shaw's backing of Miss Moore was excellent.

Bill Smith.

Chez Paree, Chicago

(Wednesday, January 28)

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

Jerry Lester's razzmatazz developed into a compound practice here opening night. A patron broke up the routine after Lester got off the first sentence. Then the comic improvised his way back to and around the script for 50 minutes and had the house right with him for every laugh.

Lester talks some customers into the act with localized gags and he works with a girl for a smooth movie satire. But it's his grimacing and gimmicks that click. The leers and gags, familiar thru both club and TV work here, found a ready audience.

Explaining that if the audience likes opening acts, he's got 'em, Jerry runs an inventory of his gadget collection. This leads to a rapid-fire olio of juggling, rolla-rolla, top spinning, magic, horn tooting and what-not, which earns more big mits.

Nita Bieber and Gerald Gotham offer modern Cuban flirtations afoot. Halina Gregory is the singer. Chez Paree Adorables stepped out with the best chorus work since the spot reopened a month ago. Tom Parkinson.

Chicago, Chicago

(Friday, January 23)

Capacity, 4,200. Price policy, 45 to 98 cents. House booker, Harry Levine. Show played by Louis Basil and house band.

Singer Bob Carroll, who scored with Derby Record's "Say It With Your Heart," heads the current bill which is coupled with the three-dimension picture, "Bwana Devil."

Carroll opens with an okay "Come On and Get Happy," but picks up when he does "Don't Let the Stars Get in Your Eyes," "Because You're Mine" and "Say It With Your Heart" It is then that he reveals good voice and stage personality.

The Pitchmen's standard act with props and comedy bits got excellent results.

Francis Brun, circus juggler no newcomer here, whips thru his routine. Mouthpiece catches, skipping rope while balancing a ball on one foot and his finish, in which he handles about a dozen balls and hoops at once, are top-pers.

Strong openers are the Three Wiles. Their tap turns and sleight-of-hand bits hold attention. Impersonations are adequate and their convertible wardrobe routine and mechanical soldier dance are mitt-getters.

Tom Parkinson.

Marine Dining Room, Edgewater Beach Hotel, Chicago

(Friday, January 23)

Capacity, 500. Price policy, 75 cents-\$1 cover charge. Shows at 9 and 10:35, Monday thru Friday; 9 and 11:30, Saturday. Producer, Dorothy Hild. Publicity, Ed Duess. Booking policy, non-exclusive. Estimated budget this show, \$5,000.

Denise Darcel, in a gown that fits dramatically, drifts thru a medley of French-accented chatter and songs. It's a spotty routine that sometimes is sparked by catchy presentations and sometimes is stalled with disorganization. She's rescued by a group singing bit in which she mixes well with the ringsiders and flips in ad lib observations about them.

It's an informal rundown, only partly scripted. Usually the patter between songs is adequate. She fares better with the light-hearted tunes than with the low, slow ones. A couple of times she wanders off stage, leaving the audience at a loss about whether that's the end. Picking up the loose ends slows the act.

But by the time she has nicknamed those she drafts for a bar or two of "Alouette," giggled about moustaches and "zipped" champagne, mademoiselle's continental ways have won the crowd.

Roger Ray and his marimba supply the comedy. It's one of those things in which he never quite gets around to playing the thing. His material generally is strong, tho sometimes telegraphed, but reception is good.

The Dorothy Hild Sextet introduces Miss Darcel with a pink and black number that sets the Paris scene.

Bob Kirk's orchestra, the former Griff Williams band, handles its role well. Tom Parkinson.

Caught Again

COPACABANA, NEW YORK: Alan Dale, back in the show after a siege of illness, showed an amazing improvement since last caught. First of all he no longer does take-offs of other singers, and, secondly, he's acquired a rich vocal quality that makes him more listenable. But if his voice sounds better, he hasn't yet learned how to project with sufficient flexibility or change his facial expressions on contrasting numbers. He gets a lot of beat in a rhythm number, toying with the mike (a la Dean Martin), with a pleasant smile on his pan. But when he sings a ballad, even tho the feeling is there, his facial expression remains the same—the same smile, as if he were kidding. If a singer wants to convince an audience, he has to project appropriately—face as well as voice—otherwise the sight values dwindle. Bill Smith.

ALADDIN ROOM, ALGIERS HOTEL, MIAMI BEACH: Displaying considerable class, Rosalind Courtright bowed into the local nitery scene Tuesday (13), packing the 250-seat room on opening night and scoring a personal success as a chanteuse. Attractively gowned, the pert red-head looks good on stage and sold a slick selection of special-material tunes. While her standards can only be rated so-so, her delineation of smart-lyric songs proved a crowd-pleaser. She's in for a fortnight, and is drawing the smart crowd. Herb Rau.

DRIFTWOOD ROOM, NAUTILUS HOTEL, MIAMI BEACH: Opening night for Joey Adams and Al Kelly in this spot was a melee of adlib chatter between the pair on stage and ringsiding Slapsy Maxie Rosenbloom, who himself opened in the Sherry-Frontenac Hotel the following night, Thursday (15). The Kelly-Adams combo garnered their share of laughs, however, in their own stint which was marked by a heavy use of Yiddishisms. In one Yiddish routine, they employed the services of ex-fighter Bob Olin, who was ringsiding with Rosenblum, for a very funny bit. Room, seating 350, was packed. Herb Rau.

Advertisers in THE BILLBOARD are BLESSED WITH THE BEST.

TROA PLEDGES UNITY IN ACTION

First Annual Confab Feels Agreement With AGVA Possible Without Fight

Continued from page 1

"I am willing to be the guinea pig for the entire industry," Walters said. He warned that if the ruling of the New York State authorities was upheld, other States would shortly follow suit.

TROA authorized its counsel, Maurice Lutwack, Buffalo, to join with Walters in fighting the case, "all the way to the U. S. Supreme Court if necessary."

A war chest of \$10,000 was gathered by voluntary contributions. The dues structure will be decided upon by the finance committee in the immediate future. Officers of TROA elected were Lou Walters, Latin Quarter, New York, president; Lenny Litman, Copa, Pittsburgh, first vice-president; Herman Comrow, Powelton Cafe, Philadelphia, second vice president; Mickey Chiado, Savannah Club, New York, secretary; Herman Pirschner, Alpine Village, Cleveland, treasurer.

The TROA's board of directors will consist of presidents of all local cafe orgs that decide to join the national body. At present local orgs affiliated with TROA are Detroit, Pittsburgh, Cleveland, Philadelphia, New Orleans and Miami. The Chicago Cafe Owners Association, which had not been asked to join, were invited to come in Friday (30) by wire.

The TROA's ruling body, how-

ever, will be its executive board. Under the constitution this body will have the power to decide and rule on all major points. This board will consist of all the elected officers plus Harry Altman, Buffalo (Town Casino), chairman of the board; George Hamid, New York; Max Cohen, Baltimore (Bandbox).

The admission of George Hamid was strongly urged and agreed to unanimously. Under the TROA's constitution any place of business that sells food or liquor and has entertainment is eligible. "If a place sells only pop corn, it can come in," was the explanation, and Hamid was admitted to membership.

The next TROA convention will be in July at a site to be later determined. One of TROA's first official moves was to ask for a meeting with AGVA Wednesday (4) at 3 p.m. AGVA's National Board starts its winter meeting Monday (2) in New York.

Pierre Aligns Name Roster

NEW YORK, Jan. 31.—The Pierre's Cotillion Room is putting up bigger dough than ever in its history to get the attractions. The spot has just bought Hildegarde for a return date—a 12-week— for a September 22 opening.

Ahead of Hildegarde, however, Stanley Melba, the Cotillion Room's talent buyer has a deal cooking for Dorothy Sarnoff to open about April 15, followed by a combo bill of Denise Darcel and Mata and Hari.

The current show has Doretta Morrow and the dance team of Teddy and Phyllis Rodriguez. Following them, Lucienne Boyer comes in for a month starting February 17. After Miss Boyer Melba has booked Gisele MacKenzie, making it the first time the room has bought a record name.

Extra Added

New York

Frank Taylor is now associated with Lew and Leslie Grade's New York office. . . . London may ban all hypnotic acts starting next April based on the repercussions of the Ralph Slater court case. . . . Betty Casman, unicycle act, collected insurance for an injury alleged to have been received in the Fairmont Club, Hull, Que., but is now suing the spot for an additional \$50,000.

Dick Henry is back at his desk after surgery. . . . This town is full of cafe ops here for their first cafe owners' convention. . . . And Taft Hotel is full of actors for the American Guild of Variety Artists National Board meeting. . . .

The Three Suns started their 10th week at the Hotel Astor, having been originally set for two weeks and options. The Theater Restaurant Owners of America's financial committee consists of William Wallinger, Detroit; Dallas Gerson, Philadelphia; Jack Taylor, Montreal; Eddie Leonard, Baltimore, and Leon Prima, New Orleans. . . . Lew Grade, here from London, flew to the West Coast. He'll be back in town next week.

Miami Beach, Fla.

Lou Collins' (nee Mother Kelly's) has blossomed out with a late-night air show, the only niter in town to have a midnight gabber. Bob Hanna, local radio and TV personality, is at the mike. . . . Burlesque moved into Flagler Theater in Miami with (Continued on page 50)

Philly-LQ Sets Headline Acts

PHILADELPHIA, Jan. 31.—The Latin Casino will follow Frankie Laine, who opened Thursday (29), with Peter Lind Hayes and Mary Healy February 5. Danny Thomas is due February 20.

While Thomas is to stay only to February 28, club hopes to have him remain until Johnnie Ray comes in March 5 for 9 days.

Billy Daniels has been set for March 23. Dick Shawn returns for a week in May, and the Will Masten Trio, with Sammy Davis, returns June 11. Club usually closes the end of June.

EMA Recruits 85 Midwest Members

Booker Organization Denies Charges That Some Seek ARA Reinstatement

CHICAGO, Jan. 31.—The Entertainment Managers' Association of the Midwest this week disputed charges that some members sought reinstatement in the Artists' Representatives' Association.

In a prepared statement, the Chicago booker organization said that progress in recruiting members had exceeded the fondest

hopes of the members. A spokesman pointed out that 85 members from Chicago and the Midwest had joined and paid dues for this year. He claimed that not a single member had resigned nor had any member indicated his intention of leaving the new Midwest group.

"Membership of the EMA comes from all sections of the Midwest, Southwest and as far west as Denver, and new members are coming in at a rapid rate," the statement pointed out.

The statement continued, "The primary reason for the wholesale resignation from ARA was because of a definite conflict of interest between the majority of EMA members, who are principally club date bookers, and some of the major offices."

"There is a unanimous feeling on the part of EMA members that these same major offices concentrated their efforts in behalf of their own interests while at the same time failing to properly look after the best interests of the club date bookers."

"EMA members feel so strongly about the righteousness of their cause that they have made strong pledges to stand together under all circumstances and say they will resist any attempts to break their solid front."

Meanwhile, members of the Chicago group report no interruption of any of their dates, with the exception of one Cincinnati show last week. They further claim that the majority of the acts around town are militant in their desire to work and continue to work for bookers classed by AGVA as "unfair."

'Fasten Belts' Hits the Road

NEW YORK, Jan. 31.—A new unit, tagged "Fasten Your Belts," is due to open in Montreal February 16, operating on a budget of \$4,000. The show, put together and produced by Sam Rose, operating as Rosedor Productions, will have a 14-person cast headed by Leo Fuchs, Mickey Freeman, a mixed line and other acts.

The package will run in theaters on a 10-shows-a-week basis. After closing in Montreal it will go on tour, playing Chicago, Boston and Philadelphia.

Because the format is basically a vaude pattern, the show comes under the jurisdiction of the American Guild of Variety Artists. A basic contract, calling for a cash bond and minimum basic conditions, was worked out by Lou Smoloff, of AGVA, with Sam Rose.

TROA OFFERS TRUMAN JOB

NEW YORK, Jan. 31.—The Theater Restaurant Owners of America wired ex-President, Harry S. Truman, "I am authorized to offer you \$75,000 a year on a five-year contract, if you will act as head of the Theater Restaurant Owners of America. Please reply and meeting will be arranged." Signed: Lou Walters, President TROA. That was Thursday (29). To date: no reply.

Union City Cap To Try Vaude

UNION CITY, N. J., Jan. 31.—The Capitol Theater, here, will try using acts on a week-end basis beginning February 7. The house is now a first run pic location operated by Dobes, Inc.

The first show will have Tony Bennet, Milt Douglas and other acts, costing about \$3,000. The show plus a picture will run four days. If policy makes money it may be extended to a full-week stand. The price range will be 85 cents to \$1.

Al Rickard will book the house.

Coast's AGVA Pic Peaceful

HOLLYWOOD, Jan. 31.—All is peace and quiet on the West Coast front regarding acceptance of the two-month-old AGVA Welfare Fund plan. Situation from Seattle to San Diego is in direct contrast to battles occurring in other parts of the country over acceptance of the new plan.

A check of AGVA welfare vouchers from the Seattle, San Francisco and Hollywood offices reveals that 116 niteries and hotels are regularly paying the weekly stipend. Included are 66 clubs in the Los Angeles area, two in Santa Barbara and three in Bakersfield. Among the Hollywood office accounts paying are (Continued on page 50)

MIAMI CAFE OPS MAY JOIN HAMID

NEW YORK, Jan. 31.—After George Hamid Sr., got thru telling the Theater Restaurant Owners' convention what his activities were and what organizations he was a member of, there was a long pause. Paul Brunn, representing the Cafe Operators of Miami, broke the spell. "Instead of having Hamid join us, maybe we should all join him," he said.

Seattle Vaude Outlook Bleak

SEATTLE, Jan. 31.—The Palomar Theater in Seattle closed its doors on Sunday (1). John Danz, president of Sterling Theaters, Inc., the firm which owns and runs house, called the Palomar a "victim of progress."

Still under Sterling management, the 1,400-seat house will be turned into a bowling alley. The theater has been running constantly here since 1915.

With the lease on the Metropolitan Theater running out in 1954, and dismantling expected there (the Olympic Hotel will build a carriage entrance in the Met's place), and the Palomar going permanently dark, the future of vaude and leg' attractions here looks dark.

Two Theater Vets Take Agency Jobs

PHILADELPHIA, Jan. 31.—Eddie White, vet performer, will become an agent. He joins Harry Dobbs, local maestro who maintains a theatrical booking agency.

In near-by Reading, Pa., C. G. Keeney, former manager of the Rajah and the Park movie houses there will join Bobby Dease, theatrical agent, in setting up a theatrical and musical entertainer's booking agency.

AGENT PAYS UP 1ST TROA DOUGH

NEW YORK, Jan. 31.—Frank Sennes, Midwest booker and agent, entered the convention room of the Theater Restaurant Owners' Association of America.

"Frank, you're perfectly welcome here because you're a booker," said Lou Walters, president of TROA. "But everybody here has to contribute \$10 toward the expenses of the hall. So come up with your dough."

Sennes walked up and paid off. As he returned to his seat, one cafe op burst into laughter. "Wadda ya know—that's the first dough we've seen so far—and from an agent!"

Work Plentiful in Europe; Survey Reports Conditions

By TED WOLFRAM

COPENHAGEN, Denmark, Jan. 24.—The Murray Lane articles (The Billboard, December 6 and 27) on the state of show business in Europe were in general a fairly accurate impression of conditions he visited, but they create an inaccurate impression of conditions as a whole because he undertook to judge the entire Continent by what he experienced in only a very limited number of European countries.

Sticking to the vaude, circus and night spot fields, one of the most reliable barometers of European show biz is a close study of the collective ads in the English, Danish, German and other show-biz trade mags. By noting the number and size of such ads in each paper one can quickly and quite accurately judge the state of show biz in each country. By scanning each ad and picking the number of big-time acts on the bill one gets a good idea of the grade of acts employed and the salaries that can be expected. In England, where collective ads are not in general usage, the same information can be culled from the "show calls," which are published weekly in the show trade periodicals.

Using this barometer, show biz at present seems to be particularly good in England and Germany (Western Zone). This system falls down unless observed over a fairly long period, as in all the Scandinavian countries show

biz booms in the spring and summer months while in Belgium, France, Germany and Holland, the winter months are those most active; vaude and cabaret spots are operating and there are important indoor circuses using both circus and vaude talent.

The fact that smaller countries have few cities big enough to support good shows or night spots must be taken into consideration. Also the fact that most engagements are for a full month. Ergo, conditions are quite good in Holland, where Circus Strassburger is playing in Amsterdam's big Carre arena and movie-vaude houses and cabarets are active. Conditions are practically the same in Rotterdam.

Conditions in Belgium

In Belgium, Brussels has lost its famous Cirque Royal, but the Dutch circus of Franz Mikkenie is playing a two-month stand there in an aluminum side-walled big top, and several cabarets are using good talent. Antwerp has at least one good cabaret, Ancienne Belgique, which provides a good jump-break for acts going from England or Scandinavia to the south of Europe. Lane's jibes at Brussels are exaggerated. Grade and type of acts used depend on the season. In mid-winter at least three of the better night spots use very good talent. Over the past year-end holidays the Ancienne Belgique had the Five Debonnaires and W. odrow, clever English juggler who has played the New York Roxy. Tavernes

Palace had Lucienne Boyer and Georges Ulmer, both "names." Bouef-sur-le-Toit featured John and Rene Arnaut, a standard American act, which copped a run-of-the-show follow-up with a big revue at the Alhambra Theater on January 17.

Germany has several good indoor circuses, but American vaude acts stand their best chances in many good night spots, particularly in the Ruhr steel district, where biz seems to be booming. Some spots in Dusseldorf, Cologne and Wiesbaden use 10 to 12 acts for split months.

Scandinavia is most active from the end of April until mid-September, but Denmark has year-round work as most cabarets there have no closed season. Tourist hotels in the big cities of Denmark and Sweden report all rooms reserved for the coming summer, which indicates good show biz prospects.

Paris Vaude Spotty

Vaude and circus biz in Paris has been very spotty for several years—and still is. However it should be noted that since Jerome Medrano re-established real circus at the Cirque Medrano that spot seems to have been doing well and has been using good acts, including several American numbers. This in turn has obliged the Cirque d'Hiver to improve its bills. The ABC Theater and the Bal du Moulin Rouge some times run good vaude shows but seem to have no stable policy. ABC (Continued on page 50)

"The Biggest Double Header That Ever Played New York"

The COPA BONNET

The Oscar of After-Dark Entertainment

Is Hereby Awarded To



**MYRON
COHEN**



**BETTY & JANE
KEAN**



The Copa is proud to add to the show business
Hall of Fame these three great clowns, who
combined four-star notices, five-alarm excitement
and six-figure business for one of the most
brilliant engagements in Copa history!

Jules Podell

... AND CREDITS WHERE CREDIT IS DUE: To these outstanding creative talents
who helped to make this show one of the greatest all around revues to ever grace the Copa Floor.

Staged by **DOUGLAS COUDY** • Music & Lyrics by **MATT DUBEY & HAROLD KARR**

Costumes Designed by **BILLY LIVINGSTON** • Executed by **MADAME BERTHE**

Orchestrations by **ELIOT G. EBERHARD** • Jewelry by **NAT MAZER of MAZER BROS.**

Betty & Jane Kean's Material by **ELI BASSE**

J U L E S P O D E L L ' S
COPACABANA

10 EAST 60TH STREET • NEW YORK CITY

53 Kick-Off Is Biggest in Years for Record Business

Many Share Hits; No Dip After Holidays

Continued from page 1

was so strong that dealers' inventories were depleted — a fact which materially affected the high shipping figures of manufacturers and distributors.

December and January, of course, have been traditionally regarded as months in which the disk business had to do sufficient volume to cushion itself against the summer slump. An analysis indicates that in most cases this has already been accomplished.

A note of caution is injected into the generally optimistic picture by some disk execs, who note that on the dealer level a softening has been occurring in various sections of the country. The East has not been holding up as well as other sections. The Midwest and South have been strongest. With regard to the East, some distributors claim poor business here at present. Midwest indie distributors claimed January business was the greatest ever experienced.

Majors

The picture among the majors contains the following highlights: RCA Victor, for January, has been running about 20 per cent ahead of the same month last year. This is all the more significant when it is borne in mind that January, 1952, was a strong month. Columbia, it is understood, experienced the greatest December in its history, with sales estimated at 15 per cent above the previous year. The diskery's January business was not as high as last year owing to the lack of a 1,000,000,000-seller like "Cry," although individual records were moving very well.

For Capitol, December was the greatest December in its history, with sales estimated at 40 per cent above the previous year. A good part of this outstanding Capitol business was traceable to the demand for LP's and albums. Decca has been running ahead of last year.

Independents

Independent labels, in the pop, c.&w. and r.&b. fields also experienced a solid business thruout January after an excellent Christmas. Cadence Records, with only one platter released to date, Julius La Rosa's "Anywhere I Wander," was racking up sensational sales in every city that the diskery could cover with platters. Essex Records moved a lot of "Oh, Happy Day" waxings during December and January; Imperial Records with its hot Slim Whitman and Fats Domino recordings claimed business was great. Chess Records was pushing out waxing after waxing of the most solid r.&b. hit in many a year via the smash Willie Mabon cutting of "I Don't Know" which has spilled

8 LABELS HOLD TOP BB RATINGS

NEW YORK, Jan. 31.—As an indication of the healthy competition now going on among the diskeries, from the majors to the independents, the 10 top places in The Billboard's Best Selling Charts this week are held down by eight different labels. Only M-G-M and Coral Records have more than one disk in the first 10. The other labels in the top group include RCA Victor, Mercury, Essex, Columbia, Cadence and Decca.

over into the pop field. Dot, hot with the Hilltoppers' "Must I Cry Again," Maddox' "In the Mood" and Belloc's "Pretend" had its best January in history.

RCA Victor

In the Victor picture it is noted that many artists are represented among the strong sellers, that EP's are going very well and that the Blue Bird classical label, after a slow start, has taken hold. Here are some sales figures:

Perry Como's "Don't Let the Stars Get in Your Eyes" is now over 1,000,000 and going at the rate of 100,000 a week. Como's "Wild Horses" in 10 days hit 171,000 and is expected to close the two-week period at 200,000. Eddie Fisher's "Downhearted" this past week sold 50,000 as against 71,000 the week previous and 57,000 on its first week. Sunny Gale's "Tear-drops on My Pillow" the last three weeks did about 115,000, and Buddy Morrow's "I Don't Know" is estimated at 150,000 and selling strongly. Ralph Flanagan's "Hot Toddy" is selling at 30,000 weekly and is expected to hit 170,000.

Fisher's "Lady of Spain" is showing continued staying power, with a total of 700,000. Spike Jones' "I Went to Your Wedding" has about petered out, with the total around 250,000. Mario Lanza's "Because You're Mine" has been hitting a weekly figure of 23,000; Vaughn Monroe's "Lonely Eyes" has begun to show up, and last week sold 27,000. Hugo Winterhalter's "Blue Violins" is now close to 250,000.

In the classical end, Beethoven's Ninth, a double LP, racked 85,000. In the country field, Eddy Arnold's "Condemned Without Trial" shapes up as perhaps Arnold's biggest disk in a year. It is close to 300,000 now, with the last three weeks' sales totaling nearly 100,000.

Columbia

Columbia Records broke all records with its December business, which was the highest in the firm's history. January has not been quite as strong as January, 1952. However, due to two factors, the firm is quite happy about the month. January last year Columbia had the 1,000,000-selling Johnnie Ray waxing of "Cry," and the diskery was flooded with back orders due to the pressing plant strike. Item by item Columbia's single releases are selling at a

(Continued on page 47)

Coast Looks To Best Disk Biz Since '45

By JOHNNY SIPP

HOLLYWOOD, Jan. 31.—The lush pre-Christmas business, which normally starts to fall off into a January lull around December 15, continues thru what may be the best January record business since 1945, a survey of leading disk outlets showed this week.

Los Angeles record-pressing plants, strongest barometer of the nationwide trend here, in that many of them press for national distribution, as well as the 11 Western States, New Orleans and Texas, reported their biggest rush since the war's end. Al Levine, of Alco, reported that his business is up 35 per cent, forcing him to add four more hours daily to normal working time. He notices that his greatest increase in regional shipments comes from the South and Philadelphia. Nate Duroff, Monarch prexy, cites Texas as the hottest buying area in the current platter prosperity. He reported that January orders are double those of a year ago. Jack Rosen, who presses for M-G-M and King, among others, at Superior here, has felt the boom on the late Hank Williams' records, but reports that other lines, too, are moving. Rosen's normal shift is from 7 a.m. to 4:30 p.m. but he is now going from 6 a.m. to 9 p.m. six days per week.

Imperial records is having a big January, not only because of the addition of a good country and western roster in the past year, but also because of generally heavier movement in the line. Lou Chudd noted that distributors are showing enthusiasm for new re-

(Continued on page 48)

Brunswick Leaps Ahead

NEW YORK, Jan. 31.—Plans set recently to re-activate Brunswick Records as a productive r.&b. and jazz label are fast being completed by the Decca subsidiary. The diskery has already signed several new artists, bringing its productive roster to five, and set a regular release schedule of new disks. It also is digging more intensively into old Decca and Signature masters for suitable re-issue material.

In the jazz field, Brunswick has signed Jimmy McPartland. Jackie Paris has just been inked to cut vocals in his pop-jazz style. And the Five Bills and Gayle Brown have been pacted to join Mabel Scott in the firm's r.&b. division. There will be two releases of Brunswick wax monthly, each to consist of two or three singles and at least one album.

The diskery's first regular release, turned out to market next week, will contain singles by the Five Bills and Gayle Brown, plus the first in a new album series called "Battle of Jazz." The latter, to be made available only as a 10-inch LP, contains early Blue label Decca etchings by the Bud Freeman and Joe Marsala orks.

OKEH HASN'T INKED RAINE

NEW YORK, Jan. 31.—It was erroneously reported in The Billboard last week that Lorry Raine had been signed to a record contract by Okeh Records. Okeh execs informed The Billboard this week that they have not signed the singer, nor have they made any agreement to acquire any masters of the thrush.

MANY TRIBUTES TO H. WILLIAMS

NEW YORK, Jan. 31.—The following records memorializing the death of Hank Williams are now available:
The Death of Hank Williams
 Jack Cardwell
 King 1172
Hank Williams Will Live Forever
 Johnnie and Jack
 RCA Victor 20-5164
In Memory of Hank Williams
 Arthur Smith
 M-G-M 11433
The Life of Hank Williams
 Hawkshaw Hawkins
 King 1174
That Heaven Bound Train
 Johnny Ryon
 Coral 60148
The Death of Hank Williams
 Hank Williams Sings It
Blues No More
 Jimmie Logsdon
 Decca 28584
Tribute to Hank Williams
 Joe Rumore
 Republic 100

Capitol Adds 2 U. S. Symphs to Classical Stable

NEW YORK, Jan. 31.—Capitol Records added two more American symphony orks to its classical line-up this week with the pacting of the St. Louis Symphony Orchestra and the Indianapolis Symphony Orchestra. This makes the third American ork under contract to the diskery, the other being the Pittsburgh Symphony. This is part of the Capitol drive to expand its domestic classical stable.

Richard C. Jones, head of classical a.&r. for Capitol, consummated the pact with the St. Louis ork with William Zalken, manager of the symphony there, and with Alan Meissner, manager of the Indianapolis aggrega-

(Continued on page 48)

Chi Disk Biz Peak; Good Tunes Reason

By STEVE SCHICKEL

CHICAGO, Jan. 31.—Record business in Chicago is at its highest peak in years. Area dealers, distributors and manufacturers claim the increase in sales is due to an increase in good material being recorded.

100 Per Cent Up

Maury Goldman, sales manager of James H. Martin Distributors, says: "December was the biggest month in our history, and January is already up 30 per cent over December." He reports that they are 100 per cent over the same period last year.

United Record Distributors report that their January sales are almost 100 per cent over last year, and the same holds true for December. The company added several new labels during the year, but officials say the increase goes beyond what they had expected.

United Distributing's Lew Leaner says current business compares favorably with the extremely good years of 1947-'48. He says: "In 1949, '50 and '51, everyone had the television fever. Now people pick out the programs they want to see. They listen to the radio more. That means they are listening to more disk jockeys, and when they do that, they buy more records."

Dealers Up

Dealers report increases in January sales of from 7 to 20 per cent over the same month a year ago. The average reports show increases of 10 to 15 per cent.

Most dealers say their sales began to climb several months ago, approximately mid-October, and that the increase has been steady. Several mentioned that they had not experienced the usual drop following the Christmas season. The increase cannot be attributed to any special record or craze, such as the Lanza fever which took the summer of 1951 out of a slump. Dealers specializing in rhythm and

blues records report the same increases as the dealers in pops.

One dealer, who handles country and western records exclusively, said that his sales are up 50 per cent over last year, and attributed some of the increase to a recent advertising campaign.

Several dealers mentioned the large number of phonographs sold in 1952 as helping the record sales rise.

Booklet Lists Catalog Rules

WASHINGTON, Jan. 31.—Rules for cataloging all types of sound recordings, including phono disks and cylinders, wire and tape recording, and player piano rolls, are outlined in a new pamphlet issued by the Library of Congress entitled "Rules for Descriptive Cataloging in the Library of Congress: Phonorecords."

The Library will offer a printed catalog card service for recordings comparable to the established service for printed materials and film. Since the Library prints catalog cards for other libraries and individuals as well as for its own use, "Phonorecords" will be of "national importance" in establishing a uniform system of filing recorded materials.

No Records For Chappell

NEW YORK, Jan. 31.—Max Dreyfus, head of Chappell & Company, Inc., this week denied reports that Chappell was venturing into the record business.

Dreyfus stated there was no truth to the rumors.

VICTOR SPAWNS HITS

Like Crazy, But For Competitive Labels

By NEV GEHMAN

NEW YORK, Jan. 31.—The big news in the pop field today is the scorching pace that RCA Victor has set since the first of the year. But this story also has another side. It concerns the number of big pop hits scored by labels other than Victor of tunes that were spawned on the Victor hill-billy or race labels. In all cases the tunes were recorded by Victor in one of the specialized fields and later picked up as pop material by a competitive label and parlayed into a hit.

Among the biggest Victor-spawned tunes to skyrocket into first-class pop hits on competitive

labels were "I'll Never Be Free," "Tennessee Tango," "Wheel of Fortune" and "I Went to Your Wedding." "I'll Never Be Free" was originally recorded by Lucky Millinder several years ago when he was on the Victor rhythm and blues label. Later Kay Starr and Tennessee Ernie clicked for Capitol with the tune and passed the million mark in sales.

"Tennessee Tango" was partly authored by Pee Wee King and first waxed as a hillbilly record for Victor. Patti Page's Mercury disk was the biggest seller in recent years, racking up more than 2,500,000. Another million seller

(Continued on page 48)

'WE LOVE YOUR STUFF'—BUT

WHDH Exec Explains Ban On Spike's Nuptial Parody

NEW YORK, Jan. 31.—The running battle of phraseology between Spike Jones and station WHDH, Boston, started when WHDH banned the play of Jones' parody version of "I Went to Your Wedding," continues. The pen this week is wielded by George Perkins, program manager of WHDH, who says:

"I can imagine your being 'sorry' that WHDH is not playing your recording of 'I Went to Your Wedding' but, for the life of me, I can't imagine you or anyone in your outfit ever being 'bewildered.' You're just not the type. 'We love your stuff here at WHDH and we play most of your recordings... often. 'I Went to

Your Wedding' is a very funny number. It's a wonderful lampoon. Most of our listeners would laugh it up. 'u' without being didactic (I guess I mean stuffy) we accept a responsibility never to broadcast anything which might offend or embarrass anyone listening under any circumstances. This is a service which a radio station owes its listeners, reaching, as it does, into all types of homes, all sorts of groups, listening under all sets of circumstances. Whenever we offend anyone, we probably hurt the music business as well as the station.

"You and I can think of a lot of records which are entirely proper

(Continued on page 48)

GOODMAN'S NEW ORK

All-Star Unit to Join Armstrong on Tour

NEW YORK, Jan. 31.—Benny Goodman is re-asserting his swinging ork of the fabulous 1930's for a six-week trek around the one-nighter concert trail starting in April. The ork will be an all-star aggregation, consisting of many of the great sidemen who played with him during his ork's most exciting days. It will be the main feature of the new jazz road package that will be sent out by the Associated Booking Corporation, consisting of the B. G. crew and the Louis Armstrong All Stars. This will be the first band fronted by Goodman since his 1949 crew.

Tho all of the names have not been signed for the ork as yet, those pacted to date include Gene Krupa, Teddy Wilson, Billy Butterfield, Charlie Shavers and George Auld. Negotiations are now in progress with Ziggy Elman and Toots Mondello, and such well-known names as Lou McGarrity, Vernon Brown and Vic Dickerson are also expected to join the ork. It is also understood that Helen Ward will be the vocalist with the new organization.

Starts April 14

The Benny Goodman - Louis Armstrong package will tee off on April 14 and will play major cities in the East and Midwest, including Boston; New York; Worcester, Mass.; Philadelphia; Harrisburg, Pa.; Washington; Pittsburgh; Cleveland; Cincinnati; Detroit; Chicago; Indianapolis and Kansas City, Mo. The unit will play about 35 dates, mainly in auditoriums of 4,000 to 4,500 seats, tho a few arenas are on the schedule. The package is booked by ABC at a guarantee against a percentage.

A share of the profits from the tour will be turned over to the Fletcher Henderson Fund by Goodman and Armstrong. The Henderson Fund was set up by Goodman and John Hammond to furnish scholarships to Negro musicians.

Hammond, who helped put together the great Goodman ork of nearly 20 years ago, and who got B. G. his first waxing contract back in 1933, is helping him put the new band together for the forthcoming tour. The band will have the same instrumentation as

the well-known swing ork of the 1930's, consisting of five brass, four reeds and four rhythm, in addition to Goodman on clarinet. The new band, according to Hammond, will strive for the same sound as the old swing ork, and will feature the well-known Fletcher Henderson classic ar-

(Continued on page 48)

Cornell Album Gets Big Push

NEW YORK, Jan. 31. — Coral Records has set a major promotional effort behind its release in mid-February of the Don Cornell album, "For You." The set, containing eight standard ditties never before cut by the chanter for the label, will be launched via a drive aimed at enlisting maximum dealer support.

Initially, only two sides from the set will be issued as a single. The disk, coupling "S'posin'" and "If You Were Only Mine," will get full deejay distribution and be offered to retailers, but no singles from the package will be made available for at least a month. They will be released at

(Continued on page 49)

Memorial in Meridian, Miss., To Honor Memory of Rodgers

HOLLYWOOD, Jan. 31.—Country and western music, which has grown into maturity during the past five years, will hearken back to its rich beginnings May 26, when the entire rustic melody industry honors the late Jimmie Rodgers at Meridian, Miss., birthplace and burial place of the famed Victor diskier. Rodgers, beloved by all entertainers in the field for the groundwork he laid with his many hits, will be honored with the unveiling of a marble statue depicting him in his brakeman's uniform, holding the famous Jimmie Rodgers guitar, which Ernest Tubbs has been using for the past 17 years.

Coincidentally, Tubbs and Hank Snow are heading up an all-industry committee, which is organizing the memorial for Rodgers. Contributions for the memorial may be sent to Jim Evans, president of the Jimmie Rodgers Fan Club, 1209 14th Street, Lubbock, Tex. The statue of Rodgers is being prepared by the McNeel marble works, Marietta, Ga. The actual sculpture of the life-size bust of the famed folk music pioneer is being done in Italy and will be completed at the McNeel works. Rodgers, who was billed as "The Singing Brakeman and America's Blue Yodeler," will also be honored by the M&B Railroad of Meridian, which is donating an old railroad engine, which will be a part of the memorial. Site of the

(Continued on page 49)

Wolf Quits Decca To Rep Dot Collins; Katzell Gets Job

NEW YORK, Jan. 31.—Leonard Wolf this week resigned his post as Decca Record's Eastern radio promotion exec to represent thrush Dorothy Collins in record promotion and publicity. He will be replaced by Bud Katzell, the diskery's Midwest promotion staffer, who will relocate in the East.

Wolf was with Decca for the past 12 years, 10 of which he spent in various sales capacities. He leaves tomorrow on a six-week trip to plug Miss Collins' latest Decca waxing of "Small World" and "Silly Heart."

Industry brass examining the boom are making no attempt to explain it, but their comments reflect strong optimism for the future. A stepped-up pace is being reflected in every part of the industry, including phonograph needles, phonograph sets, phono combination record players and parts.

Encouraged by the business outlook, the phonograph industry committee, is moving ahead with an intensified campaign to promote recorded music in homes. The committee has adopted tentative plans for an exhaustive survey of consumer habits in respect to purchases and use of record-

Capitol Gets World's Largest Opera Library Via Cetra Deal

Diskery Acquires Italian Firm's Full Catalog Listing 31 Exclusive Works

• Continued from page 1

the transition period will be very smooth, the transfer to Capitol being scheduled to take place virtually in one day— from March 31 to April 1.

Dario Soria is expected to announce his plans shortly. The agreements specifically provide that he be free to remain active in the record business.

The Cetra-Soria catalog includes 46 complete operas, as well as oratorios, instrumental music and operatic and concert recitals by leading Italian singers. It was stated by Wallichs and Soria that four more operas would be available by the end of the year.

Additionally, it is known that Capitol plans to exploit other segments of Cetra's large Italian catalog of semi-classical, folk and pop music. In fact, one of the influences motivating Soria to enter into negotiation with Capitol was his desire to have the Italian repertoire receive greater promotion here.

Soria-Wallichs Statements

He stated: "As far as I am concerned I have accomplished what I dreamed of when I started Cetra-Soria here. I hoped, thru these recordings, to help stimulate good will and cultural

understanding between Italy and the United States. That dream is now a reality. We have made our contribution to the fast-growing interest in opera in this country. Now, Cetra has come of age and can seek wider world markets."

Wallichs stated in part: "We are proud to take over this wonderful catalog of recorded opera which has been so brilliantly developed in this country by my good friend, Dario Soria. We hope with the far-flung organization of Capitol Records, to make it available to an even greater number of music lovers."

Own 46 Full Operas

The Cetra label was introduced in the United States in September, 1946, when Dario Soria imported Cetra Records. The suc-

Cap to Retain Fair Trade on Cetra-Sorias

NEW YORK, Jan. 31. — When Capitol Records acquires the Cetra-Soria opera line on April 1 (see adjoining story), it will become the first major diskery to carry a fair-traded line since passage of the McGuire Act last year. The company plans to continue the fair-trade policy instituted by Cetra for the opera LP's, altho it has disclosed no intention of adopting a similar policy on its regular line.

In a letter mailed today to all Cetra-Soria dealers, Glenn E. Wallichs, Capitol president, stated: "Capitol Records, Inc., intends to maintain the Cetra-Soria fair-trade policies and prices with respect to Cetra-Soria records." Cetra 12-inch LP's thus will continue at a fair-traded \$5.95 each under Capitol auspices. The major's own classical 12-inchers will remain at a suggested list of \$5.72 each.

A facet of the transfer that will be watched with close attention by traders is the vigor with which Capitol will enforce the Cetra fair trade price. Cut-rater Sam Goody has shown no signs of dropping his legal battle with Cetra-Soria over fair trade, and the tussle may be inherited by Capitol. However, should this problem be surmounted with success by Capitol, it might well point a fair-trade trail for other majors.

Meanwhile, the Goody-Cetra suit, skedded for a court hearing Thursday (29), was set back until February 10 at the request of the U. S. Attorney's office. Government intervention in the suit is based on the contention that Federal Office of Price Stabilization regulations have supremacy over State fair-trade law. The nub of the Goody-Cetra hassle is the dealer's claim that his ceiling

(Continued on page 48)

of the imported recordings made it possible, in 1948, to start pressing the Italian masters domestically of the wax medium for opera and was the first of the indie labels to release an opera on LP disks. This was "La Forza del Destino," in February, 1949. The 46 operas in the library cover four centuries. The library represents 21 composers. Included in the series of operas are 12 complete Verdi operas, part of a series which will eventually include all of that composer's operas. Thirty-one operas in the catalog are not available on any other long-playing list.

Cetra-Soria has introduced on records many artists to the United States prior to the live appearances of these artists. Included are such names as Ferruccio Tagliavini and his wife, Pia Tassinari, Cloe Elmo, Cesare Siepi, Italo Tajo, Nicola Ross-Lemeni, Giacinto Prandelli, etc.

Cetra is the leading diskery in Italy, selling over 1,000,000 disks annually—a figure which is approximately one-third of total Italian sales.

'Jezebel' Melon Split Six Ways

HOLLYWOOD, Jan. 31.—What happens to the royalty melon that accrues from a hit song was aired this week when Judge A. L. Bartlett, of Superior Court here, disclosed his findings and conclusions in the case of Fred O'Hannesian vs. Stanley E. Halsted. The suit revolved around profits from the hit, "Jezebel."

In a series of final judgments, the court ruled that the remain-

(Continued on page 49)

Sippel Joins Merc. Records

CHICAGO, Jan. 31. — Mercury Record Corporation announced this week the appointment of Johnny Sippel, former Billboard staffer, as West Coast regional director. With the exception of the yet-to-be-appointed man for the Eastern region, this rounds out Mercury's national set-up of regional directors. Sippel's appointment is effective February 23.

Sippel will handle all training of new men, aiding of distributors, and sales stimulation for the West Coast. He will also do disk jockey contacts and will hold sales meetings with dealers and distributors.

The West Coast regional manager will cover Davis Sales, Denver; Melody, San Francisco; Mercury, Los Angeles; Mercury, Dallas, and Ben Clare, Billings, Mont.

Morry Price, of Mercury, Chicago, will accompany Sippel around the circuit. D. Kilpatrick is the regional manager of the South, with base in Nashville. Price handles the Midwest out of Chicago.

Judgement Set Vs. Remington

NEW YORK, Jan. 31.—A summary judgment against Remington Records was granted in Federal Court this week in the suit filed by four publishers who claimed Remington had issued disks without getting licenses and without complying with the Copyright Act. The complaint alleges that the diskery paid no royalties on the disk. The case is now scheduled to go to a special master to determine damages.

The case is being handled by Abeles & Bernstein for the plaintiffs. The latter, and their tunes which were allegedly used without permission, include Shapiro-Bernstein, "Be Anything, but Be Mine"; Oxford Music, "Pittsburgh"; St. Nicholas Music, "Rudolph, the Red Nosed Reindeer" and Meridian Music, "Blue Velvet."

Copyrighted material

OH, HAPPY HOWARD!

Two Diskeries Peddle His 'Happy Day,' Other Tunes

NEW YORK, Jan. 31.—As if one record of "Oh, Happy Day" by Don Howard wasn't enough for the dealers, there will be two versions of the record available in all the 48 States next week, one on the Essex label and the other on the Triple A label. And the new Howard release "Rain, Rain, Rain" and "Listen to My Song," will also be out on both labels next week.

This extraordinary situation came about due to a weird hassle between the Triple A label, manufacturer of the original waxings by the melancholy Don, and Essex Records, Dave Miller's firm, which had the distribution rights for the disks in 47 States. The 48th State, Ohio, has been handled

by Triple A. According to the original agreement, the Essex disk could be sold everywhere but Ohio, the Triple A disk only in Ohio.

According to a Triple A exec, Essex Records were being shipped into Ohio again and again. This, the firm stated, was a breach of contract. After the contract was breached often enough, continued the exec, Triple A decided that it would sell the Don Howard platters on a 48-State basis, and started appointing distributors this week for both the old and the new Howard waxings. The exec stated that the masters were

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Boom Gets Rolling on Sales, Production of Phonographs

• Continued from page 1

and output, sure to last several months, makes it certain that the number of manufacturers producing phonograph combinations will double this year, the New York meeting revealed. Output of sets as well as sales is running well ahead of previous years to the surprise of some of the industry. A new trend appears to have been established, according to the conferees. For the first time in the industry's history, January business volume and orders have reversed the usual post-holiday let-down. Orders are coming in at a pace sufficient to keep manufacturers busily meeting their schedules as far ahead as can be seen.

New Webman, Goodman Pub

NEW YORK, Jan. 31.—Orkster Benny Goodman and Hal Webman, recently editor of Down Beat, have formed a publishing firm. The firm has a Broadcast Music, Inc., catalog, tagged Emperor Music, Inc., and a catalog affiliated with the American Society of Composers, Authors and Publishers, titled Templeton Music, Inc. Templeton will absorb several copyrights which Goodman, an ASCAP writer, composed. These numbers were issued in his recent best seller Columbia album. At the outset, the Goodman-Webman firm will concentrate on BMI material.

In view of Goodman's commitments, including concerts, recordings, etc., Webman will handle most of the duties of the firm.

Fred Waring Kicks Off Long Tour in Rochester

NEW YORK, Jan. 31.—Fred Waring's most extensive concert tour since the mid-1930's kicked off Monday (26) in Rochester, N. Y., with his group of 55 singers and musicians set to appear in 58 cities before the junket winds up in Atlanta, March 26. To make promotional hay during the run of the tour, Decca Records has timed a city-by-city promotion to spotlight Waring's disks on the

label wherever the group will appear.

Bookings are being handled by Arthur Goldsmith, of Paramount Attractions, which bought the deal for a flat fee. The arrangements include no percentage cut of the take for Waring. Performances will be in auditoriums, concert halls and university halls.

The tour, which jumps to the West Coast next week, will work its way East thru Washington, Oregon, California, Arizona, Louisiana, Mississippi, Oklahoma, Nebraska, Missouri, Kansas, Minnesota, Indiana, Ohio, Illinois, Michigan, Virginia, North Carolina, South Carolina, Georgia and Tennessee. Traveling expenses for the trip are expected to top \$10,000.

Dealers to Be Alerted

Record dealers in each of the cities to be covered will be alerted. (Continued on page 51)

Trade Fetes H. Abramson, Joining Army

NEW YORK, Jan. 31.—Hot and cool jazz authorities, men of note in the rhythm and blues world and a flock of others who make their way in the ordinary pop music field gathered Wednesday (28) to pay homage to Herb Abramson, who leaves his exec post at Atlantic Records to do a turn as first lieutenant in the U. S. Army's dental corps.

Abramson switches his milieu next week. The transition is not as abrupt as it appears to be. Jerry Wexler, who emceed the luncheon, pointed out that Abramson, between recording sessions, has been practicing dentistry quietly on his blood relatives and Ahmet Ertegun, his partner in Atlantic. He will not commit this on the troops, Wexler noted.

Abramson is likely to be stationed in Europe, from whence he is expected to return with a new line for Atlantic.

One wit remarked: "He's the first dentist to enter the service equipped with a 45 r.p.m. drill." Herb leaves Wednesday (4).

Acuff Signs With Capitol

HOLLYWOOD, Jan. 31.—Roy Acuff and His Smokey Mountain Boys, who have been absent from the wax wars except for an infrequent release on Columbia during the last two years, are set for a regular release sked with Capitol. Ken Nelson, Cap's a.&r. chief inked the WSM, Nashville, veteran this week. Acuff had a hassle with Columbia about two years ago and the firm was reluctant to release his wax as a result. Acuff's first Capitol release is due in mid-February.

Nelson has received the official Army okay to record the new number by Pvt. Faron Young, now stationed at Fort Jackson, S. C. Nelson starts a two-month cross-country swing early this month, during which he'll cut Acuff and Young, among others.

Brisk \$2,593 Claim Vs. ABC

HOLLYWOOD, Jan. 31.—Brisk Enterprises, the one-nighter promotion group which attempted to block-book r.&b. attractions for Coast-wide junkets, this week was awaiting word from Joe Glaser, chief of Associated Booking Corporation, regarding their claim for the return of \$2,593, which they claim is due them on a deposit paid for a Lionel Hampton tour last year. Lester Sill and Jack Levy, of Brisk, contend that this amount remains from a \$10,000 deposit which they turned over to Bob Phillips, ABC's Coast brass. They contend that they played 27 of a previously agreed upon 40 Coast dates, after Gladys Hampton, manager of her orkster-hubby Lionel, mutually agreed to cancel the remainder of the tour. Mrs. Hampton contends that she has the money coming because of Brisk's failure to play Hampton's ork at Vancouver, B. C.; Eugene, Ore., and Santa Barbara, Calif. Brisk contends that Mrs. Hampton mutually agreed to cancel these dates.

Valentine Signs 2-Way Mills Pact

NEW YORK, Jan. 31.—Mills Music has signed Jimmy Valentine, composer, arranger and conductor, to a two-way deal. He has been pacted to Mills' American Recording Artists diskery, and as a writer to Mills American Academy of Music.

The Mills firm intends to put a heavy promotional push behind Valentine. Sid Mills has already cut four original instrumentals by Valentine, with the latter doing the arranging and conducting the

BRANDOM OWNS CHI. PUBBERY

NEW YORK, Jan. 31.—In last week's issue, a story about Brandom Music attributed ownership of the firm to incorrect individuals. The owner of the Chicago publishing house is, of course, Bud Brandom. The other statements in the story are truer now than a week ago. Brandom now has three full-fledged hits in "Why Don't You Believe Me," "Have You Heard" and "Pretend." All are listed in this week's best-selling pop record chart.

4 Star Seeks Sheet Tie-Up

HOLLYWOOD, Jan. 31.—Bill McCall and Don Pierce, of 4 Star Records and Sales, were seeking to work out a sheet music distribution deal at press time which would enable them to get copies on an increasing number of promising tunes, which have resulted since "Don't Let the Stars Get in Your Eyes" started to hit 10 weeks ago. It was known that the Pasadena duo were attempting to get a decision from E. H. (Buddy) Morris, with whom they had been negotiating since November over a deal, whereby Morris would select a minimum of eight songs per year from the 4 Star Sales catalog, in return for which he would pay a guaranteed rate.

The need for at least a sheet music distribution deal and perhaps a tie-in where the publisher would take over more rights on the 4 Star set-up was emphasized this week when the firm had four more tunes moving nicely. "Bumming Around," written and recorded by Pete Graves on 4 Star, along with a Jimmy Dean dinking on the same label, was also cut by Bobby Williamson on Victor; Billy Strange, Capitol, and T. Tex Tyler and Dick Todd, Decca. "Just Out of Reach" has been cut by the Stewart Family and by Frank Simon on 4 Star; Faron Young, Capitol; Todd, Decca, and a Capitol pop is forthcoming. "Let Me Know," Willet's latest, has been cut by Dinah Shore, Victor; Gisele MacKenzie and Skeets McDonald, Capitol; Williamson, Victor, and the Colwell Brothers, Columbia, along with the Willet etching on 4 Star.

On his way back from New York, McCall took over all rights to "Jealous Love" and also bought the original master which was released on Fortune, the Detroit label, by the Davis Sisters with Roy Hall, which is being cut on 4 Star. Rights and the master were obtained from Jack Brown. Tyler has cut it for Decca, and Capitol and Decca have taken out licenses to cut it.

AFM Board Adjourns; Fischer Is Movie Rep

NEW YORK, Jan. 31.—The national executive board of the American Federation of Musicians wound up its mid-winter session here this week after making a number of important decisions.

Of primary interest is the appointment of Phil Fischer as the AFM's international representative for motion pictures. This jurisdiction also covers television film. Fischer, who is vice-president of Local 47, Los Angeles, will continue in that capacity. He fills the post left vacant several months ago by the death of J. W. Gillette.

Regarding the proposed merger of Los Angeles Locals 47 and 767, the exec board appointed a committee to work with them in order to draw up a feasible plan. Neither of the locals has any animosity toward the proposed merger. It is understood that disposition of realty holdings is the main problem.

The board voted to grant \$2,500 to the Federation Internationale des Musiciens, Continental musicians' union headquarters in Zurich, Switzerland. The board also invited Sven Wassmuth, president of the Swedish Musicians' Union, to the AFM annual convention in Montreal this June.

WALLER

Milan Fans Honor Fats, Form Club

ROME, Jan. 31.—Fats Waller has innumerable fans in Italy, but those in Milan are planning to do something about it. The Wallerites in Milan are now organizing a club in memory of the great Negro entertainer who died in 1934. The club will be called "Amici di Fats" (Friends of Fats), and it is expected that a branch will be formed later on in Rome, Naples and other cities.

Waller fans here point out that London has its Thomas (Fats) Waller Appreciation Society and that just recently Paris enthusiasts of Waller organized a club called Amis de Fats on Avenue d'Eyleau.

The latest platter by Waller to hit the Italian market are RCA Victor waxings of "Smarty," backed with "I Won't Believe It" (HN 3043), and "What a Pretty Miss," coupled with "Last Night a Miracle Happened" (HN 3042).

Johnson New Capitol Flack

HOLLYWOOD, Jan. 31.—Robert Johnson, columnist and feature writer on the "Los Angeles Mirror," will replace Bud Freeman next week as director of publicity and publications for Capitol Records. Johnson, a newspaper veteran, will enlarge the scope of "Music Views," the Cap "quick-sized" music monthly, which is now being sent on a subscription basis at \$1 yearly.

Gordon (Bud) Fraser, v.p. in Capitol Records Distributing Corporation and former regional chief for the firm in the Chicago territory, has been named administrative assistant to Lloyd Dunn, the diskery's advertising, promotion and merchandising head. Fraser's duties will include liaison with CRDC, dealer-customers relations and sales analysis work.

'I Believe' Wins Church Support

NEW YORK, Jan. 31.—The Cromwell Music inspirational tune, "I Believe," introduced by Jane Froman on her "U.S.A. Canteen" television show in December, has won a strong response among church groups and educators. To fill a growing demand for the ditty in the market, the Howard Richmond publishing firm has engaged Dr. Harry Robert Wilson to make appropriate choral arrangements.

The song has been recorded by Miss Froman on Capitol and by Frankie Laine on Columbia. The ditty was composed by Ervin Drake, Irvin Graham, Jimmy Shirl and AJ Stillman, staff writers on the Froman video seg.

Meyer Davis, who had appealed a ruling of Local 802 to the effect that an investor in a musical show could not serve that show professionally, won his appeal. The exec board stated that the 802 ruling was ambiguous.

The board also voted an appropriation to the Braille Institute of America making possible wider distribution of "The Braille Musician," book for blind musicians.

The board was in session one week. James C. Petrillo, AFM chief, leaves for Miami tomorrow (1) to attend the mid-winter session of the American Federation of Labor's executive board.

SHADES OF 30'S

Anthony Ork Scores Smash Hit at Statler

NEW YORK, Jan. 31.—They don't call it the Madhattan Room any more and the hotel is no longer called the Pennsylvania, but the Ray Anthony Ork opening at the Statler here Monday (26) had all the overtones of the exciting days of the wild '30's.

The Cafe Rouge had the biggest opening night crowd in a long, long time, and the Anthony ork supplied solid musical entertainment to the many tradesters and celebrities on hand.

Trade interest was centered upon the debut of thrush Jo Ann Greer with the Anthony ork. The attractive and shapely brunette, who was the "dub-in" voice for Rita Hayworth in "Affair in Trinidad," is a strong addition to the versatile Anthony crew. The gal turns in a stylish job with the ork, singing her rhythm tunes brightly and selling each one as tho she enjoyed her work. The thrush's personality and clear vocals came over well on "Heartbreaker," "When My Sugar Walks Down the Street" and her new wax effort "Wild Horses."

First Rat.
The Ray Anthony ork turned in a first rate performance opening night, and dished up a lot of tasteful musical arrangements. The ork was alive and its enthusiasm spread out to the crowd. Sets were nicely broken up with slow and fast tunes, and Anthony with his horn and Tommy Mercer and the Starlighters enlivened the proceedings. The ork really put on a slick piece of showmanship when, to the tune "When the Saints Go Marching In," all the sidemen, led by Anthony, stood up and marched beside the tables and thruout the room.

The ork had a strong appeal to the dancers with the floor crowded at all times. All in all, there hasn't been so much life and merriment in the Cafe Rouge here in many a musical set.

Bob Rolontz.

3 Hospitalized Vets Win BMI Contest

NEW YORK, Jan. 31.—Three hospitalized veterans won top awards in a song-writing contest run by Broadcast Music, Inc., in co-operation with the Veterans Administration. Buddy Traina, Blake Sherwood and Tommy Berard Jr., received a total of \$500 in U. S. bonds for their clefing efforts, which will all be published by BMI affiliates.

Eleven industry execs judged the contest. They also picked 22 other songs for special mention, with the writers receiving additional bond awards totaling \$825.

57.2% of America's Disk Jockeys

use the advertisements in The Billboard's Annual Music-Record Programing Guide

for program material

... by actual survey conducted following distribution of The Billboard's 1952 Music-Record Programing Guide.



The First of The Billboard's Special Music-Record Editions for 1953

advertising deadline February 18

WHY?
OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR!
Flip to "Market Place" PAGE 48

Vol. 2, No. 5

NEW ALBUMS

SINGS SING SING
with
THE ANDREWS SISTERS
Vocal with Orchestra
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CHAUNCEY GRAY
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His El Morocco Orchestra
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TANGOS
Vol. 3
PANCHO AND HIS ORCHESTRA
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Waltz Medleys
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KNICKERBOCKER SERENADERS
DL 5250 • 9-324

NEW RELEASES—SINGLES

HUSH-A-BYE MOTHER DARLIN'	Bing Crosby and Fred Waring	28581*
PICCOLO PETE (with Sy Oliver)		28481*
IF I HAD A BOY LIKE YOU	Andrews Sisters	
PRETEND		28576*
THAT'S ME WITHOUT YOU	Guy Lombardo	
MIDNIGHT		28580*
ARE YOU TEASING ME!	Gordon Jenkins and The McQuaig Twins	
ANATOLE OF PARIS		28562*
I BELONG TO GLASGOW—GOOD OLD 149—TSCAIKOWSKY	Danny Kaye	
I PLAYED THE FOOL		28575*
I DON'T KNOW	Bill Darnel	
I'M WIRED FOR LOVIN' (Honey, Honey, Honey)		28553*
LOVE ME NOT JUST A LITTLE (Love Me a Lot)	Ziggy Talent	
WHILE WE DANCED AT THE MARDI GRAS		28577*
TWO CAR GARAGE	Lawson-Haggart Jazz Band	
PAYING FOR THAT BACK STREET AFFAIR		28578*
CRYING STEEL GUITAR WALTZ	Kitty Wells	
JEALOUS LOVE		28579*
BUMMING AROUND	T. Texas Tyler	

*Also available on 45 rpm
(add prefix '9.' to record number)

DECCA BEST BETS

SHADRACK THE THRILL IS GONE	28547*
Bob Craig and Gordon Jenkins	
I HEAR THE MUSIC NOW THIS IS A VERY SPECIAL DAY	28565*
Peggy Lee and Gordon Jenkins	
DOWN IN THE VALLEY THE BAY OF MEXICO	28542*
The Weavers	
DEAR JUDGE I WILL MISS YOU WHEN YOU GO	28550*
Ernest Tubb	
YOU DIDN'T WANT ME, BABY A MAN'S BEST FRIEND IS A BED	28543*
Louis Jordan	

*Also available on 45 rpm
(add prefix '9.' to record number)

DECCA DATA
YOUR WEEKLY GUIDE
TO AMERICA'S FASTEST
SELLING RECORDS

BEST SELLERS

COUNTRY

THAT'S ME WITHOUT YOU I'LL GO ON ALONE	28534*	Webb Pierce
I LET THE STARS GET IN MY EYES WAITING FOR A LETTER	28473*	Goldie Hill
THE THINGS I MIGHT HAVE BEEN DIVIDED BY TWO	28525*	Kitty Wells
MIDNIGHT DEEP BLUES	28420*	Red Foley
BACK STREET AFFAIR I'LL ALWAYS TAKE CARE OF YOU	28369*	Webb Pierce
STEAL AWAY JUST A CLOSER WALK WITH THEE (With Jordanaires)	14505*	Red Foley
A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING	28432*	Kitty Wells
FORTUNES IN MEMORIES SO MANY TIMES	28310*	Ernest Tubb
MUCH MORE THAN THE REST HE DONE HER WRONG	28544*	T. Texas Tyler
PICKING SWEETHEARTS I LIKE TO PLAY WITH YOUR KISSES	28526*	Hank Locklin

INTERNATIONAL SERIES

UNDER THE BRIDGE-POLKA MILWAUKEE WALTZ "Whoopie"	28531*	John Wilfahrt
BEHIND THE GARAGE-POLKA ALL I WANT IS YOU	28503*	Bernie Roberts
KEYSTONE POLKA LOVE'S JOY	28440*	Georgie Cook
BEER AND PRETZELS POLKA STARLIGHT WALTZ "Whoopie"	28427*	John Wilfahrt
ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ	28331*	Bernie Roberts

*Also available on 45 rpm
(add prefix '9.' to record number)

BEST SELLERS

POPULAR

JOHN, JOHN, JOHN I'M SKIPPING ROPE WITH A RAINBOW	28546*	Guy Lombardo
THE GLOW WORM AFTER ALL	28384*	Mills Brothers
HEART AND SOUL JUST SQUEEZE ME	28390*	Four Aces
MY DEVOTION I'LL NEVER SMILE AGAIN	28391*	Four Aces
OH, HAPPY DAY TILL I WALTZ AGAIN WITH YOU	28506*	Dick Todd
OPEN UP YOUR HEART YOU DON'T KNOW WHAT LONESOME IS	28470*	Bing Crosby
CHLOE LISTEN TO THE MOCKING BIRD	28524*	Louis Armstrong and Gordon Jenkins
DON'T LET THE STARS GET IN YOUR EYES SALLY (What A Pal—What A Gal)	28460*	Red Foley
TILL I WALTZ AGAIN WITH YOU MUST I CRY AGAIN	28539*	Russ Morgan
BLUE TANGO BELLE OF THE BALL	27875*	Leroy Anderson
TELL ME YOU'RE MINE HAVE YOU HEARD	28569*	Russ Morgan
WHY DON'T YOU BELIEVE ME BECAUSE YOU'RE MINE	28476*	Guy Lombardo
PEACE IN THE VALLEY WHERE COULD I GO BUT TO THE LORD	14573*	Red Foley
KEEP IT A SECRET SLEIGH BELL SERENADE	28511*	Bing Crosby
VERADERO BRIEF INTERLUDE	28376*	Music by Camarata
HOLD ME, THRILL ME, KISS ME DO YOU KNOW WHY!	28520*	Roberta Lee and Jerry Gray

*Also available on 45 rpm
(add prefix '9.' to record number)

St. Valentine's Day Favorites



ST. VALENTINE'S DAY
A Collection of Favorite Romantic Songs
BING CROSBY
DL 5039 • 9-116 • A-621

YOURS IS MY HEART ALONE
Beautiful Love Songs
BING CROSBY
DL 5326 • 9-226 • A-847

SWEETEST MUSIC THIS SIDE OF HEAVEN
GUY LOMBARDO
and His Royal Canadians
DL 5330 • 9-231 • A-851

ALL THE THINGS YOU ARE
CARMEN CAVALLARO
DL 5066 • 9-53 • A-510

FOR SWEETHEARTS ONLY
CARMEN CAVALLARO
DL 5199 • 9-44 • A-756

SENTIMENTAL SONGS
DICK HAYMES
DL 5291 • 9-88

SWEETHEARTS
DICK HAYMES
DL 5335 • 9-237 • A-857

LOVE THEMES from MOTION PICTURES
VICTOR YOUNG and His Orchestra
DL 5413 • 9-343

YOU AND THE NIGHT AND THE MUSIC
TOMMY DORSEY and His Orchestra
DL 5317 • 9-219 • A-839

TANGOS FOR ROMANCE
CARMEN CAVALLARO
DL 5407 • 9-335



Florian Zabach

GYPSY FIDDLER

and

MEDITATION

As Exciting as
"THE HOT CANARY!"

Decca 28507 (78 rpm)
and
9-28507 (45 rpm)



A TERRIFIC NOVELTY RECORD!
BY
GUY MITCHELL
With Mitch Miller's Orch and Chorus
"PRETTY LITTLE BLACK-EYED SUSIE"
SANTLY-JOY, Inc.
1619 Broadway N. Y. 19, N. Y.

Johnnie Ray Sings
"The Touch of God's Hand"
Columbia Record #39908

AMERICAN MUSIC, INC.
1576 B'way N. Y. • 9109 Sunset Blvd Hollywood
CO 5-7880 CR 1-5254

Another BMI Pin-Up Hit!
"MUST I CRY AGAIN"
Published by Raleigh
Recorded by
Alen Dale (Dot) (Coral)
The Hilltoppers (Decca)
Russ Morgan (Vocal) (Vocal)
Rene Hall (Vocal) (Vocal)
Todd Rhodes (Vocal) (Vocal)
Exclusively Licensed by
BROADCAST MUSIC, INC.

Here Comes
"PETER COTTONTAIL"
and
"EGGBERT, THE EASTER EGG"
(with two "G's")
HILL and RANGE SONGS, INC.
Beverly Hills, Calif.

Great Songs!
"WITHOUT MY LOVER"
(Bokora Gouchal)
Recorded by **MITCH MILLER**
BYE, BYE BLUES
Recorded by...
LES PAUL MARY FORD

ABC MUSIC CORP. BOURNE, INC.
799 7th Ave. N. Y. 19, N. Y.

SENSATIONAL NEW RECORD!
BY
GUY MITCHELL
With Mitch Miller's Orch. and Chorus
"SHE WEARS RED FEATHERS"
(And a Huly-Huly Skirt)
OXFORD MUSIC CORPORATION
1619 Broadway N. Y. 19, N. Y.

PROMOTERS
Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 185 W. Randolph St., Chicago 1, Ill.

BUD SHURIAN and BRAD PHILLIPS
(WARE—Mass.) (WINS—N. Y. C.)
PICK
"APRIL FOOL"
PEGGY ANNE ELLIS—Charles 7-11 PAT TERRY—Derby 813
HARTLEY MUSIC CO., INC. (ASCAP)

Music as Written

RED SAUNDERS FETED ON 15TH ANNIVERSARY . . .

CHICAGO.—One thousand Chicagoans saluted Red (Hampden) Saunders last week at the Club DeLisa, where Red celebrated his 15th year as drummer and orchestra leader. Celebrities attending the affair included Duke Ellington, Bill Bailey and singers Jimmy Grissom and Debbie Andrews. Disk jockeys Al Benson, Daddie O Dalie, Sid McCoy and Vivian Carter; columnist Dan Burley, singer Joe Williams and Paris Club's Freddie Gordon acted as emcees.

Ellington, honorary chairman of the affair, presented Saunders with an award which was followed by a \$1,000 check from club owner Mike DeLisa. The presentation was made by producer Sammy Dyer. A trophy award was presented by sales representative Dr. Jive Cadillac of the Canadian Ace Brewery. Saunders received 200 telegrams of congratulations, including one from Pearl Bailey and Louis Bellson. From the musicians' union, Local 208, came a basket of flowers. Tribute also was paid to contortionist-dancer Viola Kemp, in private life Mrs. Saunders.

HUDSON-ROSS TAKERS OVER MANDEL DEPT. . . .

CHICAGO.—Hudson-Ross, one of Chicago's largest record retailing chains, is taking over the second floor record department of Mandel Bros. department store. The change will be made February 2. This is the first such move of Chicago's State Street department store strip. Hudson-Ross will run the section in the same manner as it conducts its other outlets with the exception that the Mandel name will remain.

New York

Dick Lyons, assistant to Harry Meyerson at M-G-M, on a two-week vacation in Havana and Nassau. Billy Eckstine into the Sands Hotel, Las Vegas, for two weeks on February 12. Following that he goes on a Southern one-nighter tour for eight weeks.

Steve Sholes and Bob McCluskey, a.&r. director and sales manager, respectively, for Victor hillbilly and r.&b. records, leave for a three-week jaunt next week-end. . . . It's a daughter, Joanna, for Mr. and Mrs. Matthew Feinman. Mother is Carol Coleman of the Virginia Wicks publicity office. . . . London Records threw a dinner for singer Jimmy Young prior to his return to England (20). . . . Sales Manager Irv Katz, of Children's Record Guild and Young People's Records, off on a national jaunt in another week. His wife, Ethel, recently presented him with a

new daughter, Randy, making it two for the Katzes.

Chick Kardalem, of Carol Music, is forming two new firms. He's setting one, Zebra Music, with jazz bassist Chubby Jackson. In the other, House of Joy Songs, he'll be associated with trombonist Bill Harris.

Marie Manovil, who had been vice-president and general manager of the Henry Spitzer Music Publishing Company and Spitzer Songs, Inc., during the last few years prior to Spitzer's death, is now located in Cleveland, where she is attached to WTAM, National Broadcasting Company station. Miss Manovil produces the Johnny Andrews disk shows, assists on his AM and TV programs, and makes periodic trips to New York to maintain publisher relations for Andrews.

George Paxton has added Ralph Smitman to his music firm as West Coast representative. He'll work out of Hollywood. . . . Joni James is having a cocktail party at the Paramount Theater on Thursday (5) for local deejays and the press. . . . Guy Mitchell goes into Blinrhub's, Boston, for a week Monday (9). . . . St. Nicholas Music has moved to larger quarters in the Brill Building.

Philadelphia

Music publisher James E. Myers, already operating Myers Music and Jem Publications, adds another firm, Standard Songs. . . . Something new in ballrooms offered at Brookline-on-the-Boulevard with the string bands parading on the floor in full regalia as an intermission attraction for the dancers.

The parade of disk jockeys from radio to TV continues. Stemming from WFEN, where they still maintain their AM shows, Bud Brees gets a Friday midnight show on Philco's WPTZ station, on the heels of WPTZ's Joe Grady and Ed Hursi's doing a Saturday afternoon spin session on the same station. . . . Don Renold is back in action again, leading the Continentals in the Persian Room at the Hotel Ben Sherman. . . . Bob Horn and Dick Clark make up the town's newest disk jockey team spinning a "Bandstand" session on WFIL each afternoon. . . . Maestro George Marlowe is in the University Hospital recovering from an operation. . . . Song-seller Charley Robson, back from a two-year hitch in the Army, returns to television station WPTZ for a three-hour Saturday afternoon record jockeying session, tagged "Dig Dobson."

Hollywood

Henry Couse, comptroller and small bands booker with GAC, ankle the office last week, with George Burke, New York GAC staffer, replacing him. . . . MP Records has been organized by Tom Lynch, ex-KFI sales exec now in manufacturing, and Horace Boos and Greg Carter, movie exhibitors. First releases are by Kay Malone and the Judd Conlon Rhythmaires, backed by Marty Gould's band, with scorings by Heinie Beau, MP is seeking distributors to handle the line nationally. . . . Andy Razaf, the songwriter, has incorporated his own diskery, Glory Records.

Bobby Beers, the ex-Lawrence Welk throater, is now a d.j. at KOA, Denver, and uses Welk's "12th Street Rag" as theme music. . . . Mindy Carson getting a test for a feature role in "The Robe." Jack Bean, formerly with CBS-TV here, has joined MCA's cocktail department. . . . Dick Pierce, the band leader, has inked a management pact with Bill Burton. Burton's last band affiliation was Jimmy Dorsey. . . . D'Oro Records, the new diskery here run by Bob Gould, is expanding into r.&b. and country and western. Frankie Carlo's band opens January 30 for four weeks at the Statler's Terrace Room with Billy DeWolfe, after which he'll depart during Hildegarde's stay, returning March 20 to back the ice show (The Billboard, November 30).

Detroit

The Gotham Trio are completing a 10-month engagement at Nebiolo's, West Side night spot, with Mine Angelo, "Detroit's only singing host," and his partner Jim Brady, who now operate the spot, are bringing in a new unit.

Music Publishers' Record Scoreboard

• Sides in Current Release . . . Week Ending January 31

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

PUBLISHERS	TUNE	ARTIST AND LABEL
Acuff-Rose	Your Cheatin' Heart	Frankie Laine, Col (p)
American	Your Cheatin' Heart	Joni James, M-G-M (p)
Ardmore	Walkin' the Floor Over You	Fontane Sisters, RCA (p)
Ardmore Group	Aloha Oe	Joe (Fingers) Carr, Cap (p)
Beechwood	Painting the Town With Tears	Jeanne Gayle, Cap (p)
Babb	Twice the Lovin'	Jean Shepard-Speedy West, Cap (f)
Ben Bloom	When I Give My Heart It's Forever	Billy Strange, Cap (f)
Broom	Pretend	Jan Pearce-Hugo Winterhalter, RCA (p)
Bregman, Vocco & Conn	Stop Beatin' 'Round the Mulberry Bush	Guy Lombardo, Dec (p)
Broadcast	The Song From Moulin Rouge	Percy Faith, Col (p)
Cadillac	I'll Be Hangin' Around	Jeanne Gayle, Cap (p)
Central Songs	I'll Be Hangin' Around	Leroy Holmes, M-G-M (p)
Disney	I'll Be Wantin' for You	Joni James, M-G-M (p)
Famous	The Price I Paid for Loving You	Fontane Sisters, RCA (p)
Forest	Haven't Got a Worry	Rosemary Clooney, Col (p)
Four Star Sales	Lovely Weather for Ducks	Rosemary Clooney, Col (p)
Hill and Range	Paying for That Back Street Affair	Lone Pine, RCA (f)
Hollis Group	Jealous Love	T. Texas Tyler, Dec (f)
Crownwell	Bumming Around	T. Texas Tyler, Dec (f)
Dartmouth	Let Me Know	Gisele MacKenzie, Cap (p)
Essex	Just Bumm'n' Around	Billy Strange, Cap (f)
Leeds	There Wasn't an Organ at Our Wedding	Hank Snow, RCA (f)
Malotte	Hank Williams Will Live Forever	Johnnie and Jack, RCA (f)
Music Publishers	Just for Tonight	Johnnie and Jack, RCA (f)
—Holding Corp.	What's the Name of the Girl?	Lone Pine, RCA (f)
Music Workshop	You Broke My Heart in Fifteen Million Pieces	Lone Pine, RCA (f)
Northern Music	Condemned Without Trial	Ginny Gibson, M-G-M (p)
Olette	I Believe	Frankie Laine, Col (p)
Old Charter	Swedish Rhapsody	Percy Faith, Col (p)
Old Homestead	I'm Making Up for Lost Time	Leroy Holmes, M-G-M (p)
Paxton Group	Piccolo Pete	Andrews Sisters, Dec (p)
Chatsworth	From a Foxhole	Jack Powers, Cap (p)
Peer International	You Can Never Give Me Back My Heart	Jerry Vale, Col (p)
Regent	Someone Mentioned Your Name	Oklahoma Wranglers, RCA (f)
Robbins Group	Two Car Garage	Lawson-Haggart Jazz Band, Dec (p)
—Miller	An Angel Made of Ice	Sammy Kaye, Col (p)
—Robbins	That's Me Without You	Guy Lombardo, Dec (f)
Ros Songs	Ike's Letter to Harry	Carson Robison, M-G-M (f)
Santly-Joy	Harry's Reply to Ike's Letter	Carson Robison, M-G-M (f)
Shapiro-Bernstein	Deo-Wacky Rag	Joe (Fingers) Carr, Cap (p)
Sunbeam	Honeymoon on a Rocket Ship	Hank Snow, RCA (f)
Tannen	My Heart Belongs to Only You	Terry Timmons, RCA (p)
Tobias-Lewis	If I Had a Boy Like You	Andrews Sisters, Dec (p)
Vinob	While We Danced at the Mardi Gras	Lawson-Haggart Jazz Band, Dec (p)
Weiss-Barry	Encore	Jan Pearce-Henri Rene, RCA (p)
Williamson	Kiss	Ginny Gibson, M-G-M (p)
World	I Just Can't Take It, Baby	Art Mooney, M-G-M (p)
Zephyr	Moonlight and Roses	Frank Petty Trio, M-G-M (p)
	Alimony	Willis Brothers, RCA (f)
	Ticklish Moments	Frank Petty Trio, M-G-M (p)
	Friend of the Family	Gisele MacKenzie, Cap (p)
	Please Don't Leave Me Now	Terry Timmons, RCA (p)
	Crying Steel Guitar Waltz	Kitty Wells, Dec (f)
	Crying Steel Guitar Waltz	Jean Shepard-Speedy West, Cap (f)
	Smoky Mountain Lullaby	Kay Armen, RCA (p)
	It's a Sin to Cry Over You	Kay Armen, RCA (p)
	And No One Knows	Jerry Vale, Col (p)
	I'll Be Seeing You	Jack Powers, Cap (p)
	I Played the Fool	Art Mooney, M-G-M (p)
	I Played the Fool	Bill Darnel, Dec (p)
	I Don't Know	Bill Darnel, Dec (p)
	Lighthouse in the Harbor	Sammy Kaye, Col (p)
	Tweddie Dee and Tweddie Dum	Sauter-Finegan Ork, RCA (p)

• Total Sides for Week Released by Each Label

* These totals do not include P. D. Tunes
... Week Ending January 31

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	8	4	—
COLUMBIA	10	—	—
DECCA	8	—	—
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
M-G-M	10	2	—
RCA	10	8	—

• Total Number of Sides Released by Each Label

* These totals do not include P. D. Tunes
... January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	48	22	—
COLUMBIA	30	14	—
DECCA	20	4	—
MERCURY	20	18	2
M-G-M	54	18	18
RCA	44	36	14

The New PATTI PAGE RAGE
(HOW MUCH IS)
"THAT DOGGIE IN THE WINDOW"
Mercury #70070
SANTLY-JOY, Inc.
1619 Broadway, N. Y. 19, N. Y.

The Hit Ballad from M-G-M's
"BECAUSE YOU'RE MINE"
BECAUSE YOU'RE MINE
LEO FEIST, INC.

one

right

after

another



DORIS DAY

with Paul Weston and his Orchestra

in another smash hit

YOU

HAVE MY

SYMPATHY

b/w

**"THE SECOND
STAR TO THE
RIGHT"**

from "Peter Pan"

78 rpm 39913

45 rpm 4-39913

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks,"  Reg. U. S. Pat. Off. Marcas Registradas

FIRST IT WAS "COLD, COLD HEART" THEN "JAMBALAYA"
and NOW **2** MORE GREAT HANK WILLIAMS HITS!

KAW-LIGA



sung by

CHAMP BUTLER

coupled with
"Fit as a Fiddle"
 COLUMBIA #39935



FRANKIE LAINE

singing

YOUR CHEATIN' HEART

coupled with
"I Believe"
COLUMBIA #39938

COLUMBIA  **RECORDS**

**STREAKING
TO THE TOP**

BILL HALEY

AND HALEY'S COMETS

singing ...

**REAL
ROCK
DRIVE**

**STOP BEATIN'
ROUND THE
MULBERRY
BUSH**

ESSEX #310

Still Going Strong—

ROCK THE JOINT
ICY HEART #303

DANCE WITH A DOLLY
ROCKIN' CHAIR ON
MOON #305

ESSEX

RECORDS

8406 Lyons Ave.
Phila. 42, Penna.

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending January 31

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 Last Week from a legit musical.

- | | |
|--|-------------|
| 1. Don't Let the Stars Get in Your Eyes | 1 10 |
| By Slim Willet—Published by Four Star Sales (BMI)
BEST SELLING RECORDS: P. Como, V 20-5064. OTHER RECORDS: L. Ameche, Mercury 70023; E. Barton, Coral 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; G. MacKenzie, Cap 2256; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614. | |
| 2. Till I Waltz Again With You | 3 8 |
| By Sidney Prosen—Published by Village (BMI)
BEST SELLING RECORD T. Brewer, Coral 60873. OTHER RECORDS: Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebee, Coral 60916; D. Todd, Dec 28506; D. Travis and J. Swanson, Jubilee 6014. | |
| 3. Why Don't You Believe Me? | 2 13 |
| By Lew Douglas, King Lancy, Roy Roddes—Published by Brandom (ASCAP)
BEST SELLING RECORDS: J. James, M-G-M 11333; P. Page, Mercury 70025. OTHER RECORDS: Five Crowns, Rainbow 202; H. Lance, Jubilee 5106; G. Lombardo, Dec 28476; J. Otis, Mercury 70038; J. Valli, V 20-5017; M. Whiting, Cap 2292. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated. | |
| 4. Oh Happy Day | 4 5 |
| By Don Howard Kopieow—Published by Bregman, Vocco & Conn (ASCAP)
BEST SELLING RECORDS: Don Howard, Essex 311; L. Welk, Coral 60893; Four Knights, Cap 2315. OTHER RECORDS: M. Baker, Savoy 874; K. Griffin, Col 39915; J. J. Johnson, V 20-5097; D. Todd, Dec 28506. | |
| 5. Keep It a Secret | 5 12 |
| By Jesse May Robinson—Published by Shapiro-Bernsteir (ASCAP)
BEST SELLING RECORDS: J. Stafford, Col 39891. OTHER RECORDS AVAILABLE: B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169. TRANSCRIPTIONS AVAILABLE, Henry Jerome, Lang-Worth. | |
| 6. Tell Me You're Mine | 7 5 |
| By Fredianelli-Vasin. Published by Capri Music (BMI)
BEST SELLING RECORDS: Gaylords, Mercury 70030. OTHER RECORDS: Ralph and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 28569. | |
| 7. Glow Worm | 6 20 |
| By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. B. Marks (BMI)
BEST SELLING RECORDS: Mills Brothers, Dec 28384. OTHER RECORDS: F. Carle, Col 37567; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. Jones, V 20-1893; H. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; E. Sack, Mercury 10009; Three Suns, V 20-3702; H. Winterhalter, Col 38704. TRANSCRIPTIONS AVAILABLE: Dick Jurgens, Charles Magnante, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Ork, D'Artega, Modes Moderne, Lang-Worth. | |
| 8. Have You Heard | 8 5 |
| By Douglas, La Vere, Rodde. Published by Brandom (ASCAP)
BEST SELLING RECORD: Joni James, M-G-M 11390. OTHER RECORDS: R. Morgan, Dec 28569. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus. | |
| 9. Hold Me, Thrill Me, Kiss Me | 10 4 |
| By Harry Noble—Published by Mills (ASCAP)
BEST SELLING RECORD: Karen Chandler, Coral 60831. OTHER RECORDS: R. Lee-J. Gray, Dec 28520; Orioles, Jubilee 5108. | |
| 10. Because You're Mine | 9 20 |
| By Nicholas Brodsky-Sammy Cahn—Published by Feist (ASCAP) (F)
BEST SELLING RECORDS: Mario Lanza, V 20-10-3914. OTHER RECORDS: N. (King) Cole, Cap 2212; B. Eckstine, M-G-M 1301; G. Lombardo, Dec 28476; J. Raitt, Dec 28337; B. Wayne, Mercury 5897. TRANSCRIPTIONS AVAILABLE: E. T. Terry, Associated. | |

Second Ten

- | | | |
|--|----|----|
| 10. MY BABY'S COMING HOME..... | 14 | 6 |
| Published by Roxbury (ASCAP) | | |
| 12. EVEN NOW..... | 11 | 3 |
| Published by Pickwick (ASCAP) | | |
| 13. LADY OF SPAIN..... | 12 | 18 |
| Published by Sam Fox (ASCAP) | | |
| 14. BYE, BYE BLUES..... | 15 | 5 |
| Published by Bourne (ASCAP) | | |
| 15. PRETEND..... | — | 1 |
| Published by Brandom (ASCAP) | | |
| 16. SIDE BY SIDE..... | — | 1 |
| Published by Shapiro-Bernstein (ASCAP) | | |
| 17. DOGGIE IN WINDOW..... | — | 1 |
| Published by Santly-Joy (ASCAP) | | |
| 17. YOU BELONG TO ME..... | 15 | 26 |
| Published by Ridgeway (BMI) | | |
| 19. MISTER TAP TOE..... | — | 1 |
| Published by Montclare (BMI) | | |
| 20. HEART AND SOUL..... | — | 9 |
| Published by Famous (ASCAP) | | |

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Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. SIDE BY SIDE NOAH!	K. Starr 2334
2. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
3. PRETEND DON'T LET YOUR EYES GO SHOPPING	N. Cole 2346
4. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
5. OH, HAPPY DAYS A MILLION TEARS	Four Knights 2315
6. BYE BYE BLUES MAMMY'S BOOGIE	L. Paul & M. Ford 2316
7. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
8. RACHEL ONE LONELY NIGHT	A. Mar'no 2353
9. THE OBJECT OF MY AFFECTION WHO HID THE HALIBUT ON THE POOP DECK	Y. Yorgesson 2335
10. HOW STRANGE	N. Cole 2309
11. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
12. STRAIGHT AND NARROW BROTHERLY LOVE	G. MacRae 2311
13. STORMY WEATHER THE DAY ISN'T LONG ENOUGH	Four Freshmen 2286
14. BUNNY HOP BLOW, MAN, BLOW!	R. Anthony 2251
15. THE GUY WHO INVENTED KISSIN' GOOD	E. Morse 2343
16. ON THE TRAIL STREET SCENE	R. Anthony 2327
17. I'M NEVER SATISFIED BECAUSE YOU'RE MINE	N. Cole 2212

LATEST RELEASE

NO. 354

CONGRATULATIONS TO SOMEONE HOW DO YOU SPEAK TO AN ANGEL	Gordon MacRae 2352
RACHEL ONE LONELY NIGHT	Al Mar'ino 2353
LET ME KNOW FRIEND OF THE FAMILY	Gisele MacKenzie 2354
I'LL BE SEEING YOU FROM A FOXHOLE	Jack Powers 2355
PAINTING THE TOWN WITH TEARS I'LL BE HANGIN' AROUND	Jeanne Gayle 2356
JUST BUMMIN' AROUND NEW CARROLL COUNTY BLUES	Billy Strange 2357
CRYING STEEL GUITAR WALTZ TWICE THE LOVIN'	Jean Shepard & Speedy West 2358
DOO-WACKY RAG ALOHA OE	Joe "Fingers" Carr 2359
LORD, KEEP YOUR HAND ON ME MY TESTIMONY SONG	Redd Harper 2360

DEAN MARTIN

Sings 2 BEAUTIFUL Ballads
2 BIG SELLING

"KISS" "What Could be
and More
BEAUTIFUL"

CAPITOL NO. 2319

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. I DON'T KNOW SWEET TEMPTATION	T. Ernie 2338
2. LET ME KNOW I'M SORRY TO SAY I'M SORRY	S. McDonald 2326
3. THERE'S A HIGHER POWER INSPIRATION FROM ABOVE	M. Carson 2342
4. LITTLE OLD RAG DOLL PICKING SWEETHEARTS	F. Chapman 2330
5. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
6. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
7. CLOSE YOUR EYES I'M GONNA TAKE MY BABY DANCING	G. O'Quin 2344
8. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
9. SATISFIED HIDE ME ROCK OF AGES	M. Carson 1900
10. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
11. HIGH NOON GO ON! GET OUT!	T. Riffer 2120
12. GONE NOW AND THEN	T. Preston 2298
13. BAYOU BABY KNEE DEEP IN TROUBLE	M. Travis 2336
14. WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA	H. Thompson 1942
15. THAT'S ME WITHOUT YOU COOL, COLD AND COLDER	S. James 2259

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. THE KAY STARR STYLE Kay Starr	363
2. YOURS ALONE Jane Froman	354
3. BYE BYE BLUES Les Paul & Mary Ford	356
4. PROLOGUE Stan Kenton	386
5. MUSIC FOR LOVERS ONLY Jackie Gleason	352
6. WITH A SONG IN MY HEART Jane Froman	309
7. DEAN MARTIN SINGS Dean Martin	401
8. THE DESERT SONG Gordon MacRae & Lucille Norman	351
9. BIG BAND BASH! Billy May	329
10. CITY OF GLASS Stan Kenton	353
11. 8 TOP POPS Nat "King" Cole	9110
12. UNFORGETTABLE Nat "King" Cole	357
13. PENTHOUSE SERENADE Nat "King" Cole	332

— with a Latin beat and lots of heat —

it's a dealer's treat!

ELLA MAE MORSE

sings about

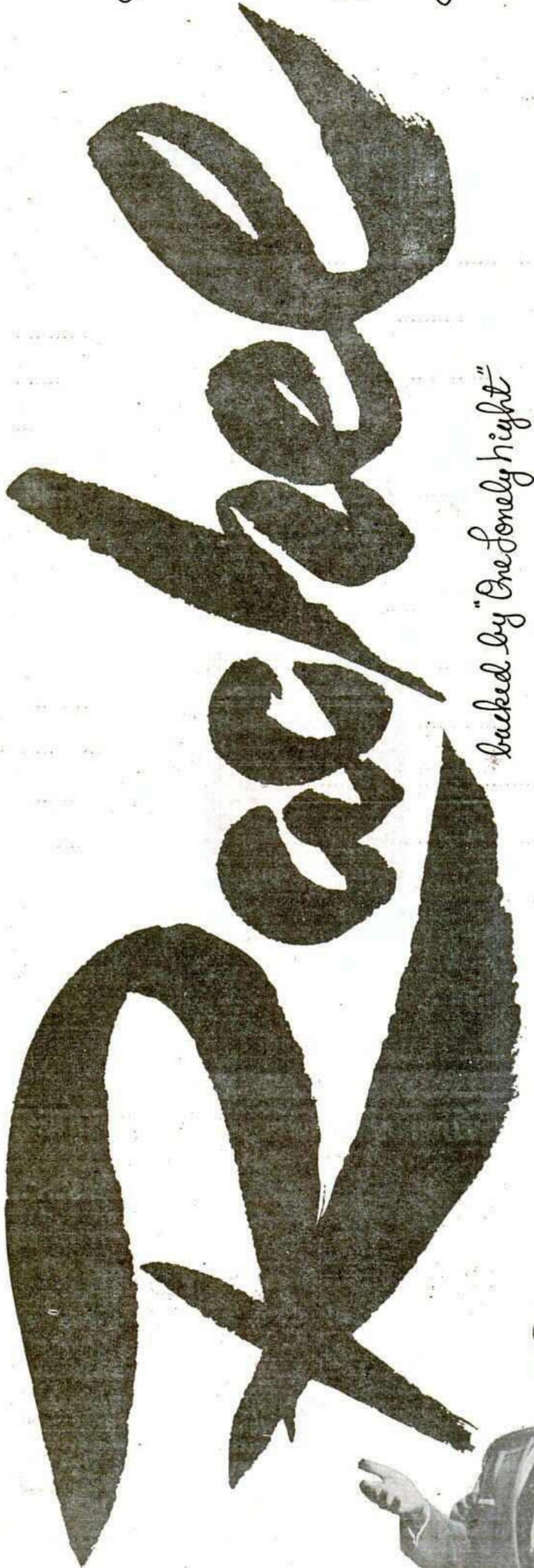
"the guy who Invented Kissin"

B/W "GOOD"

CAPITOL NO. 2343

*the jukes
are jumpin'
again -
with
Tennessee
Ernie's
"I don't know"
and
"Sweet
Temptation"
On Capitol
Record no.
2338*

It's big... but it's bigger by Martino!



backed by "One Lonely Night"



NO. 2353 ON **AL MARTINO**

The Billboard's Music Popularity Charts

Favorite Tunes

... for Week Ending January 31

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 we are weighted according to jobber importance. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Chart	Weeks on Chart
1.		DON'T LET THE STARS GET IN YOUR EYES (R) Four Star Sales.....	1 9
2.		WHY DON'T YOU BELIEVE ME? —Brandom.....	4 11
3.		KEEP IT A SECRET (R) —Shapiro-Bernstein.....	2 8
4.		TILL I WALTZ AGAIN WITH YOU (R) —Village....	3 6
5.		OH, HAPPY DAY (R) —Bergman, Vocco & Conn.....	5 6
6.		GLOW WORM (R) —E. B. Marks.....	6 16
7.		LADY OF SPAIN (R) —Sam Fox.....	8 12
8.		BECAUSE YOU'RE MINE (R) (F) —Feist.....	7 19
9.		HAVE YOU HEARD? (R) —Brandom.....	— 1
10.		TELL ME YOU'RE MINE (R) —Capri Music.....	10 3
11.		MY BABY'S COMING HOME (R) —Roxbury.....	12 6
11.		HOLD ME, THRILL ME, KISS ME (R) —Mills.....	13 3
13.		YOU BELONG TO ME (R) —Ridgeway.....	9 24
14.		HEART AND SOUL (R) —Famous.....	15 4
15.		I WENT TO YOUR WEDDING (R) —St. Louis.....	11 22

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 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

A Fool Such as I (R)—Robbins—ASCAP	Nina Never Knew (R)—Jefferson—ASCAP
A Million Tears (R)—Jubilee—ASCAP	Oh, Happy Day (R)—Bregman, Vocco & Conn—ASCAP
April in Portugal (R)—Chappell—ASCAP	Open Up Your Heart (R)—Longridge—ASCAP
Because You're Mine (R)—Feist—ASCAP	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
Bye, Bye Blues (R)—Bourne—ASCAP	Say It Isn't So (R)—Berlin—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Say It With Your Heart (R)—Feist—ASCAP
Downhearted (R)—Paxton—ASCAP	Second Star to the Right (R)—Disney—ASCAP
Glow Worm (R)—Marks—BMI	Side by Side—Shapiro-Bernstein—ASCAP
Heart and Soul (R)—Famous—ASCAP	Takes Two to Tango (R)—Harman—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Thumbelina (R)—Frank—ASCAP
How Do You Speak to an Angel (R)—Chappell—ASCAP	Till I Waltz Again With You (R)—Village—BMI
Hush a Bye (R)—Remick—ASCAP	To See You (R)—Burvan—ASCAP
I Confess (R)—Whitmark—ASCAP	Why Don't You Believe Me (R)—Brandom—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Wish You Were Here (R)—Chappell—ASCAP
Mister Tap Toe (R)—Montclair—BMI	You'll Never Know (R)—Bregman, Vocco & Conn—ASCAP
My Baby's Coming Home (R)—Roxbury—ASCAP	
My Jealous Eyes (R)—Famous—ASCAP	

Top 10 in Television

Appreciation (R)—Duet—ASCAP	Keep It a Secret (R)—Shapiro-Bernstein—ASCAP
Because You're Mine (R)—Feist—ASCAP	Rockaway Beach—Duet—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Summer Symphony—Duet—ASCAP
First Snow of Winter (R)—Duet—ASCAP	There's a Brand New Baby at Our House (R)—Barton—ASCAP
Give a Cheer (R)—Duet—ASCAP	Why Don't You Believe Me (R)—Brandom—ASCAP
Glow Worm (R)—Marks—BMI	
It's Autumn Again—Duet—ASCAP	

England's Top Twenty

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

1. You Belong to Me—Chappell (Ridgeway)	10. Faith Can Move Mountains—Dash (Hill & Range)
2. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)	12. Because You're Mine—Robbins (Feist)
3. Here in My Heart—Robt. Mellin, Ltd. (Mellin)	13. That's a Why—Connell (Santly-Joy)
4. Walkin' to Missouri—Dash (Hawthorne)	14. Half as Much—Robbins, Ltd. (Acuff-Rose)
5. Don't Let the Stars Get in Your Eyes—Morris (Four Star)	15. Sugarbush—Chappell (G. Schirmer)
6. Comes Along a Love—Kassner (Shapiro-Bernstein)	16. Zing a Little Zong—Maddox (Burvan)
7. I Went to Your Wedding—Victoria (St. Louis)	17. Broken Wings—John Fields (Shapiro-Bernstein)
8. Isle of Innisfree—Peter Maurice (Leeds)	18. Wonderful Copenhagen—Morris (Frank)
9. Forget Me Not—Reine (Chappell)	19. Homing Waltz—Reine (Miller)
10. Feet Up (Pat Him on the Po-Po)—Cinephonic (Hawthorne)	20. Walking My Baby Back Home—Victoria (De Sylva, Brown & Henderson)

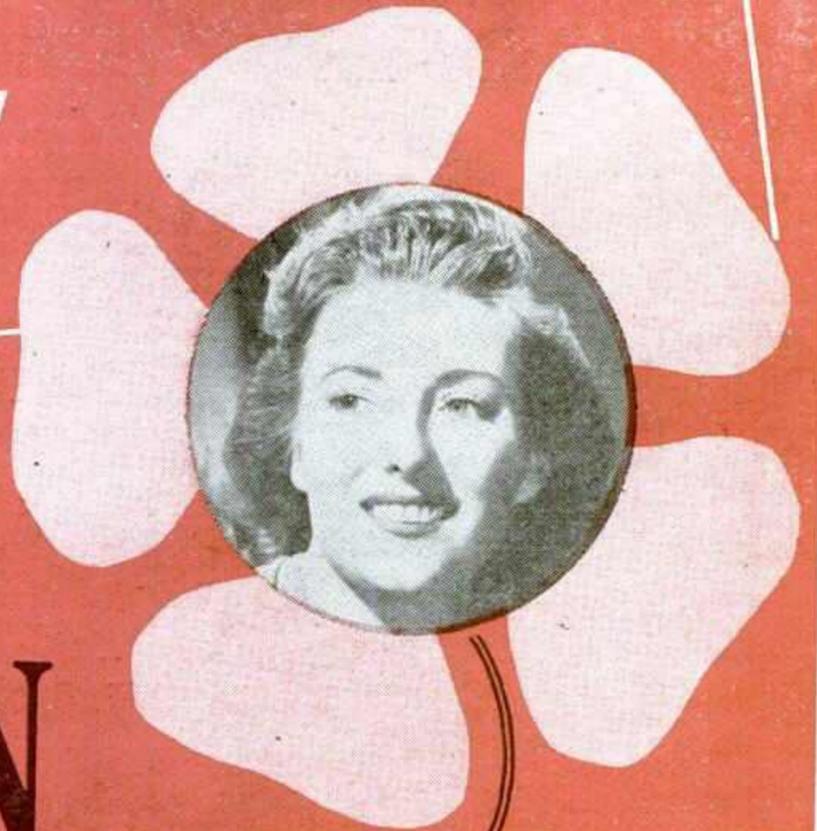
three great hits all in a row!

"AUF WIEDERSEH'N SWEETHEART"

No. 1227 and 45-1227

"YOURS"

No. 1261 and 45-1261



AND NOW...

VERA LYNN

with the Johnston Singers
accompaniment directed by
Roland Shaw

"FORGET ME NOT"

backed by

"WHAT A DAY WE'LL HAVE"

No. 1265 and 45-1265

LONDON
RECORDS



The Billboard Music Popularity Charts

... for Week Ending January 31

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- JONI JAMES**
Your Cheatin' Heart.....90
 M-G-M 11426—The gal is really on the beam on this one. Tune is by Hank Williams, and the message is powerful. Songstress catches the spirit perfectly and turns in a great performance. There's a tear in her voice all the way. Looks like another very big one for the new-born star.
- I'll Be Waiting For You**.....81
 Another lovely ballad is projected with great sincerity by Miss James. Ork seems to be overdoing it a bit at the beginning and end but lends a tasteful accompaniment elsewhere. This side bears watching too.
- FRANKIE LAINE**
I Believe.....86
 COLUMBIA 39938—Laine comes thru with a powerful and sincere reading of a moving new tune of faith. He sings the fine effort with all the feeling he has at his command, backed by a strong choral and ork arrangement. Laine's work is like his performance on "Lucky Old Sun." This disk could build quickly and be a solid seller. Jocks will hand it scores of spins. A standout slicing.
- Your Cheatin' Heart**.....86
 Recently released tune penned by the late Hank Williams is sung with warmth and meaning by Laine, over a fine choral and ork backing. This side, too, looks like a winner and should be a coin-grabber for Laine.
- EDDY HOWARD**
I'll Go On Alone.....86
 MERCURY 70072—One of the few quiet yet effective warblers around today, Eddy Howard has a disk here that could be another big one for him. Tune is the Marty Robbins country effort, now creating action in the c.&w. field via the Robbins and Pierce diskings. Howard sings it in effortless and engaging style. The ork arrangement is bouncily delightful. This side should be a healthy one for the orkster.
- Now I Lay Me Down to Dream**.....81
 The fine oldie receives a sure, expert reading from the warbler, and the ork supports him with care. Tho this side does not have the power of the flip, it will probably become a jock favorite. A lovely disk.
- EILEEN BARTON**
Pretend.....82
 CORAL 60927—In this, one of the best waxings of the beautiful ballad, Miss Barton turns in a remarkable smooth and appealing performance. Platter could earn plenty of loot, and should grab bundles of loot.
- Too Proud to Cry**.....75
 Another fine effort by the thrush. Material of flip suits the gal better, tho.
- GISELE MACKENZIE**
Let Me Know.....80
 CAPITOL 2354—Bright and cheerful country item, somewhat reminiscent of "Don't Let the Stars Get in Your Eyes," proves a happy vehicle for Miss MacKenzie. She gives it a bouncy ride and the side should earn some juke nickels. Tune is now catching action in the c.&w. field.
- Friend of the Family**.....79
 Pretty ballad about a romantic double-cross is warbled with warmth and persuasion by Miss MacKenzie. Backing is simple and in country style. A very listenable side.
- CHAMP BUTLER**
Kaw-Liga.....80
 COLUMBIA 39935 — The new Hank Williams tune is given a rousing performance by Butler and the ork. Imaginative backing includes tom toms and a chorus of Indian braves giving out with the "Ugh, ugh's." Tune stacks up as potentially strong for the pop market. This version should take a good slice of the pie.
- Fit as a Fiddle**.....78
 The bouncy oldie is sung with spirit by Butler. Backing is on the jazzy side with chimes, chorus and all. A nice side.
- DOROTHY COLLINS**
Small World.....80
 DECCA 28574—This is the best waxing turned out by the Lucky Strike girl to date. The tune is an attractive, bouncy effort, penned by Vaughn Horton, and the thrush sings it very effectively, with standout backing by the stylish combo. With exposure this might come thru.
- Silly Heart**.....78
 A pretty effort, penned by Lincoln Chase, is sung impressively by the thrush to smooth ork accompaniment. Jocks should hand this many spins.
- BILL DARNEL**
I Don't Know.....80
 DECCA 28575—The smash r.&b. tune is handed a solid interpretation here by warbler Bill Darnel, who sings it in strong r.&b. style, with cute help from thrush Ruth Casey. The ork backing, tho not as powerful as on the r.&b. version is strong and has a beat. Platter, with enough exposure, could move out and grab some of the loot now being culled by the Buddy Morrow ork slicing. A potent disk by Darnel.
- I Played the Fool**.....78
 Darnel does a fine job with this pretty ballad, over an effective and

NEW RECORDS TO WATCH

Popular

- RUSTY DRAPER**
No Help Wanted
Texarkana Baby — Mercury 70077 — Two country hits are show-cased nicely by Draper. "No Help Wanted" is presently clicking for the label by the Carlises. There's some action started already on this side in Chicago. Draper is singing well on this one. Flip is the old Eddy Arnold hit.
- NORMAN BROOKS**
Hello Sunshine — Zodiac 101—A jazzed-up side featuring a music hall type piano gets an Al Jolson sounding vocal performance from Brooks. It's a crazy record that could happen. Strong action reports have been received from Boston and St. Louis. Flip is "You're My Baby."
- SANDY STEWART**
Since You Went Away From Me—Okeh 6941 —Young thrush kicks off her Okeh disk contract with a wistful performance of this haunting tune which has an r.&b. origin. Echo chamber multi-dubbing is used to good effect. There's a lot of steam behind the disk, and there are ripples of activity in areas already sampled. Flip is "Before."
- DON CORNELL**
If You Were Only Mine
S'posin'—Coral 60903—Cornell bids for another click with "If You Were Only Mine." It's a big-voiced effort in his familiar style that should please his many fans. Flip is a quiet side sparked by lovely backing.
- GEORGIA GIBBS**
Seven Lonely Days—Mercury 9448—A distinctively piped effort by Her Nibs looks to have strong potential. Label rushed this one out on top of her previous release of only two weeks ago. Flip is "If You Take My Heart Away."

Popular Album

- KAY STARR**
The Kay Starr Style Album—Capitol H363
 —The inimitable Kay Starr shows off her fine vocal talents on a lively group of standards including the bright "Side By Side" already released as a single. Her lusty and exhilarating performances of "Waiting at the End of the Road," "Too Busy" and others should move this set into the big selling class.

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

Country & Western

- RAMBLIN' JIMMIE DOLAN**
Playin' Dominoes and Shootin' Dice—Capitol 2367—Here's an item that could be a big one for the singer. It sounds particularly good for the boxes. It's a driving side with great lyrics. Tune was introduced by Red Cook on Richtone label. No review copy of latter has yet been received. Tune stacks up as having pop potential. Flip is "Memories and Heartaches."
- HAWKSHAW HAWKINS**
The Life of Hank Williams—King 1174—Another tribute to Hank. It's a very powerful lyric and well performed by Hawkins. At the rate that the Cardwell stepped out, this also has potential. Flip is "Picking Sweethearts."
- VARETTA DILLARD**
Gettin' Ready for My Daddy—Savoy 884—Thrush does a slick job with a bouncy new blues that could grab action on boxes and pick up sales.
- LYNN HOPE**
Blues for Anna Bacoa
September Song—Aladdin 3165—The Lynn Hope does a strong job with this Latin-styled opus, an intriguing instrumental that could pull loot in metropolitan cities. Ripples of action on this.

Rhythm & Blues

Spiritual

- SISTER ROSETTA THARPE**
How Well Do I Remember—Decca 28557—A slow spiritual which singer projects with true emotion. One of her strongest recent offerings.

Rhythm & Blues

- LINDA HAYES**
Yes! I Know.....85
 (What You're Putting Down)
 HOLLYWOOD 244—The Willie Mabon hit, "I Don't Know," is answered with feeling on this powerful reply. Linda Hayes chants the ditty with great ability. Material and performance make this an effort that can't miss. Loot will be plentiful.
- Sister Anne**.....74
 A beautiful rendition of a pretty tune by the Que Maron combo. Good after-hours wax.
- ROY BROWN ORK**
Hurry Hurry Baby.....82
 KING 4602—From the opening to the driving finish this is "kickin' up a storm" type of platter which should do some healthy business.
- Travellin' Man**.....80
 Brown delivers a heartfelt reading on a fine blues ballad.
- DANNY OVERBEA ORK**
Train, Train, Train.....80
CHECKER 768—This is a potent side by the Danny Oberbea combo. The rhythmic blues opus is sung strongly by the warbler and chorus with the combo driving hard all the way while pounding out a substantial beat. Looks like a coin grabber.
- I'll Wait**.....77
 A bluesy ballad is sold in okay style by Overbea with fine help from the combo. A good side.
- AMOS MILBURN**
Let Me Go Home Whiskey.....80
 ALADDIN 3164 — Milburn, who hasn't had a big one in a long time,

may have a strong platter with this bright blues opus, set to a driving beat by the ork. Milburn sings it with spirit and the ditty is in the pattern of his "Bad, Bad, Whiskey" of a few seasons ago. It could break thru.

Three Times a Fool.....72
 A better-than-average blues receives a warm reading from the chanter over colorful ork support.

LYN HOPE ORK
Blues for Anna Bacoa.....79
 ALADDIN 3165—A pulsating Latin-styled instrumental epic is performed with drive and a wild beat by the Hope ork. Music is slightly cool and tune is intriguing, with good sax work from Hope. This is a good waxing for the Northern big cities.

September Song.....74
 The lovely Kurt Well oldie is performed slowly and smoothly by the ork featuring a breathy Lynn Hope solo. A listenable side.

CHRISTINE KITTRELL-GAY CROSSE
Gotta Stop Loving You.....78
 REPUBLIC 7026 — Christine Kittrell and Gay Crosse team up on a bouncy ballad, handing the melodic tune a strong reading that could rack up some juke loot. Backing is okay tho a stronger beat would have helped. This one has a chance.

Slave to Love.....69
 The thrush turns in a fair reading of a sad weeper over a bluesy backing by the combo.

WINI BROWN
Can't Stand No More.....74
 MERCURY 70062 — Miss Brown is fine as she sells the lyrics to this "Gloomy Sunday" type of song penned by jazz pianist Reginald

Children's

- DAVID PFEFFER-OSCAR BRAND**
Noah's Ark (Part 1 & 2).....76
 CRG 1035—Material is, of course, taken from the Bible. Added folk songs with spiritual feeling as sung by the Lowell singers make for an attractive disk for the very young.
- LEE SWEETLAND**
Riddle Me This (Part 1 & 2).....70
 CRG 5015—For moppets in the 5 to 8 age group this could be of interest altho the riddles seem to run a little too long before the punch line is delivered. Sweetland is particularly effective, however.

Spiritual

- SISTER ROSETTA THARPE**
I Just Couldn't Be Contented.....80
 DECCA 28557—Beat and movement mark this spiritual by Rosetta Tharpe. The South Winds add strong choral backing, chanting with considerable gang spirit.
- How Well Do I Remember**.....78
 Rosetta Tharpe, singing with good voice and with facile technique, gives a swinging, relaxed performance. A good side for the spiritual market.
- BROTHER JOE MAY-SALLIE MARTIN SINGERS**
Working on the Building.....77
 SPECIALTY 841 — Spiritual starts quietly but builds powerfully as the

Country & Western

- HANK WILLIAMS**
Kaw-Liga.....95
 M-G-M 11416—This one is great. The material is as clever as has come down the pike in a long time. It's a verse and chorus novelty with the chorus handled in breakdown style. Performance by Williams is sensational. A cinch hit in the country field and well worth watching by deejays, ops and dealers in the pop field.
- Your Cheatin' Heart**.....89
 A tremendously powerful ballad also penned by Williams and sold for all its worth by the singer. It's difficult to imagine a stronger coupling than these two sides.
- SLIM WHITMAN**
All That I'm Asking Is Sympathy.....83
 IMPERIAL 412—The old pop tune is revived in country style by Whitman. The steel and echo chamber he has used so successfully on his past few records are again omnipresent. Warbler has another potentially big one here.
- How Can I Tell**.....74
 Whitman turns in another good performance, but strength of disk appears to be on the other side.
- PEE WEE KING ORK**
The Crying Steel Guitar Waltz.....78
 V 20-5144—Redd Stewart handles the lyrics on this weeper type ballad, while the King ork comes thru with a first rate backing for the chanter. Good enough, but not up to the standard the group has set for itself on past disks.
- Railroad Boogie**.....75
 Vocal here is handled by Gene Stewart and the Dickens gals. It turns into a fine dance disking.
- JOE RUMORE**
Tribute to Hank Williams.....76
 REPUBLIC 100—Set to a sincere vocal-backing, Joe Rumore preaches a moving tribute to the late Hank Williams, that should be appreciated by the warbler's many, many followers. It won't mean anything on the boxes, but deejays will spin it and it should sell in rural markets.
- J. T. ADAMS**
Your God Is Real.....74
 J. T. Adams and the Men of Texas do a nice job with this melodic hymn. A pleasant disk.
- REX ALLEN**
Knockin' on the Door.....76
 DECCA 28556—A bouncy ditty, with a weeper lyric, is handled effectively by the country singer. Toe-tapping effort should pull spins and plays in rural areas.
- Why, My Darlin', Why**.....71
 A routine effort is sung with feeling by Allen.

(Continued on page 46)

International

- EDDIE HABAT ORK**
Money, Money Polka.....78
 DECCA 28558 — Eddie Habat ork belts out a toe-tickling side with this polka. Disk has a bright sound and lively beat.
- For the Wedding**.....78
 An Oberek, performed with spirit by Eddie Habat. Side matches the flip in sound, authentic rhythm.
- BERNARD WITKOWSKI**
Nightingale Polka.....75
 DANA 3115 — The Silver Bells ork comes thru with another of its fine instrumental polkas.
- Modern Polka**.....74
 More of the same.
- TED POWERS ORK**
Dalryland Polka.....74
 DANA 3106—The polka ork turns in a fine instrumental reading with a fine dance beat.
- Wolverine Polka**.....74
 More of the same from the first-rate ork.

Latin American

- RENE TOUZET**
Mambo Negro.....79
 FIESTA 20-008—The familiar Latin-American-ditty is handled most effectively by Touzet's piano style which could rival the stuff being put out by Joe Loco.
- La Hora**.....79
 More of the same kind of work here tho the beat is thumba and the material is based on the Yiddish folk dance melody.
- RENE TOUZET**
Caravan.....79
 FIESTA 20-007—The Ellington item gives Touzet a chance to display some of his fine keyboard style in a mambo beat.
- Mambo En Espana**.....78
 A strong piano solo reading of a good hunk of mambo material.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, 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.

(Continued on page 39)

COLUMBIA COUNTER-POINTS



The Pitch From Mitch

Lots of things worth commenting on this week, but I'll postpone 'em for the time being to give you the stuff on one of our most promising new singers, kid name of Jerry Vale. Here's a boy that should have them eating out of his hand in no time flat—his first release, with Percy Faith and the orchestra, is out this week: "You Can Never Give Me Back My Heart" and "And No One Knows." It seems that Jerry has been singing most of his life; when he was a little lad, he was singing at his work around a barbershop, and the barber, a would-be singer himself, volunteered to underwrite singing lessons for him.

Well, sir, Jerry studied, and studied hard, and pretty soon he was singing in clubs around New York. One night Paul Insetta, who was working for Guy Mitchell, heard him singing, and grabbed him off at once. Jerry made some demonstration records of some songs Insetta had written, and they came to my attention. Truthfully, I forgot the songs when I heard the voice. This is something you've got to hear.

Anyhow, we think the boy is on his way—he's only twenty-two, and there's lots of voice in him. So, when you listen to this week's release—and it's a strong one, with Frankie Laine, Rosemary Clooney, Sammy Kaye and Percy on it—give a special listen to the new name on the label: Jerry Vale.

Mitch

climbing
up on the
lists
fast!
SWING AND SWAY with
SAMMY
KAYE

HURRY, HURRY, HURRY
THE DANCE OF MEXICO
78 rpm 39917 • 45 rpm 4-39917

New Album Releases

SAMBA WITH CUGAT

Brazil • Copacabana • Mary Ann • I, Yi, Yi, Yi, Yi • Papa Knows • Cuanto Le Gusta • Tico Tico • In Chi-Chi-Castengano

XAVIER CUGAT and his Orchestra
"Lp" CL 6236 • 45 Set B-326

TANGO WITH CUGAT

Jalousie • Inspiration • Porque Te Quiero Tanto? • Adios Muchachos • Medias De Seda • Rain in Spain • La Cumparsita • Caminito

XAVIER CUGAT and his Orchestra
"LP" CL 6234 • 45 Set B-325

everybody's baby!

THERE'S A BRAND NEW BABY
(At Our House)

I LOVE LUCY (Theme Song From
"I Love Lucy" Television Program)

DESI ARNAZ
78 rpm 39937 • 45 rpm 4-39937

New Popular Releases

FRANKIE LAINE
YOUR CHEATIN' HEART
I BELIEVE

78 rpm 39938 • 45 rpm 4-39938

SWING AND SWAY WITH SAMMY KAYE
LIGHTHOUSE IN THE HARBOR
AN ANGEL MADE OF ICE

78 rpm 39936 • 45 rpm 4-39936

ROSEMARY CLOONEY with Paul Weston
HAVEN'T GOT A WORRY
LOVELY WEATHER FOR DUCKS

Both from "The Stars Are Singing"
78 rpm 39943 • 45 rpm 4-39943

PERCY FAITH
THE SONG FROM MOULIN ROUGE
featuring Felicia Sanders
SWEDISH RHAPSODY

78 rpm 39944 • 45 rpm 4-39944

JERRY VALE with PERCY FAITH
a great new star!
YOU CAN NEVER GIVE ME BACK MY
HEART

AND NO ONE KNOWS
78 rpm 39929 • 45 rpm 4-39929

Best Selling Albums

LIBERACE at the piano
Stardust • Liebestraum • Carioca • Polish National
Dance and others

"Lp" CL 6217 • 45 Set B-308 • 78 Set C-308

HOLLYWOOD'S BEST: ROSEMARY CLOONEY
and HARRY JAMES

You'll Never Know • Over the Rainbow • The Continental • It Might as Well Be Spring and others

"Lp" CL 6224 • 45 Set B-319

LES COMPAGNONS DE LA CHANSON

The Three Bells • The Lonesome Sailor • Sweet Marie • Dreams Never Grow Old and others

"Lp" CL 6208 • 45 Set B-297

POPULAR FAVORITES—Volume VI

Jo Stafford, Frankie Laine, Rosemary Clooney, Sammy Kaye and Sarah Vaughan in top hits

"Lp" CL 6233 • 45 Set B-324

SOFT LIGHTS, SWEET TRUMPET—
HARRY JAMES

Serenade in Blue • Manhattan • September in the Rain • You Go to My Head and others

"Lp" CL 6207 • 45 Set B-296

QUIET MUSIC—Vol. I—The Columbia Salon
Orchestra

Clair de Lune • Blue Danube Waltz • Minuet in G • Spring Song • Schubert's Serenade and others

"Lp" GL 510

CANCIONES DEL CORAZON (Latin American Best Sellers)—TRIO LOS PANCHOS

Besame Mucho • Perfidia • Aquellos Ojos Verdes • Maria Elena and others

"Lp" CL 6230 • 45 Set B-313

QUIET MUSIC—Vol. VIII

One Alone • Time on My Hands • Deep in My Heart, Dear • Merry Widow Medley and others "Lp" GL 518

WHISPERS IN THE DARK—PAUL WESTON

What Is There to Say? • Day by Day • Little Girl Blue • Long Ago and others "Lp" CL 6232 • 45 Set B-323

Best Sellers

based on actual sales reports for the week ending January 31

JO STAFFORD
A FOOL SUCH AS I
JUST BECAUSE
YOU'RE YOU
78 rpm 39930 • 45 rpm 4-39930

JO STAFFORD
KEEP IT A SECRET
ONCE TO EVERY
HEART
78 rpm 39891 • 45 rpm 4-39891

DORIS DAY
MISTER TAP TOE
YOUR MOTHER AND
MINE
78 rpm 39906 • 45 rpm 4-39906

GUY MITCHELL
SHE WEARS RED
FEATHERS
PRETTY LITTLE
BLACK-EYED SUSIE
78 rpm 39909 • 45 rpm 4-39909

ROSEMARY CLOONEY
and GEORGE MORGAN
WITHERED ROSES
YOU LOVE ME JUST
ENOUGH TO HURT ME
78 rpm 21071 • 45 rpm 4-21071

FRANKIE LAINE
I'M JUST A POOR
BACHELOR
TONIGHT YOU
BELONG TO ME
78 rpm 39903 • 45 rpm 4-39903

TONY BENNETT
CONGRATULATIONS
TO SOMEONE
TAKE ME
78 rpm 39910 • 45 rpm 4-39910

JIMMY BOYD
EARLY BIRD
I'LL STAY IN THE
HOUSE
78 rpm 39928 • 45 rpm 4-39928

SARAH VAUGHAN
A LOVER'S QUARREL
I CONFESS
78 rpm 39932 • 45 rpm 4-39932

MINDY CARSON
TELL ME YOU'RE MINE
THE CHOO BUY SONG
78 rpm 39914 • 45 rpm 4-39914

CARL SMITH
MY LONELY HEART'S
RUNNIN' WILD
THAT'S THE KIND OF
LOVE I'M LOOKING
FOR
78 rpm 21051 • 45 rpm 4-21051

JOHNNIE RAY
I'M GONNA WALK
AND TALK WITH
MY LORD
THE TOUCH OF GOD'S
HAND
78 rpm 39909 • 45 rpm 4-39909

COLUMBIA RECORDS

"Columbia," "Masterworks," "Okeh" and Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

The Billboard Music Popularity Charts . . . for Week Ending January 31

THIS WEEK'S BEST BUYS

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

Popular

A FOOL SUCH AS I—Tommy Edwards—M-G-M 11395

Disk has now been out for about four weeks and has shown good progress. It's stacking up well against the Stafford version which was a "Best Buy" selection several weeks ago. In the Southwest the Edwards disk is ahead of the Stafford. The same is true in Philadelphia, Chicago and parts of the South. It's a toss-up between a couple of Midwest points. There's plenty of room on most dealers' counters for both of these. Ops can safely go along with artist preference in their area. Looks like a good profit item. Flip is "I Can't Love Another." A previous "New Record to Watch."

I BELIEVE

YOUR CHEATIN' HEART—Frankie Laine—Columbia 39938

Two very strong sides by Laine that have gotten off to a fast start in Boston and Chicago. New York too is showing a good initial reaction. Side preference at moment is "I Believe," with reports saying the Joni James is getting the action on "Cheatin' Heart."

Rhythm & Blues

LET ME GO HOME WHISKEY—Amos Milburn—Aladdin 3164

Building as a strong one for Milburn. Philadelphia, L. A., Cincinnati and the Carolinas reported a fast start for the disk. Flip is "Three Times a Fool."

Country & Western

I WILL MISS YOU WHEN YOU GO

DEAR JUDGE—Ernest Tubb—Decca 28550

Good one-stop reports received from New England. Good dealer reports from Cincinnati, Chicago and the Carolinas. Most of country still receiving record. Reports showing preference for "I Will Miss You." A previous "New Record to Watch" selection.

ALL THAT I'M ASKING IS SYMPATHY—Slim Whitman—Imperial 412

Looks like artist is continuing to ride. L. A. says strong kick-off. Cincinnati, New York, Chicago and Carolinas report good start. Other reporting areas indicated fair initial sales or not yet delivered. A "New Record to Watch" selection last week. Flip is "How Can I Tell."

Hot Jazz

TWISTED—Annie Ross—Prestige 363

Bop vocal by thrush is building well in the Midwest. It's solid for the jazz market and getting a good r.&b. ride in Cincinnati, St. Louis and Chicago. Flip is "Anne's Lament."

Late Reports on Recent "Best Buys"

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

Popular

ANYWHERE I WANDER THIS IS HEAVEN

Julius La Rosa—Cadence 1230

Disk busted wide open and socked into best-seller chart in ninth place. It's "Anywhere" everywhere but Boston according to reports. "This Is Heaven" is on Boston territorial.

PRETEND

Nat (King) Cole—Capitol 2346

Lovely ballad slipped into 20th place on sales chart via this fine disk.

DOWNHEARTED

Eddie Fisher—RCA Victor 20-5137

Appeared on disk jockey chart for first time. Also on Philadelphia territorial chart for first time. Top dealer pick for the week. Disk appears to have cut into "Even Now" very badly with manufacturer re-orders dropping sharply and field reports falling off.

SHE WEARS RED FEATHERS

Guy Mitchell—Columbia 39909

Erroneously listed as "Congratulations to Someone" last week. Continues as a good, healthy performer. It's not headed for a smash but reports show it up as a good record. Big city operator buying is now, of course, subsidizing. On Seattle chart.

(Continued on page 46)

Country & Western

I'LL GO ON ALONE

Webb Pierce—Decca 28534

Hit national sales chart for first time.

LET ME KNOW

Skeets McDonald—Capitol 2326

LET ME KNOW

Slim Willet—Four Star 1625

Territorial charts give the nod to McDonald with his disk showing on New Orleans, Nashville and Memphis charts. Buffalo, Los Angeles and St. Louis reports put the Willet disk ahead. Reports from Chicago are light on both, but Willet's "Stars" has broken wide open.

THE DEATH OF HANK WILLIAMS

Jack Cardwell—King 1172

Reports on this record have been just short of sensational all over the South, in New England, Cincinnati, Philadelphia and Chicago. Only L. A. and St. Louis demurred.

Rhythm & Blues

AIN'T IT A SHAME

Lloyd Price—Specialty 452

On best-seller chart for first time. Flip "Tell Me Pretty Baby" still on juke box chart.

YES I KNOW

Linda Hayes—Hollywood 244

This has broken fast. Hit the best-seller chart already. All over the territorial charts.

MAMA

Ruth Brown—Atlantic 986

Breaking as a real smash. Every area checked came back with a strong report.

(Continued on page 46)

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

1. DOWNHEARTED
Eddie Fisher—RCA Victor 20-5137
2. MY JEALOUS EYES
Patti Page—Mercury 70070
3. A FOOL SUCH AS I
Jo Stafford—Columbia 39930
4. WILD HORSES
Perry Como—RCA Victor 20-5152
5. A FOOL SUCH AS I
Tommy Edwards—M-G-M 11395
6. SAY IT WITH YOUR HEART
Bob Carroll—Derby 814
7. I DON'T KNOW
Buddy Morrow Ork—RCA Victor 20-5117
8. NO MOON AT ALL
Ames Brothers—Coral 60870

Country & Western

1. LET ME KNOW
Skeets McDonald—Capitol 2326
2. I DON'T KNOW
Tennessee Ernie—Capitol 2338
3. THE DEATH OF HANK WILLIAMS
Jack Cardwell—King 1172
4. HOW CAN I TELL
Slim Whitman—Imperial 412
5. THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534
6. YOU'RE UNDER ARREST
Ray Price—Columbia 21053
7. THAT'S ME WITHOUT YOU
Sonny James—Capitol 2259

Rhythm & Blues

1. YES, I KNOW
Linda Hayes—Hollywood 244
2. (MAMA) HE TREATS YOUR DAUGHTER MEAN
Ruth Brown—Atlantic 986
3. NOBODY LOVES ME
Fats Domino—Imperial 5220
4. LET ME GO HOME WHISKEY
Amos Milburn—Aladdin 3164
5. I BELIEVE
Elmore James—Meteor 5000
6. CHLOE
Sonny Thompson—King 4595

The Disk Jockeys Pick

Popular

1. A FOOL SUCH AS I
Jo Stafford—Columbia 39930
2. DOWNHEARTED
Eddie Fisher—RCA Victor 20-5137
3. WILD HORSES
Perry Como—RCA Victor 20-5152
4. A FOOL SUCH AS I
Tommy Edwards—M-G-M 11395
5. NEW JUKE BOX SATURDAY NIGHT
Modernaires—Coral 60899
6. SINGIN' THE BLUES
Connie Boswell—Decca 28498
7. THIS IS HEAVEN
Julius La Rosa—Cadence 1230
8. RACHEL
Artie Wayne—Mercury 70090
9. SAY IT WITH YOUR HEART
Bob Carroll—Derby 814

Country & Western

1. THE DEATH OF HANK WILLIAMS
Jack Cardwell—King 1172
2. I DON'T KNOW
Tennessee Ernie—Capitol 2338
3. LET ME KNOW
Skeets McDonald—Capitol 2326
4. DIVIDED BY TWO
Kitty Wells—Decca 28525
5. TILL I WALTZ AGAIN WITH YOU
Tommy Sosebee—Coral 60916
6. LET ME KNOW
Slim Willet—Four Star 1625
7. THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534
8. ALL THAT I'M ASKING IS SYMPATHY
Slim Whitman—Imperial 412

The Operators Pick

Popular

1. SHE WEARS RED FEATHERS
Guy Mitchell—Columbia 39909
2. LIES
Perry Como—RCA Victor 20-5064
3. SAY IT WITH YOUR HEART
Bob Carroll—Derby 814
4. CONGRATULATIONS TO SOMEONE
Tony Bennet—Columbia 39910
5. JOHN, JOHN, JOHN
Guy Lombardo Ork—Decca 28546
6. OPEN UP YOUR HEART
Bing Crosby—Decca 28470

Country & Western

1. LET ME KNOW
Skeets McDonald—Capitol 2326
2. THE DEATH OF HANK WILLIAMS
Jack Cardwell—King 1172
3. I DON'T KNOW
Tennessee Ernie—Capitol 2338
4. KAW-LIGA
Hank Williams—M-G-M 11416
5. MY LOVE SONG TO YOU
Slim Willet—Four Star 1625

Rhythm & Blues

1. TRAIN, TRAIN, TRAIN
Denny Overbea—Checker 768
2. HURRY, HURRY, BABY
Roy Brown—King 4602
3. THESE FOOLISH THINGS
Tab Smith—United 140
4. STILL IN LOVE
Joe Turner—Atlantic 982

RECORD DEALERS—

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

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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LAWRENCE WELK

and his Champagne Music



THE AMES BROTHERS

Sing

LONELY WINE

(with Norman Leyden)

and

CAN'T



(with Ray Bloch)

Coral 60926 (78 rpm)
and (9-60926 45 rpm)

SHE LOOKED DOWN FROM HER WINDOW

and

I'm Gonna Ring the Bell Tonight

sung by

JACK SMITH

Coral 60905 (78 rpm)
and 9-60905 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Metrodisc Reg'd, Montreal—Apex Records, Ltd., Toronto—Johnson Appliances, Ltd., Vancouver—T. H. Peacock, Ltd., Calgary—For Manitoba & Saskatchewan: Compo, Ltd., Lachine, P. Q.

The Billboard Music Popularity Charts

... for Week Ending January 31

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.

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 singles including 'DON'T LET THE STARS GET IN YOUR EYES' and 'TILL I WALTZ AGAIN WITH YOU'.

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.

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 singles including 'DON'T LET THE STARS GET IN YOUR EYES' and 'TILL I WALTZ AGAIN WITH YOU'.

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.

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 singles including 'DON'T LET THE STARS GET IN YOUR EYES' and 'TILL I WALTZ AGAIN WITH YOU'.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 10 33 1/3 R.P.M. and 45 R.P.M. albums including 'BENNY GOODMAN 1937-38 JAZZ CONCERT NO. 2'.

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 15 children's records including 'ROBIN HOOD (2)' and 'BOZO HAS A PARTY (2)'.

Taking off faster than "DON'T LET THE STARS!"

WILD HORSES

and

I Confess

20/47-5152



PERRY COMO

AT HIS GREATEST

Superb BACKING BY
HUGO WINTERHALTER
and orchestra

GOING STRONG

RCA VICTOR'S
BEST SELLER'S

Based on actual sales
reports for week ending
January 30.

	78	45
DON'T LET THE STARS GET IN YOUR EYES/LIES Perry Como20-5064 (47-5064)*		
WILD HORSES/I CONFESS Perry Como20-5152 (47-5152)*		
DOWNHEARTED/HOW DO YOU SPEAK TO AN ANGEL Eddie Fisher20-5137 (47-5137)*		
HOT TODDY/SERENADE Ralph Flanagan20-5095 (47-5095)*		
LONELY EYES/ISN'T IT A SMALL WORLD Vaughn Monroe20-5145 (47-5145)*		
I DON'T KNOW/HEY MRS. JONES Buddy Morrow20-5117 (47-5117)*		
TEARDROPS ON MY PILLOW/STOLEN WALTZ Sunny Gale20-5103 (47-5103)*		
BLUE VIOLINS/FANDANGO Hugo Winterhalter20-4997 (47-4997)*		

	78	45
LADY OF SPAIN/OUTSIDE OF HEAVEN Eddy Fisher20-4953 (47-4953)*		
A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN' Hank Snow20-5034 (47-5034)*		
HUSH-A-BYE/OH MOON Danny Thomas20-5142 (47-5142)*		
BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING Mario Lanza10-3914 (49-3914)*		
EVEN NOW/IF IT WERE UP TO ME Eddy Fisher20-5106 (47-5106)*		
CONDEMNED WITHOUT TRIAL/EDDY'S SONG Eddy Arnold20-5108 (47-5108)*		
YOU'RE SO DANGEROUS/THE GHOST OF A ROSE Tony Martin20-5116 (47-5116)*		

*45 rpm cat. nos.

DINAH MIGHT

have the biggest record hit of her career as a result of her brilliant work on the RCA Victor recording of SALOME (With Her Seven Veils) with another great side, LET ME KNOW. Dinah Shore's rendition of SALOME is a fine example of her ability to put over a novelty tune. SALOME is the show-stopping number from the forthcoming Broadway musical, HAZEL FLAGG. The initial reaction from our distributors to the new Dinah Shore record has been exceptional. We point out that LET ME KNOW was penned by Slim Willet, who also authored a lively item titled DON'T LET THE STARS GET IN YOUR EYES. The tune could be another "Stars."

As you will gather from the above facts, Dinah's new disc looks very, very good, and we would like to see everyone give it the full treatment.

THIS WEEK'S NEW RELEASES

Release #53-6 Ships Coast to Coast Feb. 6

POPULAR	78	45	COUNTRY-WESTERN	78	45	ALIMONY	78	45
STOP BEATIN' 'ROUND THE MULLBERRY BUSH TWEEDLE DEE AND TWEEDLE DUM The Sauter-Finegan Orchestra20-5166 (47-5166)*			MY HEART BELONGS TO ONLY YOU PLEASE DON'T LEAVE ME NOW Terry Timmons20-5163 (47-5163)*			SOMEBODY MENTIONED YOUR NAME Willis Brothers (The Oklahoma Wranglers)20-5157 (47-5157)*		
THE PRICE I PAID FOR LOVING YOU WALKIN' THE FLOOR OVER YOU The Fontane Sisters20-5162 (47-5162)*			JOLLY PETER—Schottisch CLAIRENE WALTZ Frank Hermanek and his Melodymen Polka Band20-5159 (47-5159)*			HANK WILLIAMS WILL LIVE FOREVER (In People's Hearts) JUST FOR TONIGHT Johnnie and Jack20-5164 (47-5164)*		
SMOKY MOUNTAIN LULLABY IT'S A SIN TO CRY OVER YOU Kay Armen20-5160 (47-5160)*			THERE WASN'T AN ORGAN AT OUR WEDDING HONEYMOON ON A ROCKET SHIP Hank Snow20-5155 (47-5155)*			CHILDREN'S		
WHEN I GIVE MY HEART IT'S FOREVER ENCORE Jan Pearce20-5161 (47-5161)* Hugo Winterhalter/Henri Rene Orchestras			WHAT'S THE NAME OF THE GIRL? Lane Pine YOU BROKE MY HEART IN FIFTEEN MILLION PIECES Betty Cody20-5156 (47-5156)*			THUMBELINA THE UGLY DUCKLING (both from Samuel Goldwyn's "Hans Christian Andersen") Hugo Winterhalter's Orchestra Vocal refrain by Judy ValentineY-464 WY-464* *45 rpm cat. nos.		

COMING UP

I DON'T KNOW

Buddy Morrow
.....20-5117 (47-5117)*
Disk Jockeys Pick, Billboard, January 31st. Dealers Pick, Billboard, January 31st.

LIES

Perry Como 20-5064 (47-5064)*
Operators Pick, Billboard, January 31st.

WILD HORSES

Perry Como 20-5152 (47-5152)*
Best Buys, Billboard, January 31st.

TIPS

YOU'LL NEVER KNOW
I'M IN THE MOOD FOR LOVE
Eddie Fisher .. 20-4840 (47-4840)*



A HOWLING SUCCESS!

THE FIRST BIG HIT OF 1953!

Patti Page

SINGS

"The Doggie In The Window"

MERCURY 70070 • 70070X45

Free Cocker Spaniels Given Away Thru Dealer and Disc Jockey Participation

MERCURY PET SHOP



MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard's Music Popularity Charts

Territorial Best

This Week's Territorial Best Sellers to Watch

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

Chicago....	WILD HORSES	P. Como, Victor 20-5152
Pittsburgh....	FOOL SUCH AS I	J. Stafford, Columbia 39930
Los Angeles....	RACHEL	A. Wayne, Mercury 70090
Seattle....	SHE WEARS RED FEATHERS	G. Mitchell-M. Miller, Columbia 39909
	PRETEND	N. (King) Cole, Capitol 2346
Boston....	THIS IS HEAVEN	J. LaRosa, Cadence 1230

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York	Boston
1. Don't Let the Stars Get in Your Eyes P. Como, Victor	1. Till I Waltz Again With You T. Brewer, Coral
2. Why Don't You Believe Me? J. James, M-G-M	2. Don't Let the Stars Get in Your Eyes P. Como, Victor
3. Tell Me You're Mine Gaylords, Mercury	3. Doggie in the Window P. Page, Mercury
4. Oh, Happy Day D. Howard, Essex	4. Why Don't You Believe Me? J. James, M-G-M
5. Have You Heard? J. James, M-G-M	5. Have You Heard? J. James, M-G-M
6. Keep It a Secret J. Stafford, Columbia	6. Tell Me You're Mine Gaylords, Mercury
7. Till I Waltz Again With You T. Brewer, Coral	7. Side by Side K. Starr, Capitol
8. Glow Worm Mills Brothers, Decca	8. Keep It a Secret J. Stafford, Columbia
9. Anywhere I Wander J. La Rosa, Cadence	9. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
10. Doggie in the Window P. Page, Mercury	10. This Is Heaven J. LaRosa, Cadence
Chicago	New Orleans
1. Don't Let the Stars Get in Your Eyes P. Como, Victor	1. Till I Waltz Again With You T. Brewer, Coral
2. Till I Waltz Again With You T. Brewer, Coral	2. Oh, Happy Day D. Howard, Essex
3. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral	3. Strange N. (King) Cole, Capitol
4. Have You Heard? J. James, M-G-M	4. Have You Heard? J. James, M-G-M
5. Tell Me You're Mine Gaylords, Mercury	5. Why Don't You Believe Me? J. James, M-G-M
6. Say It With Your Heart B. Carroll, Derby	6. Even Now E. Fisher-H. Winterhalter, Victor
7. Blue Violins H. Winterhalter, Victor	7. Side by Side K. Starr, Capitol
8. Pretend R. Marterie, Mercury	8. Must I Cry Again? Hiltoppers, Dot
9. Anywhere I Wander J. LaRosa, Cadence	
10. Wild Horses P. Como, Victor	
Los Angeles	Seattle
1. Don't Let the Stars Get in Your Eyes P. Como, Victor	1. Don't Let the Stars Get in Your Eyes P. Como, Victor
2. Oh, Happy Day L. Welk, Coral	2. Till I Waltz Again With You T. Brewer, Coral
3. Till I Waltz Again With You T. Brewer, Coral	3. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
4. Why Don't You Believe Me? J. James, M-G-M	4. Oh, Happy Day Four Knights, Capitol
5. Keep It a Secret J. Stafford, Columbia	5. Why Don't You Believe Me? J. James, M-G-M
6. Rachel A. Wayne, Mercury	6. She Wears Red Feathers G. Mitchell-M. Miller, Columbia
7. Glow Worm Mills Brothers, Decca	7. Without My Lover G. Mitchell-M. Miller, Columbia
8. Have You Heard? J. James, M-G-M	8. Pretend N. (King) Cole, Capitol
9. Hot Toddy R. Flanagan, Victor	
10. Without My Lover G. Mitchell-M. Miller, Columbia	
Denver	Washington, D. C.
1. Till I Waltz Again With You T. Brewer, Coral	1. Don't Let the Stars Get in Your Eyes P. Como, Victor
2. Why Don't You Believe Me? J. James, M-G-M	2. Till I Waltz Again With You T. Brewer, Coral
3. Oh, Happy Day L. Welk, Coral	3. Keep It a Secret J. Stafford, Columbia
4. Don't Let the Stars Get in Your Eyes P. Como, Victor	4. Glow Worm Mills Brothers, Decca
5. Glow Worm Mills Brothers, Decca	5. Why Don't You Believe Me? J. James, M-G-M
6. Don't Let the Stars Get in Your Eyes G. MacKenzie, Capitol	6. Oh, Happy Day D. Howard, Essex
	7. Have You Heard? J. James, M-G-M
	8. Tell Me You're Mine Gaylords, Mercury
	9. Side by Side K. Starr, Capitol
	10. My Jealous Eyes P. Page, Mercury

... for Week Ending January 31

Sellers (Popular)

Pittsburgh

1. Have You Heard?
J. James, M-G-M
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Till I Waltz Again With You
T. Brewer, Coral
4. Tell Me You're Mine
Gaylords, Mercury
5. Why Don't You Believe Me?
J. James, M-G-M
6. I Don't Know
B. Morrow, Victor
7. Doggie in the Window
P. Page, Mercury
8. Fool Such as I
J. Stafford, Columbia

Dallas-Ft. Worth

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
4. Fool Such as I
T. Edwards, M-G-M
5. Keep It a Secret
J. Stafford, Columbia
6. Why Don't You Believe Me?
J. James, M-G-M
7. Even Now
E. Fisher-H. Winterhalter, Victor
8. Oh, Happy Day
D. Howard, Essex

Detroit

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. Hot Toddy
R. Flanagan, Victor
3. Till I Waltz Again With You
T. Brewer, Coral
4. Tell Me You're Mine
Gaylords, Mercury
5. Why Don't You Believe Me?
J. James, M-G-M
6. I Don't Know
B. Morrow, Victor
7. Oh, Happy Day
D. Howard, Essex
8. Have You Heard?
J. James, M-G-M
9. Strange
N. (King) Cole, Capitol
10. Doggie in the Window
P. Page, Mercury

St. Louis

1. Till I Waltz Again With You
T. Brewer, Coral
2. Have You Heard?
J. James, M-G-M
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Side by Side
K. Starr, Capitol
5. Mister Tap Toe
D. Day, Columbia

6. Pretend
R. Marterie, Mercury
7. Oh, Happy Day
D. Howard, Essex
8. Tell Me You're Mine
Gaylords, Mercury
9. Even Now
E. Fisher-H. Winterhalter, Victor
10. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral

Atlanta

1. Doggie in the Window
P. Page, Mercury
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Till I Waltz Again With You
T. Brewer, Coral
4. Why Don't You Believe Me?
J. James, M-G-M
5. My Baby's Coming Home
L. Paul & M. Ford, Capitol
6. Oh, Happy Day
Four Knights, Capitol
7. Have You Heard?
J. James, M-G-M
8. Keep It a Secret
J. Stafford, Columbia
9. Trying
Hilltoppers, Dot
10. Blue Violins
H. Winterhalter, Victor

Cincinnati

1. Till I Waltz Again With You
T. Brewer, Coral
2. Tell Me You're Mine
Gaylords, Mercury
3. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Oh, Happy Day
D. Howard, Essex
6. Must I Cry Again?
Hilltoppers, Dot
7. Doggie in the Window
P. Page, Mercury
8. Have You Heard?
J. James, M-G-M
9. Side by Side
K. Starr, Capitol
10. Even Now
E. Fisher-H. Winterhalter, Victor

Philadelphia

1. Oh, Happy Day
D. Howard, Essex
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Anywhere I Wander
J. LaRosa, Cadence
4. Till I Waltz Again With You
T. Brewer, Coral
5. Tell Me You're Mine
Gaylords, Mercury
6. My Jealous Eyes
P. Page, Mercury
7. Have You Heard?
J. James, M-G-M
8. Say It With Your Heart
B. Carroll, Derby
9. Glow Worm
Mills Brothers, Decca
10. Downhearted
E. Fisher-H. Winterhalter, Victor

Halasz Signs Spivakovsky To Remington

NEW YORK, Jan. 31. — Lazlo Halasz, recently appointed executive director of Remington Records, this week signed violinist Tossy Spivakovsky to a contract with the firm. This move is the first in the direction of greater concentration on recordings by American artists. It is understood that contracts with Lieder Singer Mack Harrell and pianist Leonid Hambro are at the point of being inked. Spivakovsky's first recording, according to Halasz, will be of a Brahms violin sonata which will be done when he returns from his concert tour.

At the same time as he is negotiating for American talent, the founder and former director of the New York City Center is subjecting the present Remington catalog to a quality test. Thus far,

JM RELEASE ON 'SMILE' ROYALTY

HOLLYWOOD, Jan. 31. — Firestone-Montel, B.M.I. publisher here, last week gave a royalty release to Harvey F. Firestone Jr., chairman of the board of Firestone Rubber, to press 10 miniature diskings of "The Sunshine of Your Smile."

The 10 tiny platters, along with an exact replica of the Eisenhower bandwagon, the car that traveled cross-country promoting the candidacy of the President, will be presented to Eisenhower. The tiny car has a miniature p.a. system, which will play the dwarf disks. The car is being placed among other personal mementoes of Eisenhower in the Oval Room of the White House.

he has eliminated 15 major works from the catalog. These will all be re-recorded, according to Halasz.

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Vocals by
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BILLY ECKSTINE
UNTIL ETERNITY

MGM 11396—78 rpm
K 11396—45 rpm

FRAN WARREN
EVERYONE KNEW BUT ME

MGM 11412—78 rpm
K 11412—45 rpm

ALAN DEAN
SAY YOU LOVE ME

MGM 11393—78 rpm
K 11393—45 rpm

BILL HAYES
HOW DO YOU SPEAK TO AN ANGEL

MGM 11394—78 rpm
K 11394—45 rpm

ART MOONEY
HEART-BREAKER

MGM 11386—78 rpm
K 11386—45 rpm

GEORGE SHEARING
THERE'S A LULL IN MY LIFE

MGM 11425—78 rpm
K 11425—45 rpm

TOMMY EDWARDS
A FOOL SUCH AS I

MGM 11395—78 rpm
K 11395—45 rpm

INTRODUCING TONY MORELLI
singing
I AM I CONFESS TO BLAME

MGM 11410—78 rpm
K 11410—45 rpm

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b/w
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b/w YOU CAN'T STOP ME FROM DREAMING
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"OH, LADY BE GOOD"

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LESTER YOUNG
QUINTET



"THERE'LL NEVER BE
ANOTHER YOU"
"ALMOST LIKE BEING
IN LOVE"

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"STARS FELL ON
ALABAMA"

"THE WAY YOU LOOK
TONIGHT"

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"PORT OF RICO" b/w "ONE NIGHTER BOOGIE" #89001 89001x45
- 2 Johnny HODGES and his Orchestra
"DUKE'S BLUES" (Parts 1 and 2) #89018 89018x45
- 3 Flip PHILLIPS and his Orchestra
"COTTONTAIL" b/w "BLUES FOR THE MIDGETS" #89022 89022x45
- 4 Illinois JACQUET (with Count Basie on Organ)
"LEAN BABY" b/w "THE COOL RAGE" #89021 89021x45
- 5 Count BASIE and his Orchestra
"PARADISE SQUAT" b/w "HOB NAIL BOOGIE" #89014 89014x45

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451 No. Canon Dr. Beverly Hills, Calif.



The Billboard's Music Popularity Charts

Classical Records

... for Week Ending January 31

Best Selling Classics

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

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri- man, J. Pearce, N. Scott, R. Shaw Chorale; NBC Sym- phony Ork, A. Toscanini, Conductor...V(33)LM-6009	1	17
2.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer ...Col(33)SL-166	2	18
3.	VERDI: IL TRAVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw Chorale, RCA Victor Ork ...V(33)LM-6008	3	7
3.	ANNA RUSSELL SINGS—A. Russell, H. Dworkin, Piano ...Col(33)ML-4594	4	5
5.	HAROLD IN ITALY—W. Primrose, Sir Thomas Beecham, Conductor, Royal Philharmonic Ork...Col(33)ML-4542	5	22
45 R.P.M.			
1.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2— A. Rubinstein, NBC Symphony Ork...V(45)WDM-1075	1	10
2.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, Conductor, Philadelphia Ork...V(45)WDM-1147	2	10
3.	ROSSINI: WILLIAM TELL OVERTURE—NBC Sym- phony Ork, A. Toscanini, Conductor...V(45)WDM-605	5	23
4.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, Conductor...V(45)WDM-1147	2	13
4.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork, V. Golschmann, Conductor...V(45)WDM-1028	2	59

Album and LP Reviews

THE KAY STARR STYLE86
(1-10")
Capitol (33) H 363

What Kay Starr can do with a song has been strikingly demonstrated on her many hit records from "Bonaparte's Retreat" to "Wheel of Fortune." And on this bright and lively waxing the lusty, saucy Kay shows how she can inject new life and new meaning into a group of standards. The songs range from torchy ballads to rollicking novelties, and on all of them the thrush is home from the moment she rips into the first four bars. The wonderful ork work by Harold Mooney adds much to the platter. One of the tunes from the set, "Side By Side," has already been released as a single, and looks like a hit. Others that could make it as singles are "Waiting at the End of the Road," "The Breeze," and "Too Busy." This set should be a big seller for many, many months.

receives excellent support from the Sid Feller ork and the arrangements are appealing. A tasteful disk.

EVERYBODY DANCE (Vol. 2)78
Guy Lombardo Orchestra (1-10")
Decca (33) DL 5442

The Guy Lombardo Ork plays a group of top pop tunes and a number of evergreens in his own distinctive style on this new recording, his 19th Decca LP release. Tunes include "I Went to Your Wedding," "Because You're Mine," "Thumbelina," "Why Don't You Believe Me," "Meet Mr. Callaghan" and "Somewhere Along the Way." The selections are all danceable, and the set should appeal to the thousands and thousands of Lombardo fans from nine to 90.

Hot Jazz

YOURS ALONE80
Jane Froman (1-10")
Capitol (33) H 354

Jane Froman's last Capitol album set, "With a Song in My Heart" was one of the biggest sellers ever released by the diskery. This new waxing should also move nicely across the counters. On this set Miss Froman does a lovely job with a group of wonderful evergreens, projecting them with warmth and feeling. She is in fine form, soft and tender with "Hands Across the Table," pert and lively on "How About You" and very effective on all the other top-flight ballads in this well-chosen set, including "What Is There to Say," "Be Still My Heart," "There's a Lull in My Life" "More Than You Know." The thrush

YOUNG MEN WITH HORNS:
Vol No. 170
Bob Wilder's Wildcats (1-10")
Riverside (33) 2501

Collectors of two-beat performances and lovers of the Dixieland style will get a kick out of this package, tho the name draw isn't really there. There are, perhaps, many who recall the furor created by this bunch of teen-agers a little over five years ago when they made their bow on 52d Street. The cats are real hip in their ability, feeling and style. Wilbur's boys are all the more impressive because of their youth when these sides were cut.

Spinning Long-Hair Music

More and more classical records are being played by radio stations. How are the stations programing them? What is the disk jockey's part? What programing aids are available to stations? See the complete story in . . .

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

The Billboard

ENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

NEW DATE CUTS

FEBRUARY 28 ISSUE

... The First of The Billboard's Special Music-Record Editions for 1953

Popular Record Reviews

Continued from page 28

colorful ork backing. Side is an appealing one and shows off the warbler's smooth vocal style. A good platter.

AL MARTINO-MONTY KELLY ORK

Rachel 80
 CAPITOL 2353 — This one bears watching. It's got the big, socko opening, the lush Monty Kelly orking and Martino chanting in the style which started him to the top. It's got lots of spirit.

One Lonely Night 77

Martino exhibits a smooth singing style here on a warm ballad offering.

SANDY STEWART-JOE REISMAN ORK

Since You Went Away From Me 80
 OKEH 6941—Okeh kicks off thrush Sandy Stewart with disk. Young singer sells the weeper with obvious sincerity and the emotion should carry across to many listeners. Side packs a lot of power, and could move out as a coin-grabber.

Before 72

An okay warble by the gal. Flip has the impact, tho.

AMES BROTHERS

Lonely Wine 79
 CORAL 60926 — The Ames Brothers create a sentimental mood that will strike a responsive chord in many listeners. They do a fine job and the side should earn loot. Tune has been selling steadily via Bill Darnel's and Bill Snyder's cuttings.

Can't I 75

The pretty ballad is sung warmly by the group for a waxing that could build with exposure.

VERA LYNN

Forget Me Not 79
 LONDON 1265—Haunting melody is sung with great warmth by the thrush. The interpretation is a big one, with plentiful use of echo chamber and large male chorus. Should be welcomed by Lynn Fans.

What a Day We'll Have 73

Ditty has a dated sound, altho reading by Miss Lynn, chorus and ork is excellent.

ELLA FITZGERALD-LOUIS ARMSTRONG

Would You Like to Take a Walk 78
 DECCA 28552—The fetching melody is sung with much heart and understanding by Ella Fitzgerald and Louis Armstrong. The pace is slow, yet carries zing.

Who Walks in When I Walk Out 76

The standard is given a typically distinctive performance by the Fitzgerald-Armstrong vocal duo. An okay side for the fans.

GEORGIA GIBBS

What Does It Mean to Be Lonely 78
 MERCURY 70057 — Miss Nibbs punches across a vibrant reading of the swiny opus that should please her fans and many others. Should win spins.

Winter's Here Again 73

Belated coverage of the seasonal ditty is done prettily. However, it's probably too late to penetrate the market very far.

ANDREWS SISTERS-SY OLIVER ORK

If I Had a Boy Like You 77
 DECCA 28481—Slow-tempo arrangement of the oldie sung by the Andrews girls is one of their best efforts in a long time. Their quiet style will help it grab spins.

Piccolo Pete 75

Andrews Sisters sing a swiny arrangement of the standard novelty. Sy Oliver's backing is bright, has good beat.

JERRY MURAD'S HARMONICATS

Till I Waltz Again With You 77
 MERCURY 70069—The harmonicats of the Murad combo, with the assistance of rhythm and guitar, make a mighty pretty sound in this smooth reading of the hit ditty. A good side for deejay programing, as well as for the coin boxes.

Back Fence Wall 75

Moody item in the blues idiom is attractively played by the group on this side. Another fine - sounding etching.

BILL FARRELL

Kaw-Liga 77
 M-G-M 11424 — Farrell's version of Hank Williams' tune 'gets whole-hearted support from the Ray Charles Singers. Side should pick up some of the loot that will be shared on this tune.

You Can't Stop Me From Dreaming 69

Farrell works over the old fave in lighthearted style with the aid of the Ray Charles Singers. Rhythmical backing by Russ Case adds to over-all effect.

RAY BLOCH ORK

Must Have Your Love 76
 CORAL 60919—Connie Russell does a beautiful job of projection in this romantic pleader. Ork sets a pretty backdrop in rumba tempo.

Together 71

There's a pleasant old-time flavor to this smooth rendition by the Bloch ork. Connie Russell is the expert vocalist.

BOB CRAIG

Shadrack 75
 DECCA 28547—Bob Craig, new warbler on the label comes thru with a swinging version of the traditional spiritual, to a solid backing by the Gordon Jenkins ork. Craig belts out the effort vigorously, and the platter is a good debut for the singer.

The Thrill Is Gone 73

The singer turns in a night club-styled performance of the evergreen, full of pathos and emotion. The Jenkins ork again lends strong support. Craig can sing, and with the right material, and a record rather than a night-club approach, something could happen.

RUSS MORGAN ORK

Tell Me You're Mine 75
 DECCA 28569—This waxing of the big tune will probably not disturb the Gaylord's Mercury disk, but it should sell to the many Russ Morgan fans who enjoy his cover slicings of hits. The ork and thrush Joan Elms do a good job on the tune.

Have You Heard 73

A smooth version of the up-coming effort, with an okay vocal by Morgan and a substantial arrangement by the ork.

ZIGGY TALENT

I'm Wired For Love 75
 DECCA 28553 — This is a weirdie. Ziggy Talent, of the Vaughn Monroe ork, who has a most unusual vocal quality, hands this driving epic a bright and unquestionably unique reading, with solid support from the ork. Tho it is difficult to predict much sales for this type of disk, it will pull jock plays and even some loot.

Love Me Not Just a Little 70

Same comment.

JACK SMITH-LAWRENCE WELK ORK

She Looked Down From Her Window 75
 CORAL 60905—A cute, melodic novelty, in the "Guy Is a Guy" tradition, is performed in happy style by Smith, the chorus and ork. The strong story material here could help this side pull a lot of spins and plays. A good disk, with possibilities.

I'm Gonna Ring the Bell Tonight 68

Jack Smith sounds bright and cheerful on this bouncy old-fashioned novelty, with okay backing by the chorus and Lawrence Welk ork. Not much can happen.

LES BROWN ORK

Montona Clipper 74
 CORAL 60918—Slightly cool mambo moves along at a rapid clip. It's played brightly by the ork with the complicated rhythms handled capably by the sidemen.

Ramona 74

A tasteful revival of the romantic oldie. Good instrumental wax and fine for deejay programing.

JERRY WALD ORK

The Thrill Is Gone 74
 DECCA 28554—The oldie is given a modern, sophisticated reading by Jerry Wald. An interesting instrumental.

Terremoto 70

An instrumental, pretentious and modern in character, gets that kind of reading from Jerry Wald ork. Tune is of the mood-evoking type.

LOLA AMECHE

The Knockin' Song 74
 MERCURY 70059 — Spritely ditty is sung in engaging fashion by Miss Ameche. Gimmick of a tapping sound hypes interest and the side should do okay on the boxes.

So Far So Good 69

Romantic novelty is delivered in cheerful voice to a rapid beat by the Jimmy Palmer ork. Another one phono ops should like.

JIMMY PALMER ORK

I Love My Baby 73
 MERCURY 70058—The standard gets a reading in keeping with its era. The Palmer ork performance is well-suited to dancing. Tiny McDaniels and vocal group chants a rousing lyric.

Some Day Sweetheart 72

Danceable reading by Jimmy Palmer's ork, with gang vocal effect by Ronnie Neubert and ensemble. Should appeal to ork's Midwestern fans.

FREDDY COLE-JOE REISMAN ORK

Whispering Grass 73
 OKEH 6936—Nat's brother turns in a sensitive reading of this sentimental ballad. Follows his brother's style quite closely. Reisman ork adds a flavorful backing.

Love Me Tender 71

Same comment.

ERNIE RUDY ORK

Say It With Your Heart 73
 CORAL 60920—Made up of men who were formerly with Sammy Kaye, the Ernie Rudy ork plays this side with a sweet style similar to that of the Swing and Sway man. Disk has a vocal by Don Rogers and the Three Merry Men. Tune is moving up via the Bob Carroll platter and this side will grab spins.

You Can Fly! You Can Fly!

You Can Fly! 70
 This film tune, from "Peter Pan," is a melodic novelty. Rudy ork gives it a straight, pleasant reading, with Merry Men chanting a vocal. Kids will enjoy it.

RICHARD HAYES

Once in a Lifetime 72
 MERCURY 70068—With the familiar melody getting a big play in a forthcoming motion picture some interest in this should be stimulated. Lyric, however, is not that used in the flick. Hayes and the Halloran singers are fine.

Can't I 72

An attractive new ballad is well performed by the same cast.

BERNIE GREEN ORK

Linger Awhile 72
 V 20-4716—The pretty oldie is given a measure of new excitement by Bernie Green's ork reading, featuring Al Gallodora on alto sax and Mike Pingitore on banjo. Arrangement is novel.

Lonesome and Sorry 69

Bernie Green's ork gives this standard a melodic and lively reading, featuring Phillip Cadway's tuba. The arrangement, in its seeking for novelty, sometimes becomes too artificial.

NELLIE LUTCHER

How Many More 71
 OKEH 6935 — A smooth after-hours job by Miss Lutcher with a section of scat singing included. A very pleasant rendition by the thrush.

Muchly Verily 70

Rhythm picks up on this side. Other than that, the groove is the same as the flip side. A very enjoyable record. There are enough fans of this artist around to get this disk off the nut easily.

THE HOLIDAYS

Apron Strings 71
 KING 15216 — Here's a lightweight, bounce item neatly delivered by the vocal group with a full ork backing. Ditty is a cute one.

Thumbelina 67

Competition on this one from "Hans Christian Andersen" is quite heavy.

JOHNNY DEE TRIO

Don't Tell Me the Same Things Over Again 70
 TROJAN 20103—The ditty is attractive and the combo handles the melody and lyric effectively.

To Think It Could Have Been Me 70

Another okay dishing which has appeal for ops.

BOB SAVAGE

Love, Your Magic 70
 Spell Is Everywhere 70
 TROJAN 20104—What is probably a bought master displays Savage in his stylized chanting fashion on the standard hunk of material. The orking is lush.

I'm Through With Love 70

From the big opening to the finish this is typical of the quieter stuff which Savage has been turning out on other labels previously.

DICK KRUEGER

Many Happy Returns of the Day 68
 V 20-5153 — The oldie gets a tasteful performance by warbler Dick Krueger. Ork accompaniment for the sentimental ballad is adequate.

I'm Alone Because I Love You 67

This weeper of another day is adequately sung by Dick Krueger. Ork

(Continued on page 46)

Announcing

RIDGEWAY'S First for 1953

'TAKE CARE MY LOVE'

- MARGARET WHITING
CAPITOL 2331
- SUE THOMPSON
MERCURY 70084

'WITHERED ROSES'

- ROSEMARY CLOONEY & GEORGE MORGAN
COLUMBIA 21071
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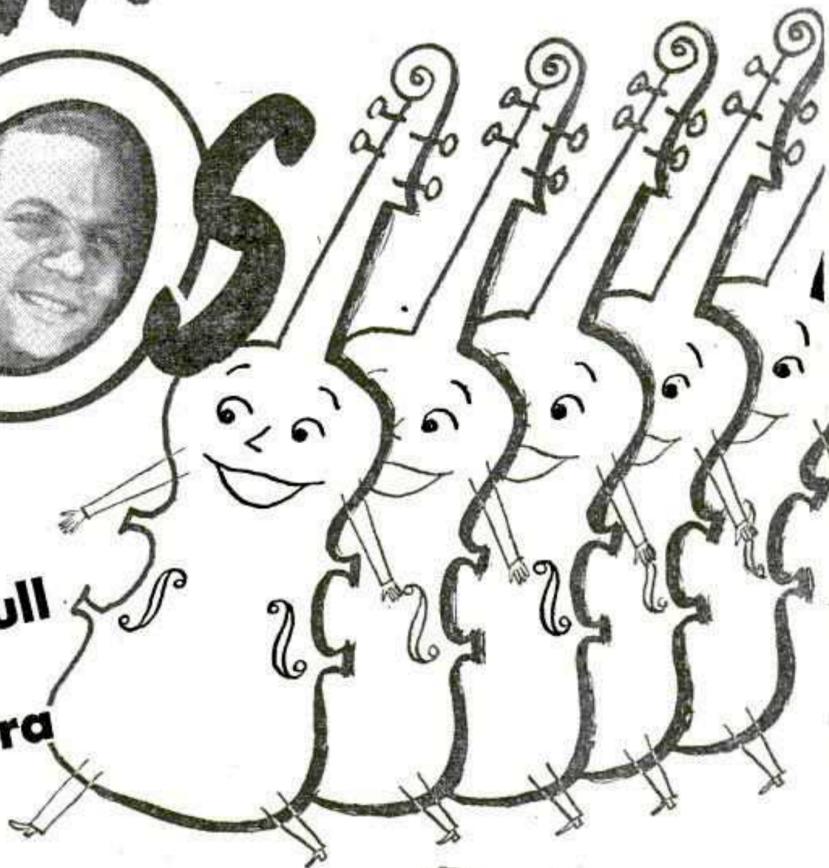
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RECORDS



VOX JOX

By GENE PLOTNIK

Chatter

Hal Murray, whose slot on WINZ, Miami, has been filled by Lee and Lorraine Ellis' "Coffee" show, has moved to WHAK, Akron. . . . Van Lane has named his new 7-9 a.m. show on WEIR, Steubenville, O., "Yawn Patrol." The title was selected by a contest among listeners. . . . Ray Powers and Buzz Busbin, at WBHP, Huntsville, Ala., have started a new rhythm and blues afternoon show called "Jive Junction." . . . While continuing his afternoon show on KFEL, Denver, Ray Perkins this week started a Wednesday evening

nie Ray a close runner-up. . . . Don and Beulah Bestor are moving their "Mr. and Mrs." show to WICC, Bridgeport, Conn. They were formerly on WNLK, Norwalk, Conn. . . . Former sideman Jack Garellick is now deejaying at WQBC, Vicksburg, Miss., under the name of Jack Garrett. . . . Artie Wayne has etched an original theme song for Tom Edwards, chief dimple inspector of the TE Dimple Club, WERE, Cleveland. . . . While Norm Prescott was in New York on a p.a. last week, Frank Sinatra spun the disks for him on WORL, Boston, and almost caused a riot at the studio. . . . Art Ross, formerly of WCUE, Akron, is now doing his "Yawn Patrol" show at WNOR, Norfolk. . . . Lora Leeds, daughter of Jesse Crawford, the organist, is subbing for songstress Nancy Reed on the Bill Silbert Show on WABD, New York. . . . Chester Kiser, WWIN, Baltimore, has added a midnight edition of his "Music Hall" show. . . . Reid Leath, formerly with WKDA, Nashville, has been promoted to first lieutenant in the reserve unit of Armed Forces Radio Service.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

FEBRUARY 6, 1943

1. There Are Such Things
2. I Had the Craziest Dream
3. Moonlight Becomes You
4. Brazil
5. Why Don't You Fall in Love With Me?
7. I've Heard That Song Before
8. When the Lights Go on Again
9. Juke Box Saturday Night

FEBRUARY 7, 1948

1. Ballerina
2. I'm Looking Over a Four Leaf Clover
3. How Soon
4. Serenade of the Bells
5. Golden Earrings
6. I'll Dance at Your Wedding
7. Too Fat Polka
8. Now Is the Hour
9. Beg Your Pardon
10. Manana

show on KFEL-TV, on which he uses musical film shorts. . . . Bill Fields has been appointed program director of year-old WSOK, Nashv. He was formerly deejay at WCPO, Cincinnati. . . . Winner of the fourth annual male vocalist poll conducted by Jack Downey, WONS, Hartford, Conn., was Eddie Fisher, with John-

And Now, Chicago

Saxie Dowell, former musician and now deejay over WGN, has troubles. His wife, Claire took over his show during the strike, and she is still getting fan mail. Then Pretty Boy, Dowell's pet parakeet, was on the show recently and stole the spotlight. He gave the station break. How about that—a parakeet that says, "This is WGN, serving the Middle West!" After all the mail request for a re-appearance, it looks as if Pretty Boy will become part of the show. . . . Present at a party for Bob (Say It With Your Heart) Carroll were Howard Miller, WIND; Jay Trompeter, WIND; Saxie Dowell, WGN; Don McCarty, WCFL; Bob Porter, WIND; Linn Burton, WIND, and Jay Smith, WOPA. Librarians Margaret Frye, WIND; Lorraine Younglove, WIND; Roger Seller, WENR; Betty Andrews, Hudson-Ross, and Jean Asherton, WIND, were also present. . . . Ferd Reynolds, WGN, is meeting with great success on his new four-hour disk show. His teenage panel, plus the live audience, is making the kids turn out in droves.

DEALER DOINGS

By BOB FRANCIS

Needle Nixes

According to Chicago dealers there's no such thing as a "compromise needle" for all three record speeds. Sam Alexander has gone so far as to post a sign in his shop: "Consult your local record dealer before buying a three-speed player." A 78 record calls for a three-mil needle, a 45 or a 33 needs a one-mil job. However, some companies, Alexander says are turning out three-speed machines with a two-mil needle, supposedly suited to all r.p.m.'s. Alexander cites several cases wherein customers returned records, claiming they couldn't play them on their machines. In each case, investigation proved that the platters were okay, but that the customers had been trying to use the duo, two-mil needle. "Play a lot of 78's with a dual-purpose needle," claims Alexander, and in a month the point is flattened out so that it won't play 45's or 33's. "Conversely, he says, the two-mil job plays havoc with the narrower grooves of the slow speed disks. . . . The Wurlitzer Record Shop has also found the all-purpose needle unsatisfactory. Jeanie Becker of the record department says that all customers are advised to use two separate needles on their players, a three-mil for 78's and a microgroove for 45's and 33's. . . . Of the dealers interviewed, only Hudson-Ross

claimed to have no trouble with the compromise needle. According to Betty Andrews of the H&R chain: "Quite a lot of people prefer the duo needle." . . . Incidentally, Alexander, Wurlitzer and ABC Recordateria all report a tendency of owners of three-speed players to buy only one-speed platters. Bernie Skidell, of ABC, says his outlet's customers "prefer to buy a dozen 78's and stack 'em up on the machine. We sell ten 78's to one 45 or 33."

Around and About

After eight years of retail selling, George A. Silha is switching to the wholesale end of the business. Started February 1 as Illinois sales representatives for Midwest Mercury District of Chicago. . . . Franklin Per, of Perry Music Store, Creston, Ia., finds a helpful sales gimmick is a weekly ad in local paper featuring a different category of records each week, Pops, Westerns, Polkas, Classics, Old Faves, Square Dances, Juveniles, etc., but always listing in addition the week's five hottest pop platters. The neighborhood circulation of 6,000 brings in a lot of business. . . . Ray Mullin, of Pawtucket, R. I., skeds a grand opening of his new music store at 98 Broad Street, February 7. Mullin advises that larger facilities will enable him to stock the most complete line of instruments and accessories to be found in New England.

A STIRRING SONG OF INSPIRATION

I BELIEVE



IN
A
MAGNIFICENT
PERFORMANCE
BY THE
INIMITABLE . . .



FRANKIE LAINE



with Paul Weston and His Orchestra
b/w "YOUR CHEATIN' HEART"



78 rpm 39938
45 rpm 4-39938

NEW RECORDS TO WATCH

FRANKIE LAINE

I Believe
Your Cheatin' Heart—Columbia 39938—Two fine efforts by Laine that stack up strongly. "I Believe" is a "credo" tune with semi-religious overtones. Flip is taken from Hank Williams' new disk.

CLAUDE GORDON

HIS TRUMPET AND HIS ORCHESTRA

with a Sensational Rendition of
"RED RIVER VALLEY HOME"
 and
"THE WE"

Vogue #1011 and 45-1011

VOGUE RECORDS, INC.
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More and more country and western tunes are becoming pop hits. More c&w artists are becoming big time. Publisher competition is growing. New record trends are developing. The story of country and western music's importance and amazing growth is covered in detail in . . .

ANNUAL MUSIC-RECORD PROGRAMING GUIDE

Billboard

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The Billboard's Music Popularity Charts . . . for Week Ending January 31

TOP C & W RECORDS

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Mac Makela, manager of Slim Whitman, has opened offices in Dallas. Whitman has just finished a three-week junket thru New England and the East Coast. Makela has made a deal with Jim Small, WCOP, Boston, who will tour Whitman thru that area sometime in March. . . . Bob Wills has set a deal to play Harmony Park Ballroom, Anaheim, Calif., Wednesday, Friday and Saturday nights. Monday thru Friday Wills will air daily from KXLA, Pasadena, with Cousin Lou as emcee. . . . Ernie Monn, leader of the Blue Sky Ramblers, has started his fifth year at WARK, Hagerstown, Md. Monn recently announced his engagement to Edna Goetz, non-pro.

Shorty Warren opened his new Copa Club, Secaucus, N. J., January 25. . . . Wade Ray has inked an exclusive management pact with Reg Marshall, the Hollywood agent, who takes him out on tour again March 1. Del Roy is handling the flackery. . . . Merle Travis has inked to do a series of singing commercials for Westinghouse. . . . Bill Strength (Coral) is renting his home in Atlanta to move permanently to Columbia, S. C., where he'll do his radio shows for the CIO. . . . Spade Cooley has begun a new weekly radio show from his Santa Monica, Calif., ballroom on Saturday nights over KNX and the CBS regional network. Cooley has added a new chirp, Beverly Hudson.

Betty Gribben reports that there are only two h.b. shows left in Maine. Lone Pine is working out of Bangor, and Mac Kenzie is working out of Portland. Tony, of Tony and Juanita, has left country music to try his hand at booking in Philadelphia. Miss Gribben is booking a club-date package and appearing week-ends at the Columbia Hotel, Portland. . . . Marty Robbins has joined WSM, Nashville. . . . Jimmy Rogers Snow, 17-year-old son of Hank Snow, has inked with Victor. The youngster will do duets with his dad and cut on his own.

Disk Jockey Doings

Leon Sanders, KDET, Center, Tex., reports that Floyd Gentry and band are returning to KDET after working several Louisiana stations. . . . Al Roberts, WPAW, Pawtucket, R. I., reports that both sides of Terry Preston's newest for Capitol, "Gone" and "Now and Then," are going well in his area. . . . Potato Pete Hunter, KLEE, Houston, has inked a writing pact with Acuff-Rose. . . . Marge and Biff Collie, KNUZ, Houston, report that a new label, Edmorral, has a big sleeper side, "I Believe In You," by Ray Malton.

Bob Hastings, WTMV, East St. Louis, Ill., entering the hospital soon for minor surgery. . . . Frank Simon is doing a talent contest, aired by KXLA, Pasadena, Calif., Wednesday nights from the B&J Rancho, Long Beach. . . . Wayne Schram, WNDR, Syracuse, is booking talent into his country night club, Ozark Inn, Delphi Falls, N. Y. Carl Shook, WKYW, Louisville, reports that Jimmy Logsdon, Decca warbler, has opened at the Derby Inn, new country nitery there. . . . Sam Lillibridge, KCLW, Hamilton, Tex., d. j., reports he is still pioneering the trumpet as a country instrument on various jamborees in Texas. . . . Smilin' Jim Flaherty, WHAY, New Britain, Conn., would like photos of country artists for the Belmont Record Shop, Hartford, Conn., a big country retail outlet. . . . Tex Justus, WVMC, Mt. Carmel, Ill., reports that Johnnie Hammers, guitar, formerly with Tiny Murphy, is now working with his band. . . . A. J. Winn, WTAW, College Station, Tex., is spinning country wax for the station.

Dave Moss, WESC, Greenville, S. C., has added 55 minutes each morning. . . . Bobby Lee has inked KGGF, Coffeyville, Kan., for KMBC, Kansas City, Mo. Jimmy Goodman, formerly at KIND, Independence, Kan., is joining KGGF, according to Dick Embody, the station's miker.

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. EDDY'S SONG—E. Arnold	1	3
Condemned Without Trial—V(78)20-5108; (45)47-5108—BMI		
2. JAMBALAYA—Hank Williams	2	25
Window Shopping—M-G-M(78)11283; (45)K-11283—BMI		
3. I'LL NEVER GET OUT OF THIS WORLD ALIVE—Hank Williams	3	6
I Could Never Be Ashamed of You—M-G-M(78)11366; (45)K-11366—ASCAP		
4. BACK STREET AFFAIR—W. Pierce	6	18
I'll Always Take Care of You—Dec(78)28369; (45)9-28369—BMI		
5. NO HELP WANTED—Carlisles	8	2
That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI		
6. DON'T LET THE STARS GET IN YOUR EYES—Slim Willet	4	14
Hadacol Corners—Four Star(78)1614; (45)45-1614—BMI		
7. GAL WHO INVENTED KISSING—Hank Snow	6	9
Fool Such as I—V(78)20-5034; (45)47-5034—ASCAP		
7. I'LL GO ON ALONE—W. Pierce	—	1
That's Me Without You—Dec(78)28534; (45)9-28534—BMI		
9. FOOL SUCH AS I—Hank Snow	—	3
Gal Who Invented Kissing—V(78)20-5034; (45)47-5034—ASCAP		
10. DON'T LET THE STARS GET IN YOUR EYES—S. McDonald	9	14
Big Family Trouble—Cap(78)2216; (45)F-2216—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. I'LL GO ON ALONE—M. Robbins	6	8
Col(78)21022; (45)4-21022—BMI		
2. NO HELP WANTED—Carlisles	1	5
Mercury(78)70028; (45)70028X45—BMI		
3. JAMBALAYA—Hank Williams	5	26
M-G-M(78)11283; (45)K-11283—BMI		
4. GOIN' STEADY—F. Young	2	4
Cap(78)2299; (45)F-2299—BMI		
5. BACK STREET AFFAIR—W. Pierce	3	18
Dec(78)28369; (45)9-28369—BMI		
KEEP IT A SECRET—Slim Whitman	7	20
Imperial(78)8169; (45)45X8169—ASCAP		
7. I'LL NEVER GET OUT OF THIS WORLD ALIVE—H. Williams	10	2
M-G-M(78)11366; (45)K-11366—ASCAP		
8. I DON'T LET THE STARS GET IN YOUR EYES—S. Willet	4	20
Four Star 1614—BMI		
9. THAT'S ME WITHOUT YOU—S. James	—	1
Cap(78)2259; (45)F-2259—BMI		
10. MIDNIGHT—Red Foley	—	8
Dec(78)28420; (45)9-28420—BMI		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. I LET THE STARS GET IN MY EYES—G. Hill	2	5
Dec(78)28473; (45)9-28473—BMI		
2. BACK STREET AFFAIR—W. Pierce	1	19
Dec(78)28369; (45)9-28369—BMI		
3. DON'T LET THE STARS GET IN YOUR EYES—S. McDonald	4	14
Cap(78)2216; (45)F-2216—BMI		
4. KEEP IT A SECRET—S. Whitman	4	14
Imperial(78)8169; (45)45X8169—ASCAP		
5. JAMBALAYA—Hank Williams	5	23
M-G-M(78)11283; (45)K-11283—BMI		
5. I'LL NEVER GET OUT OF THIS WORLD ALIVE—Hank Williams	7	5
M-G-M(78)11366; (45)K-11366—ASCAP		
7. GAL WHO INVENTED KISSING—H. Snow	10	4
V(78)20-5034; (45)47-5034—ASCAP		
8. DON'T LET THE STARS GET IN YOUR EYES—S. Willet	8	8
Four Star(78)1614; (45)45-1614—BMI		
9. I'M AN OLD, OLD MAN—L. Frizzell	—	9
Col(78)21034; (45)4-21034—BMI		
10. MIDNIGHT—R. Foley	6	9
Dec(78)28420; (45)9-28420—BMI		

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HOME

by Jimmie
Davis

and

WHEN I
PRAYED
LAST
NIGHT

and The Anita Kerr Singers
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Jimmie Davis

- "SOMEONE TO CARE"Decca 14596
- "THAT GREAT MILKY WAY"Decca 28370
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M-G-M
11399

THERE'S POISON IN YOUR HEART

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rm 403, 1619 B'way

The Billboard Music Popularity Charts. . for Week Ending January 31

TOP COUNTRY & WESTERN RECORDS

This Week's Territorial Best Sellers to Watch

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

- New Orleans... WHEN THE SUN GOES DOWN** B. Mack, Imperial 8170
- Nashville... GOIN' LIKE WILDFIRE** M. Wiseman, Dot 1150
- MY OLD SCRAPBOOK** R. Price, Columbia 21053
- Memphis... DEATH OF HANK WILLIAMS** J. Cardwell, King 1172
- Dallas-Fort Worth... THAT'S ME WITHOUT YOU** S. James, Capitol 2259
- Houston... DEATH OF HANK WILLIAMS** J. Cardwell, King 1172

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.

Memphis

1. No Help Wanted Carlisles, Mercury
2. Goin' Steady F. Young, Capitol
3. Let Me Know S. McDonald, Capitol
4. Death Of Hank Williams J. Cardwell, King
5. Eddy's Song E. Arnold, Victor
6. You're Under Arrest R. Price, Columbia
7. My Lonely Heart's Running Wild Carl Smith, Columbia
8. I Don't Know Tennessee Ernie, Capitol
9. I'm An Old, Old Man L. Frizzell, Columbia
10. I'll Go On Alone M. Robbins, Columbia

Nashville

1. Let Me Know S. McDonald, Capitol
2. I'll Never Get Out Of This World Alive H. Williams, M-G-M
3. Eddy's Song E. Arnold, Victor
4. No Help Wanted Carlisles, Mercury
5. Goin' Steady F. Young, Capitol
6. I'll Go On Alone W. Pierce, Decca
7. Goin' Like Wildfire M. Wiseman, Dot
8. You're Under Arrest R. Price, Columbia
9. My Old Scrapbook R. Price, Columbia
10. That's Me Without You W. Pierce, Decca

Cincinnati

1. Back Street Affair W. Pierce, Decca
2. Don't Let The Stars Get In Your Eyes S. McDonald, Capitol
3. Jambalaya Hank Williams, M-G-M
4. I'll Never Get Out Of This World Alive Hank Williams, M-G-M
5. Don't Let The Stars Get In Your Eyes S. Willet, Four Star
6. No Help Wanted Carlisles, Mercury
7. Keep It A Secret S. Whitman, Imperial
8. Condemned Without Trial E. Arnold, Victor
9. Gal Who Invented Kissing H. Snow, Victor
10. I'll Go On Alone W. Pierce, Decca

New Orleans

1. Let Me Know S. McDonald, Capitol
2. When The Sun Goes Down Bill Mack, Imperial
3. Jambalaya H. Williams, M-G-M
4. I Could Never Be Ashamed of You H. Williams, M-G-M
5. I'll Never Get Out Of This World Alive H. Williams, M-G-M
6. You're Under Arrest R. Price, Columbia
7. I Can't Help It H. Williams, M-G-M
8. Goin' Steady F. Young, Capitol
9. I'll Go On Alone W. Pierce, Decca
10. That's The Kind Of Love I'm Looking For Carl Smith, Columbia

Dallas-Ft. Worth

1. No Help Wanted Carlisles, Mercury
2. Don't Let The Stars Get In Your Eyes S. McDonald, Capitol
3. Eddy's Song E. Arnold, Victor
4. Don't Let The Stars Get In Your Eyes S. Willet, Four Star
5. I Could Never Be Ashamed Of You Hank Williams, M-G-M
6. I'll Never Get Out Of This World Alive H. Williams, M-G-M
7. I'll Go On Alone M. Robbins, Capitol
8. That's Me Without You S. James, Capitol
9. That's Me Without You W. Pierce, Decca
10. Fool Such As I H. Snow, Victor

Houston

1. No Help Wanted Carlisles, Mercury
2. Don't Let The Stars Get In Your Eyes S. Willet, Four Star
3. I'll Never Get Out Of This World Alive H. Williams, M-G-M
4. Bumping Around J. Dean, Four Star
5. Jambalaya H. Williams, M-G-M
6. I Could Never Be Ashamed Of You H. Williams, M-G-M
7. Death Of Hank Williams J. Cardwell, King
8. I'm An Old, Old Man L. Frizzell, Columbia
9. I Let The Stars Get In My Eyes G. Hill, Decca
10. Please Believe G. Morgan, Columbia

GET THE ORIGINAL!

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With Ray Hall and His Cohutta Mountain Boys

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11629 Linwood
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A GREAT PAIR OF COUNTRY HITS!

"LOVE ME NOW"

and

"FEELIN' LOW"

COWBOY COPAS
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Nashville Music, Inc.
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RCA VICTOR'S

PEE WEE KING

CRYING STEEL GUITAR (Waltz)

b/w

Vocals by **REDD STEWART**

RAILROAD BOOGIE

Vocals by **GENE STEWART** and **DICKENS SISTERS TRIO**

RCA VICTOR #20-5144



—THANKS—

Ops—Dealers—D. J.'s for 1952

- SLOW POKE
- SILVER AND GOLD
- A MIGHTY PRETTY WALTZ
- TENNESSEE TANGO
- BUSY BODY

—EXTRA—

"MY ADOBE HACIENDA"

Looks Big in Western Classics Album

HEARD ON NBC
Coast-to-Coast

Saturday, 8-8:30, C. S. T.

PEE WEE KING SHOW

NOW PLAYING

SHAMROCK HOTEL, Houston, Texas

CASH BOX AWARD
3rd Consecutive Year

The Billboard's Music Popularity Charts

... for Week Ending January 31

TOP RHYTHM & BLUES 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 rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1	1	8	I DON'T KNOW —W. Mabon Worry Blues—Chess 1531—BMI
2	2	3	BABY, DON'T DO IT —Five Royals Take All of Me—Apollo 443—BMI
3	4	5	SOFT —Tiny Bradshaw Strange—King(78)4577; (45)45-4577—BMI
4	5	2	CROSS MY HEART —J. Ace Angel—Duke 107—BMI
5	3	8	I'M GONE —Shirley and Lee Sweethearts—Aladdin(78)3153; (45)45-3153—BMI
6	6	5	THE BELLS —Dominoes Pedal Pushing Papa—Federal 12114—BMI
7	10	3	DREAM GIRL —Jesse & Marvin Daddy Loves Baby—Specialty 447—BMI
8	—	1	AIN'T IT A SHAME —L. Price Tell Me Pretty Baby—Specialty 452—BMI
9	—	1	YES, I KNOW —L. Hayes Sister Anne—Recorded in Hollywood 244—BMI
10	7	8	SAD HOURS —Little Walter Mean Old World—Checker 764—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	Record
1	1	9	I DON'T KNOW —W. Mabon Chess 1531—BMI
2	7	3	BABY, DON'T DO IT —Five Royals Apollo 443—BMI
3	4	3	THE BELLS —Dominoes Federal(78)12114; (45)45-12114—BMI
4	2	3	DREAM GIRL —Jesse & Marvin Specialty 447—BMI
5	6	5	SOFT —Tiny Bradshaw King(78)4577; (45)45-4577—BMI
6	10	2	CROSS MY HEART —J. Ace Duke 107—BMI
7	4	8	I'M GONE —Shirley and Lee Aladdin(78)3153; (45)45-3153—BMI
8	—	7	SAD HOURS —Little Walter Checker 764—BMI
9	9	6	GABBIN' BLUES —Big Maybelle Okeh(78)6931; (45)4-6931—BMI
10	8	2	TELL ME PRETTY BABY —L. Price Specialty 452—BMI

This Week's Territorial Best Sellers to Watch

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

Philadelphia... (MAMA) HE TREATS YOUR DAUGHTER MEAN
Ruth Brown, Atlantic 986

Territorial Best Sellers

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

New York

- I Don't Know**
W. Mabon, Chess
- Baby Don't Do It**
Five Royals, Apollo
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Soft**
T. Bradshaw, King
- Cross My Heart**
J. Ace, Duke
- I'm Gone**
Shirley & Lee, Aladdin
- Ain't It A Shame**
L. Price, Specialty
- Bells**
Dominoes, Federal
- I Believe**
E. James, Meteor
- Daddy, Daddy**
R. Brown, Atlantic

Chicago

- Baby, Don't Do It**
Five Royals, Apollo
- I Don't Know**
W. Mabon, Chess
- Soft**
T. Bradshaw, King
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Port of Rico**
I. Jacquet, Mercury
- Sad Hours**
Little Walter, Checker
- I Played the Fool**
Clovers, Atlantic

- Bells**
Dominoes, Federal
- Gabbin' Blues**
Big Maybelle, Okeh
- I Believe**
E. James, Meteor

Los Angeles

- I Don't Know**
W. Mabon, Chess
- Cross My Heart**
J. Ace, Duke
- Hey, Mrs. Jones**
J. Forrest, United
- Baby, Don't Do It**
Five Royals, Apollo
- Hey, Miss Fannie**
Clovers, Atlantic
- Dream Girl**
Jesse & Marvin, Specialty
- Tell Me, Pretty Baby**
L. Price, Specialty
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Ain't It A Shame**
L. Price, Specialty
- My Story**
C. Willis, Okeh

Cincinnati

- Baby Don't Do It**
Five Royals, Apollo
- I Don't Know**
W. Mabon, Chess
- Soft**
T. Bradshaw, King
- Sad Hours**
Little Walter, Checker

- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Ain't It A Shame**
L. Price, Specialty
- Mean Old World**
Little Walter, Checker
- Cross My Heart**
J. Ace, Duke
- I'm Gone**
Shirley & Lee, Aladdin
- Dream Girl**
Jesse & Marvin, Specialty

Washington—Baltimore

- I Don't Know**
W. Mabon, Chess
- Soft**
T. Bradshaw, King
- Bells**
Dominoes, Federal
- Dream Girl**
Jesse & Marvin, Specialty
- Sad Hours**
Little Walter, Checker
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Wake Up, Fool**
O. Blackwell, Victor
- Hey, Miss Fannie**
Clovers, Atlantic
- I Played the Fool**
Clovers, Atlantic
- My Story**
C. Willis, Okeh

Philadelphia

- I Don't Know**
W. Mabon, Chess
- Soft**
T. Bradshaw, King
- Baby, Don't Do It**
Five Royals, Apollo
- Hey, Mrs. Jones**
J. Forrest, United
- I'm Gone**
Shirley & Lee, Aladdin
- Cross My Heart**
J. Ace, Duke
- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Bells**
Dominoes, Federal
- Dream Girl**
Jesse & Marvin, Specialty
- Sad Hours**
Little Walter, Checker

St. Louis

- Baby Don't Do It**
Five Royals, Apollo
- Dream Girl**
Jesse & Marvin, Specialty
- Cross My Heart**
J. Ace, Duke
- I Don't Know**
W. Mabon, Chess
- I'm Gone**
Shirley & Lee, Aladdin
- Hey, Mrs. Jones**
J. Forrest, United
- I Played the Fool**
Clovers, Atlantic
- Soft**
T. Bradshaw, King
- Sad Hours**
Little Walter, Checker
- Tell Me Pretty Baby**
L. Price, Specialty

Charlotte

- I Don't Know**
W. Mabon, Chess
- Bells**
Dominoes, Federal
- Soft**
T. Bradshaw, King
- Hey, Miss Fannie**
Clovers, Atlantic

OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR

WHY?

Flip to "Market Place" PAGE 48

Detroit

- I Don't Know**
W. Mabon, Chess
- Soft**
T. Bradshaw, King
- Baby, Don't Do It**
Five Royals, Apollo
- Bells**
Dominoes, Federal
- I'm Gone**
Shirley & Lee, Aladdin
- Gabbin' Blues**
Big Maybelle, Okeh
- You Know I Love You**
B. B. King, RPM
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Port of Rico**
I. Jacquet, Mercury
- Ain't It A Shame**
L. Price, Specialty



Don't Miss These 5 Potential Hits!

FOLK
TR #177—"TRIFLIN' ON ME"—by JIMMY SWAN
45 x 177

NEW RELEASE! You've been waiting for this—ANOTHER HIT by Jimmy Swan.

"I Love You Too Much"

TR #192—"BY AND BY"—By "TAG" WILLIAMS
45 x 192

A NEW RELEASE by a new artist—and he's REALLY GOOD. Don't miss this.

"Island of Heartaches"

RHYTHM AND BLUES

TR #187—"STRANGE KINDA' FEELIN'"—By "TINY" KENNEDY. Already a NUMBER 1 HIT in NEW YORK, ATLANTA and NEW ORLEANS.

"Early in the Morning, Baby"—Tiny gives out on a real Sock blues with "Elmer" the famous disc jockey rooster crowing.

TR #166—"MIGHTY LONG TIME"—By "SONNY BOY" WILLIAMSON
45 x 166

This NEW RELEASE by "Sonny Boy" is terrific—different enough to change the whole rhythm and blues field. Back side is good, too—a fine combination.

"Nine Below Zero"—A real bar room jive side.

TR #146—"I BELIEVE (DUST MY BROOM)"
THE ORIGINAL BY ELMORE JAMES!
ORDER NOW!

Free samples to D.J.'s

TRUMPET RECORDS



DIAMOND RECORD CO. - BOX 2221 - JACKSON, MISS.

Billboard says
"Watch This One"

WE SAY
"WATCH IT GO!!!"

Amos Milburn

"LET ME GO HOME, WHISKEY"

AL 3164

Aladdin RECORDS

The Billboard Music Popularity Charts

... for Week Ending January 31

TOP RHYTHM & BLUES RECORDS

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The swinging days of the 1930's will be brought back with the new ork that Benny Goodman is now putting together for a spring one-nighter tour. The ork will contain B.G.'s star sidemen of the period and will tour during April and May with the Louis Armstrong All

Stars, Part of the profits will be turned over to the Fletcher Henderson Fund, which supplies scholarships for Negro musicians. (See separate story.)

Herb Abramson, of Atlantic Records, leaves next week for Army service as a dentist. . . . Lou Simpkins, of United Records, signed three new artists this week, Billy Ford, the Dozier Boys and Debbie Andrews. Ford has been waxing with RCA Victor. . . . Erroll Garner has been signed for an eight-week stint at The Birdland, New York, starting February 12, with his trio. . . . Paul Williams' first waxing for Norman Granz JATP label will be released by Mercury Records next week. . . . Little Walter and Eddie Boyd complete their Texas one-nighter tour February 11, and then do a two-week trek thru the South. After that both warblers return to Chicago.

The Bihari Brothers, who head the Modern and RPM diskeries, have added another new label, Music Masters. Platters will be semi-microgroove and will contain four tunes instead of the usual two. (See separate story.) . . . Choker Campbell's ork, a new crew out of Cleveland which toured with The Dominos last spring, will go out on a Midwestern trek with The Clovers, starting March 13. The ork is signed with the Shaw Agency. . . . Ella Fitzgerald opens at the Stanley Theater, Pittsburgh, February 6.

A new package, The Record Show, will be sent out on a one-nighter tour thru the South starting in April. The unit will feature Nat Cole, Sarah Vaughan and The Billy May ork. The Gale Agency is booking the package, and it will be out about five weeks.

Philadelphia

Michelle and his Swing Organ Trio are at Emerson's Grill, Philadelphia, around the corner from the Glenn Hotel's Carver Bar where Johnny Sparrow and his Bows and Arrows bow on a return trip. In West Philadelphia, Lonnie Bell takes over the booking chores at Powelton Cafe with Vi Burnside coming in this week to kick off a new musical policy. The Blue Note sets up February bookings to make it a Progressive Jazz Month with Charlie Parker, Dave Brubeck, Bud Powell and Buddy DeFranco coming in a week apart. Ray Abrams is new at the Butler Cafe. . . . WHAT adds another r.&b. disk jockey in George Woods, taking over the mike for the afternoon "Snap Club" sessions.

Record Reviews

Country & Western

Continued from page 28

COUNTRY ALL STARS
Fiddle Sticks75
V 20-5129—Jocks and ops will find much of interest in this country instrumental by a group of Nashville's top musicians—plus former a.&r. exec Charlie Grean on bass. Rest of the combo consists of Dale Potter on fiddle, Chet Atkins on electric guitar, Homer Haynes on rhythm guitar, Jethro Burns on mandolin. Names should be familiar.

HANK PENNY
I Want To Live A Little75
V 20-5150—Penny has one of his better sides in many a moon here on a fine bounce ditty which he vocalizes smartly.
That's My Weakness Now74
The fine old standard is handed a cute-as-a-button country reading from Penny and a female chirp billed as "Jaye P. Morgan." Second chorus is the one with the country yocks via some special lyrics.

BOBBY WILLIAMSON
Let Me Know74
V 20-5158—The unusual country song penned by Slim Willet makes for some mighty interesting listening as Williamson and the combo team up for a slick cutting. Might get a share of the action.
Bummin' Around72
Another good effort from the chanter on more standard material.

LEE BELL
Get Ready With Those Tears70
V 20-5148—Bell, a personable sounding chanter, handles the ditty effectively for a listenable hunk of wax.
Beatin' Out the Boogie70
Another good reading by Bell on a driving boogie ditty.

SUE THOMPSON
If You Should Change (Your Mind)65
MERCURY 70066—Band sets jazzy beat for a typical little-gal vocal by Miss Thompson.
How Many Tears65
Same comment.

Spiritual

Continued from page 28

side spins. Beat is infectious. A good side.
It's a Long, Long Way74
Brother Joe May reads this one convincingly with able assistance from the vocal group.

THE GLORY TONE SINGERS
In the Wilderness70
TUXEDO 2502—Good singing on a good piece of standard religious material.
Leaning on the Everlasting Arm70
More good material here.

THE RADIO FOUR
Help Me to Run This Race66
REPUBLIC 7018 — Poor recording technique mars what might have been a good gospel waxing of a tune with feeling.
Never Too Late66
Same comment.

Rhythm & Blues

Continued from page 28

Beane. Could get pop action for this.
Tear Down the Sky73
More in the thrush's rhythmic style is this bluesy item.

SCAT MAN CARUTHERS
Easy Money74
HOLLYWOOD 401 — Novelty story ballad tells of a guy with a knack for picking the wrong horse. Chanter does well and the ork has a good beat.
Waiting for My Baby71
A warm warble by Scat Man of a slow and cute ballad. Might earn spins.

THE BUCCANEERS
Fine Brown Frame69
SOUTHERN 101 — The Buccaneers kick off the first release of Southern Records with an adequate rendition of the r.&b. ditty, backed with a bright beat by the ork. Ork backing is the best thing on the disk. Group needs more drive and precision to sock over this effort.
Dear Ruth65
A slow ballad is chanted in fair style by the Buccaneers but the material is weak. Lead singer does an okay job.

Popular

Continued from page 39

backing is schmaltzy, in keeping with the ballad.
THE TATTLETALES
Why Do You Have to Go Home68
DEEH GEE 3401—Fine unbillied thrush whispers an intimate love ditty in a sexy manner. There's a distinctive sound to the disk and it could create some attention with exposure.
Baby and Me55
Over a good beat, the combo harmonizes with fair effect.

THE DUKES OF DIXIELAND
Neon Love55
OKEH 6942—The Dukes of Dixieland bow on the Okeh label with a country-styled tune sung by Betty Owens and played to a Dixieland backing. This may get some action in New Orleans, but it has little chance anywhere else. Echo is much too much in evidence thruout.
Ta-La-La-La55
The Dixie ork has a good time with the oldie but their work suffers from an overuse of echo chambers. Ork is a good one but poor vocal and poor recording don't help.

Late Reports on Recent "Best Buys"

Popular

Continued from page 30

JOHN, JOHN, JOHN
Guy Lombardo—Decca 28546
Reports vary on this one. Still very strong with label in re-orders. Boston and Philadelphia say fair. Chicago, Buffalo and St. Louis report good activity. It's strong in Chicago and New York.

WILD HORSES
Perry Como—RCA Victor 20-5152
Very fast take-off on this one in Philadelphia, Buffalo, New York, Chicago and St. Louis. Looks like another potent one.

SAY IT WITH YOUR HEART
Bob Carroll—Derby 814
Strength growing in Buffalo, Philadelphia and L. A. Still very strong in St. Louis and Chicago.

NEW JUKE BOX SATURDAY NIGHT
Modernaires—Coral 60899
Solid reports from all areas checked. Looks like their first hit in some time.

Rhythm & Blues

BLOCK BUSTER
Boots Brown—RCA Victor 20-5110

A peculiar record in its activity. Where disk has been worked on, it is clicking. That's true of Cincinnati, Buffalo, Washington, and Seattle. Little is happening elsewhere. Label isn't helping matters by being slow on 45 shipments to key one-stops.

LEAN BABY COOL RAGE
Illinois Jacquet—Mercury 89021
Showing up as a good, solid item. Reports do not indicate it as a smash, but all report good healthy movement.

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BLOOD SHOT EYES
15219 and 45-15219

DANNY SUTTON
I WAS WRONG
OH! WHAT A FOOLIN'
15213 and 45-15213

Folk/Western

JACK CARDWELL
THE DEATH OF HANK
WILLIAMS
TO ARMS
1172 and 45-1172

CHARLEY GORE &
RUBY WRIGHT
'TIL I WALTZ AGAIN
WITH YOU
WHEN I GAVE YOU MY
LOVE
1169 and 45-1169

YORK BROS.
SO FULL OF LOVE
BABY, I'M LOST WITH-
OUT YOU
1156 and 45-1156
TENNESSEE TANGO
RIVER OF TEARS
1135 and 45-1135

WAYNE RANEY
NO ONE'S CRYING
BUT ME
POWERFUL LOVE
1160 and 45-1160

HAWKSHAW HAWKINS
THE LIFE OF
HANK WILLIAMS
PICKING SWEETHEARTS
1174 and 45-1174

Rhythm/Blues

TINY BRADSHAW
SOFT
STRANGE
4577 and 45-4577

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

SUNNY THOMPSON
LAST NIGHT
CHLOE
4595 and 45-4595

WYONIE HARRIS
BRING IT BACK
BAD NEWS, BABY
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ROCKIN' TONIGHT)
4593 and 45-4593

EARL BOSTIC
YOU GO TO MY HEAD
THE HOUR OF PARTING
4586 and 45-4586

Federal

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DOMINOES
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12114 and 45-12114

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After Holidays

• Continued from page 15

healthy rate, and have been doing so thru January.

Columbia's top sellers during January are Jo Stafford's "Keep It a Secret" and "Mr. Tap Toe," with Doris Day, both of which sold about 100,000 in re-orders from January 5 to January 16. Tony Bennett's "Congratulations to Someone" and Guy Mitchell's "She Wears Red Feathers" came close to this figure in the same period. In the c.&w. field Ray Price's "You're Under Arrest" and Carl Smith's "That's the Kind of Love I'm Looking For" hit about 50,000 disks each during a two-week span in January. The firm's sales were helped by the fast moving LP's of "Anna Russell Sings?" and the "Benny Goodman Concert No. 2" The Anna Russell LP hit 1,500 disks a week, and the Goodman ran about 2,500 single LP's in January.

Capitol

Capitol Records, which had the best December business in its history, about 40 per cent higher than the same month in 1951, continued to sell its platters briskly thru January. The firm estimates January to be up 15 per cent over a year ago. Since January 1 the diskery has shipped 400,000 copies of Kay Starr's "Side by Side," about 150,000 copies of "My Baby's Comin' Home" with Les Paul and Mary Ford and about 150,000 of "It's in the Book," the novelty hit with Johnny Standley. These latter two disks had been big before the Christmas season and held up after the new year, an unusual occurrence.

In addition, Capitol's pop album business held up strongly thru January. Top selling albums, such as the Les Paul-Mary Ford "Bye, Bye Blues," the Jane Froman "Yours Alone," Jackie Gleason's "Music for Lovers Only" and Kay Starr's new set, have been moving at the rate of 4,000 to 5,000 per week thru the month.

Decca

Decca volume also held firm at a high level in January. The Mills Brothers' waxing of "Glow Worm" passed 1,000,000 during the month and recent sales have been racked up on Guy Lombardo's "John, John, John" and the single, "My Devotion," pulled from the Four Aces' album. The diskery has also maintained its rapid pace in the country field, with recent platters by Webb Pierce, Kitty Wells, Red Foley and Goldie Hill moving strongly. Album-wise, Danny Kaye's "Hans Christian Andersen" has proved a potent entry, and the Four Aces' set continued as a dealer staple.

In January, Coral enjoyed its biggest month since formation of the Decca subsidiary four years ago. The label has a 1,000,000-seller building in its Teresa Brewer etching of "Till I Waltz Again With You," and bumper batches of Karen Chandler's "Hold Me, Thrill Me, Kiss Me" and Lawrence Welk's "Oh, Happy Day" were sold during the month.

M-G-M, Mercury

Among the major indies M-G-M Records found the December-January period to be the biggest and best in every way since the company was founded five years ago. The reason for the tremendous upsurge in sales was due to the Joni James "Why Don't You Believe Me" and her sock follow-up waxing of "Have You Heard." In addition, the latest Hank Williams release of "Kaw-Liga" and "Your Cheatin' Heart," his first since his sudden death, is breaking out solidly thruout the country, and previous Hank Williams platters have received a tremendous hypo. Joni James' dinking of "Your Cheatin' Heart" has already started to grab sales, tho only out a week. The company would not release figures, but smiles have been broad at M-G-M since Christmas.

Mercury Records also rode in on the hefty sales wave thru the December-January period. Patti Page's waxing of "The Doggie in the Window" is close to the 200,000 mark after being released only two weeks. The Gaylords' "Tell Me You're Mine" is about 500,000, "Why Don't You Believe Me?" by Patti Page is about 400,000 and "Pretend" by Ralph Marterie's ork is at the 200,000 mark.

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CORAL RECORDS

Coast Looks To Best Disk Biz Since '45

Continued from page 16

leases, where a year ago a record had to show big sales response before it was reordered. Al Sherman, King's regional chief here, expected a bad January because of personnel changes after January 1 in the San Francisco and local branches and because of closing of the King office in Seattle and shifting the franchise to C&C Distributing there. However, January will show a slight drop, but nowhere as large as Sherman originally expected. Sherman said the trend toward white record fans starting r.&b. collections is continuing and assisting business.

Bill McCall and Don Pierce, of 4 Star, are experiencing their biggest business in 18 months. Ever since the election they have noted a general increase. They have six extra plants today pressing their own releases, in addition to their own Pasadena plant. Bernie Silverman, sales manager for Norman Grant's jazz line on Mercury, noted his greatest increase in orders for 45's. A check with distributors indicates that more jump juke boxes are converting to this speed. In addition, he's noted a greater call for the entire Mercury jazz catalog.

Art and Lee Rupe, of Specialty, noted an important switch on the part of distributors, who are today equally or in some cases more interested in new artists. It's been their experience in the past that distributors have awaited releases by established artists and given only a passing nod to newcomers, unless their disks started to take off. The Bihari brothers reported that business is about equal this January to the same period in 1952. They have been in the process of starting their new country and western label, Flair, and also in setting up Music Masters, a new pop label (see separate story).

A check of leading retailers and one stops indicated that the same upsurge in disk trade, evident at the manufacturer and pressing plant level, is evident here. Retailers contacted agreed that an important reason for the continuous high level of trade is the fact that the old Christmas standards, such as "White Christmas," were buried this season under calls for pop hits. A most clement January, too, has kept retail trades on the street, they opined.

Cap Adds 2

Continued from page 16

tion. Both orks were signed to long-term contracts. The diskery will soon cut sessions with both orchestras.

The Indianapolis Symphony Orchestra is conducted by Fabian Sevitsky, and the St. Louis Orchestra by Vladimar Golschmann. In addition to these orks and the Pittsburgh Symphony under William Steinberg, Capitol now has the following domestic artists under contract in its classical department: Leonard Penario, the Hollywood String Quartet, the Roger Wagner Choral and the Ballet Theater Orchestra. It is understood that Capitol will step up its classical release schedule of these performers.

Goodman's Ork

Continued from page 17

rangements. The ork will stick to the swing era, and will not go in for bop or extreme jazz styles.

Disk Success

The new Goodman ork is another evidence of the jazz resurgence, which to many observers was teed off by the issuance of the Benny Goodman Columbia waxings, the Carnegie Hall concert and the B. G. Concert No. 2. The first set sold close to 100,000 LP disks, and the new set is nudging the 70,000 figure. Columbia Records, ABC, John Hammond and others have been urging Goodman to take out a new ork for a long time, and the success of his latest set is understood to have been an important factor in bringing him back with an ork.

If this tour is a successful one, it is expected that Goodman will go out on a jazz pack similar to this one each year. The com-

Victor Spawns

Continued from page 16

that slipped away from Victor was "Wheel of Fortune," first cut by Victor on the r.&b. label by Johnny Hartman. Some months later the Sunny Gale Derby record followed the Capitol Kay Starr slicing that hit a million.

Another tune that was first exposed via a Victor r.&b. disk, later to become a pop smash, was "I Went to Your Wedding." Originally cut by the Redcaps, Patti Page had the big pop record for Mercury. Victor is presently cashing in on this one to some degree via the Spike Jones parody. Previously, country singer Ernie Lee introduced "I Never See Maggie Alone" for Victor, but the pop honors went to Coral with the Kenny Roberts version.

Other Examples

There are a number of other examples—some past, some recent—of the same thing happening. Guy Mitchell's disk of "Don't Rob Another Man's Castle" had a fairly healthy sale for Columbia following Eddy Arnold's smash seller for Victor several years earlier. Doris Day and Johnnie Ray recently had a good-sized record for Columbia with "Full Time Job," another Arnold original. Eileen Barton had pretty good success with "Some Folks Do and Some Folks Don't" for Coral after being first waxed for Victor as an r.&b. by Jimmy McPhail.

At the present time, this pattern, which started some years ago appears, to be continuing.

"A Fool Such As I," a current hillbilly hit via Hank Snow's Victor cutting is now on the verge of breaking out as a pop smash on the wings of records by Jo Stafford and Tommy Edwards for Columbia and M-G-M, respectively. The other side of Snow's hit, "The Gal Who Invented Kissin'," has been waxed by Ella Mae Morse for Capitol after a change to "The Guy Who Invented Kissin'." Rusty Draper's latest Mercury record includes "Texarkana Baby," which, coupled with "Bouquet of Roses," was Eddy Arnold's biggest seller for Victor. Sandy Stewart's first effort for Okeh with "Since You Went Away" follows the original r.&b. take by John Greer for Victor.

While all of the preceding tunes have been kicked off by Victor records in specialized field and then moved to competitive labels for pop success, it should be pointed out that Eddie Fisher has been quite successful with several old Eddy Arnold clicks. One of them, "Anytime," is Fisher's biggest record this far, only 30,000 disks short of the million mark.

WHDH Exec

Continued from page 16

for an audience of selected neighbors but which don't belong on the air. From the list in your letter, we don't play "Feet Up, Pat Him on the Popo," "Doin' Wha Comes Naturally," "There Is Nothing Like a Dame" and "It's in the Book." I can't define exactly where the border is, but I'm convinced that these are on the wrong side of it. We do play the "Drinking Song" from "The Student Prince." This was the first musical I ever saw. Maybe I'm sentimental about it. But I remember distinctly, Spike, that throughout a prolog and four full acts, the Prince never once got 'loaded.' He didn't fall on his smile—or anything more substantial. Maybe he could hold it better than either you or I.

"Just to be sure the record is straight, our decision not to play 'I Went to Your Wedding' is not intended to imply that you set out to make a 'risque record.' But let it show, too, that we believe there are valid reasons for not playing it for the heterogeneous sensitivities of a radio audience.

"Whether we play it or not won't make the difference between success and failure for either of us. So, seriously, let's not take it too seriously.

Sincerely yours,
George M. Perkins
Program Manager"

ination of the Goodman and Armstrong orks is regarded a potent draw. Columbia Records and Decca Records are going to hand the unit an all-out promotion to tie the package up with disk sales.

Cap to Retain

Continued from page 17

prices of \$4.17 take precedence over the \$5.95 fair-trade peg.

Wallich's letter to dealers also states the following: "All of the present accepted sales policies of Capitol Records, Inc., will apply to Cetra-Soria products as well as those bearing the Capitol label. This will, of course, include your purchases of all Cetra-Soria products in the computation of Capitol's regular record exchange privileges, and the extension to

Cetra-Soria records of our established policy with respect to the replacement of defective records."

Dario Soria, meanwhile, is retaining his offices here and most of his personnel, including Irving Iserson, manager. His corporations, Raxor and its subsidiary, Soria Sales, will remain active. The deal with Capitol exempted two items in the "Soria Series" catalog, and these will form the nucleus of a new line to be built by Soria. The exempted disks are Spanish Zarzuelas (a native opera form), with five new Zarzuelas, already taped, due to be added soon.

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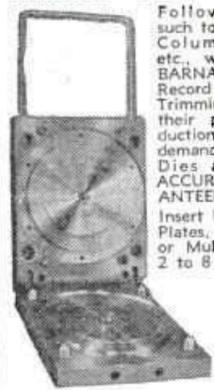
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SONG PLUGGERS NEVER SLEEP

NEW YORK, Jan. 31.—Sidney Prosen is justifiably proud of "Till I Waltz Again With You," the ditty he wrote and published in his own firm, Village Music. Theresa Brewer's waxing of the opus on Coral has already sold some 800,000 copies and seems sure to hit 1,000,000 before long. One trader who heard the tune whistled vigorously during a long ride in a crowded subway thought too far when, as the train disgorged its captive audience at Times Square, the whistler was identified as Prosen.

'Yes, I Know' To Republic—No Protest

NEW YORK, Jan. 31.—The r.&b. ditty, "Yes, I know," which zoomed to hit status via a Linda Hayes dinking on the Recorded in Hollywood label, has been turned over to Republic Music by the diskery's publishing subsidiary. The transfer was made without protest on the claim by Republic that the opus was a near carbon copy of its hot r.&b. property, "I Don't Know."

Meanwhile, Sammy Kaye who owns Republic and who built his reputation on "sweet" music, is gaining new renown as a purveyor of r.&b. material. Hal Fein, Republic professional manager, has made a point of searching out items popular for conversion into the pop idiom, and, to date, has had an unusual record of successes.

"I Don't Know," a big hit in the r.&b. market via the Chess record by Willie Mabon, is out in three current pop waxings, with a third due for release soon. The Republic ditty, "I Played the Fool," is a best seller in the Atlantic recording by The Clovers. Bill Darnel has cut the tune pop and a cover waxing by Cathy Ryan and the Art Mooney ork is due out next week. Fein has recently acquired "I Believe," which is doing very well in its original Elmore James version on Meteor, and Republic arrangers are now working on a pop treatment.

Green Leaves for Southwest Tour

NEW YORK, Jan. 31.—Charles Green left this week for a promotional tour of the Southwest, with key Texas cities scheduled as first stops.

Green is promoting platters of two of his tunes, which are selling strongly: Eddy Arnold's "Eddy's Song" and Elton Britt's "The Unkown Soldier." Both are RCA Victor records. Green will also be pushing "Say It With Your Heart," which he recorded on his Comet label, then sold to Derby Records.

Cornell Album

Continued from page 17
extended intervals in order to milk the top album potential.

Prizes

A dealer contest to plug the album offers cash prizes to outlets with the best window displays featuring the Cornell album. The contest, to run for a month, kicks off February 15. Four prizes, ranging from \$100 to \$25, will be awarded the best windows. To spur dealer participation, five albums will be given free to each store which submits a photo of its window display for consideration by the judges. Coral distributors will furnish dealers with... of display material, including easel figures of the chanter, window cards and blow-up photos. All albums will contain wallet-size photos of Cornell.

Tunes in the set, in addition to those already mentioned, include "For You," "I Was Lucky," "Stay as Sweet as Your Are," "We Three," "Something to Remember You By" and "It Isn't Fair." The latter ditty was also cut by the artist for Victor several years back when he was vocalist with the Sammy Kaye ork.

CHASE OVER

\$2,205 Tab On 45 Tix Parking

NEW YORK, Jan. 31.—Lincoln Chase, clefper and RCA Victor r.&b. artist, came a-cropper in the traffic courts this week when he was fined \$2,205 for ignoring 45 parking tickets here. The clefper snagged the doubtful honor of being fined the most of any music man to date, beating out Teddy Reig, a free-lance a.&r. man, who was also fined for ignoring parking tickets recently, by at least a grand. Chase's first waxing for RCA Victor, a tune he penned, is "The Vultures," but does not refer to this courtroom incident.

Chase, who has only been on the r.&b. clefing trail for about a year, has gained some attention for his tunes, tho not nearly as much publicity as he received via the 45 mislaid summons. He is the writer of "Must I Cry Again," "Rain Down Rain," "Salty Tears," "Tear Down the Sky," "Silly Heart" and "Mend Your Ways." His pact with RCA Victor is as a singer. He is signed to Dave Dreyer's Raleigh Music firm as a writer.

'Jezebel' Melon

Continued from page 17
ing \$3,061.43, left after considerable litigation over the Frankie Lane hit song on Columbia, be split among six people. O'Hanessian, who had 20 per cent of the song, received \$263.80; Dorothy Fay Wilder, 10 per cent, \$132.26; Nat Shanklin, 15 per cent, \$198.06; Maurice Hindin, 5 per cent, \$66.13, and Lee Cohen, who had a claim for \$2,000, \$862.71. Judgments were to be paid by Halsted.

Halsted, who had been empowered by Hal Blair, of Folk Songs, the BMI firm which published the tune, to try to collect monies from BMI accrued by the ditty, reported that he had received \$13,928.67 in an out-of-court settlement after he had filed suit against BMI in Superior Court here. The judge okayed the disbursement of money which Halsted made. Halsted had given \$2,285 to David Sosson and Hindin for legal fees; \$5,433.62, which he gave to Blair, and \$5,433.62, which Halsted claimed was due him on indebtedness from Blair, plus \$776.43, which represented 5 per cent commission on the collection from BMI.

Originally, Wayne Shanklin, writer of the tune, turned over the tune to Blair and Harry Bluestone March 22, 1951, on a partnership deal, whereby the trio would split the profits equally. O'Hanessian and Wayne Shanklin were cut in for 20 per cent of the tune July 13, 1951. Blair became sole owner of Folk Songs January 11, 1952, and he assigned to Halsted all rights to contact BMI to get the royalties.

Memorial

Continued from page 17
memorial will be a roadside park on Highway 80 on the west side of Meridian.

Thus far, Gov. Hugh White, Mississippi; Frank Clement, Red Foley, Jimmie Skinner, Jimmie Davis, Webb Pierce, Snow and Tubb have indicated that they will participate in the ceremonies. All other country and western artists are being invited to the ceremonies. Mrs. Carrie Rodgers, the Victor star's widow, will also be present.

The only motion picture in which Rodgers played, a short made by Columbia, entitled "The Singing Brakeman," will play a Meridian theater during the event. Coincidentally, Victor has just inked Jimmie Rodgers Snow, 17-year-old son of Hank Snow, who will do duets with his father and will also cut solo sessions.

Decca Organizes New House Band

NEW YORK, Jan. 31.—Decca Records has formed a new house band which it will promote first via disks but may later launch as a tour attraction. The 13-piece combo, called "The Commanders," has been used to provide backing for just-cut singles by Dolores Gray and Dick Todd. Next step will be to feature the ork in instrumental wax.

Happy Days

Continued from page 17

only leased to Essex and that they would be called back. The firm noted that the figures it received on sales of "Oh, Happy Day" from Essex, were 43,000 for November and 40,000 for December.

However, Dave Miller, of Essex, said that "Ever since the inception of the deal, it was Triple A who shipped into my territories. Triple A started it first. They are the first guys," continued Miller,

"who ever bootlegged from themselves. They have breached the contract, not me." Miller also stated that he would continue to sell the "Oh, Happy Day" and the "Rain, Rain, Rain" disks on his label.

Howard, meanwhile, who is now under contract to Coral, is allowed to have waxings released on this label 90 days after "Rain, Rain, Rain" is on the market. When his first Coral disk is released it will mean that one artist is being handled by three distributors in many of the same happy cities at one happy time.

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Hocus-Pocus

By BILL SACHS

WILLARD THE WIZARD, one of the real old-time greats, whose name is almost legendary in the Texas country, is a patient in the W. O. W. Hospital, San Antonio. Friends are urged to drop him a line. . . . The **Buck Brothers**, of Harrisburg, Pa., are back in the business, this time with a spooker. Billed as the Master Ghouls, they are currently presenting their midnight ghosher thru the Lone Star State. . . . **Tom Auburn**, in his third year on a once-a-week shot at **Piazza Tomasso's** eatery, Montreal, with his kiddie turn, has formed a magic circle among his tyke patrons, with the hopes that he may someday come up with a find. . . . **Glen Pope** has just concluded a third holdover week at the Top Hat Cabaret, Montreal. . . . **Thomas Henricks** (Thomas the Magician), of Birmingham, was in New Orleans recently handling bookings for the Southern Artist Bureau. . . . **Paul Duke** winds up a two-weeker at the Capitol Theater, Washington, Wednesday (4). . . . **L. Guy Gerber** and Company are on tour thru Arkansas, Texas, Louisiana and Oklahoma for International Harvester. . . . **Dolly Huber**, who formerly served as assistant to her late husband, **Huber the Magician**, is now **Mrs. John Zimmerlick**, of 1642 East 21st Street, Brooklyn. . . . **Pvt. William F. Baker Jr.**, Wilmington, Del., trixster now serving with the Army at Fort McPherson, Ga., has been making Southern Army posts with his demonstrations in the methods of card sharks. Third-Army brass are hopeful that he can convince the G.I.'s that they can't outguess

the professionals. . . . **Jack Herbert**, Chi magical emcee, tells the one about the agent who was well known for his dislike of novelty acts and magicians in particular. One day while leaning out of his 14th story office window the agent lost his balance and was about to plunge to the sidewalk below. A magician, passing by in the corridor, saw what was about to happen, rushed, grabbed the agent's ankle and pulled him back to safety. The grateful agent asked the magus what he could do to repay him. "Just one thing," replied the trixster. "Please don't ever tell another magician what happened."

JAY PALMER, in writing finis to the squabble between him and **Charles Hoffman** over the question as to who came first in this country with drink magic, scribbles from New York under date of January 19: "Your article in the January 17 issue of The Billboard regarding 'Think-a-Drink' Hoffman's drink turn and my Magic Kettle is well done and just about covers the whole situation. Let the Society of American Magicians or International Brotherhood of Magicians appoint a committee to settle the whole thing. I will have no trouble proving that I did my own magic bar drink act long before Hoffman. Which means nothing or proves no point. As you suggest, drink acts have been done long before Hoffman or I did them, both in Europe and in this country. Also which I explain in my article, 'From Keg to Kettle,' which appeared in Sphinx Magazine in July, 1952, and in which I gave Mr. Hoffman full credit for the great act which he does. I have no quarrel with Mr. Hoffman. However, I became irritated by frequently being accused of doing his act. There were many who did copy his act, when, as a matter of fact, I was doing my own magic bar before Hoffman did a drink act. So thanks for your kind and fair treatment of the whole matter. And I assure you once again that I have no hard feelings against anyone. **Doreen** and I now have a tour with USO Camp Shows which will take us to the top of the world, only 450 miles from the North Pole. We will also play Greenland, Iceland, Labrador and Newfoundland for the North East Air Defense. I have been made a member of the American Rocket Society of New York and have submitted a few ideas for a new space suit to the British Interplanetary Society, which **Dr. Wernher Von Braun**, one of the world's greatest rocket experts, describes as quite sound. Having a magical mind seems to help get ideas for other things besides magic tricks. As you possibly know, another magician, **Joseffy**, invented the altimeter. I am really very interested in the exploration of space and the proposed trip to the moon by rocket, and keep abreast of the developments thru the bulletins which I receive from the various rocket societies thruout the world."

ANOTHER STORK, ANOTHER STRIP

MIAMI, Jan. 31.—A local talent agent specializing in supplying strippers to Miami's dozen peel palaces interviewed an applicant one day this week. "Where was your last job?" he asked. "The Stork Club," she said. "Since when does the Stork use strippers?" "Why," the gal replied, "the Stork's the best club in Shreveport!"

Extra Added

Continued from page 14

Jinx Halladay the headline peeler. . . . **Denny Desmond** was added to the Vagabond Club-show. . . . **Dave Apollon** and **Nelly Golette** are at the Balkan Room of the Atlantis for a long engagement. . . . **Peter Lind Hayes** and **Mary Healy** all set for **Jack Goldman's** Clover Club February 23. **Goldman** is listed as one of the partners in a new hotel-casino venture in Las Vegas. . . . An Hawaiian-type show is at the **MacFadden-Deauville**, with **Johnny Pineapple's** musicrew on the bandstand.

Philadelphia

Mervin Shiner and **Peggy O'Neal**, after a season with the "Camel Caravan," are set for a string of nitery dates, kicking off with the **Metropole Club** in **Windsor, Ont.** . . . **Claire Konover** makes her nitery bow at the **Pennsbury Inn** near **Trenton, N. J.** . . . **DuMond's Musical Show Bar**, completely rebuilt and redecorated, reopens with the **Frank Moore Four** and the **Collegiates**.

Eddie Thomas and **Judy Manners** are back for a third return engagement at **The Charles** in near-by **Mt. Laurel, N. J.** . . . **Joane Coale**, now in television, is being groomed for several appearances by vocal coach **Artie Singer**. . . . **Warners' Earle**, only midtown playhouse offering stage shows, will close in April at the expiration of its lease, with the property returned to the **W. C. Grant Stores**.

Chubby's, **Collingswood, N. J.**, will switch to a Friday night opening. For years, it's been a Monday night starter.

Bill Mellon has cancelled a deal to operate a nitery in Florida to stay on as manager of **Lee Guber's Rendezvous**. . . . **Bill Pacey**, operating the **Pacey's Musical Bar** for two years with musical acts, has switched to all-fem shows. . . . **Dave Dushoff**, co-owner of the **Latin Casino**, has been named chairman of the **Night Club Division** for the forthcoming **Allied Jewish Appeal** campaign. . . . **Arcadia Talent Agency** is a new theatrical agency being set up here by **Russell W. M. Beard** and **Salvatore Capilli**.

Here and There

Bill Norva and the **Upstarts** opened a two-weeker last week at the **St. Anthony Hotel**, **San Antonio**. **Jack Fina** and his orchestra will continue on the band stand.

Jean Arlen and **John Melindez** are starred in the **Ed and Wilma Leary "Miniature Ice Extravaganza"**, current at the **Hotel Statler Terrace Room**, **Detroit**.

Coast's AGVA

Continued from page 14

the **Biltmore**, **Statler** and **Ambassador** hotels, **Ciro's**, **Mocambo** and **Tiffany Club**. There are 29 clubs paying in the **San Francisco** area, including **Bimbo's**, and the **Golden Hotel**, **Reno**. In the **Seattle** jurisdiction 16 clubs, including **Amato's**, **Portland**; the **Palomar** and the **Cave Supper Club**, **Vancouver**, and the **Rendezvous**, **Anchorage**, **Alaska**, are shelling out the weekly stipend.

In addition, all agents in these areas are kicking in the club-date fee. In the area containing the 30-odd members of the **California Theatrical Agents' Association**, members of the org have told **Jack Irving** that they'll send in 40 cents to cover the actual cost of the insurance, plus as high as 20 cents additional, to cover administration, but have refused up to now to kick in the remainder. They have promised to hold the 40 cents difference in escrow pending a deliberation of their case by the **AGVA** executive board February 1 in **New York**.

Burlesque Bits

By UNO

Lynn O'Neill, following her spot-booked feature engagements in **Hirst Circuit** houses, opened January 23 at the **State**, **Canton, O.**, the first stop on a tour of the **Jack Kane** wheel. . . . **Margot LaVelle**, **Teri Shelley** and **Harry Stratton** have joined **Casper Irvin** at the **Civic**, **Los Angeles**. . . . **Dee Ann Johnston**, eight-year-old daughter of **Frances** and **Bob Johnston**, operators of the **Hollywood**, **San Diego, Calif.**, is being acclaimed as another **Shirley Temple**. She is emcee of her own TV show which originates in **San Diego**, entertains with all of the **USO** shows playing **California** bases and recently completed a pic for **Samuel Goldwyn** entitled "Run for the Hills," with **Barbara Payton** and **Sonny Tufts**. Her pic debut was so well done that she was signed to a seven-year contract. Her mother played leads in legit, and her father used to be a hooper. . . . **Toni Synrex** (**China Doll**) moved from the **Silver Palm**, **Chicago**, to the **Rialto**, **Chicago**, last week. . . . **Jerry Vaughn**, singer and dancer, is holding down the job of candy concession

assistant at the **President-Follies**, **San Francisco**, prior to his return to the stage the latter part of this month. . . . Due to the illness of house singer **Nino Valli**, **Gus Flaigh**, stage manager of the **Gaiety**, **Baltimore**, jumped into the **Lewis-Coleman** show and split the straights with **Eddie Yubell**. It was Flaigh's first re-appearance before the footlights in 22 years. . . . **Elaine Jewell**, new **Hirst Circuit** strip, who bills herself "The Gem of the East," is a former chorine from the **Howard**, **Boston**. . . . New dancers at the **Roxy**, **Montreal**, are **Diane Greer** and **Valiere Larr**.

Babe Fenton left her home in **Salem, Mass.**, to enter the **Rutland Sanitarium**, **Rutland, Mass.**, where friends can write her under the family name of **Gertrude Hartigan**. . . . January 19 marked a double anniversary at the **Club Zomba**, **North Hollywood**, the club's 47th year with a burly policy and **Billy (Zoot) Reed's** 40th in show biz. . . . **Flagler Theater**, new burly venture in **Miami**, is backed and operated by **Harry Finkelstein**, former owner of the **Ringside Bar** and **Grille** and then the **Mardi Gras** in **New York**. Current cast includes **Montmartre Kitty**, **Mona Corey**, **Rusty Marsh**, **Joanne Duprez**, **Harry Ryan**, **Monkey Kirkland**, **Pat Drew**, **Bob White**, **Mitch Todd** and the **Flag-ettes**. There are two shows daily with a midnight Saturday at \$1 top. . . . **Danny Boone** continues as emcee at the **York Club**, **Los Angeles**. Also, the bill has **Candy Price**, **Mary Blair** and **Dean Howe's** ork. . . . **Mrs. Frank Crowe** and daughter extend thanks to **Arlene Moody**, **Eddie Yubell**, **Helen Drake**, **Charlie Robinson** and **Suzanne Day** for kind interests shown at the time of the recent death of **Frank Crowe**, manager of the **Empress**, **Detroit**. . . . **Crystal Wade**, first strip-talker in **Hirst** houses, returned January 30 to the **Roxy**, **Cleveland**, where she had been house strip three months and an **Eddie Lynch** protegee before starting on a road tour. . . . **Tillie Griffin** in **Bell Gardens, Calif.**, is mourning the death of **Mother Barbee** (**Principe Isabelle Furber**), 84, on January 19 in **Los Angeles**. Survivors are a son, **Jack Barbee**, a quartette singer; his wife, **Jean Gray**, and three great grandchildren. . . . **Sheila Ryan** closed at the **Gaiety Inn**, **Miami**, after eight weeks to return home and await the arrival of a baby.

Foreign Showbiz

Continued from page 14

has switched to vaude-revue but **Moulin Rouge** continues with vaude of good grade. A factor in the improvement at **Cirque Medrano** is the present booking of this spot by the **Lew & Leslie Grade** office, of **London**, which is strenuously digging in in all countries of Europe. This office now has tied up the **China Theater** in **Stockholm**, the best vaude house on the **Continent** altho it operates only May 1 to mid-September. The **Grade** office is a good bet for American acts unacquainted with Europe. Old-time acts that know Europe will still find some advantages in booking thru local agencies of many countries where it is required that domestic agencies handle bookings.

Scandinavian Outlook

So far as Scandinavia is concerned, work and living conditions are good. **Circuses** play one show nightly and week-end matinees, starting at 4 o'clock. **Park** acts usually do two shows daily; first at 7 o'clock, and three on week-ends, starting at 5 o'clock. **Cabarets** usually do only one show nightly, plus one or two matinees weekly, starting 3 o'clock.

Circus Schumann plays May to October indoor season in center of **Copenhagen**. Acts have a comfortable canteen offering cheap food and drinks and are granted free access to beautiful **Tivoli** amusement park, which is a short block from the circus. Most cabarets also have canteens and there is a general exchange of courtesies for performers among all amusement spots in the city. This is also true in **Stockholm** and **Gothenburg, Sweden**. Conditions in **Norway** are good in **Oslo** but tours, in some cases, are under primitive conditions.

Artists' Unions

While artists' unions in some European countries are not very strong, there are other means for adjusting squabbles with managers or bookers. France has a vaude union, the **French Syndicate of Variety Artists**, but it also has an official body that handles gratis any trouble between employers and employees. This group used to be called the **Prudhommes**, and probably still goes by that name. Most European countries consider show people as a part of labor and provide some form of protection for them and their interests.

Many of the countries of Europe not mentioned in the articles of **Lane** offer good dates but like some of the cities and lands criticized by **Lane** it is difficult for any act without considerable European experience to be fitted into a feasible route. These include **Italy**, the **French Riviera** and **Switzerland**, all of which have pleasant dates if an act can play them without having to make a long jump. Judging by reports from many good European acts that have returned from America after extended tours in the **United States** and **Canada**, work is much more plentiful in most countries of Europe than in America at the present time.

San Antonio Sevenoaks Given Booze Board OK

SAN ANTONIO, Jan. 31. — A clean bill of health was given to **Club Sevenoaks** this week by the **Texas Liquor Control Board**. It was revealed that no recommendation had been received from local liquor control agents to suspend the club's beverage license. Several weeks ago agents raided the night club and said they were going to file a recommendation that the club's beverage license be revoked. Decision not to file was made on the publicity the incident received. No reprimand was planned for the raiding party.

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NEWS NUGGETS

Youngstown Sets Rodeo; Auto Shows to Start

YOUNGSTOWN, O., Jan. 31.—Lou Iroff, director of the Arena here, has signed Al Tansor's rodeo for February 13-15, the first rodeo to play the building. Iroff said construction of a seven-acre parking lot was expected to solve the Arena's parking problem.

NEW ORLEANS MARDI GRAS ACTIVITY CONTINUES...

NEW ORLEANS—Mardi Gras events continue to pack the schedule of Municipal Auditorium here. Two carnival balls are booked for almost every night thru February 17. Gar Moore will promote an appearance by Fred Waring's Orchestra on February 20. Harlem Globetrotters are scheduled for February 22.

NASHVILLE 2,500-SEATER READIED FOR NEGROES...

NASHVILLE—A 2,500-seat building, The Arena, will be opened here in February for Negroes. The brick structure formerly was a freight company headquarters. Concerts, name bands, conventions and trade shows will be booked. Arena Recreation Association, Nashville, will handle bookings.

EXHIBIT BUILDERS' FLOAT WINS PARADE PRIZE...

DELAND, Fla.—Florida's float in the Inaugural parade won first prize and a gold trophy. It was designed and built by Exhibit Builders, Inc., of Deland, which also builds displays for trade shows and expositions.

AUTO HOME ANNUALS ON KIEL SCHEDULE...

ST. LOUIS—Annual automobile show will occupy Kiel Auditori-

Auto Racing Set For Toledo Arena

TOLEDO, Jan. 31.—The Sports Arena here has scheduled three Sunday afternoons of midget auto racing, with competition open to any racing association willing to abide by American Automobile Association rules.

The midget cards will be staged February 8, 15 and 28. Stanley Jechura, local Raceway Park president, reports 40 entries.

Waring Tour Kicks Off

Continued from page 18

ed when and where the Waring troupe will appear. The outlets may get window display kits from Decca, and the store which fits out the best Waring display will be awarded a \$100 bond by the artist.

Only stores along the tour itinerary are eligible and must submit photos of their windows to compete in the contest. The salesman who calls regularly on the winning store will receive a \$25 bond from Decca. The branch or distributor manager in his area will also receive a \$25 bond. Waring has transcribed a simulated telephone interview for deejays along the route. This will be furnished platter spinners along with a script they can follow. Decca branches and distributors will be asked to make certain jocks have the latest Waring disks on hand.

Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsor-promoters in your area. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

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um's exposition hall February 1-7, and the St. Louis Home Show opens its run there February 21. Burton Holmes' Travelogue, February 16, is among other events scheduled for February, reports Manager Louis J. Gualdoni.

SPITALNY BAND TO PLAY CANTON AUTO SHOW...

CANTON, O.—After a 13-year hiatus, automobile dealers here will resume operation of their annual show. It will run five days in April at Memorial Auditorium and will feature Phil Spitalny's All-Girl Orchestra.

"BREAKFAST CLUB" FILLS VANCOUVER BUILDING...

VANCOUVER, B. C.—Don McNeill's "Breakfast Club" show packed about 3,500 persons into the 2,500-seat Georgia Auditorium here recently. It was reportedly the largest crowd ever in the building.

Dramatic & Musical Routes

Ballet Theater: Dallas 3-4; San Antonio 5; Houston 6-7; Corpus Christi 9; El Paso 11; Tucson, Ariz., 13.
Affairs of State: (Geary) San Francisco.
Bell, Book and Candle: (Ford's) Baltimore.
Blackstone: (Earle) Philadelphia.
Call Me Madam: (Shubert) Chicago.
Constant Wife, with Katharine Cornell: (Civic) New Orleans 2-8.
Country Girl: (Cass) Detroit.
Dial "M" for Murder: (Harris) Chicago.
Emlyn Williams: (Royal Alexandra) Toronto 5-7.
Emperor's Clothes: (Wayne University) Detroit.
Fourposter, The: (Locust) Philadelphia.
Good Night, Ladies: (Cox) Cincinnati 1-7.
Greco, Jose: (Shubert) Philadelphia.
Guys and Dolls: (Nixon) Pittsburgh.
Hutton, Betty: (Curran) San Francisco.
I Am a Camera: (Hanna) Cleveland.
Josephine: (Selwyn) Chicago.
Maid of the Ozarks: (Majestic) Boston.
Maggie: (Forrest) Philadelphia.
Mr. Roberts: (Shubert) Washington.
Mrs. McThing: (Colonial) Boston.
Oklahoma: (Biltmore) Los Angeles.
On Borrowed Time: (Wilbur) Boston.
Paint Your Wagon: (Blackstone) Chicago.
Picnic: (Flymouth) Boston.
Point of No Return: (Eringer) Chicago.
Shrine: (Aud.) St. Paul 1-2; (Orpheum) Kansas City, Mo., 4-7.
Skinner, Cornelia O.: (Metropolitan) Seattle 2; (International) Vancouver, B. C., 6-7.
South Pacific: (Aud.) Miami Beach, Fla.
Stalag 17: (Walnut) Boston.
Top Banana: (Great Northern) Chicago.
Wonderful Town: (Shubert) Boston.

Misc. Routes

Balley, Bill, All Star Minstrels: Richmond, Va., 4-5; Lynchburg 6; Roanoke 7; Bristol, Tenn., 8-9; Kingsport 10-11; Knoxville 11-12; Chattanooga 13-14.
Brown-Skin Models, Irvin C. Miller's: (Temple) Baton Rouge, La.; (McKinley) Baton Rouge; (Palace) New Orleans 5; (Ritz) Pensacola, Fla., 6.
Spike Jones' Musical Depreciation Revue: (Corn Palace) Mitchell, S. D., 3; (Aud.) Aberdeen 4.

Skating Shows

Ice Cycles of 1953: Edmonton, Alta., 2-7; Regina, Sask., 9-12.
Ice Polies of 1953: Toronto 2-6; Montreal 8-15.
Skating Vanities: (Ice Arena) Dallas 3-8.

Albert Heidrich Dies

CINCINNATI, Jan. 31.—Albert J. Heidrich, 56, one of the original owners of the Norwood (O.) Roller Rink, died January 14 in St. Mary Hospital. Heidrich had been a car distributor for the New York Central System in Cincinnati. He is survived by his widow, Ann, and a brother, William A., Covington, Ky. Requiem high mass Monday (19) in St. Joseph Church, Covington.

Plan Saskatoon Rollery

SASKATOON, Sask., Jan. 31.—A private firm, which has not yet been incorporated, plans to build the largest roller skating rink in Western Canada on the outskirts of Saskatoon. The 230 by 90-foot outdoor rink will have a floor of polished cement. It is expected to be open in July.

Lex's \$1,535 Swells 'Dimes' Drive in Pitt

PITTSBURGH, Jan. 31.—The March of Dimes campaign was enriched by \$1,535.10 as a result of the annual "Hi-Hat Revue" held January 6-11 at H. D. Ruhlman's Lexington Roller Skating Palace here by the Lexington Roller Skating Club.

Show receipts donated to the campaign amounted to \$767.55, a sum which operator Ruhlman duplicated during a polio show on Pittsburgh tele Station WDTV Tuesday (13). Presentation of the checks, on behalf of the club and Ruhlman, was made by Bob Bell, Donna Kress, Henry Hartman, Carol Voller, Patsy Maue and William Heron, club members.

Edna Betz, Lexington professional, produced and directed the skating show, with assists from organist Mildred Mohny; Bob Bell, emcee, and Ruhlman, who acted in an advisory capacity.

The show consisted of 13 numbers: "Blue Magic," "Dance of the Cats," "Fuzzy's Harem," "Playmates," "Bonnie Highlanders," "Tango Blues," "A Beautiful Rainy Day," musical interlude by Miss Mohny on the organ, "A Cinderella Dream," "Skating School Days," "Ballet Russe," "Salute to the Champions" and finale.

Omaha Polio Party Nets Campaign \$75

OMAHA, Neb., Jan. 31.—A benefit skating party held January 19 at West Farnam Roller Palace for the March of Dimes netted \$75 after payment of expenses, an increase of \$13 over proceeds from a similar show last year, said Jack L. Browne, rink pro. A capacity crowd turned out for the event, for which the management charged 50 cents admission to skaters and spectators alike.

As an added attraction, a variety show was presented, featuring Janet Eickler, tap dancer; Marlin Isach, pantomime; Sandra Gorham, baton spinning; Jennie Wilkins, acrobatic taps, and a comedy hula performance on skates by Browne.

Browne, who in the past has made spring-summer tours of rinks as a solo skater, says he will work a variety format into the show he is preparing for this year's tour. He expects to begin his tour in early May.

Business at the local rink has shown a fine pick-up, with skating classes showing steady growth, said Browne. His next event at the rink will be a nominating and coronation of the rink's "king and queen," to be staged on Valentine Day.

'Vanities' Cancels West Coast Dates

NEW YORK, Jan. 31.—Coast dates for the Olsen and Johnson "Skating Vanities," currently touring, are being canceled out, the Harold Steinman office said here today. The show will close at the end of its regularly scheduled Dallas stand on February 8. Change of schedule is due to injuries suffered by Ole Olsen in a recent accident near St. Louis, which prevents him from continuing.

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PROMOTERS

—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Court Hassle Over Mineola Skating Bldg.

MINEOLA, N. Y., Jan. 31.—The Democratic Law Committee of Nassau County has backed a move in State Supreme Court for a temporary injunction to set aside the recent five-year lease renewal for the one-story brick building on the old Mineola fairgrounds and to order it vacated by Mineola Skating Rink.

The building was converted into a roller rink in 1932 after it was decided to discontinue its use for agricultural exhibition purposes. The county, which had taken over the building last September when the Queens-Nassau Agriculture Society moved to Roosevelt Raceway, granted the lease renewal on December 29. Terms call for an annual rental of \$3,750 for the first two years and \$4,250 for the last three years.

Committee lawyers estimate that the building, 131 by 22 feet, could easily bring the county \$12,000 to \$15,000 in annual rentals.

Court action against the county was filed by James E. Boboras, with Luke Mercandante listed as the plaintiff. Boboras contends that the lease is illegal on the ground that the Board of Supervisors failed to advertise for bids on the building. He also claims that the board had no right to lease the property when space for county offices is being rented in private buildings at high rates.

Gosh Opens Booking Office in Knoxville

KNOXVILLE, Jan. 31.—Byron Gosh, former trouper and show owner, has opened the Auditorium and Fair Booking Company in the White Building here, handling bookings for fairs, celebrations, rodeos and carnivals and indoor dates.

Gosh reports he has 40 sponsors contracted for spring dates under auspices. He has signed several auditoriums and stadiums for units, and also handles special events and promotions, with a publicity department for the sponsor.

Beaumont Rollery Nets \$66 in Polio Benefit

BEAUMONT, Tex., Jan. 31.—A total of \$66 was turned over to the local March of Dimes by Playground Roller Rink here, operated by Bob Gresham.

Sum was raised thru a special show which was presented by John Fragale, instructor at the rink, and a group of Houston skaters.

More Philly Competish

PHILADELPHIA, Jan. 31.—Teen-age members of the Young Men's and Young Women's Hebrew Association participated in the first indoor roller skating program sponsored by the association starting last week. Louis Brown, teenage activities director, is in charge. The Intermediate Social League, under the direction of Claire Shore, president, helped organize the new activity.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP
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GLAMOROUS NEW IDEA IN BEAUTY-MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUISIANA. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.
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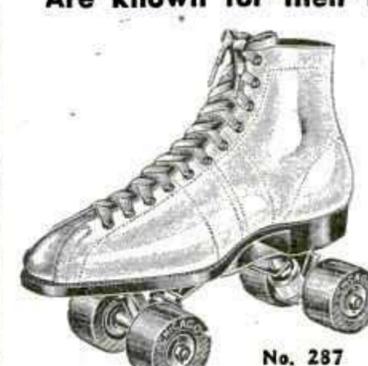
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No. 287

The Final Curtain

ADLER—Joseph. 86, father of clown Felix Adler, January 23 at his home in Clinton, Ia. A carpenter by trade, Adler was one of the organizers of the Clinton Labor Congress. He was a 50-year member of Clinton local, United Brotherhood of Carpenters & Joiners of America. Survivors include three other sons, Walter, Edward and Vinall, and two daughters, Abbie and Theo, all of Clinton.

ALBANESE—Cosimo. owner of the Red Raven, Cleveland night club, recently of a heart attack. Survived by his widow, Marma, exotic dancer known professionally as Shansie Cosmo.

BARTRAM—Violet. former internationally known wire-walker under the name of Atlanta, in England January 11. She was a native of America and widow of C. C. Bartram, Canadian juggler. For many years, prior to Bartram's death, they were both active in the park and resort fields of England.

IN MEMORY
Of Our Dear Mother
MARIE BEGAR
Died Feb. 8th, 1950
Grace, Earl and Harry

BROOKS—Jack. 70, widely known in rep and tent show circles and one of the best known theatrical managers in the Middle West, recently in Municipal Hospital, Sarasota, Fla. He had been in failing health for several months. After spending several years in vaude and rep, Brooks and his widow, Maude, formed the Jack and Maude Brooks Stock Company in 1911 and the show has been a household word in Wisconsin for over 40 years. His body was shipped to Sabula, Ia., for burial.

BRUNNER—Frederick P. 70, well known animal trainer, in Los Angeles. Born in Hamburg, Germany, he had trained and worked animals nearly all of his life. He had been a member of the Pacific Coast Showmen's Association since 1940. No known survivors. Services in Los Angeles Tuesday (3).

CALLEN—Hamilton H. 42, partner and general manager of KIVY, Crockett, Tex., recently in Houston, where he was taken for treatment following a heart attack. Survived by his widow, daughter, sister and mother. Burial in National Cemetery, San Antonio.

CROSBY—Patrick H. 78, retired actor, January 26 in Nyack, N. Y. He made his stage debut in 1894 in Muncie, Ind., and had appeared in "The Weavers," "The Christian," "Misleading Lady," "Captain Barrington," "Sign of the Cross" and also in vaudeville. Crosby also appeared with Al Robson in "The Spider" and with Al Jolson in "Wonderbar."

EDWARD—Jacob. 64, Detroit theater projectionist, January 26 in the booth of the Michigan Theater in that city. He was originally a singer and lecturer, working in the nickelodeon days in the Blackstone and other Detroit theaters. He was for years projectionist at the former Broadway Strand Theater, and for the past quarter century at the Michigan. He was both business agent and president of Local 199, International Alliance of Theatrical Stage Employees, some years ago. Survived by his widow and two sons, William and Robert. Interment in White Chapel Cemetery.

ELLIS—Bruce D. retired San Francisco newspaperman who was once manager for Nat Goodwin and later associated with the Herbert L. Rothchild theatrical interests, January 26 at his home in San Francisco. His widow, Ruth, and a daughter survive.

FETICK—H. George. 45, who operated a film distributing business from his home in Cincinnati, January 24 in Jewish Hospital in that city. Survived by a brother, William, Cleveland. Requiem high mass January 27 and burial in St. Joseph Cemetery, Cincinnati.

FORD—S. William. 59, former theater operator in Atlantic City, January 22 at his home in Philadelphia. He operated the Lyric Theater at the resort for 35 years until it was sold last April. Survivors are his widow, Irene; a daughter and a son. Services January 24 in Philadelphia and burial in Mt. Sinai Cemetery there.

FORRESTER—Tex. 66, who during 40 years in show business had toured with the Lawrence Greater and James E. Strates shows, among others, January 28 in Houston. For 20 years he had been a talker on Leonard Duncan's Harlem Swing Revue. Survived by his widow, sister and brother. Burial in Forest Park Cemetery, Houston.

FUNK—Gustave W. 75, pioneer Detroit theater owner, January 29. In partnership with Thomas Lancaster, a brother-in-law, he erected the Grand Theater in the suburb of DeRay in 1906, continuing to hold a principal interest in the house until his death. In 1927, in association with Lancaster and his brother, Henry, he built the Great Lakes Theater, serving as president and general manager of the operating company. He was for a number of years vice-president of Co-Operative Theaters of Michigan. Survived by his widow, Charlotte; a daughter, Mrs. Ernest Mobbs; and three sons, Hazen, former secretary of Michigan State Fair; Thomas A., former assistant manager of the Great Lakes, and Richard H., now manager of the theater. Interment in Grand Lawn Cemetery.

GINNIVAN—Mrs. Norma. 78, for many years a partner in the operation of the Ginnivan Dramatic Company, in Detroit Memorial Hospital, Waukesha, Mich., January 23. She had been a patient there for two weeks. Her brother, Frank of Ashley, Ind., the other partner in the dramatic company's operation, survives. A son, Harold, died about a year ago. Mrs. Ginnivan retired from show business about 10 years ago and settled in Fayette, O. Burial in Fayette Cemetery, January 26.

GOLDIE—William V. 75, theatrical lawyer who represented a number of stage personalities, January 28 in a New York hospital following a heart

attack. He attended Harvard and Columbia law schools, and 40 years ago founded the law firm, Goldie & Gumm. Among those he represented professionally were Ethel Waters, Lena Horne, Chic Sale and Dr. George Rockwell. He is survived by his widow, Helen.

GUEST—Percy W. 75, January 22 at Pontiac, Mich. He was manager of the small instruments department of Grinnel Bros., Detroit and Michigan music store chain, and had been with the company 47 years. He was past president of the National Music Dealers' Association and a brother of Edgar A. Guest, writer of verse and former radio actor. Also survived by his widow, Frances, and a son, Percy Jr. Interment in Greenwood Cemetery.

In Memoriam
MACK HARRIS
in memory of a devoted husband who passed away February 4, 1950.
Loving memories never die,
As years roll on and days pass by,
In my heart a memory is kept
Of one I loved and will never forget.
IDA

HENRY—Francis J. 48, dance band instrumentalist and pop song composer, January 25 in New York. He had been associated with Guy Lombardo for more than 22 years, and had also played with the Ralph Miller and Isham Jones orchestras. He was well known for his composition, "Little Girl." Two daughters and a brother survive.

HOEGERLE—Alfred 89, former Philadelphia representative for the Metropolitan Opera Company, January 20 at his home in Philadelphia. He was former manager of the Academy of Music, concert hall in that city, and at one time handled Tuesday evening operas for the Philadelphia Orchestra Association. In earlier years he was Philadelphia representative for Oscar Hammerstein in the presentation of local operas. A son, Roy, survives. Services January 22 in Philadelphia and burial in West Laurel Hill Cemetery.

HOLST—Oscar. 71, revue producer and former actor, January 15 in Copenhagen, Denmark. Since 1935 Holst had annually produced the Circus Revue at the Dyrehavsbakken suburban park. He also had been director of the Tivoli Variety Hall, Apollo Theater and other Copenhagen playhouses.

HUGHES—Charles A. 72, secretary of the Detroit Athletic Club, January 29 in St. Francis Hospital, Miami Beach, Fla., following a stroke. He was an organizer of Cadillac, mayor festival promotion, in Detroit in 1912. As the business and promotional head of the DAC for 40 years, he was talent buyer and host to principal names on show business who played the club. Survived by his widow, Anne Lucinda, and two daughters, Mrs. James G. Crowley and Mrs. David Carter Gillis. Body was to be returned to Detroit for cremation.

KING—Dorothy. 38, vibraphonist and entertainer known as Dottie King, January 16 in University Hospital, Philadelphia. She had performed in night clubs thruout the country, Canada and Mexico as vibraphonist, pianist and singer, last appearing at the Black Cat Cafe, Philadelphia. For eight years she was a member of the board of directors of the Musicians' Protective Union, Local 274, AFM, Philadelphia, and served as a member of the union's trial board. Surviving are her mother and a brother. Services January 21 in Philadelphia and burial in Eden Cemetery.

LUBIN—Herbert. 66, a pioneer of the motion picture industry, January 29 at Cedars of Lebanon Hospital, Hollywood. In 1916, he was associated with the Metro organization, later joining First National Pictures. In 1926, while president of Associated Pictures Corporation, he built the \$7,000,000 RKO Theater, New York, for the late Samuel L. (Hoxby) Rothafel; then the world's largest theater. In 1927, he and his associates sold it to the Fox Theaters Corporation and Lubin retired from business. He is survived by his widow, Mollie, and four sons, Edward, Herbert, William and John.

MANSFIELD—H. 72, opera-musical comedy-vaudeville performer, January 11 in Jewish Hospital, New York. Survivors are his widow, a sister, Sara, and brothers Sam and Frank.

MENKE—Harry. 66, a native Cincinnati and Mississippi and Ohio River showboat man since 1904, January 26 in his room in the Shelby Hotel, St. Louis, following a collapse. He had been under a physician's care for a heart ailment. Menke followed in the footsteps of his brother, Capt. J. W. (Billy) Menke. At one time they worked on the old showboat, French's New Sensation, which began operations on the Mississippi in 1917. Later they took over the boat and operated it until 1930, when it was destroyed by a storm en route to Mound City, Ill. At one time he also helped operate the Hollywood, which was managed by brothers Ben and Charles. In recent years the four brothers owned the Goldenrod, which has been tied up in St. Louis. Besides his brothers, he is survived by a sister, Mrs. Luella Summers, Covington, Ky. Requiem high mass January 29 in St. Louis Cathedral, St. Louis, and burial in National Veterans Cemetery there.

NEWMANN—C. A. George. 72, for 50 years a well-known magician, mentalist and hypnotist, recently in Minneapolis. Newmann was well known thruout the Middle West and especially so in the upper portion of that area. He had one of the world's largest libraries on magic, conjuring, witchcraft and the occult. Five years ago the University of Minnesota bought two libraries of his books on the occult. Newmann was born in November, 1880, as Christian Andrew George Naeseth in Kenyon, Minn. He is survived by a sister, Mrs. Gunda Young, Billings, Mont., and a brother, Chester, Hibbing, Minn.

PITKIN—Walter B. 75, author of the best seller, "Life Begins at Forty," which later became a successful Broadway play adaptation and also achieved success as a film, January 25 in a Palo Alto, Calif., hospital. Survived by his widow and five sons by a previous marriage.

RANDALL—Frank. 36, last with the James E. Strates Shows, January 4 in Bay Pines Veterans' Hospital, St. Petersburg, Fla. He was a veteran of World War II, charter member of the Tampa Showmen's Association and a Mason. Survived by his widow, Dorothy; two children, Judy and Mike, and his mother. Burial January 8 in Bay Pines Cemetery with military and Masonic rites.

ROBERTS—Harry A. 65, who had been a concessionaire on the Capital City and Bee's Old Reliable shows, January 21 of a heart attack in a Pell City, Ala., hospital. Survived by his widow, Lottie, and a son, Harry Jr. Burial in Elmwood Cemetery, Birmingham.

SMITH—Sidney. 35, January 25 at his home near Lake Orion, Mich. A member of the Board of Managers of Michigan State Fair, Detroit, he was well known among carnival people. Survived by his widow, Charlotte, and a daughter, Mrs. Henry Stelaff.

STUCKEY—Vic. 38, president of Central Alberta Stampede Association, Stettler, January 18 after a lengthy illness. He was a vice-president of the Canadian Stampede Managers' Association, a member of the Cowboys' Protective Association, president and organizer of the Stettler Stampede and a well-known cowboy contestant at Calgary and other Alberta stampedes. Survived by his widow, three children, his parents in Calgary, a sister and three brothers.

TUBBS—William. 45, American stage and screen character actor, January 25 in London. He had appeared on the stage in "Catherine the Great," "Dead End" and many other productions and also played in more than 20 Italian and French films. His widow, who survives, is Rome correspondent for Variety.

TUTTLE—Mrs. C. W. playwright and dramatic teacher, January 24 at Jackson, Mich.

WHITE—Mrs. Alma Chester. 82, stage and screen actress known as Alma Chester, January 21 in Hollywood. She had appeared with William Faversham and other noted stage and screen actors and had been seen on Broadway in "The Song and Dance Man," among other productions.

WILLIAMS—Mrs. Jean. mother of Kay Williams Spreckels, M-G-M actress, and Vincent (Bud) Williams, New York radio and television announcer, January 24 in Beverly Hills, Calif. Survived by another daughter, Mrs. Gordon Nesser, Los Angeles, and two sisters in Pennsylvania. Burial in Holy Cross Cemetery, Culver City, Calif., January 27.

ZASLAWSKY—George. 72, founder of the Beethoven Symphony Orchestra, January 28 in New York. A native of Kiev, Russia, he studied music in that country and made his first appearance with a touring orchestra there in 1908. Later he conducted in other European capitals and came to the U. S. in 1922. In 1927, he formed the Beethoven Orchestra, which had an auspicious opening at the Metropolitan Opera House but went into bankruptcy in 1929. In 1940, he organized the New York Orchestra, which also had a short life. He is survived by his widow, Gertrude, and a nephew, Anatole Kitain, pianist.

ZILCH—Joseph A. 68, ex-vaudevillian, January 24, at his home in Camden, N. J. With his first wife, Ida May Chadwick, he toured with the Chadwick Trio. The widely used comic cognomen, Joe Zilch, was created by the late Joe Tinney during a performance at the Chestnut Street Opera House, Philadelphia. He used the name to add humor during an emergency when the scenery collapsed. Tinney, then a member of the trio, remarked that "Joe Zilch was quite an architect." In later years he was an automobile salesman. Surviving are his widow, Hilda A.; a sister and two brothers. Services January 27 in Runnemede, N. J., and burial in Silver Lake Cemetery, Dover, Del.

St. Paul Blast

Continued from page 2

She said she wasn't sure she'd ever play St. Paul again.

"This type of thinking makes St. Paul look like a provincial town," commented Manning Gurian, company manager. "I can't understand how one man can speak for your 330,000 people. Is someone going to tell you what to see or read? It leaves a bad taste and you people may have trouble getting New York shows in the future." Gurian stated St. Paul got the play only after persuading Milwaukee to drop two days' performances and this was the first trouble the troupe has had in playing most major Midwest and Western cities.

A St. Paul Pioneer Press editorial (Wednesday 27) said, "It would be officious and insulting for any committee to set itself up as judge of what the public may be safely allowed to see" and asked, "Where will mayor and council find men and women good enough to act as custodians of the morals and sensibilities of people who want to go to the theater and see the plays there offered?" Commenting on the "New York gutter culture" crack by Commissioner Peterson, the editorial further said he was "far off the mark" and pointed out that it was not necessarily Gothamites who make plays successful on Broadway but rather "hordes of good Americans from St. Paul, Minneapolis and thousands of other wholesome American cities and communities" who visit New York and see its stage productions.

Roadshow Rep

W. H. (BILL) CROWLEY comes thru with the following from Milton, Mass.: "Ernie Fanning's notes, published recently, were interesting. I knew most of those he mentions in Gloucester, Mass. When I was a youth I made my home on Somerset Street, Boston, where performers congregated. One spring I got a job helping the stage manager with a Tom show that was promoted by Billy Lincoln and Punch Irving. My uncle, George Crowley, was in advance of the show. An old-time blackface comedian and a good one, Tom Bryant, played the role of Tom. Archie Deagon played Marks. Leila Wilson, a pint-sized soubrette and one of the Wilson Sisters, played Topsy. In fact, the Wilson Sisters did all the fem leads in the old drama. My uncle became ill with a cold at Portland, Me., and Bill Kelleher, about whom Fanning writes in his Gloucester notes, took his place. When Bill Lincoln, one of the owners handed Kelleher the route list Kelleher said, 'I scratch that one. It's always been a hoodoo to every show I've been in there with.' Kelleher pointed to the town, Mechanic Falls, on the list.

"Don't be prejudiced. Forget it and play the town," Lincoln replied. The show made the town all right, but when Lincoln stepped off the train a sheriff was waiting and tacked an attachment on Lincoln's baggage and the show's props and scenery. That is where the show closed and the company disbanded. Lincoln never forgot talking about it and never played the town again in all of his roadshow travels."

L. J. McCLENAN is readying a novelty museum to play Ontario and Quebec towns next summer. He's currently in Ottawa, Ont., where he's working a subscription deal for a Canadian newspaper. . . . **B. B. (Bud) Clements** pens from New Orleans that he has read with interest the recent notes on minstrel shows. He says however, that there seems to be little news of who will be doing what for the coming season. "I hope that some news will come thru Clements writes. "The Eastern shows in the Carolinas and Georgia seem to be taking a rest or they are covering up their plans." . . . **Harry Greenfield** pencils from Toledo that he was pleased to read the list of minstrel names sent thru recently by Charles (Kid) Koster. He asks that some one send thru data concerning Arthur Deming's birthplace and where he made his home in his youth.

London Dispatch

Continued from page 3

rence and Dickie Valentine. Mantovani sells most of the light ork disks, and Ted Heath's is the number one band. Now a lot of new artists like Tony Brent, Johnny Brandon, Jean Carson and David Hughes are coming up the sales lists. In fact, business in the record industry looks on the up-grade.

ARB Ratings

Continued from page 10

City, San Antonio, Schenectady, Syracuse, Utica, Wilkes-Barre.

The Unexpected . . . 30 . . . 52 . . .

Dist.: Ziv Television Productions	
BALTIMORE (3 stations)	
WBAL—10:30-11, Tues.	
Dec. ARB Rating	14.7
(Previous Month's Rating)	14.8
Prec. Show: Two for the Money	15.7
Opposition Shows, 10:30-11:	
WMAR—Wrestling	27.8
WAAM—Life of the Party	1.9
COLUMBUS (3 stations)	
WBNS, 9:30-10, Tues.	
Dec. ARB Rating	22.5
(Previous Month's Rating)	27.6
Prec. Show: Crime Syndicated	20.7
Opposition Shows, 9:30-10:	
WLWC—March of Medicine	29.8
WTVN—Silver Theater	4.1
DAYTON (2 stations)	
WHIO, 10-10:30, Sat.	
Dec. ARB Rating	16.4
(Previous Month's Rating)	15.0
Prec. Show: City Hospital	17.5
Opposition Show, 10-10:30:	
WLWD—Show of Shows	23.8
LOS ANGELES (7 stations)	
KECA, 8-8:30, Wed.	
Dec. ARB Rating	5.7
(Previous Month's Rating)	6.0
Prec. Show: All American Jubilee	7.7
Opposition Shows, 8-8:30:	
KNXT—Strike It Rich	9.7
KNBH—I Married Joan	25.0
KTLA—Frosty Frolics	20.6
KJH—News; Sports by Brundige	3
KTTV—Brew 102 Theater	6.3
KLAC—Candid Camera	3.7
NEW YORK (7 stations)	
WNBT, 10:30-11, Wed.	
Dec. ARB Rating	19.5
(Previous Month's Rating)	21.2
Prec. Show: This Is Your Life	21.3
Opposition Shows, 10:30-11:	
WCBS—Sport Spot; Film Short	9.5
WABD—International Playhouse	5.3
WJZ—Wrestling	3.0
WOR—Invitation Theater	7
WPIX—Telexip; Weatherman; Hockey	2.0
WATV—Feature Film	7
PHILADELPHIA (3 stations)	
WCAU, 10:30-11, Thurs.	
Dec. ARB Rating	17.2
(Previous Month's Rating)	13.5
Prec. Show: Racket Squad	39.4
Opposition Shows, 10:30-11:	
WPTZ—Mystery Hour	19.0
WFIL—Steigmeier Hour	3.5
SAN FRANCISCO (3 stations)	
KRON, 8:30-9, Thurs.	
Dec. ARB Rating	28.0
(Previous Month's Rating)	24.0
Prec. Show: You Bet Your Life	40.5
Opposition Shows, 8:30-9:	
KPIX—Burns and Allen	31.4
KGO—Chance of a Lifetime	4.8
ALSO CURRENTLY SHOWING IN:	
Atlanta, Birmingham, Bloomington, Buffalo, Charlotte, Dallas-Fort Worth, Grand Rapids, Houston, Indianapolis, Jacksonville, Kansas City, Memphis, Miami, New Haven, New Orleans, Norfolk, Rochester, Schenectady, Seattle, Syracuse, St. Louis, Toledo.	

Drivin' Round The Drive-Ins

B. A. EVANS, of Nashwaaksis, N. B., has completed arrangements for locating a second drive-in in the Fredericton, N. B., district. Construction is scheduled to get under way May 1, with opening set for mid-June. . . . **Jack Coleman**, of Newfoundland, who toured Canada and the U. S., looking at drive-ins, with the intention of opening one near Cornerbrook, Newfoundland, has decided to postpone starting construction work because of the lack of sufficient population on the island and the backward weather which prevails during the spring and summer. . . . **Balish & Sons**, of Lockport, N. S., expect to get a drive-in theater in operation early this summer. . . . Reports from the Maritime Provinces indicate that the usual late spring in that sector may delay the opening of drive-in theaters altho operators are considering bowing between May 1 and May 15.

CASH BEECHLER is installing equipment in his new, but as yet untitled, drive-in theater near Charlotte, Mich. Tentative opening date is May 15. . . . **Max and Ben Chechik**, doing business as Meyer Enterprises, has asked Richmond Council (Vancouver, B. C., suburb), for a rezoning decision that would allow them to build a \$250,000 drive-in theater on a 40-acre location in that municipality. The promoters, builders of the Bay Theater, Vancouver, and the Tillicum Drive-In, Saanich, asked that the 40-acre area be rezoned from rural to local shopping to allow them to start construction February 15 and open the drive-in May 1.

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Texas Assn. Acts To Beat Conflicts

Cunningham, Stewart Address Meet; Dallas Showmen Entertain Delegates

DALLAS, Jan. 31.—In an effort to avoid future conflict with other fair associations, the Texas Association of Fairs and Expositions passed a resolution here this week to hold its annual convention on the fifth Thursday in January for the next 10 years. The resolution was passed at the organization's annual meeting here Thursday thru Saturday

(29-31). The gathering was well attended and sparked by social events put on by the Lone Star Showwomen's Club and new Texas Showmen's Club.

President Maurice Turner presided at the business sessions and singing was led by W. O. (Red) Wedgeworth. J. Ben Critz, vice-president and general manager of the Dallas Chamber of Commerce, gave the welcoming address with Nelson McElroy responding for the fairmen.

Cunningham Speaks

Lloyd B. Cunningham, secretary manager of the Iowa State Fair, Des Moines, was a key speaker on the program addressing the confab on "Everybody Pay Policy." James H. Stewart, general manager of the State Fair of Texas here, was the speaker at a noon luncheon today.

In addition to presiding over the meetings, Turner gave his annual report and Ted Overby presented his secretary-treasurer's report. Gaylord R. Lewis, Findlay, O., fair consultant and architect, spoke on "Fair Planning and Financing."

Speaking on livestock premiums were Joe Ogden, A. C. Bishop and Ralph Trolinger, with a question session following.

Luncheon Host

J. Ben Critz presided at a luncheon given Friday by the local Chamber of Commerce. The new Texas Showmen's Club held open house in their hotel rooms and also held a reception and informal dance for the fairmen and attraction representatives. The Lone Star Showwomen's Club conducted Memorial Service. *(Continued on page 59)*

FEARS ELEPHANT BALANCING ACT, PLAYS IT SAFE

COPENHAGEN, Denmark, Jan. 31.—Anyone in search of an architect with a super sense of responsibility should not overlook Preben Hansen, who designed the section destined for circus performances in the ultra-efficiently laid out Aalborg Hall, in Aalborg.

While designing the big stage, Hansen had his engineering staff carefully check the floor-strength necessary to support safely a full-grown elephant, which he figured would be the maximum stress required. A few nights later he awoke in somewhat of a panic, recalling that a pachyderm balancing on one foot would exert a much greater strain on a given area than it would if performing on two, three or four feet—so his staff was ordered into another huddle and doped that one out. We hope that no circus turns up with a trained whale at Aalborg.

Spokane Sets Rodeo Dates

SPOKANE, Jan. 31.—Spokane's fourth annual rodeo has been scheduled for July 16-18 in Spokane Memorial Stadium. Approved by both the International Rodeo Association and the Rodeo Cowboys' Association, it will follow the Calgary Stampede July 6-11.

Events will include bareback and saddle bronk riding, Brahma bull riding, calf roping, bulldogging and wild horse races. Joe Kelsey, Tonasket, Wash., will furnish the stock. Sand will be used to protect the stadium turf instead of shavings, which proved unsatisfactory last year because of their slickness. A. H. Bowles is president of the Spokane Rodeo Association.

IAFE EXECS LAUD CLINIC PROGRAM

Leading Fair Secretaries, Publicity Directors to Attend Two-Day Clinic

CHICAGO, Jan. 31.—Leon Harms, president of the International Association of Fairs and Expositions, this week lauded the program planned for the Publicity - Advertising - Promotion Clinic for Fairs to be held Monday and Tuesday, February 23 and 24, at the Hotel Sherman under the sponsorship of The Billboard.

"I have gone over the program quite carefully, and I think it is outstanding and something that fair managers and those connected with fairs certainly need," Harms wrote from Albuquerque, where he is secretary-manager of the New Mexico State Fair.

Frank Kingman, IAFE secretary and also secretary-manager of the Brockton, Mass., fair, voiced similar praise of the program and pointed out that the board of governors of the International Association had voted its commendation of the two-day workshop.

Kingman phoned that he would attend. Other topflight fair secre-

taries or fair publicity directors who indicated this week that they would be present include Clarence H. Harnden, of Saginaw, Mich., a past president of the IAFE and secretary of the Saginaw Fair, who said he would *(Continued on page 71)*

Green Light Given PNE Building Plan

Board Appoints New Directors, Committees for '53

VANCOUVER, B. C., Jan. 31.—The board of control of the Pacific National Exhibition here has approved plans for the new British Columbia Building and two commercial exhibit halls to be erected on the annual's big plant. Bids will be advertised for immediately and every effort will be made to complete all three structures in time for this year's run.

The BC Building, largest of the structures, will house a huge relief map of the province, the Lipsett Indian Museum and permanent exhibits. While this building will be used all year round, the two flanking exhibit buildings will be used only during the fair. Taxpayers approved a \$1,000,000 building bylaw last month to finance the additions.

Set Directors

Honorary directors and committees have been set for the year. Directors include the mayors of Victoria, New Westminster and North Vancouver and the Reeves of Burnaby, West Vancouver and District of Richmond. Also included are representatives of the B. C. Beef Cattle Breeders' Association, Canadian Manufacturers' Association, Chilliwack Exhibition, Interior Provincial Exhibition, Local Council of Women, Vancouver Junior Chamber of Commerce, Vancouver Tourist Association, Vancouver Civic Theater Society, PNE Press-Radio Gallery, Board of School Trustees, Pacific Great Eastern Railway and the Canada Government Service.

Billsbury Inks Pomona Fair

HOLLYWOOD, Jan. 31.—John Billsbury, local theatrical booker, will supply the attraction in front of the grandstand for the first nine of the 17-day run of the Los Angeles County Fair, Pomona. The contract marks the agent's first date at this event.

Billsbury will present "Ice Vogues of 1953." Show will open September 18. An ice tank, 140 by 60 feet, will be installed on the ground just inside the race track infield and backdrops and special lighting will be used.

The booker also signed for the show at the San Diego Home Show, to be presented for nine days, starting March 7 in the Exhibit Building of the San Diego County Fair in Del Mar. He will produce the show along with Nick Boila, his associate. Also the list of acts is incomplete, it will include Spade Cooley and his band, The Great Drapo, Les Lamarr and Poppy, Johnson and Diehl, Princess Chio, Dick and Diana, Will and Gladys Ahearn, and Jeanne Blanche. Kermit Dart will be featured at the organ thruout the entire engagement.

CNE Nets \$383,271 For All-Time High

TORONTO, Jan. 31.—The Canadian National Exhibition broke all profit records during its '52 run and came up with a net of \$383,271, the largest earnings since it was organized in 1879. The figure was announced here at the annual meeting of the organization Wednesday (28).

The grandstand show, which featured Tony Martin and the Royal Canadian Mounted Police Musical Ride, had a neat profit of \$42,846. This net was derived from income of \$510,555, with expenses totaling \$467,709.

Signed by Hiram McCallum, general manager, and J. A. Northey, president, the financial statement indicates that during the postwar period, 1947-1951, additions to the plant totaled \$557,756. Of this amount, \$413,568 was of those years, leaving \$144,188, of which \$76,908 would normally have been charged against 1952. The board, however, voted to write off the total indebtedness.

It was also pointed out that plant improvements and equipment added during 1952, which amounted to \$111,263, was also charged against current revenue, leaving the big expo free of debt, with the exception of some minor charges for electrical distribution plant expenses.

Total revenue during the run was \$2,745,351. Total expenses, including additions and improvements to plant and equipment, aggregated \$2,361,080.

Admissions accounted for \$823,678. Space sales and building and ground rentals brought in \$515,956. Concessions showed a total revenue of \$417,499, including \$16,000 from restaurants, \$230,594 from general concessions, and \$13,945 from grandstand concessions. Auto trains turned in \$14,000, while outside parking brought in \$15,140.

A total gross of \$397,994 came from shows and rides, with an amusement tax paid out of \$28,281, leaving \$369,713. Of this

total, \$241,904 was paid the operators, the Conklin brothers, with the fair retaining \$127,805.

Other revenue included \$98,044 from running of stock car races during the off season, \$2,562 from Highland games, \$2,664 from soccer and \$500 from sundry games.

Ottawa Net Hits 153G; Gross Up as Gate Dips

OTTAWA, Jan. 31.—A profit of \$153,468.94 was realized on operation of the 1952 Central Canada Exhibition, it was reported at the annual meeting of the sponsoring organization last week. Gross revenue was \$337,313.79.

In his report, Leonard L. Coulter, president, revealed that total attendance was 374,759—some 77,012 under the record set in 1950. The dip in gate attendance was attributed to the halving of crowds on one big day by rain, and the curtailment of advance ticket sales efforts.

The cutting of costs in connection with an all-out advance ticket sale effort made it possible for the event to earn a greater net income with less patronage. In 1952 directors eliminated the giving away of six automobiles as prizes in connection with the advance sale. This resulted in additional savings on printing costs and commissions on sales.

Major improvements included erection of a new lavatory building at a cost of \$33,000; a new roof on the Horticultural Building, \$12,500, and purchase of bleacher seats, 208 feet long and 15 tiers high designed to accommodate 2,000 persons, \$20,000. The bleacher section is portable and will be used to care for overflow football crowds primarily.

S. F. Dadson was elected president; D. M. Stewart, first vice-

New Polio Vaccine to Get Trials

NEW YORK, Jan. 31.—A new vaccine against polio, which could prove a boon to outdoor show business, was announced here this week by Dr. Harry M. Weaver, director of research of the National Foundation for Infantile Paralysis. The vaccine has worked in a few humans and probably will get large scale trials this year, it was disclosed.

Dr. Weaver said that he would like to be able to announce that field tests with such vaccine will be made this year but could not make this statement with complete assurance. He did, however, say that tremendous progress had been made during the past several months.

According to Weaver, the vaccine is made out of virus killed by a chemical formalin, which prevents it from damaging human nerve cells. He said it is perfectly safe and the killed virus keeps some ability to produce antibodies in humans and animals. Antibodies are natural disease fighters that can prevent invading viruses from doing any damage.

M. E. Fager Named Topeka Fair Manager

Veteran Official Succeeds Jencks; Max Wales Resigns

TOPEKA, Jan. 31.—Maurice E. Fager, who has been director of the Kansas Industrial Development Commission since 1947, this week was named manager of the Kansas Free Fair here, succeeding the late Maurice Jencks.

Fager has been with the commission since 1943 as head of the promotional agency and was also a director of the National Association of Industrial Development Organization, a director of the National Association of Travel Officials, a director of Midwest Research, Inc., chairman of the Governor's special commission on small business, chairman of the Governor's special commission on scenic, historic and other points of interest in Kansas and a member of the State's centennial committee for 1954.

In his letter of resignation to the commission, Fager said that his new job as fair manager would still give him ample time to help with the organization's program. He has been active as a speaker on the commission's behalf.

Concurrently with Fager's appointment to the fair job, Max Wales, assistant manager under Jencks, resigned from the board. Wales, who has been assistant manager since March 1952, said he needed to devote all his time to his advertising agency here.

Waco Fair Bldg. Pacts McElyea Concessions

WACO, Tex., Jan. 31.—McLennan County Fair has awarded the concession privileges in its new 7,600-seat coliseum to R. G. McElyea's Amusement Enterprises, Fort Worth, M. C. Corbin, fair's executive vice-president, announced. The concession firm is active at Baylor Stadium, the Cotton Bowl and summer operettas at the Dallas fair, and the Sportatorium in Wichita Falls.

The basis of the contract for the Heart o' Texas coliseum is a 25 per cent share of gross receipts to be paid to McLennan County Fair, Inc., by the McElyea organization. In addition, the concession ops will install equipment in the building under Corbin's supervision and according to his specifications.

The award was made following receipt of bids from several firms. The board's executive committee, which approved the McElyea bid, included Pat Taggart, president; Othel Neely, secretary; Walter G. Lacy, Howard Hambleton and Russell A. Cox.

Part of the steel doors for the new building, held up for some months by a strike at the manufacturing plant, have arrived and if the others come in soon, the building should be ready in March, Corbin said. Ticket booths and entrance gates are being installed and invitations for bids on the 2,000-car parking area will be advertised in the near future.



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MINIATURE TRAIN CO. RENSSELAER, INDIANA

TOP \$ SYMPHONY

Auction Bids Make Big Year a Must

By JIM McHUGH

NEW YORK, Jan. 31.—Continuing prosperous times are looked for by the nation's showmen, judging by the manner in which they participated in the battle of dollars in vying for Eastern fair dates at recent fair meetings.

Judging from the reported prices paid for some of the events, the coming season had better be good—very good, as a matter of fact—if the investment-minded operators are going to come out on top.

While competition and a wide open market naturally stimulate the bidding, many fair officials additionally fan the competitive spirit in their efforts to secure the top dollar for their events.

Open Auction

Unlike the more conventional method of bidding where tenders are submitted and opened at the same time, carnival operators find themselves participating in an open auction with an opportunity to best a rival's bid which was probably built up to top an original offer.

Some fairmen are considerate to the point that they will often hold off the signing of a contract, overnight at least, on the chance that an interested party may be stimulated into raising his offer by another \$500.

The blame is more often than not vested in "the other fellow," but the fact remains that all evidence points to more or less equal guilt among all of the participants in the bidding since nobody wants to lose a contract when a couple of hundred dollars might make the difference.

Costs Build Up

When needed to meet competition the addition of a few hundred—say \$500—to an original bid doesn't sound like much money. It's only when this process has to be increased several times that there comes the awareness that the total nut has pyramided to the point where it is dangerously close, or even reported to exceed, the total of the best previous gross for shows and rides.

Astute as they must be to conduct their perilous business successfully, the operators, as a group, live on rumors and display the kind of gullibility that they usually look for in the natives. As a result, the jackpot forum—that happy group with nothing on their minds but their hats—which populates all convention lobbies, has succeeded in boosting midway pay-

ments by dropping at random tidbits of misinformation.

With advance payments in the form of deposits zooming booking costs, the concessionaire is being called upon for more and more aid. Even the little fellows today have a pretty sizable investment in their dates that are still months away, and owners' bankrolls can seldom suffice for all of the winter's financial needs.

Okay in Plush Times

Immediately after the war at the peak of prosperity, it didn't seem to matter much what was paid for a fair date. Business was the best ever, and barring a wash-out, the shows came out on top, and the operator who missed a fair date could still get dough still dating. Everybody had money.

Later, with the nation levelling off, the overpayments made to fairs were instrumental in the demise of a number of budding operators. There was the feeling a year ago that the casualty list would be high last season and the dismal early start experienced by most units gave substance to the prophecies of the seers. Strangely enough, however, the survival rate was high and the outlook for next season is buoyed by optimism.

The loser in an auction contest has a stock answer. The price paid was much too high, he says, adding that he was glad to escape the financial pitfall. The victor also has a stock answer. He's happy to have the date and considers the price reasonable if not a bargain. And, of course, the price was only part of the deal. The show was actually booked on its merits.

Bookers Active At Mont. Meet

BILLINGS, Mont., Jan. 31.—Carnival and attraction bookers were active at the annual meeting of the Rocky Mountain Association of Fairs here this week.

Siebrand Bros.' Circus and Carnival signed to provide the midway attractions at the Great Falls and Billings fairs. Northern Exposition Shows will play both the B and C circuits.

Barnes - Carruthers Theatrical Enterprises will again produce the grandstand show at both Great Falls and Billings. Williams & Lee Attractions closed for the B circuit and Clarence Smith Theatrical Agency the C circuit.

Thearle - Duffield Fireworks, Inc., signed the pyro contract at Billings and Great Falls and Leo Cremer will again produce the rodeo at the Great Falls Fair.

Ralph Lockett Joins Wade Org

DETROIT, Jan. 31.—Ralph Lockett, formerly with Cetlin & Wilson and Johnny J. Jones Exposition shows has been named secretary of the W. G. Wade Shows' No. 1 unit, Owner Wade announced. Lockett is currently acting as Southern agent for the show.

Cameron Murray, with Ray Williams Shows last year, will rejoin the Wade organization as manager of the Wade Greater Shows unit.

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- * Choo Choo Ride
- * Speed Boat Ride
- * Kiddie Auto Ride
- * Rocket Ride
- * Pony Cart Ride
- * Army Tank Ride
- * Miniature Trains

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3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M 1.50
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PAGEANT COMEBACK?

Hetzer Frames Ambitious Biblical Extravaganza

HUNTINGTON, W. VA., Jan. 31.—Latest entry into the fair grandstand attraction running is "Pharaoh and Moses," pageant type production launched this year by Hetzer's Theatrical Booking Agency here. According to Jimmie Hetzer, agency topper, the new unit is receiving considerable attention from fair and celebration executives.

The idea of the attraction, based on biblical history, was conceived two years ago by Hetzer, who has since spent considerable time and money on research. The pageant portion of the program opens with a portrayal of how Moses as a young prince accidentally kills an Egyptian and is forced to flee into the wilderness. It then jumps over a 40-year span when Moses returns as an old man to demand that Pharaoh free the Jews from bondage. The story then progresses thru various plagues and is climaxed when Pharaoh and his army leave the city to cross the Red Sea in pursuit of the fleeing Jews.

Uses Acts

Entertainment is injected by various novelty acts and dancers who entertain the Pharaoh. One scene depicts the whipping of a slave using professional whip acts and another is placing a slave girl on a spinning wheel with Tex Orton, impalement artist, tossing knives at her. In addition, jugglers, acrobats and magicians will take part in the production.

According to Hetzer, the script has been written and approved, the scenery designed, costumes ordered and other details completed so it will be ready to hit the road this spring.

The cast of the show will be augmented by 25 horses, in addition to camels, asses and chariots for a race scene. A pitch will be made for sponsorship by church groups, youth organizations, fraternal orders, dinner clubs and women's organizations.

Promotion-wise, the show will supply paper in sizes from 1-sheets to 24-sheets, special window cards and a program of newspaper and radio personal contacts.

UNIT CLICKS

Nine Million See Chrysler Auto Exhibit

DETROIT, Jan. 31.—The increased importance of outdoor events as a ready-made audience for traveling industrial shows, was indicated here this week when the Chrysler Corporation released a compilation of attendance figures on its two units of "New Worlds in Engineering" which were seen by nine million people during the past 18 months.

One of the units, which cost a reported \$1,000,000, made its debut at the State Fair of Texas, Dallas, last fall. Since it has played Oklahoma City, Tulsa and Memphis and is set for a tour of the South and Southwest this spring.

The first unit was created primarily as a press showing in Detroit but proved such an attention-getter, it was put on the road and was later joined by a second caravan.

The initial unit uses 70 individual animated displays and the second 100. Each show is built around a special experimental car, not in regular production.

Mike Krekos Adds New Dates

SAN FRANCISCO, Jan. 31.—West Coast Shows and West Coast Exposition Shows will soon open their 1953 tours with added dates, Bobby Cohn, general representative for the two units, said. He also announced the organization, headed by Mike Krekos, is now negotiating for spots rather than seeking them on a bid basis.

Cohn said that one of the big dates for the coming season will be the 34th annual American Legion celebration in Stockton under the auspices of the Karl Ross Post. The organization also added the Napa District Fair in Napa, and the Santa Cruz County Fair, Watsonville, Cohn said.

The West Coast company recently took delivery on a Tilt-a-Whirl and a Rock-o-Plane.

Sets Chico Fair

West Coast will also play the Silver Dollar Fair in Chico. Date was held for years by Foley & Burk Combined Shows, which did not enter a bid this year.

The contract was given to this organization following direct negotiation on the night of the directors' meeting, Cohn stated. According to the representative, the company no longer bids for spots but rather negotiates directly for all contracts. The shows, Cohn continued, work under the assumption that if a fair wants either of the units to play the date an equitable basis for the deal can be reached.

Other dates re-signed include Placer County Fair, Roseville; Madera County Fair, Madera; Santa Clara County Fair, San Jose; Kern County Fair, Bakersfield; Madera Junior Fair, Chowchilla; Livermore Rodeo, Livermore; Calaveras County Fair, Angels Camp; Siskiyou County Fair, Yreka, and the San Luis Obispo County Fair, Paso Robles.

A contract which West Coast has held for years, Multnomah County Fair, Gresham, Ore., was also reported again signed for 1953.

Vivonas Build Second Outfit For Churches

NEW YORK, Jan. 31.—John and Morris Vivona, operators of Vivona Bros.' Shows, this week announced that they would launch a second unit in 1953. The new outfit will be designed to play church and fraternal dates in metropolitan New York and New Jersey. The unit will consist of rides and concessions.

In effect, the move amounts to a re-entry into the bazaar business by the Vivonas. They abandoned this pattern of activity several years ago to expand their physical holdings and to vie with other organizations for Eastern fair dates.

The Vivonas joined with Sam E. Prell, operator of Prell's Broadway Shows, to play a second route. For the past three years they have set their own dates.

John Vivona will continue to manage the major unit while his brother, Morris, will manage the bazaar outfit.

SLA to Mark 40th Birthday

CHICAGO, Jan. 31.—Showmen's League of America will celebrate its 40th birthday on February 19 with a special open house party in the clubrooms. Mel Harris, chairman of the house committee, announced.

All members, their wives and friends are invited to the doings as guests of the house committee. Food and refreshments will be served.

Just 40 years ago, the late William F. (Buffalo Bill) Cody was installed as the club's first president. Walter F. Driver, treasurer emeritus of the League, was on hand for that first installation and will again be on hand at the birthday celebration.

Art Briese, of Thearle - Duffield Fireworks, Inc., Chicago, was confined with a virus infection while at Billings, Mont., for the meeting last week.

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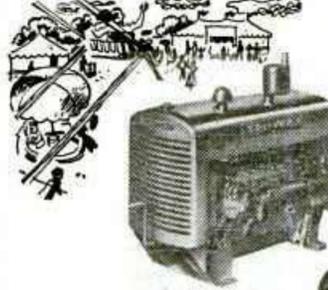
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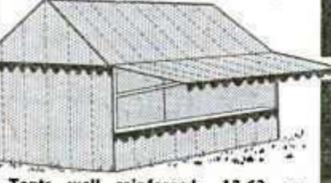
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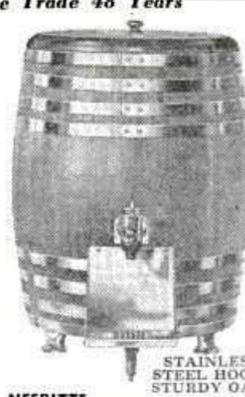
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Talent Topics

Jack Smukler, the Uncle Cy of The Original Michigan Rubes, took a week off to celebrate after the birth of his first born on Inauguration Day and appropriately named the youngster Dwight.

Excess Baggage, comedy dog act currently with the Bertram Mills Circus in England, will play both the San Francisco and Los Angeles sports shows this winter but will sandwich in an engagement at Las Vegas between the expos.

Ray and Arthur, unicycle juggling and finger stand, are also in England but will be back in the U. S. this spring to play fairs for the Boyle Woolfolk Agency. Also signed for the Woolfolk circuit this summer and fall are Patsy Jean, contortion, and Howard Hardin, who will take over emcee chores.

Los Aeros, high act, are spending the winter at the Port Richey (Fla.) Trailer Park, owned by Helen Golden, former vaude trouper. Al Marriott, top man in the Aeros troupe, recently purchased a boat to facilitate his fishing and was presented with a captain's cap by Helen Golden. Gal members of the aerial turn recently returned to Port Richey after Christmas at home. Also wintering at the Florida spot are Billy Barton and Billy Dick.

The Gretona Family, high wire, was grounded temporarily recently by illness. Mrs. Gretona and daughter, Gloria, were confined to their bed with strep throats and flu, and, as a result, topman Otto Gretona was forced to cancel a Havana engagement. Act will, however, be on hand for the Cincinnati Shrine Show and the Chicago Stadium Circus for Barnes-Carruthers.

Chico, yo-yo juggler and slide for life, infers he expects to leave Japan soon and head back to the U. S. Performer has been in Nippon for almost a year... George J. Keller, cat trainer, will make two television performances within a few weeks. First video stint will be on the "Big Top" show January 31, with the second on "Super Circus" February 22.

Billy Barton, high performer, opened a 10-week tour with Sam Prell's Broadway Shows at Punta Gorda, Fla., Monday (19). En route to join the show, Barton stopped off to visit Teresa Morales, Tony and Lola Lamb, Pedro Morales, Dime and Connie Wilson, Lil and Gil Wilson, Harry and Hedy May, Richard Sidney, Eddie Billetti, Pape and Renee, Natal, and Greta and Kelly Keller. Mabel and Andy Kelly were visitors at Punta Gorda. Barton will open his spring route in April at the St. Louis Police Circus for Frank Wirth.

Francis Brunn, juggler, opened a two-week stage engagement at the Chicago Theater, Friday (23).

Count Popo Debathe reports from San Francisco that he has signed for the St. Louis Police Circus, made his annual appearance at the meeting of the Western Fair Managers' Association and signed a total of nine fairs for the coming season.

Mildred Welbes, organist, recently purchased a new Hammond organ and Chevrolet panel truck. She has been spending the winter with her father in Fairmount, Ind., and will play indoor dates and fairs this year for Buck Owens. Her monkey act trailer and truck remains in Thousand Oaks, Calif.

Los Larabees, whips, are playing club dates around El Paso, Tex., after closing with the Benny Fox Camp Shows at the Amarillo Air Base. While at the latter spot they visited with Preston Foster and his wife, Sheila Darcy, who are playing niteries. Lucky Larabee celebrated his birthday when the Fox unit played Lubbock with guests including Benny and Betty Fox, the Ridolas, Lucy and Danlo, the Adamsons and Kinko.

Carnival Routes

Send to
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Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

American Midway: Brownsville, Tex., 7-16.
Big State: Del Rio, Tex.
Glades Amusement Co.: Miami 3-14.
Peppers All States: (Mardi Gras) Mobile, Ala., 4-17.
Prell's Broadway: Davie, Fla., 6-8; Fort Pierce 9-14.
Royal Crown: (Fair) Fort Meyers, Fla., 3-7.
Royal Expo: (Fair) Sarasota, Fla.; (Fair) Lake Wales 9-14.

Circus Routes

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Davenport, Orrin: Detroit 3-8; Cleveland 9-22.
Gran Circo Americano Loyal Repensky: Moran, Provincia Camaguey, Cuba, 3-4; C. Violeta 5; Velasco 6; Esmeralda 7; C. Jarou 8; Sola 9; Nuevitas 10; C. Lugareno 11; C. Senado 12.
Harris & Rowe: Somerset, Ky.: Jeffersonville, Ind., 9-14.
Polack Bros.: Western: (Coliseum) Fort Wayne, Ind., 6-8; (Armory) Louisville 9-15.

Bill Atterbury, swaypole, visited his brother, Bob, high wire, when the show played Enid, Okla.... The Beckleys were confined to the base hospital at Amarillo with influenza.

Low and Elsie Christensen closed with Patterson's circus at Battle Creek and headed for their Sheboygan, Wis., home to spend a couple of weeks.... Louis Attila, shooting act, will close February 1 at the Holy Ghost Music Hall, Philadelphia. Booking was handled by the Suez & Rothbard Agency.... K. L. Kais' high voltage electro act, will play the Campbell Soup Company show in the Camden, N. J., auditorium February 2 for the Jimmie Loughran Agency.

Out in the Open

Bill de L'horbe, sales manager of National Amusement Device Company, Dayton, O., motored to Cincinnati recently with Tommy Holmes, Toronto nitery operator, who operated eight of National's Century Flyers kiddie trains at the recent Canadian National Exhibition in the Canadian city. Holmes was en route to the West Coast on an extended vacation jaunt. De L'horbe made a visit to the Cincinnati Zoo before returning to Dayton. Bill, who has been making his sales jumps recently in a four-place Cesna, reports that he has an order in for a speedier late-model plane of the same make.

Ben S. Allen, head of Posters, Inc., Philadelphia, reports that the firm's 1952 business showed an increase of 31 per cent over 1951, which was a record high for the company. He said that Jack Weiss, who has wide experience in the poster business, is representing Posters, Inc., in the Southeast and on the Atlantic seaboard. Mary V. Strain, Allen's Girl Friday, has rejoined the firm after a three-month illness. Ben plans to attend State fair meetings in the East.

Eugene J. Hayes, of the Du Quoin (Ill.) State Fair, has been re-appointed top man in the Illinois Harness Racing Commission.

Paul Black, president of the Piedmont Interstate Fair, Spartanburg, S. C., has been re-elected president of the South Carolina Peach Growers' Association.

Bob Lohmar, general agent, was given a surprise birthday party at Winnipeg during the recent Western Canadian Fair meetings. It was Bob's 70th birthday.... Robert Morse, past president of the Indiana Association of Fairs, was among the visitors at the recent convention of the Michigan Association of Fairs in Detroit.

Sam J. Levy, of Barnes - Carruthers Theatrical Enterprises, Chicago, and Mrs. Levy left the Windy City Sunday (1) for Miami Beach, where they'll vacation for several weeks.... Bernie Mendelson of O'Henry Tent and Awning Company, Chicago, and his wife are in Florida, where they plan

to remain until after the Tampa fair.

Mrs. Bernice Stahl is installing a new Looper at Edgewater Park, Detroit, where she operates a Rock-o-Plane and a Bubble Bounce.

Jack Duffield of Thearle-Duffield Fireworks Company, Chicago, was hospitalized Friday (23) in that city after a sudden attack.

Rupert D. Ramsay, long prominent in Saskatchewan agricultural and fair circles, has been named director of the extension department of the University of Saskatchewan, Saskatoon. The department works closely with A, B and C class fairs in the province.

Billy Senior, attraction rep for Barnes-Carruthers Theatrical Enterprises, Chicago, is back at his desk after a week's bout with the flu.

Aut Swenson, head of the Swenson Thrillcade, has completed printing operations on his 1953 program. The 36-page booklet is printed in multicolors and contains well over 100 photos of thrill show operations.

The Springfield (Mo.) Daily News of January 24 carried a picture of the miniature stage coach which led President Eisenhower's inaugural parade. The coach was built by Midget Wagon Company, Mountain View, Mo., supplier of midget vehicles for parks, carnivals and TV shows, according to a story which accompanied the picture.

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New Funspot Site Leased at St. Paul

Schiavones Plan 10-Ride Layout On City Land, Set May 15 Start

ST. PAUL, Jan. 31.—Amusement park equipment on Harriet Island, on the fringe of downtown St. Paul, will be set up for summer-long operation, Norris O. Halvorson, city park and playgrounds commissioner, announced Wednesday (28).

The equipment will be set up by Rocco and Carlo Schiavone of St. Paul, owners-operators of

Rocco Shows, who have signed a five-year lease with the city for the 60-acre site.

The Schiavones plan to install 10 rides, including a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl; planes, train, and jeep rides for kids; roller skating rink, refreshment stands and concessions.

10 Per Cent Cut to City

The city is to get 10 per cent of the gross, with admission to the grounds free. Opening date of May 15 may be changed if the weather permits. The Schiavones have been given permission by Halvorson and the St. Paul city council to stage a three-ring circus twice during the summer.

First date for the circus will be on the opener. The Schiavones have not yet contracted for the circus set-up.

A dance floor will be set up in the Harriet Island pavilion and the picnic facilities on the island will be refurbished. The refreshment stands will be leased out. The island has facilities for the parking of about 300 cars. Under terms of the contract, approved by the council, the Schiavones have made no guarantee to the city.

The amusement center set-up is the brainchild of Mayor John Daubney, and will mark the first time St. Paul residents have had an amusement center close to home in more than two decades.

Years ago Twin City Rapid Transit Company ran Wildwood Park, about a dozen miles from the heart of St. Paul, as an amusement center. Wildwood operated from before the turn of the century until the late 1920s.

Since its shutdown, Saint Paulites have turned to Excelsior Amusement Park at Excelsior, Minn., about 35 miles west, for such entertainment.

NAAPPB Polls Promotional Book Demand

CHICAGO, Jan. 31.—The National Association of Amusement Parks, Pools and Beaches has exhausted its supply of picnic promotion booklets published by the National Industrial Recreation Association, Secretary Paul Huedepohl said this week. He is surveying NAAPPB membership to learn whether more should be ordered.

Two orders totaling 13,750 copies have been distributed thru NAAPPB, he said. Orders for about 3,000 more should be received before another purchase is made, Huedepohl said.

Lake Texoma Spots Report Crowds Up

DENISON, Tex., Jan. 31.—More than 4.5 million people visited Lake Texoma here in 1952, according to a recent report. This represents a gain over the previous year of about 250,000. The lake area includes 30 resorts. The State of Oklahoma expects to see a major resort in March, and the State of Texas is planning a resort for Eisenhower State Park at the lake.

Hires Report Used In Bottlers' Paper

CHICAGO, Jan. 31.—A paper read at the National Association of Amusement Parks, Pools and Beaches convention by John F. Gorski, vice-president of the Charles E. Hires Company, was the basis for an article in a recent issue of the Bottling Industry, bottlers' trade paper. The report also was earlier by Wall Street Journal.

Park Officers Study 2 Bills To Remove Tax

CHICAGO, Jan. 31.—A congressman has introduced two bills to end federal excise taxes on admissions and Paul Huedepohl said this week that he is awaiting word from the National Association of Amusement Parks, Pools and Beaches president and legislative committees on what support NAAPPB will give the measures.

The congressman, Rep. Victor Wickersham of Oklahoma, introduced the bills early this month and has requested NAAPPB backing. One bill would eliminate the tax on theater tickets. The other would terminate tax on admission to all amusements.

Huedepohl said he was certain the NAAPPB would watch developments on theaters-only provision very closely and pointed out that the association would be against any change in the tax picture unless parks were included.

He stated that numerous similar bills have been introduced or are anticipated in this session of Congress. The necessary committee action on them has not started and some of the bills will die in committee, it was expected.

APRIL BOW

Sammy's Is Smoke, Not Fire Victim

NANTASKET BEACH, Mass., Jan. 31.—Sammy Simmons, operator of Sammy's Amusement Center here, reports that his enterprise was not destroyed and suffered smoke damage only in the recent fire which swept part of this resort. First reports on the fire said that Sammy's was destroyed.

According to Simmons, his amusement center, which includes a Merry-Go-Round, kiddie rides, Penny Arcade, Angelo's Spaghetti House and Joe and Nemo's Hot Dog Palace, will be ready to open about April 1. New rides and games will be added and there will be free gifts for everyone on opening day.

Summit Beach Set For Steam Train

AKRON, Jan. 31.—Ed Palmer, vice-president and general manager of Summit Beach Park here, announced that arrangements have been completed for installation of an Ottaway steam train in the park.

Supplied by the Ottaway Amusement Company, Wichita, Kan., the train will operate on a mile of track and carry about 100 persons. The operation will be modeled after successful steam trains installed at Joyland Park, Wichita, and Ocean View Park, Norfolk.

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Hamid Announces NAAPPB Committees

CHICAGO, Jan. 31.—announcement of membership for standing committees of the National Association of Amusement Parks, Pools and Beaches has been made by George A. Hamid, president, thru the NAAPPB office here.

Secretary Paul H. Huedepohl said that make-up of committees has been changed, in numerous cases as in past years. Following is the full list of committees. Included are some ex officio committees and some which have been announced previously. In each case the first person named is chairman and in the case of larger committees, the second one named is vice-chairman.

Awards and Exhibits—John A. Dineen, Robert A. Guenther, John L. Coleman, Don Dazey, Fred McFalls Jr., Fred W. Pearce Jr., Lawrence Stone.

Historians—W. St. C. Jones, Allan E. MacNicol, W. F. Mangels, Fred L. Markey, Fred W. Pearce.

Finance—Don Dazey, A. B. Gurtler, E. E. Foehl, William B. Schmidt. Alternates—Henry G. Bowen, A. B. McSwigan, Edward L. Schott.

Banquet—Julian H. Norton, J. R. Singhiser, Mrs. Harry J. Batt, J. M. Gurtler, George A. Hamid Jr., Mrs. George A. Hamid Sr., Robert L. Plarr, Fred C. Williamson.

Executive—George A. Hamid, Julian H. Norton, A. B. Gurtler Jr., Allan E. MacNicol, Paul H. Huedepohl.

Insurance—Edward L. Schott, H. P. Schmeck, Edward J. Carroll, Paul H. Huedepohl, Robert L. Plarr, E. E. Strunk.

Legislative—Harry J. Batt, Joseph Melec, E. E. Foehl, A. Joseph Geist, Allan E. MacNicol, A. B. McSwigan, L. P. Murphy, Fred W. Pearce Jr., Robert L. Plarr, G. P. Price and William B. Schmidt.

Location and Exhibit Arrangements—Edward L. Schott, William B. Schmidt, Harold K. Barr, Paul H. Huedepohl, J. R. Singhiser.

Membership—Allan E. MacNicol, R. M. Spangler, Harry J. Batt Jr., Rex D. Billings, Robert E. Bollinger, John Logan Campbell, Joseph Colihan, Donald Colvin, William de L'horbe Jr., Mrs. Minette Dixon, Dr. L. H. Firestone, Richard L. Geist, F. L. Hall, C. E. Henniger, Dudley S. Humphrey, James E. Johnson, Fred W. McFalls Jr., L. P. Murphy, Julian H. Norton, Carl E.

Phare, M. A. Rindin, W. J. Tarr, George K. Whitney Jr.

Museum—Allan E. MacNicol, George A. Hamid Sr., A. B. McSwigan, George K. Whitney.

Music Royalty—Joseph Malec, Edward L. Schott, Henry G. Bowen, John Collins, John A. Dineen, C. E. Henninger, Benjamin Krasner, Irving Rosenthal, Carl A. Sinclair.

Nominating—William W. Muar, William B. Schmidt, A. B. Gurtler, Harry A. Illions, Fred L. Markey, R. M. Spangler.

Program (general)—A. B. Gurtler Jr., Dr. L. H. Firestone. Balance of committee will be announced later.

Program (beach and pool)—Vernon D. Platt, Chauncey A. Hyatt, Charles R. Flatt. Other committee members will be announced later.

Publicity—Bert Nevins, Jim McHugh, Harry J. Batt Sr., Herb Dotten, Harry Storin.

Resolutions—Henry G. Bowen, R. M. Spangler Sr., Harry A. Illions, H. J. Terrill.

Service Awards—Don Dazey, Mrs. Minette Dixon, John L. Coleman, Robert E. Freed, William W. Muar, William J. Tarr.

Social and Reception—Julian H. Norton, J. R. Singhiser, Mrs. Harry J. Batt, Ida E. Cohen, Mrs. J. L. Coleman, Mrs. J. W. Conklin, Mrs. Don Dazey, Mrs. George A. Hamid Jr., Mrs. D. S. Humphrey, Mrs. Fred M. McFalls Jr., Mrs. William B. Schmidt, Mrs. J. R. Singhiser, Mrs. George K. Whitney.

Ladies Social—Mrs. George A. Hamid, Mrs. Edward J. Carroll, Mrs. Harry J. Batt, Mrs. Harry J. Batt Jr., Ida E. Cohen, Mrs. Paul H. Huedepohl, Mrs. Fred M. McFalls Jr., Mrs. Vernon D. Platt, Mrs. H. P. Schmeck, Mrs. William B. Schmidt, Mrs. J. R. Singhiser, Mrs. H. J. Terrill.

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Beatty Trims Wallace Title; Movie, TV, Circus Action Set

Trainer-Owner Denies Moore Rumor; Wallenda to Produce Show Numbers

DETROIT, Jan. 31.—A telegram from Clyde Beatty apparently ended plans of B. C. Davenport, Bill Moore and Albina Beatty to use the Beatty name in connection with Wallace Bros.' Circus this season.

Beatty, working here with Orrin Davenport's show, said that he had sent the telegram after reading in The Billboard that the Texas show's title would be Wallace Bros. & Harriet Beatty Combined Circus. In the telegram he asked for clarification and stated his intention of starting legal action, he said here.

Meanwhile, from Gonzales, Tex., quarters of the Wallace show, there were strong indications that the title plan announced there had been dropped.

Moore Not Returning

Beatty said in Detroit that he did not plan to take Moore back as general agent of the Clyde Beatty Circus. On the West Coast recently it has been rumored that Moore was seeking that post. He was Beatty's agent and after leaving joined the Wallace organization as agent.

Coming up soon, Beatty said, will be his announcement of staff members for the next season. At present, he said, Harry Golub is acting agent.

No fairs have been signed yet, Beatty said, but several fair dates for the Beatty show are in the works and are expected to be signed as soon as the route picture clarifies.

Movie, TV Action

A feature length movie, "Perils of the Jungle," starring Beatty

3 SECTIONS

Loyal Show Wins Cuban Business

SANTA CLARA, Cuba, Jan. 31.—Loyal Repensky Circus now is moving by rail thru the interior of Cuba. A four-day stand at Mantanzas gave good business, also other shows have played it for only two days.

En route to Santa Clara, the show moved by two rail sections. Four sleepers, including one formerly used by railroad officials, arrived late in the afternoon. The show is using an airplane for bally in each town.

Three Full Houses

Jovellanos, Perico and Colon all gave packed houses and Santo Domingo, Thursday (22), had a three-quarters turnout. Santa Clara was a three-day stand ending Sunday (25). Show is routed thru April, with most towns in for one day. Jose Fernandez is the representative.

Octavio Pedrero Jr., manager of the show, said jumps are short, but that the train frequently is sidetracked for other trains or to change locomotives. No time of departure is set and arrivals are as late as 4 p.m., but he said the show always has been ready for its 9 p.m. performances. Canvas and poles are carried overland on three trucks.

Santos-Artigas Tours Interior

HAVANA, Cuba, Jan. 31.—Santos & Artigas Circus, which closed its run here January 6, has completed the first two weeks of its tour of the interior of Cuba. Among the acts are Beatrice Dante, chimps; Polidor, clown; Mlle. Gabrielle, high school horse; Rolling Eagles, Mexican skating act; and Manolin, Mexican musical clown. Havana engagement was successful despite the opposition of three other circuses in town at the same time.

was premiered in Hollywood last week and will be released February 1 thru United Artists, he reported. Beatty explained that the picture was made by combining two of the shorts he made for television and adding new material to complete the continuity. He said the project was a success and two more similar theater films will be made.

Meanwhile, his proposed trip to Africa for movie-making chores now is scheduled for next winter. He said the plan fell thru this winter because of the change in government in Egypt. Part of the movie work is to be done in Cairo, according to Beatty.

The 13-week series of TV films which Beatty made in quarters and on the show a year ago have not yet been released but prob-

ably will be available next fall, the trainer said.

Circus Work Set

Beatty reported that his railroad cars will be equipped with the new AB air brakes as required by an Interstate Commerce Commission ruling applying to rolling stock on all railroads. The cars now are stored away from quarters, but in March they will be moved for the brake job, Beatty said.

Karl Wallenda will handle production work for the Beatty program this spring. The Wallenda troupe, also with Davenport now, will go to the Beatty quarters following the Cleveland engagement, which ends February 22. Wallenda then will start rehearsals for the Beatty production numbers. The Wallendas will be on the show about eight weeks.

WEST UNIT SPARKLES

New Polack Theme Set By Barbette

HAMMOND, Ind., Jan. 31.—Polack Bros.' Western unit this season takes on a different theme, expressed thru Vander Barbette's six production numbers, which range from a brassy Side Show bally to a sophisticated Continental pantomime.

The acts are a balance of newcomers to the show, like the Triskas and Seven Ashtons; returnees, like Klausers Bears, and holdovers, like the Ward-Bell Flyers. Act announcements again bow liberally to the DeMille circus movie. In all, it's a hefty, colorful program.

Opener is "This Way to the Side Show." A full-size double-deck banner line is spread and to the talker's opening, by Harry Dann, the "freaks, wonders, curiosities" parade thru the entrance. Only the midget, Cucciola, is genuine. Others are satires on fat, bearded, tattooed and dancing girls, sword swallowers, strong men and fire eaters. Pacing the effect is the realistic thumping of a bally drum.

Schallers, Sonny Moore

The Schaller Brothers, (2), wing into their rapid trampoline number that includes some spectacular flips and twists. The act has been playing niteries. Sonny Moore's Roustabouts, dogs and pony, cavort in comedy confusion. Their fireplug gag brings laughs and the springboard wind-up is strong.

Another old-time note is sounded by Barbette's iron-jaw number. Four of the girls display the traditional butterfly effect while being revolved on a pedal-powered rigging. The number also includes a ladder-type routine and an iron-jaw spin.

Mayme Ward, now Polack's wardrobe mistress, and Jack's of Hollywood are responsible for these and other costumes. The lighting equipment consists of wheeled boxes which may be shined upward or to the side and these were developed by Barbette and Gus Bell.

Ostermaier, Dobritch

Albert Ostermaier, working his own stock after a stint in the army, displays elegant horsemanship. Then Lola Dobritch pleases with her well-styled toe dance and unicycle on the tight wire. Pink and June Madison, with Frenchy Durant, work the Whitebeck elephants (3). June, formerly of Hawaii, fronts the elephant number with unique vigor.

In the Seven Ashtons, Polack has found an uncommonly strong Risley act and has retrieved for the circus a troupe seen in this country only in night clubs and the Henie ice show. Their foot spins, including a fast one with a bar carrying two people, click. A pass-over is good. And one member, Dougie, makes comic

asides and mugging an act in itself.

The clown bullfight is stamped with Barbette's European approach, having more pantomime and less noise than usual versions. The Triska Troupe earns thrills on the high wire with their three-high on a unicycle, blindfolded somersault, motorcycle and cycle somersault over three.

Cancan, Klausers Bears

Opening the second half is Barbette's 12-girl web number. It's shaping up and the cancan motif ads color and sex. Klausers Bears again feature young Herta's interpretations of the bruin stunts. A bear's forepaw walk is new and good. The teeterboard, cycle and buggy rides hold up. A bear's waking up bit is cute.

Clown Ed Raymond continues his strong man burlesque, accompanied by Chester and Joe Sherman, Red Carter, Laurence Cross, John Siems, Dennis Stevens and Harry Dann. An eight-girl serpentine ballet sets an oriental stage for the Jim Wong Troupe, and in this Jackie Wong and company carry on his late father's work. It's Chinese contortion-acrobatics at its best.

LaNorma takes attention back to the air, offering heel and toe suspensions and an ankle catch on the single trap. An iron jaw spin completes it.

Illness of some stock put the Alberto Zoppo Troupe at a handicap here, but the bareback riders, including Cucciola, carry on in familiar colorful style.

Panto Jester Ballet

"Carnival in Spangleland" has had Barbette's special attention. Of the opinion that clowning too long has been confused with masquerading, he has dipped deep into European jester lore for this one. Curtains on a prop stage open to reveal characterizations of Pierrot, Pierrette and Pagliacci. They come to life for pantomime and ballet along with numerous large-headed dancers. Marilyn Hightower, as the Pierrette, brings professional ballet to the circus.

Danish jester, John Siems, continues the production with

(Continued on page 59)

School Show Loses Stand to Influenza

McMINNVILLE, Tenn., Jan. 31.—Closing of schools here caused the Harris & Rowe indoor circus unit to lose Tuesday and Wednesday (27-28). Agent J. C. Admire said influenza was the reason. He said the show also had lost Friday (23) because of a truck accident. Jimmie Watts, co-owner, is back as manager of the show.

STRONG ON NAMES

Orrin Davenport Pops Huge Show

By TOM PARKINSON

DETROIT, Jan. 31.—Orrin Davenport is displaying a massive performance here. It's big-time, three-ring circus all the way thru, with big and heavy acts, many of them names in the business for years.

The production is augmented for this and the Cleveland stand which follows, but most acts other than Clyde Beatty and the Wallenda Troupe will continue with the package thru its winter and spring route.

Business, always slow starting here, was better at the outset this time than last year. If it follows the usual pattern, attendance will reach top levels over the week-end and continue thru the February 8 closing.

Beatty Cats Fight

Things got underway Monday (26) with a cat fight during Beatty's animal act. Combined with recollections of a bigger scrap the lions and tigers had at the same spot two years ago, it reaped press attention.

With lots of people and stock, Davenport has produced a traditional spec for the opening. Then Dick Lewis works table rock at one end, and the other end is given over to the Sandys, casting-trampoline combination. It's a neat act with comedy, and unveiling a blackface to reveal the girl is a novel wind-up.

Kid reaction to appearance and performance of Beatty was hefty. He works with eight lions and three tigers, all big, sleek animals. Feature continues to be a roll-over tiger, tub-rolling lion and a heavy helping of noise, flash and showmanship.

Rietta (Wallenda) continues the thrill department with her sway pole performance. The LaBlonde Trio offers standard aerial bars routine. Two Cole Bros.' pony drills flank the Hawthorne Bears in the next display. While strong, the bear act loses some of its effect in such a large building because the bears are still small. The Shyrettos replace the bears on the stage and please with their familiar jitterbugging on unicycles and two and three-high combinations.

Big Aerial Display

Reminiscent of the biggest canvas shows, Davenport comes up with a multi-act aerial display that counts in the Dobritches, Valeries, Caigon and Juanita and Merideths. They give way to Jimmy Troy's solo with single trap and chair balancing.

Helen Haag's Chimps have the center for their perch and wire work and riding such kid devices as a hobby horse. The act's clincher, a motorcycle ride around the entire hippodrome track, by two chimps was cut Tuesday because of the number of children seated on the track. Tiebor's Seals and Nelson's Pigs are the side ring acts in this display. The pork production is bigger and more settled than when caught a year ago on Hamid-Morton.

There's a clown car gag to precede a balancing and juggling display which finds the Bokaras (7) teeterboarding with a twister to a three-high and a triple to the chair. The Glen Henrys (4) keep pins, balls and ropes active in a speedy juggling turn and the Martells (Hannafords) work rolla-rolla that includes a head stand.

Dorita Konyot fills the dressage position with ability. She uses two horses in the act. Clowns walk around. Displaying his usual style and business, Unus performs the finger, cue, hoop and cane stands.

Hodgini, Hanneford, Romig

In the dog and pony display, the Henrys are back and make a good appearance. The Zavattas' includes a dog riding a motorcycle. And Joe Hodgini works an especially attractive collection of dachshunds, Pekinese, Dalmatians and other breeds.

The George Hanneford Family features George Jr., in a back flip to a second horse, Tommy in clown riding and Kay in graceful principal work, which

comprise a capable, bareback riding display. Irv Romig comes in as a space man to add a fresh note to the old clown fight number. Then Marjorie Cordell works rings while 16 other girls perform web routines, and she finishes with one-arm planges.

Perch acts make up another display. Here the Five Antaleks have the center spot for their double, high foot, two-high and revolving perch bits, with their three-up as the feature. The Kurts (Orantos) flank with two-up on a shoulder perch and foot ladder balancing. In the third ring are Francisco and Dolores in their perch act that uses a bike mounted atop the pole.

Cole Bros.' elephants, under direction of Paul and Barbara Jones, work in a four, three and three combinations. The bulls have neat trappings and offer standard routines.

18 Clowns On

Otto Griebing leads the clown band, and the number of clowns is demonstrated. The line-up includes Felix Adler, Ernie Bursch, George LaSalle, Oscar Lowanda, Larry Benner, Kenneth Waite, Joe Short, Irv Romig, Jimmy Armstrong, Frankie Saluto, Dick Lewis, JoJo Lewis, Jackie LeClaire, Carl Marx, Phil Escalante, Roy Barrett and Lawrence Anderson.

The Wallendas, working on the high wire in their usual good form, have amended one part. Where two members revolved on shoulder bars, the act now counts nine people on the wire for the stunt and three people revolve, giving it a bigger, heavier effect.

Milt Herriot is ringmaster for Cole Bros.' 12 palomino Liberty horses and is using the mix-up. Act makes a good appearance.

(Continued on page 59)

4-State CFA Group Honors Zack Terrell

EVANSVILLE, Ind., Jan. 31.—Circus fans from Indiana, Illinois, Kentucky and Tennessee met here Sunday (25) to organize the Zack Terrell Tent of the Circus Fans Association. Tent was named in honor of Terrell, Owensboro, Ky., who formerly owned Cole Bros.' Circus.

Carl Selle, of Evansville, was elected president. At the same time, E. Harold Berges, of Evansville, was elected president of the Ben Wallace (Indiana) Top. Speakers at the sessions included Karl K. Knecht, former CFA president; Carl Sahlen, of the Evansville Firemen's Circus, and Jack LaPearl, clown.

The 30 fans in attendance also went to the Firemen's show at the Coliseum. That program included Eilly Ardely, aerialist; Bill Woodcock with Miller's Baby Elephants; Princess Ala Ming, wire; The Germanos, acro; Huguette Bonneville, menage; Five Ericksons, hand balancing; Walter Jennier and Buddy, seal; Janet's Dogs and Ponies; Aerialta (Jennier), single trap; Valentine Trio, perch; Wong Hung Shu Troupe, juggling, and clowns Jack LaPearl and Billy Griffin. Show ran Thursday (22) thru Sunday (25).

Burling Prepares For Early Opening

WAPWALLOPEN, Pa., Jan. 31.—Burling Bros.' Circus winter quarters are busy with preparations for the coming season. Owner Henry L. Vonderheid said this week. He announced the show would continue auspicious operation. Acts and personnel will remain about the same as last year.

Trucks are being readied for an early opening. Three have been painted. New light plant and sleeper are to be built, he said.

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Dressing Room Gossip

Circus Enterprises

Due to illness Willie Clark closed with the show at Hollywood, Fla. Danny Styron joined clown alley at Belle Glade, and Lou Walton and Junior Fisher joined clown alley at West Palm Beach. Frances Doran visited at Moore Haven.

Crowds go for Cindy, the high diving chimpanzee, and her trainer, Caroline Castine. Bert Pettus has added the plank walk to one of his elephant numbers. Glen McIntosh, of Belle View, Mich., caught the show at Naples.

Mrs. Juanita Snyder has the inside ticket box now. Leon Snyder is equestrian director and keeps the show moving at a fast pace.—BUCK LEAHY.

Bill Bailey's Minstrels

Charlie Johnson, violin player, was hospitalized in Savannah. A new silver back drop was delivered. It will be used in the first part with our gold wing drops. One of the chorus girls left unexpectedly, and Donna Rubin, daughter of Si Rubin, stepped in to make her stage debut in the parade number of the grand finale. Richie Ray Smith, 19-month-old daughter of Gene and Jerre Smith, stole the finale during her recent appearance. Gene and Jerre, along with

Polack Sparkles

Continued from page 58

sleight-of-hand that produces a stageful of paper flowers and a lengthy streamer that clowns carry around the arena. The "Carnival" number calls for deeper thinking than most specs or clown stops.

The Ward-Bell Flyer, ring the performance to a rousing close. They are again sporting distinctive wardrobe, and their triple flying makes a great show. It's topped by their triple passing leap.

Staff Unchanged

Arthur Springer is announcer. Bee Carsey, as band leader, is using a number of traditional circus pieces. George Briegel handled musical arrangements. Choreography is by Lauretta Jefferson.

Louis Stern and Mrs. Bessie E. Polack are managing directors, and Stern is manager. Ross Paul is general manager. T. Dwight Pepple continues as general agent and Justus Edwards again has the press post.

Ethel Robinson is talent scout and booking agent for the Polack organization. — TOM PATKINSON.

Davenport Unit

Continued from page 58

After a final clown appearance, the Flying Zucchini and Flying Harolds take to the air for the show's finale. Their acts are topped by simultaneous passing leaps.

Orrin Davenport is on hand as producer. Col. Harry Thomas again is equestrian director and announcer. Izzy Cervone has the band and Tommy Comstock plays air calliope. Charles Jones, boss props, is assisted by Chuck Marine and they have an unusually large crew here.

The Shrine-sponsored date, a pioneer in the field, is promoted by Eddie Stinson. Impressive banner display fills the State Fair Coliseum ceiling and walls and includes an elephant walk-around prior to the show.

HUMAN ODDITY PHOTOS

Six hundred 5x7 actual photos for sale, with complete description, showing most top-notch authentic human circus oddities since Barnum's time, such as mule-faced woman, four-legged woman, dog and lion-faced boy, frog and lobster boy, double sexed, fat ladies, rubber and alligator skinned, etc. Twelve 5x7 photos for \$2, or fifty different for \$5 with complete texts. Also available tattooed photos and hundreds of 5x7 views of circuses subjects, old and new, such as parades, wagons, acts, owners and similar, all priced same as oddities. BERNARD KOBEL, Box B, Frankfort, Ind.

TEN PHONEMEN

Greatest deal in Texas. American Legion—U.P.C., Banners-Books. Phone, wire or write AMERICAN LEGION CHAIRMAN, Grim Hotel, Texarkana, Texas, or CONNER W. PATMAN, Phone 322794. Pay your own—I pay mine.

Al Maddox, have added a new dance number to the olio.

Bill and Marigold Armond are directing a new tamborine number, which will be added to the first part. New in the band is Bernie Dillon, trumpet, from Lynchburg, Va.

Highlight of last week was a turnaway matinee and night show in Savannah, where we played the Municipal Auditorium. Business was good in all our stands last week, dropping off slightly in Charleston. A rain

Under the Marquee

The Saturday Evening Post's yarn on Louis Stern and Polack Bros.' Circus in the issue of January 31 is getting wide attention. Copies were circulated on the Polack show in Hammond, Ind. The story is being publicized in all towns that Polack plays. It was written by Hartzell Spence, who handled the Fred Bradna book, and mentions Orrin Davenport as one of the founders of indoor show business.

Harry Bert, Ringling promotional staffer, is handling publicity for Walt Disney's movie, "Peter Pan," in Chicago and has set up 15 radio and TV appearances for Roy Williams, Disney art director.

Felix Adler, playing Detroit with Orrin Davenport, was called to Clinton, Ia., last week by the death of his father. He has returned to the circus.

Rietta Wallenda will take her sway pole act to fairs and parks this summer while the Wallenda Troupe is with the Beatty and Packs circuses. Genevieve Ward, sister of Harold Ward, and Robert Holman have replaced Eddie and Dottie Ward in the Ward-Bell Flyers. In Barrette's troupe on Polack Western are Dorothy Pina, Elaine Millar, Dollye Green, Ora Eagleman and Ronnie Johnsrud.

Bill at the John Ringling Hotel, Sarasota, Fla., Saturday (24) listed the Fredonias; Peerless Platos, double traps; Ezrop Family, juggling and ladders and the Heirols, skating act. Hagen Bros.' Circus is contracted to play Beaumont, March 7. Kelly-Morris Circus will play Tampa,

Texas Assn. Acts

Continued from page 53

ices on Thursday and held its annual open house, a fixed feature of the meeting. The ladies' club also held its installation Thursday evening.

More discussion took place on a fairmen's manual, to be published by the fair association. Plans are to have this book on the press in the near future and it is expected to sell for \$5.

High point of the meeting was the annual banquet on Friday evening. Tommie Randolph, vice-president of the association, served as toastmaster and following supper, a floor show, provided by E. O. Stacy, Music Corporation of America, was presented. Acts included Tex Ritter, songs; Burns Twins and Evelyn, tap dancing; The Lynons, hand balancing; Bobby Williamson, RCA recording artist, and Billy Rayes, comic and emcee. Jimmy Joy and his ork cut the show.

Carnival and attraction reps and show suppliers on hand included:

George B. Flint, Boyle Woolfolk Agency; Mr. and Mrs. Don Franklin, J. O. Greene and Gus Tucker, Don Franklin Shows; Jimmy Henson and John McKee, Greater Dixieland Shows; Mr. and Mrs. L. C. Curley Reynolds, World of Today Shows; E. D. McCrary, 20th Century Shows; R. E. Wobberg Insurance; Buck Cuttler, Tivoli Exposition Shows; C. A. Curley Verpon, United Exposition Shows; Jack Ruback, Alamo Exposition Shows; Don Brashear, American Midway Shows; Ernie Vaughn, publicity; W. E. and E. K. Mahaffey, Mahaffey Tent & Awning Company; F. Herrin Jr., Paramount Fireworks; John Wills and Frank Sharpe, Regalia Manufacturing Company; Errett Pritchard and Hoyt Hughes, Houston Sound Service; Mars Oppenheimer, San Francisco Paramount Flag Company; Merwin Barackman, Starlight Shows; Mr. and Mrs. W. A. Schaffer, Mr. and Mrs. John Francis and Archie Hensley, Schaffer's Just for Fun Shows; B. B. Snow, Bob Bunch and Mr. and Mrs. T. J. Tidwell, T. J. Tidwell Shows; A. M. Cohen and K. B. Williams, Alco Fireworks Company; John W. Starry and Edward Kessler, Pinkerton National Detective Agency; Mr. and Mrs. Roy Jones and Jimmy Harmon, Pepsi-Cola Company; Randolph Avery, Barnes-Carruthers Theatrical Enterprises; Ernie Young, Ernie Young Agency; Mr. and Mrs. Bob Hammond, Hammond Pla-Park Shows; J. George Loos, Loos Shows; Frank Weaver and J. P. Roberts, Weaver Bros.' Novelty Company.

storm in Danville, forced us to cancel parade for the first-time. We played the Danville armory, a 2,000-seater, to about a 50 per cent matinee and a 75 per cent night.

Bill Kackley, contracting agent for the King Bros. & Cristiani Circus, saw a bird's eye view of the show when he spent the afternoon in the spotlight booth with Bobby Burns. Tommy Keating visited with Richmond Cox, press agent for the Cetlin & Wilson shows. Mr. and Mrs. Al Abbott invited the company to lunch at the Danville Elks Club. Other recent visitors included John Hagen, John Patterson, Edith Montrose, May Vinaniton, Danny Clark and Pearl Heffner. —AL MADDIX.

Fla. March 26-27. . . . Veteran Boxer magazine carried a story about the late Eddie (Kid Carter) Blaswick, boxer and clown, in its January issue.

Bill Antes, Ringling radio-TV agent, is reported in critical condition at Wisconsin General Hospital, Madison, Wis. . . . Charles and Peggy Kline just completed three weeks clowning for a Dallas Times-Herald promotion. They'll play the St. Louis Police show in April for Frank Wirth.

Harry Allen, general manager of Hagen Bros., reports the show's clowns will include John Toy, producer; Billy Irwin, Fancher Pierce, Carl Nelson, Raymond Duke, Lee Virtue and Arden Beecher.

Omer Kenyon was in Chicago briefly this week. He's in Milwaukee handling promotion for Hamid-Morton's engagement there February 23-March 1. . . . Virgil Campbell, formerly with Floto, Barnes and Polack, is managing the Isis Theater in Denver. He's building model circus wagons and offers to donate one to a showmen's club. . . . Spencer A. Stine, Washington, D. C., fan, is showing a photo of Mills Bros.' elephant in the recent inaugural parade.

M. D. (Doc) Howe stopped in Chicago en route from Milwaukee to New York this week. . . . R. O. (Dick) Scatterday, ad manager for Kelly-Miller, was in Chicago on business. . . . Earl Shipley, AGVA's outdoor rep, caught Polack Bros.' Western unit in Hammond, Ind., and later hopped to Polack Eastern and the Orrin Davenport shows. Later he'll see the Wirth show at Toledo.

Merle Evans, Ringling-Barnum bandmaster, was guest director of the municipal band at Elkhart, Ind., at a concert Sunday (18). He hopped to Joplin, Mo., where he was guest of honor at the annual banquet of the Merle Evans Tent of CFA on Tuesday (27) to wind up a two-week lecture and concert tour. He and his band will play the Florida State Fair, which opens at Tampa February 3.

F. A. (Babe) Boudinot, general agent of the Ringling-Barnum show, and Burt Wilson, circus fan, caught Polack Western at Hammond, Ind., this week.

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BILLINGS MEETING GETS RECORD CROWD

Howard Succeeds Klingler as Prexy; Jack Radtke Elected Vice-President

BILLINGS, Mont., Jan. 31.—The Rocky Mountain Association of Fairs broke all past attendance records with a turnout of 166 fair execs and attraction reps at its 27th annual meeting here in the Northern Hotel, Sunday thru Tuesday (25-27). The three business sessions went off before large audiences and attraction salesmen reported good attendance in their rooms.

Dwight Howard, Sidney, was elected president of the association for 1953, succeeding Alfred F. Klingler of Shelby. Jack Radtke, Miles City, was elected vice-president and Clifford Coover, Shelby, was renamed secretary-treasurer.

Klingler Presides

Klingler presided over the business meetings which heard a long list of prominent speakers. Mayor Tom Rowe, this city, welcomed the delegates while Vice-President Howard responded. Stephen Urs, a past president of the organization, spoke on pageants and Art Briese, of Thearle-Duffield Fireworks, Inc., Chicago, related experiences at fairs. George T. Sime also spoke and Gordon L. Roush and Don G. Nutter made two of the key addresses.

Leo C. Dailey, manager of the North Montana Fair, spoke on "Modernizing Agricultural Exhibits" and was followed by Fred J. Martin, executive secretary to the governor, who spoke on State matters. In addition to the list of speakers, several open forums

and question - and - answer type panels were introduced.

The first day of the confab was given over to registration, introduction of attraction reps and special meetings to arrange dates. That evening all registrants attended a buffet supper.

Banquet Big

Social high point of the meeting was the annual banquet Monday night. Close to 200 turned out for the event which was held in the hotel's ballroom. Orchestra music was provided and the program was emceed by Bab McManis, Sheridan, Wyo.

Final day of the meeting was turned over to the committee reports, selection of a city for next year's meeting and unfinished business. The 1954 meeting will be held in Great Falls but no definite dates were announced.

Carnivals, booking offices and fair suppliers represented at the confab included:

Northern Exposition Shows, Central States Shows, Siebrand Bros. Circus and Carnival, Standard Shows, Hill's Greater Shows, Art B. Thomas Shows, Wheeler-Pittman, Gus Sun-Irving Grossman Agency, Williams & Lee Attractions, Clarence Smith Theatrical Agency, Boyie Woolfolk Agency, Brooks Attractions, Barnes-Carruthers Theatrical Enterprises, Thearle-Duffield Fireworks, Inc., Rich Bros. Display Fireworks, Spokane Aerial Fireworks Displays, Leo Cremer, Zumwalt & Lake, 66 Ranch Rodeo and JTX Rodeo.

Bishop-Thayer Sign Orange Show Event

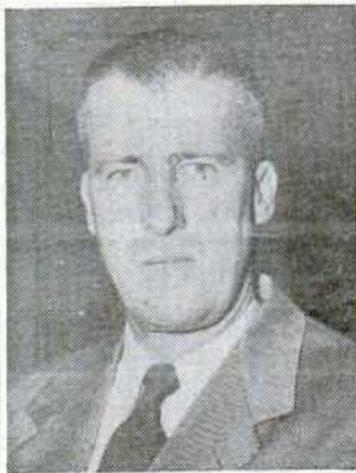
SAN BERNARDINO, Calif., Jan. 31.—Contract to produce the featured show in Swing Auditorium during the National Orange Show here was awarded Bishop & Thayer of Beverly Hills, Earl E. Buie, manager, announced. The outdoor circus type attraction will be presented by Scheffer Bros. of this city. The Orange Show opens March 19 for 11 days.

The auditorium show, admission to which is included in the \$1 gate charge, will, as in the past, feature radio and film names. Eames Bishop represented the booking firm.

Last year the shows, both indoor and outdoor, were booked by Fanchon & Marco of Hollywood. Prior to that for two consecutive years the Swing Auditorium show was handled by Phil Bloom. There was no outdoor attraction prior to 1952.

Bishop, it is understood, booked the show in 1938 when he was on the staff of Music Corporation of America.

Crafts 20 Big, Exposition and Fiesta shows will be combined for the midway attraction. Contract for this was awarded last October.



JAMES W. BOTTOMLEY, named last week by Jack Reynolds, general manager of Eastern States Exposition, Springfield, Mass., as director of concessions and outdoor machinery, will have in his charge one of the largest departments of its kind in the East. He succeeds George Bernert who resigned the post last year after long service.

Hamburg Pays All Debts After Banner Year

Income Tops 230G; Name Forrestel Prexy

HAMBURG, N. Y., Jan. 31.—Members of the Erie County Agricultural Society at their annual meeting Wednesday (21) retired \$50,700 in capital expenditures to make the association debt free. Explaining the fair's debt-free status, Treasurer George G. Sipprell said that not only was it able to liquidate all outstanding obligations out of 1952 income, but that the society, at the close of the fiscal year December 1, had a bank balance of \$22,423.07.

Written off were mortgages totaling \$34,300 and capital expenditures during 1952 amounting to \$16,400. Income for 1952 was \$230,502 and expenditures, including the \$50,700 debt, \$208,244. Attendance last year passed the 300,000 mark with gate receipts 61 per cent over 1951, officials said.

Eugene P. Forrestel, highway contracting firm head, was elected president, succeeding Clayton C. Taylor. Elected vice-presidents were Arthur G. Fries, Dr. Harrison V. Baker, Fred Hauck and Earl L. Lexo.

Re-Elect Slade, Sipprell

Erie County Treasurer Frank A. Slade and Sipprell were re-elected, secretary and treasurer, respectively. Harry H. Sylvester and Dr. Lyle J. Tillous were re-elected to three-year terms as directors. The retiring president was elected to a one-year term as director to succeed Lexo.

The women's department, which met at the same time, re-elected officers. They are: Miss Laura Heinrich, president; Mrs. Glenn D. Froelich, first vice-president; Mrs. Frank Abbott, second vice-president; Mrs. Clarence S. Bush, Holland, third vice-president, and Mrs. Clarence Lockwood, treasurer. Re-elected to three-year terms as directors were Mrs. Lockwood, Mrs. Froelich, Mrs. Farley, Mrs. Clarence F. Rich and Mrs. George W. Loveland.

Name George Judd

CHEBOYGAN, Mich., Jan. 31.—George Judd has been named business manager of the Northern Michigan Fair here.

Fair Assn. Meetings

West Virginia Association of Fairs, Ruffner Hotel, Charleston, February 10. J. O. Knapp, Morgantown, secretary.

Middle West Fair Circuit, Town House, Kansas City, Kan., February 20. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

More Entertainment Urged at La. Events

BATON ROUGE, La., Jan. 31.—More entertainment and educational features were urged for Louisiana fairs by Dave Pierce, commissioner of the State's agriculture department, in an address before the annual convention of the Louisiana Fairs and Festivals Association here in the Hotel Heidelberg, Sunday and Monday (25-26). Pierce pledged the wholehearted support of his office and praised the turnout of fair execs for their part in furthering the 4-H and FFA movements.

A. J. Bery, Albany, president of the association, presided over the business sessions assisted by Secretary Adolph Netter, Donaldsonville. A total of 39 fairs were registered with from two to five members repping each annual.

Jess Webb Jr., mayor of Baton Rouge, gave the welcoming address and Mrs. J. Bedell, Eunice, reported on the annual Chicago meeting of the International Association of Fairs and Expositions.

Re-Elect Bery

All officers were re-elected with Bery renamed president and Netter secretary-treasurer. John Birdson will again serve as vice-president. Altho dates for next year were not set, the meeting will be held at Morgan City at a time that does not conflict with meetings of neighboring States.

Social high point of the confab came on Sunday evening. Following cocktails at Harry Cloud's Camp, more than 200 fair execs and showfolk crossed to an adjoining banquet hall for a barbecue dinner. Surprise guest at supper was Gov. Robert F. Kennon, who spoke briefly. The crowd then returned to the dance pavilion to see a floor show emceed by George B. Flint of the Boyle Woolfolk Agency. Acts included Camille's Dogs, Pierce the Magician, Mary Wheeler and Company in a novelty musical act and a dance revue by 12 members of Jeffie Jean's dance studio. Miss Jean is the daughter of Johnny Ward, of the Ward-Shan Shows.

Stewart Speaks

James H. Stewart, vice-president and general manager of the State Fair of Texas, Dallas, was the key speaker at a Monday

luncheon. W. R. (Bill) Hirsch, manager of the Louisiana State Fair, Shreveport, was an interested spectator at all sessions.

Booking was active, altho some fairs held off signing attractions. Carnival and attraction reps and show suppliers on hand for the confab included:

Buff Hottle, Buff Hottle Shows; F. M. Sutton Sr. and Jr., Great Sutton Shows; H. V. Petersen, Tivoli Exposition Shows; Harry Burke, Eddie Schults and W. M. Young, Harry Burke Shows; Jimmie Henson and John McKee, Greater Dixieland Shows; Mr. and Mrs. Johnny Ward, Ward-Shan Shows; Jack Ruback, Alamo Exposition Shows; Mr. and Mrs. E. W. (Slim) Wells, William T. Collins Shows; Floyd Kile, Floyd Kile Shows; Mr. and Mrs. Ralph Lockett and daughter, Laurel, W. G. Wade Shows; Cliff Lile, Lile's Exposition Shows; Mr. and Mrs. Eddie Moran, Mr. and Mrs. Johnnie Martin and Mr. and Mrs. Paul Anstead, Southern Valley Shows.

Ernie Woodward, Buddy Holmes and Jerry Dondurea, concessionaires; Toby McFarland, GMC light plants; Bernie Shapiro, Southern Poster Company; Mr. and Mrs. Bob McKinley, McKinley Rodeo; Mr. and Mrs. Cy Startu, free acts; Bess Grundmann, New Orleans Entertainment Service; Mr. and Mrs. L. A. Lippincott, Shreveport Booking Agency; George B. Flint, Boyle Woolfolk Agency; Mrs. Floyd Kile, Paramount Fireworks Company, and Mr. and Mrs. Lloyd Burge, Burge Rides.

Winter Fairs

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Arizona

Mesa—Maricopa Co. Fair, Feb. 21-March 1. Marcel Delporte, 5111 N 10th St, Phoenix

California

Cloverdale—Cloverdale Citrus Fair, Feb. 20-23. J. LeRoy Wehr, P. O. Box 95, Imperia.—California Mid-Winter Fair, Feb. 28-March 8. D. V. Stewart, Indio.—Riverside Co. Fair & Nat'l Date Festival Feb 18-23. R. M. C. Fullen-wider

Florida

Sustis—Lake Co Fair March 16-21. Karl Lehmann, Courthouse, Tavares, Fla. Fort Lauderdale—Broward Co Fair, March 3-7. B. E. Lawton. Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan. Orlando—Central Fla Expo, Feb. 22-26. Crawford T. Bickford. Plant City—Florida Strawberry Festival, Feb. 22-28. G. R. Patten. Sanford—Seminole Co. Fair, March 9-14. Tampa—Florida State Fair & Gasparilla Assn, Feb. 3-14. P. T. Strieder. West Palm Beach—Palm Beach Co. Expo, March 8-14. Lamar Allen. Winter Haven—Florida Citrus Exposition, Feb. 16-21. Phil E. Lucey.

Montana

Bozeman—Montana Winter Fair, March 21-27. George T. Sime

Texas

Houston—Houston Fair Stock Show, Feb. 4-15. Herman Engel. Laredo—Washington Birthday Celebration, Feb. 18-March 1. J. George Loos, Box 458. Mercedes—Rio Grande Valley Livestock Show, March 5-9. Carl A. Blasig. San Antonio—San Antonio Livestock Expo, Feb. 10-March 1. W. L. Jones

Oklahoma State Assoc. Elects Chessmore Pres.

OKLAHOMA CITY, Jan. 31.—L. C. Chessmore, Nowata, was elected president of the Oklahoma Association of Fairs at the association's annual convention here Sunday and Monday (25-26) at the Biltmore Hotel.

Harold Casey, Guthrie, was elected vice-president and Vera McQuiklin was re-elected secretary.

Large portion of the convention program was given over to a discussion of State aid regulations.

Total attendance was about 50, divided almost evenly between fair execs and show people.

Ozark Empire Names Delzell New President

SPRINGFIELD, Mo., Jan. 31.—Dr. W. A. Delzell, vice-president of the Ozark Empire Fair here, has been named president of the board to succeed H. Frank Fellows, who recently retired and was given the title of honorary chairman of the board.

W. P. Keltner, veteran member of the board, was elected vice-president; Tom Watkins Sr., was again named treasurer, and Glen Boyd was renamed secretary.

Floyd W. Jones replaces Fellows on the board. Other members include, in addition to the officers, John Gateley, W. L. Rush, Ralph Foster, Charles F. O'Reilly, Jasper W. Everett and Lynn E. Bussey.

Bath, N. Y., Switches Dates

BATH, N. Y., Jan. 31.—Steuben County Fair has moved its '53 dates forward to August 10-15 instead of the traditional Labor Day, J. Victor Faucett, secretary, announced. The change was made to facilitate the bookings of attractions, Faucett said.

Durand, Mich., Elects Elmo White

DURAND, Mich., Jan. 31.—Elmo White, Owosso, has been named president of the Shiawassee County Fair here, to be held August 10-15 this year. Ernest Walter, Byron, is vice-president; Blair Woodman, secretary, and Howard Davis, treasurer.

ATTENTION MR. FAIR SECRETARY!

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Sun-Grossman Agency, 700 Royal Union Bldg, Des Moines, Iowa

Independent SHOWS WANTED

For the Week of July 20, 1953

Want independent Shows with own outfits, also Concessions of all kinds. (No flats or percentage.) For the SELINGROVE FAIR. The largest fair of its kind in Pennsylvania.

Write Roland E. Fisher, Secy.-Mgr., Selingsrove, Pa.

Metropolitan Lines Up 11 Eastern Fair Dates

NEW YORK, Jan. 31.—A route of 11 fairs, extending from Pennsylvania thru South Carolina, was announced this week for the Metropolitan Shows, a new railroader which will go out next season for the first time.

The annuals slated to be played

are located at Butler and Huntingdon, Pa.; Ronceverte, W. Va.; Charlottesville and Alexandria, Va.; Bridgeton, N. J.; Hagerstown, Md.; Petersburg, Va.; New Bern, N. C., and Newberry and Walterboro, S. C.

Owners Sam and Shirley Levy dispelled two rumors in making their first announcement following the Eastern fair meetings. They emphasized their intention of going ahead with their plans to go on rails, utilizing some of the equipment which they formerly trouped as the Lawrence Greater Shows. They also denied a current rumor that R. C. McCarter, assistant manager and a partner, had severed his connection with the shows.

Bobby Mack Agent

McCarter is continuing in his former capacity. While aiding in the booking, the shows also have a full-time agent in Bobby Mack.

The recently purchased railroad cars are expected to arrive in winter quarters at Florence, S. C., shortly, and work on refurbishing all equipment will be started on a full-scale basis at that time. The cars will be completely equipped with new A. B. brakes when they arrive in quarters, it was said.

Much of the truck equipment used by the Lawrence org is being offered for sale. Some of the equipment will be retained and converted for wagon show use.

Isser Names 1953 NSA Committees

NEW YORK, Jan. 31.—President Phil Isser, of the National Showmen's Association, this week announced his committees for 1953. They are:

Advisory Board: Leonard Traube, chairman; Clemens F. Schmitz, co-chairman; Frank C. Miller, Art Lewis, Joseph A. McKee.

Banquet: John McCormick, general chairman; John S. Weisman, co-chairman; David Brown, Morris Brown, Harry H. Agne, Henry Kaufman, D. D. Simmons.

Bingo: Morris Batalsky, chairman; Ben Weiss, co-chairman; John S. Weisman, Al Dorso, H. William Jones.

By-laws: Max Hoffman, chairman; Larry Neumann, co-chairman; Leonard Traube, Max Cohen, John McCormick, Pat Martino, Arthur E. Campfield.

Cemetery and Memorial: Joseph A. McKee, chairman; Ike Weinberg, Al Howard.

Eligibility: John McCormick, chairman; James McHugh, co-chairman; John S. Weisman, Harry Weintraub, Artur E. Campfield.

Entertainment: Dave Brown, chairman; Edward Elkins, co-chairman; Ike Weinberg, Charles Padrone, Tommy Pell, Frank Rappaport, Jack Stern, Max Gruber.

Finance: Arthur E. Campfield, chairman; Clemens F. Schmitz, co-chairman.

Grievance: Max Hofmann, chairman; John McCormick, co-chairman; John S. Weisman, Morris Batalsky, James McHugh, Howard Batley.

Hospitalization and Sick: Dr. Jacob Cohen, chairman; Dan Thaler, co-chairman; Gerald Snellens, Harry Rosen, David Brown, John S. Weisman, Jack Alfred, Stanley W. Wathon.

House: John McCormick, chairman; David Cohen, co-chairman; Frank Rappaport, Larry Neumann, Jack Alfred, Harry Levine, Louis G. King, Stanley W. Wathon, Louis Reiben, Dan Thaler, Charles (Doc) Morris.

Jamboree: George A. Hamid Sr., chairman; Morris Brown, co-chairman; James Corcoran, Issy Cetlin.

Membership: James McHugh, chairman; Izzy Trebish, co-chairman; Irving Sherman, William Moore, Al Howard, Larry Neumann, Morris Brown, Gerald Snellens, William Lish, John Vivona, Louis Scherer.

New Home: Max Tubis, chairman; Stanley W. Wathon, John McCormick, co-chairmen; William Moore, Samuel E. Prell, Gerald Snellens, Dan Thaler, William Lish, Joe Weissman, Izzy Cetlin, D. D. Simmons, Samuel S. Levy, Joseph McKee.

Publicity: James McHugh, chairman; Gerald Snellens, Johnny J. Kline, Leonard Traube.

Shut-In: Dr. Jacob Cohen, chairman; Dan Thaler, co-chairman.

Ways and Means: Gerald Snellens, chairman; Irving Sherman, co-chairman; Stanley W. Wathon, Harry Rosen, Morris Vivona, Morris Batalsky, Louis Reiben, D. D. Simmons, Max Tubis, Max Miller.

Tivoli Pacts Eunice Fair

EUNICE, La., Jan. 31.—H. V. Petersen, owner of the Trivoli Exposition Shows, announced today that he had signed contracts to supply the midway at the 1953 Southwest Louisiana Fair here.

Mrs. Wilma Bedell, secretary-manager of the fair, signed for the fair association following the Louisiana fairs meeting at Baton Rouge.

Lewis Skeds 10 Annuals For Marks

RICHMOND, Va., Jan. 31.—Art Lewis, general manager of John H. Marks Shows, this week announced that he had contracted 10 fairs and predicted that two more would be added.

The signed events include those at Roanoke and Galax, Va.; Wilson and Fayetteville, N. C.; Covington and Lynchburg, Va., and Statesville, Burlington, Albemarle and Monroe, N. C.

Lewis, who bought into the Marks organization recently, said that the shows would open here about the middle of April. They will remain here for two weeks, on different lots, before heading north.

Predicts Big Year

At the completion of the Eastern circuit of fair meetings, Lewis said that he was looking forward to a banner year. He returned to the road last year with the James E. Strates Shows after an absence of several years. John Marks and Frank Spina also represented the shows at the fair meetings.

Harry Weiss will have the bingo next season and W. J. (Bill) Williams has been engaged as general superintendent, Lewis said. He added that several kiddie rides were purchased recently and said that major refurbishing has been planned before the shows exit local quarters. Mr. and Mrs. Marks are planning a cruise. Lewis will vacation in Miami until the middle of March when he plans to open quarters with Williams.

Gooding Sets 12 Mich. Fairs

COLUMBUS, O., Jan. 31.—Gooding Amusement Company has already signed to provide midway attractions at 12 Michigan fairs and two celebrations in the State, F. E. Gooding, president, announced here at the organization's winter quarters.

Fairs include the Hillsdale annual, which will make the 56th year that event has been played by the Gooding family, Adrian, Centerville, Saginaw, Marshall, Hastings, Charlotte, Hart, Monroe, Hartford, Corunna and Jackson. Celebrations include the Labor Day event at Belding and the July 4 cele at Hillsdale.



WILLIAM COWAN, new president of Miami Showmen's Association, has set up a busy schedule of club activities prior to going on the road with O. C. Buck-Model Shows of which he is concession manager. Principal project has to do with the building of permanent home.

20th Century Sets N.D. Fairs

OTTAWA, Kan., Jan. 31.—The Al Martin-E. D. McCrary 20th Century Shows has signed to provide the midway attractions at four North Dakota fairs, Co-owner Martin announced. Three annuals signed at the recent fair meeting in that State were Hamilton, Langdon and Jamestown, while the Minot Fair contract was closed at the Chicago meeting.

Art Signor, who attended the meeting with Martin, has gone to the org's Opelousas, La., winter base to assist McCrary in prepping the show for the road. Martin will be on hand for the Florida State Fair, Tampa.

PER CAPITA IS UP

Prell's Florida Takes Par 1952 Despite Bad Weather

FORT PIERCE, Fla., Jan. 31.—Indications of higher per capita spending were encountered by Prell's Broadway Shows at its initial winter dates in Florida. Owner Sam E. Prell reports that patrons are spending money more freely than they did last year and this, of course, is regarded as a good sign for the future.

The weather has been against the shows from the start. Balmy weather thru the first half of the stands at Sarasota and Punta Gorda brought increased crowds and spending. Wind and cold combined to shave attendance on Friday and Saturday and to eliminate the expected cream for these runs.

The shows left winter quarters displaying considerable new paint. The Sarasota and Punta Gorda dates were played the same week. Nine additional Florida fairs remain to be played. The show is scheduled to start its trek north by April 15. The fall fair route, which will start in August, will carry the shows thru November 14.

Earnings Par '52

Prell reported that earnings have equaled last year despite the bad breaks in the weather and despite the fact that the tourist business in this part of the State is said to be off from last year.

A 20 per cent increase in gross business was looked for at the Florida stands, Prell said. He still expects to achieve this anticipated

C&W Sets 10 Fairs To Cover 13 Weeks

Begin Installation of New Train Brakes; Unit to Preem May 1 in Petersburg, Va.

NEW YORK, Jan. 31.—A route of 10 fairs encompassing 13 weeks was announced here this week by Issy Cetlin, co-owner of Cetlin & Wilson Shows.

Events and their starting dates are the Ionia (Mich.) Free Fair, August 10; Missouri State Fair, Sedalia, August 20; Indiana State Fair, Indianapolis, September 3; Reading (Pa.) Fair, September 14; Virginia State Fair, Richmond, September 24; Anderson (S. C.) Fair, October 5; Piedmont Interstate Fair, Spartanburg, S. C., October 12; Georgia State Fair, Macon, October 19; Eastern Carolina Agricultural Fair, Florence, October 26; Sumter County Fair, Sumter, S. C., November 2.

Three of the events, Sedalia, Indianapolis and Richmond will run 11 days. Route is the same as last year, with the exception of Anderson. Cetlin said that other fair dates would probably be scheduled for July.

Installing New Brake.

Work has begun on changing over the brake systems on the show train. The Norfolk & Western Railroad is doing the work at its Broadway Yards shop in Petersburg, Va., shows' winter home. The installation of new A. B. Brakes on 40 pieces of equipment will run into a big chunk of money, but Cetlin was mum on the actual cost.

A skeleton crew is in quarters repairing equipment. Full-scale activities won't get under way until April 1, one month before shows' scheduled opening in Pe-

tersburg, a traditional kick-off stand.

Cetlin and his partner, John W. Wilson, have completed most of their winter business activities. They are planning to sandwich in Florida vacations before setting up a winter quarters work schedule.

Lloyd Serfass Named Prexy Of Tampa Club

Sedlmayr, Weiss Gordon Elected Vice-Presidents

TAMPA, Jan. 31.—Lloyd D. Serfass, owner of Penn Premier Shows, was elected president of the Greater Tampa Showmen's Association at the club's regular



LLOYD D. SERFASS

annual meeting here Monday (26). C. J. Sedlmayr Sr. was named first vice-president; O. J. (Whitey) Weiss, second vice-president; Sam Gordon, third vice-president; Vernon F. Korhn, secretary; and Harry B. Julius, treasurer.

Named to the board of directors were Harry Gaughn, Earl Maddox, George Rheinhardt, George Ringlin, W. (Bill) Clain, Pete Burkhardt, Tommy Arger, Ray Myers, H. D. Hartwick, Glenn Porter, Sam Delaney, Johnnie L. Johnson, Gene Filardo, Eddie Hunter, R. (Pat) McGee, Jack Young, Harry Rubin, William O. Perrot, Paul Sprague, Joe San Fratello, H. W. (Hal) Hall, J. C. (Tommy) Thomas, Davis Schwartz, Harry Hauck and Van L. (Bob) Jeters.

Dallas Ladies Honor Deceased

DALLAS, Jan. 31.—Members of the Lone Star Showwomen's Club of Texas paid tribute to their deceased here Thursday (29) with appropriate ceremonies in the Texas Room of the Baker Hotel.

The program included an organ prelude by Weldon Flanagan and several numbers by the Dudley M. Hughes quartet. Alene Morency delivered the invocation and Rev. Joe B. Frederick gave the main address. Vic Klein and Martha Moss presided at the candle services which were followed by a period of silence in honor of departed members.

Emma Reid then sang "Sunrise" and following the benediction by Rev. Frederick, an organ solo ended the services.

Those who died during 1952 included Viola Fairly, William C. Dennison, William T. Cooper, Jack Knowles, James Jenkins, Russell Smith, Roy Arnold, Fred Miller, George Praise and Wagner Felton.

Two Virginia Fairs Contract Masucci Org

SUFFOLK, Va., Jan. 31.—Midway contracts have been awarded Virginia Greater Shows by two Virginia annuals, Keller and West Point, it was announced here this week.

Manager Rocco Masucci also announced that H. W. (Bill) Jones would have the bingo on the shows this season. E. C. Weber will have photos and cotton candy.

Masucci, vacationing at his New Jersey home after attending the Eastern fair meetings, returns here soon to start on a full-time refurbishing program. Meanwhile, activities are in charge of W. C. (Bill) Murray, general representative. Already in quarters are Bob Milliken, Jimmy Tomas, Russell Peek, Clyde Thomas and Sam Mitchell.

Herman Joins Hannum Outfit

NEW YORK, Jan. 31.—Ben Herman this week announced that he would handle the front end of the Morris Hannum Shows in 1953.

Herman, who has been associated with many Eastern organizations in a similar capacity, attended the various Eastern fair meetings.

At the Pennsylvania meeting in Harrisburg last week, the Herman organization was awarded contracts for the Ebensburg and Indiana events.

MSA Readies Home Plans

MIAMI, Jan. 31.—Specifications for the new home of the Miami Showmen's Association are now being planned and will be submitted to all interested contractors for bidding as soon as completed.

Clif Wilson, chairman of the building committee, and Phil Cook, executive secretary, announced that they hoped to be able to hold a ground breaking ceremony Saturday (21), the day before the club's annual picnic which will be held at Crandon Park. Eddie Edwards is chairman of the picnic committee.

KING REID SHOWS

"THE WORLD'S CLEANEST MIDWAY"

26
WEEK
SEASON

OPENING LAST OF APRIL FOR OUR
GREAT INTERNATIONAL ROUTE

AMERICAN
CANADIAN
TOUR

After our record-breaking tour of Canada in 1952 we are proud to announce we have again contracted an outstanding number of New England dates to be followed by twelve of the finest engagements in the Dominion of Canada. Then our regular star-studded list of sensational State and County Fairs on both sides of the International border, including the Maine State Fair at Skowhegan; the Great Schaghticoke, New York, Fair; the Eastern States Exposition at Springfield, Mass.; the Great Bloomsburg, Pa., Fair, and six dates to be announced shortly.

We will present one of the finest midways ever to move on 60 giant trucks and semi-trailers. Shows will be completely illuminated with fluorescent lighting in a riot of dazzling colors. Every yard of canvas will be Royal Blue and the show will be flood-lighted with 6 giant towers. We will carry 18 rides and 12 shows.

WANT CAPABLE SHOW PEOPLE FOR THE FOLLOWING IMPORTANT POSITIONS ON OUR STAFF:

RIDE SUPERINTENDENT: Capable full charge office-owned rides.
BILLPOSTER: Prefer one with own transportation.
SHOW SUPERINTENDENT: Capable full charge large back-end. Must be experienced, well established, with highest references.

SHOWS:

Wild Life, Unborn, Mechanical Show, Revue, Posing Show, Minstrel. Also complete Side Show. We have 15 complete show outfits and transportation for the right people. Not interested in financing unsuccessful geniuses with big ideas and small bank rolls.

CONCESSIONS:

Can place Hanky-Panks and legitimate Stores ONLY. All last year's concessionaires contact at once. Already contracted Cookhouse, Bingo, Custard, Floss. Our route a concessionaire's paradise.

RIDE HELP:

For the following office rides: 3 Ferris Wheels, Rocket, Caterpillar, Tilt-a-Whirl, Spitfire, Octopus, Merry, Chairplane, Little Dipper, 6 Kiddy Rides.

RIDES:

Will book Skooter, Rolloplane, Whip, Live Ponies. Will also entertain offer for Ride Man with set of own rides as we can place some of our own in permanent location.

FOR SALE:

Spitfire Ride and special Trailer, fine condition, \$3,200; Octopus Ride with Trailer, completely overhauled, \$4,500. Will book these rides on show for 1953. Can be inspected here at winter quarters. Both rides erected.

NOTICE! ALL CONTRACTS WITH SHOW FOLKS AND CONCESSIONAIRES MUST BE MADE WITH HOME OFFICE. WE HAVE NO AGENTS WHO ARE AUTHORIZED TO CONTRACT ANYBODY FOR 1953.

KING REID, Winter Quarters, Manchester Center, Vermont

SHOWS
35
RIDES

PENN PREMIER SHOWS

world's cleanest + midway

SHOWS
35
RIDES

NOW CONTRACTING FOR THE 1953 SEASON. WE HAVE 14 FAIRS CONTRACTED, WITH THE BEST STILL DATE ROUTE IN THE EAST.

CONCESSIONS

Can place Age, Scales, Novelties, Jewelry, Hats, Derby Racer, Glass Pitches, Fish Ponds, Pitch Tilt You Win, Cork Gallery, Photos, Short Range and any other legitimate Concessions. Some Percentage open if you have Hanky Panks.

SHOWS

Can place Manager with Cycles for Motor Drome, Mickey, get in touch with me. Can place Manager for Girl Show, must have own wardrobe and sound. Can place any Novel Shows not conflicting. Can place Snake Show, Midget or any Shows not conflicting. Will build or finance any worth-while attractions.

HELP

Can place FIRST-CLASS SHOW MECHANIC WITH OWN TOOLS. LONG SEASON, GOOD PROPOSITION. CAN START IN WINTER QUARTERS NOW. Can place good, sober, reliable Ride Men in all departments who drive semis. Can place Man for towers, front gate; also man to handle toilets built on a truck.

Address all mail and wires to **LLOYD D. SERFASS, Gen. Mgr.**

Sea Cove Apartments, Clearwater Beach, Fla., or Greater Tampa Showmen's Club, Tampa, Fla., until March 1st. After that Winter Quarters, Henderson, N. C.

Cleanest

Finest

Most Dependable

James H. DREW SHOWS

Now Booking and Contracting for the 1953 season. Always a long season North and South. With choice spring route and Celebrations and Fairs solid from the first week in June until Mid-November.

SHOWS—Wonderful opening for Grind and Bally Shows. Low percentage. Long and proven route north and south.

Will place experienced Ride Help and Working Men in all departments to join in April. All help must be of good character and able to furnish reference. Note: If you drink, please do not join this show.

CONCESSIONS—Will place limited number. WANT Custard, Pronto Pups, Photo, Arcade and other merchandise stands. (Mr and Mrs. Seitzer, answer.)

Note: A. C. Hill, thanks kindly. Greetings and best wishes to all our friends. Address:

JAMES H. DREW SHOWS

FAIRGROUNDS, DUNBAR, W. VA. PHONE: 89-129.

Midway Confab

W. H. (Bill) Bonta infos from Texas way that he is with the Texas Kidd Org, which carries a rodeo as the free attraction and a number of concessions. Also with the show are Sticks Fultz, Roberts Wagner and Ted Handy, pin store; Slim Lorenz and Candy Adams, country store; Blackie Emswiler and Frankie Brewer, skillo; Johnnie Byers and Nuby Blankenship, blower; Opal Carpenter and Mrs. Neoma Kidd, ball games; Bill and Peggy Prueff, glass pitch; Mr. and Mrs. Han, slum spindle and balloon darts. Wagner owns most of the stands. Equipment and rodeo paraphernalia, including light plant and seven trucks, are owned by Babe and Reno Kidd, with Mrs. Reno Kidd as secretary.

Bill Dyer, veteran of 17 seasons on athletic shows, writes from 3128 Blair Avenue, Fort Smith, Ark., that he is off the road due to a recent serious operation. He and Mrs. Dyer have permanently located in the Arkansas city.

Jack Bishop, who was with United Expo and Gem City shows last season, is wintering in Beloit, Wis., where he is employed as night clerk in the Caroline Hotel... Turner Scott infos from Daytona Beach, Fla., that he is rushing preparations to open a new fun spot on the boardwalk there. Scott plans to have four rides and several concessions.

Karl Geritz, independent concessionaire, is in Receiving Hospital, Detroit, a victim of arthritis.

Mr. and Mrs. H. P. Hill, owners of Hill's Greater Shows, were both confined with a virus infection while at Billings, Mont., last week for the meeting of the Rocky Mountain Association of Fairs.

Mr. and Mrs. John T. Hutchens, veteran outdoor showfolk, have returned to Cassville, Mo., after visiting relatives and friends in Kansas City, Mo. While in the latter city they took delivery on a new Spartan house trailer and will leave soon for Alamo Exposition Shows' winter base in San Antonio. Hutchens infos he has signed several new acts to go along with most of the carryover acts from last year.

Ralph Lockett, of W. G. Wade Shows, accompanied by Mrs. Lockett and their daughter, Laura visited New Orleans after attending the Louisiana fair meeting at Baton Rouge.

Pat O'Brien and Eva Gabor, of flicker and legit note, were made honorary members of the new Texas Showmen's Club, when the two played Dallas recently in "Strike a Match." W. A. Schafer, club's president, and Stanley G. MacGillivray, first vice-president, did the honors.

Gee, Gee Raymond, gal show op, is wintering in Corpus Christi, Tex., where she is readying her unit for the summer trek. Plans are to enlarge the show's panel front to 42 feet and new canvas is on order from the Central Canvas Company.

Swazette, annex attraction, recently had Bertha Bert as dinner guest at her home in Niagara Falls, N. Y.

Walter Hale returned from a seven-week jaunt in Europe last week with tentative deals set for importation of three attractions for the fair season. He is en route to Portland, Ore., where he operates the Star Theater, burly house. Identification of the show units will be made when the deals jell, probably within the next couple of weeks, Hale said.

Carlton C. Coe reports the worst flu epidemic in Texas since 1918. He has caught the "bug" and while laid up at the Jefferson Hotel, Dallas, would like to hear from friends. . . . Arlen L. Cox, nephew of Mr. and Mrs. Frankie Shafer, who served in the Navy during World War II, has been recalled for service. He is a brother of E. Monroe Cox, recently discharged from the Army. . . . Prof. Willie J. Bernard, Hancock, N. H., has signed for the coming season with the James H. Drew Shows. He will frame a new show at quarters soon. Mrs. Bernard will serve as a ticket seller this season.

Bill Powell, on his annual round-the-world jaunt between fair seasons, writes from Hong-Kong that he flew to Japan where he stopped off in Tokyo, Hiroshima and Nagasaki. While in Hong-Kong he journeyed to the border of Communist China. He is now sailing down the China coast, en route to Singapore.

Eleven new members were admitted to the Miami Showmen's Association recently. They are: Charles Rafal and James A. Enright, Anthony J. Maradie, George J. Marshall Sr., Rod Link, Louis N. Incrocci, Gattus Pugh, John Galligan, Albert E. Murray and Max Fox. President William Cowan has created a new group, to be known as the "Ambassadors of Good Will," and appointed Louis (Stretch) Rice as chairman. His glad-handing assistants will be Paul D. Sprague, co-chairman; Guy Markley, L. Ed Roth, Harry Ross and Leonard Ross.

Tommy Pell narrowly escaped serious injury when his car was demolished while en route to New York. He is now back in Miami soaking up sun.

Bunny and Mack Kassow are devoting some time to fun and relaxation after a busy summer and fall. They have motored to Texas, Mexico and California and will stop off in Las Vegas and Hot Springs before driving back to their home in New York.

Mrs. P. L. Osborn reports that Grover Boswick presented his wife, Jean, with a new Chrysler New Yorker as a Christmas present. They are wintering at their favorite fishing spot in Pasca-goula, Miss. Leonard Higgs has been enjoying the Pascagoula fishing on his 30-foot Criss Craft. He and his wife Marcelyn, expect to be there for the remainder of the winter. . . . Jack (Tex) Hamilton, who suffered injuries to an arm and leg in a December 26 fall from a ladder, will be in casts for several months and would like to hear from friends who may write him at P. O. 337, Rock Falls, Ill. He expects to return to the road in early May, altho not yet signed with a show.

WANT-WANT-WANT AGENTS

For the Following Concessions: Six Cats, Pea Pool, Milk Cans, Pitch-Tilt-U-Win, Bowling Alley, Set Spindles, Cork Gallery, Pan Game, Buckets, Roll Downs, Razzies, Under and Over. Truck Drivers and General Help. Will open March 2nd with two Stock Shows.

Will be in Florida until Feb. 10th; care General Delivery, Forest, Miss., until March 7th.

S. B. WEINTROUB
Care Giants Trailer Camp
Gibsonton, Florida

SAM SOLOF WANT AGENTS

For Slum Stores, 6 Cats, Buckets, 8 Grind Stores. Also Driver for Semi. Good pay. c/o Hotel Detroit, Detroit 1, Mich.

WANTED

Good show with eight rides or more, also good comedy acts for August 3 to 8.

GUS RUSHING, Seey.
OZARK SUMMIT EXPOSITION
Mansfield, Missouri

FOR SALE

Allan Herschell Merry-Go-Round, two-abreast, like new, 36 ft., all cast aluminum horses, fluid drive, 5 H.P. motor. Never been out of park. Crates for horses. Priced to sell.

"PARKLAND KIDDIE LAND"
10203 Pacific Ave. Tacoma, Wash.

1950 Chevrolet Tractors

Model 5100, 2-speed rears, vacuum brakes, 825-20 tires. Mechanically perfect. \$750 full price.

CANOLE BUICK
Monessen, Pa. Phone 2500.
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Frame's Greater Shows

Now Booking for 1953
Rides - Shows - Concessions.
Opening April 27, 1953. Contact

HARRY FRAME

3715 Main St., Lawrence Park, Erie, Pa.

WANTED FOR Ocala, Fla.

Marion County Fair, Sebring, follows Opening at Ocala, Feb. 16 through 21. Concessions for stock only. Shows—Snake, Fat Show, Side Show, Girl Show, Mech. City. Rides—Octopus, Rolloplane, Spitfire, Pony Ride. Foremen for Tilt and Wheel. Can come to quarters this week at Crystal River, Fla. Answer to Crystal River, Fla. Phone 2981.

C. A. STEPHENS SHOWS

ELECTRIC TRAIN FOR SALE

Engine and three coaches, Sunshine make, new 1 1/2 horse power motor, steel fence, lighting effect all around fence, arch and ticket box. All in perfect operating condition. Weighs 1500 lbs. 35 ft. circle. Take \$800 cash. No photos.

W. E. WEST

General Delivery Slidell, La.

Reid Show Sets 9 Fairs

DETROIT, Jan. 31.—Happyland Shows have signed eight Michigan fairs and one Ohio annual, John F. Reid, owner-manager, said here this week. Bookings include Imlay City, Bad Axe, Midland, Caro, Cadillac, Traverse City, Allegan, and Saline, Mich., and Oak Harbor, O.

The show will split into two units to play both the National Cherry Festival at Traverse City and the centennial at St. Louis, Mich., the week of July 6-11. Other major dates before the fair season include the July 4 Celebration at Ypsilanti—making 21 straight years for this event—and the Wayne Homecoming the week of July 27.

The show will carry 14 rides, 10 shows, and about 40 concessions making about the same size midway as last year. Paul Sprague will return as general representative, and Virgil Dickey as assistant manager.

Dickey is currently building a new Funhouse in Florida, to join the show, and R. L. Swain of Columbus, O., signed Monday (19) for the exclusive rights for the cookhouse and grab joint for all still dates.

America's Finest Show Canvas
TENTS—SIDESHOW BANNERS
CONCESSION TENTS
 Immediate Delivery
FLAMEFOIL FABRIC
 Available in all colors.
 All dyed colors also available.
 Bernie Mendelson—Charles Drive
O. Henry Tent & Awning Co.
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FOR SALE
MINIATURE
STREAMLINED TRAIN
 Made by Miniature Train and Railroad Co. Locomotive and four passenger cars, capacity of 20 children, over 600 feet of curved and straight track, covers for entire train. This train is in excellent condition.
 Price—\$2000.00.
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Mr. & Mrs. Dale Barron
WANT
WILD LIFE AND
RARE BIRD SHOW HELP.
 Join now for unbroken season, including 12 Canadian dates. Address:
 Care Royal Crown Shows
 Ft. Myers, Fla., Fair, this week;
 Winter Haven Fair follows.

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.

BLUE GRASS SHOWS
 NOW CONTRACTING
SHOWS—RIDES—CONCESSIONS
 P. O. Box 621 Owensboro, Ky.
 Phone 35321

Kiddie Rides For Sale
 #6 Eli Baby Wheel, Swan Swing; electric motors. Excellent condition. Cash—no debts. Can be seen up at Holman Park, Tampa, Fla. Contact
ROBERT E. LEWIS
 c/o Barney Tassell Shows, as per route.

ROYAL MIDWEST SHOWS
 Now booking Concessions for 1953 season. Will sell ex on Photo, Custard and Lead Gallery. Will book on low percentage Girl, Monkey, Illusion, Snake, Side, Motor Drome and Glass House. Bulter, Jr. Pruvit, get in touch.
ROXIE HARRIS
 P. O. Box 142 Findlay, Ohio

Thank You
JIM AND FERD THOMPSON
 Co-owners of Thompson Bros.' Rides, for your new Buick Riviera purchase.
JOHNNY CANOLE
 Canole Buick
 Monessen, Pa. Phone 2500.
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THE MIGHTY GEM CITY SHOWS

"DIAMOND OF THE SHOW WORLD"

NOW ONE OF AMERICA'S FOREMOST MOTORIZED CARNIVALS

Featuring the Sensational "SKY KINGS" Free Act on Our Midway Nightly. Double Swing Pole Act, 140 Ft. in the Air

14 MAJOR RIDES
 6 KIDDIE RIDES

10 SHOWS
 50 CONCESSIONS

6 DOWNEY LIGHT TOWERS
 LIGHT PLANTS-SEARCHLIGHTS

SEE FOR YOURSELF WHAT WE HAVE TO OFFER—GET WITH A WINNER—THIS IS YOUR OPPORTUNITY FOR A BIG SEASON IN 1953

Winterquarters Opening March 1 — Show Opens March 31

FIRST IN ON 12 BIG PROVEN STILL DATES IN ALABAMA, GEORGIA, TENNESSEE, KENTUCKY AND ILLINOIS AND THEN INTO OUR ROUTE OF TOP FAIRS

1 CELEBRATION AND 16 MAJOR FAIRS STARTING THE LAST WEEK IN JUNE AND UNTIL NOVEMBER 14

AMERICAN LEGION
 JULY 4 CELEBRATIONS
 DANVILLE, ILL.

MARTINSVILLE FAIR
 MARTINSVILLE, ILL.

FAYETTE COUNTY FAIR
 BROWNSTOWN, ILL.

MARION COUNTY FAIR
 SALEM, ILL.

ST. CLAIR COUNTY FAIR
 BELLEVILLE, ILL.

OZARK EMPIRE FAIR
 SPRINGFIELD, MO.

GALLATIN COUNTY FAIR
 SHAWNEETOWN, ILL.

NORTHWEST MISSOURI
 STATE FAIR
 BETHANY, MISSOURI

GIBSON COUNTY FAIR
 TRENTON, TENN.

LINCOLN COUNTY FAIR
 FAYETTEVILLE, TENN.

AMERICAN LEGION FAIR
 CARRUTHERSVILLE, MO.

ETOWAH COUNTY FAIR
 ATTALLA, ALA.

NORTHEAST ALABAMA
 STATE FAIR
 ANNISTON, ALA.

SOUTHWEST GEORGIA
 STATE FAIR
 ALBANY, GEORGIA

EXCHANGE CLUB, FIVE
 COUNTY AGRICULTURAL
 FAIR, BRUNSWICK, GA.

SOUTH GEORGIA AMERICAN
 LEGION FAIR
 VALDOSTA, GA.

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WE ARE NOW BOOKING FOR OUR 1953 SEASON

CONCESSIONS
 Want Legitimate Concessions of All Types that work for stock. Want Cookhouse that caters to Show People. Will give "EX" for season on High Class Bingo (Lou Arner, get in touch), Flashy Custard, Popcorn, Candy Apples, Novelties, Floss, Snow Cones, etc. Contact—Don Greco, 413 E. Jefferson St., Springfield, Ill. (Phone: 2-0500).

SHOWS
 Showmen, Attractions, Feature Performers and Shows of Merit—Here Is Your Opportunity for a Winning Season. Contact—Ray Marsh Brydon at the Florida State Fair or c/o The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

RIDES—RIDE MEN
 Will book any Kiddie or major Ride not conflicting. Want Capable Ride Men of All Types on all Rides. Get in touch with Wendell Pierce at Tampa, Florida, Jefferson Hotel, or contact—Thomas D. Hickey, 809 Jefferson St., Quincy, Ill. (Phone: 7090).

SPECIAL NOTICE—All Concessionaires and Agents who talked to or contacted Don Greco, please do so again at the Florida State Fair or 413 E. Jefferson St., Springfield, Ill. (Phone: 2-0500).

DON GRECO, RAY MARSH BRYDON, WENDELL PIERCE AND BOB STEWART will be at THE FLORIDA STATE FAIR, TAMPA. Contact them at the Jefferson Hotel, Tampa, Fla., from Feb. 7-14.



809 Jefferson St., Quincy, Ill.

(Phone: 7090)

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT: Capable show people to handle Girl and Posing shows, Unborn, circus Side show. Will book Wild Life, Irene Burton answer. Will finance or rebuild any worthwhile attraction. Have complete Motordrome with cycles, Fearless Egbert answer.

WILL FURNISH COMPLETE ROUTE OF 12 FAIRS UPON RECEIPT OF WRITTEN REQUEST. WATCH NEXT WEEK'S BILLBOARD.

CAN PLACE: Dark ride and Arcade. Mrs. Williams answer.

CONCESSIONS: Cook house, Custard wanted. All legitimate concessions open. All Hanky Panks open. Percentage open. Have good proposition for three or more hanky panks. HARRY SCHREIBER handling the front end. Midway is open.

HELP WANTED: Working ride superintendent who can handle men. Workingmen in all departments. Foremen and Second Men for the following office-owned rides: Ferris Wheels, Fly-O-Plane, Rolloplane, Caterpillar, Rideo, Whip and Kiddieland. Want Canvasmen, Carpenters, Builders, Tractor Drivers, Train Help, Painter and Scenic Artist. Electrician who can handle Caterpillar Diesels, Wagon Builders, Welders, Blacksmiths, capable Shop Help, useful Help for winter quarters. Dempsey, Art and Katherine Riley and Art Courtney, answer.

WANT TO BUY 2 coaches and 1 box car. Norfolk and Stella who were with Frank West, please answer.

HAVE FOR SALE ON ACCOUNT OF GOING ON RAILS show fronts and stages mounted on wagons, tractors and trailers all in good condition, mostly Internationals and including a few straight jobs. WILL SELL REASONABLE AS WE ARE CONVERTING.

FAIR SECRETARIES AND COMMITTEES— GET ON THE BAND WAGON WITH AMERICA'S NEWEST RAILROAD SHOW—HAVE ONE WEEK OPEN IN SEPTEMBER.

ALL ANSWER:

SAM AND SHIRLEY LEVY, METROPOLITAN SHOWS

333 W. 57th St., Suite 7-J

New York City.

Phone: Columbus 5-5242

WINTER QUARTERS OPENS FEBRUARY 15 AT FLORENCE, S. C.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

AMERICAN LEGION FAIR
FT. PIERCE, FLA.
Feb. 9-14, 1953

To Follow

HOMESTEAD FAIR
HOMESTEAD, FLA.
Feb. 16-21, 1953

WANT FOR FT. PIERCE—Gadgets, Pitchmen, Sheet Writers, have 100 ft. reserved. Contact: L. Plasey Hoffman, New Brunston Hotel, Ft. Pierce.

WANT—Shows, Rides and Concessions. All kinds of Hanky Panks, Age, Scales, Novelties, Eats, Drinks, 6 MORE FLORIDA FAIRS TO FOLLOW.

WANT—RIDES, SHOWS AND CONCESSIONS. COME ON, WE CAN PLACE YOU. DAVIE, FLA., RODEO & CATTLE SHOW, FEB. 6-7-8—50,000 PEOPLE LAST YEAR. SEE JOHNNY HOFFMAN.

All Address: PRELL'S BROADWAY SHOWS, TITUSVILLE, FLA.

INTERSTATE Shows

NOW BOOKING FOR 1953 SEASON FOR PROVEN ROUTE OF STILL DATES AND FAIRS BEGINNING JUNE 22 AND CONTINUING THROUGH NOVEMBER 14. SHOW OPENS IN MARCH

SHOWS—Have 80-ft. Panel Wagon Front for Minstrel Show. Want organized Show with not less than 15 people including band. Want Side Show with own equipment or will furnish 20x120-ft. Top with 140-ft. Banner Line. Will book Girl Show and Posing Show with own equipment or will furnish tops and fronts, each show having not less than three girls. Want to book Motordrome, Wild Life, Monkey, Snake, Fun House, Glass House or any worth-while Grind Shows.

RIDES—Will book Octopus, Spitfire, Roll-o-Plane, Scooter, Roll-o-Coaster reasonable.

HELP—Want Foremen for Merry-Go-Round, Twin Wheels, Chairplane, Kiddie Rides. Also Second Men on all Rides. Will place Wives on Ticket Boxes or Hanky Panks. Want Man to

handle 80-ft. Front Entrance and sell Tickets. Want A-1 Electrician. Want Lot Man capable of putting show on and off the lots. Want Mechanic with tools to join at once. Billposter who knows how and will put up and paste paper, must have own transportation. Want reliable Man and Wife to take charge of up-to-date Cookhouse, must know how and cater to show people. Want Countermen for Bingo.

CONCESSIONS—Ball Games, String Games, Water Games, Balloon Darts, Photos, Short Range, Long Range, Penny Pitch, Glass Pitch, Age and Scales, Novelties, Jewelry, Cork Gallery, High Striker, Penny Arcade, Hanky Panks of all kinds. Will sell exclusive on Popcorn, Candy Apples, Floss, Custard, French Fries, two Mitt Camps. Will book Nails, Swinger and Buckets. Want Sound Truck, prefer one having Concessions.

ALL REPLIES TO: H. B. ROSEN, Mgr., Interstate Shows, P.O. Box 1185, Dothan, Ala.

L. J. HETH Shows

cleanest show on earth

18 BONA FIDE FAIRS 18

ALL FAIRS FROM FIRST WEEK IN JULY TILL NOVEMBER. WILL FURNISH LIST TO INTERESTED PARTIES.

SHOWS: Girl Show Operator, organized Minstrel Show, Side Show (will furnish top and banner line), Monkey Show, Animal Show, Wild Life Show. Have tops for small Grind Shows. Especially good opening for Motordrome. (Roland Porter, James Ayers, Munroe Brothers, Mr. Davis (Animal Show), please contact.)

RIDES: Boat Ride, Kiddie Train, Kid Swings, live Pony Ride.

SEE US AT THE FLORIDA STATE FAIR IN TAMPA. L. J. HETH WILL BE AT FLORIDIAN HOTEL IN TAMPA, FLA., FEB. 11th-12th-13th and 14th. ALL REPLIES

L. J. HETH

3128 NORTH 28TH PLACE
NORTH BIRMINGHAM, ALA.

OR

JOE J. FONTANA

P. O. BOX 914
TARPON SPRINGS, FLA.



We invite you to use our office at the Fair. Quality Mobile Homes. We know your problems. Have largest selection ever. Kit, Vagabond, Pan-American, Saratoga, Traveler, Airstream, Alma, Rollahome and lots of late models, including 53 model Spartans. Trade, insurance. No payment during winter months may be arranged. Write, phone or visit SELLHORN'S, SARASOTA-BRADENTON, FLA., AIRPORT LOT

T. W. (SLIM) KELLEY
ALSO EAST LANSING, MICH.

WANT CARNIVAL

July 3, 4 & 5

Annual celebration in city park. Large army camp close by. Contact

AL ROBERTS

146 N. Water St. Sparta, Wis.

PORTABLE SHOOTING GALLERY

Long range built on semi-trailer. Complete in every way, ready to operate. Price of \$2,750.00 includes tractor and ten guns

King Amusement Co.
MT. CLEMENS, MICH.

MOTOR STATE SHOWS

PLAYING MICHIGAN, OHIO, INDIANA. OPENING LATTER PART APRIL IN MICHIGAN

Want few more Hanky Panks only. Man to operate Jungle Show; Blacky, write. First and Second Men on Wheels, Octopus, Tilt, Merry-Go-Round. Other Show People, can place you. For Sale—27 ft. French Fry Trailer with 1½ ton Chevrolet Van, \$2600.00; #125 Wurlitzer Band Organ, A-1, with Drums, \$650.00.

JOE FREDERICK, Owner-Mgr.

2263 Newton Detroit 11, Mich.

Shooting Gallery FOR SALE

Mounted on 20 ft. steel trailer. Movable objects in trailer. Cab over engine Chevrolet Tractor. Easy to set up. Must be seen to be appreciated. Everything in A-1 condition—ready to go.

MAX GOODMAN

% Hotel Greystone, 20th & Collins, Miami Beach, Fla.
Phone: Miami Beach 5-5511

Popcorn Trailer For Sale

12 ft. equipped for Popcorn, Candy Apples, Floss, Hot Dogs; has refrigeration, also drink dispenser, neon and neon signs, plus lots of extras. It's flashy and a money getter. Also four 5x5 Center Outfits, paneled and equipped for Foot Longs, Ice Cream Dips, Floss Candy and Snow Balls; first-class equipment at a bargain. Also beautiful Long Range Shooting Gallery, a good one; Short Range Gallery mounted on trailer, all first class. All above ready to go, needs nothing but an operator. Stored in Tampa, Fla. For information, appointment, etc., write K. L. TAYLOR, General Delivery, Tampa, Fla.

WANTED TO BUY

10 Model 241 Remington Speedmaster Gallery Rifles. Must be in good condition.

FOR SALE

One Manley (DELUXE THEATRE MODEL) Electric Popcorn Machine, original cost over \$800.00, will take \$350.00. Popper in like new condition. Also two center outfits, tops and frames (white pine), 8x8 and 10x10, one top brand new, 4-way awnings, bally cloth and sun curtain, \$300.00 takes both. ANDY ALLAN, 2446 W. Grove St., Blue Island, Ill. Phone: Fu. 5-1958.

FOR SALE

1951 Model Miniature Train, built by Reusselaer, Indiana, Miniature Train Co., used 14 weeks. This train looks as good as new. With trailer, price \$2800.00, or \$2500.00 without trailer; cash. Address:

Charles G. Panacek

3453 N. Third St. Milwaukee 12, Wis.

4TH ANNUAL BOOSTER CLUB FESTIVAL

Germanatown, Ohio, July 2-4
Wants Rides or small Carnival. Contact

DICK EGAN, Pres.

Cardinal Booster Club, 174 S. Walnut St., GERMANTOWN, OHIO

\$50.00 REWARD \$50.00

Will be paid for information leading to the whereabouts of ALBERT KELLEY, Concessionaire. Age about 45; height, 5 ft. 6 inches. Call or write

BOB FARRELL

608 E. 28th St. Sioux Falls, S. D. (Phone: 4-5561)

WANT TO BUY FERRIS WHEEL

Must be in good condition. UTAH AMUSEMENT CORPORATION
175 West South Temple
Salt Lake City 1, Utah
Phone 3-2324

LEO ELY

or friend, contact

LINCOLN LOAN

13429 Euclid Avenue, Cleveland, Ohio, at once as to whereabouts and mailing address.

Best Tattoo Machines

Jet black ink designs, needles and all assorted bright color inks. Send for Free Catalog.

SAILOR WEST & ERNIE SUTTONE

414 S. Main St., Los Angeles 13, Calif.

Tivoli Exposition Shows

NOW BOOKING ATTRACTIONS OF ALL KINDS FOR 1953

Rides, Shows and Concessions, contact H. V. PETERSEN, Gen. Mgr., or H. M. BOOTH, Conc. Mgr., P. O. Box 742 Joplin, Missouri

PALMETTO SHOWS

Opening March 2-7, Winnsboro, South Carolina

Can place Concessions of all kinds. Want Photos, Bingo, Mitt Camp, High Striker, Guess Your Age, Devil's Bowling Alley or any other legitimate Concessions.

SHOWS—Can place any Show with own transportation and equipment. RIDE HELP on all Rides.

All replies to MILTON McNEACE

Palmetto Shows, Box 117, Chesnee, S. C., until Feb. 21; then Winnsboro, S. C.

Show Folks Prexy Sets Complete '53 List of Committees

SAN FRANCISCO, Jan. 31.—Jack Christensen, president of Show Folks of America, has completed his committees for his 1953 administration. He also completed committees previously announced with Harry Myers being named to replace Mike Krekos as chairman of the ways and means committee.

In naming the groups to take over various activities, Christensen enlarged the membership committee to be headed by M. Whitey Monette as chairman and John Provencale as co-chairman. Members to serve with them are Charles Albright, Sam Dolman, Al Rodin, Gene Rosencrantz, Mary Texiera, Flossie Fitzgerald, Tony Masseth, Sam Landsman, Eddie Harris, Chickie Provencale, Tony Suleski, Tom Pappas, Charles Walpert and Larry Nathan.

Add Myers

Myers, manager of the West Coast Shows, was named chairman of the ways and means committee, replacing Mike Krekos, general manager of West Coast Shows. Charles Albright, partner in the ownership of Superior Shows, was named co-chairman. Additions to the group are Jack Dalton, Charles Walpert, John Provencale, E. S. Fitzgerald and Hunter Farmer. Additional members were also named to the sick and relief committee, including Jean Boehm, Georgia McDonnell, and Joe Hart. Dr. E. P. Mannheim, the club's physician, is the chairman.

Harry Seber was re-named chairman of the cemetery committee with Mike Krekos, Sammy Corenson, Whitey Monette, Eddie Burke, Doris Monette, Mary Ragan, O. H. Mattley, and Patty Treanor to serve with him.

Names Texiera

Teddy Texiera was selected to serve as co-chairman of the finance committee with Mike Krekos. Additional appointments are Paul Monette, Doris Monette, Eddie Burke, Norman Schue, and Louis Leos.

Duke Navarro, who has staged several of the club's shows, is to head the entertainment committee with Bill Coles as co-chairman. On the panel are Phil Sapiro, Marie Burke, Eddie Burke, Pete DeCenzie, Lillian Schue, Al Rodin, John Provencale, and Georgia McDonnell.

One more member, Gene Rosencrantz, was appointed to the board of the directors. He serves in the Northwest, making his headquarters in Portland, Ore.

Motor State Adds Small Cele Unit

DETROIT, Jan. 31.—With plans for an expanded midway complete, Motor State Shows will take the road in 1953 with three additional semi-trailers as well as another ride, Joe J. Frederick, owner, announced from local quarters this week. Frederick said that also in the making is a smaller unit to play celebrations, with S. Leo Schultz at the helm. Opening has been set for late April.

Frederick said that several Street celebrations and fairs have been contracted in Ohio, Indiana and Michigan. A large Penny Arcade will be added to the shows' line-up according to current plans.

A quarters crew of four is repainting and reconditioning rides. Mr. and Mrs. Orville Woods, who operate the long-range gallery and other concessions, took delivery on a new house trailer.

Recent quarters visitors included W. Williams; Art Carter, of Carter Shows of Canada, and W. White, of Motor City Shows of Canada.

GOLD MEDAL shows

INVESTIGATE THESE 17 FAIRS

- | | | |
|---|---|---|
| HEART OF ILLINOIS FAIR
Peoria, Ill. | MISSISSIPPI VALLEY FAIR AND EXPOSITION
Davenport, Iowa | HENDERSON COUNTY FAIR
Hendersonville, N. C. |
| CHAMPAIGN-URBANA FAIR
Urbana, Ill. | EAST TENNESSEE DISTRICT FAIR
Kingsport, Tenn. | CHEROKEE INDIAN FAIR
Cherokee, N. C. |
| SOLDIERS & SAILORS' REUNION
Salem, Ill. | VIRGINIA-TENNESSEE SWINE & POULTRY SHOW
Bristol, Va. | MISSISSIPPI-ALABAMA FAIR AND DAIRY SHOW
Tupelo, Miss. |
| WAYNE COUNTY FAIR
Fairfield, Ill. | INTER-MOUNTAIN FAIR AND WILD LIFE EXPOSITION
Asheville, N. C. | NEW MERIDIAN FAIR AND CATTLE SHOW
Meridian, Mass. |
| BURLINGTON HAWKEYE FAIR
Burlington, Iowa | SPINDLE-CENTER AGRICULTURAL FAIR
Gastonia, N. C. | BAY COUNTY FAIR
Panama City, Fla. |
| NORTH IOWA FAIR
Mason City, Iowa | | JACKSON COUNTY FAIR
Marianna, Fla. |

Will book three or four flashy Kiddie Rides (Geneva Williams, answer).
 Have attractive proposition for Wild Life, Unborn, Midget Show, Penny Arcade, Roller Coaster, Dark Ride and Glass House.
 Want A-1 Carpenter-BUILDER to build outstanding fronts (Art Courtney, answer).
 Want organized Troupe for revue. Will consider complete Minstrel Show.

WINTER QUARTERS OPEN FEB. 23, NAPIER FIELD, DOTHAN, ALA.

All address:
JOHNNY J. DENTON or ART FRAZIER, P. O. Box 1126, Dothan, Ala.
SEE US AT THE FLORIDA STATE FAIR, TAMPA

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

OPENING APRIL 4, COURT HOUSE LOT, GREENVILLE, S. C.

WANT Wild Life, 10-in-1, Unborn, Illusion, Fun House, Monkey, Glass House, Arcade or any Grind Show. Also Man to handle Big Snake Show.	WANT Long and Short Range, Water Games, Ball Games, Age and Scales, Cork Gallery, Balloon Dart, String Game, Glass Pitch, Live Duck, Coke Bottle, Jewelry, Bingo, Custard, Mug Joint, Cook House, Mitt Camp or any Hanky Panks.	WANT Electrician, Ride Superintendent; Foremen for Merry-Go-Round, Twin Wheels, Caterpillar, Rockplane and Kid Rides. Rauch, contact.
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WANT Agent who knows Virginia, North Carolina, South Carolina and Georgia. Also organized Minstrel Show, I have top and front. Dennis, contact.	FOR SALE 46 Model Flyoplane, first-class condition, with fluorescent lights, or will trade for Scooter or Tilt-a-Whirl. One Allan Herschell 10-car Kiddie Ride, newly painted, new top and platforms, or will trade for Sky Fighter.	WANT To book Train, Roller Coaster or any Ride not conflicting.
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All replies to **JOHN T. TINSLEY, 22-A East Court Street, Greenville, S. C.**
 (Phone: 5-8973)

ART LEWIS, General Mgr. **JOHN MARKS, Director**

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

WE HAVE 12 FIRST-CLASS FAIRS ALREADY CONTRACTED
OPENING OUR SHOW IN RICHMOND, VA., IN APRIL

WANT capable and reliable show people. Will finance attractions of merit. What have you to offer?
CONCESSIONS. All legitimate Concessions and Hanky Panks open, American Palmistry.
SPEEDY PALMER, get in touch with me. All Marks help please acknowledge this call. Cookhouse and Grab still open. Want to hear from John Garret.
 All answer, write or phone: **ART LEWIS, General Mgr.**
 Sea Gull Hotel, 21st St. & Ocean, Miami Beach, Fla., until March 1, or WINTER QUARTERS, RICHMOND, VA.

WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

WANT FOR UNIT NO. 1 **26 FAIRS** **26 FAIRS** **WANT FOR UNIT NO. 2**
INCLUDES NEBRASKA STATE FAIR
ONE OTHER STATE FAIR PENDING

RIDES Will book Spitfire, Dipper and Looper, also Dodgem.	CONCESSIONS Win. Foot-Long Hot Dogs. Hanky Panks of all kinds. NO MITT CAMPS. Want Agents for Pan and Pea Pool. Route furnished to interested parties.
SHOWS Have beautiful Side Show, complete with banners; Girl Revue, Posing Show, Midget Show; also Hillbilly Show, complete. Want capable Managers for same. Must have talented people, wardrobe and sound sets. Will book Side Show, Girl Show, Monkey Show, Motordrome or any worth-while attractions with their own equipment and transportation. Low P.C.	RIDE HELP Want Foremen for Rock-o-Plane, Caterpillar, Fly-o-Plane, Red Hodge Luther (Ferris Wheel), George Stedman, Sterling Johnson or any Ride Help that has worked for Slim Wells, please get in touch with him. Glass Pitch Cassidy, Mack Stanko, Speedy Palmer, get in touch with us.

801 E. 78th Street **WILLIAM T. COLLINS SHOWS** **Minneapolis, Minn.**
WM. T. COLLINS Owner **E. W. (SLIM) WELLS Business Manager**

STOCK TICKETS One Roll \$ 1.50 Five Rolls 4.50 Ten Rolls 6.50 Fifty Rolls 22.00 100 Rolls 40.00 ROLLS 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2	★ TICKETS ★ THIS AD WITH CASH ORDER — 20% DISCOUNT — on SPECIAL PRINTED Tickets if postmarked before Feb. 28, 1953. THE TOLEDO TICKET CO. Toledo 12, Ohio	SPECIAL PRINTED Cash With Order. Prices Roll or Machine 2,000 \$ 6.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 10.50 30,000 15.50 50,000 20.50 100,000 33.00 500,000 133.00 1,000,000 258.00	ADVERTISERS KNOW ... that an audited paid circulation like The Billboard's is a genuine guarantee of effective advertising
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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

HARRISON GREATER SHOWS

"Presenting the Show of Shows"

FRANK HARRISON Owner & Manager	HARDY BRADY Business Manager	MRS. FRANK HARRISON Secy. & Treas.	C. V. COX General Agent
10 RIDES	2 BIG DIESEL LIGHT PLANTS	40 CONCESSIONS BIG FREE ACT	10 SHOWS

WINTER QUARTERS NOW OPEN

Opening first of April to 40,000 Marines in North Carolina. Location to be announced later.

Want Concessions of all kind. All Show Concessions open. Want Cookhouse, must know how to cater to show people and keep up to standard of show. Want high-class Bingo for all season. Want Popcorn, Candy Apples, French Fries, Frozen Custard, Floss and Photos. Will sell exclusive on two high-class Mitt Camps; two only. Have two Wagon Fronts for two Girl Shows with two or more girls for each show. Must have sound and wardrobe. Rex Allen, get in touch. Lou Pease, answer. Have complete outfit for organized Minstrel Show, must have band and people. Robert Ferrell, get in touch at once. Jessie Brown, Doc Anderson, Prof. Vidalia or anyone interested in this show, get in touch at once; you know I have the territory for Jig Shows. Wally White wants Acts and Annex for Side Show. Zadu, get in touch with me. Want Man to handle Chimpanzee and Monkeys for Monkey Show. Will book any worth-while Show with or without outfits. Want A-1 Show Carpenter. Pay starts when you go to work. Winter quarters now open. Want Ride Help of all kind—Merry-Go-Round Foreman, Ferris Wheel Foreman, Chairplane Foreman, Rolloplane Foreman, Octopus Foreman, Flyoplane Foreman. Man to take care of Live Ponies, salary and percentage. Also Man to take care of three Kiddie Rides. Want A-1 Mechanic with own tools; must be able to keep fleet of trucks rolling. Johnny Watkins, Tom Gossett, Jimmy Evans, Donald Skinner, all help who have been with me before come on. Winter quarters now open. Want high-class Free Act. Want Electrician who can handle International Diesel Light Plants. Want A-1 Billposter; must be able to produce. Swifty Palmer, get in touch. All mail and wires to **FRANK HARRISON TEL. 429-J. BISHOPVILLE, S. C.**

GLADSTONE EXPOSITION SHOWS

14 Fairs — 2 Celebrations — 14 Fairs
 OPEN ABOUT APRIL 6 NEAR JACKSON, MISS.

WANT Hanky Panks of all kinds, Fish Pond, Glass Pitch, Pitch-Til-U-Win, Cork, Long Range, Short Range, Bumper, String, Coke, Penny Pitch, Hoopla, Mouse Under & Over, Beat Dealer, Photos, Jewelry, Scales, Ball Games, etc.
WANT Shows of all kinds with own equipment. Wonderful Girl Show territory. Willoby, answer. Noell, contact.
WANT nice set of Kiddie Rides for season—Pony Swings, Auto, etc.
WANT Ride Help on Tilt, Wheel, Jenny, Comet Chair, Electrician, other useful help.
F. O. POOLE, Mgr. **JACK OLIVER, Bus. Mgr.** **FLOYD ALDRIDGE, Asst. Mgr.**
 Box 1184, Jackson, Miss.

ROYAL EXPOSITION SHOWS

WANT FOR LAKE WALES, FLA., FAIR WEEK OF FEB. 9-14
SHOWS, RIDES AND CONCESSIONS
MAKE RESERVATIONS EARLY, SPACE LIMITED, OKEECHOBEE, FLA., FAIR FOLLOWS. CONTACT
J. P. BOLT
 Sarasota County Negro Fair, Sarasota, Fla., this week.
 P. S.—Nina Scott, come see me at once, important.

VIRGINIA GREATER SHOWS

OPENING FIRST WEEK IN APRIL, SUFFOLK, VIRGINIA

WANT exclusive on following: Custard, French Fries, Age and Scales, Novelties, strictly American Mitt Camp (Dick Cooper and Harry Harrison, answer). Want Ball Games; all Hanky Panks open. Want to hear from Minstrel Show People, Side Show Manager (Floyd Woolsey, answer), Wild Life, Monkey Show, Snake Show, Girl Show Manager for one or two Girl Shows. Have for sale cheap, Super Rolloplane and Kiddie Auto Ride; come and get it. All mail and wires to
WM. C. (BILL) MURRAY, Box 461, Suffolk, Virginia

LAST CALL **LAST CALL**

T. J. TIDWELL SHOW

OPENING FEBRUARY 28

Can place Hanky Panks of all kinds. No exclusive; Photo, Long or Short Range Shooting Gallery. **SHOWS**—Girl Shows, have top and front for same; man to handle Snake Show, also couple to manage completely framed Dope Show, man to take charge of Fun House. Must drive same. Experienced Ride Help who drive semis. E. Morris and Hargrove, come on. All answer.
T. J. TIDWELL, Mgr.
 Lamesa, Texas, Winter Quarters

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.

CETLIN & WILSON SHOWS

OPENING PETERSBURG, VA., MAY 1ST. Fairs Start in July

Aug. 10th, Ionia Free Fair, Ionia, Mich.
Aug. 20th, Missouri State Fair, Sedalia, Mo., 11 days.
Sept. 3d, Indiana State Fair, Indianapolis, Ind., 11 days.
Sept. 14th, Reading Fair, Reading, Pa.
Sept. 24th, Virginia State Fair, Richmond, Va., 11 days.

WANT: Ride Foreman and Workingmen in all departments. Report April 1st; not before.

CAN PLACE: Worthwhile Grind Shows with own equipment. Will book any Ride that doesn't conflict and furnish wagons for same.

WINTER QUARTERS

All Address FAIRGROUNDS

PETERSBURG, VA.

Oct. 5th, Anderson Fair, Anderson, S. C.
Oct. 12th, Piedmont Interstate Fair, Spartanburg, S. C.
Oct. 19th, Georgia State Fair, Macon, Ga.
Oct. 26th, Eastern Carolina Agril. Fair, Florence, S. C.
Nov. 2nd, Sumter County Fair, Sumter, S. C.

CAN PLACE: Large Cookhouse. All legitimate Concessions open at all times.

WANT: Big Circus Side Show with own equipment. Will furnish wagons for same if needed. Must be able to handle big crowds and grosses.

NORTHERN EXPOSITION SHOWS

WANT FOR TWENTY-THREE FAIRS AND CELEBRATIONS STARTING MAY 15 . . . Tenth consecutive year MONTANA "B" CIRCUIT OF 14 FAIRS. Also SANISH, NORTH DAKOTA—Northwest's largest 4th of July; WOLF POINT, MONTANA—Wild Horse Stampede. Northwest Montana Fair—Central Montana Fair—Marias Fair, Etc. Also nine spring celebrations second to none.

WANT Ride Help: Clean, sober, reliable Men. Must drive trucks. Best of equipment and wages.

WANT legitimate Concessions. Must have good flash and equipment. Also Agents for office-owned Concessions. American Palmist. ABSOLUTELY NO CYPRIES. John Hicks and Joe Colby, contact.

WANT Rides to join June 8th. Kid Rides: Boat, Train, Ponies, especially want Little Dipper. Major Rides: Looper, Caterpillar or Rock-o-Plane. Wonderful ride spots. Bill Davis, contact.

WANT Shows with own equipment. 10-1 to feature. Grind Shows, Glass or Fun House. Any good Show catering to family trade. Must be able to move fast. People to operate small Posing Show. Have new equipment.

WANT Billposter that can get it up. Will furnish truck. No banners.

WINTER QUARTERS OPEN MARCH 1, WORTHING, S. D.

MIKE SMITH, Owner; LAWRENCE LA LONDE, General Agent. Phone 2691

TO SETTLE THE ESTATE

of the late
WILLIAM T. McNALLY
BOSTON, MASS.

The Following Must be Sold:

- 2 Merry-Go-Rounds—both 30 horses, 2 chariots.
- 2 Eli #5 Ferris Wheels, 1949. 1 Kiddy Auto Ride, 1948.
- 1 Tilt-a-Whirl, 1947. 1 Caterpillar Ride, 1948.

ALL OF THE ABOVE RIDES OPERATED DURING THE 1952 SEASON

- Also 1 Moon Rocket Ride. 3 1947 International Tractors—
- 1 KB6, 1 KB8, 1 KB11.

If you are interested write, DO NOT TELEPHONE.

MICHAEL HENRY McNALLY

465 QUINCY Shore Blvd.

NO. QUINCY, MASS.

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS,
MOTORDOMES, SHOW TENTS

ANYTHING IN CANVAS

Manufacturing Show Canvases for Over
Fifty Years.
Underwriters' Approved Flame
Resistant Materials Available.
3 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

MURPHY'S TRI-STATE SHOWS

Want for 1953 Season—Open May 15

Can use a few more Concessions not conflicting. Exclusive on all Concessions. No flats. Must have nice outfits and good transportation. Three spots a week, all streets until fairs—new faces every other day—no layoffs—no long jumps—strong route—strong auspices—playing South Dakota, North Dakota, Minnesota. Can use one Show of merit, mounted. No Girl, no Athletic, no Bally, no gypsies. Will carry 7 Rides—3 Shows—22 Concessions. Top wages and bonus to good, reliable Merry-Go-Round Foreman; if married wife can sell tickets or have or operate Concession. Other Ride Foreman same deal. Want Light Plant, set of Diesels in good shape (2), approximately 35 kw. each; mounted Cat. preferred. Will book small Cookhouse that will cater to ride help and show people. Want to buy Kiddy Swing. Also good opening for Kiddy Car Ride, factory made, big cars, no junk. Kenny Barton, write for information. Contact JOHN MURPHY, Owner, MURPHY'S TRI-STATE SHOWS, Winterquarters, Madison, S. D. Present address: c/o Trailer Park, Weslaco, Texas.

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000

\$29.50

10,000 . . . \$ 9.50

20,000 . . . 12.00

50,000 . . . 18.50

W.G. WADE SHOWS

Now Contracting
RIDES • SHOWS
• CONCESSIONS •

For our 1953 Season

G. P. O. Box 1488
Detroit 31, Michigan



Strange and
Weird Attractions
Shrunken Heads,
Ape Boy, Wolf
Boy, Devil Child,
Many others.
Your ideas made
up. Write for
Folder, Free.
Tate's Curiosity
Shop
3859 E. Van Buren
St., Phoenix, Ariz.

FOR SALE

Complete Show—Flashy 60-foot front, indirect lighting, 20x30 tent, side wall, flame proof, A-1 shape; poles, stakes, pits, light stringers, 2 ticket boxes. Can be used for any banner show. 4 Python Snakes from 12 feet to 16 feet, all feeders; 3 Alligators. Also include a Ford Truck, stake body, A-1 condition; one Sound Outfit. A show ready to go, 7 banners, 9x7, lettered. All for \$2000.00. Also complete set 16 Side Show Banners, used one season, \$500.00 for all. **MCKEY MANSION, Box 317, Gibsonton, Fla.**

Information wanted concerning Walter Napieralla, formerly of Elmira, N. Y., who disappeared about 1907 at age 17. He is believed to have joined a circus, carnival or road show. Anyone having knowledge of the whereabouts at any time of Walter Napieralla, or of his death, please contact the undersigned. If Walter Napieralla is living and reads or hears of this notice, he is requested to communicate with the undersigned. He has an interest in the estates of a deceased brother and sister. (Signed) Attorney Thomas J. Flynn, 415 East Water Street, Elmira, New York.

FOR SALE

Mobile Power Unit
Low mileage 1939 Yellow Coach Chassis, self-propelled by GMC motor with fully enclosed body housing heated office space and 220 volt single phase 60 ampere AC generator driven by separate six cylinder Continental gasoline engine suitable for lighting and operating carnival. Price reasonable, inspection permitted.
Kingham Trailer Sales
607 W. General Robinson St.
Pittsburgh 12, Pa.

FOR SALE

Stuffed Animal Photo Stand—Pony, Lion, Bucking Steer and Horse, 4 Animals, Hats, Chaps, Jackets and Camera. Dark Room, Fence and all equipment, \$3,500.00 cash. Now operating.

H. E. ANDERSON

3600 S. E. 6th Ave., Ft. Lauderdale, Fla.

GLASS HOUSE

FOR SALE

Forty-foot panel front mounted on 31' all-steel trailer in perfect condition; complete set of eight Distortion Mirrors and Laughing Figure with sound. Set up for inspection at Silver Star Trailer Park, 19009 Florida Ave., Tampa, Fla. Phone 34-9814. **J. C. DUNCAN JR.**

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Jan. 31.—Vice-President Ned Torti was in from Milwaukee to preside at the Thursday (29) meeting. With him at the table were William Carsky, treasurer; Walter F. Driver, treasurer emeritus; J. C. McCaffery, past president, and Joe Streibich, secretary.

J. W. (Patty) Conklin presented the membership application of J. S. Stephen and one for Charles S. Jordan was presented by Neil Webb. Action was urged to commemorate the club's 40th birthday on February 19. Welfare committee reported Frank Daniels and Jack Duffield are still confined. Sunny Bernet was at the meeting. Ben Landes is out of the hospital. Billy Williams is confined to his St. Paul home. President J. P. (Jimmy) Sullivan presided at the January 22 meetings.

Ways and means committee is busy planning the annual summer fund drive. George W. Johnson gave a digest of the annual audit.

Callers included Omer J. Kenyon. Jack Kaplan left for Tampa. House committee will hold a bingo on February 6. Donations for the birthday open house received from Ned Torti, Al Sweeney, George W. Johnson, Morris A. Haft, William Carsky and Ed Sopenar.

Greater Tampa

Showmen's Association

Tampa, Fla.

TAMPA, Jan. 31.—Good turnout was at the annual fish fry Sunday (25) at Al Tomaini's camp in Gibsonton. Bob Graves and Malcolm Sweat Jr. gave exhibitions of water skiing and Chet Kinamon and his dogs performed for the crowd.

C. J. Sedlmayr Jr., won the casting contest. Candy and Jimmie Young, children of Mr. and Mrs. Jack Young, took top honors among the youngsters for the most fish caught.

Club will enter a unique float in the Gasparilla Day parade this year. The float will center around a mechanical elephant, 9 feet tall and 14 feet long and Turk Abraham will ride the vehicle.

Monica Baress was named flower queen of the Auxiliary and with her attendants will ride the float. Her ladies will be Vi Lemay, Vera Hauck, Doris Carter, Gertrude Weiss and Ruth Petranes. The float will be drawn by an imitation band

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 31.—Installation banquet was at the York Hotel. Estelle Regan, making her first appearance as mistress of ceremonies, installed officers. Pages Mary Russo and Arlene Sidenberg ushered in the new officers: Teresa Sidenberg, president; Clara Campbell, first vice-president; Verna Schantz, second vice-president; Rose Brown, third vice-president; Marguerite Lohmar, treasurer; Nora Gdynia, chaplain; June Scordias, sergeant at arms; Babe Weinstein, social secretary.

Following installation a chicken dinner Jean Freund strolled thru dinner Jean Freund strolled thru the aisles as she played the accordion.

Telegrams and messages were read from the International Association of Showmen, St. Louis; the Ladies' Auxiliary of National Showmen's Association, New York; the Jack Downs Amusement Enterprises; Estelle Regan; Lotis Francis; Ada Miller Brunk; Arlene Sidenberg; Lone Star Showwomen's Club of Texas; Ida McCoy, Mr. and Mrs. Ed Schantz; John Gallagan, president of International Showmen's Association; Ladies' Auxiliary of the Heart of America Showmen's Club; Flat Tire Amusement Company; Mary Russo; Morris Lipsky; Rose Brown; Mr. and Mrs. Frank Grimm; Daisy Davis; Florence Cobb; Sally Prevost; Elsie Wear; Jane Bunting.

Flowers were received from Caravans, Inc. of Chicago, Ladies' Auxiliary of the Showmen's League of America, Heart of America Showmen's Club, Acme Premium Supply Company and the International Showmen's Association, St. Louis.

After dinner members and guests returned to the clubrooms where about 200 enjoyed dancing and entertainment. Nell Driscoll furnished music. Verna Schantz emceed for entertainment by Loretta Rexford and Harriet Walton. Ann Sleyter won a two-piece luggage set, and Elizabeth Stiel won second prize.

wagon and Eddie Lowe will play the calliope.

Club's sick list includes B. H. Britt, George Ringlin, Sam Gordon, Mr. and Mrs. Tommy Arger, William Hays, Jimmie Hicks, Whitie Weiss, Eddie Lowe, Harry Julius, Sam Holman, Leo Carrol and Eddie Pasterczyk.

SEE YOU AT THE TAMPA FAIR, on the fairgrounds, FEB. 6 thru 12

Or can be reached at Tampa Terrace Hotel. Will be interested in talking to all parties relative to contracting RIDES, SHOWS and CONCESSIONS for our 1953 still dates and fair routes.

W. G. WADE **D. WADE**
W. G. WADE SHOWS

MERRY-GO-ROUND FOREMAN WANTED

Allan Henschell 36-foot, 2-abreast, racked in low-boy trailer, easy up and down. Top salary if you know your business, also Chairplane Man. Tower does not dismantle. Want Second Men on all Rides.

LEE BECHT AMUSEMENTS

P. O. BOX 92

MT. HEALTHY 31, OHIO

Attention, John Trigo, got in touch at once.

PAGE BROS.' SHOWS

Opening in April near Nashville, Tenn.

Want Business Manager with or without Concession. Popcorn, Bingo, Cookhouse, Custard, Jewelry, Slum Stores of all kinds. Want Ride Help, Operators for Monkey Show, Sideshow and Funhouse. Address:

Lafayette Hotel, Tampa, Fla., until Feb. 15; then Springfield, Tenn.

RALEY BROS.' EXPO.

OPENING MARCH 2 NEAR WALTERBORO, S. C.

No grift of any kind on midway. Can place one more Ride not conflicting. What have you? Place Hanky Panks and Grind Shows, one of a kind only. No Girl Shows. Want Help for office Concessions. Especially want Man and Wife to take complete charge of modern Cookhouse on trailer. Contact

HAROLD RALEY, R.F.D. #2, Walterboro, S. C.

"TENNESSEE VALLEY AMUSEMENTS"

Opening in Tennessee. Two Saturdays—April 11th—Two Saturdays. Concessions—Hanky Panks, Ball Games, Lead Gallery, Bingo, Dart, etc. Book Mitt Camp, four Grind Stores; Jewelry open; Custard, Six Cats, Buckets, Agents—Slum Spindle, P.C. Dealers, Guess Age and Weight, Nickel Roll Down, Pan Game, Man and Wife for Photo Studio. Mr. Bill Krieger, Don Prentiss, contact. Ride Help—Wheel, Chairplane, Kiddle Auto. Book Merry-Go-Round on percentage. Paul Cross, Frank Allen, contact. Shows with own equipment and transportation: Big Snake, Girl, Monkey, or what have you? Jack Orr, contact. Wire, write or phone 2-9226.

THEODORE R. MEADOWS, 1901 Dickerson Rd., Nashville, Tenn.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH. OUR PRICES TALK !!!

\$4.25 Doz. | \$48.00 Gross

\$6.00 Doz. | \$66.00 Gross

!! OUTSTANDING !! FOR SALES AND EYE APPEAL

White Center, Red Sides, or 3 All White Brilliant Cut Stones, Hand Set.

No. 710 GOLD FINISH \$4.00 Doz.



No. 508 \$3.25 Doz. Gents' - A real flashy round white stone and a big seller. Gold finish.



No. 185 Full of Life! Fire! Brilliance \$3.85 doz. \$45.00 gross



Gold finish. White brilliant center. Red sides.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

SENSATIONAL VALUES Men's WATCH SET

\$75 retail tag with each set



Complete Deluxe WATCH & JEWELRY Ensemble (DELUXE WATCH ALONE, \$4.75)

- Brand new nationally advertised watch, gold plated case and matching expansion band
Lustrous double-gold plated cuff links, key chain and tie holder
Large plush lined deluxe gift case
Written service guarantee
Copy of \$150 retailer
5-day money-back guarantee

Wholesale only, 6 watches minimum, \$1.00 additional for samples. 25% with order, balance C.O.D. BROOKS Products 92 Liberty Street, New York 6, N. Y.

EUCALYPTUS WORKERS Mustiez

EUCALYPTOL OIL COMPOUND Made in beautiful silk-screened bottle with Sani-Seal caps. Comes also with beautiful all-purpose nasal inhalers. Absolutely the flashiest and prettiest bottle in the country.

2-oz. bottle of MUSTIEZ with one inhaler sells for \$1.25; cost to you \$28.80 per gross. 4-oz. bottle of MUSTIEZ with two inhalers sells for \$2.00; cost to you \$56.60 per gross - pamphlets are included - complete Products Liability Insurance coverage. Write, Wire or Phone. Send 50¢ for sample package.

Pitman Laboratories Pitman, N. J. Phone: Pitman 3-3755

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 is 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

A COMPLETE EMCEE GAG FILE, CONTAINS ad libs, introductions, hecklers, monologs, parodies, etc. \$5. Geo. Schindler, 1613 East 29 Street, Brooklyn 29, N. Y.

ACTION COMEDY! PARODIES, INTRODUCTIONS, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif. ap11

"EMCEE" MAGAZINE - CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. fe14

YOUR ADVERTISEMENT DISPLAYED in a space such as this will do a terrific selling job for you. USE CONVENIENT ORDER FORM

9 SOCKO LAUGH PACKED MONOLOGS! "Girl's Room Across the Alley," \$5; "It's Sam Slade, Ace Detective," \$5; "Senator Windham (political wit)," \$5; "Taxes!" (comic political speech), \$5; "Music Professor" (music comic), \$5; "Elmer Comes to the City!" (rube), \$5; "Oh! My Cousin!" (rube), \$5; "Happy Sam!" (Yeh, Man! blackface), \$5; "Draft Board Calls!" (army fun), \$5. Special! "Oh Honey!" (parody), \$1 with list acts, skits, blackouts, plays, etc. Hollywood Writer's Mart, 7315 Sunset Blvd., Hollywood 46, Calif. fe7

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY. Italian Inlaid, Mosaic and Sea Coral Jewelry; Mexican, Chinese, Iran and India Jewelry; Butterfly Wing Jewelry; Tropical Souvenirs, Novelties, and curios. Joseph Fleischman, 906 Tampa St., Tampa, Fla. fe21

A CATALOG FREE WITH WORLD'S BEST values Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sundries, Vitamins, etc., from big cut-rate wholesalers since 1916. Mills Sales Co., 28 West 23rd St., New York. tf

AGENTS - ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, 50¢; literature free. General Products, 11 N. Pearl BB-24, Albany, N. Y. fe14

AGENTS-DISTRIBUTORS-PITCHMEN-CREW Managers. 200¢ profit, over million sold, wanted by all women. Sells 50¢, your cost \$18 gross. Send 25¢ for sample and details. Box 514, Seneca, S. C.

ALLIGATOR BAGS, 9x6", \$8; WITH HEAD, 9x7 1/2", \$8.50; Ladies' Shoes, \$7.50. Samples, 10¢ extra, no c.o.d. Morris Ojalvo, Campanario, 222 Altos, Havana, Cuba. fe7

AMAZING SELLER - LORD'S PRAYER Cross Necklaces. Exclusive factory deal to live wire producers. Write General Lamp, 627 North Sixth, Milwaukee 3, Wis.

A MONEY MAKER - FREE CATALOG. Select Shaker Co., 5132 Shattuck, Oakland, Calif. ap25

ATTENTION, HOSIERY - LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bag, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. P. Pollard, S. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

BARGAINS - TERRIFIC SAVINGS: JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" certificate, which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-28 North Desplains, Chicago 6. np

BEST DEAL IN THE COUNTRY ON MEN'S, Ladies' Hose; men's Neckwear. Send today for beautiful free page catalog. Wolfmark, 931-A Roosevelt, Chicago 8. np

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. fe7

BIG MARBELIZED CHINA TABLE LAMPS. Top and bottom ruching, \$2.50 each. National Lamp Co., 159 North Racine Ave., Chicago 7, Ill. np

BUY NYLONS DIRECT FROM MILL - Write for jobbers' prices. Joy Hosiery Mills, Delaware 8, New Jersey. ap4

BUY WHOLESALE DIRECT - 25,000 ITEMS: electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog, 25¢ (refundable). Matthews, 1478-C51 Broadway, N.Y.C. 36. np

CABLE NECK CHAINS, 24 INCHES, gleaming silver finish, highly tarnish resistant, bulk, \$1.75 gross; individually display carded, \$18.50 gross. Key Chains, 4 inches, gilt, 1,000, \$6.75; 5,000, \$32; 10,000, \$59; with assorted Charms attached, add \$7.50 1,000. Free delivery on prompt orders. Unique, 472 Hendrix, Brooklyn New York. fe14

CATCHEMALL, CATCHMIGHT, FOWL, Animal, Reptile, Patented Trap. Get yours now. Partners and agents wanted. Dr. Roberts, 111 N. Stevens St., Valdosta, Ga. np

CLEANS WINDOWS WITHOUT MESS - Strange "dry" cleaning-cloth. Replaces liquids. Samples sent on trial. Kristee 157, Akron, Ohio.

CLOSING OUT ASSORTED TOYS, NOTIONS, novelties, etc., at 5¢ each. Some items retail 25¢, 50¢, \$1 each. Packed 200 pieces, assorted, \$4 each, f.o.b. New York. Check with order. Paul Cohen Co., 881 Broadway, New York 3, N. Y.

COMIC POST CARDS - NEW GAGS, BRILLIANT full color, finest art work, best glossy paper. Retail for a nickel. Price to trade, \$25 per 1000. Samples, \$1. Jobbers and Distributors wanted. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

JOKERS' FUN SHOPS - FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. fe26

JOKESTER'S PRINTED NOVELTIES wholesale; fifty samples \$1; refunded first order. Sebastian, 10934-B Hamlin, N. Hollywood, Calif. mh21

LOOK - FULL FASHIONED NYLONS, REJECTS, \$1.25 doz.; minimum order, 10 dozen; Chenille Bedspreads, \$36 doz.; Cotton Pillow Cases, \$3.25 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn.

LUCKY GADGETS, JOKER'S NOVELTIES (dime sellers), hundred pieces, dollar; 60 adult Cartoon Booklets, dollar; two hundred Magic Fun Sheets, dollar. Quaker Bureau, 2295 Concourse, N. Y. City 53.

MAKE \$300 FIRST WEEK ON NEON AD CLOCK or return it for a full refund; exclusive territory to good men; no experience needed. ELECTRIC AD CLOCK CO., 220 N. Jefferson Chicago 6, Ill.

MAKE PERFUMES AND COSMETICS AT home. Profitable business; information free. Men-women, write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. fe14

NEED EXTRA MONEY? SHOW YOUR friends Wonderful Regal line of All-Occasion Greeting Cards. Over 100 beautiful assortments to choose from. Also exclusive Stationery, unobtainable elsewhere. No experience necessary. Your profit up to 100% plus bonus. Write for free samples. Sales kit on approval. Regal Greeting Card Co., Dept. 46, Ferndale, Mich.

NEW COIN A DAY CALENDAR BANK - Precision built, beautiful colored picture panel; sample, \$2; no c.o.d.'s; \$15 doz. f.o.b. Majatrix, 67 Lincoln St., Seekonk, Mass. fe7

NEW "SPONGE" WALL CLEANER - Erases dirt like magic. Wallpaper, painted walls, ceiling, saves redecorating. Lightning seller. Samples sent on trial. Kristee 158, Akron, Ohio. np

NOVELTY CONCESSIONAIRES - MAKE 28¢ profit on each 35¢ sale. Earn up to \$1,000 at a single event selling "sell on sight" Personal Name Emblems at fairs, festivals, expositions, home and sport shows, etc. This proven, incomeable novelty item which will amaze you with its effortless rapid-fire volume sales is now available direct from manufacturer. Be the first to reap its potential golden harvest in profit. These colorful and decorative emblems are processed on red, blue and green wool applique felt in 3 attractive designs: gay hearts for girls, rugged footballs and baseballs for boys. Personal names embossed with white rayon letters. 250 most popular names now available in assorted well-balanced complete sets of 1200 units; individually packaged in cellophane bags, alphabetically filed in sturdy boxes to expedite handling. Send 50¢ for samples, details, name list and display photograph. Emblem Products Co., 217 W. Garfield Ave., Milwaukee 12, Wis. fe7

NYLON HOSIERY WHOLESALE - DOOR to door. Salesmen, canvassers, installment Dealers, Club Party Organizers. To boost your earnings we offer high grade Nylons, best service, highest profits. Write for prices. Super Outlet Hosiery Company, Warren 4, Mass.

PROFIT DEAL FOR CONCESSIONAIRES - Every parakeet and dog owner wants these new records. How to Teach Your Parakeet to Talk, 78 or 45 rpm; "How to Teach Your Dog to Obey." Nationally advertised at \$1.95 each. Write for quantity prices. A. C. Barnett, 520 N. Michigan, Chicago 11, Ill.

RETAIL STORE ROUTES, RESTAURANTS, taverns, filling stations, groceries, etc. Display, deliver and collect. No selling. Over 400 beautifully displayed Novelties, Sundries, Drugs, Specialties, etc., from Cated Merchandise Warehouse and Headquarters for Florida and Georgia for Laymon's World's Products Co. Small investment required. 25% to 133% profit. Aazz Agencies, Inc., Dept. AD, 670 W. Fairbanks Ave., Winter Park, Fla. np

SELL BIG MONEY MAKER TO MEN AND WOMEN. Easy 2¢ profit, mass fast selling useful articles. Sample free. Sun-made Company, Brockton 64, Mass.

SOCIAL SECURITY PLATES WHOLESALE. Be your own boss. Automatic Stamping Machine for all kinds of name plates. Samples name and Social Security number, 50¢; free letter box plate, catalog with order. Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap11

WANTED AGENTS - MEN, WOMEN TODAY's miracle self-seller. \$1 item; 100% profit. Get territory today. Send 50¢ for sample. Ted, 191 N. Hill Ave., Pasadena, Calif. fe7

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago 7. np

WANTED AGENTS - MEN, WOMEN TODAY's miracle self-seller. \$1 item; 100% profit. Get territory today. Send 50¢ for sample. Ted, 191 N. Hill Ave., Pasadena, Calif. fe7

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Capes - Jackets - Stoles - Scarfs AS LOW AS \$15.00

Mink - Squirrel - Kidskin - Marmot - Muskrat - Kolinsky, etc. Take orders from our illustrated catalogue. Write for free illustrated catalogue.

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Big Profit from a Little Item New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer, Over 200 pages. Size of postage stamp (1 1/2" x 1"), yet clearly printed and every word legible. Black gold. Wonderful BIG PROFIT novelty. Dealer's Prices 90¢ doz., \$6.75 per doz. \$1.50 per doz. Special low jobbers & quantity prices. Send for WHOLESALE CATALOG of 1000 novelties. JOHNSON SMITH & CO., Detroit 7, Mich. (Publishers of 100 Low Priced Paper Covered Books on Magic, Mysticism, Hobbies, Girls, Etc., Etc.)



HEART "STAR SAPPHIRE"

EXQUISITE LOVERS' STYLE

\$10.80 doz. Individually boxed 4 samples \$5 postpaid

Destined to sell like wildfire. Lovers will want these glamorous sim. Star Sapphires in romantic heart design. Set with brilliant "ice" that sparkles like diamonds in the light. Order fast and satisfy the demand for lovers' gifts for Valentine's Day. Play cupid and make real profits. 7.50 price tags included.

Also available counter display tray of 1 doz. sets (two in a gift box, 24 jewelry items) Star Sapphire Scatter Pins, \$6 per dozen sets.

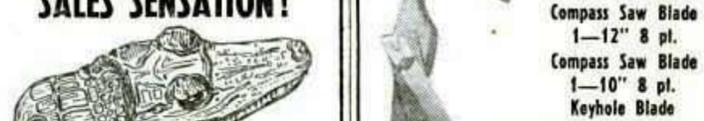
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FINEST QUALITY! LOWEST PRICES! PRICED FROM \$24.00 TO \$48.00 Per Dozen

SAMPLES SENT ON REQUEST C.O.D. WISCONSIN DELUXE CO. 1902 N. Third St. Milwaukee, Wisconsin

A SIZZLING SALES SENSATION!



The Newest, Hottest Selling Novelty on the market today!

A genuine baby alligator head from Cuba on beaded key chain. Sells like hot cakes over any counter at \$1.49. A natural for premium or as an advertising specialty. Average length 2".

\$10.80 per doz. Sample Postpaid \$1.50

PREMIER CREATIONS Russells Point, O. Miami, Florida Until March 15, order from 11295 Biscayne Blvd., Miami, Fla.

ATTENTION: MR. CARNIVALMAN. PITCHMAN, CONCESSIONAIRE

Welcome! When you are in or near the city of Atlanta, Ga., it will pay you to visit us. We carry a complete line of premium gifts and glassware.

- Ash Trays
Oval Dishes
Salad Plates
Bon-Bon Dishes
Compotes
Nappys
Fruit Bowls
Other inexpensive items.

It's easy to buy or order from us because (1) Central location; (2) Free parking space; (3) Large and complete stock always on hand; (4) Ship anywhere in the South; (5) Catalogs available.

It will be a genuine pleasure to serve you. The price is always right. H. SMITH BOTTLE SUPPLY CO. 250 Decatur St., S. E. Atlanta 3, Ga.

3 WAY SAW

- 1-14" 8 pt. Compass Saw Blade
1-12" 8 pt. Compass Saw Blade
1-10" 8 pt. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherrywood 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

5 WAY CABINET SAW SET

1 10" keyhole saw, 1 12" compass saw, 1 15" pruning saw, 1 12" mitre back saw, 1 16" panel saw. Packed 6 to carton - no less sold. \$1.35 per set.

All above items made in U.S.A. Prices do not include shipping charges. 25% DEPOSIT - BALANCE C.O.D. COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

Big Profits

Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢. Bart Mfg. Co. 303 Desraw St. Brooklyn 2, N. Y.

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When in Los Angeles stop at C & N Sales, 114 W. 3d St., Los Angeles 13, Calif. Phone: Michigan 6891 - for watches, costume jewelry, household items and Japanese imports and all fast selling items. Cheapest prices in the country. Write for our free catalog.

OUR NAME BRAND LINES INCLUDE:

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STILL GOING BIG! Miss Glamour

4-PIECE JEWELRY ENSEMBLE Only \$2.50 Ea. Set

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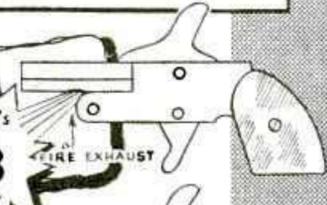
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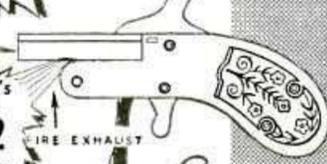
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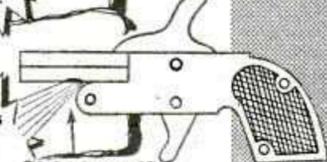
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R. C. WALTERS
4201 Norfolk St. Louis 10, Mo.

Pipes for Pitchmen

By **BILL BAKER**

"LAY-OFFS AND . . . increased cost of living has been the chief topic of discussion here, but the Rubber City goes merrily along," cards Henry H. Varner from Akron. "We've been thru this before. I wonder what has become of Leon and Michelle Starr?"

JACK (BOTTLES) STOVER . . . reports from Harrisburg, Va., that "everything looks good around the Shenandoah Valley." He adds however, that since the election there haven't been too many hustlers around. Making that neck of the woods their headquarters, in addition to Stover, are Willie McDorman, Charlie Andrews, Little Ashby and Smokey Stover.

HENRY (PAT) DANA . . . veteran med worker, is in Ward G, Bay Pines Veterans Hospital, St. Petersburg, Fla., and would like to read letters from friends, Valerie Renne reports.

EDWARD ST. MATHEWS . . . veteran med pitchman, is at his home, 127 Fourth Avenue, West Gary, Ind., following five weeks in Public Hospital, East Moline,

Ill., where he was treated for 10 broken ribs sustained in an auto accident in which he narrowly escaped death. He says he was a passenger in Frank Rusmeisel's car at the time of the accident. Ed says that the accident left him in terrible financial shape but that he expects to be able to return to his work soon. St. Mathews says that he'd like to read pipes here from Herb Johnston, Jimmie Miller, Bob Ward, Curley Bartock, Ralph Meyers, Willard Griffin, Frank Currie, Alfred Johnston and Felix L. Berk.

JACK STOVALL . . . rambled into Tifton, Ga., last week following a visit to Tuscaloosa, Ala., where he met J. R. Clark, med man, and his wife, Alma. He reports that both are getting plenty of money at sales days in that territory. Jack adds that money seems to be plentiful in Alabama and that he has been doing okay with sharpeners.

TERESA SIDENBERG . . . widow of Sid Sidenberg, prominent pitchman of a few years back, was installed as president

IAFE Execs Laud Clinic Idea

Continued from page 53

be accompanied by the publicity director of that fair.

Among others who wrote or wired that they would attend were Bert Powell, publicity director of the Canadian National Exhibition, Toronto; L. E. Griffin, secretary-manager of the Tennessee State Fair, Nashville; Sen. Clyde E. Byrd, secretary-manager of the Arkansas Livestock Show, Little Rock; Ed Schultz, secretary of the Nebraska State Fair, Lincoln, and Bob Latta, manager of the Central Wyoming Fair and Nite Rodeo, Casper, Wyo.

Also L. (Doc) Cassidy, publicity director of the Kentucky State Fair, Louisville; Maurice Fager, newly named secretary-manager of the Kansas Free Fair, Topeka; Homer Bow, vice-president of the Evansville Charities, Inc., sponsors of the new fair at Evansville, Ind.; Don Davis, publicity director of the Indiana State Fair, Indianapolis, and Willard Masterson, manager of the Wisconsin State Fair, Milwaukee.

New Mgrs. To Attend

James E. Tays, new manager of the Illinois State Fair, wrote that either he or the fair's publicity director would attend. Ray La Porte, newly appointed secretary-manager of the Upper Peninsula State Fair, Escanaba, Mich., wrote that he and possibly one or two board members would represent his fair.

Leading fair publicity directors will lead the discussions at the two-day workshop. On the first day, Thad Ricks, publicity director of the State Fair of Texas, Dallas, will head up a discussion on "How to Organize an Effective Advertising - Publicity Department"; Ray Speer, publicity director of the Minnesota State Fair, will deal with "How to Organize and Execute an Attendance-Building Campaign," and Col. Jack Reilly, expert on special events at fairs, will discuss "Special Events and How They Breathe New Life Into Fairs and Build Attendance."

To Cover Many Phases

The discussion panels on the second day will deal with a wide variety of subjects including the following: Ways of handling press credentials; press dinners and press previews—how to stage them; how to use radio effectively; ways of establishing good relations with the rural press; has boiler plate become ineffective?; successful tie-ups with commercial exhibitors; queen contests—are they worth the time and money?; promoting souvenir giveaways by commercial exhibitors.

Still other subjects to be discussed on the second day are special fair editions of newspapers and what they mean to newspapers and fairs; ways of building advance ticket sales; what a staff photographer can do to strengthen a fair's campaign; how to use outdoor advertising effectively; street parades and what they mean today; how to increase kids' day attendance;

cashing in on women's interest in fairs; good will promotions; special mailing pieces and their value; what a house organ means to some fairs; what to sell in fair advertising.

How to Register

All fairs are invited to attend the clinic, at which there will be no charge. The only cost to those who attend will be for transportation, hotel accommodations and meals.

Fair men planning to attend should write the Outdoor Editor, The Billboard, 188 West Randolph Street, Chicago. Hotel reservations will be made thru The Billboard, which has had the hotel set aside a block of rooms to assure accommodations for all who attend.

Shamrock Specials

- Plain Lapel Shamrock, Gr. \$1.00
 - Shamrock With Clay Pipe, Gr. 1.75
 - Shamrock With Clay Hat, Gr. 1.75
 - Miniature Irish Flag, Gr. 1.25
 - Green Cellophane Carnations, Per 100 4.50
 - St. Pat. Crepe Party Hat, Gr. 5.25
 - Green Plug Hats, Doz. \$2.50, Gr. 27.00
 - St. Patrick's Day Balloons, Gr. 7.50
 - 6" Clay Pipes, Box 3 Dz. 2.40
 - Irish Hat Nut Cup, Box 2 Dz. 2.50
 - St. Pat. Napkins (Pkd. 32), Dz. Pkgs. 1.50
 - Jointed Green Wiggle Snakes, Dz. .85
 - Green Plug Banner, Ea. .45
 - 15 Ft. Green Roping, Dz. Lgths. .80
 - 15 Ft. Green Roping, Dz. Lgths. 2.00
 - 180 Ft. Green Roping, Dz. Lgths. 7.44
- Include postage with order. 25% deposit with c.o.d. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

\$200 A WEEK For a 3c Stamp

That's right. A 3¢ stamp will bring you information on an item which can make \$200 a week and more for you, 52 weeks a year. Spare time or full time. And we are not guessing when we say that. The item is good, has high acceptance everywhere and has made big money for the past 10 years.

Write today and we will be happy to send free literature and give complete details on what may prove to be the best deal of your life.

ELECTRIC AD SERVICE CO.
1115 Walnut St. Philadelphia 7, Pa.

PARAKEET WITH GOOD CHROME CAGE \$10.00 Complete
Doz. Lots.
Birds raised outside, can take cold weather.
WILFORD BLUME
640 Drake Place Westfield, N. J.
Westfield 2-4921

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturers at Very, Very Reasonable Prices.
—Columbia Sales Co.—
702 MAIN ST., WHEELING, W. VA.
Phone: Wheeling 240

of the Missouri Show Women's Club, St. Louis, at the annual banquet and ball tossed by the group Thursday night, January 22. She is the first woman of the pitch fraternity ever to head up the St. Louis show organization. Other fem pitchfolk members of the Missouri Show Women's Club are Mary and Madaline Ragen, Estelle Regan, Florence Botsfort, Ilene Kraft and Helen Hutchcraft. Teresa's daughter, Arlene, who celebrated her 20th birthday last Saturday (31), is now secretary to one of the vice-presidents of the Bank of St. Louis in the Mound City.

OWEN FLIPPO . . . is reported to be working towns and hamlets in Alabama with screens to better-than-average business.

CUTLER & COMPANY, INC.
928 Broadway, New York 10, N. Y.

Complete 14-Pc. Matched Set of Heavy Gauge Virgin Aluminum Cookware. Good Housekeeping and Parents' Magazine Seal. The perfect premium, value, pitch, or house-to-house item. Regular retail value \$49.50

- A. 4-Qt. Sauce Pan
- B. Egg Poacher Cups and Tray
- C. 4-Qt. Sauce Pan Cover
- D. 2-Qt. Sauce Pan Cover
- E. 2-Qt. Sauce Pan
- F. 9-Inch Skillet
- G. 11-Inch Chicken Fryer
- H. 11-Inch Chicken Fryer Cover
- I. 1-Qt. Sauce Pan
- J. 1-Qt. Sauce Pan Cover

Same as above in Jumbo. 21-Pc. Honor Craft. Regular retail value, \$69.50
\$17.50 Ea. in Dz. Lots
Sample Set, \$20.00. 25% deposit, bal. C.O.D.

\$9.85 Ea. in Dz. Lots
Sample Set \$12.00
Phone: ORegon 3-6330

STEINBERG-ROSS CO., INC.
The House That Auction Built

24 HR. SERVICE ON EVERYTHING YOU ORDER!
Household Appliances—Power Tools—Silverware—Jewelry—Watches—Vacuum Cleaners—Sewing Machines—Trouble Lights—Outside White Paint—Neoprene Armored Cable—AND Chrome Dinette Sets!

OVER 400 FAST SELLING ITEMS FOR ALL YOUR NEEDS
"If It Doesn't Sell, We Don't Handle It!"

NOW FEATURING

- 100 ft. lengths Neoprene Armored Cable, 110-220-440 conductors. Male and Female plug ends . . . \$6.50 ea. \$25 retailer anywhere.
- Drop Cords—double plug-in fully hanked . . . 25 ft. \$1.22 ea.; 50 ft. \$1.92 ea.; 100 ft. \$2.97 ea.
- 29-Pc. Set Chrome-Vanadium steel speed drill bit sets. Metal container; packaged beautifully, \$5.85 ea. \$35 value.
- Chrome Dinette Sets, cataloged and retailed at \$169.50, \$6x18x6 size, 12" leaf, double ring Duncan Phylife legs, inlaid formica top. Colors: Red, yellow and green. 4 chairs, gen. foam rubber seats. 4 chairs to carton knocked down, \$65 ea. set complete.
- Live Action Cowboy Rancho Clock, 10" high, 6" wide at base. A real promotional seller. \$2.30 ea. Cowboy on bucking bronco, Western background scene (hand painted). Sewing Machine, \$169 retail value. Full size round hobbin, electric portable with case plus all attachments. \$44 ea. Socket Set, all chrome, 30 pcs. including 1/4" drive-in hip-roof hammerloid finish box. \$15.25 ea.

EASTER SPECIAL
38" Plush Rabbit, \$34.50 Doz. Best Price in Town
WE SELL WHOLESALE ONLY

WE HAVE THESE FAMOUS BRANDS

- Eko
- Dormeyer
- Regal
- Wm. Rogers International
- Onida
- Dominion
- Zephyr Portable Elec. Tools
- Speedway Tools
- Continental
- Industro
- Douglas Chrome Dinettes
- Arvin
- Universal
- Benrus
- Helbros
- Clinton
- Louis
- Knapp-Monarch

STEINBERG-ROSS CO., Inc. 628 West Roosevelt, Dept. B-7 Chicago 7, Ill.

FAST SELLING PROMOTIONS

RUTILE
AA1 White Gem
Here's a gem that is clearer in color and brilliancy than any shown on the market today. Sizes 1 carat and up. Per carat . . . \$8.45
Gents' yellow gold, newest style mounting, additional, \$12.50 and up. The same available in ladies; \$9.50 and up.
for new 1953 120-page wholesale catalog
25¢

MEN'S WATCH & JEWELRY SET
Set of 3—**\$7.95**

ELGIN • BULOVA
BENRUS • GRUEN
Brand new 1952 model cases for gents and ladies. Rebuilt movements guaranteed like new.
7 Jewel, \$9.95
15-J, \$12.65
17-J, \$14.65
Expansion Band, 75¢ add. Plastic Gift Box, 75¢ add.

RHINESTONE Ladies' Watch
Exquisite copies of \$400 diamond watches, hand-set rhinestones. Guaranteed. Retail tag of \$59.50. (Sample, \$12.95.) Lots of 3
\$11.95 ea.
Cover Case Style, \$1 add.

NEW JEWELLED CHRONOGRAPH

- Gold Plate Top
- Steel Back
- Shock & Dust Resistant
- Sweep Second Hand
- Radium Dial
- Written 1-Yr. Service Guarantee

COMPLETE with lustrous gold plated CUFF LINKS, KEY CHAIN & TIE HOLDER.
Metal Plush Lined Gift Box (Sample Set, \$1 additional)

WHOLESALE ONLY—25% deposit with order, balance C.O.D. Open Account to Rated Houses.
MIDWEST WATCH CO. 5 S. Wabash Ave. Chicago 3, Ill.

WE MANUFACTURE THE GREATEST LINES IN THE U. S. A.

EMPIRE PUNCHBOARDS & MERCURY TICKETS

ABSOLUTELY THE LOWEST PRICES

—SAVE MONEY— **EMPIRE PRESS INC.**
466 W. Superior St. Chicago 10
Phone: MOhawk 4-4118

CONTACT

STYLE GUILD'S GLITTERING SENSATIONS



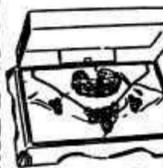
No. 5310-15 - 4-piece matched sets with imported colored stones and Cam... \$18.00 Doz.

Here are fast selling Style Guild sets boxed in our exclusive hinged Pink Plastic top and bottom box. They're new-at wonderfully low prices.

No. 5321-25 - Asst. of 5 superb styles in 4-piece sets featuring the NEW TRI-FARI STYLE BRACELET.



\$24.00 Doz. Send \$12.50 for 5 styles.



No. 5330-35 - Same as above (Style No. 5321-25) with slip-on bracelet. Asst. of 6 sets. \$21.00 Doz.



No. 5236 (white iridescent) and No. 5236A (ass. colors) - high lustre 2-strand necklace and bracelet with beautiful drop ball earrings in white iridescent or ass. color pearls. \$27.00 Doz.

AND HERE'S THE NEW JEWELITE LINE



No. 1840-51 - Four exquisite Coronation numbers in rhinestone and color combinations. 3-piece sets. \$24.00 Doz.



No. 1810-1813 - Five exquisite numbers in 3-piece rhinestone sets, beautifully packaged. \$24.00 Doz.



EARRINGS & SCATTER PINS - 12 delightful numbers in exclusive designs to master box. Each set individually boxed - not cased. \$4.00 Doz.

CRUCIFIX SHRINE and CRYSTAL ROSARY COMBINATION



The SHRINE comes in gleaming pearloid plastic in beautiful colors. Stands 7 1/2" high by 4 1/2" wide. Front panel swings around to open and reveal the finely detailed ROSARY which has a double capped imported crystal beads in assorted colors, with large crucifix.



A proven strong seller at suggested retail prices from \$9.95 to \$14.95! PRICE \$24 per doz. (Postage not included.)

SEND FOR OUR COMPLETE CATALOGUE - We sell wholesale only for resale. Full payment 1/3 dep., bal. C.O.D. Be sure to visit our showrooms when in Philadelphia and see the latest in jewelry, novelty and premium merchandise.

RAKE

609-M Spring Garden St. Philadelphia 23, Pa. Phone: Lombard 3-2676

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 Broadway, Asia (License Plates), 23c Coie, John (License Plates), 28c Zorenne, Miss, 38c

- Abbott, Leonard; Abshire, Lee; Adams, Nick; Adams, Peggy; Adams, Wm. P.; Adkins, Buster E.; Allano, Maurice; Allen, Eula; Allen, Tom; Allen, W. S.; Allison, Harland F.; Alrick, Floyd; Aiter, Col. Lew; Alvarado, Betty; Aly, Slayman; Angelo, Tony; Armstrong, John; Armstrong, Lawrence; Arnold, Jess; Ashton, Marty; Ashworth, Sam L.; Austin, Wm. R.; Ayers, H. C.; Ayers, Homer C.; Baird, Al (Double); Ballard, Horatio; Ball, Burkey; Balmer, Carl R.; Bancroft, Elizabeth J.; Baptiste, Joan; Barnes, Charles; Barnes, D. Rex; Barnes, James; Barnes, Willis; Barret, Chas.; Barrette, John; Bartley, Burk; Bates, Carl; Bates, Wm. Albert; Baulch, Albert; Bauman, Robt. F.; Bauserman, Dottie; Bayless, Wm. F.; Bays, Dick; Beach, Ed; Bechard, Arthur E.; Beheler, Reid W.; Belancher, Anna; Bell, Colleen; Bell, Robt. L.; Bellows, Olan; Remore, Willard H.; Bennett, Bryce Roe; Berall, Ronnie; Beresky, H. A.; Berousek, Mike; Bess, James Raymond; Bernie, Wm. J.; Blondie & Mattie; Buehner, Playboys; Boggs, John; Bone, J. Howard; Bonton, Jr., Phil; Borden, Ray; Borden, Hattie; Bouser, James; Bowen, S. E.; Boxall, Al; Boyer, Chick; Break, Keitha L.; Britton, Robt. A.; Broadway, Asia; Brooks, Eli; Brooks, James W.; Brooks, Mrs. Robt.; Brouillette, Albert V.; Brown, Audie M.; Brown, Carl Lee; Brown, David T.; Brown, Geo.; Brown Jr., James A.; Brummage, James S.; Budd, Charlie; Bumpus, Basil; Burke, W. O.; Burlingame, Dennis; Burns, Jack; Burton, Howard B.; Byron, Quinzel; Campbell, Charlie; Cantrell, Arlin; Cantwell, Chas.; Carroll, Thos. J.; Carter, Ted; Carter, Will & Mrs. Casey, Ed.; Cash, Maurice; Cassell, Frank; Ceylon, Joe; Chambers, Kenneth; Charneski, Felix W.; Chas, J. W.; Chase, Max; Cheatham, Abraham (Pee Wee); Clare, James Edw.; Cline, Elmer; Cline, Richard; Cline, Ronald H.; Cobler, Wm. P.; Cohn, Ben; Cohn, Richard Daniel; Collins, Plummer; Condon, Ray Ernest; Congo, Chief; Cook, Monya; Cooke, Mrs. Mari; Cooper, Pat & Virginia; Cooper, Richard; Cooper, Roy W.; Corey, Esther Payne; Counts, Glenn; Cox, Frank (White); Crawford, Frank; Crosby, Wm. Cofran; Cross, James D.; Daniels, Louise; Dare, Evelyn; Daugherty, Patrick; Davenport, W. T.; Davis, Bud "Smockey"; Davis, Chas. LeRoy; Davis, L. E.; Davis, Russell; Davis, Walter Gene; Davis, Ye (Tilly); Daws, Robt. J.; DeCamp, Thaddens; Dean, Mildred M.; Dearduff, Ray; Decker, Jay; Defecteau, Kay C.; De'anno, Buddy; Demetro, Archie; Demetro, Rosey; Demetro, Tom; Dennison, Ernie; Derr, Ray; DeWolfe, Harold Edw.; Dieckman, Ferdinand; Dixon, Geo. H.; Domer, Clyde; Donohue, Kevin; Donato, Frank; Dorsay, Dora; Douglas, John; Douglas, Miss Pat; Drier, Bernard (Hum); D'Arcy, G. T. (Pitchman); Duane, Betty; Duffy, John L.; Dukes, Dannie; Dunn, Mrs. Kandy; Durham, Red; Dwyer, Wm.; Earle, Jack; Earlin, Harvey; Erickson, Gee Gee; Evans, Buster E.; Evans, Max; Fagerberg, W.; Fairbanks, W.; Fecteau, Alcide; Fecteau, Leo W.; Fenner, Roy; Fisher, Durwood; Fisher, Harry (Mrs.); Forester, Alice; Forkum, Chas. T.; Foster, D. D.; Fowler, Wm. Henry; Fox, Geo.; Franklin, Fred; Franz, Otto; Franzler, Art; Frederick, Alonzo; Frid, Robt.; Friedenheim, Mrs. Morris; Fritz, Leo; Fritz, Mrs. Harvey; Gage, Ronald W.; Gallagher, Jack & Mrs. Gallagher, Miss Tiny; Galloway, C. E. (Whitley); Gallighugh, J. M.; Gardner, Claire L.; Gasink, Geo.; Gates, Raymond; Gauvreau, D. H.; Gerdt, Fred; Germaw, Robt. Lee; Gibson, Albert Lee; Gill, M. W. & Mrs. Gillespie, Geo. L.; Goff, Geo.; Goodwin, Lloyd O.; Gorruso, John James; Gossel, Thos.; Grage, Freeman; Grassi, Arthur; Green, Nicholas; Green, Peter; Greene, Tommy; Griggs Greater Show; Groll, Bob; Grubb, M. E.; Gryson, Stanley; Guardalibeni, Marino J.; Haar, Oscar; Hackman, Otis "Phone Man"; Haffards, A. M.; Haggitt, Kenneth; Hale, Francis; Hall, Clinton; Hall, Scott; Halstead, Arthur; Hamilton, Kellis; Hanson, A.; Hardy, Jewell; Harrigan, Harry; Harris, Dynamite; Hart, Dan; Hartman, Hollis; Havins, Mrs. Vandale; Haynes, Jos. F.; Heath, Mrs. Ruth; Helms, Jimmy; Henchell, Paul; Hendricks, Wilson C.; Hennessey, Harley; Herman, Al H.; Herrick, Frank; Herrmann, Albert J.; Hicks, Chas. Edw.; Hightower, H. D.; Hildebrand, Frank; Hiler, C. E. & Mrs.; Holland, Ralph; Hollander, R. E.; Hollingsworth, Melvin; Hollingsworth, Wm. K.; Hodge, Louis O.; Holston, John F. & R.; Holt, R.; Hony, Frank; Hovitz, Frank; Howell, Ed. (Sear); Hudson, Billy I.; Hudson, Charley; Hudson, "Don"; Huffle, Mrs. T.; Humphrey, Gladys; Hunt, Tex; Hunter, Roy (Fingers); Hunter, Tex; Jackson, Wyman W.; James, Dolores Terry; James, Jimmy; James, Robt. Sherman; Johanan, Swede Earl; Johnson, Geo. (Curley); Johnson, Hester Roy; Johnston, Ennis; Johnson, John Bryant; Johnson, Michael; Johnson, Truman D.; Jones, Lucky; Jones, Franklin (Blue); Jones, Hascal (Train Hand); Joy, Kay; Kalandi, Ray; Kayda, Al; Keaton, Alfred Lee; Keller, Herman; Keller, Lester C. & Millie; Kelly, Jack; Kelly, William; King, D. E.; Kingman, Frank; Kings, Ann Lee; Kins, Mrs. J. B.; Kitchen, James; Kosterman, Ralph M.; Kramer, Jacob Jack; Krause, Fred; Le May, Barbara; Lacey, Mikenara; Lambert, Wm. "Bill"; Lang, Metta M.; Lang, R. E.; Langley, Edward; Lanko, Eunice; Laughlin, Donald; Leach, Walter; Lee, Floyd; Lee, Jr., Howard; Lee Thelms; Legant, Bennie & Winnie; Lenz, Rambling Roy; Leslie, Francis M.; Lewis, Victor; Livingston, Harry; Lipko, Jerry; Little, Mrs. Paul; Livermore, Norman; Long, Leon; Long, Paul C.; Lonnevik, Wilbert; Lorenz, Slim; Lovell, Doc; Lovett, Sid; McAllister, Norman; McCahey, Francis; McCarthy, Frank; McCormack, Frank; McCormick, H. G.; McCoy, Hett A.; McGee, Patrick; McGraw, Russell; McGuire, H. E.; McHenry, Mrs. L. C.; McGovern, Roy; McKenney, John; McKenney, Red; McKinley, Curtis; Mackenzie, Du.; Macey, Roy; Mack, Alberta; Mack, Robert L.; Mahs, Geo. Louis; Malloy, Ullaine; Marks, Marilyn; Marks, Miller M.; Marshall, Ann; Marshall, Dick; Marshall, Richard; Martin, Kurt; Martin, T. Alvin; Mason, Harry; Mauters, Donald; May, Sr., Marshall; Mayes, Prof. Georgst; Maynard, William F.; Mayne, Don; Maynard, William F.; Mayne, Peter; Mendenhall, Roy B.; Mesa, Antonio M.; Miller, Art; Miller, Carlos & Iris; Miller, Clinton; Miller, John Lee; Miller, John; Miller, Marian; Miller, Paul; Miller Jr., Mrs.; Milligan, William J.; Mitchell, Joe; Mitchell, Pat; Mitchell, Stanley; Modole, Harry; Moefield, James; Mooney, Joe; Moore, Mrs. Anna; Moore, Edward; Moore, Harvey Z.; Moore, W. Z. I.; Moran, John S.; Mullen, H. J.; Munroe, Joseph; Munroe, Prasher; Muree, William; Murphy, Lois & Verne; Murray, Bernard J.; Murray, Horace D.; Myers, Gypsy Bob; Myers, Robin D.; Nash, Katherine; Nasworthy, Jack; Nealand, Walter D.; Newberry, Sherman; Newman, Wilb; Nichols, Paul; Nichols, Robert; Nienaber, Robert; Nott, Ellen; Nye, Donald; O'Brien, John; O'Connell, Jack; O'Hara, Steven R.; O'Malley, Thos.; Olszewski, Walter; Osborn, Mavis Lottie; Osteen, Rufus; Outen's High Diving; Owens, Mrs. Maundie; Oyster, Ralph Allen; Page Amusement Co.; Palmer, John Edward; Panlisis, Markos; Pannebaker, G. D. & Mrs.; Paracki, Joseph; Paracki, Raymond M.; Parry, J. W. (Red); Paul, Esberl F.; Paul, Joseph A.; Perry, Dalton; Peters, Frank S.; Pitzer, Lester William; Pope, Jack; Porter, Roland & Mrs. Powell; Loretta; Price, Harry & Lucille; Pykula, John; Qualls, Mrs. Bee; Qualls, Donald Earle; Rains, Leo Wayne; Raley, Giff; Raed, John (Sonny); Reed, Napoleon; Reese, Harry; Reid, James K.; Reilly, Leo; Remely, Mickey; Remely, at; Remely, Sitas; Rene, Cleo or J. L.; Rene, Judy; Repensky, Alfonzo; Reulins, Kenny; Reynolds, Emma; Ricardo, Robt.; Richards, Lloy; Richardson, Rosey; Richie, Levi Roy; Riders, Rody; Riley, Don (Red); Riley, William Edgar; Ritchie, John; Rivas, Leo; Roach, Fritz S.; Roberts, Bill & Johnnie; Roberts, Wm.; Robertson, Lois; Robertson, Richard; Robinson, William; Rockwell, Beatrice; Rockwell, Ora; Roebing, Jack; Rogers, John A.; Rogers, Orrie Lewis; Rogers, Stephen Jas.; Rohn, T. V. (Strawberry); Roper, Sam A.; Rose, Lewis; Rosen, Billie & Mrs.; Rosenbaum, H. E.; Ross, Frank; Rossi, Edward; Roy, Alford E.; Rubertino, Frank; Russell, Jimmie; Russell, Mrs. Fred; Russell, Mark; Russell, Tess; Ryan, Ralph R.; Salerno, Michael; Sanders, Mrs. Clyve; Sanders, W. (Cookhouse Mgr.); Sautsberry, James; Sawyer, Jimmy; Sawyer, Leroy E.; Sayers, Speedy; Schaeffer, Lee (Glick); Schenck, Jack & Mrs.; Schmidt, Frank; Scott, Mrs. Elaine; Sear, Heavy; Seigman, Murray; Shaffer, Carl Fred; Shaffer, H. R.; Shaffer, Mary; Shaffer, Victor Reid; Shedd, James E.; Shelly, Herbert L.; Sherman, Bertha; Shill, Ray; Shine, H. B., T.M.; Shufelt, Fred; Simmons, Floyd; Simpson, Frank; Sirrone, Chas. Thos.; Sisco, R. H.; Smith, Chas. & Mrs.; Smith, Francis A.; Smith, Hilda; Smith, Honor; Smith, John P.; Smith, Marie; Smith, Mike (North-ern Expo. Shows); Smith, Orville Lee; Smith, Jr., Walter J.; Snapp, Eddie; Snyder, Harold (Big City); Snow, Chas. Kenneth; Sparks, Ray Eugene; Sparks, William Lee; Spencer, Edwin; Soracue, Ralph; Stack, Richard (Dick); Stanley, Steve; Steel (City Show); Stein, Tony L.; Stein, Leonard L.; Stephens, Chas. A.; Sterling, Howard & Stevens, Odell Robert; Stevenson, Jack; Stevenson, S. A.; Stevenson, Willie L.; Stewart, Mrs. Agnes; Stone, Kenneth; Stevens, Mrs. Ione; Stroup, R. G.; Sugar, Robert; Sullivan, John; Sution, White; Talley, Virgil; Tavenor, Frank; Taylor, Ella May; Tebbel, Edw.; Thebo, J. W.; Thelma, Madam; Thomas, Hobart W.; Thomas, Troy Lee; Thompson, Samuel; Thompson, Arthur; Thrasher, Roy M.; Timmons, Mrs.; Tobell, Allen; Townsend, Sally; Trannam, Maxie; Tucker, Alfred Shell; Uknis, Joe; Valenti, George; Vives, John V.; Wain, Cal; Wallien, Sweed; Wandolowski, John G.; Ward, Robert L.; Warman, Haskell; Watley, Dick; Weakley, C. H.; Weaver, James R.; Weidman, James E.; Weiner, Sam & A.; Weiss, Harry; Weisser, O. C.; Wesson, Leonard; West Bros.' Indor; Whaley, James; Wheelock, Ray; White, Mrs. Anna B.; White, Bob; Whitmore, Frank; Whitney, Rose; Wilkerson, Al & Mrs.; Wilbank James; William, Glick (Glick Expos. Shows, Inc.); Williams, Howard; Williamson, Marcelyn M.; Willis, Lettie; Wilson, Robert E.; Witt, C. K.; Winters, "Lemo"; Wood, Sally W.; Woods, Miss Frankie; Wolle, William & Berth; Wozniak, Winnie; Wright, Thos. G.; Wyman, J. F.; Yakita, George; Yancy, Geo. Beaman; Yantucci, Dominick; Younger, Cliff; Zaitzchev, Irving; Zeldenstein, Bernard; Zerm, Chas. & Mrs.; Zorenne, Miss

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 19, N. Y. Barrett, Herb; Beaman, Tex L.; Bessmer, Ray; Brandwing, Pat; Bushby, Henry; Davis, Smoky Bud; Duncan, Rosetta; Earle, Beatrice; Fox, John A.; Frels, Joseph; Gilsdorf, Richard E.; Groll, Bob; Hughes, Allen; James, Miss Jonie; Kaplan, Morris; Kirchoff, Mary E.; Korik, Bobbie; Krasser, Danny; Mahaffey, H. S.; Marks, Miller; Morton, Steve; O'Dell, Lawrence; Montan, Allen; Pahlgen, Victor; Sirghenevy, Hamido B.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo. Anfinson, Andrew; Arco, Joseph B.; Asher, Blackie; Bain, G.; Baker, D. C.; Bales, Dorothy; Bales, Pete J.; Black, Mr. & Mrs. Joe; Banister, Paul & Pauline; Bean Jr., Jesse P.; Becker, Lawrence J.; Bennett, Virginia; Betza, John & Victoria; Bratton, O. T.; Brauda, Frank J.; Britton, Robert; Brown, Royal T.; Bryan, Macon; Burger, Janet; Buskirk, Robert; Canie, White; Canipe, Alma Lee; Canster, L. C.; Carlson, Jimmy; Carpenter, Keith L.; Cole, Jess; Coletta, Low; Courtright, Kenneth; Crane, Earle A.; Crizer, Paul; Cutler, Louis; DeWinter, Bud & Lynn; Dickens, Thos. E.; Doersam, Charles G.; Doersam, Harie A.; Golden, Ed John; Edwards, Albert; Edwards, G. E.; Ellis, Frank; Engle, Charles; Ferrant, Richard; Finley, Marlin; Forrest, Thomas B.; Foss, John D.; Fraker, Charles; Galloway, Robert; Gage, Gypsy (Ila); Gibbons, Arthur; Girmian, Charles; Golden, Ed John; Gowan, Pamela; Great Southern Exposition; Green, Billy R.; Guppli, Ralph; Hanev, Harry Irvin; Harris, Edward R.; Hazzard, Binnie; Hazzard, Red; Heath, Edmudge; Hensley, Elmer C.; Hodge, Weibro; Hoibund, George; Hood, Al Hollis; Invlto, Robert; Isenhower, George C.; Joe, Mr. & Mrs. Clyde; Johnson, Mrs. Leona; Johnson, Mary; Jones, Grady Fred; Jones, Lester; Jurcich, S. G.; Kalen, James B.; Keller, Herman; Kelley, Mrs. Alice; Kelley, Angus; Kennedy, Charles B.; Kingsley, Ralph; Kirkhart, Mrs. Flora; Kirkhart, James F.; Kluss, Mrs. Gertrude; Korizek, Frank; Kumalac, Fred; Kunde, Arthur R.; LeBlanc, Jack; Lamont, Frank; LeBarry, Babe; Lison, Jean T.; Linn, James

SAMPLE ASSORTMENT

23 PIECES FOR \$20.40 1 doz. #45, 1/2 doz. #699C and 1 each of all the other snappy Easter numbers.

DIRECT FROM MANUFACTURER

Beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each stunning piece set with a variety of genuine stones and colored sparkling jewels. \$6.00 PER DOZEN BOXED SPECIAL INTRODUCTORY OFFER OTHER SENSATIONAL ITEMS Opal Sunburst Sets, \$8.50 per doz. Pin and Earrings Sets, \$6.50 per doz. Expansion Watch Bands, \$3.35 per doz. (chrome) and \$4.10 per doz. (gold plate). Necklace and Earrings Sets, \$7.50 per doz. Men's identification with expansion watch band, \$6.00 (rhodium); \$6.50 per doz. (gold plate). DISPLAY BOX, \$1.00 per doz. additional. Beautifully engraved Heart Lockets, \$5.50 per doz. Necklaces, Bracelets, Earrings Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filigree clasp), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.25 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Jewelry Sets (in jewel box), \$2.25 each. Ladies' and Men's Watches, Rhinestones and Plain Crosses on chains, Scatter Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$6.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.50 per doz. MANY OTHER ITEMS. SEND FOR NEW, ENLARGED 1952-'53 CATALOG! PACKARD JEWELRY CO. 220 Fifth Ave. New York, N. Y.

IT'S HOT! RETRACTABLE BALL PEN

\$4.20 Doz. \$48.00 Cr. with New MIRACLE INK COMPARE OUR PRICE!

A Peep Show In Every Pencil! ART MODELS Mechanical Pencil

Inspired By The Masters A beautiful, gold-toned trimmed mechanical pencil with lots of flash. TURN IT OVER AND WATCH THE MODEL APPEAR!

September Morn Calling Her Mate Manekin Boy Needed Action The Thinker... or the Sitting Boy Venus De Milo (Kilroy Was Here) Adam and Eve \$5.75 doz. \$65 gross asst. Sample \$1 postpaid. deposit with order, balance C.O.D., F.O.B. Chicago. Eppi Bros. Mfg. Co. 837 W. Roosevelt St. Chicago, Ill.

1 STARTS YOU IN BUSINESS

INTRODUCTORY OFFER. Send only \$1.00 for 2 fine quality ties. Special group top value \$1.00 sellers direct from manufacturer. Now only \$7.20 per doz., your cash profit \$4.80 per doz. Regular \$1.50 and up values. New designs, expert workmanship. 100% wool interlining. Money-making opportunity supreme. Act now! We pay postage. Money back guarantee. PHILIP'S NECKWEAR, 20 W. 22nd St., Dept. 125, New York 10, N. Y.

ILLUSTRATED CARTOON BOOKLETS

BEAN, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10.00, ALL DIFFERENT, \$1 POSTPAID REGULAR SALES 210-BB Fifth Ave. New York 10, N. Y.

SPECIAL EASTER OFFER!

38" hi-grade rayon plush begging rabbit, asst. cellophane bags \$36.00 dz. Assorted 7x9" running rabbits and chicks \$6.50 dz. 10" Asst. begging rabbits and chicks \$7.50 dz.

12x7" REAL FUR Running Rabbit. Asst. colors. Free cellophane bags \$18.00 dz. 12" REAL FUR Begging Rabbit. Asst. colors. Free cellophane bags \$18.00 dz. 13" REAL FUR Begging Rabbit. Magician's style. White. Free cellophane bags \$19.50 dz. 18x10" REAL FUR Rabbit Ear DOLL. White. Pressed mask face. Free cellophane bag \$18.00 dz.

ACE TOY MFG. CO.

DIRECT FROM MANUFACTURER

Beautifully engraved Heart Lockets, \$5.50 per doz. Necklaces, Bracelets, Earrings Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filigree clasp), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.25 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Jewelry Sets (in jewel box), \$2.25 each. Ladies' and Men's Watches, Rhinestones and Plain Crosses on chains, Scatter Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$6.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.50 per doz. MANY OTHER ITEMS. SEND FOR NEW, ENLARGED 1952-'53 CATALOG! PACKARD JEWELRY CO. 220 Fifth Ave. New York, N. Y.

IT'S HOT! RETRACTABLE BALL PEN

\$4.20 Doz. \$48.00 Cr. with New MIRACLE INK COMPARE OUR PRICE!

Imperial Mdse. Co.

893 Broadway N. Y. C.

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.

ATTENTION JOBBERS AND WAGON MEN

Hosiery manufacturer has drastically reduced all prices on Ladies' full-fashioned nylon hosiery. Our promotional number which is a run of the mill, is priced at \$3.75 per dozen. Fall shades - each pair is individually wrapped in beautiful cellophane envelopes. JEANETTE HOSIERY MILLS, Chattanooga, Tennessee.

A HORSE SELLS CEREAL

Cheerio Sales Boom In Horse Promotion

PEKIN, Ill., Jan. 31.—How a horse can help merchandise grocery items was graphically illustrated here recently when Vogel's Store tied in a special promotion on Cheerio cereal with the store's own 18th anniversary.

Moved in for the event was a coin-operated model of Silver, the Lone Ranger's horse, built by Exhibit Supply Company, Chicago. The Lone Ranger advertises Cheerios, and his picture as well as that of Silver appear on the Cheerio package.

In advance of the special sale,

Vogel's took a quarter page advertisement in the Pekin Times, prominently featuring Cheerios and offering a free ride on Silver during the sale.

On Friday and Saturday, the two big days of the sale, approximately 3,500 persons passed thru the check-out counters, and during this same period 654 free rides were given. Average for the sale was one free ride on the horse for every seven cash customers. To avoid tying up the horse, attendants prohibited duplications of ride.

During the two-day sale, the store had two men on hand to help kids off and on the horse and to make a sales pitch for the cereal. Because of the crowd, the men spent most of their time assisting the children, but even so business generally—and in Cheerios—was brisk:

When receipts were toted up, it was found the store's dollar volume increased approximately 45 per cent over normal Friday and Saturday volume, and the cereal's sales likewise rose impressively.

Sales Up 30% Pct.

All told, sales of 7-ounce boxes of Cheerios increased 250 per cent over normal sales, while sales of the economy size, 10½ ounce box, rose slightly more than 300 per cent.

In addition to the free ride on Silver, the store gave a full-color picture of the Lone Ranger to every child with the purchase of two boxes of Cheerios.

Both the store owner and the manager were enthusiastic about the results of the sale and credited no small share of the increased Cheerio sales to the tie-up promotion with the horse.

Lane Offers Package Deal For Ride Ops

MIAMI, Jan. 31. — Bert Lane, local kiddie ride manufacturer, last week announced a package plan for operators who buy his Miss America boat ride, or any other ride produced by the firm.

Lane guarantees that all rides will be approved by chain stores, that locations will be provided with each ride, and that arrangements for service contracts will be made on a national scale.

Of course, Lane explained, the operator will have to pay for his service contract, but he will be assured that a contract will be made, and Lane will take care of the arrangements.

Lane said that his men are constantly selecting and lining up locations to be provided to purchasers of his rides.

SECOND QUARTER METAL

See Improved Steel Supplies for Rides

WASHINGTON, Jan. 31.—The coin-operated ride manufacturers who use large quantities of carbon and alloy steel in the production of rocket and related type units benefited from boosts in second quarter steel allotments announced this week by the National Production authority. The amounts of carbon steel allotted will be equal to 90 per cent of the amounts consumed by individual manufacturers in the average quarter of the first half of 1950. They will be allowed all the alloy steel they need.

The new levels will be the highest since the Controlled Materials Plan went into effect 18

months ago. Until this new NPA announcement, manufacturers of civilian products were scheduled to receive but 70 per cent of the carbon steel they used prior to the Korean War and 44 per cent of the alloy steel.

While the steel news was encouraging, NPA pointed out that no increases in allotments of copper and aluminum, two other key ride metals, would be made in the second quarter. Instead they will be limited to the same amounts permitted in the current quarter—50 per cent of copper and 55 per cent of the aluminum they used before the Korean War.

Most of the coin-operated kiddie ride manufacturers have been established since the 1950 base period. In such cases, NPA makes a separate study of the firm's requirements and generally allots materials on a hardship case basis.

Mars Invades Export Market

LINDEN, N. J., Jan. 31.—The Mars Manufacturing Company here this week launched its export program with the sale of two Jet Saucers, two Air Sleds and two Boat Rides to a firm in Manila.

Sid Mittelman, Mars executive, said this was the first export sale made by the firm, and added that he expects to make a bid for export business in Europe and South America.

Meanwhile, Mittelman revealed that Mars has sold exclusive rights for advertising purposes of the firm's Boat Ride to Louis & Lemberg, a Newark, N. J., agency.

The agency will use Mars' Boat Ride models as part of a promotion campaign for a national distiller. The rides will appear in store windows and will carry messages boosting the distillery's beverages.

Merchandising Knowledge Required For Chain and Dept. Store Operation

Retail Outlet Places Customer Service And Floor Space Ahead of Revenue

NEW YORK, Jan. 31.—Until now, a successful kiddie ride operator was a man who could pick a good location, sell the location, select the right equipment and see that it operated properly.

With the opening of the chain and department store field, a new requirement has been added to this exacting list. An operator must know retail merchandising and must be aware of the problems of the retail merchandiser.

The need for this knowledge is pointed up sharply in the five-ride installation at Macy's Herald Square store here, operated by Sam Goldsmith, Capitol Projectors.

Service, Floor Space

According to Dick Carey, Macy exec in charge of the kiddie ride set-up, the revenue which accrues to the store as a result of its kiddie ride operation is of secondary importance. The two factors which make such an installation possible at Macy's are the turning of unproductive floor space into productive floor space and the providing of a service to customers.

Carey contends that the primary function of a department

store is to sell merchandise—a statement with which few retail executives will disagree. Where coin-operated kiddie rides will help promote this function, Carey is all for them.

Keeping the toddlers happy while mother is shopping aids retail sales. While Macy's has not yet explored the possibility of using rides to promote specific merchandise being sold, various department heads are toying with the idea.

Pro-Rated

Key to the problem is floor space. At Macy's, as in most department stores, floor space is pro-rated, and turning unproductive space into productive space is a never-ending problem.

For example, most of the rides at Macy's are located in the toy department. The obvious reason for this placement is that moppets are attracted to this department and that this is a logical place for the rides.

However, from the department store's viewpoint, there is a better reason for selecting this part of the store for the location. A toy department takes up a lot of space. During the Christmas and

Easter vacations, this is productive space. Many of the toys are large and every available square foot is needed to display them.

Waste Problem

However, these peak seasons only account for two months of the year. What about the other 10? The placing of pre-fabricated houses and other items of tremendous bulk help solve the problem—but there is still waste.

Hence, in department store accounting values, the toy department contains many unproductive square feet. A kiddie ride installation has its best chance when such a condition exists.

During the Christmas rush, the Macy ride installation was taxed to capacity, but no new rides were added for the period even though additional rides would have passed heavily.

Space Problem

Carey said that the store's space at that time was at a premium and that the installation of additional rides would have resulted in a lessening of over-all gross. During the slack seasons, when there is enough unproductive floor space to warrant the installation of additional rides, the available rides are sufficient to take care of the demand.

According to Carey, one of the operators' alleged problem about a department store operation is one that doesn't exist at all. This is the fear that the stores will buy their own equipment and by-pass the operator.

At Macy's, Sam Goldsmith has all the headaches, said Carey. The store realizes that it is a seller of merchandise, not an amusement machine operator. The unwritten agreement is that Macy's won't go into the operating business if Goldsmith doesn't open up a department store.

Little Inducement

Seriously, Carey believes that there is little inducement for department stores to buy their own rides. The store operates on a straight commission basis and the feeling is that Capitol Projectors earns its end by installing and servicing the machines.

Altho the rides have been on

MIAMI SALES AIDS

Dept. Store, Variety Chain Ride Routes

MIAMI, Jan. 31.—Two of the leading department stores in Miami have discovered that kiddie rides not only put money in the cash register but also serve as a powerful stimulus to store traffic, resulting in increased sales. One of them is even planning a "Children's Day," featuring free rides for the kiddies, as a means of luring more mothers into the store.

Mrs. Peggy Buttero, assistant buyer in the children's department at Burdine's, Miami's largest department store, says the Miss America boat ride and the Atomic Space Ranger have done wonderful business since they were installed about five months ago. But equally as important, she adds, is the fact that the rides tend to keep the youngsters occupied while mama scampers off to shop—unhindered by junior's pestering and tugging at her sleeve. In this respect, Mrs. Buttero declares, the store definitely gains in extra business. No effort has been made so far to tie the rides into a campaign to sell special cowboy or other gear for the moppets, but that may come later.

"One thing is certain—the rides do bring children to the department," says Mrs. Buttero. "Many mothers tell us that their children beg them to 'take me to Burdine's so I can ride on the Atomic Space Ranger.'" "The holiday season," Mrs.

Buttero continued, "was a particularly busy time for the machines. They were going all the time. We had a couple of breakdowns, but the serviceman was out here the same day and back went the kids on the rides." Mrs. Buttero classes the rides as "impulse items which never fail to attract the small fry." Mrs. Frances Miller is buyer of the children's department.

(Continued on page 75)

Kaye Invades Kid Ride Field

NEW YORK, Jan. 31.—Newest entry in the Eastern kiddie ride manufacturing field is Irving Kaye, formerly president of Amusement Enterprises, who now heads the Kaye Manufacturing Company at 597 10th Avenue here.

Kaye's first ride, the Sea Queen, is now in production and is on display at Runyon Sales. A second ride, a rocket ship, will be in production soon. Both rides are of all-steel welded construction, with backed finished, and come with casters. The boat ride has a rocking motion.

The rides will list for \$795 each. Kaye said that a third ride is on the drawing boards and will be released within 90 days.

TRAVELING COIN RIDES

Royal American Arcade Op Calls Them Crowd Stoppers

By HERB DOTTE

MIAMI, Jan. 31.—"Coin-operated kiddie rides are power-houses when it comes to stopping and building crowds."

That, coming from Harry B. Julius, operator of the Sportland, the Arcade on the 60-car Royal American Shows, is convincing testimony, for the Arcade operated by Julius has to compete for business with more than 50 attractions on the Royal American Shows.

And Julius not only has proved that his Arcade, fronted with coin-operated kid rides, can stand up in such strong competition but

that actually he has been able to increase its gross in the last few years when the national trend in midway operations has been to a leveling off of receipts.

"To be sure," Julius points out, "I can't say exactly how much the coin-operated rides have contributed to increase my business but I do know it has been substantial. Not only have they proved powerful crowd lures but they have accounted for considerable increased revenue from their own operation."

"The big thing about the coin-operated devices are that, first, they catch the eye of the youngsters. And, once they pause to

watch they're almost certain to ride one of them. Then, of course, they're practically inside of my big top—and, having gone that far, they move inside to patronize the battery of various Arcade machines."

Plus Business

Julius observed that he regards a large part of the income from coin-operated rides as plus business. Without the devices, he maintains, some of the traffic he has gotten would have walked by without noticing his Arcade because it lacks animation, a handicap, in the face of full-scaled Merry-Go-Rounds, Scoot-

(Continued on page 75)

INDUSTRY BOOST

Detroit Paper Sings Praises Of New Rides

DETROIT, Jan. 31. — Kiddie rides received a salute Sunday (25) in The Detroit News which devoted a double-page rotogravure spread to the field. Headed "Carnival Between the Counters", the pages displayed eight pictures of youngsters enjoying the variety of rides from the mechanical horses to space ships, now available.

Brief captions set the theme, and tied the rides in as an essential new addition to the contemporary neighborhood merchandising picture—"Out in Detroit's suburban neighborhoods, midways of rides and Side Show attractions are adding merriment to merchandising these days. A regular carnival in junior size has been shoehorned between counters at dime stores and supermarkets."

The pictures go on to relate the rides to other coin devices, including Midget Movies, photograph machines, and popcorn vendors, pointing out that "space travel whips up appetites," and concluding that "A coin in the slot is the open sesame to adventure."

A final picture shows a youngster so small that he has difficulty looking over the counter, busily watching the rides, while he enjoys two hot dogs. The pictures were taken in suburban Royal Oak and Hamtramck by Louis Goldenberg, Detroit photographer.



Built RIGHT and RUGGED for long distance operation

Because money-making Kiddy-Ride operations keep spreading over greater and greater areas to widely separated locations, you need the famous Bally construction that minimizes maintenance and keeps

coins coming in while you are miles away. You know you're in business every minute of the day in every spot in your chain when you operate Bally-Built Kiddy-Rides.

Bally® SPACE-SHIP

**new exclusive
DIVE-DIP-ROLL-SWING action**
captures biggest play,
insures biggest profit

See the Bally SPACE-SHIP in action ... surging forward, gliding backward ... dipping and rising ... rolling from side to side ... swinging and banking like a jet-fighter ... and you will see why junior space-pilots prefer the Bally SPACE-SHIP ... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember ... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Distributor for details of the Bally Kiddy-Ride Finance Plan.

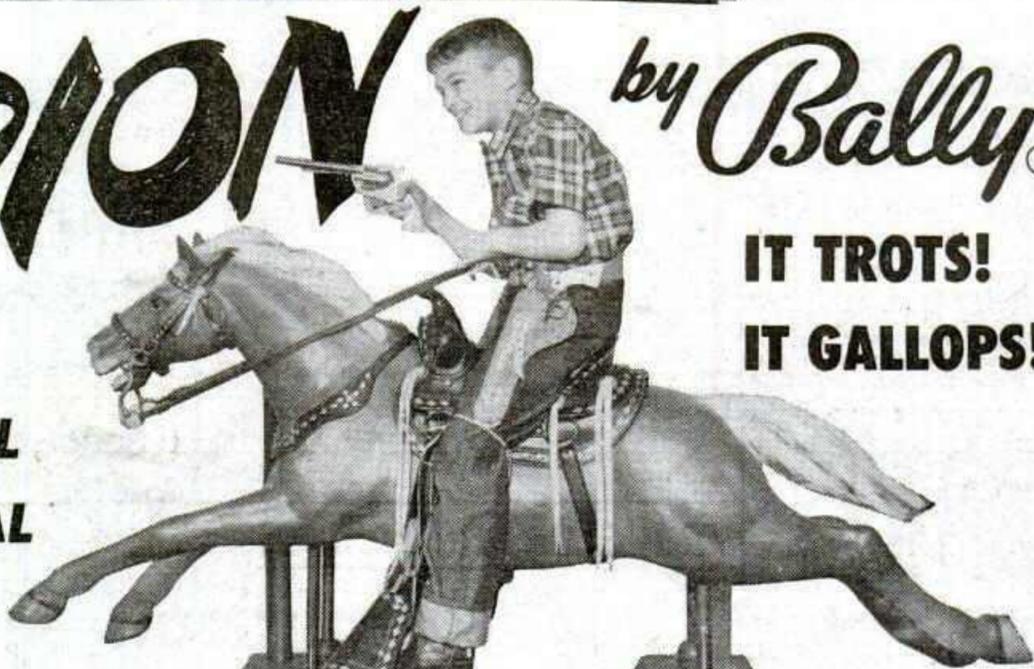


- ★Variable speed controlled by pilot
- ★Colorful Eye-Appeal attracts attention on location
- ★Colored lights flash in nose, tail, wings and dials of realistic instrument panel

- ★Twin Ray-Guns with exciting sound-effects
- ★Airblast blows from blower
- ★Safe, sturdy construction
- ★Simple mechanism
- ★National Rejector

Ride THE CHAMPION by Bally®

**TOPS IN EYE-APPEAL
TOPS IN RIDE-APPEAL
TOPS IN PROFIT**



**IT TROTS!
IT GALLOPS!**

**REQUIRES ONLY
24 IN. BY 49 IN.
FLOOR SPACE
110-115 VOLTS
A. C.**

**FINANCE
PLAN
NOW AVAILABLE
THROUGH
BALLY DISTRIBUTORS**

Operators find The CHAMPION a real companion Kiddy-Ride for operation side-by-side with Bally SPACE-SHIP. Kids keep riding one, then the other, and back again. Profits soar to new highs. See your Bally Distributor today.

Bally® MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



One of the plus profits of rides is derived from its crowd-building appeal. Harry Julius, traveling Arcade operator, finds they are a key traffic stopper.

Variety Chain Ride Routes

Continued from page 73

A Big Bronco horse was installed about a year ago in the nearby toy department of Burdine's and it, too, has done excellent business.

Across the street at W. T. Grant store, there is a Miss America boat ride placed right smack by the Flagler Street window for all to see and it is proving a tremendous dime-getter, according to Doyle Mikell, assistant store manager.

The Grant management is sold on the value of kiddie rides, as is evidenced by the fact that a year and a half ago it tried a ride, Big Bronco, as an experiment, and since that time has added three more rides—Miss America, Atomic Space Ranger and Atomic Jet—and every one of them is putting money in the till and promoting store traffic.

Pacifies Kids

"The rides give the kiddies a purpose in wanting to come downtown," said Mikell. "A child sets up a clamor, and the first thing you know his mother is in the store making purchases while her youngster gets a workout on a ride."

On the second floor of Grant's, where the other three kiddie rides are lined up one behind the other, Manager Elliott Middleton reported that the machines had undoubtedly contributed to increased sales of guns and cowboy hats in addition to showing a neat profit in themselves.

Middleton is so completely sold on the rides not only as revenue producers but as stimulators of store traffic, that he is planning to stage a "Chil-

dren's Day" with free rides for all youngsters accompanied by a parent. "We see in this idea," he explained, "a concrete way to build up store traffic. Giving away rides would actually be a low-cost method of increasing business in all our departments, and I really believe it will do just that."

The Bert Lane Company placed the Miss America and Atomic Space Ranger in both establishments, while Leon Gus operates the Big Bronco and Atomic Jet.

Scientific Rides Set for Market

NEW YORK, Jan. 31.—Max Levine, president of the Scientific Machine Corporation, Brooklyn, last week announced that the firm's Space Ship and Ocean Liner are now coming off the assembly lines and are ready for general distribution.

The rides had been on test locations at chain stores and had been reported as grossing heavily.

Scientific was organized in 1931 and has produced such games as Pokerino (12,000 on location), Battery Practice, Pitch 'Em and Bat 'Em, Pitchmaster and Q-Ball. Scientific's Bat-a-Way range at Coney Island consists of an 11-machine battery.

Scientific's Space Ship got a plug on the Milton Berle video show last week when the performer appeared in a space suit and mounted the ride.

Coin Rides

Continued from page 73

ers, Ferris Wheels, etc., operating close by.

Coin-operated rides are naturals for publicity purposes, Julius maintains. During '52, when the Royal American Shows toured

playing major State and regional fairs, his Arcade was the subject of much picture publicity which it would not have secured if it had not been for the rides. One of the standard shots, which invariably scored with newspaper photographers, was one of a monkey riding a coin-operated device as children clustered around and howled with glee.

To Start Kiddie Area

BRAINERD, Minn., Jan. 31.—The Brainerd Equipment Company, Inc., will soon start work on a Kiddie Santa Claus Fairyland in the heart of the tourist country just north of the Twin Cities, Russell Swearingen, president announced this week.



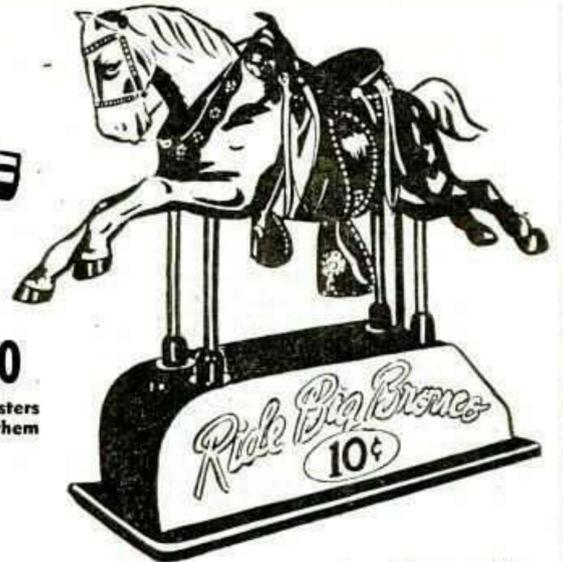
TRIGGER

Roy Rogers Horse to thrill the junior cowboy set . . .



SPACE PATROL

For all future space-pilots, this is a "must."



BIG BRONCO

Don't take the youngsters out West . . . let them ride Big Bronco.



It's EXHIBIT

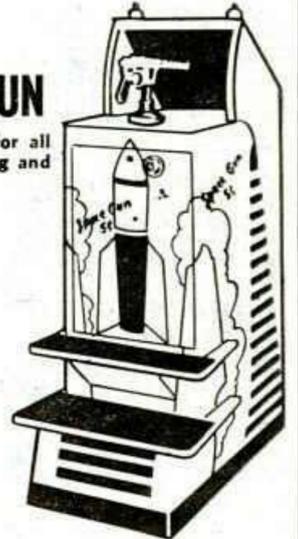
FOR MATCHLESS QUALITY...

Manufacturers of America's Only COMPLETE Line of Coin Operated Kiddie Rides!

EXHIBIT SUPPLY • 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

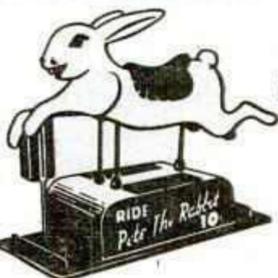
SPACE GUN

Target practice for all ages . . . thrilling and skillful.



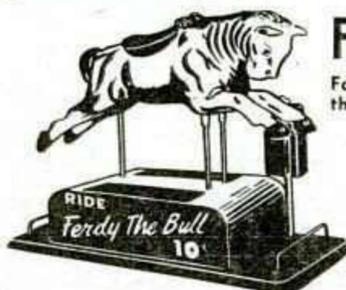
EL TORO THE BULL

A real thriller for the young matador . . .



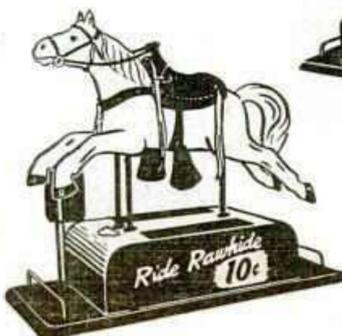
PETE THE RABBIT

Catch the Easter trade with this clever ride . . .



FERDY THE BULL

For the "smallest-fry" this is the ride . . .

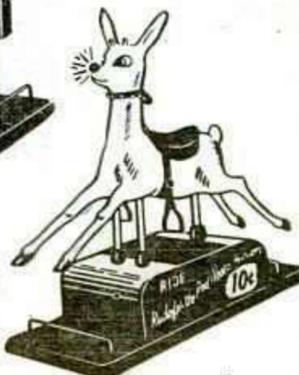


RAW HIDE

A pony for juniors who can't reach the stirrups on Big Bronco . . .

RUDOLPH THE RED-NOSED REINDEER

It's fascinating to watch his red nose blink on and off . . .



Venders Nudge \$1.4 Billion Retail Sales Figure in 1952

Annual Census Shows All Major Branches Expand, Led by Coffee

CHICAGO, Jan. 31.—Automatic merchandising machines sold \$1,371,000,000 worth of goods and every major branch of the industry gained in numbers of machines on location during 1952, according to the Annual Census of the Vending Machine Industry compiled and published by Vend, sister publication of The Billboard.

The Census was published this year as part of Vend's first Annual Almanac edition, a 190-page "bonus" issue sent to each subscriber.

Commented Vend, "Every one of the major branches of automatic merchandising showed remarkable gains between 1952 and 1953 despite materials shortages and allocations which kept most manufacturers from producing enough equipment to satisfy their customers' demands."

Biggest gains, the Census reported, were made by hot coffee machines—from 9,100 on location at the beginning of 1952 to 16,270 at the beginning of this year. Ice cream also showed substantial increases, from 12,325 to 16,075 during 1952.

Cite Cup Venders

"In the cold beverage field," the Census stated, "most significant is the increasing volume of soft drinks being vended thru cup machines. Despite the fact there are fewer than 40,000 cup machines and over half a million bottle venders, cup sales account-

ed for about one-third of the total of vended drinks."

The report disclosed there were 421,360 candy machines selling an average of 198 bars weekly for an annual total of 3,159,624,000 bars—or approximately 17 per cent of the total sales volume in bar goods.

Number of cigarette machines increased from 436,700 to 473,770 during 1952, the Census stated. With each vender making an average of 121 sales weekly, total annual vended volume of cigarettes totaled 2,980,960,840 packs at an average vended price of 24.1 cents.

Vend reported there were 38,475 cold cup venders selling 1,660,581,000 drinks annually, and 530,600 bottle machines dispensing 3,531,673,600 bottles.

"Bottling companies," Vend pointed out, "are now seriously concerned over the growth of cup vending. Most bottlers passed up the opportunity to get into cup

drink merchandising, but volume losses in many areas have hurt.

"No one expects cup machines to replace the bottle vender, except in top volume outlets, however," the comment continued, "since the cost of cup units is too high to permit their operation in low-volume stops. Look for greater gains in cup vending during 1953. Expect the bottle market to show smaller gains."

Of coffee, the industry's fastest-growing phase, the Census predicted, "Coffee machines will move out to top-volume locations just as quickly as they can be built. Vast improvements have been made in the quality of the coffee vended, and coffee processors are at work now on even better products, including putting the aroma back into instant coffee.

"The boom in coffee machines seems likely to boom still another phase of vending: Cookies, crackers and pastry."

NATD Plans Vender Session at Meeting

NEW YORK, Jan. 31.—A session on automatic merchandising in the cigarette field has been tentatively scheduled for the third day of the National Association of Tobacco Distributors' convention at Atlantic City, March 15-20.

Convention business will get underway March 15 with a meeting of officers and directors of the NATD Junior Executives Division at Convention Hall, followed by a workshop conference on "Does an Unfair Cigarette Sales Act Provide the Solution?" The afternoon program will close with an Early-Bird Forum.

The evening program moves to the Hotel Shelburne, where Philip Morris will hold a reception for NATD junior executives, followed by special entertainment at Convention Hall by the P. Lorillard Company.

The program on March 16 (Continued on page 80)

Vendo Cigarette Co. Bombed

DETROIT, Jan. 31.—Fifteen cigarette venders and two trucks were destroyed when the Vendo Cigarette Machine Company's headquarters were bombed Thursday (22). Owners Abraham Bellows and Morris Nerenberg told police they knew of no reason for the attack.

Warren Ayres, Vendo Cigarette manager, stated that negotiations for a new contract with the Coin Machine Workers, Local 985, affiliated with the Teamsters Union, AFL, were near completion. He said his firm was trying to get William Bufalino, union president, to reduce the \$20 per month dues paid by the firm's four servicemen.

Detective Joseph Krug revealed that patrol cars have kept special observation of the vending firm's headquarters since pickets attempted to prevent Brink's, Inc., trucks from making pick-ups last fall.

Danish Firm Markets New Hose Venders

COPENHAGEN, Denmark, Jan. 31.—Samson Automat, which has been marketing a coin-operated perfume vender, recently added a line of hosiery venders. Two sizes of these machines are being used on sidewalk locations before mid-town stores.

Mechanically, the machines are the standard type merchandise vender in Scandinavia; vertical units of several glass-fronted (Continued on page 80)

THREE YEARS RUNNING

NAMA Wins Third Citation For Community Chest Aid

CHICAGO, Jan. 31.—For the third consecutive year, National Automatic Merchandising Association has been cited by Community Chests and Councils of America, Inc., New York, for its part in the success of annual Red Feather drives.

In a recent letter to Aaron Goldman, NAMA president, tribute was paid to the 1,200 members of the association by H. J. Heinz III, president of the Community Chest organization, for their contribution to the 1952 drive.

"Conservative estimates indicate that more than \$250,000,000 will have been contributed by the generous American public when final tabulations are completed. The co-operation of NAMA is of inestimable value to federated campaigns operating in American communities," Heinz stated.

The citation presented to NAMA reads: "For distinguished service,

awarded to National Automatic Merchandising Association in recognition of outstanding national service in 1952 to the United Red Feather Campaign, and their member Red Feather services."

Over 60,000,000 paper cups and match folders, imprinted with the Red Feather slogan, were distributed by NAMA operator members thru venders last year. In addition, thousands of Red Feather stickers were affixed to machines by operators, and match and cup companies went all out to co-operate with operators to further the charity program.

"Without the support of the match and paper cup manufacturers, it would not have been possible for NAMA to continue and expand Red Feather participation," Goldman stated.

He said plans are now under way by the association for continued support of the Red Feather campaign in 1953.

VEND ISSUES FIRST ALMANAC; 190-PAGE BOOK

CHICAGO, Jan. 31.—The first Annual Almanac of the automatic merchandising industry was issued Thursday by Vend, sister publication of The Billboard.

Among the 190-page book's features are Vend's seventh annual Census and Pulse of the Industry, a chronology of the vending field from November, 1946, to December, 1952, and the sixth annual Directory of Manufacturers. Numerous valuable lists, feature articles and other important detailed information relative to every phase of the vending business are also included.

The Almanac is available without cost to all subscribers of Vend. It will be presented free to all new subscribers during 1953.

O. Leach Named NAMA P-R Head

CHICAGO, Jan. 31.—O. Glenn Leach has been named director of public relations for the National Automatic Merchandising Association. Prior to joining the NAMA staff, Leach served as executive assistant to the manager and director of National Selected Morticians, Inc. During the war until his discharge in 1945, he served with the Counter Intelligence Division of the U. S. Naval Intelligence Service.

Before joining the service, Leach was secretary to the president of Illinois Tool Works, Chicago. He graduated from Northwestern University, with a degree in science.

Toronto Papers Crack Down on Blue Sky Ads

TORONTO, Jan. 31.—The example set by a number of American newspapers in accepting vending machine advertisements in their classified columns has been followed by the three Toronto dailies. They have devised a form to be filled in before advertisements for the sale of venders are accepted. The Better Business Bureau of Toronto believes this will stop the influx of "blue sky" promoters.

However, despite its efforts, the Better Business Bureau this week announced it has been faced with a recurrence of the problem. A firm, known as Samson Distributors, 475 Fifth Avenue, New York City, advertising thru the Dickerman Advertising Agency, was named in a complaint by a customer in Kingston. He had put up \$600 some weeks ago, and to date had not received delivery of the bulk of equipment. A complaint also came in from Northern Ontario.

Bureau Bulletin

Two pages of a four-page bulletin were devoted by the bureau this month to vending machines. A copy of one of the ads that had been inserted in the newspapers' classified columns was illustrated, while the text pointed out the ad was misleading because "it apparently is offering employment, whereas it

is strictly a selling proposition." The advertisement paints a rosy picture of the profits to be made from bulk venders. Going on to describe what happens to the prospective customer, the bulletin explains how the representative gives certain verbal promises such as the establishment of a local distribution and service center, the placing and installing of machines in favorable locations, duty-free delivery "within a few weeks—and refunds on request."

After the representative had left the city, the bureau received five written complaints representing a total investment in excess of \$6,000. "According to information at hand, none of these (Continued on page 80)

Canteen Named Vendall Buyer in Trade Rumors

CHICAGO, Jan. 31.—During recent months, trade rumor persisted that Automatic Canteen Company of America has contracted for the Vendall Company's 8-column candy vender. The recently issued annual report of Automatic Canteen indicated the rumor has foundation in fact.

The report cited "pending negotiations for two companies and payments of \$45,000, a portion of which was for the acquisition of 50 per cent of outstanding capital stock of one of the firms."

The remainder of the \$45,000 was said to be "deposited in escrow pending satisfaction or clarification of certain liabilities and contractual obligations holding up final purchase of the company."

Altho Canteen did not refer to the two companies by name, it was presumed the first was the Elizabeth Candy Company (purchased for \$60,000) and the second purchase related to Canteen's negotiations to acquire the Vendall Company and

NCWA Group Alerted To New Legislation

Cite Labor, Price Discrimination Bills In Wash. Hopper

WASHINGTON, Jan. 31.—The National Candy Wholesalers Association is urging its membership to register their protests on Capitol Hill to a bill introduced this session by Rep. Abraham J. Multer (D., N. Y.), which would amend the Federal Fair Labor Standards Act to include outside salesmen clearing less than \$250 a month. It would require time-and-a-half pay for all work over 40 hours a week for this group.

NCWA maintains that it is "not practicable" to regulate the hours of work of outside candy salesmen, since there is no way to control their hours and overtime. An hourly basis of payment, NCWA further contends, "does not offer the salesmen the opportunity and incentive which is afforded him at present."

The Association advised its members, "Even if your salesmen receive more than \$250 per month at present, you may want to oppose the bill because once the principle is adopted of placing outside salesmen under the Wage-Hour Law, it is probably only a matter of time until the minimum (Continued on page 80)

Reynolds Sales Hit New Mark

WINSTON-SALEM, N. C., Jan. 31.—Record net sales of \$881,424,229 for 1952, an increase of \$67,207,331 over the previous high in 1951, were reported this week by the R. J. Reynolds Tobacco Company here.

Altho pre-tax earnings increased by more than \$3,000,000 over 1951, net profit dipped slightly to \$31,949,392, against \$32,117,301 the previous year.

According to the firm's report, Cavaliers, the company's king-size cigarette, increased its volume substantially, with Camels also hitting a new high.

Price Control

President E. A. Darr noted that the company's products are still under price control, altho the control program is due to expire April 30.

He said, "Since 1940, the price charged by the company for Camel cigarettes, except for advances to cover increased federal stamp taxes, has increased by about only two cents a pack. During this period, leaf tobacco prices more than doubled and other costs increased substantially."

its inventory of machines held by Glascock Bros. Manufacturing Company, Muncie, Ind. The latter firm began producing the Vendall machine under contract two years ago, after Vendall had become a division of Belvend Manufacturing Company, another Chicago firm.

Glascock had produced approximately 1,000 Vendall units when financial difficulties eased Belvend out of the picture. Altho Canteen officials contacted would not comment, trade sources report Canteen has the majority of this production now operating on its own routes. During the recent National Association of Amusement Parks, Pools and Beaches convention in Chicago, Canteen included a Vendall machine in its exhibit finished in regulation Canteen maroon.

In what was cited by trade sources as further indication of Canteen's purchase of Vendall, was the report that future Glascock production of the Vendall unit was slated for delivery exclusively to Canteen.

Coffee-Matic Set in Toledo

TOLEDO, Jan. 31.—Coffee-Matic Company of Ohio has been incorporated by Toledo interests to buy and install coffee venders in Toledo and in Lucas, Sandusky and Fulton Counties.

An initial shipment of 12 Coffee-Spa machines, manufactured by Cole Products Company, Chicago, is scheduled for early February.

Officers of the new firm are Stephen Nicholas, president; Max Mallamad, treasurer, and Joseph Marconi, secretary.

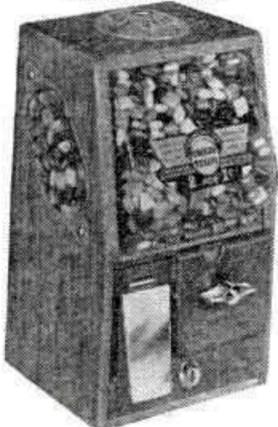
VICTOR... For Beauty and Durability

VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

VICTOR'S Baby Grand Deluxe



\$14.25 EA. \$13.25 ea.
100 or more

All machines packed and sold 4 to the case.

On either cash or liberal terms by

SIDMOR VENDING CO.

2137 Fifth Ave., Pittsburgh 19, Pa.

GAS VENDERS BOW IN SWEDEN

STOCKHOLM, Sweden, Jan. 31.—Gasoline stations in Varnamo, Southern Sweden, are the first spots in Scandinavia to use coin-operated gasoline venders. The machines resemble the standard type of pumps in general use in America, but are equipped with a coin chute taking one krona (20 cents) coins. Insertion of four kronor vends seven pints of gas thru a regulation hose.

The venders are used primarily for night trade. Several have been ordered by Stockholm service stations in out-lying locations where early closing is the rule. The majority of cars in Scandinavia have motors using much less gas per mile than the standard American cars, so a seven-pint filling is usually adequate. The machines can be adjusted to dispense larger or smaller quantity in case of fluctuations in the price of gas.

Cite European Interest in '53 NCWA Meet

WASHINGTON, Jan. 31.—The three-day convention and exposition of the National Candy Wholesalers' Association, scheduled to open August 2 in the Conrad Hilton Hotel, Chicago, is stimulating keen interest among European candy makers as well as U. S. confectionery manufacturers. NCWA attributes stepped-up interest in the annual exhibition to the fact that it has been timed to coincide with the beginning of the fall buying season "when manufacturers will have their new prices and packaging ready for trade, which will give them an unusual opportunity to book fall business right at the exposition."

A record 130 booths will be available for exhibitors this year. More than a third were booked by manufacturers within a week after the exposition announcements were mailed.

Many wholesalers have already indicated that they will bring their buyers to the convention for on-the-spot purchases. McMillan revealed, adding, "but others prefer to come and see and compare, then buy them from the manufacturer's representative when he calls." Legitimate wholesale buyers will be admitted without charge, while non-buyers will be restricted "to a minimum," to relieve the "push and press of crowds and insure a maximum number of customer contacts for the exhibitor."

Bayuk Ups Price \$20 a Thousand

NEW YORK, Jan. 31.—Chances that operators of cigar vending machines would boost their consumer prices were increased this week with the announcement that Bayuk Cigars, Inc., would up its price to distributors of its Prince Hanlet Coronas by \$20 a thousand. Suggested retail price is now 15 cents straight, instead of two for 25 cents.

Several other cigar companies have raised prices following the removal of ceilings by the Office of Price Stabilization, and other manufacturers are expected to follow.

Industrial Lock Names A. Amann Sales Mgr.

FITCHBURG, Mass., Jan. 31.—A. Charles Amann was appointed sales manager of the Industrial Products Division of Independent Lock Company and Lockwood Hardware Manufacturing Company here.

Amann will direct sales of products produced by both firms which are used as component parts and locking devices by manufacturers.

Prior to his appointment, Amann resigned as general sales manager of the Stamford, Conn., and Salem, Va., divisions of Yale & Towne Manufacturing Company. Before joining Yale & Towne he held a similar post with Illinois Lock Company, Chicago.

NAMA Names First Four 1953 Area Meetings

CHICAGO, Jan. 31.—National Automatic Merchandising Association announced the dates this week for the first four area meetings. All are scheduled during February.

The first meeting, Friday (6), to be held in Pittsburgh at the Hotel Pittsburger, will start at 3:30 p.m. Chairman is Joseph McGlenn, McGlenn's Cigarette Service Company. The second, Tuesday (10), will be held in Scranton, Pa., at the Hotel Jermyn, and start at 6 p.m. Chairman is James W. Vipond, D & B Distributing, Inc.

Third meeting, Friday (13), in Philadelphia at the Hamilton Court Hotel, also starts at 6 p.m. Last meeting of the month, Tuesday (17) is scheduled in New York City at the Hotel Roosevelt. While the business session officially starts at 2 p.m., the meeting will commence at noon in a joint luncheon with the Sales Executive Club of New York. Chairman is Charles Brinkman, Rowe Manufacturing Company.

ABC Gross Tops \$42 Million Mark; 8% Over 1951

NEW YORK, Jan. 31.—ABC Vending Corporation and its subsidiaries did a gross business of \$42,524,953 for 1952, an increase of 8 per cent over the \$39,263,732 done the previous year. Charles L. O'Reilly, chairman of the board, said the figures are unaudited and do not include the business of the firm's 50 per cent-owned affiliates.

A regular semi-annual dividend of 30 cents per share was declared, payable March 15, to stockholders of record February 27, 1953.

Consolidated net profit for the year, after income taxes, was \$1,268,313, against \$982,011 for 1951. On a per share basis, 1952 earnings were \$1.35 on 941,740 shares, compared with \$1.04 for 1951.

Set New Lily-Tulip Sales Divisions

NEW YORK, Jan. 31.—Two new sales divisions have been organized by the Lily-Tulip Cup Corporation for the Midwestern region. George Austin, general sales manager, stated they were the Northwestern and the Mid-Central divisions.

The former covers Montana, Minnesota, North and South Dakota, the 10 Northern counties in Wyoming and all but 17 Western border counties in Iowa. District manager is Robert M. Kittle, with headquarters in Des Moines.

The Mid-central division covers Kentucky, Ohio, West Virginia and the Southern half of Indiana. Henry B. Sykes, manager, has headquarters in Cincinnati.

Gaylord Re-Named Scoopy Mfg. Co.

DETROIT, Jan. 31.—Harris Gaylord, head of Gaylord Manufacturing Company, announced the firm name had been changed to Scoopy Manufacturing Company. He stated plans were underway to place the animated Scoopy ball gum vender in production.

The machine, introduced during a Coin Machine Institute convention in Chicago several years ago, features a movable manikin mounted inside the merchandise compartment. The figure revolves to receive a gumball from an overhead compartment, turns and deposits in the delivery chute.

The machine was never placed in regular production following its introduction.

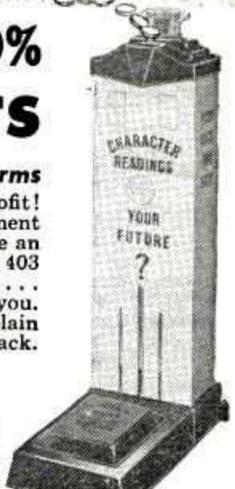
Park Meter Revenue

BRANDON, Man., Jan. 31.—Revenue from Brandon's 240 parking meters during 1952 totaled \$12,682.37, an increase of \$6,641.41 over 1951.

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1... Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT
★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

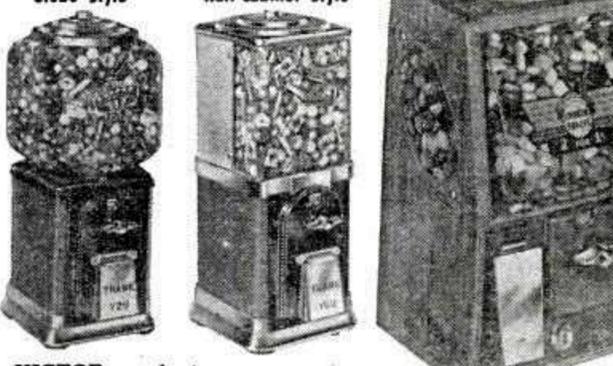
AMERICAN SCALE MFG. CO.
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached find check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME
 ADDRESS
 CITY ZONE STATE

VICTOR... For Trouble-Free Operation

VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style Baby Grand Deluxe



A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Avenue Cleveland 15, Ohio

NEWER CHARMS

From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards Compasses
Silver Tipped Bullets Photo Lockets
New Cameos Photo and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35c for complete samples for low, low, low Prices

PENNY KING CO
2538 Mission Street
Pittsburgh 3 Penna

VICTOR'S TOPPER DELUXE GLOBE STYLE

Also Available
 • VICTOR'S Topper Deluxe Half-Cabinet Style
 • VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted.

\$14.25 ea.
\$13.25 ea.
100 or more
All machines packed and sold 4 to the case.

1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

Write for our complete charm and merchandise list. Price subject to change without notice.

Pioneer Vending Service
590 Albany Avenue Brooklyn 3, N. Y.
Phone: President 4-5358

MINIATURE PLAYING CARDS

with metal clips
\$3.25 per 1000

CHAMPION VENDORS SUPPLY
1119 E. Houston
SAN ANTONIO TEXAS

WRITE FOR FREE SAMPLES AND PRICE LIST

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.

1c & 5c mechanism slides into place—no screws!

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

IAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Abelson, Gen. Sales Mgr., 2033 Fifth Ave., Pittsburgh, Phone: AT 1-6478
 Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles

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.

Name
 Address
 City Zone State

Occupation

The Billboard

"The Charm Center"

Introducing and Supplying the Latest in Charms. Write for Free Price List and Samples of Many New Items Never Before Advertised. Order All Your Charms From One Place—We Have Them at Lowest Prices. **LOGAN DISTRIBUTING CO.** 627 Milwaukee Ave. Chicago 22, Ill.

New Ice Cream Route

COLUMBIA, S. C., Jan. 31.—The secretary of state has issued a charter to Ice Cream Vendor's, Inc., Greenville, to deal in and operate vending machines. Authorized capital stock, \$50,000. J. F. McAlister is president.

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Chocolate Sales Up

Manufacturers' sales of confectionery and competitive chocolate products in December were "considerably higher" than sales in December, 1951, both in poundage and dollar value of sales, the Commerce Department reported last week. Preliminary figures released by Commerce indicate that sales of chocolate bar goods were 7 per cent higher by pounds and 11 per cent higher by dollar value last month than they were in December, 1951. At the same

time, 5 and 10-cent specialties were up 12 per cent by pounds and 19 per cent by dollar value, while bulk goods, including penny items, rose 11 and 12 per cent respectively in these categories.

Peanut Supply Down

The supply of peanuts in commercial positions at the end of December totaled 1,028,428,000 pounds, a drop of 10 per cent from holdings a year earlier, and the smallest supply on this date for any year since 1949, the Agriculture Department reports. Stocks of shelled edible grade peanuts, reported at 157,195,000 pounds, were about 27 per cent larger than holdings last year—the largest since 1947—alho cleaned peanuts for roasting, at 10,000,000 pounds, were the lowest holdings since 1942.

"Slightly less" peanuts were reported used for candy making last December, according to agriculture, alho quantities reported used for salted peanuts were slightly larger than a year ago.

National Bows Spud Vender at NPCI Meeting

NEW YORK, Jan. 31.—The first public showing of the Hav-A-Bag potato chip vender at the 16th annual convention of the National Potato Chip Institute at the Hotel Commodore here Monday thru Thursday (26-29) drew a high degree of interest from potato chip manufacturers.

The vender, manufactured by the Wright Machinery Company, Durham, N. C. (The Billboard, January 24), has a 120-bag capacity; its maximum bag size is 5.5 inches by 9.5 inches.

Interest in the vender came not only from chip manufacturers, but from popcorn, cheese confection and other snack item producers. Alfred N. Wiley, the firm's vice-president in charge of sales, said the vender is equipped to dispense most bag-packed confections and that it would be sold only thru the Wright sales organization. No distributor set-up is contemplated.

The model on exhibit, vends 5-cent bags, lists for \$225.95 on orders of less than 11, \$220.95 on orders of less than 76, and \$215.95 on orders of 76 or more.

The cabinet finish is of Hammerloid green; a 5.5-inch by 12-inch window displays the bag being vended. Dimensions are 6 feet three inches by 18 1/2 inches by 2 feet 3 inches. Operation is mechanical.

The firm, a subsidiary of the Sperry Corporations, has sales offices in Jersey City, N. J.; Durham, N. C.; Dallas, Boston, San Francisco and Denver.

Liggett & Myers Nets \$21 Million

NEW YORK, Jan. 31.—A net profit of \$21,448,526 for 1952, equal to \$5.11 a common share, was reported this week in the 42d annual report of Liggett & Myers Tobacco Company. Net in 1951 was \$21,753,234, or \$5.19 a common share.

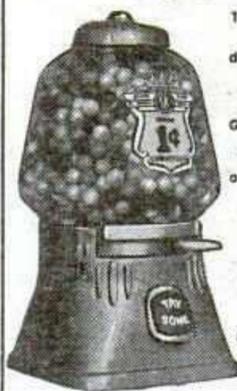
Net sales rose to \$603,080,876, the highest in the company's history, from \$539,947,406 the year before. Total profit from operations was \$50,930,004 against \$53,792,213 and the percentage of net sales was 8.44 declining from 9.96 per cent in 1951.

Indianapolis Ops Robbed of \$3,300

INDIANAPOLIS, Jan. 31.—Two local operating firms were the target of thieves during the past week. Indiana Vendors, Inc., lost \$1,000 in cigarettes and candy and \$300 in cash when an unattended route truck was broken into Friday (23). A safe containing the coins, alho bolted to the truck floor, was removed.

Automatic Coffee Service Company, headed by Larry Vollrath, was robbed of \$2,000 by burglars who broke into its headquarters Thursday night (22). Over \$1,800 of the money was in coins.

Famous Silver-King's Mighty King of Vendors Silver-King's got 'em all



- 1¢ Chlorophyll Ball Gum Vendor, Today's Sensation (Vends 210 count)
- 1¢ "Charm King"—Ball Gum & Charms (Time-tested and proved)
- 5¢ Pistachio or Mixed Nuts (The busiest nickel snatcher)
- 1¢ "Super Vendor"—King-Size Ball Gum (To wake up "stale" locations)
- 1¢ Candy Baked Beans Vendor (Fine companion for ball gum machines)

5¢ Silver-King "Hot Nut" (For that "extra-special" spot)
 1¢ "Hunter" Action Ball Gum Vendor (The kids stampede it)
 1¢ or 5¢ Silver-King Nut Vendors (Best bet for bars)
 Vendors for All Foreign Coins.
Immediate Delivery at Best Dealers Everywhere
SILVER-KING CORP.
 622 Diversey Parkway, Chicago 14, Ill.

CIGARETTE MACHINES
SILVER QUARTER OPERATION KING SIZE INCLUDED!

Rowe Royal—6 or 8 col. \$95.00
 Rowe Imperial—8 col., 240 cap. 85.00
 Uneeda Model 500, 7 col., 250 cap. or 9 col., 350 cap. 95.00
 Uneeda Model E—8 or 9 or 12 col., up to 300 cap. 80.00

SPECIAL!

UNEEDA MONARCH
 6 Col., 380 Pack Cap.
 At Our First 1953 Special Price of **\$75.00**
 Any column can be used for king size or standard size vending as desired.

CANDY VENDORS
 U-SELECT-IT, LATE WALL MODEL—74 CAP. \$ 45.00
 DuGreiner Candyman with Base—72 cap. 62.50

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed Trade Prices 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
 "The Nation's Leading Distributor of Vending Machines"
 NEW... RECONDITIONED LIKE NEW
 166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

VICTOR . . . Tops in Bulk Vending

VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style Baby Grand DeLuxe

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

HILL VENDING SERVICE
 11240 Minden Avenue Detroit 5, Michigan

NEW ROCKET CHARMS AND 5c BABY GRAND DELUXE IS SENSATIONAL! IT'S HOT AS A FIRECRACKER!

The earning power from this combination is terrific. Collections mounting from \$1 to \$5 per day....

GET STARTED NOW! EVERY DAY MEANS \$\$\$ TO YOU!

1 Baby Grand DeLuxe	\$14.50	4 Baby Grand DeLuxe	\$57 per case of 4
500 New Rocket Charms	10.00	2000 New Rocket Charms	40
Total Cost of Single Deal	\$24.50	Total Cost of Case Deal	\$97

Baby Grand DeLuxe vends Rocket Charms at 5c each...
 Cost of additional Rocket Charms is \$20 per 1000...
Your Gross Profit is \$50 per 1000

Contact us at once.
SATISFACTION GUARANTEED

Many test locations show that the Rocket Charms & Baby Grand DeLuxe empty in 4 to 5 days. Baby Grand DeLuxe holds 500 Rocket Charms.

Terms: 1/3 Certified Deposit with all orders, Balance C.O.D.
GRAFF VENDING SUPPLY CO.
 2841 W. Davis St.
 Phone: 8323 Dallas, Texas

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

ADVANCE
Is the Vender for You
 Want more information! Write today to

J. SCHOENBACH
 Factory Distributor Of
 Advance Vending Machines
 1645 Bedford Ave., B'klyn, 25, N.Y.
 President 2-2900

"BIG PROFITS!"

From the Complete **CHEWING GUM LINE!**

- ★ Cellophane Wrapped
- ★ Fresh from the Factory
- ★ All Flavors and Types—PLUS Bubble Gums—1c, 2c, 5c Items!

Half of Standard Brand Prices
 All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes—520, 300 & 240 pieces per lb. Priced 36c lb. Chiclé type 31c lb. Bub-L type.

AMERICAN CHEWING PRODUCTS
 4th & Mt. Pleasant • Newark 4, N. J.

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH MODEL 1¢ or 5¢

For 140-175-210 Gum and Charms, Nuts and Chiclé chews. Fully Guaranteed.
 1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO.
 VALLEY STATION, KY.

CANADIAN OPERATORS Vend the World's Best

CHAMP Bubble Ball Gum
 ALL standard sizes—210's, 170's, 140's. 8 assorted colors—8 delicious flavors. 34¢ lb. f.o.b. Chatham, Ont.

CHAMP Chiclé Chlorophyll Gum
 All sizes 62¢ lb. f.o.b. Chatham, Ont.
 Terms: Cash with order or 50% deposit, balance C.O.D.

BALL-GUM of Canada
 51 Wellington St. West, Chatham, Ontario
 Division of Ball-Gum, Inc.
 2610 W. 19th, Chicago, Ill.



HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY ... LESS WORK



The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location ... the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
829 S. ARMSTRONG ST., MORRIS, ILL.

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
Columbia 1c Bulk Porc.	7.45
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #11 M'rs.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts Jumbo Queens	.74
Pistachio Nuts Vendors Mix	.65
Pistachio Nuts 4 Star	.74
Cashew Whole	.67
Cashew Butts	.60
Peanuts Jumbo	.38
Spanish	.28
Mixed Nuts	.55
Almonds 480 ct. 5 lbs. Vac. pk.	.85
Italian Chick Peas	.25
Rainbow Peanuts	.30
Boston Baked Beans	.30
Hobby Mix	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.40

Ball Gum, all sizes, 200 lbs. min.	
Prepaid per lb.	.28
Adams Gum, all flavors, 100 ct.	.42
Wrigley's Gum, all flavors, 100 ct.	.47
Suchard Chocolate, 200 ct.	1.20
Hershey's Chocolate, 200 ct.	1.30

Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
440-442 W. 42nd St., New York 36, N.Y.
LOngacre 4-6467

PEARL KNIVES
For Vending Machines
2.98 per gross - freight prepaid.
Write for free samples and quantity price discounts.
OHIO GUM CO.
P.O. Box 3621 Cleveland 19, Ohio

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 31	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10
Advance Model D Ball Gum	\$7.45		\$7.45	
Ajax Hot Nut, 5c	39.50	\$39.50	39.50	
Almond Vendors, 5c	4.95	4.95	4.95	
Asco Hot Nut, 5c	15.00	15.00	15.00	
Bantam, 5c	10.00	10.00	10.00	
Columbus, 1c	8.00	8.00	8.00	
Columbus, 5c	8.50	8.50	8.50	
DuGrenier Candyman	62.50	62.50	62.50	\$62.50
DuGrenier Challenger, 5c (3 col.)		22.50		22.50
DuGrenier Challenger (7 col.)		125.00	125.00	125.00
DuGrenier Model S (7 col.)				79.50
DuGrenier King Size conversion (7 col S)	16.50			
DuGrenier King Size conversion (7 col V-VD-K)	17.50			
DuGrenier King Size conversion (9 col W)	19.50			
DuGrenier Model W	85.00	85.00	85.00	85.00
DuGrenier Champion (11 col.)	25.50			
DuGrenier (11 col.) 25c conversion				125.00
Eastern Electric C-8	139.00	150.00	150.00	150.00
Exhibit Card Vendor, 1c	15.00	15.00	15.00	
Esquire 1c		6.95		6.95
Foot Ease (Exhibit)	85.00	85.00	85.00	85.00
Humpty Dumpty Scale				125.00
Jewel King, 5c	6.95	6.95	6.95	
Jolly Ice Cream Vendor		625.00		
Keeney (9 col.) Elec.		185.00	185.00	185.00
Kwik Shoe Shine Machine		54.50	54.50	54.50
Lehigh PX 25c	149.50	149.50		
Marion Scale	89.50	89.50	89.50	89.50
Master, 1c	8.50	8.50	8.50	
Master 5c	7.45	7.45	7.45	7.45
Model V 1c Cabinet	9.50	9.50	9.50	
Model V 1c Globe	8.95	8.95	8.95	
National Candy 618	90.00	90.00	90.00	90.00
National 750	85.00	95.00	85.00	95.00
National 930	89.50	95.00	95.00	95.00
National 950	89.50	145.00	145.00	145.00
National Candy 918	85.00			
N. Y. Stamp, 1c & 3c	22.50	22.50		
Northwestern 39 Ball Gum	7.45	7.50(2)	7.45	7.50(2)
Northwestern Deluxe 1c and 5c	13.95	15.00	13.95	15.00
Northwestern Model 39, 1c	8.50	8.50	8.50	
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	69.50	69.50	69.50	
Popperette		125.00		
Rowe Candy (8 col.)	59.00			
Rowe Diplomat Electric		185.00	185.00	185.00
Rowe Electric 25c	159.50			
Rowe Imperial (8 col.)	85.00	85.00	85.00	85.00
Rowe President (10 col.)	155.00	100.00	155.00	100.00
Rowe Royal (8 col.)	130.00	130.00	130.00	130.00
Rowe Royal (10 col.)	140.00	140.00	140.00	140.00
Sanitary Napkins, 10c	22.50	22.50	22.50	22.50
Shipman Stamp, 1c & 3c	22.50	22.50		
Shipman 3-Way Stamp Vendor	39.50	39.50	39.50	39.50
Silver King, 1c or 5c		7.45		7.45
Silver King Hot Nut, 5c	15.00	15.00	15.00	
Silver King Hunter	19.50	22.50	19.50	22.50
Sirox Brush-Up	50.00	50.00	50.00	50.00
Stewart-McGuire 25c conversion				99.50
Topper	10.50	10.50		
Uneda Model E (8 col.)	80.00	80.00	80.00	80.00
Uneda Model E (9 col.)	80.00	80.00	80.00	80.00
Uneda Model E (12 col.)	80.00	80.00	80.00	80.00
Uneda Model, 500 (7 col.)	95.00	95.00	95.00	
Uneda Model, 500 (9 col.)	95.00	135.00	95.00	135.00
Uneda (15 col.) Model 500		115.00	115.00	115.00
Uneda Monarch (6 col.)	75.00	75.00	75.00	75.00
Uneda Monarch (8 col.)	90.00	90.00	90.00	90.00
Uneda Monarch (10 col.)		110.00	110.00	110.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	45.00	49.50	50.00	49.50

Pepsi-Schweppes Execs Confer on U. S. Ad Plans

NEW YORK, Jan. 31.—Pepsi-Cola Company announced this week that Frederick C. Hooper, managing director of Schweppes, Ltd., arrived from London to finalize terms of an advertising and merchandising campaign to sell Schweppes beverages in the American market.

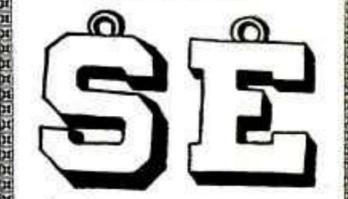
Schweppes, leading soda water, tonic and mixer producer in Great Britain, and Pepsi-Cola recently concluded franchise agreements by which products of both would be marketed in either country.

W. B. Forsythe, first vice-president of Pepsi-Cola, stated that his company would advertise the Schweppes line in newspapers, magazines and on radio, television and billboards. He said many Pepsi-Cola bottlers thru the U. S., Canada and Mexico would soon be producing Schweppes beverages.

PM Sales, Profit Dip Slightly in '52

NEW YORK, Jan. 31.—Net sales and net profit of Philip Morris & Company, Ltd., Inc., for the last nine months of 1952 were slightly behind 1951 figures. The 1952 total was \$232,559,372, compared with \$234,346,380 and \$10,413,915 respectively.

A, B, C, D, E, F, G to Z VARSITY LETTER CHARMS



A brand-new alphabet series superior to all other alphabets. Like colleges use, big athletic letters. As you like Charms, big in size, thick and heavy, so they look and feel right, yet vend perfectly. The "appeal" in VARSITY LETTERS is their personal application. Children will look for all the letters to spell out their names.

Plastic	\$4.00	per 1,000
Copper Plated	6.00	per 1,000
Silver Plated	6.25	per 1,000
Gold Plated	7.50	per 1,000

f.o.b. Jamaica, N. Y.
OR: AT YOUR DISTRIBUTOR

SAMUEL EPPY & Co., Inc.
91-15 144th Place Jamaica 2, N. Y.

MINIATURE PLAYING CARDS
with metal clips
\$3.25 per 1000
WRITE FOR FREE SAMPLES AND PRICE LIST

CHAMPION VENDORS SUPPLY
1119 E. Houston SAN ANTONIO TEXAS

VICTOR... The Operator's Choice for Better Vending...

Topper Deluxe
Globe Style

Topper Deluxe
Half-Cabinet Style

VICTOR'S Baby Grand Deluxe

A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

VEEDCO SALES CO.
2124 Market St.
Philadelphia 3, Pa.

Let Us Arrange a FREE DEMONSTRATION of the Keeney Deluxe Electric CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: ● 432 pack capacity ● Easy loading with swing-up top ● 3-way match vending ● Alternate front and rear column vending ● Quick price changes ● Large storage. Write for an immediate free demonstration today.

2600 W. 50th St. Chicago 32, Ill.

J. H. KEENEY & CO., INC.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for

1 year at \$4. 2 years at \$6. 3 years at \$7.50
Foreign rate, one year, \$6.00. 940

Name

Address

City..... Zone.... State.....

Occupation

GIVE TO DAMON RUNYON CANCER FUND

VICTOR... The Profit Line

VICTOR'S
Topper Deluxe
Globe Style

1 to 23 @ \$14.20
24 to 47 @ 14.00
48 to 99 @ 13.75
100 or more @ 13.20

VICTOR'S
Baby Grand Deluxe

\$14.25 ea.
\$13.25 ea. 100 or more

VICTOR'S
Topper Deluxe
Half-Cabinet Style

1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

All machines packed and sold 4 to the case.

STANDARD SPECIALTY CO.
5115 E. 14th Street Oakland, Calif.

New Dies to Double Perfumatic Output

JERSEY CITY, N. J., Jan. 31.—Joe Tanzer, head of Jo-Lo Perfumatic Corporation, announced vander output would be doubled upon his return this week from a three-day visit at the Mercury Tool and Stamping Plant, Toronto, manufacturer of the perfume machine.

Tanzer said another set of dies is being made at the factory to double current production facilities. Jo-Lo, exclusive United States distributor for Perfumatic, is in the process of setting up regional distributors thruout the nation.

Container Shipments

Glass container shipments declined to a customary seasonal low last November when 8,546,000 gross were shipped, a full 18 per cent below October shipments but 8 per cent above shipments for November, 1951, the Commerce Department reported this week. Production of glass containers in November totaled 8,888,000 gross, a decrease of 17 per cent from the preceding month.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

VICTOR... Tops in Bulk Vending



VICTOR'S Topper Deluxe Globe Style 1 to 23... @ \$14.20 ea. 24 to 47... @ \$14.00 ea. 48 to 99... @ \$13.75 ea. 100 or more... @ \$13.20 ea.

VICTOR'S Baby Grand Deluxe



\$14.25 ea. \$13.25 ea. 100 or more

VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23... @ \$14.20 ea. 24 to 47... @ \$14.00 ea. 48 to 99... @ \$13.75 ea. 100 or more @ \$13.20 ea.



All machines packed and sold 4 to the case.

R. H. ADAIR CO.

6929 W. Roosevelt Rd., Oak Park, Ill.

N.Y. Candy Square Installs C. Miller

NEW YORK, Jan. 31.—Charles Miller was installed as president of the Candy Square Club of New York City at the Hotel Riverside Plaza here Tuesday (27).

Other officers installed were Allen Schwartz, first vice-president; Harry Schnapp, second vice-president; Herman Eitelberg, treasurer, and Maxwell H. Schneider, secretary.

Named as trustees were Charles Bernikow, Milton Esiler, Henry C. Goldenberg, Louis Mendelson, William H. Silverschein and Morton I. Singer.

Morrie Golick and Arthur Raphael comprise the welfare committee. Abe Josephsohn conducted the installations.

Danish Firm

Continued from page 76

cubicles operated thru a single coin chute. The larger of the Samson hosiery venders has two vertical units of 10 cubicles each, separated by a glass-paneled section with a stocking display. One unit requires eight one-kronor and the other 10 kronor. The smaller machine has two vertical units of eight cubicles each, with display space at the bottom of the machine which is attached at a suitable height to the wall of the store front. One unit operates with five two kronor coins and the other with three two kronor pieces. The price of the stockings, in American currency, is 87 cents and \$1.45 in the smaller machine, and \$1.16 and \$1.45 in the larger machine.

The Soren Wistoft firm, Copenhagen, has had a line of similar stocking venders on the market for a year. Several are in use in both outdoor and indoor locations. One in Copenhagen's main railway station has two units of 12 cubicles each with stockings priced at \$1.45 and coin mechanisms requiring use of five two kronor coins.

NATD Session

Continued from page 76

opens with a press breakfast at the Marlborough-Blenheim Hotel and a breakfast meeting of the New York State Association of Tobacco Distributors at the Ritz-Carlton Hotel.

The 21st Anniversary Merchandising Fair also opens the same morning at Convention Hall, with a "Coming of Age" session set for noon. NATD President Bert P. Cunningham will deliver the keynote address. Other speakers for the afternoon will be John C. Whitaker, chairman of the board, R. J. Reynolds Company, and Joseph Kolodny, NATD managing director.

The afternoon reception and entertainment in the Fstel Traymore will be sponsored by the United States Tobacco Company.

Pepsi to Build Plant

WILMINGTON, Del., Jan. 31.—Pepsi-Cola Bottling Company here has announced plans to build a new one-story bottling plant at 35th Street and the Governor Printz Boulevard at a cost of \$215,000.

Eppy Releases Alphabet Series

NEW YORK, Jan. 31.—Samuel Eppy & Company, Inc., introduced a new alphabet charms series this week.

The series is priced at \$4 a thousand in plastic, \$6 a thousand in copper plate, \$6.25 a thousand in silver plate, and \$7.50 a thousand in gold plate.



THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO. 250 W. 57th St., New York 19, N. Y. Plaza 7-3122

Kaufman Resigns Philip Morris Post

NEW YORK, Jan. 31.—Zenn Kaufman, merchandising director of Philip Morris & Company, Ltd., Inc., resigned effective Sunday (1) to form his own company. Latter, a merchandising and sales promotion consultant, will have headquarters in New York City and in Westport, Conn.

Kaufman, author of a number of books on selling, including "Showmanship in Business," is also a frequent speaker before business groups.

Number Plates Aid Inventory Control

MASON CITY, Ia., Jan. 31.—Metalcraft, Inc., has introduced adhesive-backed metal plates for permanent application on venders, etc., to facilitate inventory control. Two types are offered; serially numbered autographs and numbergraphs. Former includes ad copy with serial numbers while latter carries serial numbers only.

NCWA Alerted

Continued from page 76

of \$250 is raised to include more and more salesmen.

Also of "grave concern" to NCWA's Governmental Affairs Committee are two bills which would tend to make the Robinson-Patman Act ineffective by permitting price discrimination if the seller can show that the special rate has been made in good faith to meet the equally low price of a competitor. The Robinson-Patman Act prohibits price discriminations by sellers between their customers which may substantially lessen competition or tend to create a monopoly. The House bill was introduced by Rep. Francis E. Walter (D., Pa.), and the Senate counterpart by Sen. Pat McCarran (D., Nev.).

Passage of the bills may open the gates to "price discrimination in favor of large mass buyers who could use their size, power and position to exact price discriminations that are without economic justification," NCWA charges.

The Association called members' attention to a statement made during the presidential campaign by President Dwight D. Eisenhower, in which he advocated maintenance and effective enforcement of the necessary basic safeguards to free enterprise "provided in present anti-trust laws and in those laws supporting fair competitive pricing practices." Eisenhower said he would "oppose any legislation which will weaken them."

NCWA also called for an amendment to present law to permit Food and Drug Administration inspectors to inspect plants without the owner's or manager's permission. Without this revision, NCWA claims, operators of unsanitary factories and warehouses might hide behind the law "to the detriment of the industry as a whole."

Toronto Papers

Continued from page 76

verbal promises were fulfilled," a spokesman said.

One complainant was advised by the company that their representative was unreliable. Another was informed that the company had cancelled their representative's contract, it was revealed.

The following information is now required by the Toronto papers of prospective advertisers selling vending machines: Name of company; address; kind of business; local references; whether manufacturer, agent or distributor of vending machines, or an independent operator; (if a route) how long has the route offered in the advertisement been established; are you offering employment or selling vending machines; do you secure locations for purchasers of vending machines; if an established vending machine route is for sale, list locations. This application also applies to advertisements for salesmen, collectors or service men.

As a basic consideration, the newspapers are not publishing advertisements from anyone not falling in the category of a vending machine manufacturer (not manufacturer's agent) located in a 40-mile radius of Toronto or the owner-operator of an established vending machine route in the same area.

PM Names Ames

NEW YORK, Jan. 31.—Clark T. Ames Jr. was elected to the board of directors, and George Weissman was named vice-president of Philip Morris & Company, Ltd., Inc., Wednesday (28). Ames is vice-president in charge of production, and Weissman is assistant to the president.

CHARMS New JET SERIES 120 ASSORTED CHARMS Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field! Plastic \$2.15 M Copper 3.60 M Silver 3.70 M

DOMINOES Beautifully designed black plastic with clear white dots. \$6.00 per M f.o.b. NYC

WHISTLES • SIRENS, ETC. COMPLETE LINE OF CHARMS SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO. 220 Broadway, New York 7

EXTRA SPECIAL! WHILE THEY LAST! NORTHWESTERN DELUXE 1c or 5c COMB. Comp. Refinished and Reconditioned \$8.50 Ea.

Table listing various vending machine models and prices: Jewel King, N.W. Model 39, N.W. Model 33, N.W. Deluxe, etc.

COUNTER AMUSE. MACHINES Hit-A-Homer, Pop-Up, Kicker & Catcher, Silver King Hunters, Robbins Bingo. NEW AND RECONDITIONED VENDORS PARTS, SUPPLIES, ACCESSORIES BALL GUM, CHARMS, NUTS EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog! RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

IN STOCK VICTOR'S New Deluxe Model BABY GRAND CHICLE TREETS VENDOR ORDER TODAY VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

CANADIAN OPERATORS! We are the Canadian distributors for OAK'S ACORN VENDOR The finest in the vending industry We are now manufacturing a complete line of charms, including the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list. INTERNATIONAL VENDING CO., LTD. 940 Gerrard St. East Toronto, Ont. Harsgrave 2179 501 Gladstone Ottawa, Ont. Ottawa 3-5782

GOING LIKE WILDFIRE!

COMIC STRIPS

SERIES No. 1 The nation's famous comic strips in full color. Eye-catching, appealing—the children love 'em! \$10.50 per M. SERIES No. 2 Individual comic characters in full color designed as an "Old Maid" card game. \$10.00 per M. SERIES No. 3 Movie, Western and Television stars in full color—200 different personalities. \$10.00 per M. All above strips delivered folded and banded ready for vending. Unfolded and Unbanded Strips at \$1.50 Less per M.

OAK SALES CO.

2033 FIFTH AVENUE PITTSBURGH, PENNSYLVANIA PHONE: ATLantic 1-6478

GIVE TO THE RUNYON CANCER FUND

For Beauty and Durability—It's Victor



The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

ACE VENDING & DIST. CO.

2702 W. Pico Blvd. Los Angeles 6, Calif.

The word to the "wise" is...

GUGGENHEIM

for CHARMS SEND FOR PRICE LIST

Kauf Guggenheim INC. 33 UNION SQUARE N.Y.C. 3, N.Y. • AL. 5-8393

TOPPER DELUXE Globe or 1/2 Cabinet style \$56.80 For Four Spanish Peanuts, 30 lb. ctns., 26¢ lb. Blanched Virginia Peanuts, 30 lb. ctns., 32¢ lb. Dep. req. with all orders; F.O.B. Boston. Operator at CHAMPION NUT CO. 1194 Tremont St. Boston 20, Mass.

EDITORIAL

Would You Help?

Elsewhere on this page is a news story about a Michigan music operator and a group of Illinois music operators who put their phonographs to work this month for the March of Dimes. Neither was aware of the other's plans, but both should be congratulated for their civic spirit and for the kind of public relations the music machine industry needs.

The Michigan operator, Max Rust, of Muskegoe, donated all the proceeds from several records on his boxes to the fund. The Illinois Amusement Association, spearheaded by Louis Casola, Mid-West Distributing Company, Rockford, put 300 phonographs to work for a day for the March of Dimes.

In both instances, the operators received recognition from their local newspapers, and in Michigan the local newspaper carried a list of the juke box locations which were helping the drive.

Make it Industry-Wide

In line with this effort is a letter Casola wrote when reporting what was being done in his community:

"I propose that The Billboard, in conjunction with the Music Operators of America and the manufacturers start a campaign next year to have every juke box operator in the United States donate one day's collections to the March of Dimes Polio Fund. One of the three to furnish the operators with large streamers for the juke boxes and small ones for the wall boxes.

"In line with this an effort should be made to have a singer, orchestra leader, movie star or some famous person appear in every major city and have their picture made inserting a dime in the juke box. I am sure the newspapers will give the necessary publicity."

Top-Notch Public Relations

We heartily endorse Operator Casola's idea and urge the officers of MOA and the manufacturers to give it their consideration. What Casola's letter proposes is a solid public relations effort which would both aid a worthy cause and win countless friends for the industry.

During the past three years, operators of vending machine equipment, working thru National Automatic Merchandising Association, have successfully campaigned for the Red Feather Drives. And the results have been of benefit both to the Community Chests and to the vending industry.

To be successful, a program of this kind takes the united effort of every segment of the industry and leadership from its national trade association. It seems this is a proposal both MOA and the Automatic Phonograph Manufacturers' Association could get behind whole-heartedly.

Waldor Re-Elected MGNJ President

Plan For Instituting Dime Play Undecided; Phonos Register Jump

NEWARK, N. J., Jan. 31.—Sam Waldor, head of the A.B.C. Distributing Company here, was re-elected to his seventh consecutive term as president of the Music Guild of New Jersey this week. The discussion of conversion to dime play was tabled at the Essex House meeting to clear the decks for hotly contested election of association officers, the project has been given top priority in 1953 plans.

The first meeting of the newly constituted MGNJ board of directors, February 12, will be devoted largely to setting a conversion timetable. News of the projected switchover was reported here last week (The Billboard, January 31).

Waldor's post as president was the only association office not challenged by any other candidate. He was named by acclamation. The other officer posts went to Jules Rusoff, the new vice-president; Manuel Ehrenfeld, secretary, and Harold Chasen, re-elected treasurer. Board members include Herman Halperin, Humbert Betti Jr., Frank Alge, Ed-

ward Burg and E. J. McFarland. Alternates are Harry Goldman, Ernest Krauter and Howard Berk.

More Phonos

In a report to the 85 MGNJ members who attended the confab, Dick Steinberg, executive secretary, said the year 1952 was marked by a significant increase in association influence. The few new operators joined MGNJ, a number of non-member routes were purchased by MGNJ firms. This has resulted in a considerable jump in the number of phonographs registered by the association, he said.

Steinberg also stressed the value of the organization's merchandising services and reported briefly on the progress of its direct mail campaign to locations. The campaign points up the benefits locations enjoy in dealing with seasoned, professional operators. Another brochure in the series will be mailed next week.

In a report on legislative activities in the State, Sol Kesselman, MGNJ counsel, said last year saw

(Continued on page 82)

Ristaucrat Plans Chicago Office

APPLETON, Wis., Jan. 31.—Ristaucrat Inc. is planning to open a Chicago office in the latter part of March. Joe Cohen, general manager of Ristaucrat, explained that it became mandatory to make the Chicago plunge because of the increase in business caused by the great demand for the home phono-radio, the Dial-o-matic.

The grand opening of the new quarters will kick off the introduction of the new floor model juke boxes which Ristaucrat is launching in the low price field. One is a 24-selection box and the other is a 48-selection box. Both will be 45 r.p.m. mechanisms and will run about \$300 and \$400 respectively.

The Dial-o-matic is a radio-

phonograph being produced for the home and will sell at \$99.50. The features of the Dial-o-matic are new to the home phonograph field. The machine will automatically restack the records after the last one has been played. It has a replay button whereby the operator can re-run a disk no matter what disk is playing.

Another feature of the machine is the automatic radio selector. If the operator wants to hear only five records (or any given number) he may set the machine to play that amount of records and then the radio turns on automatically.

The entire line will be shown at the grand opening and a nation-wide ad campaign will precede the kick-off.



REUBEN ROLFING

Rolfing Again Elected Head Of APMA

CHICAGO, Jan. 31.—Reuben Roling, president of the Rudolph Wurlitzer Company, was re-elected president of the Automatic Phonograph Manufacturers' Association at the organization's annual meeting last week in the Union League Club here.

Other officers of the association also were re-elected: John Hadcock, president of AMI, Inc., Marshall Seeburg, president of J. P. Seeburg, and David Rockola, president of Rock-Ola Manufacturing Corporation, remain as vice-presidents, and C. W. McKelvy, vice-president of J. P. Seeburg Corporation, was re-elected treasurer.

Wurlitzer Net Dips Slightly, Sales Rise

CHICAGO, Jan. 31.—The Rudolph Wurlitzer Company's consolidated sales for the third quarter (October thru December) resulted in a net profit of \$222,848.17, or 27 cents per share, after reserves and taxes, compared with a profit of \$253,710.31, or 30 cents per share, for the same period a year ago. Sales for the third quarter were \$10,925,949.68, compared with \$8,692,780.32 for the same 1952 period.

For the first nine months (April to December inclusive) net profit was \$587,836.07 (including profit resulting from the sale of real estate) or 71 cents per share, after reserves and taxes, compared with a profit of \$566,577.49 or 68 cents per share for the same period a year ago. Sales for the first nine months were \$25,877,800.68.

(Continued on page 82)

Mich. License Plans Dropped

DETROIT, Jan. 31.—A hearing on a proposed \$500 annual license for juke box operators was held Tuesday (20) before Mayor Raymond J. Petroni, of Melvindale, West Side suburb. The present license fee is \$7.50 per machine per year, comparable to the Detroit fee, and operators here were aroused by the proposal of the high fee.

Presentation by the industry apparently impressed the Melvindale officials favorably and plans for the new license fee were dropped, according to Irving Ackerman, counsel, who represented both the Michigan Automatic Phonograph Owners Association and the Music Operators Guild of Michigan.

Morris Goldman, president of MAPOA, was also present at the hearing, as were several other operators, including George Colovis, Louis Ambrosine, Roy Hathcox, John Broses, and James Napolitan.

Wisconsin Ops Discuss Hike To Dime Play

Speakers Explain Ease With Which Change-Over Can Be Made

CHICAGO, Jan. 31.—Plenty of discussion, but a minimum of action resulted from the meeting of the Milwaukee Phonograph Operators' Association, Monday (26) at the Eagles Club. About 20 coinmen, representing most of the major operating firms were on hand. Chairman Doug Opitz, of Hilltop Coin, called the confab together for the purpose of mulling over the reported eagerness of local ops to switch to dime play. Also on the agenda was further discussion of the negotiations underway regarding unionization of Beer City coin machine employees.

No definite course of action was decided upon.

C. S. Pierce, Brodhead, prexy of the Wisconsin Phonograph Operators Association, was at the speaker's table to give the audience a State-wide picture of the price hike situation. Pierce enumerated the growing number of successful dime locations thruout the southern and western part of Wisconsin. "Practically all dime locations," Pierce commented, "once they have had a taste of higher commissions, are more than anxious to continue at that price. There are several locations in Beloit doing much better at a dime than spots directly across the street still operating at a nickel."

Also emphasized by Pierce was the increasing importance of support of the MOA, as well as local and State trade groups. The MOA, he contended, was the chief factor in the government's recent dropping of juke box price controls and the successful fight

against the proposed ASCAP music tax.

Rockford, Ill., operator, Lou Casola, widely known thruout the industry as an ardent advocate of dime music play completed the roster of speakers. Casola reported that statistics garnered from his own firm's experience evidenced that when the dime switch was made, average cash box takes rose from \$8 per week to a level of \$12. With coin slots set at 10 cents for one play and three for a quarter, Casola said that the meters showed an average 9 cents overall figure per play.

"As a result of the dime price, service calls dropped. While we were taking in more money in practically all spots, we actually experienced fewer plays and less wear and tear on the equipment," he said.

Following Casola's informal talk, both he and Pierce settled down to answering questions from the floor. When queried as to the most effective manner of accomplishing the switchover, Casola reported that it should be handled as a promotional item. "Get the newspapers to give you some space," he said. "Have them run a picture of some celebrity or pretty girl playing the first dime record. In that way they will be giving you favorable publicity right off the bat. If you start out quietly, the papers may pick it up by themselves and make a big 'inflationary' story out of it that could be harmful."

Both he and Pierce agreed that an operator switching to dime

(Continued on page 82)

JUKES DONATE

Players' Dimes Aid Polio Fund

CHICAGO, Jan. 31.—Operators of two cities shared the spotlight in the March of Dimes campaigns in their respective areas. Louis Casola, of Rockford, Ill., and Max Rust of Muskogee, Okla. made the juke box an integral part of the campaign by donating to the March of Dimes fund.

In Rockford, proceeds from some 300 juke boxes were turned over to the fund. It was estimated that the total would reach between \$500 and \$600.

Louis Casola, president of the Illinois Amusement Association and operator of the Mid-west Distributing Company, said one fifth of all the money collected from the 300 juke boxes here this week would be turned over to the local polio fund.

Casola said in past years the IAA usually turned over a fixed amount "\$100 or so," to the program. However, at a recent meeting, it was decided to do something more for the March of Dimes, and the group struck on

the idea of donating a days' proceeds.

Casola pointed out that it was the operators of Rockford who made the donation and not the association.

In Muskogee, Okla., players of the juke box also had their opportunity to help the campaign against polio. Max Rust, owner of Rust Music Company, announced last week that he had secured the co-operation of 23 different business locations which would contribute juke box proceeds for one week to the fund. The take involved only that played on a special record labeled "Play For The March Of Dimes." Rust said the selection would be a current hit and should get good play.

Both operators were lauded in local newspapers for their work.

Editors Note:

The Billboard is eager to learn what other operators have done along this line. If any such plan has been or will be undertaken, drop a line to The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

CORNELL ALBUM PROMOTION. Coral Records has set a major promotional effort behind its release of the Don Cornell album, "For You" (Music department).

VICTOR POP PACE. The big news in the pop field today is the scorching pace set by RCA Victor (Music department).

HOT DISKERY COMPETITION. The 10 top places in The Billboard's Best Selling Charts are held down by eight different labels (Music department).

CAPITOL TO CARRY FAIR TRADE LINE. When Capitol acquires the Cetra-Soria opera line, it will be the first major liskery to carry a fair trade line since the passage of the McGuire Act (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Wis. Ops Discuss Dime Play

• Continued from page 81

play must reconcile himself to having to lose a few marginal spots. Those that drift away because they won't go up to a dime most likely are the unprofitable spots anyway, he informed the questioner. C. S.

Pierce added that "When you change over, any spot that previously has been hitting as low as \$5 per week will drop to practically nothing. But, when you stop to realize it, you've been losing money on that one right along, anyway."

Another advantage accrued on the positive side of the dime price, concluded Casola, was the fact that the value of a dime music route is far above that of a nickel operation. "Any music route set up on a dime operation is bound to be a money maker," he declared. "The operator selling out a dime route these days can always get a good deal more than just the cash value of his equipment, as is usually the case when a nickel route changes hands."

Also mentioned as a device in selling location owners on the benefits of dime play, is the technique of guaranteeing the spots the same amount of commission money they had been getting before. Experience in the Rockford area, according to the discussion, proved that this seldom failed to clinch an okay on a changeover.

Copies of the circulars mailed out to Rockford locations when the new price started there two years ago and other promotional pieces were given out for inspection to the audience.

Among the local operators signing the roster, were Walter Tetting, Erv Beck, Joe Beck, Erv Hoeth, Melo Curro, Les Reder, Sam Hastings, Doug Opitz, Joe Pelligrino, Clyde Nelson, Red Jacomet and Ken Kulow.

Needle Packs Worth \$1,000 Prize Money

CHICAGO, Jan. 31.—A mound of more than 500 empty packages from Jensen phonograph needles was worth \$1,000 to Henry A. Talaske, owner of the Harper Music Shop in Detroit. Talaske collected the wrappers and entered them in the recent nationwide contest sponsored by Jensen Industries, Inc., for radio and television dealer servicemen. The contest offered \$5,000 in cash prizes for the most Jensen needle packages turned in. Entries also had to be accompanied by a sentence completing the statement, "I Sell Jensen Needles Because..."

One hundred and eighty-seven winners shared the cash prizes with the Detroit champion. Karl Jensen, vice-president of Jensen Industries, Inc. flew to Detroit from Chicago to award the \$1,000 check to Talaske. On hand for the presentation were officials of the Ferguson Radio Supply Company, Jensen distributors in the Detroit area, and Jack M. Thorpe, manufacturers' representative.

Talaske has been a serviceman for 12 years. The Harper Music Shop is located at 7457 Harper Avenue and was founded by Talaske's father-in-law. The store has been at its present location for 27 years.

PHONO BOWL CLOSE RACE

CHICAGO, Jan. 31.—The Chicago Automatic Phonograph Bowling League for the week ending Jan. 26 showed a great change in the standings of the leaders. The race for first place was still close, however, the teams in the top spot and the runners-up changing positions. Standings at the week-end were:

	Won	Lost
Gillette Dist.	38.5	21.5
Decca Records	37.5	22.5
Coral Records	37	23
ABC No. 1	33	27
Melody Music	31	29
Galgano Dist.	31	29
Walter Oomens	29	31
ABC No. 2	28.5	31.5
B & B Novelty	27.5	32.5
Columbia Records	26	34
Star Music	21	39
Atlas Music	21	39

AMI Exec Tours Thru West Coast

PORTLAND, Ore., Jan. 31.—A lively market for phonographs during the ensuing year was foreseen last week by William E. FitzGerald, Grand Rapids, Mich., advertising and sales promotion manager for AMI, Inc. FitzGerald was a Portland visitor in the course of a West Coast tour of all AMI distributors.

The basis for FitzGerald's optimism was the high level of business activity he found on the Coast and the enthusiastic reception the music industry is giving his company's new 40D and 80D models. In Portland he was the guest of Budge Wright of Western Distributors, AMI distributor in the area. Wright invited representatives of the industry to meet the Grand Rapids official, to hear him explain his firm's sales program and to discuss their problems with him.

Machine Output

FitzGerald told his visitors the company was making as many machines as it could obtain materials for and "selling all we can make." He found the operators alert to the stimulation to business which the new model phonographs provide. He credited the high level of demand for AMI products to this fact.

As to the future of dime play in the West, the AMI executive expressed the opinion it was too early to determine whether the lifting of OPS regulations would result in a wide-spread trend on the Coast. So far, the changeover has been spotty.

Coming to California to present a juke box to the winner of the company's ad writing contest, FitzGerald's itinerary included Phoenix, Ariz.; San Francisco, Portland, Ore., Seattle, and Salt Lake City.

Dakota Org Plans Meeting; Mayor Lauds Mike Imig

YANKTON, S. D., Jan. 31.—The South Dakota Phonograph Operators Association is planning a large scale meeting with name talent as guests. The meeting is planned for the last of May or the first of June. Operators from Iowa, Minnesota, and Nebraska will attend. The meeting will be held in Yankton.

Mike Imig, vice-president of the organization, recently received the praise of the mayor upon installing a juke with three outside speakers at the local ice skating rink. Imig furnished the equipment free for the kids.

Juke Box Featured In Pathfinder Story

CHICAGO, Jan. 31.—The juke box industry is the subject of a feature article in the current issue of Pathfinder magazine entitled "10 Million Nickels A Day." The article, written for people who play juke boxes rather than those who run them, also points up facts for those in the industry.

NEW POLICY

Coven Plans More Aids For Ops

CHICAGO, Jan. 31.—Coven Distributing Company announced the innovation of an aid to operators which will better acquaint them with Wurlitzer machines. A Wurlitzer regional man will travel with the Coven salesman thru the territory and answer all questions as well as explain the operation of the Wurlitzer models.

Kicking off the program were Reid Whipple, Wurlitzer regional service manager, who is traveling thru Indiana and Illinois with Lee Taylor of Coven. This will be a procedure at intervals as a regular policy of Coven's aid to operators.

Coven also announced a change of the method of renovating used juke boxes. The company now employs production line methods which facilitate better handling. This enables it to turn out used machines that look and operate like new.

A mailing was sent to operators all over the country by Coven recently, announcing the Cart-Sled. This cart was devised to move, easily, all types of coin-operated equipment. The response has been so good, that plans are already in the making to set up a distributorship for the new moving aid.

Wurlitzer Net

• Continued from page 81

compared with \$20,665,133.67 for the similar period in 1952.

Dividend Declared

At a meeting of the board of directors January 15, a dividend of 20 cents per share was declared payable March 1 to shareholders of record at the close of business February 13.

The production of pianos, electric organs, and coin-operated phonographs continues according to government regulations, and to date there has been no difficulty in selling all the civilian products that are permitted to be made.

Sales of the retail store division for the month of December were 14 per cent greater than a year ago, with practically the entire increase due to larger sales of pianos and electric organs.

Production of defense items during the past quarter leveled off and the present volume is expected to remain the same for at least the first six months of the next fiscal year.

Waldor Named

• Continued from page 81

few municipal ordinances passed that would restrict or make more burdensome the operation of coin phonographs.

Dime Play

While the exact course New Jersey operators will take in instituting dime play still remains to be decided, an attempt will be made to accomplish the conversion with maximum smoothness. The drive will probably first seek to convince the relatively few doubting operators in the area of the economic desirability of the new price peg.

Next will come a public relations campaign directed at locations and the paying public. Techniques of efficient conversion also will be studied, and a stockpile of necessary parts built up to complete the switchover with all possible dispatch.

The membership of MGNJ, in appreciation of the long-time service of Waldor, presented the association president with a solid silver coffee service at the get-together. A silver center piece also was presented to Humbert Betti Sr., who has served the association as office and board member for the last 12 years. Now in semi-retirement, Betti also was elected an honorary trustee of the association for life, the first operator ever given such status by MGNJ.

GIVE TO THE RUNYON CANCER FUND

AMI Appoints New Distrib

GRAND RAPIDS, Mich., Jan. 31.—Appointment of T. B. Holliday Company, Columbia, S. C., as AML distributor for South Carolina, was announced this week by Jack J. Mitnick, Eastern representative for the Grand Rapids juke box manufacturer.

Holliday is widely known in the area, having been in the music business for many years prior to his affiliation with AML.

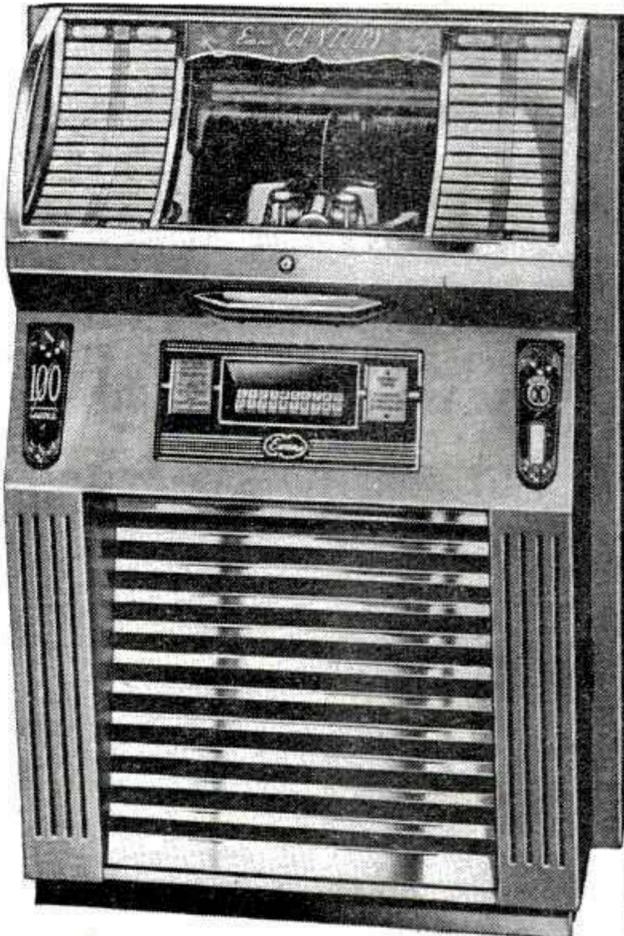
The Holliday firm is located at 727 Main Street, Columbia, and occupies an attractive building which has recently been refurnished to provide large, well-lighted showrooms, street window displays, and storage facilities. The service and parts department have been arranged especially for operator convenience.

Advertisers in THE BILLBOARD are BLESSED WITH THE BEST.



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.



H. C. EVANS & CO.

1556 W. Carroll Ave. Chicago 7, Illinois

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.

MUSIC OPERATORS

See Your SEEBURG DISTRIBUTOR

(or write us)

For full details and rates on STAR'S new Title Strip service based on Billboard's "THIS WEEK'S BEST BUYS."

STAR TITLE STRIP CO., INC.

2001 Fifth Avenue

Pittsburgh, 19, Pa.

All phones: Atlantic 1-0818

prize winner

Mrs. Chester Merrill, wife of operator Chester Merrill of Piedmont Amusement Co., Spartanburg, S. C., wrote the advertisement below and captured 2nd Prize (an AMI Hideaway) in the thrilling AMI "Write-an-Ad" contest which drew over 400 entries from music operators throughout the world.



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nick, regional representative for the
manufacturing firm, arranged for
who receive
D-80 valued at \$925. Secor
AMI "Hideaway" valued at

Lonely Hearts

Dear Lonely Hearts:

My husband is my problem. He is a juke box operator. He comes home late at night, tired and cross. I know that he works hard but he never seems to get his juke boxes working as they should, so the locations are always calling him - even late at night.

Please help me.

"Brown Eyes"

Dear Brown Eyes:

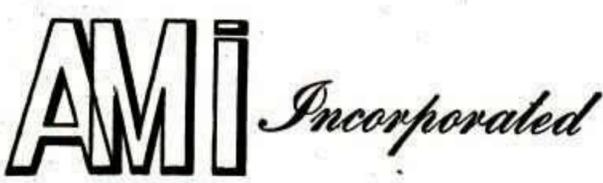
Tell him to buy A M I.

"Lonely Hearts"

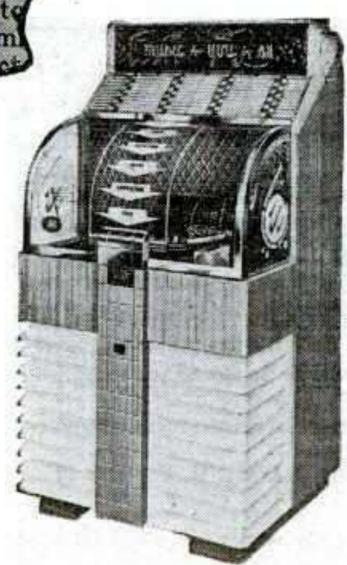
Dear Lonely Hearts:

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Standar
Wallace
of Gran
Win
Conte
subm
select

The "D" is available in 80 and 40 selections, blond or mahogany cabinets.



General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan



Coinmen You Know

Pittsburgh

Raymond W. Watts, Mills Automatic Merchandising Corporation has a class of teen-aged boys at St. Andrew's Episcopal Church in East Liberty.... The highway department is getting the bridge girders up on the Penn-Lincoln Parkway where it crosses the Banksville Circle within a stone's throw of Harry Dennis' Automatic Canteen Company office.... Joseph McGlenn says business is coming along nicely.

One operator, using the coin business as a sideline, commented on dime play: "If you're not making any money at a nickel, how's it going to hurt to go to a dime."... Harry Rosen reports today's psychology is not to think in terms of operators working harder to improve business, but in terms of what they can draw out.... Sidney Weinstein,

member of the new firm, Plastic Specialties, Inc., reports "ship in the bottle" charm is the first of its type to be manufactured expressly for the vending machine trade.

Joe Sulick was a visitor at Hamburg Brothers.... John S. Novosel, Novo Vending Service, operates within a 20-mile radius of Pittsburgh.

Chicago

Ralph Sheffield, Genco road man, just completed a two week's trip thru the Pennsylvania territory in the interest of the Jump-in' Jacks game. Avron Gensburg and Sam Lewis, Genco heads, find business on the upswing and repeat orders on games rolling in.... Joe Caldron, president of Trans-World Trading Corporation, is back on the job after a seige of the flu. Firm has added several new lines in recent weeks.

Sol Gottlieb left on a road trip to Baltimore, Philadelphia; Newark, N. J.; New York; Hartford, Conn., and Boston. While in Baltimore he took in the operators' annual banquet. Morrie Gottlieb, Texas representative for Gottlieb products, is in Miami visiting his brother, Dave Gottlieb, firm president.... Dave Bender, sales manager of Coven Distributing Company, is recuperating from surgery. He will be back on the job in a few weeks.

Hartford

Dominick Fulco, Hartford coin machine operator, is back from a

trip to Italy and had a happy reunion with his many relatives. "And now all we want to know," asserts Abe Fish, president of Connecticut State Coin Association, "is where Dom keeps the wine at his summer cottage? It's getting toward spring and the boys in the trade are anticipating more Fulco parties!"

After three years of commendable service in an official capacity, Lou Naclerio, popular spokesman of the Waterbury delegation to the CSCA sessions in Hartford, is stepping down to concentrate on membership duties.

Maurice Wein, of New London, genial secretary of CSCA, is rapidly building an enviable reputation as the most competent man in his field. His minutes, say CSCA toppers, could well serve as a model for coin groups throughout the country.

Multiple play pinball machines have been declared to be gambling devices in a decision by Judge Harry Ginsberg, of New Britain Police Court. Canteen candy vending machines in the metropolitan Hartford area are now carrying this hard-hitting promotional copy: "Always on the Job—That's This Canteen. Your Silent Salesman."

Store Operation

Continued from page 73

the location for only two years, Macy's has been dealing with Capitol Projectors for eight years. It all started when Goldsmith talked the store into installing a couple of midget movies on a straight commission basis. They proved popular, were operated efficiently and took up little space. Now there are 18 midget movies at the Herald Square store.

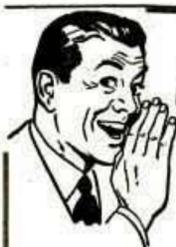
Two years ago, when Capitol launched its chain and department store operation, Goldsmith sold the store on installing a couple of his horse rides. Today, the installation consists of two Capitol horse rides, two Conat Sales' Atomic Jets and a locomotive ride.

\$400 a Week

The rides are serviced once a week and refurbished every six to nine months. The entire operation—rides and midget movies—average more than \$400 a week on a year-round basis—with the revenue split about 50-50. The Rocket rides are the biggest grossers and Saturday is the best day. Two Vendco change-makers—one on each floor on which the rides are located—allow the operation to run smoothly, without having the sales personnel being interrupted for change making.

Capitol has rides and midget movies in the other four Macy stores in metropolitan New York, altho the installations are smaller. According to Carey, it is doubtful if the installations will get much larger, but he believes they are there to stay.

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED



Confidentially... they're TOPS!

because they're from
MUSIC SYSTEMS
BEST BUYS OF THE MONTH

Clean Equipment—Ready for Location
Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG 148SL \$219.00
147M 149.00
146M or S 129.00

Hideaways
H148M \$199.00
H146M 75.00

ROCK-OLA 1432 (50 Selections) \$419.00
AMI Model C 425.00
WURLITZER 1015 139.00
WURLITZER 1100 289.00
WURLITZER 1250 395.00
ROCK-OLA 1422 89.00

Wall Boxes
3W7-L56 \$34.50
(5-10-25¢ 3-wire)
3W2-L56 12.50
(5¢ 3 wire)
W1-L56 5.00
(5-10-25¢ wireless)
W6-L56 29.50
(5¢ wireless)
Packard Chrome Wall Boxes 5.00
Export inquiries invited.

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

How Was Your Timing on . . .

"SIDE BY SIDE"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
Billboard
BEST BUY

JANUARY
20

Title Strips
Ready for Top
Juke Profits

JANUARY
20

Mail This Coupon Today
for FREE Sample and
Information!

Yermie Stern, 2 E. 45th St., New York 17

I'm interested in timing my record buying with Billboard's BEST BUYS. Please send—without charge or obligation—a sample of your title strips which are supplied day and date with publication of BEST BUYS in Billboard.

Name _____

Address _____

Washington

Mrs. G. L. Sinclair, Northern Virginia Music, says business is good. . . . Michael Bushdid, Michael Coin Devices, and Jack A. Spittler, who operates in nearby Virginia, also find play increasing. . . . James Bowen, head of Kwik Kafé of Washington, reports coffee sales improving.

The G. B. Macke Corporation's newest installation is an ice cream concession at the govern-

ment printing office, Meyer Gelfand reports. Beverage, cigarette and candy machines were previously placed in the government location. Gelfand believes there will be a substantial increase in business soon. . . . Fred Baker, manager of the Allied Beverage Company, is working on a big deal, which he hopes to complete soon. The Washington Music Guild, headed by Leonard Adams, president, will hold a meeting this week. Plans for the new year will be the main topic of discussion.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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. 31	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10
AIREON				
Coronet			\$35.00	
Fiesta			40.00	
400		\$65.00		
AMI				
Hideaway			295.00	
Model A	\$260.00 295.00	260.00 295.00	249.50 260.00	\$239.00 260.00
	325.00	325.00 350.00	269.50 295.00	350.00
Model B	360.00 425.00	360.00 395.00	349.50 360.00	360.00 450.00
	450.00	425.00	450.00	
		450.00(2)		
Model C	449.00 450.00	445.00(2)	399.50 449.00	460.00 475.00
	460.00 475.00	449.00 460.00	460.00 469.50	
		475.00(2)	475.00(2)	
CHICAGO COIN				
Sand Box				125.00
EVANS				
Constellation	395.00	379.50-395.00		
52			395.00	
MILLS				
Constellation		149.50 150.00		
PACKARD				
Manhattan 76	79.50 89.00	79.50 89.00	79.50 89.00	79.50 89.00
		109.50	135.00	
Model 7		49.00 79.00	49.00 99.00	49.00
ROCK-OLA				
Rocket 50-51	439.50	395.00		
39-40		39.50	39.50	
1422	89.00 94.00	89.00 94.00	85.00 89.00	89.00 150.00
	94.50 125.00	94.50 99.50	94.00 145.00	
		150.00		
1426	109.50 150.00	129.50 175.00		175.00
1428	250.00 275.00			
1428 Blonde				295.00
1432	395.00 419.00			
1434	529.00	529.00		
1932		395.00 439.00	419.00 439.00	419.00 445.00
		445.00		
SEEBURG				
Classic			49.00	49.00
Commander			69.00	
Envoy			49.00	49.00
H 146 Hideaway	89.00	89.00		
H-146 M Hideaway	75.00	75.00	75.00	94.50
H-148 M Hideaway	199.00	199.00	199.00	229.00
Hightone			49.00	49.00
Low Boy			35.00	
M 100 BL	875.00			
M-100 B 45 RPM	775.00	775.00	850.00	
M-100 A 78 RPM	629.50 649.00	649.00 649.50	649.50 650.00	669.00 695.00
	650.00 675.00	650.00 695.00	669.00	
Major			49.00 59.50	49.00
146	129.50 150.00	129.50 150.00	119.50 129.50	150.00
			145.00	
146 Hideaway	150.00	150.00		150.00
146 M	125.00 129.00	125.00 129.00	125.00 129.00	129.00
146 S	125.00 129.00	125.00 129.00	125.00 129.00	129.00 140.00
147	169.50 175.00	175.00	139.50	175.00
147 M	140.00 149.00	140.00 149.00	140.00 149.00	140.00 149.00
147 S	140.00	140.00	140.00	
148 M	195.00	195.00	195.00	195.00
148 Blonde	219.50 275.00	275.00		275.00
148 Hideaway		195.00		195.00
148 ML	240.00 249.00	240.00	240.00	240.00
148 ML Blonde		239.50	239.50 249.00	
148 SL	219.00	219.00	219.00	219.00
1941 Hideaway	49.00	49.00		
1946	149.50	149.50		
1946 Hideaway		89.50	89.50 149.50	
1947 M	169.50	169.50	169.50	
1948 Hideaway				195.00
1951 Hideaway			49.00	49.00
8800 RC			65.00	
WILLIAMS				
Music Mite		79.50	35.00	99.50
WURLITZER				
500 K			59.00	
700			39.50	
750		49.50 95.00	49.50	75.00
750 E			79.00	
800			39.50	
1015	129.50 139.00	139.00 169.00	125.00(2)	139.00 175.00
	175.00(2)	175.00(2)	139.00 149.50	
			150.00 175.00	
1017 Hideaway	99.50 115.00	99.50 115.00	99.50	150.00
			150.00	
1080	119.50 125.00	119.50 125.00	125.00 129.50	125.00 150.00
			150.00 179.50	
1100	269.50 289.00	269.00 289.00	275.00 289.00	289.00 300.00
	299.00 329.50	325.00(2)	299.00 329.50	315.00
		349.50		
1200				395.00
1250	369.00 399.00	369.00 399.00	369.00 399.00	399.00 475.00
	425.00 450.00	399.50 429.50	445.00 450.00	
		450.00 475.00		

Certificate of Confidence and Service Know-how!



*Model 1436

The ROCK-OLA Authorized Service Certificate. Your Assurance of Constant and Continued . . .

FireBall

Efficiency for Peak Profits

ROCK-OLA

FireBall

The only Phonograph with

120 SELECTIONS

this Certificate of efficient servicing is awarded to each ROCK-OLA Sales Outlet's serviceman completing the FIRE BALL WORK SHOP TRAINING COURSE

*Available in 2 models for either 78 RPM or 45 RPM records

All the Following Sales Outlets Display this Certificate of Service

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

- BAILIE DISTRIBUTING CO.**
647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.**
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.**
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**
1200 North Ave., Elizabeth, New Jersey

MIDWEST

- BADGER NOVELTY COMPANY**
2546 North 30th Street, Milwaukee, Wis.
- BINCO MUSIC DISTRIBUTING CO.**
1329 S. Calhoun St., Ft. Wayne, Indiana
- BRILLIANT MUSIC COMPANY**
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE

- 525 S. High St., Columbus, Ohio
- DAYTON MUSIC SALES**
815 St. Paul Ave., Dayton 10, Ohio
- DIXON DISTRIBUTORS**
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**
208 E. Dewey Ave., Buchanan, Michigan
- IDEAL NOVELTY COMPANY**
2823 Locust Street, St. Louis 3, Missouri
- LA BEAU NOVELTY SALES CO.**
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE

- 814 Summit St., Toledo, Ohio
- UNI-CON DISTRIBUTING CO.**
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

- PUGET SOUND NOVELTY CO.**
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

- A. M. & F. DISTRIBUTING CO.**
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**
301 Edgewood Ave., S. E., Atlanta, Ga.
- S & M SALES COMPANY, INC.**
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**
503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY**
515-A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

- AUTOMATIC MUSIC CO.**
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

- 2919 N. Fourth Street
Albuquerque, New Mexico
- BOYLE AMUSEMENT COMPANY**
522 North West Third
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY**
1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT**
2020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS**
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES**
608 Johnson Street, Amarillo, Texas
- UNITED AMUSEMENT CO.**
446 N. Main St., San Antonio, Texas

WESTERN

- H. B. BRINCK**
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.**
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois



Designed by World Famous Manufacturer of Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO. Mt. Clemens, Mich.

SPECIAL! "POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE



SPECIAL-PANORAMS Guaranteed Reconditioned WRITE.

RECONDITIONED EQUIPMENT

Table listing prices for various reconditioned equipment like Brite Lites, ABC, Coney Island, etc.

On All New Equipment WRITE FOR PRICES

Write for January Special Price List CLAYT NEMEROFF • CHARLEY PIERI

MONARCH COIN MACHINE, INC. 2257-59 N. Lincoln Ave., Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

COME AND GET 'EM

Table listing prices for various coin machines like 15 United Six Players, 10 United Four Players, etc.

10% OFF IF YOU BUY 5 Small charge for crating.

BINGHAMTON AMUSE. CO., INC.

221 Main St., Binghamton, N. Y. Phone: 7-1971

HERE! HERE!

ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO. UNITED 10TH FRAME STAR SHUF. ALLEY SPARKPLUG... BALLY CONEY ISLAND... BALLY SPOTLITE... SEEBURG BEAR GUN... MANY USED BINGO AND PIN GAMES—WRITE, WIRE, PHONE. CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. HIGH COLUMBUS 15, OHIO Phone: Adams 7254

BINGO GAMES

Table listing prices for various bingo games like Palm Beach, Atlantic City, Spot Light, etc.

ONE BALLS

Table listing prices for one ball games like Futurity, Turl King, etc.

KRAMER DIST. CO. 729 Camp St. New Orleans, La. Tel.: Tulane 6720

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.

Main table listing prices for various amusement games like ABC (United), Across-the-Board (United), Advance Roll (Genco), etc.

Table listing prices for various amusement games like Futurity (Bally), Georgia (Williams), Gin Rummy (Gottlieb), etc.

Coin Machine Exports

September, 1952

Country	Phonographs		Venders		Amusement Games		No.	Total Value
	No.	Value	No.	Value	No.	Value		
Canada	239	\$76,966	4,103	\$74,727	633	\$85,095	4,975	\$236,788
Venezuela	119	82,830	50	12,287	—	—	169	95,117
Belgium	132	54,002	—	—	251	18,010	283	72,012
Mexico	186	53,771	—	—	—	—	186	53,771
Cuba	89	48,424	—	—	—	—	89	48,424
Switzerland	—	—	—	—	333	43,651	333	43,651
Japan	—	—	—	—	39	15,133	39	15,133
Netherlands	—	—	—	—	209	11,274	209	11,274
Other Countries	194	67,810	112	4,652	291	27,337	597	99,799
TOTALS	959	\$383,803	4,265	\$91,666	1,756	\$200,500	6,970	\$675,969

\$5 MIL MARK TOPPED

'52 Export Sales Sets New Dollar High in 9 Months

CHICAGO, Jan. 31.—For the second consecutive year, coin machine exports set an all-time high dollar-wise but this time the feat was accomplished in nine months instead of 12. Official figures released this week by the U. S. Department of Commerce showed that in the January-September period of 1952, 51,361 new and used games, jukes and venders were sold for \$5,269,460. In the full 12 months of 1951, 29,719 products units were shipped to foreign coinmen for \$5,121,806.

In every month since the statistics were first established, except August, 1952, the most active division dollar-wise was music which accounted for \$383,803 for 959 machines. Operators in Venezuela were responsible for the greatest number of new juke sales and spent \$82,830 for 119 units. Canada was a major factor in the music figures. Canadian companies purchased 239 boxes for \$76,996. The other principal coin-operated phonograph buyers during the month were Belgium (\$54,002 for 132 units); Mexico (\$53,771 — 186), and Cuba (\$48,424 — 89).

The second most productive export trade segment was games and it accounted for the sale of 1,756 new and used models for \$200,500. Canadian coinmen were the biggest purchasers and paid \$85,095 for 633 units. The other key game purchasers in September were Switzerland, Belgium, Japan and The Netherlands (see export chart).

In vending, the over-all outlook continued on a bright note. During September, 4,265 automatic merchandisers, mostly small bulk units, were delivered

to foreign operators for \$91,666. Canadian firms purchased 4,103 units for \$74,727 and operators in Venezuela spent \$12,287 for 50 machines.

Conn. Assn. Installs 1953 Executive Staff

HARTFORD, Conn. Jan. 31.—Speeches operator loyalty and improved service to locations highlighted the installation meeting of the Connecticut State Coin Association at the Waverly Inn in nearby Cheshire. The outgoing officers received several gifts.

In his initial speech as president, Abe Fish, owner of General Amusement Game Company, asserted loyalty was a key factor in the development of a trade association. He said, "If you consider yourself a loyal operator with appreciation for the things the coin machine industry is trying to do in a unified way, you will forget your petty jealousies and work together for a bigger and better Connecticut State Coin Association. Later the outgoing president, Jim Tolisano, Superior Music Company, commended CSCA's hard working members for their close co-operation in 1952.

Other executives sworn in at the meeting were Clarence Sorretino, New Haven, vice-

president; Maurice Wein, New London, secretary; Irving Clapp, Hartford, treasurer; Frank Marks, first assistant treasurer; Ben Gordon, New Britain, second assistant treasurer, and Charles D'Alessandro, third assistant treasurer.

Guests at the meeting included Art Daddis and Jack Mitnick, AMI, Inc., and Irving Kempner, Runyon Sales. The next CSCA meeting will also be in the Waverly Inn, February 12.

NEW HORIZONS

Det. Shuffle Head Suggests House Leagues

DETROIT, Jan. 31. — Development of a new type of shuffleboard league under the "house league" plan was advocated this week by Fred Chlopan, new president of the Detroit Shuffleboard Association.

There is a trend from the established type of the inter-location league, working toward city or area championships which have been so effectively organized in this city during the past two years, Chlopan said. One factor was the natural reluctance of some location owners to encourage a type of league activity in which their customers would be sent to another competitor's tavern one night a week. Obviously, some customers might like the new spot, and be induced to transfer their steady patronage, he pointed out.

Another factor affecting league play is the natural popularity of a new development, Chlopan said. The inter-location league has been popular during the past two years, but the newness has started to wear off and industry effort may require redirection toward more consistent business from regular players and fans.

Chlopan advocated the establishment of a league to play just within one spot. This would mean a regular group of players concentrating their sport—and their patronage—in a single location.

Special leagues for particular groups united by their work connections also was suggested by Chlopan. This would include people working in the same offices, or other organization. Since many working at one spot tend to concentrate their patronage location, this policy would be in line with this development, he said.

A further suggestion to organize senior and junior leagues in each location, similar to those frequently found in bowling alleys, was advanced by Ken Fournier of the G & W Company.

	Issue of Jan. 31	Issue of Jan. 74	Issue of Jan. 17	Issue of Jan. 10
Sweetheart (Williams).....	\$85.00 99.50	\$79.50 85.00	\$49.50 95.00	\$65.00 99.50
Tahiti (Chicago Coin).....			22.00 40.00	
Tampico (United).....	64.50 79.50	64.50 79.50	54.50 79.50	64.50 79.50
Telecard (Gottlieb).....	49.50	49.00	49.00(2)	
Tennessee (Williams).....	29.50	29.50	29.50	29.50
Texas Leaguer (Keeney).....	50.00	50.00	50.00	50.00
Thing (Chicago Coin).....	99.50	69.50 99.50	75.00 99.50	99.50
Three Feathers (Genco).....	64.50	49.50 64.50	64.50	64.50
3-4-5.....			145.00	
Three Musketeers (Gottlieb).....	85.00 89.50	69.50 85.00	55.00 89.50	89.50
Thrill (Chicago Coin).....	29.50 49.50	29.50(2) 49.50	29.50 49.50	29.50 49.50
Touchdown (United).....	165.00 195.00	165.00	165.00	165.00(2)
Trade Winds (Genco).....	29.50	29.50(2)	29.50	29.50
Trigger (Exhibit).....	99.50	99.50	99.50	99.50
Trinidad (Chicago Coin).....		24.50	35.00	
Triple Action (Genco).....	49.50	24.50	49.50	49.50
Triplets (Gottlieb).....	94.50	94.50	94.50	94.50
Tri-Score (Genco).....	85.00 99.50	29.50 75.00	35.00 39.50	99.50
Tumbleweed (Exhibit).....	85.00 95.00	69.50 85.00	85.00	
Turt King (Bally).....	85.00 95.00	85.00 95.00	85.00 95.00	85.00 95.00(2)
Tuscon (Williams).....	59.00 84.50	44.50 59.50	25.00 44.50	44.50
Utah (United).....		59.50 84.50	59.00 65.00	84.50
Watch My Line (Gottlieb).....	85.00	85.00	55.00 85.00	
Whizz Kids (Chicago Coin).....	175.00	175.00	165.00	
Wild West (Gottlieb).....	225.00	225.00	225.00	225.00
Winner (Universal Industries).....	45.00 99.50	45.00 99.50	45.00 50.00	45.00 75.00
Wisconsin (United).....	34.50	34.50 39.50	34.50	20.00 34.50
Wizard.....	49.50	49.50	49.50	49.50

SEABOARD SPECIALS!

ALL EQUIPMENT SHOPPED AND MECHANICALLY OVERHAULED

GAMES	MUSIC
WILLIAMS LONG BEACH.....	\$175.00
SHOO SHOO.....	45.00
GLOBETROTTER.....	135.00
HAYBURNER.....	125.00
JALOPY.....	125.00
MERMAID.....	80.00
CONTROL TOWER.....	75.00
FOUR HORSEMEN.....	65.00
FIFTY.....	60.00
PINKY.....	60.00
DOUBLE FEATURE.....	60.00
GEORGIA.....	60.00
KNOCKOUT.....	\$45.00
ROCKET.....	45.00
FIGHTING IRISH.....	35.00
BUTTONS & BOWS.....	35.00
FIGHTIN' PHILS.....	32.50
EL PASO.....	32.50
TRI-SCORE.....	32.50
MARYLAND.....	32.50
AQUACADE.....	32.50
TELECARD.....	27.50
SAMBA.....	27.50
BUCCANEER.....	27.50

SEEBURG M100A..... Write
 Seeburg 146..... \$ 95.00
 SEEBURG H147 HIDEAWAY..... 150.00
 SEEBURG H246 HIDEAWAY..... 125.00
 AMI "A"..... 235.00

1/3 DEP., BAL. C.O.D., F.O.B. HARTFORD.

SEABOARD NEW YORK CORP. 790 ALBANY AVE. HARTFORD, CONN. PHONE: 46-1666

THIS IS NEW!

5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE... A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 44, ILLINOIS

VICTOR... The Profit Line

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Baby Grand Deluxe

VICTOR'S Topper Deluxe Half-Cabinet Style

A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

590 Albany Avenue **PIONEER VENDING SERVICE** Brooklyn 3, N. Y.

REDD'S KIDDIE RIDES ARE ALL GUARANTEED!

LATE EXHIBIT BIG BRONCOS

ATOMIC JET SPACE SHIPS

LATE MIDGET MOVIES

METEOR SPACE SHIPS

BOAT RIDES, HORSES

AUTOMOBILE RIDES

WRITE, WIRE OR CALL TODAY!

REDD

DISTRIBUTING CO., INC.

298 LINCOLN STREET

ALLSTON 34, MASS. AL 4-4040

AMI

Exclusive distributors for **BALLY-UNITED**

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY! ... see page 3 for rates

Calendar for Coinmen

February 9—Wisconsin Phonograph Operators' Association, monthly meeting. Place to be announced.
 February 12—Music Operators of Northern Illinois, monthly meeting, Pjacks Restaurant, Chicago.
 February 24—Western Vending Machine Operators' Association, Unique Cafe, Los Angeles.
 March 16-20—National Association of Tobacco Distributors, annual convention, Convention Hall, Atlantic City.

NEW POLICY

World-Wide Commences Service School Sessions

CHICAGO, Jan. 31.—World-Wide Distributors, Rock-Ola outlet for the Chicago area, announced that they held their first school for servicemen last week. A large number of servicemen appeared for the first ses-

sion, according to Fred Skor, World-Wide sales staff.

The school was conducted by Frank Schultz, service engineer of Rock-Ola Manufacturing Company, who was assisted by Phillip Kutsch, music service manager for World-Wide. The sessions lasted all day, and the men were taken to lunch by the firm.

Phil Kutsch and Len Micon worked out the program for the school. Classes were held at the World-Wide offices. The session was the first of several schools to be held in Chicago, Skor said. Classes cover the entire set-up of the new Rock-Ola Fireball 120-selection machine.

Idaho Falls Changes Bell License Fee

IDAHO FALLS, Idaho, Jan. 31.—The city council has changed its licensing system on bell equipment from 50 per cent of the earnings to a schedule ranging from \$500 to \$1,500 per machine.

Under the new set-up \$500 will be paid for each of the first two units licensed and \$1,500 for each additional machine. There are now 310 machines in Idaho Falls, the mayor reported. He anticipates bell revenue for the year will be approximately \$356,000.

GE Pushes Pre-Season Air Conditioner Sales

BLOOMFIELD, N. J., Jan. 31.—General Electric Company announced inauguration of a pre-season sales plan on packaged air conditioning installations for business firms. The key points to encourage off-season purchases include skip-payments and 24-month terms.

Texas Marble Op Sentenced

SAN ANTONIO, Jan. 31.—A Bexar County jury found a San Antonio marble table operator guilty of gaming charges and sentenced him to a two-year prison term. Notice was given by the defense attorney that he would appeal the case.

The jury deliberated for 17 hours before reaching its verdict.

New Coin Telescope

CHICAGO, Jan. 31.—The American Lens and Photo Company is working on plans for a model of a coin-operated telescope which is expected to be marketed in approximately three months.

Charlotte Ops Issued Warning On Coin Taxes

CHARLESTON, S. C., Jan. 31.—City taxing authorities have given orders here to seize all coin-operated vending or amusement machines on which city taxes were unpaid after February 1.

The crackdown was ordered by City Council's committee on purchases and bids. Machines which must bear a taxpaid sticker are venders and music machines.

Alta. Bell Op Appeal Granted

EDMONTON, Alta. Jan. 31.—The Appeal Court of Alberta granted Dale Johnson of Calgary, leave to appeal to the Supreme Court of Canada the Alberta court's ruling on the provisions of the provincial Slot Machines Act.

Johnson's contention is that a police court magistrate does not have the jurisdiction to decide whether machines seized under the act are slot machines.

In the original action, Justice W. G. Egbert ruled that jurisdiction rested with the higher court and that magistrates were without power to make decisions as to the legality of the machines. The Crown appealed the judgment.

The dispute arose from the seizure by police on July 19, 1951 of a number of machines belonging to Johnson.

Heads Jewish Council

WASHINGTON, Jan. 31.—Aaron Goldman, head of the G. B. Macke Corporation, this week was elected president of the Jewish Community Council of Greater Washington for a two-year term.

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. 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. 31	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10
Ace Bomber (Mutoscope)....	\$150.00	\$150.00	\$150.00	\$100.00 150.00
Air Raider (Keeney).....	119.00	119.00	119.00	125.00
Astroscope 10c.....	125.00	125.00	95.00	95.00
Atomic Bomber (Mutoscope)			125.00	
Bank Shuffle (American)....	285.00	285.00	285.00	285.00
Bank Shuffle (American)....			275.00	
Big Innings (Bally).....	165.00 195.00	165.00 195.00	165.00 195.00	149.50 165.00
Bolescope (Supreme).....	95.00	95.00	95.00	95.00
Bomber.....	89.50	89.50	55.00	55.00
Boomerang.....	45.00	45.00	45.00	45.00
Build Up (Exhibit).....	24.50	24.50	19.50	
Challenger (ABT).....	20.00 29.00	20.00 29.00	20.00 29.00	20.00 29.50
Chicken Sam (Seeburg)....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Counter Grip (Mercury)....	150.00	150.00	110.00 150.00	150.00
Date Gun (Exhibit).....	50.00 65.00(2)	50.00 65.00(2)	28.00 50.00	49.50 50.00
Defender (Bally).....	125.00	125.00	94.50 100.00	94.50
Deluxe Athletic Scale (Mercury).....	79.50	79.50	79.50	79.50
Deluxe Photomatic (Mutoscope).....				149.50
Derby 4 Player (Chicago Coin).....	195.00(2)	159.50	149.50	150.00
Drop Kick.....	75.00	75.00	75.00	75.00
Flan Hockey (Coinex).....	150.00	150.00	150.00	150.00
Flying Saucer (Mutoscope).....	150.00	150.00	150.00	150.00
Goalie (Chicago Coin).....	85.00 119.50	59.50 85.00	59.50 85.00	75.00 85.00
Gun Patrol (Exhibit).....	175.00 195.00	175.00 195.00	215.00	215.00
Heavy Hitter (Bally).....	65.00	65.00	65.00	65.00
Hockey (Chicago Coin).....	65.00 75.00	65.00 75.00	59.50 65.00	65.00 75.00
Irish Poker.....	85.00	85.00	85.00	85.00
Jack Rabbit (Amusement Corp.).....	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jet Gun (Exhibit).....	225.00	225.00	195.00	250.00
Little Joe.....	18.50	22.50	18.50	18.50
Kicker & Catcher.....	99.50	99.50	99.50	99.50
Lite League.....	99.50	99.50	99.50	99.50
Low Meter (Exhibit).....	39.50	39.50	39.50	39.50
Metal Toner Deluxe.....	195.00	195.00	195.00	195.00
Midget Movies.....	199.50	125.00 199.50	125.00 199.50	125.00 150.00
Midget Sk. Ball (Chi Coin).....	20.00	20.00	20.00	20.00
Model F (ABT).....	275.00	275.00	225.00	225.00
Panorams.....	250.00	250.00	250.00	250.00
Photomatic (Mutoscope).....	250.00(early) 625.00(late) 650.00(late)	250.00(early) 625.00(late) 650.00(late)	250.00(early) 625.00(late) 650.00(late)	250.00(early) 375.00(late) 625.00(late) 650.00(late)
Pistol Pete (Chicago Coin).....	75.00 129.50	75.00 129.50	55.00 75.00	70.00 75.00
Pitch 'Em & Bat 'Em (Scientific).....	185.00	185.00	185.00	185.00
Pokerino (Scientific).....	99.50 125.00	99.50 125.00	99.50 125.00	49.50 99.50
Pokerino Jr (Scientific)....	250.00	250.00	250.00	250.00
Pony Express (Exhibit).....	75.00	75.00	65.00 75.00	75.00
Pool Table (Edicola).....	15.00	15.00	15.00	15.00
Punch-A-Ball (Genco).....	95.00	95.00	95.00	95.00
Quizzer.....	125.00	125.00	110.00 125.00	125.00
Rifle Range (Bally).....	125.00	125.00	125.00	125.00
Rifle Range (Bally).....	105.00	105.00	105.00	105.00
Set Shot Basketball (Munves).....			250.00	200.00
Shipman Art Show.....	49.50 59.50	49.50 59.50	49.50 59.50	49.50 59.50
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shoot-A-Line (Exhibit).....	249.50 265.00	249.50 265.00	195.00 199.50	250.00
Shoot the Bear (Seeburg).....	275.00 295.00	275.00 295.00	200.00 219.50	275.00(2) 295.00
Silver Bullet (Exhibit)....	125.00 145.00	125.00 165.00	110.00 125.00	125.00 150.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	125.00	125.00	125.00	125.00
Skill Gun (ABT).....	39.50	39.50	39.50	39.50
Skill Test (Gretchen).....	59.50	59.50	59.50	59.50
Sky Fighter (Mutoscope)....	125.00	125.00	125.00	125.00
Standard Metal Toner.....	325.00	325.00	325.00	325.00
Ten Series (Williams).....	75.00 100.00	75.00 100.00	50.00 65.00	75.00 100.00
Target Skill (Genco).....	125.00	125.00	100.00	125.00
Team Hockey (United).....	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
Telequiz.....	139.00 169.50	139.00 169.50	85.00 139.00	139.00 169.50
Ten Strike (Evans).....	75.00 169.50	75.00 169.50	75.00 169.50	75.00 169.50
3-Way Gripper (Gottlieb).....	24.50	24.50	24.50	24.50
Torpedo (Bally).....	110.00	110.00	110.00	110.00
Undersea Raider (Bally)....	95.00	95.00	95.00 145.00	90.00 95.00
Voice-o-Graph (Mutoscope).....	425.00 525.00	425.00 525.00	125.00 525.00	425.00 525.00
Western Baseball.....	85.00	85.00	85.00	85.00

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Help Wanted

Mechanic and Route Man for Seeburg Phonos, Pins and Bowlers; between 25 and 40 yrs of age, no drinkers; good starting salary with chance for advancement to right party; small populated territory; answer by mail and give references and qualifications. Chief Amusement Co., 100 S. Main, Lamar, Colo.

Parts, Supplies & Services

Packard Selector Conversion Kits for dime play, instruction, glass included: \$1.50 each, complete, thousands already in use. Alpha Co., 1025 N. Highland, Hollywood 38, Calif.

Plastics—Any pre-war Wurlitzer or Seeburg Plastic, \$3, PPD, Music Parts Co., 2929 Main St. Ocean Park, Calif.

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery; write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa., LOcust 7-1448.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

Advance Ball Gum Machines, 35, large globes, in good condition, \$4.50 each; 30 Exhibit Card Venders, counter models, steel cabinets \$10 each. A. Gerry, Box 6535, Philadelphia 45, Pa.

Bargain—2 Goalies, \$75 each; Exhibit's Love Meters, 3 Monkeys, 3 Wise Owls and Bases, \$75 per set; Chester Pollard Football, \$90; Undersea Raider, \$70; 5 Mutoscope DLX Post Card Vendors, with bases, \$25 each; Metal Card Vendors, 3 slots, \$15 each; Scale, \$35. Joe Frederick, 2263 Newton, Detroit 11, Mich.

Cigarette Machine, King Size Conversions, 2 1/2 and 3oz mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

For Sale—1 new and 1 used coin operated Electronic Golf Driver Machine. Arnold Miller, 3659 Harrison, Kansas City, Mo.

2 Shuffle-Shoes Machines, nearly new, sacrifice to sell quickly. J. W. Dolphin, Manchester, Iowa.

SEE...?

now display style advertising draws your eyes toward this space? This same "Reader Compelling" style can be yours for only a little more, and often for less, than regular classified style. See the order form below for complete details.

USED 1c-5c CANDY, NUT, BALL GUM, TAB GUM VENDORS, BOUGHT-SOLD. TUBULAR COIN WRAPS—1c to 50c, 85c per 1,000; 80c per 1,000 in 10,000 lots.

ALUMINUM COIN COUNTERS—1c or 5c, \$1.45 each prepaid.

Tab Gum, Wrigley—47c; American Cnicle, 42c; Clark's Teaberry, 42c. Chlorophyll Tab, Chicla Tabs, 300 ct., \$12.15 per case (27 lbs.); Chloro-Tabs, 300 ct., \$14.04 per case (27 lbs.). Ball Gum—210, 170, 140, \$6.50 per case (25 lbs.); Chloro Ball Gum, 210, 170, 140, \$11.25 per case (25 lbs.). Small Panned Candies, write for prices. Deluxe Charm Asst. (275 count), \$2.50; Charm Asst. (400 count), \$2.25. Cast Iron Stands, \$4.25 each; 6 or more, \$4.00 each. Top Plates for two and three venders. All prices F.O.B. Chicago. 1/3 deposit, balance C.O.D.

KING & CO. Distributors of all Northwestern Venders and Parts 2700 W. Lake St. Chicago 12, Ill.

No, it won't cost you \$380 (the price of 19,000 2c Post Cards) to reach the more than 19,000 prospective coin machine buyers thru The Billboard's Coin Machine Market Place. This service can be yours for as little as \$3 per week; and if you really want FAST results, try a Display Classified Advertisement.

Cigarette Machines, quarter operation; Uneda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shipman candy bar machines, \$22.50—cost \$69.50. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Cleaning house—Packard Wall Boxes, chrome, \$4.50—satin, \$3.50; Gottlieb Games; Four Horsemen, \$75; KC Jones, Buttons and Bows, \$50; Jack and Jill, Bank Ball, Robin Hood, Humpty Dumpty, \$25. Advance Music Co., 1606 Grand Ave., Kansas City, Mo.

38 Atlas Bantam Country Tray 5c Nut Vendors, spotless, chrome finish, like new, lot \$5 each; 10 Atlas Ace 1c Nut Vendors, like new, \$5 each; also 100 Counter Display Racks for packaged nuts and other specialty foods or candy, price \$100 lot. Heat-Seal unit for sealing cellophane bags, paper cutter, punches, staplers, etc., complete outfit, \$100. Frontier Novelty Co., 256 W. Roger Rd., Tucson, Ariz.

12 Kunkel Popcorn Vendors for \$200; also free reconditioned Gum Vendors, purchase contents only; come and get them 114 Gates Ave., Jackson, Tenn.

Wanted to Buy

WILL PAY \$20 EACH

for Chicago Coin Bowling Alleys with blue cabinets. Write or call Streamliner Coin, 663 N. Wells, Chicago 10, RAndolph 6-0879.

Wanted for Cash—A.M.I. Model "A" Phonographs for resale, must be in good condition. Music Machine Co., Brunswick, Ga.

MECHANIC

Permanent position. Experienced on Seeburg Victrolas and Pin Ball Machines. Excellent salary, hospitalization, life insurance benefits. No drinks or floaters apply. Reference required.

B AND B NOVELTY CO., INC. 715-17 West Main St. Louisville, Ky.

PANORAM FILMS

I have a wide variety of these Films. All Films are guaranteed. New SIX Lovely and Different GIRLS on each 600 ft. loop—20 new Films produced each week. Write today for particulars.

FILM DISTRIBUTORS 7520 Irvine Ave., North Hollywood, Calif.

Routes for Sale

Cigarette Machine route in Calif.; approx. 550 machines covering well populated, prosperous area. Box 600, The Billboard, Chicago 1, Ill.

Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



BETTER BUY from BANNER

Where you get... **The Best**

NEW and RENEWED MECHANICAL HORSES ROCKETS and SPACE SHIPS at the RIGHT PRICE

Write, wire or phone

BANNER SPECIALTY COMPANY
Endorsing Only the Best Since 1917

Home Office
199 W. Girard Ave., Phila. 23, Pa.
Branch
1508 Fifth Ave., Pittsburgh 19, Pa.

MERCURY ATHLETIC SCALES—NEW



Counter Model
This sensational proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors. Write us for distributors' prices and all other information. Place orders now for early delivery.

Write, wire or phone.
GREAT LAKES SYSTEM
Phone: OWen 4-6331
C-5274 S. Dort Hwy. Flint, Michigan

For **REAL BUYS** from the nation's **LARGEST** coin-machine **STOCK**

Send Today for Our Complete Price Lists

DAVID ROSEN
Exclusive A.M.I. Dist., Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

SAM SOLOMON'S BUYS

United ABC \$139.50
Chi. Coin Basketball Champ 195.00
Sunshine Park 395.00
Long Beach 395.00
Twin Rotation Write
Keeney 4 Player Conversion (for long board) 195.00
Hayburners 149.50

University Coin Machine Exchange
854 N. High St., Columbus 8, Ohio
Tel.: UNIVERSITY 6900

WANT TO BUY FOR CASH
BRITE LIGHTS—BRITE SPOTS
BROADWAYS—LEADERS—3-4-5's
ZINGOS—ATLANTIC CITIES AND PALM BEACHES
ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
San Francisco 3, Calif.
Phone: HEMlock 1-1750

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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. 31	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10
Ace Bowler (Chicago Coin)...		\$79.50		
Baseball (Bally).....			\$29.00	
Baseball (Genco).....		79.50		
Big League Bowler (Keeney).....	\$185.00	185.00	185.00	
Bowllette (Gottlieb).....	25.00	25.00	15.00 25.00(2)	\$25.00
Bowling Alley (Chicago Coin).....		45.00	40.00 45.00	
Bowling Alley, 6 player (Chicago Coin).....	295.00	250.00w/p	265.00	295.00
		295.00	295.00w/p	295.00w/p
Bowling Champ Conversion (Keeney).....		89.50		
Bowling Champ (Keeney).....				50.00
Bowling Champ, 2 player (Keeney).....	50.00		50.00 89.50	89.50
Bowling Classic (Chicago Coin).....	59.50 69.00	59.50 69.50	59.50 69.50	59.50 69.50
	89.50	89.50	89.50	89.50
Bowling Classic, 2 player (Chicago Coin).....		69.50		
De Luxe League Bowler (Keeney).....	245.00 265.00	245.00 265.00	245.00 265.00	245.00 265.00
	295.00	295.00	295.00	295.00
Deluxe Bowler (Williams).....		39.00		39.50
Deluxe 6 Player (Chicago Coin).....				265.00
Double Bowler (Keeney).....	79.50 89.50	79.50 99.50	79.50 99.50	79.50 99.50
Double Header (Bally).....		59.50		69.50
Double Header (Williams).....	45.00(2) 49.50	45.00(2) 49.50	45.00(2) 49.50	45.00(2) 49.50
		49.50(2) 50.00	50.00	
Double Shuffle Alley (United).....			40.00 45.00	
Double Shuffle Alley Express Rebound (United).....	139.50	139.50	139.50	139.50
8 Player Rebound (Genco).....	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United).....	200.00 220.00	199.50(2) 215.00	199.50 200.00	199.50 215.00
	225.00(2) 225.00w/p	200.00 220.00	215.00	225.00(2) 235.00w/p
	235.00w/p	225.00(2) 225.00w/p	225.00(3) 235.00w/p	240.00w/p
	245.00	235.00w/p	240.00w/p	245.00(2)
		245.00	245.00	
Four Player (Keeney).....	95.00 195.00	95.00 195.00	95.00 125.00	195.00 225.00
	225.00 295.00	225.00 295.00	150.00 195.00	295.00
			225.00 295.00	
Four Player Shuffle Alley (United).....	195.00(2) 220.00	185.00 195.00(2)	194.50 195.00	220.00 220.00
		200.00 220.00	200.00 220.00	125.00 145.00
Hook Bowler (Bally).....	105.00 145.00	95.00 145.00	95.00 145.00	149.50
	129.50	149.50	149.50	
League Bowler (Keeney).....	125.00(2) 135.00	125.00 135.00	115.00 125.00	115.00 125.00
	135.00 139.50	139.50	135.00 139.50	135.00 139.50
King Pin (Keeney).....		35.00		35.00
League Bowler, 4 Player (Keeney).....	159.50	139.50 159.50	99.50 139.50	139.50 195.00
			195.00	
League Bowler Super Deluxe (Keeney).....	275.00	275.00	275.00	275.00
Official Shuffle Alley (United).....	349.50 365.00	349.50 365.00	349.50 365.00	349.50
Pin Lite Bowler, 2 player Rebound (Chicago Coin).....			85.00	
Shuffle Alley (United).....	29.00	29.00	29.00	29.00
Shuffle Alley DeLuxe, 6 Player (United).....	295.00(2) 325.00 345.00	295.00(2) 325.00 350.00	295.00 325.00(2)	325.00(2) 350.00
	350.00	350.00	350.00	
Shuffle Alley Express (United).....	35.00 45.00	35.00 45.00	35.00 45.00	35.00 45.00
	49.00	49.50	49.00	49.00
Shuffle Alley, 2 player (Keeney).....	49.50	49.50	49.50	
Shuffle Alley, 2 player (United).....	60.00	60.00	60.00	60.00
Shuffle Alley Express 2 player (United).....	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney).....	250.00			
Shuffle Alley, 6 player (United).....	240.00 245.00(2) 260.00w/p	240.00 245.00(2) 249.50	240.00 245.00 260.00w/p	240.00 245.00 265.00(2)w/p
	265.00	260.00w/p	265.00w/p	315.00
	265.00w/p	265.00w/p	289.50 315.00	
		265.00 315.00		
Shuffle Baseball (Chicago Coin).....		45.00	45.00(2)	45.00
Shuffle Bowler (Bally).....				29.00
Shuffle Horseshoe (Chicago Coin).....	75.00 129.50	75.00 99.50	75.00 129.50	75.00 129.50
		129.50		
Shuffle Lane (Rock-Ola).....	29.00	29.00	29.00	29.00
Shuffle Line (Bally).....	95.00 105.00	95.00 105.00	95.00 105.00	95.00 105.00
	125.00	125.00(2)	125.00(2)	125.00(2)
Shuffle Slugger (United).....	65.00(2)	65.00(2)	65.00 79.50	65.00 79.50
Shuffle Target (Genco).....	90.00 95.00	90.00 95.00	95.00 119.00	95.00 119.00
		99.50 100.00		
Shuffle Tournament, 4 player (Universal).....			145.00	145.00
Single Shuffle Alley Rebound (United).....	50.00 89.50	50.00 75.00	50.00 89.50	50.00 89.50
Skee Alley (United).....		79.00 89.50	59.00 79.00	79.00
Star Bowler, 2 player.....	350.00	350.00	350.00	350.00 435.00
Strike (Exhibit).....			89.50	89.50
Super Six Shuffle Alley (United).....	350.00(2) 375.00	350.00(2) 375.00	334.50 350.00(2)	350.00(2) 375.00
			375.00	
Super Twin Bowler (Universal).....	39.50 59.50	39.50 69.00(2)	39.50 59.50	59.50 69.00(2)
	69.00(2)		69.00(2)	
Trophy Bowl (Chicago Coin).....	49.00 59.50	50.00 59.50	50.00 59.50	50.00 59.50
	89.50 99.50	89.50 99.50	89.50 99.50	89.50 99.50
Twin Bowler (Chicago Coin).....	32.50w/p	32.50w/p	32.50 w/p	
Twin Bowler (Universal).....	49.00	49.00	40.00 49.00(2)	49.00
Twin Bowler (Williams).....				
Twin Shuffle Alley Rebound (United).....	165.00	145.00 165.00	145.00 165.00	145.00 165.00
Twin Shuffle-Cade (United).....	150.00	129.50 150.00	75.00 150.00	150.00
2 Player Rebound (Keeney).....			39.50	

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

Shaffer Specials

in better quality buys

SEEBURG		WURLITZER	
M-100-A (78).....	WRITE	1100	\$269.50
148 Blonde.....	\$209.50	1015	129.50
147	169.50	1080	119.50
146	129.50	1017 Hideaway.....	99.50

ROCK-OLA		POST WAR WALL BOXES	
50-51 (50 Selection).....	\$439.50	Seeburg 5c 3 Wire.....	\$15.00
1428	250.00	Seeburg 5/10/25	
1426	109.50	Wireless	24.50
1422	94.50	Wurlitzer 3020.....	24.50
		Wurlitzer 3031.....	4.95

Rowe Electric Cigarette Vendors 25c Head..... \$159.50
Wurlitzer 219—AMI Steppers..... \$21.50—25.00

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

ANNOUNCEMENT!

Mayflower Distributing Co.

Saint Paul, Minnesota

Continues to serve its customers with the same Lines and Policies as before!... and with utmost confidence for the future.
RUMORS NOTWITHSTANDING!

NEW—CLOSEOUTS	IN ORIGINAL CRATES	ARCADE—RECONDITIONED	
Bally Futurity	\$425	Seeburg Bear Gun	\$225
Bally Frolics	490	Chi. Coin 4 Play Derby.....	145
Staeplechase	250	Hayburner	150
Univ. 5 Star	150	County Fair	160
		Wm. Deluxe World Ser'es....	195
		Touchdown	160
U-Pop-It, Popcorn Machine			\$250
Ajax Cigarette Vendor, New 8 col.			160
Keeney 4-Way League Bowler			145

1/3 down with all orders

Mayflower Distributing Co.

2218 UNIVERSITY AVENUE NEStor 7901 ST. PAUL, MINN.

VICTOR... The Choice of Operators...



The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

BERNARD K. BITTERMAN

4709 E. 27th Street Kansas City 1, Missouri

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!



BE PREPARED

FIRST Class Equipment is the best anti-freeze for dropping collections.

SHUFFLE GAMES

NEW! KEENEY'S 10 PLAYER TEAM BOWLER

"First-Conditioned" and Resurfaced

EXHIBIT

SUPER TWIN ROTATION... Write

KEENEY

DE LUXE LEAGUE BOWLER... \$265

LEAGUE BOWLER... 135

UNITED

SUPER 6 PLAYER \$375

DELUXE SIX

PLAYER... 325

SIX PLAYER... 245

FIVE PLAYER... 225

FOUR PLAYER... 195

SKEE ALLEY... 79

SHUFFLE SLUGGER... 65

SHUFFLE EXPRESS... 49

BALLY

SHUFFLE LINE... \$105

HOOK BOWLER... 105

UNIVERSAL

SUPER TWIN... \$ 69

BOWLER... 49

TWIN BOWLER... 49

GENCO

SHUFFLE TARGET \$95

BOWLING LEAGUE 25

WILLIAMS

DOUBLE HEADER... \$45

DELUXE BOWLER... 39

BINGO 5 BALLS

Bally Beauty

United SHOWBOAT

Genco JUMPING JACKS

"First-Conditioned"

BALLY

FROLICS... \$435

ATLANTIC CITY... 425

SPOT LIGHT... 345

BRIGHT SPOT... 325

CONEY ISLAND... 325

UNITED

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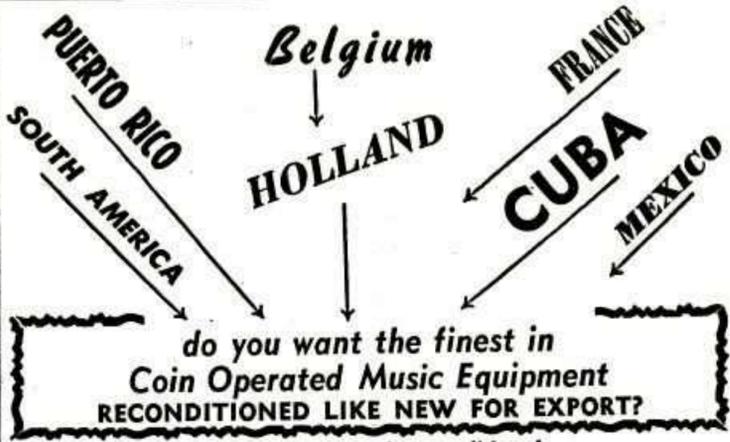
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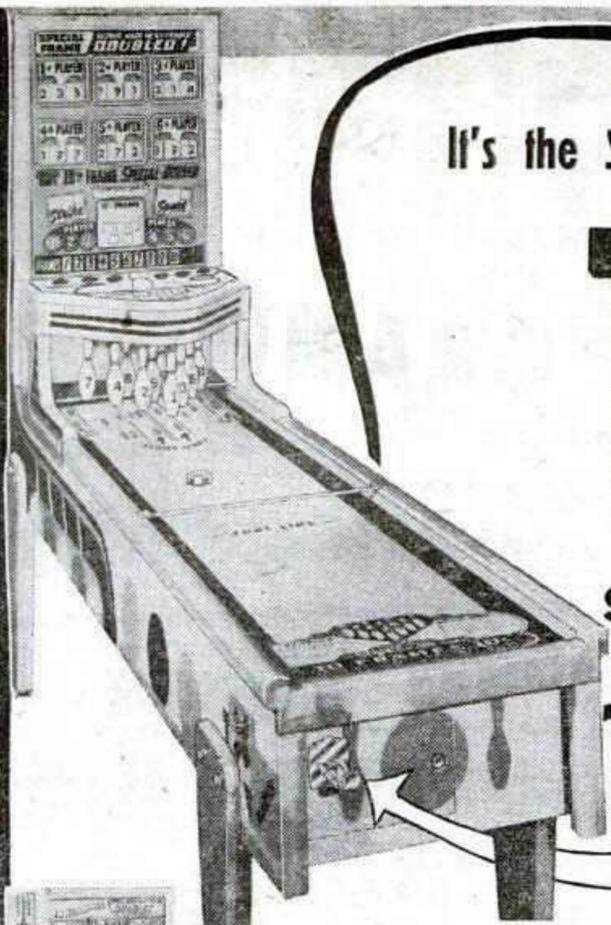
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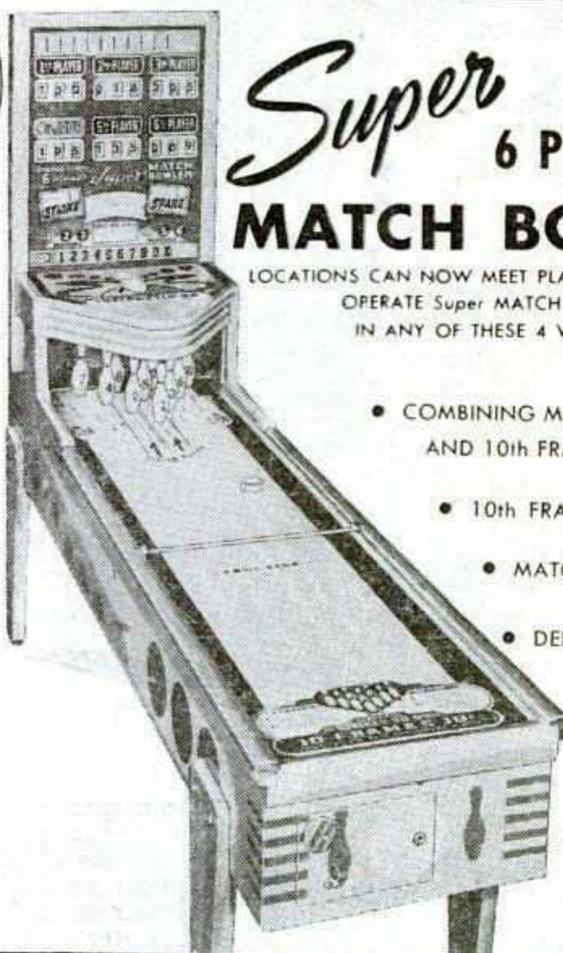
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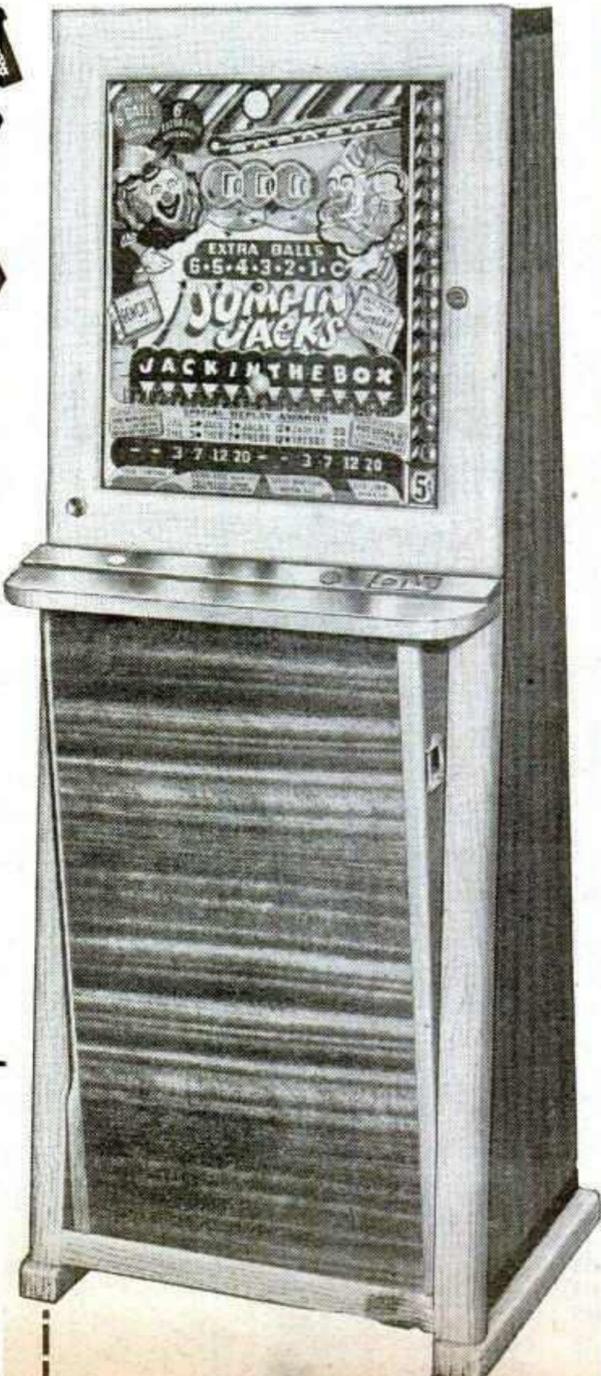
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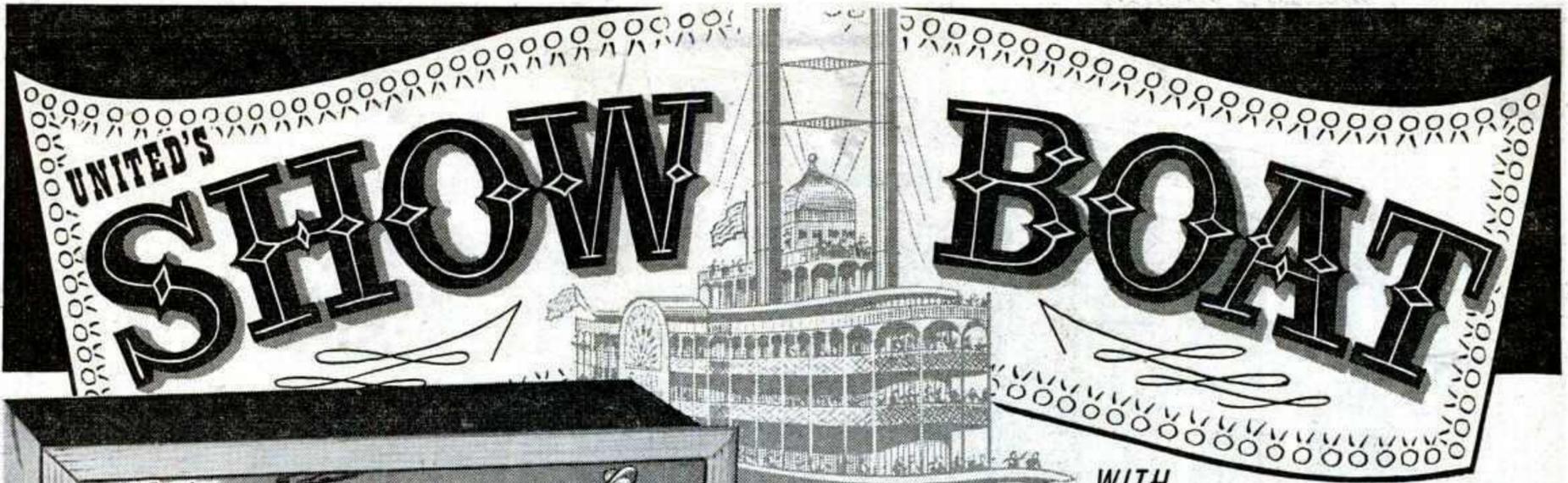
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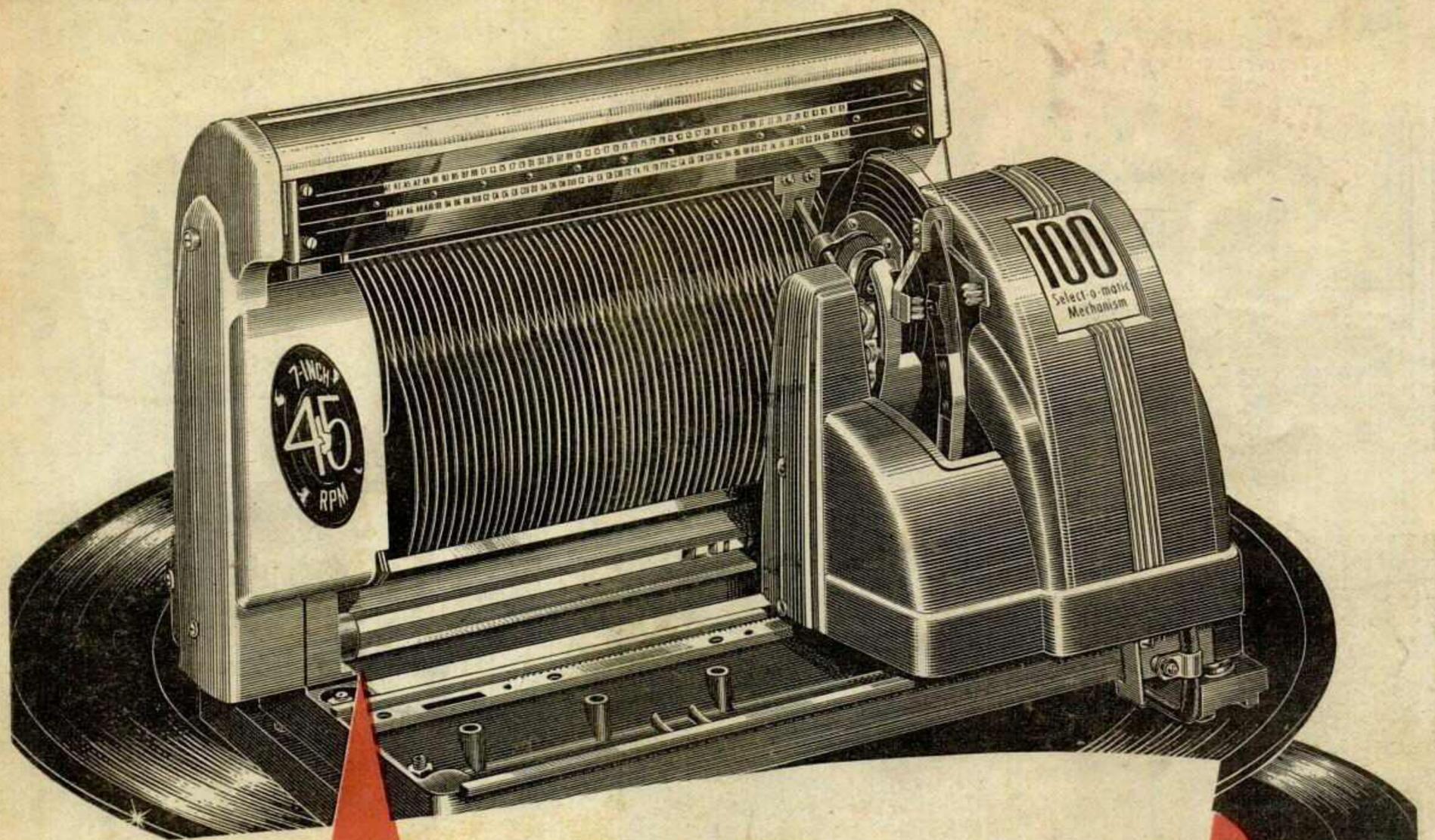
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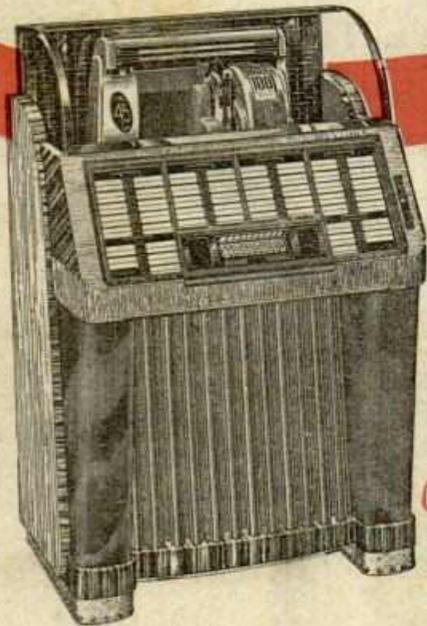
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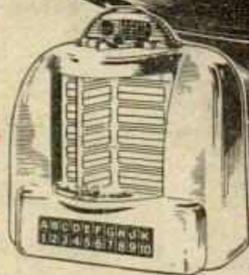


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